

**RADIO
ANNUAL
TELEVISION
YEAR
BOOK**

1959

TROPIC ISLES

CALYPSO



FURIOUS FISTS



BOLD

BONGO DRUMS,

MOONLIGHT,

RECKLESS



ADVENTURE!

.....AND IN CALYPSO-LINGO, THIS ALL MEANS

Cucky! *

* CARIBBEAN DEFINITION: "DEVIL-MAY-CARE!"

Sassy as a calypso ballad! Romantic as a moonlit beach! A potent blend of suspense, mystery and international intrigue amid the feverish atmosphere of torrid Trinidad!



ZIV'S NEW *"Devil-May-Care"* SERIES

VENTURE



Explosive Action in the Colorful Caribbean!

starring

DANE CLARK

and introducing

JOAN MARSHALL

From the Florida Keys to Trinidad . . . they find *ADVENTURE* in every port of call!

Every week a sparkling half hour! For details on how you can profit from using this great selling force, see your Ziv Man.





DENNIS JAMES

Representatives

WM. MORRIS AGENCY



presents

1959

TWENTY-SECOND ANNUAL EDITION

RADIO ANNUAL and

TELEVISION YEAR BOOK

CHARLES A. ALICOATE


Editor-in-Chief

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RADIO DAILY CORP.

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

personalized jingles & program signatures
exciting station promotions
top artists... professional production
balanced musical selections... and

SOUND



In 1959 more than ever before, profit from the unusual advantages offered by WORLD'S sound creativity in Sales Promotion and Program Service. Write, wire, or phone:



WORLD *sales promotion and program service*

WORLD BROADCASTING SYSTEM, INC.

COLISEUM TOWER OFFICE BUILDING • 10 COLUMBUS CIRCLE • NEW YORK
PHILADELPHIA • HOLLYWOOD • CANADIAN REPRESENTATIVES: ALL-CANADA
RADIO AND TELEVISION LIMITED • VICTORY BUILDING, TORONTO

...revenue producing musical briefs
...commercial jingles and selling aids
...continuing weekly program scripts
...special seasonal and holiday shows



CREATIVITY

MEANINGLESS SLOGAN OR MEANINGFUL PHRASE?

Consider first WORLD'S 30 years of experience in producing up-to-the minute radio . . . proven rating and revenue-wise, a sound investment for subscribers.

As for creativity, spontaneity *plus* a thorough knowledge of radio's needs is required to be productive . . . and a 30 year record attests to productiveness.

The proof is in the using . . . "sound creativity" as represented by the distinctive WORLD features above.





News Is Preferred...

... by **Stations** . . because it adds
both profits and prestige.

... by **Sponsors** . because it insures
a day-to-day association with quality.

... by **Listeners** . . because it is
dependable as well as interesting.



Preferred

50 Rockefeller Plaza

•

New York 20, N. Y.

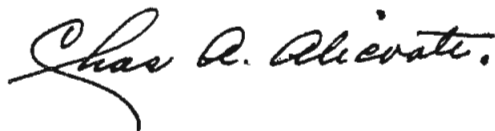


Foreword

STATISTICS are the accepted footprints of an industry's progress and growth. Nineteen fifty-eight in the broadcasting industry, both American and world-wide, was essentially a year of change. The record of those changes, major as well as minor, and their effect upon the industry, will be found chronicled on the pages of this, the 22nd Edition of the Radio Annual Television Year Book.

LONG acknowledged the Recognized Standard Reference Book for the industry, its pages further reflect evidence of continued advancements and contributions in the great medium of broadcasting for the spreading of vital information and entertainment.

IT hardly need be added that the 22nd edition again represents the efforts of countless collaborators, official and unofficial. To these loyal friends of the Radio Television Daily and the industry, once again, our deep and grateful appreciation.



Editor and Publisher



the
perry
como
show

nbc-tv

Saturday 8-9 pm



Direction

GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO

BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



EDITORIAL

1959

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(Pontiac Division of
General Motors Corp)

The Sports Reel
(United Press)

HARRY WISMER

**Greatest Sports Thrills
of the
Twentieth Century**

The Fox Movietone

Great Moments in Sports (United States Air Force)

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THE SIGNATURE THAT SELLS

See that signature?
The C is for Chuck.
The G is for Goldstein.
The selling success is for you
and your clients... because
Chuck Goldstein Productions
has the specialized talent and
experience to work with you
to create and/or produce
outstanding musical commercials...
straight dramatic commercials
with top New York talent... and
imaginative presentations in sound.
Large national agencies,
regional advertisers, and
small local accounts alike
have found the CG services
valuable and effective.
You will, too. Call collect and
discover how they can help you.

CHUCK GOLDSTEIN PRODUCTIONS, INC.

730 Fifth Avenue • Suite #600 • New York 19, New York • JUdson 6-7477

Some of the products and agencies for whom Chuck Goldstein has created and/or produced commercials:

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Ajax
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Delta Airlines (Dramatic)
Dragon Brand Foods
(Dramatic - Canada)
Goodyear Tire
Hormel Bacon
Hudepohl Beer (Cincinnati)
Iron City Beer (Pittsburgh)
Jello Chiffon
Kellogg's Koko Crispies

Koch's Beer (Buffalo)
Kwikcheck Stores (Tampa)
Lucky Strike
Master Bread (Minneapolis)
Mayfair Cigarettes (Canada)
Northern Pacific R. R.
Northwest Orient
Olympia Typewriters
Scotch Brile
V-10 Protein Bread

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B. B. D. & O., Inc.

Bryan Houston
Burke Dowling Adams, Inc. (Atlanta)
Leo Burnett
Hoag & Provandie (Boston)
Holland Wegman Productions (Buff.)
Norman Malone Associates (Akron)
Mann Ellis, Inc.
Pidgeon Savage Lewis, Inc. (Minn.)
Ross Roy, Inc. (Detroit)
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**MEET
THE
BRITISH
PEOPLE
IN...**



Topic

Joan and Julius Evans visit the Royal Academy of Dramatic Art in London and meet several RADA students.

A new series, a new look at Britain and the British today... through the eyes of Joan and Julius Evans, an American couple abroad.

You will meet an attractive lady chemist with definite views on marriage and careers... a 20th Century "Mr. Chips" an out-of-fiction London cabbie... a dedicated atomic physicist... a pretty young theater hopeful... a Rhodes Scholar from North Carolina... and many others.

Among the places you will visit are Bohemian Soho, busy London Airport (where jets came of age), Ulster (which sent America 14 Presidents), Harwell (crucible of nuclear research) and rebuilt Coventry... Britain's Detroit.

"TOPIC" is no quaint tourist trip... but rather a frank and friendly visit with an energetic and dynamic people, and their country... it's exciting, stimulating TV, a *must* for your best public service time!

13 Quarter Hour Programs—FREE for TV!

Write NOW for first-run availabilities in your area.
Call your local BIS man or contact—



Radio - Television Division

BRITISH INFORMATION SERVICES

an Agency of the British Government
45 Rocketteller Plaza • New York 20, N. Y.

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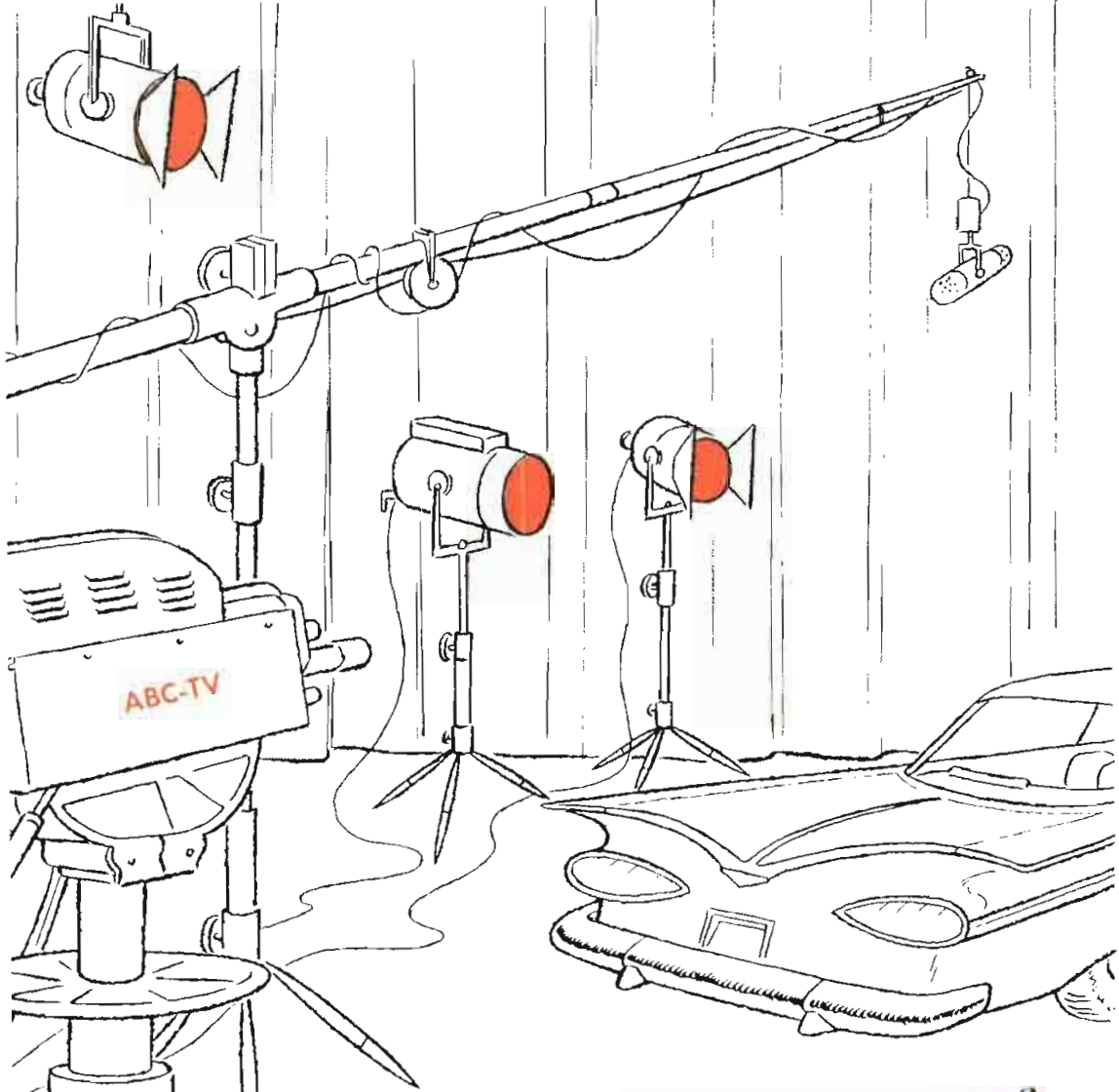
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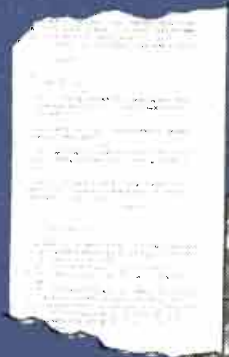


EVERYTHING FOR NEWS FOR THE AIR

NEWSPICTURES



NEWS



NEWSFILM

United
Press **1**
International

UPI NEWS PRODUCES

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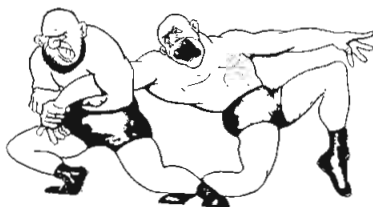
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GENERAL INFORMATION

▶ Total 1957 radio-TV bcst. revenue (before Fed. income tax).....	\$1.5 billion
▶ Total radio-TV broadcast income (before tax) for 1957.....	\$214.6 million
▶ Radio revenue for 1957.....	\$517.9 million
▶ Radio profits for 1957.....	\$54.6 million
▶ Total broadcast revenues for 1957.....	\$943.2 million
Derived from sale of time (77%).....	\$726.3 million
Der. from sale of talent, prog. material & production (23%).....	\$216.9 million
▶ Total TV time sales (before commissions deductions) for 1957.....	\$868.7 million
Network time to nat'l advertisers (45.4%).....	\$394.2 million
Non-net. time to nat'l advertisers (34.1%).....	\$296.4 million
Time to local advertisers (20.5%).....	\$178.1 million
▶ Total 1957 TV broadcast expenses.....	\$783.2 million
▶ Total TV broadcast income (before tax) for 1957.....	\$160 million
▶ TV receiver factory billings for 1958.....	\$686 million
▶ Factory sales of radios for 1958 totaled.....	\$326 million
▶ Factory phonograph sales for 1958 were.....	\$263 million
▶ Phonograph record sales for 1958.....	\$166 million
▶ Retail sales of TV sets for 1958.....	\$5.1 million
▶ Tape recorder retail sales (64 mfrs.: 410,000 units) for 1958.....	\$72 million
▶ Magnetic tape retail sales for 1958.....	\$20 million
▶ Total revenue of radio networks (4 nat'l, 3 reg.) for 1957.....	\$73.5 million
▶ Total revenue of 3143 independent radio stations for 1957.....	\$444.4 million
▶ Total profits for above 3143 radio stations for 1957.....	\$54.6 million
▶ Network radio time sales for 1957.....	\$51.7 million
▶ Radio station local time sales for 1957.....	\$316.5 million
▶ AM stations reporting operational loss for 1957.....	959
▶ Revenue of TV networks and their 16 stations totaled.....	\$467.9 million
Total revenue 390 post-freeze TV stations for '57.....	\$214 million
VHF (302)	\$187.3 million
UHF (88)	\$26.7 million

(Continued on page 35)



Guy Lombardo
and his
Royal Canadians

**NEW YORK "TRENDEX" NEW YEAR'S EVE, WRCA-TV:
43.1 rating; 86.2 audience share**

Currently: Hotel Roosevelt, New York

Current Capitol Album (Monaural and Stereo):

"Dancing Room Only"

Current Capitol 'Single': "Exactly Like You Cha Cha"

DIRECTION: MCA

PUBLICITY: DAVID O. ALBER ASSOC., Gene Shefrin

▶ Number of radios in use in the United States.....	143 million
Car radios	47 million
Home radios (97% of Amer. homes).....	96 million
Fourteen million of these can rec. FM signals	
▶ Canadian factory sales of TV sets for December, 1958.....	40,668
▶ Total TV set Canadian sales to dealers for 1958.....	430,980
▶ Commercial AM stations licensed and on the air.....	3,253
▶ Commercial FM stations licensed and on the air.....	548
▶ Educational FM stations licensed and on the air.....	147
▶ Commercial TV stations licensed and on the air.....	556
▶ TV translator stations licensed and on the air.....	92
▶ Educational TV stations licensed and on the air.....	32
▶ Total spent in 1958 by top TV spot advertiser Procter & Gamble.....	\$33,833,100
▶ Average weekday daytime No. of homes delivered by TV net. in '58....	3,080,000
▶ Homes delivered by average nighttime network TV program in 1958....	8,823,000
▶ Average number of U.S. ad agencies, excluding branches.....	3,500
Number handling radio-TV billings.....	500+
▶ Advertising agency failures for 1958.....	36
Their total liabilities.....	\$857,000
▶ Automobile radio set sales for 1958.....	3,715,000
▶ Percentage of U.S. families owning TV sets in January, 1958.....	83%
▶ TV sets in use in U.S. in 1958.....	46 million +
▶ Estimated national radio spot time sales for 1958 totaled.....	\$166,367,000
▶ Total network TV gross time charges for 1958.....	\$566,590,410
▶ Total '57 FM bcst. loss (before tax) for non-AM licensees.....	\$500,000
▶ Total radio broadcast income (before tax) for 1957.....	\$54.6 million
▶ Nation-wide network radio-TV income for 1957.....	\$70.7 million
▶ No. of radio receiver sets in world, excl. U.S., its terr., Canada.....	153,659,400
▶ No. of wired speakers in world, excluding U.S., its terr., Canada.....	31,839,800
▶ Total full-time employment for networks and 501 TV stations.....	32,639
▶ Total part-time employment for networks and 501 TV stations.....	5,159
▶ Total employment for networks and 501 TV stations.....	37,798
▶ Total radio sets produced in 1958.....	11,747,000
▶ Total TV sets produced in 1958.....	4,920,428
▶ Nat'l and regional spot TV advertisers expenditures, For daytime shows... 35.7%	
For nighttime shows.....	53.4%
For late night shows.....	10.9%

(Continued on page 37)



▶ Number of network affiliates and O&O stations:

Network	Number of Affiliates Radio	TV	Number of O&O Stations		
			AM	FM	TV
ABC	330	220	5	4	5
CBS	202	243	7	6	5
KBS	1058	—	—	—	—
MBS	453	—	—	—	—
NBC	201	210	7	5	7
NTA	—	134	—	—	2

- ▶ Number of radio stations in Canada..... 187
- ▶ Number of radio stations in Mexico..... 441
- ▶ Number of member stations, Radio Cadena Nacional, S.A..... 55
- ▶ Number of radio stations in Cuba..... 165
- ▶ Number of radio stations in Haiti..... 6
- ▶ Number of radio stations in Dominican Republic..... 26
- ▶ Number of radio stations in the Bahamas..... 1
- ▶ Number of radio stations in Jamaica..... 4
- ▶ Number of radio stations on Guam..... 1
- ▶ Number of radio stations in Puerto Rico..... 25
- ▶ Number of radio stations in the Virgin Islands..... 2
- ▶ Number of international radio stations in the U.S..... 36
- ▶ Number of international radio stations in Canada..... 26
- ▶ Number of TV stations in Puerto Rico..... 5
- ▶ Number of TV stations on Guam..... 1
- ▶ Number of TV stations in Canada, excluding satellites..... 47
- ▶ Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations..... 739
- ▶ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces..... 22,878,700
- ▶ Number of network color-equipped stations in the U.S..... 302
- ▶ Number of community TV antenna systems in operation in the U.S..... 550
- ▶ National Association of Broadcasters' number of AM members..... 1,503
 - Number of FM members..... 410
 - Number of TV members..... 334
 - Number of subscribers to NAB TV Code..... 309
- ▶ The Broadcasters' Promotion Association now has a membership of..... 251
- ▶ On June 30, 1958, of 501 commercial TV stations in operation, 419 were VHF and 82 were UHF; 31 educational TV stations (25 VHF, 6 UHF) were on the air in 308 communities.
- ▶ 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.

HOPE



ESTIMATED NATIONAL SPOT RADIO TIME SALES FIGURES FOR 1957-1958

	<i>1958</i>	<i>1957</i>	<i>Per Cent Change</i>
First Quarter	\$ 41,963,000	\$ 40,916,000	+2.5
Second Quarter	41,671,000	39,027,000	+6.7
Third Quarter	38,171,000	41,116,000	-7.1
Fourth Quarter	44,562,000	48,452,000	-8.0
<hr style="width: 50%; margin: 0 auto;"/>			
Total	\$166,367,000	\$169,511,000	-1.9

REVISED MONTHLY ESTIMATES FOR 1957

January	\$ 11,863,000
February	13,279,000
March	15,777,000
April	12,844,000
May	13,659,000
June	12,525,000
July	12,608,000
August	13,740,000
September	14,765,000
October	16,812,000
November	18,452,000
December	13,187,000
<hr style="width: 50%; margin: 0 auto;"/>	
Total	\$169,511,000

Source: Station Representatives Association, Inc.

BEST WISHES



MILTON BERLE

Radio Markets Ranked by Spot Volume, 1958

In Groups of Ten Markets:

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>
1. New York	\$22,013,448				
2. Chicago	11,071,217				
3. Los Angeles	10,835,835				
4. Detroit	6,560,792				
5. Philadelphia	5,034,286				
6. Boston	4,411,043				
7. San Francisco	4,028,786				
8. St. Louis	3,660,536				
9. Pittsburgh	3,019,252				
10. Cincinnati	2,939,844	\$73,575,039	43.40	\$73,575,039	43.40
11. Washington, D. C.	2,854,775				
12. Cleveland	2,624,374				
13. Minneapolis-St. Paul	2,574,460				
14. Denver	2,463,460				
15. Kansas City	2,132,211				
16. Buffalo	1,765,858				
17. Baltimore	1,743,023				
18. Houston	1,726,763				
19. Atlanta	1,707,650				
20. Hartford	1,671,858	21,264,432	12.54	94,839,471	55.94
21. Dallas	1,579,597				
22. Seattle	1,512,989				
23. Des Moines	1,504,794				
24. Indianapolis	1,493,597				
25. Milwaukee	1,432,694				
26. Albany, Schenectady	1,317,495				
27. New Orleans	1,261,849				
28. Miami	1,239,015				
29. Memphis	1,237,792				
30. Providence	1,153,789	13,733,611	8.10	108,573,082	64.04
31. Portland, Ore.	1,150,455				
32. Omaha	1,136,809				
33. Columbus, Ohio	1,124,029				
34. San Antonio	1,110,188				
35. Louisville	1,066,011				
36. Nashville	980,947				
37. Rochester	956,820				
38. Charlotte	946,128				
39. San Diego	911,065				
40. Richmond, Va.	853,514	10,235,966	6.04	118,809,048	70.08
41. Cedar Rapids	\$828,280				
42. Oklahoma City	819,299				
43. Tulsa	795,697				

(Continued on Page 43)



SID CAESAR

RADIO MARKETS RANKED BY SPOT VOLUME, 1958

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>
44. Toledo	782,095				
45. Raleigh	716,137				
46. Syracuse	696,484				
47. Sacramento	674,081				
48. Birmingham	661,443				
49. Ft. Worth	659,449				
50. Tampa-St. Petersburg ..	622,410	\$7,255,375	4.28	\$126,064,423	74.36
51. Norfolk-Portsmouth	587,261				
52. Shreveport	585,074				
53. Dayton	580,471				
54. Jacksonville	563,638				
55. Spokane	562,000				
56. Fresno	561,079				
57. Ft. Wayne	540,046				
58. Wheeling-Steubenville ..	528,713				
59. Worcester	519,169				
60. Little Rock	516,178	5,543,629	3.27	131,608,052	77.63
61. Grand Rapids	513,896				
62. Wichita	496,188				
63. Youngstown	494,774				
64. Topeka	481,451				
65. Salt Lake City	476,005				
66. Knoxville	404,809				
67. New Haven	397,394				
68. Phoenix	388,694				
69. Akron	378,043				
70. Albuquerque	372,168	4,403,422	2.59	136,011,474	80.22
71. Peoria	360,641				
72. Davenport-Rock Island..	358,982				
73. Corpus Christi	349,605				
74. Canton, Ohio	314,212				
75. Flint, Michigan	307,201				
76. Harrisburg	306,749				
77. Portland, Me.	288,952				
78. Kalamazoo	285,395				
79. Springfield-Holyoke	285,037				
80. Charleston, W. Va.....	273,534	3,135,608	1.85	139,147,082	82.07
81. Allentown-Bethlehem ...	268,221				
82. Duluth-Superior	264,867				
83. Scranton	253,123				
84. Columbia, S. C.....	250,216				
85. Amarillo, Texas	243,673				
86. Greenville, S. C.....	235,825				
87. Madison	234,913				
88. Austin, Texas	232,778				
89. Jackson, Mississippi ...	232,745				
90. El Paso	227,383	2,443,744	1.44	141,590,826	83.51
91. Montgomery	226,199				
92. South Bend	216,597				
93. Roanoke, Va.	208,291				
94. Chattanooga	208,199				
95. Stockton	205,623				
96. Wilmington, Del.	199,324				
97. Huntington, W. Va.....	197,657				
98. Tucson	196,791				
99. St. Joseph, Mo.....	193,732				
100. Bakersfield	193,015				
101. Wichita Falls	192,408	\$2,237,836	1.32	\$143,828,662	84.83



ARLENE FRANCIS

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

STOCK CHANGES IN INDUSTRY ISSUES FOR 1958

NEW YORK STOCK EXCHANGE

	High	Yearly Low	Dec. 30, 1958 Quotation	Net Chg.	Year's Sales (in 100s)
Admiral Corp.	19 $\frac{3}{8}$	7	19 $\frac{3}{4}$	+13 $\frac{1}{8}$	8936
AB-PT	22	13	20 $\frac{3}{8}$	+ 7 $\frac{5}{8}$	11758
AB-PT Pfd.	20 $\frac{1}{4}$	19	19 $\frac{1}{4}$	+ $\frac{1}{4}$	56
American Optical	40 $\frac{5}{8}$	34 $\frac{3}{4}$	38 $\frac{1}{2}$	+ 2 $\frac{3}{8}$	2228
Am. Tel. & Tel.....	227 $\frac{1}{8}$	167 $\frac{7}{8}$	225	+57 $\frac{1}{2}$	36516
Avco Mfg.	13 $\frac{3}{8}$	5 $\frac{5}{8}$	11 $\frac{5}{8}$	+ 6	59056
Avco Mfg. Pfd.....	82	43	70	+25 $\frac{5}{8}$	806
Bell & Howell.....	94 $\frac{7}{8}$	42	87	+45	5773
Bell & Howell Pfd.....	93	90	92 $\frac{1}{2}$	+ 6 $\frac{1}{2}$	430*
CBS	41 $\frac{1}{2}$	24 $\frac{1}{8}$	37 $\frac{3}{4}$	+13 $\frac{1}{8}$	11200
Decca	19 $\frac{7}{8}$	13 $\frac{7}{8}$	18 $\frac{1}{2}$	+ 4 $\frac{3}{4}$	9824
Disney	43 $\frac{7}{8}$	14	42 $\frac{3}{4}$	+28 $\frac{7}{8}$	9676
East. Kodak	148	97 $\frac{1}{8}$	144 $\frac{1}{4}$	+45 $\frac{3}{8}$	6501
East. Kodak Pfd.....	159	149 $\frac{1}{2}$	150 $\frac{3}{4}$	+ $\frac{3}{4}$	3540*
Gen. Prec. Eq.....	41	27	33 $\frac{5}{8}$	— $\frac{3}{8}$	8126
Gen. Prec. Eq. Pfd.....	52 $\frac{1}{2}$	44 $\frac{3}{4}$	52 $\frac{3}{8}$	+ 8 $\frac{1}{8}$	1388
Magnavox	60 $\frac{1}{2}$	30 $\frac{1}{4}$	51 $\frac{3}{4}$	+21 $\frac{1}{2}$	3823
Magnavox, Pfd.	86 $\frac{1}{4}$	53 $\frac{1}{2}$	74 $\frac{3}{4}$	—	465
National Theatres	11 $\frac{1}{2}$	7 $\frac{3}{8}$	10 $\frac{1}{4}$	+ 3	11772
Philco	26 $\frac{3}{8}$	12 $\frac{3}{8}$	24	+11 $\frac{7}{8}$	15232
Philco Pfd.	71 $\frac{1}{2}$	57 $\frac{1}{2}$	69 $\frac{3}{4}$	+13 $\frac{3}{4}$	6280*
RCA Common	48 $\frac{1}{4}$	30 $\frac{1}{4}$	47 $\frac{7}{8}$	+17 $\frac{5}{8}$	24272
RCA First Pfd.....	75 $\frac{1}{2}$	69 $\frac{1}{8}$	71	+ $\frac{1}{4}$	769
Stewart-Warner	45 $\frac{1}{4}$	29	44	+15 $\frac{5}{8}$	1935
Storer Broadcasting Co....	26 $\frac{3}{8}$	20	25	+ 5 $\frac{1}{2}$	2355
Sylvania El.	61 $\frac{1}{2}$	31 $\frac{1}{2}$	59 $\frac{5}{8}$	+29 $\frac{1}{4}$	10298

(Continued on Page 47)



JACK LESCOULIE

STOCK CHANGES IN INDUSTRY

(Continued from Page 45)

NEW YORK STOCK EXCHANGE

	<i>High</i>	<i>Yearly Low</i>	<i>Dec. 30, 1958 Quotation</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
Sylvania El. Pfd.....	97½	72½	96½	+ 24½	9070*
20th Century-Fox	42¼	21¾	40¼	+ 18¼	13242
United Artists	27¼	15¼	25	+ 10	6633
Warner Bros.	26½	16⅞	25⅞	+ 8⅞	2970
Westinghouse	74½	55½	73½	+ 9⅝	24744
Westinghouse Pfd.	92½	83	84⅝	-- 5⅝	193
Zenith Radio	208½	67½	194¼	—	6038

AMERICAN STOCK EXCHANGE

Du Mont Labs.....	8¼	3	7⅞	+ 4¼	13719
Guild Films	4½	1⅞	2⅞	-- ⅝	21715
Hazeltine Corp.	60⅞	30½	60	+ 29⅝	2774
National Telefilm	9¾	5⅞	9⅞	+ 3⅞	10548
Skiatron	7¾	3⅞	5¼	-- ⅜	10565
Teleprompter	12⅞	10⅞	11	—	115
TV Industries	8⅞	4⅞	5	—	1264

OVER THE COUNTER

	<i>High</i>	<i>Low</i>	<i>Dec. 30, 1958</i>	
			<i>Bid</i>	<i>Asked</i>
Ampex	69¾	35¼	60	63
Capital Cities TV.....	#	—	7⅞	7½
Desilu Prods.	#	—	14	14¼
Meredith Pub. Co.....	36½	25	35½	36¼
Met. Broadcasting	13¾	12½	12½	13¼
Official Films	1¼	⅓	¾	1⅞
Reeves Soundcraft Corp....	7⅞	2⅞	6⅞	7⅞
Scranton Corp.	19½	10	10	11
Telebroadcasting	—	—	2¼	3¼

* Trading unit less than 100 shares or shares in full.

No range during full year.



GROSS TIME CHARGES NETWORK TELEVISION

Month By Month—1958

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January	\$ 9,168,609	\$ 22,094,015	\$ 18,344,111	\$ 49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793
December	10,466,104	22,836,275	20,636,442	53,938,821
Total	\$103,016,938	\$247,782,734	\$215,790,729	\$566,590,401

Source—TvB; LNR, BAR Statistics.

Month By Month—1957

	<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, 1958	18.2%	43.7%	38.1%	
Share of total, 1957	16.1%	46.3%	37.6%	

Source—PIB, Inc.

The
DANNY THOMAS
Show

CBS-TV

MARTERTO ENTERPRISES, INC.

Homes Delivered by Average Week Day Daytime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	4,463	4,004	3,780
February	3,914	3,553	3,180
March	3,817	3,318	2,899
April	3,501	3,211	2,662
May	2,678	2,557	2,292
June	2,677	2,361	1,998
July	2,657	2,628	2,222
August	2,649	2,568	2,415
September	2,677	2,474	2,223
October	2,636	3,055	2,915
November	2,418	3,373	3,231
December	2,874	3,756	3,074
Annual Average	3,080	3,060	2,743

Source: TvB; A. C. Nielsen

Homes Delivered by Average Nighttime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	9,832	9,195	7,467
February	10,027	9,098	7,779
March	9,643	9,052	7,536
April	9,373	9,025	7,350
May	8,644	7,817	6,855
June	7,781	7,053	6,115
July	7,081	6,244	5,426
August	7,189	6,751	5,383
September	8,250	7,942	6,436
October	9,265	8,890	7,400
November	8,967	9,387	8,077
December	9,820	9,222	8,378
Annual Average	8,823	8,364	7,073

Source: TvB; A. C. Nielsen.



Nick Bruno

TONY LAVELLI

The TONY LAVELLI SHOW

(One-Man, Two-Hour Show)

Shelly "Bud" Snyder
General Mgr.

Larry Penzell
Public Relations

FCC Report — Station Expansion

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,665	18	2,683	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
COMMERCIAL FM								
1949	57	212	65	377	360	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	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	24	519	11	530	31	561
1958	98	24	57	526	22	548	86	634
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	07	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53

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.

Jerry Ferris

INTERNATIONAL CURRENCY EXCHANGE RATES

Country	Unit of Currency ¹	Exchange Rate	Current Collections
Argentina	Peso	\$.024	Prompt—fair
Australia	Pound	2.25½	Prompt
Austria	Schilling	.0390	Prompt
Belgian Congo	Franc	* .0200½	Prompt
Belgium	Franc	* .0200¾	Prompt
Bolivia	Boliviano	.000129	Prompt—slow
Brazil	Cruzeiro	* .007407	Fair
Canada	#Dollar	1.03¾	Prompt
Chile	Peso	* .00140	Prompt
Colombia	Peso	* .1315	Prompt—slow
Costa Rica	Colon	.1785	Fair
Cuba	#Peso	1.0000	Prompt—fair
Denmark	Krone	.1452	Prompt
Dominican Republic	#Peso	1.0000	Prompt—fair
Ecuador	Sucre	.066	Prompt—fair
Egypt	Pound	2.87	
Finland	Markka	.00435	Prompt
France	Franc	* .0023¾	Prompt
French Morocco	Franc	.0023¾	Prompt
Germany (West)	Mark	.2388	Prompt
Greece	Drachma	* .0335	Prompt
Guatemala	#Quetzal	1.0000	Prompt
Haiti	#Gourde	.2000	Prompt—fair
Honduras	#Lempira	.5000	Fair
Iceland	Krona	* .0615	Prompt
India	Rupee	.2114	Prompt
Iran	Rial	.0135	Prompt—slow
Iraq	Dinar	2.81½	Prompt
Ireland	Pound	2.81¾	Prompt
Israel	Pound	.56	Prompt
Italy	Lira	.00160	Prompt
Japan	Yen	.0028	Prompt
Mexico	#Peso	.0800	Prompt—fair
Netherlands	Guilder	.2641	Prompt
New Zealand	Pound	2.80-15/32	Prompt
Nicaragua	Cordoba	.1429	Prompt
Norway	Krone	.1405	Prompt
Pakistan	Rupee	.2114	Prompt
Panama	#Balboa	1.0000	Prompt
Paraguay	Guarani	.0166	Prompt
Peru	Sol	* .0475	Prompt—fair
Philippines	Peso	.5000	
Portugal	Escudo	.0350	Prompt
El Salvador	#Colon	.4016	Prompt—fair
Spain	Peseta	.02173	
Sweden	Krona	.1934	Prompt
Switzerland	#Franc	.2335	Prompt
Turkey	Pound	.3600	
U. of S. Africa	Pound	2.81½	Prompt
United Kingdom	Pound	2.81¾	Prompt
Uruguay	Peso	* .15¾	
Venezuela	Bolivar	.3003	Prompt—slow

* Free Rate. Many countries have several rates. # No foreign exchange restrictions. ¹ As of June, 1958.



MEL ALLEN

RADIO-TELEVISION DAILY

ALL-AMERICAN FAVORITES OF 1958

TELEVISION

MAN OF THE YEAR
JACK PAAR

WOMAN OF THE YEAR
DINAH SHORE

DRAMATIC SHOW OF YEAR
JOHNNY BELINDA—HALLMARK

COMEDY SHOW OF YEAR
JACK PAAR SHOW

MUSICAL SHOW OF YEAR
EVENING WITH FRED ASTAIRE

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHERE WE STAND

QUIZ SHOW OF YEAR
GROUCHO MARK

BEST NEW PROGRAM IDEA
SMALL WORLD

SPORTSCASTER OF YEAR
MEL ALLEN

COLOR PROGRAM OF YEAR
ROSE BOWL PARADE

BEST FILMED SERIES
PERRY MASON

CHILDREN'S SHOW OF YEAR
SHIRLEY TEMPLE STORYBOOK

WESTERN SHOW OF YEAR
GUNSMOKE

BEST PUBLIC SERVICE PROGRAMMING
CBS ON MIDDLE EAST CRISIS

PRODUCER OF YEAR
BUD YORKIN

DIRECTOR OF YEAR
BUD YORKIN

VARIETY SHOW OF YEAR
STEVE ALLEN SHOW

VOCALIST OF THE YEAR
MALE—PERRY COMO
FEMALE—DINAH SHORE

SONG HIT OF YEAR
SUGARTIME

MOST PROMISING NEW TALENT
MALE—EFREM ZIMBALIST, JR.
FEMALE—BARRIE CHASE

RADIO

MAN OF THE YEAR
EDWARD R. MURROW

WOMAN OF THE YEAR
MARLENE DIETRICH

DRAMATIC SHOW OF YEAR
GUNSMOKE

COMEDY SHOW OF YEAR
AMOS 'N' ANDY

MUSICAL SHOW OF YEAR
NEW YORK PHILHARMONIC BROADCASTS

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHO KILLED MICHAEL FARMER?

QUIZ SHOW OF YEAR
YOU BET YOUR LIFE

BEST NEW PROGRAM IDEA
THE WORLD TODAY

SPORTSCASTER OF YEAR
LINDSEY NELSON

BEST TRANSCRIBED SERIES
AMOS 'N' ANDY

BEST PUBLIC SERVICE PROGRAMMING
FACE THE NATION

PRODUCER OF YEAR
DON KELLERMAN

DIRECTOR OF YEAR
HI BROWN

VARIETY SHOW OF YEAR
MITCH MILLER SHOW

VOCALIST OF THE YEAR
MALE—RICHARD HAYES
FEMALE—PAT SUZUKI

SONG HIT OF YEAR
VOLARE

MOST PROMISING NEW TALENT
MALE—TOMMY LEONETTI
FEMALE—PAT SUZUKI

RALPH EDWARDS

This Is Your Life—NBC-TV

producer of



Truth or Consequences

NBC-TV

Bob Barker — Emcee

It Could Be You

NBC-TV

Bill Leyden — Emcee

Other Shows Available
on Request



The Chadwick Company
Public Relations

1958 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	\$182,712,000	35.7
Night	273,111,000	53.4
Late Night	55,881,000	10.9
	\$511,704,000	100.0

<i>Type of Spot</i>	<i>Expenditure</i>	<i>Per Cent</i>
Announcements and Participations.....	\$371,934,000	72.7
ID's	56,804,000	11.1
Programs	82,966,000	16.2
	\$511,704,000	100.0

Source: TvB

The Top 10 Spot Television Advertisers: A Comparison Between 1958 and 1957

	<i>Rank</i>	<i>1958</i>	<i>Rank</i>	<i>1957</i>
Procter & Gamble Co.....	1	\$33,833,100	1	\$25,916,840
Lever Brothers Co.....	2	16,578,900	7	7,642,980
Adell Chemical Co.....	3	12,324,900	16	4,109,800
General Foods Corp.....	4	11,008,000	5	8,447,900
Colgate-Palmolive Co.	5	10,998,500	6	7,739,080
Continental Baking Co.....	6	9,223,900	3	10,190,060
Warner-Lambert Pharma. Co.....	7	8,833,100	11	5,690,870
Brown & Williamson Tobacco Co.....	8	8,019,600	2	12,988,920
Miles Laboratories, Inc.....	9	7,895,900	9	6,392,640
American Home Products.....	10	7,275,600	20	3,589,680

Source: TvB



THE ADVENTURES OF OZZIE AND HARRIET

Every Wednesday Evening — ABC-TV

Sponsored by EASTMAN KODAK and QUAKER OATS COMPANY

The Top 100 Network TV Advertisers Of 1958 and Estimated Expenditures

— GROSS TIME COST —

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.	\$50,638,647	51. Du Pont de Nemours	2,671,026
2. Colgate-Palmolive Co.	22,857,497	52. Carnation Co.	2,661,252
3. Lever Brothers Co.	21,958,373	53. Sylvania Electric Products, Inc.	2,597,008
4. General Food Corp.	20,733,118	54. Beech Nut Life Savers	2,476,177
5. General Motors Corp.	20,593,366	55. Johnson & Johnson	2,461,026
6. American Home Products Corp.	20,507,683	56. Mennen Co.	2,380,733
7. Gillette Co.	16,132,360	57. Reynolds Metals Co.	2,358,852
8. Bristol-Myers Co.	16,072,802	58. Carter Products, Inc.	2,340,095
9. Reynolds, R. J. Tobacco Co.	16,002,213	59. Singer Mfg. Co.	2,225,091
10. Chrysler Corp.	14,341,471	60. Pet Milk Co.	2,211,093
11. Ford Motor Co.	12,561,121	61. Bishop, Hazel, Inc.	2,112,594
12. American Tobacco Co.	11,252,180	62. Borden Co.	1,860,634
13. Liggett & Myers Tobacco Co.	10,849,983	63. Sweets Co. of America	1,836,374
14. General Mills, Inc.	10,790,118	64. Goodyear Tire & Rubber Co.	1,779,195
15. Kellogg Co.	10,290,885	65. Schick, Inc.	1,737,741
16. Pharmaceuticals, Inc.	10,173,557	66. Gerber Products Co.	1,713,996
17. Sterling Drug, Inc.	9,919,859	67. Socony Mobil Oil Co.	1,709,593
18. Lorillard, P., & Co.	9,791,226	68. Drackett Co.	1,699,539
19. Brown & Williamson	8,250,471	69. Factor, Max Co.	1,695,612
20. National Dairy Products Corp.	6,709,514	70. Bulova Watch Co.	1,667,057
21. Radio Corp. of America	6,458,126	71. Mars, Inc.	1,666,141
22. Revlon, Inc.	6,309,937	72. Greyhound Corp.	1,633,818
23. Standard Brands, Inc.	6,144,983	73. Libby Owens Ford Glass Co.	1,623,869
24. Eastman Kodak Co.	5,937,361	74. Firestone Tire & Rubber Co.	1,597,171
25. General Electric Co.	5,295,996	75. Sears Roebuck & Co.	1,552,128
26. Johnson, S. C., & Son, Inc.	5,242,277	76. American Gas Association	1,549,530
27. Pillsbury Mills, Inc.	5,205,878	77. Aluminum Co. of America	1,531,362
28. Philip Morris, Inc.	4,967,012	78. Wildroot Co., Inc.	1,509,171
29. Corn Products Co.	4,927,240	79. Chomstrand Corp.	1,506,984
30. Miles Lab, Inc.	4,785,393	80. Alberto Culver Co.	1,434,882
31. Quaker Oats Co.	4,693,728	81. Libby McNeill & Libby	1,427,411
32. Westinghouse Electric Co.	4,639,231	82. Associated Products, Inc.	1,377,336
33. Campbell Soup Co.	4,253,743	83. U. S. Rubber Co.	1,372,000
34. Prudential Insurance Co. of America	3,826,736	84. Seven Up Co.	1,368,282
35. National Biscuit Co.	3,596,818	85. Block Drug Co., Inc.	1,357,243
36. Nestle Co., Inc.	3,537,424	86. Atlantis Sales Corp.	1,322,987
37. Armour & Co.	3,532,737	87. Union Carbide Corp.	1,305,373
38. Scott Paper Co.	3,418,096	88. American Can Co.	1,253,570
39. Kaiser Industries Corp.	3,387,268	89. Gold Seal Co.	1,195,315
40. Ralston Purina Co.	3,376,044	90. American Telephone & Telegraph	1,190,176
41. Chesebrough Ponds, Inc.	3,098,078	91. Speidel Co.	1,133,904
42. U. S. Steel Corp.	3,086,950	92. Sunshine Biscuit, Inc.	1,130,508
43. American Chicle Co.	2,969,625	93. Sunbeam Corp.	1,125,580
44. Kimberly Clark Corp.	2,966,771	94. Polaroid Corp.	1,031,872
45. Swift & Co.	2,953,650	95. Breck, John H., Inc.	1,025,460
46. Helene Curtis Industries, Inc.	2,938,475	96. Pan American World Airways	1,002,600
47. Warner Lambert Pharmaceutical Co.	2,892,606	97. American Dairy Association	996,376
48. Sperry Rand Corp.	2,802,210	98. Falstaff Brewing Co.	969,879
49. Armstrong Cork Co.	2,764,452	99. Royal McBee Corp.	965,724
50. Schlitz, Joseph Brewing	2,724,378	100. U. S. Time Corp.	963,277



Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke
Sabinson

RADIO-TV TOP TEN NEWS EVENTS OF 1958

The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1958.

- 1—The crises in the Middle East and at Quemoy
- 2—Gen. DeGaulle's return to power in France
- 3—The national elections
- 4—The Soviet threat in Berlin
- 5—The developments in space satellites
- 6—The school integration problem
- 7—Death of Pope Pius—election of Pope John
- 8—The Chicago school fire
- 9—Statehood for Alaska
- 10—The Adams-Goldfine controversy



Outstanding Broadcasts

- ABC Radio—"Disaster"
- ABC-TV—"Report Card 1958"
- CBS Radio—"Who Killed Michael Farmer?"
- CBS-TV—"Watch on the Ruhr"
- MBS—"1959 on Wheels"
- NBC-Radio—"Moment of Crisis"
- NBC-TV—"Israel: The Next Ten Years"



JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

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

Management:

WILLIAM MORRIS AGENCY

PRODUCTION OF VARIOUS TYPES OF RADIO SETS

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Auto</i>	<i>Total</i>	<i>Value (Add 000)</i>
1950	7,053	—	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	304,116

RADIO RETAIL SALES

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Total (Add 000)</i>
1950	7,818	—	1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,449	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989

Source: EIA.



JONATHAN WINTERS



Exclusive representative: Martin Goodman

36 Central Park South

BROADCAST COVERAGE BY STATES

	AM	FM		TV		Trans- lator	Total
		Commer- cial	Educa- tional	Commer- cial	Educa- tional		
ALABAMA	106	15	1	11	3	0	136
ALASKA	13	0	0	5	0	0	18
ARIZONA	47	4	1	9	0	14	75
ARKANSAS	61	4	1	6	0	0	72
CALIFORNIA	183	76	12	36	1	21	329
COLORADO	56	6	2	9	1	12	86
CONNECTICUT	30	7	2	9	3	0	51
DELAWARE	9	3	0	1	0	0	13
DIST. OF COLUMBIA	6	8	0	5	0	0	19
FLORIDA	148	19	4	23	4	0	198
GEORGIA	124	14	1	13	2	0	154
HAWAII	15	1	2	7	0	0	25
IDAHO	33	0	0	6	0	5	44
ILLINOIS	94	35	8	25	2	0	164
INDIANA	61	17	12	18	0	0	108
IOWA	65	8	4	12	1	0	90
KANSAS	47	3	5	10	1	0	66
KENTUCKY	78	13	3	9	1	0	104
LOUISIANA	79	8	0	14	2	0	103
MAINE	23	2	1	7	0	0	33
MARYLAND	35	13	2	6	0	0	56
MASSACHUSETTS	58	21	10	12	1	0	102
MICHIGAN	95	21	5	19	2	0	142
MINNESOTA	63	6	0	11	1	5	86
MISSISSIPPI	72	1	1	11	0	0	85
MISSOURI	77	10	2	17	1	0	107
MONTANA	32	0	0	10	0	7	49
NEBRASKA	33	1	0	11	1	0	46
NEVADA	17	1	0	6	0	14	38
NEW HAMPSHIRE	16	5	0	2	0	3	26
NEW JERSEY	26	10	4	5	2	0	47
NEW MEXICO	40	3	1	7	0	7	58
NEW YORK	125	50	10	32	7	1	225
NORTH CAROLINA	135	38	4	17	1	0	195
NORTH DAKOTA	19	0	0	9	0	0	28
OHIO	88	43	13	28	4	0	176
OKLAHOMA	55	3	4	14	2	1	79
OREGON	71	8	4	9	1	26	119
PENNSYLVANIA	147	46	8	39	2	3	245
RHODE ISLAND	13	6	0	3	0	0	22
SOUTH CAROLINA	70	11	1	11	0	0	93
SOUTH DAKOTA	20	0	0	9	0	0	29
TENNESSEE	105	9	2	15	1	0	132
TEXAS	238	23	6	49	1	3	320
UTAH	26	3	2	5	1	2	39
VERMONT	14	0	0	1	0	0	15
VIRGINIA	93	14	5	15	0	0	127
WASHINGTON	80	8	3	14	1	5	111
WEST VIRGINIA	48	10	0	11	0	0	69
WISCONSIN	75	11	9	16	2	0	113
WYOMING	22	0	0	5	0	11	38

Source: FCC. As of May 1, 1958



MICKEY ROONEY

Personal Management: RED DOFF

Radio Receivers—World-Wide Distribution

At the end of 1958 there were about 153,500,000 radio sets and an additional 32,000,000 wired speakers in the world, exclusive of the U. S., its territories, and Canada. The increase in sets amounted to a little over 10,000,000 or 7 per cent of the total at the beginning of the year; there was an increase of 3,000,000 or 10 per cent in the number of wired speakers. Of the 10,000,000 new radio sets, 3,500,000 were in Western Europe; 2,500,000 in the Far East; slightly more than 2,000,000 in Eastern Europe; and about 1,500,000 in the Near Eastern, South Asian and African area. Practically all of the expansion in wired speakers was in the Communist Bloc countries, with the Soviet Union adding 2,000,000 speakers and Communist China doubling its total from 500,000 to almost 1,000,000.

The data in this report are based on figures available as of the end of 1958 on the number of radio sets and wired speakers in countries throughout the world, excluding the U.S., its territories, and Canada. The 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. In countries where there are no licensing systems, sources have had to make informed guesses or estimates based on import and production statistics. In several cases previously published figures have been reduced on the basis of data furnished by purportedly more reliable sources. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

December 31, 1958

WESTERN EUROPE

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800
Austria	1,907,400	11,700
Belgium	2,334,800	132,400
Denmark	1,821,700
Finland	1,300,000
France	11,258,700
W. Germany (Incl. W. Berlin)	15,228,000	134,000
Gibraltar	4,900
Iceland	61,500
Ireland	477,100
Italy	7,541,200
Liechtenstein	3,200	300
Luxembourg	88,900
Malta	14,600	43,300
Monaco	4,500
Netherlands	2,536,900	531,000
Norway	1,250,000
Portugal	635,600
San Marino	1,900
Spain	5,500,000
Sweden	2,659,400	160,000
Switzerland	1,015,200	323,500
United Kingdom	16,218,900*	1,041,900
Yugoslavia	1,050,000
Total	72,916,000	2,378,100

EASTERN EUROPE

Albania	28,000	18,000
Bulgaria	548,700	442,000
Czechoslovakia	3,205,000	314,800
East Germany	5,397,000
Hungary	1,602,700	282,800
Poland	2,550,000	1,476,000
Rumania	880,000	630,000
USSR	9,000,000	25,000,000
Total	23,211,400	28,163,600

Note: *Includes 9,313,800 combined sound and television licenses.

(Continued on Page 71)



WALTER SCOTT

EAGLE RECORDING STAR

Radio Receivers—World-Wide Distribution

(Continued from Page 69)

NEAR EAST, SOUTH ASIA AND AFRICA

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
<i>Arabic Countries</i>		
Aden	10,000
Algeria	427,800
Egypt	855,300
Iraq	300,000
Jordan	59,100
Lebanon	180,000
Libya	49,200
Morocco	485,400
Saudi Arabia	18,000
Sudan	82,000
Syria	300,000
Tunisia	150,000
Total	2,916,800	unknown
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan	21,000
Ceylon	236,000	18,400
Cyprus	95,000
Greece	764,700
India	1,740,500
Iran	800,000
Israel	360,000
Nepal	10,500
Pakistan	395,000
Portuguese India	1,900
Turkey	1,098,000
Total	5,522,600	18,400
<i>Non-Arabic Africa</i>		
Angola	26,000
Bechuanaland	3,000
Belgian Congo	100,000
British Somaliland	2,000
Cameroons	10,600
Central African Federation	150,000
Ethiopia (includes Eritrea)	58,000
French Equatorial Africa	10,000
French Somaliland	5,000
French West Africa	100,000
Gambia	1,000
Ghana	41,000	37,000
Kenya	119,500	1,500
Liberia	8,000
Madagascar	60,000
Mauritius	25,800
Mozambique	36,200
Nigeria	117,000	56,000
Portuguese Guinea	1,400
Reunion	10,100
Sierra Leone	15,600	5,000
Somalia	2,000
Tanganyika	18,300
Uganda	27,000
Union of South Africa	941,400	11,600
Zanzibar	3,500
Total	1,892,400	111,100

(Continued on Page 73)



"ED"



"VIC"

The
**AMES
BROTHERS**

Exclusively RCA VICTOR RECORDS

Personal Management

BILL FICKS

JU 2-3050



"GENE"



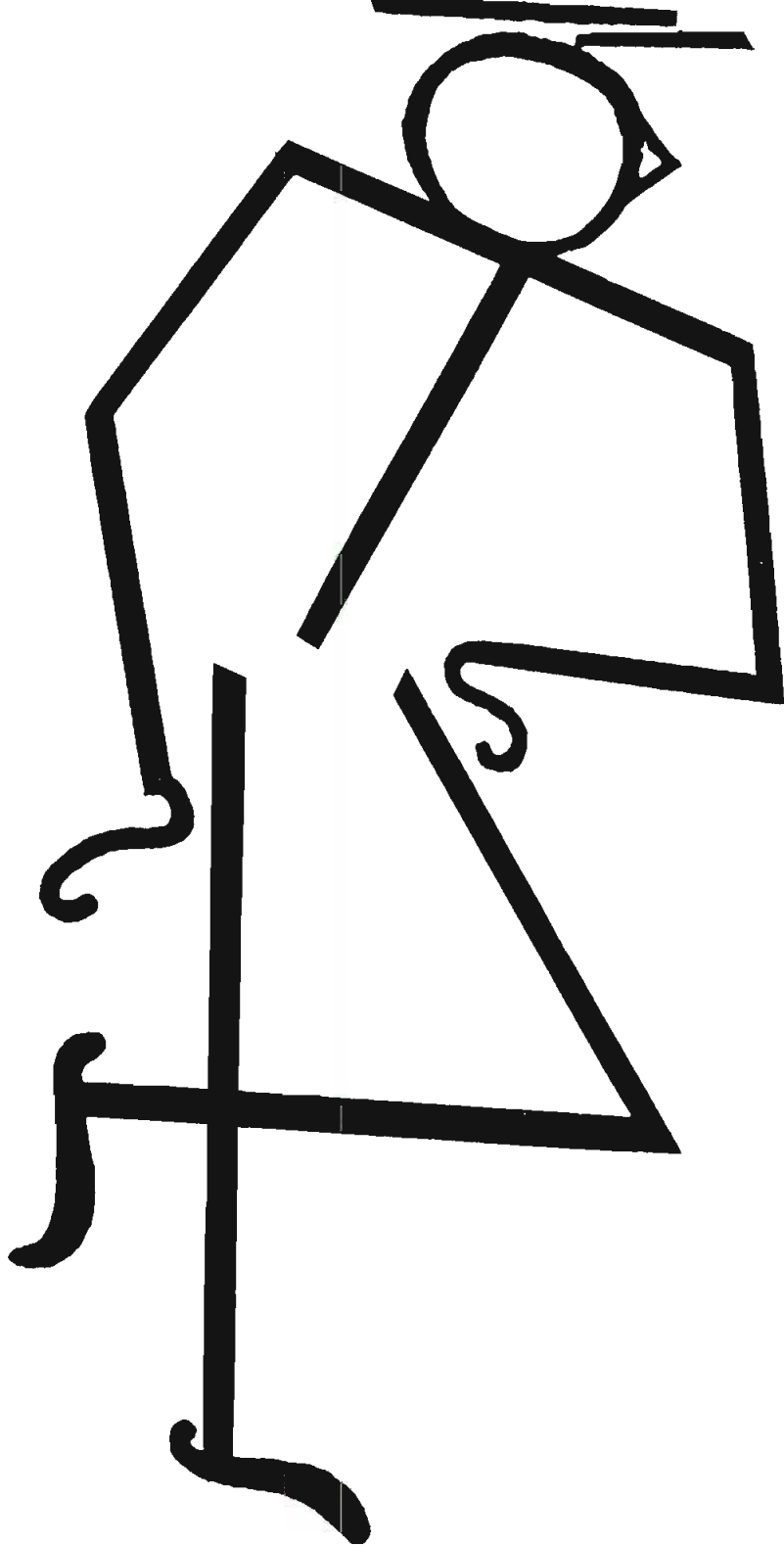
"JOE"

Radio Receivers—World-Wide Distribution

(Continued from Page 71)

Country	FAR EAST Radio Sets	Wired Speakers (Additional)
Australia	2,235,300
Borneo (North)	8,000
Burma	50,000
Cambodia	7,000
China (Communist)	2,000,000	980,000
Fiji Islands	18,000
Hong Kong	96,800	64,000
Indonesia	794,700
Japan	15,865,400
North Korea	110,000	unknown
South Korea	300,000
Laos	5,000
Macao	6,000
Malaya	226,100	20,800
New Caledonia	5,000
New Zealand	549,300
Philippines	512,000	3,700
Sarawak and Brunei	30,000
Singapore	104,000	38,100
Taiwan	340,400
Thailand	800,000	5,000
North Vietnam	300,000	unknown
South Vietnam	303,700
Total	24,666,700	1,111,600
LATIN AMERICA		
Argentina	5,500,000
Bolivia	150,000
Brazil	6,000,000
Chile	850,000
Columbia	1,810,000
Costa Rica	75,000
Cuba	1,300,000
Dominican Republic	100,000
Ecuador	250,000
Guatemala	210,000
Haiti	50,000
Honduras	125,000
Mexico	3,500,000
Nicaragua	70,000
Panama	145,000
Paraguay	150,000
Peru	750,000
El Salvador	108,000
Uruguay	500,000
Venezuela	565,700
Total	22,208,700	unknown
WESTERN HEMISPHERE POSSESSIONS		
British	210,300	57,000
French	45,100
Netherlands	66,000
Greenland	3,200
World Total*	153,659,400	31,839,800

* Exclusive of the U. S., its territories and Canada.
SOURCE: U. S. Information Agency.



JACKIE GLEASON ENTERPRISES

TV INDUSTRY FINANCIAL REVENUES INCOME AND EXPENSES FOR 1957

TV Broadcast Revenues, Expenses and Income, 1957

<i>Items</i>	<i>3 Networks and Their 16 Owned and Operated TV Stations (Millions)</i>	<i>485 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 501 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$287.7	\$106.5	\$394.2
Non-network time sales to:			
National and regional advertisers....	\$ 58.5	\$237.9	\$296.4
Local advertisers	23.4	154.7	178.1
Total non-network time sales.....	\$ 81.9	\$392.6	\$474.5
Total time sales	\$369.6	\$499.1	\$868.7
Deduct—Commissions to agencies, repre- sentatives, etc.	75.9*	66.5	142.4
Net Time Sales	\$293.7	\$432.6	\$726.3
Revenues from incidental broadcast activities:			
Talent	\$144.5	\$ 11.5	\$156.0
Sundry broadcast revenues.....	29.7	31.2	60.9
Total incidental broadcast activities	\$174.2	\$ 42.7	\$216.9
Total broadcast revenues.....	\$467.9	\$475.3	\$943.2
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations	\$397.2	\$386.0	\$783.2
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax	\$ 70.7	\$ 89.3	\$160.0

* Of this amount \$59.6 million is applicable to the total sales of network time.
Source: FCC.



Stan Z. Burns

The Top 100 National and Regional Spot Television Advertisers of 1958 And Estimated Expenditures

Advertiser	Est. Expend.	Advertiser	Est. Expend.
1. Procter & Gamble Co.	\$33,833,060	51. Liggett & Myers Tobacco	1,865,830
2. Lever Bros Co.	16,578,860	52. Bulova Watch Co.	1,856,220
3. Adell Chemical Co.	12,339,090	53. S. C. Johnson & Son, Inc.	1,813,560
4. General Foods Corp.	11,020,780	54. Jos. E. Schlitz Brewing Co.	1,778,680
5. Colgate-Palmolive Co.	10,998,490	55. Continental Car-Na-Var	1,772,060
6. Brown & Williamson Tob. Co.	9,413,530	56. Sun Oil Co.	1,769,580
7. Continental Baking Co.	9,223,910	57. Borden Co.	1,750,940
8. Warner-Lambert Pharma. Co.	8,832,990	58. Theo. Hamm Brewing Co.	1,690,180
9. Miles Laboratories, Inc.	7,895,950	59. Nestle Co., Inc.	1,681,800
10. American Home Prods. Corp.	7,275,680	60. Quaker Oats Co.	1,679,890
11. P. Lorillard & Co.	6,717,450	61. Nehi Corp./Bottlers	1,666,200
12. International Latex Corp.	5,678,510	62. Texas Co.	1,660,400
13. Carter Products, Inc.	5,202,300	63. Ward Baking Co.	1,660,000
14. Texize Chemical Co.	4,704,170	64. Welch Grape Juice Co.	1,653,830
15. Standard Brands, Inc.	4,368,290	65. Phillips Petroleum Co.	1,608,110
16. Philip Morris & Co.	4,066,710	66. Chesebrough-Ponds, Inc.	1,591,690
17. National Biscuit Co.	4,022,960	67. Waunder Co.	1,577,460
18. Robert Hall Clothes	3,933,850	68. Carling Brewing Co., Inc.	1,556,620
19. Coca-Cola Co./Bottlers	3,699,270	69. Maybelline Co.	1,553,810
20. Sterling Drug, Inc.	3,645,220	70. Block Drug Co.	1,533,210
21. Shell Oil Co.	3,272,410	71. General Motors Corp.	1,522,070
22. Food Mfgs., Inc.	3,259,850	72. M. J. B. Co.	1,507,360
23. Corn Products Refining Co.	3,191,790	73. Harold F. Ritchie, Inc.	1,470,100
24. Pepsi Cola Co./Bottlers	3,163,040	74. F. Ballantine & Sons	1,440,940
25. Andrew Jergens Co.	3,153,280	75. Burgermeister Brew. Corp.	1,397,930
26. Anheuser-Busch, Inc.	3,058,690	76. Dumas-Milner Co.	1,384,410
27. American Tobacco Co.	3,018,150	77. Max Factor & Co.	1,309,360
28. General Mills, Inc.	2,986,970	78. Hills Bros. Coffee, Inc.	1,297,610
29. J. A. Fogler & Co.	2,975,260	79. American Bakeries Co.	1,297,190
30. Charles Antell, Inc.	2,866,820	80. F & M Schaefer Brew. Co.	1,285,780
31. Bristol-Myers Co.	2,845,890	81. National Brewing Co.	1,278,100
32. Pabst Brewing Co.	*2,836,100	82. Interstate Bakeries	1,263,860
33. Avon Products, Inc.	2,770,420	83. Alberto-Culver Co.	1,247,830
34. Kellogg Company	2,549,440	84. Great A & P Tea Co.	1,237,300
35. R. J. Reynolds Tobacco Co.	2,434,260	85. General Cigar Co.	1,234,070
36. Marathon Corp.	2,434,000	86. B. T. Babbitt Co., Inc.	1,221,010
37. Esso Standard Oil Co.	2,383,490	87. Swift & Co.	1,209,590
38. American Chicle Co.	2,355,040	88. H. J. Heinz Co.	1,207,050
39. Falstaff Brewing Corp.	2,288,920	89. Safeway Stores, Inc.	1,192,570
40. Vick Chemical Co.	2,216,890	90. Tidy House Products Co.	1,187,080
41. Drug Research Corp.	2,144,050	91. Diversified Cos. of Amer.	1,177,010
42. William Wrigley Jr. Co.	2,071,990	92. Kroger Co.	1,170,340
43. Salada-Shirriff-Horsey	1,991,060	93. Minute Maid Corp.	1,164,850
44. U. S. Borax & Chem. Corp.	1,988,690	94. Atlantic Refining Co.	1,144,300
45. Standard Oil Co. of Ind.	1,961,290	95. Jacob Ruppert Brewery	1,137,160
46. Exquisite Form Brassiere	1,946,620	96. Pacific Tel. & Tel. Co.	1,134,560
47. Gillette Co.	1,944,380	97. Heublein, Inc.	1,129,070
48. Gulf Oil Corp.	1,916,020	98. Wm. B. Reilly & Co., Inc.	1,099,090
49. Norwich Pharmaceutical Co.	1,877,690	99. Taylor-Reed Corp.	1,089,890
50. Piel Bros., Inc.	1,873,880	100. Parker Pen Co.	1,087,340

* Including Blatz. SOURCE: TvB and BAR-LNA.

"LES PAUL & MARY FORD"



GAC

Columbia Records

Gibson Guitars

Personal Management

GRAY J. GORDON

TEmpleton 8-2746

37 WEST 57th STREET

NEW YORK 19, N. Y.

TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1958.

— ABC —

- 1—United States scientific achievements, including the submarine voyages of Nautilus and Skate under the polar ice; Seawolf's 60-day submersion; orbiting of the nation's first artificial satellites, and the two moon rocket attempts.
- 2—Brink-of-war crises in the Middle and Far East.
- 3—General DeGaulle's return to power in France.
- 4—The Democratic landslide in November.
- 5—The Soviet threat to West Berlin's freedom.
- 6—The continuing school integration fight.
- 7—Alaska's entry into the union.
- 8—The Sherman Adams-Bernard Goldfine controversy.
- 9—The death of Pope Pius XII and coronation of John XXIII.
- 10—The Senate labor-management probe.

— CBS —

- 1—The developments in Iraq, Lebanon and Jordan.
- 2—The Quemoy-Matsu-Formosa crisis.
- 3—The crisis over West Berlin.
- 4—DeGaulle's return to power in France.
- 5—The death of Pope Pius XII and election of Pope John XXIII.
- 6—The U. S. Congressional elections.

7—Statehood of Alaska.

- 8—The continuing story of the leap into space.
- 9—Integration problems in the South.
- 10—The Chicago school fire.

— MBS —

- 1—DeGaulle returns to power in France.
- 2—Pius XII dies; John XXIII his successor.
- 3—Explorer launched; America in Missiles Race.
- 4—Alaska becomes 49th State.
- 5—Chaos in Mid-East; Nasser rises as Arab leader.
- 6—Soviet pressure on Berlin.
- 7—Reds open fire on Formosa.
- 8—Democrats sweep General Elections.
- 9—Adams accused; sensational probe started.
- 10—Killer Starkweather runs wild.

— NBC —

- 1—The Adams-Goldfine case.
- 2—Quemoy crisis.
- 3—National elections.
- 4—Chicago school fire.
- 5—Pope Pius' death.
- 6—School integration problem.
- 7—DeGaulle's ascendancy.
- 8—Mideast crisis.
- 9—Atlas satellite.
- 10—Nautilus' underwater polar trip.



DICK STARK

C.B.S., N.B.C., M.B.S., A.B.C.
B.A., B.ARCH.

SPEAKING FOR:

REMINGTON-RAND
PROCTER & GAMBLE
P. LORILLARD CO., INC.

Principal Expense Items of TV Stations With *\$25,000 Or More Time Sales

1957

	Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station				Depreciation	All Other
				Salaries and Wages	Film	Talent			
Less than \$1,000,000.....		8	\$ 911,148	\$ 325,462	\$ 167,613	\$15,573	\$105,907	\$ 296,593	
\$1,000,000-\$1,250,000		4	1,122,963	426,326	172,961	88,890	88,230	896,556	
\$1,250,000-\$1,500,000		7	981,921	387,565	148,873	20,763	92,590	832,130	
\$1,500,000-\$2,000,000		15	1,317,377	523,788	158,173	56,407	179,393	399,621	
\$2,000,000-\$2,500,000		20	1,420,340	503,823	168,282	49,164	188,013	511,058	
\$2,500,000-\$3,000,000		12	1,563,227	646,401	188,656	57,214	131,386	539,570	
\$3,000,000-\$3,500,000		9	2,413,645	905,240	477,750	150,463	152,808	727,384	
\$3,500,000-\$4,000,000		5	2,810,504	1,002,572	471,520	300,214	168,307	867,891	
\$4,000,000-\$6,000,000		8	3,162,776	999,911	791,883	145,390	216,364	1,009,228	
Over \$6,000,000		7	4,658,129	1,482,210	1,246,024	262,711	230,894	1,436,290	
Total Pre-freeze Stations.....		95	\$1,887,001	\$ 676,282	\$ 345,174	\$ 92,619	\$162,527	\$ 610,399	
Post-freeze Stations:									
VHF		298	\$ 592,050	\$ 213,014	\$ 71,732	\$ 13,204	\$ 96,514	\$ 197,586	
UHF		76	390,647	146,590	37,881	8,639	64,432	133,105	
Total Post-freeze Stations.....		374	\$ 551,123	\$ 199,516	\$ 64,854	\$ 12,276	\$ 89,994	\$ 184,483	

* Excludes data for 32 stations as follows: 16 stations owned and operated by networks and 16 stations with less than \$25,000 in time sales which are not required to report detailed expense data.



RICHARD WEBB

STARRING
IN

U. S. BORDER PATROL

CBS-TV Film Series

Average Number of Employees of Pre-freeze TV Stations

	No. of Stations	1957		Part-Time		All Employees	
		Full Time		Total	Average	Total	Average
		Total	Average	Total	Average	Total	Average
Broadcast Revenues							
Less than \$2,500,000.....	52	3,627	70	557	11	4,184	80
More than \$2,500,000.....	43	5,105	119	526	12	5,631	131
Pre-Freeze TV Stations ¹	95	8,732	92	1,083	11	9,815	103

¹ Excludes 16 network owned and operated stations.

Total Employment For Networks and 501 TV Stations

	Full Time	Part-Time	Total
3 Networks and 16 owned and operated stations	10,655	1,267	11,922
95 Pre-Freeze TV stations.....	8,732	1,083	9,815
302 Post-Freeze VHF TV stations.....	11,307	2,317	13,624
88 Post-Freeze UHF TV stations.....	1,945	492	2,437
Total	32,639	5,159	37,798

SOURCE: FCC.

**Merchandising Representatives
For
Television Shows and
Personalities**

JAY EMMETT ASSOCIATES, INC.

375 PARK AVENUE

NEW YORK 22, N. Y.

MU 8-5258

RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

AM Radio Broadcast Revenues, Expenses and Income, 1956-1957

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent of Increase or Decrease</i>
<i>Broadcast Revenues</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)#	\$ 73.5	\$ 70.2	4.7%
Other radio stations*	444.4	410.4	8.3
	-----	-----	
Total	\$517.9	\$480.6	7.8
<i>Broadcast Expenses</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)#	\$ 73.5	\$ 69.8	5.3
Other radio stations*	389.8	361.6	7.8
	-----	-----	
Total	\$463.3	\$431.4	7.4
<i>Broadcast Income (before Federal Income Tax)</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)#	\$.0	\$.4	—
Other radio stations*	54.6	48.8	11.9
	-----	-----	
Total	\$ 54.6	\$ 49.2	11.0

Includes the operations of 19 network owned stations in 1956 and 21 in 1957.

* Includes 2,947 AM, AM-FM or Independent FM stations in 1956 and 3,143 in 1957.

SOURCE: FCC.

"THE GEORGE BURNS SHOW"

(Produced by Banda Corporation)

"THE BOB CUMMINGS SHOW"

(Produced by Laurmac Productions)

"FLIGHT"

(Produced by Airborne Productions, Inc.)

SPOT COMMERCIALS

and

INDUSTRIAL FILMS

AVAILABLE...Pilots:

"MR. ED"

(Produced by Mr. Ed Productions)

"CLAUDIA"

(Produced by Claudia Productions)

filmed by

McCADDEN PRODUCTIONS

SPOT RADIO MARKET VOLUME COMPARISONS, 1956-1957

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
1	N. Y.-N.E. N. J.....	32	\$18,161,000	\$22,013,448	21.2
2	Chicago	25	9,826,000	11,071,217	11.6
3	Los Angeles	26	5,847,000	10,835,835	8.5
4	Philadelphia	18	5,045,000	5,034,286	-2.1
5	Detroit	10	5,544,000	6,560,792	1.8
6	San Francisco	18	3,264,000	4,028,786	0.23
7	Boston	15	3,308,000	4,411,043	3.3
8	Pittsburgh	18	2,773,000	3,019,252	8.8
9	St. Louis	12	2,929,000	3,660,536	24.9
10	Washington, D. C.....	14	2,180,000	2,854,775	30.9
11	Cleveland	8	2,076,000	2,624,374	26.4
12	Baltimore	13	1,428,000	1,743,023	22.0
13	Minneapolis-St. Paul.....	9	2,058,000	2,574,460	25.1
14	Buffalo	12	1,508,000	1,765,858	17.1
15	Houston	11	1,489,000	1,726,763	16.1
16	Milwaukee	7	1,148,000	1,432,694	24.7
17	Cincinnati	8	2,553,000	2,939,844	15.1
18	Kansas City	7	1,864,000	2,132,211	15.3
19	San Diego	8	683,000	911,065	33.3
20	Atlanta	14	1,479,000	1,707,650	15.6
21	Seattle	11	1,257,000	1,512,989	20.3
22	Dallas	8	1,320,000	1,579,597	19.6
23	Miami	12	745,000	1,239,015	66.3
24	New Orleans	11	1,112,000	1,261,849	13.4
25	Portland, Oregon	13	984,000	1,150,455	16.9
26	Providence	10	813,000	1,153,789	41.9
27	Denver	13	1,231,000	2,463,460	100.1
28	Louisville, Ky.	8	1,060,000	1,066,011	.6
29	San Bernadino-Riverside ..	8	148,597	171,851	15.6
30	Indianapolis	6	1,111,000	1,493,597	34.5
31	Birmingham	11	624,000	661,443	6.0
32	Tampa-St. Petersburg	12	400,000	622,410	5.6
33	San Antonio	8	1,011,000	1,110,188	9.8
34	Columbus	5	979,000	1,124,029	14.8
35	Youngstown	7	377,000	494,774	31.2
36	Allentown-Bethlehem	7	271,000	268,221	-1.0
37	Norfolk-Portsmouth	7	457,000	587,261	28.5
38	Memphis	9	965,000	1,237,792	28.2
39	Dayton	4	376,000	580,471	54.3
40	Phoenix	9	322,000	388,694	2.0
41	Fort Worth	6	445,000	659,449	48.1
42	Albany, Schenectady, Troy	7	1,117,000	1,317,495	17.9

(Continued on Page 89)

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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THE FRENCH BROADCASTING SYSTEM

PIERRE GRENESSE — *Director in North America*

SPOT RADIO MARKET VOLUMES

(Continued from Page 87)

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
43	San Jose	5	\$ 90,136	\$ 135,553	50.8
44	Rochester	6	776,000	956,820	23.3
45	Akron	4	391,000	378,043	-3.3
46	Toledo	4	644,000	782,095	21.4
47	Jacksonville	8	285,000	563,638	97.7
48	Oklahoma City	7	576,000	819,299	42.2
49	Omaha	7	807,893	1,136,809	40.7
50	Springfield-Holyoke	7	238,000	285,037	19.7
51	Sacramento	5	548,000	674,081	23.0
52	Hartford	4	1,195,000	1,671,858	39.9
53	Syracuse	5	525,000	696,484	32.6
54	Richmond	7	722,000	853,514	18.2
55	Knoxville	9	268,000	404,809	51.0
56	Wilkes Barre-Hazelton ..	6	170,000	191,093	12.4
57	Nashville	7	817,000	980,947	20.0
58	Flint	6	306,000	307,201	.3
59	Wilmington	4	184,000	199,324	8.3
60	Wheeling-Steubenville ..	7	456,000	528,713	15.9
61	Salt Lake City	8	368,000	476,005	29.3
62	Grand Rapids	6	379,000	513,896	35.5
63	Fresno	7	484,000	561,079	15.9
64	Charleston	8	220,000	278,834	26.7
65	Canton	4	266,000	314,212	18.1
66	Wichita	5	416,000	496,188	19.2
67	Tulsa	6	603,000	795,697	31.9
68	Tacoma	4	78,599	67,174	-14.5
69	Harrisburg	5	246,000	306,749	24.6
70	Johnstown	5	110,000	133,501	21.3
71	Peoria	5	336,000	360,641	7.3
72	El Paso	5	189,000	227,383	20.3
73	Utica-Rome	6	144,000	191,186	32.7
74	Chattanooga	6	183,000	208,199	13.7
75	Davenport-Rock Isl.-Moline	5	289,000	358,982	24.2
76	Mobile	6	145,000	190,879	31.6
77	Bridgeport	2	NA	NA	—
78	Duluth-Superior	6	215,000	264,867	23.1
79	Spokane	6	488,000	562,000	15.1
80	Des Moines	6	1,357,000	1,504,794	10.8
81	Reading	3	127,000	148,624	17.0
82	Bakersfield	6	158,000	193,015	28.5
83	Worcester	4	410,000	519,169	26.6
84	Trenton	3	NA	148,018	—
85	New Haven	4	277,000	397,394	42.0
86	Huntington	6	154,000	197,657	21.8
87	Scranton	6	236,000	253,123	7.2
88	Little Rock	8	214,000	516,178	141.2
89	Shreveport	8	454,000	585,074	28.8
90	Tucson	8	68,000	196,791	269.3
91	Stamford	NA	NA	NA	—
92	Augusta, Ga.	6	102,355	159,416	55.6
93	South Bend	3	158,785	216,597	36.4
94	Lancaster	3	111,258	189,527	70.3
95	Stockton	5	213,322	205,623	-3.6
96	Erie	4	119,289	163,100	36.7
97	Beaumont-Port Arthur ..	6	169,114	131,707	-22.1
98	Columbus, Ga.	4	92,263	133,860	45.0
99	Charlotte	6	902,867	946,128	4.7
100	Fort Lauderdale		NA	NA	—
101	Baton Rouge		168,375	NA	—

The FCC included the figures for the owned and operated network radio stations in the 1956 report. All owned and operated stations of the networks are in the first 10 markets. NA—Not available.
SOURCE: Station Representatives Association.

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***HAGE—of the NEW YORK DAILY NEWS-WPIX; former Director Special Radio Services for the UNITED PRESS; News Editor, NBC and MBS; Creator-writer THE BETTER WAY, nationally-syndicated anti-Communist, anti-Socialist series; Editor—INDUSTRY ON PARADE, nationally known award-winning Public Service TV feature newsreel.*

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JOHN C. DOERFER
Chairman,
Federal Communications Commission



AT THE close of its 24th year, the end of 1958, the Federal Communications Commission had more than 2.1 million radio authorizations on its books; the largest figure in the nation's history. Of these authorizations, 1.5 million were commercial radio operator permits of different grades.

For the first time broadcast station authorizations collectively passed the 9,000 mark, and of this number 874 were TV stations; 791 FM, and 3,353 AM; auxiliaries, etc., made up the remainder.

Of 665 commercial TV stations authorized, 556 held operating permits. In addition, 92 of 156 authorized TV translator stations were on the air.

Proposals for 'booster' and 'repeater' stations to further extend TV service to isolated places were under consideration.

Over 90 per cent of the population is within range of at least 1 present TV station and 75 per cent are within range of 2 or more stations. Over 83 per cent of all homes have 1 or more TV receivers and over 46 million sets are in use. Also, the U. S. is said to be the only nation receiving regular TV color programs.

The possibility of moving all or a major portion of TV broadcasting to the UHF portion of the spectrum continued to receive study; a TV industry group was cooperating in obtaining comparative UHF and VHF technical data; and, meanwhile, present disparity between UHF and VHF operation was relieved to some extent by deintermixture in various localities

and other interim actions.

The Commission held that its regulatory jurisdiction does not extend to community antenna TV (CATV) systems, since they do not transmit over the air, but is studying the effect of satellite, translator, booster, and CATV operations on the growth of regular TV service.

Of 53 authorized educational TV stations, 32 held operating permits. The number of TV channels reserved for education grew to 257, or 15 more than first allocated in 1952. Though some educational reservations have been removed or changed, the Commission has denied requests for commercialization where educators have shown an active intent to use them.

For the second consecutive year, commercial FM stations gained in number. Of 634 authorized stations, 548 were on the air. Pending applications increased from 24 to 57. Increasing competition was reflected in the fact that 23 of the latter were in hearing. Renewed interest in FM is due primarily to the ability of commercial stations to augment their income through subsidiary programs and Commission consideration of the possibility of permitting additional supplemental services through multiplex operation.

AM authorizations rose to 3,353 of which 3,253 had operating permits. The Commission proposed to eliminate the exclusive nighttime use of 12 clear channels by stations in 7 large cities to permit additional stations in 12 western cities to take care of less served areas.

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MUSIC



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589 FIFTH AVENUE, NEW YORK 17, N.Y.

Authorization of Different Classes of Broadcast Services

<i>Class</i>	<i>June 30, 1958</i>	<i>June 30, 1957</i>	<i>Increase or Decrease</i>
Commercial AM	3,353	3,238	115
Commercial TV	665	651	14
Educational TV	53	49	4
TV Translator	156	74	82
Auxiliary TV	861	778	83
Experimental TV	17	18	(1)
Commercial FM	634	560	74
Educational FM	157	148	9
International	2	2	0
Remote Pick-up	3,087	2,461	626
Studio-Transmitter Link	51	53	(2)
Developmental	1	1	0
Total	9,037	8,033	1,004

Status of Broadcast Authorizations

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM	3,253	100
Commercial TV	556	109
Educational TV	32	21
Commercial FM	548	86
Educational FM	147	10
Total	4,536*	326

* There were 4,862 AM, TV and FM broadcast stations authorized at the close of the fiscal year 1958, of which 4,536 had authorizations to go on the air and 326 others held construction permits.
Source: FCC.



U.S. STEEL HOUR

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of TV*

CBS-TV

ALTERNATE WEDNESDAYS

"LIVE" FROM NEW YORK

Produced by THE THEATRE GUILD

ADVERTISING AGENCY FAILURES 1934-1958

<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	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000

COMPARATIVE FAILURE TRENDS

	<i>Percentage Change 1957-1958</i>		<i>Avg. Liability Per Failure in 1958</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines	+ 9	+18	\$48,667
Total Commercial Services	+ 8	+39	51,218
Advertising Agencies	—36	—59	23,806

Source: Dun & Bradstreet, Inc.

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.

RADIO AND TELEVISION TELEPHONE NUMBERS IN NEW YORK

AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MELrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	MAyfair	3-1240
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	JUDson	2-7000
WKIT	PLoncez	6-6700
WLIB	MONument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUKon	6-7000
WNRX	New Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHitehall	3-3600
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WPOW	YUKon	4-4600
WQXR	LAKawanna	4-1100
WRCA	Circle	7-8300
WWRL	DEFender	5-1600

FM Radio Stations

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

Television Stations

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

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
NTA Film Network	BARclay	7-3260

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
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	MURray Hill	5-1300
The Bolling Co., Inc.	YUKon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3824
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.	JUDson	2-1622
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUDson	2-2727
Devney & Co.	YUKon	6-4390

Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Farjoe & Co., Inc.	JUDson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Read Co.	YUKon	6-5800
Gill Perna Inc.	Templeton	8-4740
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingsbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUDson	2-9200
Robt. S. Keiter, 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 Bcstrg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petty & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Rambeau, Vance, Hopple, Inc.	OXford	7-0890
Paul H. Rayment Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-5830
Select Sta. Reps.	PLaza	8-1850
Simmons Assoc. Inc.	MURray Hill	8-2821
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
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Aleshire	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Wolsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doeherty, Clifford, Steers & Shenfield, Inc.	YUKon	6-6500
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WORTH	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasy, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUKon	6-8000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Fletcher Richards, Calkins & Holden, Inc.	JUDson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morey, Madden & Ballard, Inc.	PLaza	1-3300
Gronf Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Allicy & Richards	LEXington	2-3020
Kantor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	YUKon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
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	9-5600
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Mcgull, Lewin, William & Saylor	TEmpleton	8-7100
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900

TELEPHONE NUMBERS IN NEW YORK

Product Services.....	Murray Hill	7-0204
St. George & Keyes, Inc.....	YUkon	6-7575
Sullivan, Stauffer, Colwell & Bayles.....	Murray Hill	8-1600
Tatham-Laird.....	PLaza	1-4680
J. Walter Thompson Co.....	Murray Hill	6-7000
Geoffrey Wade.....	OXford	7-9261
Warwick & Legler, Inc.....	PLaza	1-4700
Weiss & Geller, Inc.....	PLaza	3-4070
Young & Rubicam, Inc.....	Murray Hill	9-5000

Publications

Advertising Age.....	YUkon	6-5050
Advertising Agency.....	LONgacre	5-3320
Billboard, The.....	PLaza	7-2800
Broadcasting.....	PLaza	5-8354
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	Murray Hill	8-7500

RADIO-TELEVISION 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.....	LEXington	2-1760
Variety.....	JUDson	2-2700

News Associations

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

Talent Agencies

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
Morjorie 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.....	OXford	7-7744

Organizations, Unions and Government Agencies

AAAA.....	LEXington	2-7980
Actors' Equity.....	PLaza	7-7660
Advertising Federation of America.....	Circle	6-2431
AFTRA.....	Murray Hill	7-1810
American Communications Assn.....	CORtland	7-1374
American Federation of Musicians.....	PLaza	8-0600
AMP.....	PLaza	9-8470
ASCAP.....	Murray Hill	8-8800
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.....	YUKon	6-9390
TvB.....	Murray Hill	8-0215
Writer's Guild of America.....	PLaza	7-3317

Radio-TV Programs and Transcription Cos.

Air Features.....	PLaza	1-4155
Alton Alexander Productions.....	LO	8-3100
Audio-Video Recording Co.....	JUDson	6-5095
Barry & Enright.....	EMpleton	2-8600
Basch Radio & TV Productions.....	Murray Hill	2-8877
V. S. Becker Advtg. Service.....	Murray Hill	2-0777
The Bruce Chaoman Co.....	Wisconsin	7-9244
Cinefacts, Inc.....	Circle	6-0951
Coastal Recording Co.....	Circle	6-3900
Frederic Damru, M.D.....	YUKon	6-9484
Decca Records, Inc.....	COLUMbus	5-2300

Roy DeGroot, Consultants, Inc.....	Murray Hill	7-6865
Empire Broadcasting Corp.....	YUKon	6-5700
Walt Framar 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 Hanley Productions.....	PLaza	5-7145
Goodson-Todman Prods.....	PL	1-0600
Keystone Broadcasting System, Inc.....	ELdorado	5-3720
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.....	ORegan	4-7400
NBC Radio Recording Div.....	Circle	7-8300
National Concert & Artists Corp.....	PLaza	9-6000
Project-O-Fex.....	MU	7-1881
Pyramid Productions, nc.....	JUDson	6-7040
Radio Artists Corp.....	Murray Hill	8-0940
Radio Features of America.....	JUDson	2-5130
Reemack Enterprises, Inc.....	Circle	6-7300
Reeves Sound Studios, Inc.....	ORegan	9-3550
Rockhill Radio.....	PLaza	9-7979
SESAC, Inc.....	JU	6-3450
Richard Stark & Co.....	Circle	6-7337
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, Wynn Associates.....	PLaza	3-4417
Frederic W. Ziv Co., Inc.....	Murray Hill	8-4700

TV Film Producers Distributors

ABC Films, Inc.....	LA	4-5050
M & A Alexander Productions.....	TR	3-5115
Atlantic Television Corp.....	JU	2-1287
Banner Films, Inc.....	PL	5-4811
Barnett International Forwarders.....	BRyant	9-1616
Barry & Enright Productions, Inc.....	TE	2-8600
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
Broadcast Pictures.....	CI	7-3320
California National Productions, Inc.....	CI	7-8300
CBS Films.....	PL	1-2345
Commonwealth Film-TV.....	CI	5-6465
Frank Cooper Associates.....	PL	1-0725
Demby Productions, Inc.....	PL	9-2495
Economee Television Programs.....	MU	8-4700
Elliot-Unger-Elliott, Inc.....	JU	6-5582
Flamingo Films.....	JU	6-7040
Fortuna Features, Inc.....	LO	4-5592
Fremantle Overseas Radio & Television.....	MU	7-4344
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
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
Independent TV Corp.....	PL	5-2100
Intercontinental TV.....	MU	2-3404
Interstate TV Corporation.....	MU	8-2545
Jayark Film Corp.....	MU	8-2636
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
Movietonews, Inc.....	CO	5-7200
MPO Productions, Inc.....	MU	8-7830
National Screen Service Corp.....	CI	6-5700
National Telefilm Associates, Inc.....	JUDson	2-7300
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
Hal Roach Studios.....	CI	9-6135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Screencraft Pictures, Inc.....	MU	7-5011
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432

TELEPHONE NUMBERS IN NEW YORK

Show Corp. of Amer.	JU	6-5050
Sound Masters, Inc.	PL	7-6600
Sterling Television Co., Inc.	MU	3-6300
Transfilm Incorporated	JU	2-1400
Trans-Lux Television Corp.	PL	1-3114
Twentieth Century-Fox	CO	5-3320
United Artists Assoc.	MU	6-2323

United Artists TV Inc.	CI	5-6000
UPA Pictures, Inc.	PL	8-1405
Universal Pictures Co., Inc., Television	PL	9-8000
Warner Bros. TV	CI	6-1000
Van Praag Productions	PL	7-2687
Ziv Television Programs	MU	8-4700
Maurice H. Zouary TV Productions	JU	2-6185

CHICAGO TELEPHONE NUMBERS

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBEE	RAndolph	6-6842
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2403
WCRW	EASgate	7-6820
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	MIChigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUPERior	7-8300
WMBI	MIChigan	2-1570
WSBC	MONroe	6-9060
WSEL	FINancial	6-0120

FM Radio Stations

WEAW	KEystone	9-6090
WEFM	STate	2-1357
WENR-FM	ANDover	3-0800
WFMT	STate	2-5668
WKFM	RAndolph	6-2141
WSEL	FINancial	6-0120

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANDover	3-0800
WGN-TV	MIChigan	2-7600
WNBQ	SUPERior	7-8300

National Networks

American Broadcasting Co.	ANDover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-8900
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	7-2300
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
Forjoe & Co.	DElaware	7-3504
Gill-Perna, Inc.	FRanklin	2-8665
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	FINancial	6-5440
The Kotz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	STate	2-5096
Joseph Hershey McGillvra, 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 Petry & Co., Inc.	WHitehall	4-0011
Radio-TV Repts., Inc.	FINancial	6-0982
Paul H. Raymer Co.	SUPERior	7-4473
Sears & Ayer, Inc.	SUPERior	7-8177

Venard, Rintoul & McConnell	STate	2-5260
Walker-Rawall 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
BBDGO	SUPERior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Gordon Best, Co., Inc.	STate	2-5060
Bozell & Jacobs, Inc.	CENtral	6-0870
Leo Burnett Co., Inc.	CENtral	6-5959
Campbell-Ewold Co.	CENtral	6-1946
Campbell-Mithun Inc.	DElaware	7-7552
Dancer-Fitzgerald-Sample	FINancial	6-4700
W. B. Dancer & Co.	ANDover	3-7800
Doremus & Co.	CENtral	6-9132
Erwin Wosey, Ruthrauff & Ryan	FINancial	6-1833
Foote, Cone & Belding	SUPERior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANDover	3-5039
Grant Advertising, Inc.	SUPERior	7-6500
Robert Kohn & Assoc. Inc.	DICKens	2-2200
H. W. Kastor & Sons Advertising Co.	CENtral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANDover	3-0022
Maxon, Inc.	LORain	7-5710
McCann-Erickson	WEbster	9-3700
Arthur Meycrhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CENtral	6-1640
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.	RAndolph	6-9760
Tatham-Laird, Inc.	HARRison	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
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
William Morris Agency	WHitehall	3-1744
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	DElaware	7-7422
Les Leor Productions Corp.	RAndolph	6-0905
Morton Radio Productions, Inc.	CENtral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUPERior	7-8300
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANDover	3-6520
L. S. Toogood Recording Co.	CENtral	6-5275
Ziv Television Programs, Inc.	WH	4-1030

News Agencies and Ass'ns.

Associated Press	STate	2-7700
International News Service	RAndolph	6-4838

RADIO-TV DAILY

City News Bureau	STate	2-8100
Community News	RAndolph	6-0002
United Press	FRanklin	2-9000

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Television Programs of America, Inc.	WH	4-4767
UPA Pictures, Inc.	AN	3-7566

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	7-1829
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
White House	NAtional	8-1414

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Broadcasters	DEatur	2-9300
National Press Club	REpublic	7-2500
Radio Daily Association	EX	3-408
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	3-0903

AM Radio Stations

WARL	KEInmore	6-9000
WEAM	JAckson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WMAL	KEllogg	7-1100
WOL	HObart	2-3900
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
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WRC-FM	EMerson	2-4000
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
United Press	EXecutive	3-3430

Networks

ABC	KEllogg	7-1100
CBS	EMerson	2-9300
MBS	STerling	3-3500
NBC	EMerson	2-4000

LOS ANGELES TELEPHONE NUMBERS

AM Radio Stations

KABC	NOrmandy	3-3311
KALI (Pasadena)	RYan	1-7149
KBIG	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
KFWB	HOLlywood	3-5151
KGER (Long Beach)	NEvada	6-4774
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STate	4-6291
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CItrus	1-1133
KLAC	HOLlywood	2-7271
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
KRHM-FM	HOLlywood	7-5167
KUTE-FM	CItrus	4-1474
KRKD-FM	HOLlywood	5-2181
KWKW-FM (Pasadena)	RYan	1-6744

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	THornwall	5-7000
KNXT	OLive	1-2345
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	OLive	1-2345
Mutual-Don Lee Broadcasting System	HOLLYwood	2-2133
National Broadcasting Company	THORNwoll	5-7000

Station Representative

AM Radio Sales Co.	HOLLYwood	5-0695
Avery-Knodel, Inc.	DUNKirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	DUNKirk	7-1333
Blair-TV, Inc.	DUNKirk	1-3811
CBS-TV Spot Sales	OLive	1-2345
Bolling Company, Inc.	BRADshaw	2-0544
The Branham Co.	OLive	3-6363
Broadcast Times Sales	HOLLYwood	5-1755
CBS-Radio Spot Sales	HOLLYwood	9-1212
Crawford, Fred E.	DUNKirk	4-7352
Forjac & Co.	OLive	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
Hawley, Mark Assoc.	WEBster	8-2181
Headley-Read Co.	HOLLYwood	4-8248
Hollingsbery, George P., Co.	DUNKirk	5-2071
Katz Agency, The	DUNKirk	5-6284
McGavren-Quinn Co.	HOLLYwood	4-6146
Meecker Co.	HOLLYwood	2-2351
Tracy Moore	HOLLYwood	2-2351
NBC-KRCA Spot Sales	THORNwoll	5-7000
Oakes, Harian G., Associates	DUNKirk	2-3200
Lee F. O'Connell Co.	OLive	5-7597
John Pearson Co.	DUNKirk	5-5084
Peters, Griffin, Woodward, Inc.	HOLLYwood	9-1688
Edward Petry Co.	TUCKer	3171
Rombou, William G., Co.	HOLLYwood	4-6017
Paul H. Roymer	HOLLYwood	2-2376
Scott, Duncan & Co.	DUNKirk	8-4151
Venard, Rintoul, McConnell	DUNKirk	8-4151
Video Views	HOLLYwood	3-4179
Weed & Company	HOLLYwood	2-6676
Young, Adam J., Inc.	HOLLYwood	2-2289

Advertising Agency

Action in Advertising	DUNKirk	3-3114
Ad Larson	NORMandie	4-6552
Advertising Council, Inc.	CRestview	4-8039
Advertising Engineers Corp.	MADison	3-5039
Alber, R. H., Co.	HOLLYwood	9-8273
Allen, Dorsey & Hatfield, Inc.	NORMandie	3-9343
Allen & Marshall Adv. Agency	OLive	1-1770
Allen, Martin, Co.	WEBster	3-0734
Allied Advertising Agencies	HOLLYwood	2-0837
Anderson-McConnell Adv. Agency	WEBster	6-6161
U. S. Anderson Co.	WEBster	8-7812
Arnold, Rupert Advertising	DUNKirk	2-0896
Asch, A., Inc.	DUNKirk	7-7600
Associated Advertising Agency	OLive	2-7690
Atherton Advertising Agency	OLive	3-2246
Atchison & Hovden	DUNKirk	5-7191
Ayer, N. W., & Son, Inc.	HOLLYwood	3-4871
Baldwin, Ben, Adv. Agency	HOLLYwood	2-0908
Barnes Chase Co.	DUNKirk	4-1193
Boron, Richard, Co.	HOLLYwood	2-5657
Bates, Kirk O.	HU	2-4270
Bates, Ted., & Co.	HOLLYwood	9-2161
BBDO	HOLLYwood	2-6773
Baus & Ross Co.	DUNKirk	8-1107
Bayard, Jere	OLdfield	5-9355
Becker, Max, Advertising (Long Beach)	HEMlock	6-5222
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed, Agency	POplar	6-4334
Bell Advertising	PLEasant	3-2339
Bennett, Harry, Adv. Agency	OLive	5-6045
Bennett, Walter F., & Co.	HOLLYwood	4-8291
Benton & Bowles, Inc.	HOLLYwood	4-9151
Berghoff Associates, Inc.	OLive	5-7536
Bishop & Associates, Inc.	HOLLYwood	2-1266
Blades, Richard H.	MADison	9-2846
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.	CLevland	6-8698
Boylhart, Lovott & Deane	DUNKirk	4-2161

Bozell & Jacobs, Inc.	BRADshaw	2-2081
Brehme Ad Service (Glendale)	CHApman	5-1539
Broadcasting Advertising	BRADshaw	2-4840
Brown, Byron H., & Assoc.	OLympia	3-2320
Buchanan & Co., Inc.	OLive	5-8200
Bull, Frank, & Co.	HOLLYwood	5-4195
Burke, Dowling & Adams Inc	WEBster	8-3844
Burnett, Leo, Co., Inc.	HOLLYwood	4-7374
Burt, George Advertising	HOLLYwood	5-1183
Buss, R. H., Associates.	DUNKirk	5-4385
Buxton, Erwin	RYon	1-5541
California Adv., Agency	HOLLYwood	3-3189
Calkins, Halden, Inc.	WEBster	6-5145
Calvert, J. Russell & Assoc.	BRADshaw	2-2868
Campbell-Ewald Co.	DUNKirk	9-1334
Campbell-Mithun, Inc	HOLLYwood	2-0715
Caples Co., The	DUNKirk	7-4255
Carlson, Milton Co.	DUNKirk	8-9464
Corson-Roberts Inc	BRADshaw	2-8366
Casc, 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.	MADison	2-2463
Clark, Darwin H., Co.	MADison	5-2441
Classified Advertising Agency	HU	2-1690
Cleward Velmo Advertising	DUNKirk	4-2558
Coast Advertising Associates	TRinity	1269
Cole, Fischer & Rogow	CRestview	6-3195
Cole, Val Advertising Agency	CRestview	5-8462
Colman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv Agency	DUNKirk	7-3388
Columbia Pacific Advertising	GRiefeld	3-1047
Compton Advertising, Inc.	OLive	2-0100
Consolidated Adv Directors	OLive	5-6484
Copy Cat Advertising	STANley	7-4348
Cowell, Leslie B., Advertising	STANley	7-5329
Craig & Reid, Inc.	HOLLYwood	4-8218
Creative Advertising	OLympia	5-8281
Crist, Ken, Inc.	NORMandie	1-1287
Culbertson, Robert C. Adv	OLive	5-8514
Culp, Earl R., Co.	DUNKirk	2-8406
Cunningham & Walsh, Inc.	OLive	2-5690
Dancer-Fitzgerald-Sample, Inc.	HOLLYwood	2-3256
D'Arcy Adv. Co.	DUNKirk	5-3171
Delman, Allen & Assoc.	WEBster	6-2312
Davidson, David, & Co	HOLLYwood	2-7753
Davis & Blackwell, Inc	Victoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
Dennis, Robert, Agency	MADison	5-2183
DeSantis Advertising Agency	CHApman	5-5662
Dibble, Gordon H.	CHApman	5-2495
Dolson Advertising Agency	LOraine	9-5111
Donahue & Coe	DUNKirk	1-2721
Donald, Dick, Advertising	DUNKirk	8-0555
Doyle, Danc, Bernbach	WEBster	8-3781
Dozier, Eastman & Co.	DUNKirk	5-6071
Dreyfus Co. Adv.	OLive	5-8255
Dunos, E. C. Advertising	OLive	6-4100
Durstine, Roy S., Inc.	DUNKirk	8-3411
Ebberts, Dan, Adv. Serv.	LUdlo	7-9161
Edelstein Irwin L. & Assoc.	OLive	3-7420
Ehler, Grace	MADison	6-2227
Eisaman-Jokes, Advertising	HOLLYwood	4-7265
Eisenberg, Ralph	MADison	2-0439
Elliott Neil M. Advertising	DUNKirk	7-7301
Envart & Ross Advertising	OLive	4-4070
Erwin Wosey, Ruthrauff & Ryon, Inc.	WEBster	1-1211
Essig Co.	POplar	3-4365
Esty, William Co	HOLLYwood	2-6301
Faolan, O. K. Advertising Agcy	MADison	2-2192
Falkenhainer, Carl	BRADshaw	2-0136
Fallon & Co.	HOLLYwood	3-5683
Farrar Advertising	GRanite	8-3011
Fellman, Warren P. Adv. Co.	OXnard	4-5270
Fellows, John C., Co.	5Ycamore	2-4645
Flax-Bronston Co.	MADison	6-7751
Foladore, Mouir & Assor	HOLLYwood	9-8135
Foote, Cone & Belding (Hollywood)	HOLLYwood	9-6265
Foote, Cone & Belding (Los Angeles)	MADison	9-3611
Forestal, R. J. Co.	WEBster	5-1211
Frank, Albert-Guenther Law	WEBster	3-7595
Frank, Don Advertising (Anaheim)	KEYstone	5-6093
Frazier, Cornelius W.	MADison	5-8392
Fritz, Jimmy, & Associates	HOLLYwood	3-3251
Fuller, Smith & Ross, Inc.	OLive	3-0240
Gage, Booth & West, Inc.	OLive	3-1770
Gard, Dalbert & Associates	DUNKirk	8-8422
Gardner, H. M., & Assoc.	OLive	5-7465
Gaynor, Colman, Prentis & Varley, Inc.	OLive	5-8191
Geissinger, W. B., & Co.	WEBster	3-7178

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General Advertising Agency, Inc.	HOLLYWOOD	3-5128
Gerth, Brown Clark & Elkus	OLive	3-2320
Gilbert & Benton	STANley	7-1848
Gilbert, Martin, Agency	STate	3-2900
Gill Clifford Agency	OLive	5-8388
Glosser-Gailey, Inc.	DUNkirk	4-2141
Glenn Advertising, Inc.	OL	3-9030
Gold Mike Agency	RYan	1-4745
Goldstone-Tobias	OL	5-6010
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-1325
Graham, Anderson, Advertising	OLive	3-6400
Graham, Clyde D.	DUNkirk	3-1266
Grant, Will	DUNkirk	7-3361
Grant Advertising Agency	HOLLYWOOD	1-9231
Gray-Moore Agency	HOLLYWOOD	9-3591
Greer, Norman Co.	OL	7-0648
Gregory, Willford G., & Co.	MADison	7-0531
Grey Advertising	HOLLYWOOD	4-7347
Guerin-Johnstone-Jeffries Advertising	CLeveland	7-7572
Guild, Bascom & Bonfigli	HOLLYWOOD	9-8217
Hadlock & Associates	HOLLYWOOD	2-6731
Harris, Horlan & Wood Adv.	HOLLYWOOD	9-2911
Heintz & Co., Inc.	MADison	9-3181
Hill, Don	MADison	4-5149
Herbert E. Hill	HU	3-7730
Hixson & Jorgenson, Inc.	DUNkirk	8-3121
Hoel, John D., Adv. Agency	RYan	1-7131
Hollander, Welsh Advertising	DUNkirk	9-1171
Hong-Cooper Co.	DUNkirk	8-3301
House of Leads	PLEasant	3-2226
Houston Advertising Service Co.	NOrmandie	5-5886
Hubley Adv. Agency	DUNkirk	2-2366
Hunter & Wilhite Advertising	WEBster	3-7353
Hutchinson Advertising	HOLLYWOOD	2-4500
Irwin, Howard, & Assoc.	DUNkirk	8-1219
Jay, Clarence L. Industrial Adv.	NOrmandie	4-7131
Jaycraft Co.	THornwald	2-5310
Jenner, Don, Advertising	DUNkirk	2-8321
Jensen, Walter L., Advertising	DUNkirk	9-8355
Jett Advertising	HOLLYWOOD	2-6635
Johnson, J. Howard	MADison	4-8464
Johnson & Lewis	HOLLYWOOD	5-7105
Jones, Paul, & Associates	DUNkirk	1-3003
Kaplan, Sara Jane, Advertising	OLive	3-6057
Kaufman, Lon, Co.	DUNkirk	8-2725
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800
Kay-Christopher Advertising	WEBster	9-1347
Keane, Raymond, Advertising	BRadshaw	2-3548
Keane & Associates	OLive	3-7420
Kellogg, Edw. S.	DUNkirk	7-5213
Kelso, M. H., & Co.	DUNkirk	2-2072
Kenyon & Eckhardt	HO	3-2101
Kennedy, Walker & Wooten	OL	2-0555
Keyes, Madden & Jones	HOLLYWOOD	9-3974
Killingsworth Co.	DUNkirk	5-6111
Kirby, Dick, & Associates	VANDike	8334
Klitten, Martin R., Co.	DUNkirk	7-8395
Kraft Advertising	DUNkirk	8-6262
Lance Advertising	CRestview	5-6158
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656
Latta & Co.	MADison	6-3284
Lawrence Co.	BRadshaw	2-5820
Lee & Associates	WEBster	3-9349
Lee, J. Richard	HOLLYWOOD	9-2721
Lee, Robert E., & Associates	BRadshaw	2-4125
Leni Advertising	HOLLYWOOD	4-0141
Lenon & Newell	CRestview	1-7221
Lewin, Howard, Advertising	DUNkirk	8-8771
Lewis Advertising	HOLLYWOOD	5-9040
Lionel & Simons Advertising	HOLLYWOOD	2-7429
Little & Co.	DUNkirk	9-1267
Logan, Dudley L.	DUNkirk	2-8471
Lynn-Western, Inc.	WEBster	5-3040
Mack Agency	HOLLYWOOD	2-6377
MacManus, John, & Adams	OLive	3-6130
Mann Advertising Co.	DUNkirk	2-1179
Mannis, Samuel A.	HOLLYWOOD	4-7501
Markham Co.	DUNkirk	8-9495
Martha's Adv. Service	MADison	6-4897
Marto, Walter	SY	6-2239
Mathison & Associates	HU	2-1870
Matthews, Anne D. (Pasadena)	SYcamore	9-6504
Mayer Company	DUNkirk	8-2111
Mayne, Charles H., Co.	OLive	3-0990
Mays & Co.	MADison	7-8534
McCann-Ericson	DUNkirk	5-3301
McCarty Co., The	DUNkirk	5-4011
McCreery, Walter, Co.	OL	2-4480
McElligott, Ford C., & Associates	MADison	2-4653
McElroy Adv. Agcy.	Richmond	9-2047
McHugh Advertising Co.	BRadshaw	2-0233
McKee, Burns Adv.	HOLLYWOOD	7-4218
McLain, W. R., & Associates	NOrmandie	3-8200
McNeill & McCleery	DUNkirk	5-7341
Meany, Phillip J., Co., Adv.	DUNkirk	5-4181
Meltzer, Richard, Adv.	OLive	3-8550
Meyenhoff, Arthur, & Co.	OL	3-1633
Miner, Dan B., Co.	DUNkirk	8-3301
Minns, Richard L.	CRestview	1-7207
Moscos, John S., Advertising	OLive	2-7218
Morgan Company, The	STate	6-5696
Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Mottl & Siteman Advertising	OL	2-5095
Mowinckel, E. K., Advertising	Richmond	7-0529
Mullins, Earl, Advertising	DUNkirk	5-9088
Nargi Advertising	VANDike	1647
National Advertising Associates	DUNkirk	7-4388
National Federation of Advertising Agencies	OL	3-2320
Neale & Associates	OL	6-0500
Neave & North Advertising	HOLLYWOOD	2-6044
Neave, Ralph Advertising (Manhattan Beach)	FRontier	4-1609
Needham, Louis, & Brorby	CRestview	6-2073
Nelson Adv. Service	WEBster	8-3844
Nelsonman, Ben Allah, Advertising Service	DUNkirk	9-6649
Newmark, Nelson, Advertising	MADison	4-1568
North Advertising	OL	2-3770
Olen, David, Adv.	OLive	5-7290
Pacific Advertising Service	Richmond	9-5803
Packard, Jack Advertising	CHapman	5-5591
Pardee Co., The	HOLLYWOOD	2-7306
Patch & Curtis Advertising (Long Beach)	HEmlock	3-4919
Patton, George Adv.	HOLLYWOOD	2-0841
Paul & Baum	OL	3-2110
Pell, Ben, Advertising	MADison	2-1557
Perrett Co., The	MADison	8-2388
Pflaum, Stanley, & Associates	OL	2-0332
Porter, Wesley H., Adv.	AXminster	3-0400
Productive Advertising	AXminster	1-1322
Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Raymond, J. W., Advertising	HU	3-4330
Raymond, Larry, Co.	WEBster	6-8125
Robin Co., The	DUNkirk	3-3114
Robin, Lee & Arnold	CRestview	4-5853
Robins, Jerome, Agency	DUNkirk	8-0661
Roche-Eckhoff & Lee	OLive	5-7670
Rockett-Lauritzen	REpublic	4-2106
Ross, Charles, Adv., Agency	HOLLYWOOD	2-1184
Ross, Clark	WEBster	4-5152
Ross, Roy, Inc.	HOLLYWOOD	9-6263
Russell-Stuart & Assoc.	HOLLYWOOD	3-6156
Sawdon, Frank	HOLLYWOOD	4-3129
Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Scott, M. B., Advertising	OL	3-5330
Sebrell, J. B., Adv. Agcy.	MADison	6-9397
Seras, George J., Advertising	OL	2-1793
Shane, Leonard, Agency	HOLLYWOOD	9-2258
Shay Advertising	HOLLYWOOD	4-1158
Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Sherman & Pam	HOllywood	7-3111
Show Management	WEBster	8-0148
Sieck, Charles H.	GRanite	3-3659
Simmons, Dean	WEBster	1-1311
Smalley, Levitt & Smith	MADison	8-5336
Speer Advertising Agency	Richmond	7-9626
Spees Advertising Agency	DUNkirk	9-6933
Stahl, Charles N., Adv. Agency	HOLLYWOOD	2-7344
Stebbins, Barton A., Adv.	DUNkirk	8-8131
Stebbins, Hal, Inc.	Richmond	9-5317
Steinlauf, Malcolm, & Co.	WEBster	3-7564
Steller, Miller & Lester, Inc.	DUNkirk	7-5377
Stiller, Rouse & Hunt Advertising	OL	5-8550
Stadel Advertising Co.	MADison	2-1193
Straus, J. M., & Co.	DUNkirk	3-9561
Stromberger, LaVane & McKenzie	DUNkirk	5-2211
Sudler Co.	BRadshaw	2-3438
Sullivan Stauffer Colwell & Bayles, Inc.	HOLLYWOOD	4-2119
Sussman & Meyer Adv.	OLive	5-8730
Swafford & Co.	Oldfield	5-9690
Taggart & Young	WEBster	3-8108
Tatham-Laird, Inc.	HOLLYWOOD	1-9228
Taylor Host, Inc.	CApitol	5-3208
Thompson, J. Walter, Co.	OL	3-0300
Thompson-McDonald	HOLLYWOOD	2-7249
Tilds & Cantz Advertising	HOLLYWOOD	2-6651
Todd, Michael, Advertising	HOLLYWOOD	5-8036
Tullis Co., Inc., The	HOLLYWOOD	2-6333
Tyler-Smith, T., Advertising	DUNkirk	7-5519
United Bench Advertising	AXminster	2-8107
Universal Advertising Agency, Inc.	HOLLYWOOD	4-8218

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Van der Boom, Hunf, McNaughton, Inc.	Dunkirk	2-6203
Vanderhurst Adv.	Hollywood	7-9191
Van-Scott, Inc.	Dunkirk	9-2300
Victor, A. J., Company	AXminster	4-7555
Voorhees, P. W., Inc.	BRadshaw	2-3726
Wade, Geoffrey, Adv. Agency	Hollywood	4-7457
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Legler, Inc.	OL	3-0130
Weatherwax-Spurgan & Associates	MA	7-2633
Webster, R. W., Adv.	MAdison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marty, Co.	CRestview	4-8929
Welsh, Hollander & Coleman Adv	Dunkirk	9-1171
Wessells, George M., Company	WEHster	6-7668
West-Marquis, Inc.	HUnkiry	2-5430
Westwood, Tom, Adv. Agcy	CH	5-5051
Whiteman, Richard	Dunkirk	5-2054
Wilder, Alvin	REpublic	4-2186
Williams, Dallos & Sons	Hollywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Winon & Co., Paul	Richmond	7-5189
Wolfer-Douglas-Bennington, Inc.	CUMberland	3-6242
Wood, Frank A.	WEbster	8-8540
Woolf, Len, Co.	Dunkirk	8-2361
World Advertising (Long Beach)	HEmlock	5-6094
World Wide Want Ad Service	MAdison	7-9983
Wynne-Alexander Advertising (Pasadena)	RYan	1-2319
Young, Marvin, Associates	Hollywood	2-2684
Young, M. M., Adv.	Hollywood	2-2684
Young & Rubicam	MAdison	6-7641

Radio-TV Program Prod.

Aladdin Enterprises	Hollywood	2-6686
Alexander, M & A, Productions, Inc.	Hollywood	4-7571
Burrud, Bill, Productions	Hollywood	3-8181
Cavalcade Television Programs	OL	4-4144
Cheshire & Associates	Hollywood	9-3498
Consolidated Film Industries	Hollywood	9-1441
Corradine, Tom J., & Associates	Hollywood	2-4448
Commodore Productions	Hollywood	9-7502
Crosby, Bing, Enterprises	CRestview	1-1171
Fairbanks, Jerry, Inc.	Hollywood	2-3101
Gibson, Grace, Radio Prods.	Hollywood	9-4580
Guedel, John, Radio Productions	WEbster	6-6291
Hollywood Central Recording Studios, Inc.	Hollywood	3-2131
MacGregor, C. P., Sound Studios	Dunkirk	4-4191
MCA-TV	POpolar	6-3871
Patin, Ray, Productions	Hollywood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	Hollywood	3-3282
Reynolds, Stuart, Prod.	CRestvicw	4-7863
Rockett, Frederick K., Co.	Hollywood	4-3183
Rocket Pictures, Inc.	Hollywood	7-7131
Ross, Jack	Hollywood	9-4019
Rourke, Jack, Productions	Hollywood	3-7178
Screen Gems, Inc.	Hollywood	2-3111
Snader Telescriptions Corp.	Hollywood	2-1261
Steffner, Wayne, Prods.	Hollywood	3-4173
Studio & Artists Recorders	Hollywood	4-8241
Sutherland, John, Prods., Inc	Dunkirk	8-5121
Telefilm, Inc.	Hollywood	9-7205
Telepix Corp.	Hollywood	4-7391
TV Spots	Hollywood	5-5171
Tuchman, Harris, Productions	WEbster	6-7189
Universal Recorders	Hollywood	9-8282
Western Recorders	Hollywood	3-6811
Wilding Picture Prods. of Calif.	WEbster	8-0183
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	Hollywood	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc	OLdfield	4-2800

TV Film Producers-Dist

M & A Alexander Productions	HO	4-3414
George Bagnall & Associates	OL	2-8050
Banded TV Film Service, Inc.	OLd	4-7575
Frank Cooper Associates	CR	4-5971
Jack Denove Productions, Inc.	HO	4-8331
Desilu Productions, Inc	HO	9-5911
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	HO	9-5911
Filmcraft Productions	OL	3-2430
Filmstar Productions, Inc.	HO	2-7141
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	HO	2-6231

Gannaway International Corporation.	PO	3-8411
Gross-Krasna, Inc.	HO	2-7141
Hollywood Television Service, Inc.	PO	3-8411
Interstate TV Corporation	HO	2-9181
Mark VII, Ltd.	ST	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
McDollan TV Enterprises, Inc.	HO	2-6635
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-8700
Playhouse Pictures	HO	5-2193
Roland Reed TV Productions	HO	9-1628
Reve Productions, Inc.	PO	6-3871
Hul Roach Studios	TE	0-2931
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	7-3111
Swift Chaplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
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

Alexander, Alex Agency	CRestview	1-6101
Allan, Lonc Agency	OL	2-7953
Allied Casting	Hollywood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of Television and Radio Artists	Hollywood	4-5123
Aragon Agency	TEXas	0-4565
Armstrong-Deuser	CRestview	4-8135
Ashley-Steiner Corporation	CRestview	4-8511
Arriague, Louis	CRestview	6-2488
Auer, Miles Bohm	Hollywood	2-6416
Barnes, William, Agency	CRestview	1-5256
Barry, Vy, Agency	Hollywood	9-0989
Barskin Agency, The	OL	2-5470
Baxley, Bill Agency	Hollywood	9-2878
Bell, Marcella Agency	CRestvicw	6-0012
Bender-Word	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	Hollywood	5-6978
Brawis, Alex	OL	2-7020
Burr, Dorothy	Hollywood	4-6898
Carr, Beverly	CRestview	4-8555
Cloutman-Barskin-Short	OL	2-6833
Columbia Artists Management	MAdison	6-2327
Conditt Agency	HO	4-3237
Connor, Allen	Hollywood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Darrow Agency, The	CRestview	4-7253
Davis, Charles Agency	Hollywood	4-0474
Davis, Mary Webb	OL	5-6747
Dawn, Wilma Agency	Hollywood	5-7438
Daak, Virginia	CR	4-8121
Donaldson Agency	OL	2-0355
Drowemer, Isabelle, Agency	WE	5-1759
Drexel-Jameson Agency	CRestview	4-7551
Faber, Alice	CRestview	4-6763
Faine Agency	CRestview	6-6238
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
French, Hugh	CRestview	6-7766
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	1-7227
Gefsky, Harold L.	OL	3-6145
General Artists Corporation	BR	2-4259
Gertz, Mitchell	CRestview	4-5491
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Greshler, Abner	CR	4-7563
Griffith, Byron	Hollywood	7-2600
Grimde Agency	Hollywood	2-1133
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanette	CRestview	5-5575
Halsey, Reece Agency	OLive	2-2409
Hamilburg, Mitchell	OL	2-5160
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Herzon, Hal	OL	2-4686
Hill Agency & Associates	HO	2-5239
Ingersoll, George, Agency	Hollywood	7-0862
Irwin, Lou	CRestview	1-7131

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Jackson, Edith	HOLlywood	7-0155	Shauer, M. A.	CRestview	1-1103
Joyce Agency	HOLlywood	3-6616	Show, Glenn	OLive	5-6956
Katz, Fred, Agency	OL	7-0150	Shiple, Howard Agency	CRestview	6-6251
Kaufman, Milton	CR	5-5028	Shurr, Louis	CRestview	4-8111
Kendall-White Agency	OL	7-1050	Sindell Agency	CRestview	5-4146
Kingston, Al, Enterprises	CRestview	6-8538	Small, Paul	CRestview	4-5877
Kohner, Paul	CRestview	1-5165	Snitzer, Lou-Fritschl, Al, Inc.	HOLlywood	9-6271
Kumin-Olenick Agency	CRestview	4-5221	Sodara Agency	TEXas	0-6001
Lance, Leon O.	OL	2-0191	Somlyo, E. T.	CRestview	6-2041
Lauren, J. W., Agency	OL	6-4070	Stempel, Frank	CRestview	4-8343
Lozar, Irving	CRestview	5-6153	Stewart, Rosalie	CRestview	4-6123
Leonard, Fred	HOLlywood	4-7546	Swanson, H. N.	OL	2-5385
Levee, Sid	CRestview	4-8631	Swoverland, Harold	OLive	6-0900
Longenecker, Robt.	OLive	3-3770	Thompson, Lionel B.	CRestview	1-2188
McMillan, Hazel	CRestview	6-3603	Ullman, George	CRestview	4-5238
MacQuarrie, Earl	CRestview	4-8919	Usher, Marge	CRestview	4-6161
Manuel, Alvin G. Agency	CRestview	4-5288	Wadsworth, J. B.	CRestview	6-0698
Marion, Paul Agency	OL	2-9540	Weil Agency, The	OL	2-2872
Marx, Bert	CRestview	4-8555	Weiner, Jack	CRestview	6-7081
McHugh, Jimmy, Jr.	CRestview	4-5167	Weintraub, Murry	CRestview	1-1137
Medford, Ben	CRestview	1-7021	Westwood Artists Agency	GRAnite	7-1264
Messinger, Lili	CRestview	5-8541	White, Wm. B.	CRestview	4-6301
Meyers, Walter	CRestview	1-8161	Wiley, Richard	OLive	2-5775
Middleton, Wallace	OL	6-4460	Wilkins, Paul	CRestview	1-6188
Mishkin Agency	OLive	2-0944	Willson, Henry	CRestview	4-7433
Moore, Lola	CRestview	6-5401	Wookey, Betty, Agency	HOLlywood	2-2301
Morris, William	CRestview	4-7451	Zimmerman, Herman Agency	CRestview	6-0266
MCA Artists	CRestview	6-2001			
Nugent, Lucille Agency	OL	7-1696			
Ochs, Al	HOLlywood	9-6470			
Oliver, Maurine	OL	6-3651			
Omega Artists, Inc.	HOLlywood	9-7187			
Palmer, Robert Agency	CRestview	4-7053			
Payton, Bob	OL	6-1880			
Pearson, Ben	CRestview	4-5488			
Pomeroy, Jack	HOLlywood	9-6366			
Powers-Stanley Agency	HOLlywood	2-0791			
Preminger-Stuart	OL	6-2360			
Richards, Danny Agency	HOLlywood	7-5295			
Rocamora, Wynn	OL	2-9710			
Rosen-Finger Agency	CRestview	4-5861			
Rush, Art Inc.	CRestview	4-6841			
Ryan, Frank	CRestview	1-4627			
Ryan, John Agency	OL	2-0427			
Sockheim-Gold Agency	OL	2-0826			
Schuller, William Agency	CRestview	4-6949			
Schwartz Agency	OLive	3-0400			
Screen Children's Guild Agency	HOLlywood	9-6231			

Publications

Billboard, The	HOLlywood	9-5831
Broadcasting Magazine	HOLlywood	3-3148
Film Daily, The	HOLlywood	9-5358
Hollywood Reporter	HOLlywood	4-7411
Media Agen-ies Clients	OL	7-0550
Prompter, The	EX	4-4781
Radio-TV Daily	HOLlywood	9-3951
Sponsor	HOLlywood	4-8089
TV Guide	HOLlywood	5-2103
TV-Radio Mirror	CRestview	6-6293
Variety	HOLlywood	9-1141

Radio-TV Audience Surveys

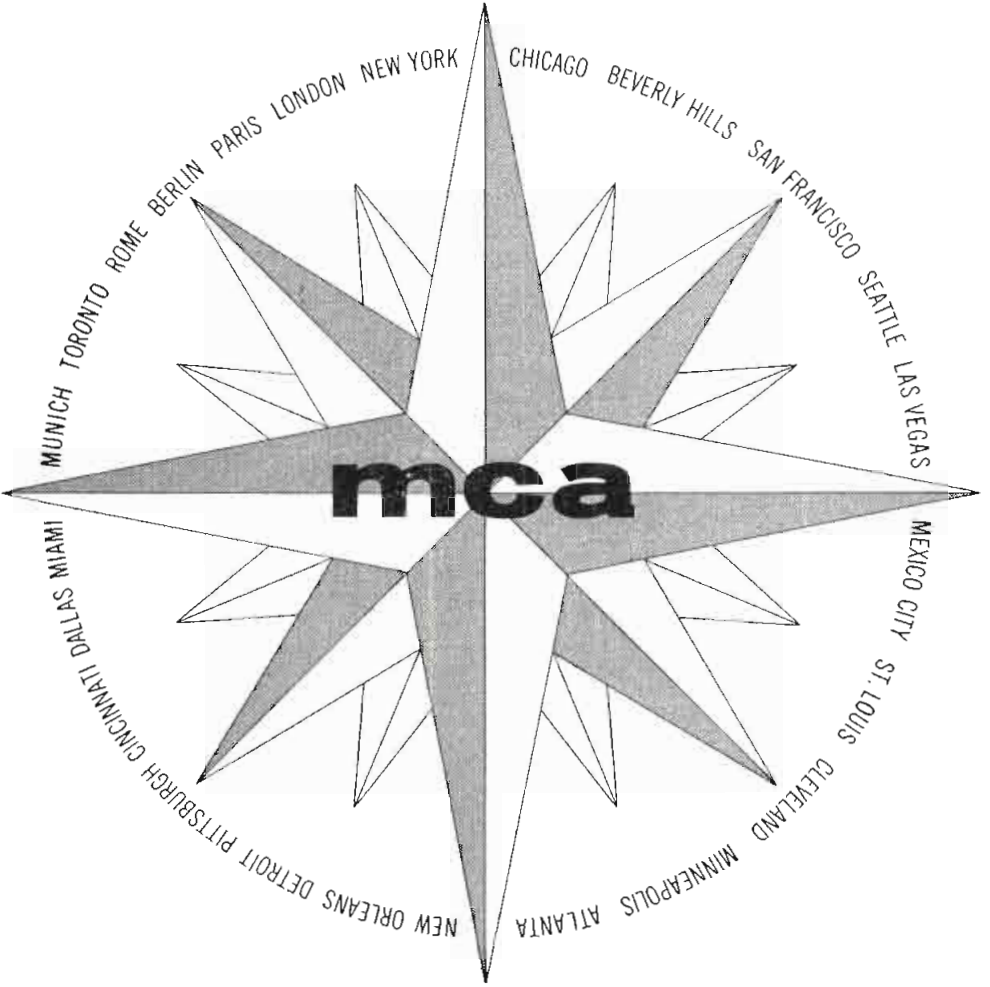
American Research Bureau	HOLlywood	9-1683
Facts Consolidated	OLive	3-3114
Moffett Research Co.	HOLlywood	3-5653
National Audience Board	CR	1-8141
Pulse, Inc.	OL	3-7733

ADVERTISING INDEX

(See Page 29)

EDITORIAL INDEX

(See Page 7)



TELEVISION DAILY

presents

BUSINESS



FINANCIAL DATA

GENERAL STATISTICS

NETWORK TV ADVERTISERS

1959

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



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

CAUSES OF BUSINESS FAILURES IN THE UNITED STATES—1958 FOR ALL LINES OF BUSINESS—COMMERCIAL SERVICE

UNDERLYING CAUSES		APPARENT CAUSES	Number	Per cent
Number	Per Cent			
41	3.5	NEGLECT:		
		Due to		
		On the part of the principals, reflected by		
20	1.7	FRAUD:		
195	16.6	LACK OF EXPERIENCE IN THE LINE		
196	16.7	LACK OF MANAGERIAL EXPERIENCE		
189	16.0	UNBALANCED EXPERIENCE*		
506	43.0	INCOMPETENCE		
12	1.0	DISASTER:		
18	1.5	REASON UNKNOWN		
1,177	100.0	TOTAL		

Bad Habits	14	1.2
Poor Health	17	1.5
Marital Difficulties	5	0.4
Other	5	0.4
Misleading Name	—	—
False Financial Statement	3	0.25
Premeditated Overbuy	1	0.1
Irregular Disposal of Assets	13	1.1
Other	3	0.25
Inadequate Sales	632	56.2
Heavy Operating Expenses	73	6.2
Receivables Difficulties	71	6.0
Inventory Difficulties	27	2.3
Excessive Fixed Assets	203	17.2
Poor Location	19	1.6
Competitive Weakness	225	19.1
Other	36	3.1
Fire	3	0.2
Flood	1	0.1
Burglary	2	0.2
Employees' Fraud	1	0.1
Strike	—	—
Other	5	0.4

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.



Affiliate of General Artists Corporation

640 FIFTH AVENUE • NEW YORK 19, N. Y.

CIRCLE 7-7543

NEW YORK

CHICAGO

BEVERLY HILLS

MIAMI BEACH

DALLAS

LONDON

TV Stations Reporting Profit or Loss By Full and Part Year Operation

————— 1957 —————				
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	<i>Total</i>
A. Stations in operation on December 31, 1957:				
Full year operation:				
Profit	97	162	23	282
Loss	11	109	48 ^a	168
Data not available	—	3	2	5
Subtotal	108	274	73	455
Part year operation:				
Profit	—	5	—	5
Loss	—	20 ^a	9	29
Data not available	—	3	2	5
Subtotal	—	28	11	39
B. Stations in operation during 1957 but ceasing operations prior to December 31, 1957.....				
	—	1	11	12
C. Total stations operating all or part of 1957				
	108	303	95	506

^a One station in this group ceased operations by July 1, 1958.

Broadcast Expenses Of 3 TV Networks And 501 TV Stations

————— 1957 —————			
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of networks	3	—	3
Number of stations	16	485	501
		(\$ Thousands)	
Technical	\$ 55,216	\$ 66,881	\$122,097
Program	274,577	151,463	426,040
Selling	23,169	43,362	66,531
General and administrative	44,256	124,316	168,572
Total Broadcast Expense	\$397,218	\$386,022	\$783,240

Source: FCC.



Two ways to get them up to their ears in commercials

Some commercials build up resistance... others build up sales. The differences— all the way from failure to middling success to real success—show the creative selling ability of your advertising agency.

Young & Rubicam, Inc. Advertising NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES
HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

238 NETWORK TELEVISION ADVERTISERS

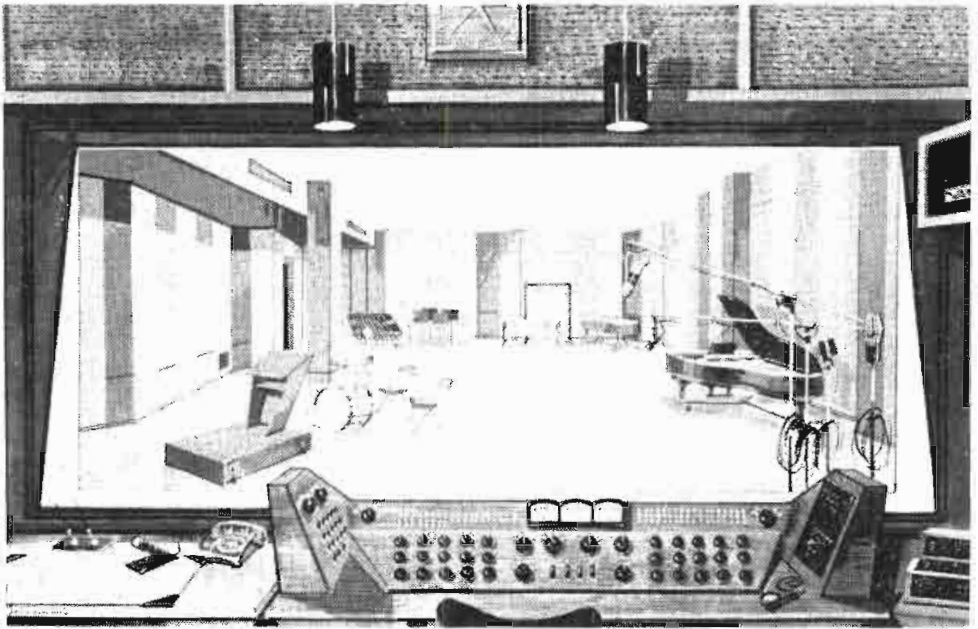
Spending \$25,000 or More During 1958

(Gross Time Costs Only)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
186.	A. S. R. Products Corp.	\$ 136,301	74.	Firestone Tire & Rubber Co.	1,597,171
167.	Academy of Mot. Pict. A & S.	212,616	102.	Florida Citrus Commission	914,625
80.	Alberto Culver Co.	1,434,882	112.	Florists' Telegraph Del. A.	807,468
230.	Aldon Rug Mills, Inc.	31,590	41.	Ford Motor Co.	12,561,121
137.	Aluminum, Ltd.	478,638	25.	General Electric Co.	5,295,996
77.	Aluminum Co. of America	1,531,362	4.	General Foods Corp.	20,733,118
157.	Amana Refrigeration, Inc.	249,264	11.	General Mills, Inc.	10,790,118
159.	Am. Broadcasting, Param. Thea	237,387	5.	General Motors Corp.	20,593,366
88.	American Can Co.	1,253,570	191.	General Time Corp.	122,935
213.	American Character Doll Co.	59,164	66.	Gerber Products Co.	1,713,996
13.	American Chic Co.	2,969,625	232.	Gilbert, A. C., Co.	29,730
97.	American Dairy Ass'n.	996,376	7.	Gillette Co.	16,132,360
207.	American Express Co.	67,940	231.	Geibel Brewing Co.	31,385
76.	American Gas Ass'n.	1,549,530	89.	Gold Seal Co.	1,195,315
6.	American Home Products Corp.	20,507,683	162.	Goodrich, B. F., Co.	228,860
121.	American Mach. & Foundry Co.	720,590	61.	Goodyear Tire & Rubber Co.	1,779,195
237.	American Petrofina, Inc.	26,156	195.	Gossard, H. W., Co.	96,190
90.	American Tel. & Tel. Co.	1,190,176	115.	Graham, Billy, Evang. Assn.	778,011
12.	American Tobacco Co.	11,252,180	72.	Greyhound Corp.	1,633,818
183.	Amity Leather Products Co.	141,026	131.	Gulf Oil Corp.	549,012
37.	Armour & Co.	3,532,737	104.	Hallmark Cards, Inc.	920,650
49.	Armstrong Cork Co.	2,764,452	145.	Hamm, Theodore Brew. Co.	366,480
181.	Arnold Schwinn & Co.	150,490	187.	Hanes, P. H. Knitting Co.	134,494
82.	Associated Products, Inc.	1,377,366	147.	Hartz Mountain Products	311,101
86.	Atlantis Sales Corp.	1,322,987	114.	Heinz II J. Co.	795,518
188.	Ballantine, P., & Sons	130,931	46.	Helene Curtis Ind. Inc.	2,938,475
118.	Bayuk Cigars, Inc.	743,001	130.	Hill's Brothers Coffee, Inc.	558,338
51.	Beech Nut Life Savers, Inc.	2,476,177	141.	Hoover Co.	404,470
120.	Bell & Howell Co.	730,733	217.	Hygrade Food Prod. Corp.	48,224
225.	Beltone Hearing Aid Co.	36,891	220.	Ideal Toy Corp.	46,325
185.	Bird & Son, Inc.	139,822	173.	Insurance Co. of North America	184,117
61.	Bishop, Hazel, Inc.	2,112,594	176.	International Shoe Co.	175,858
85.	Block Drug Co., Inc.	1,357,243	165.	Jackson Brewing Co.	216,155
62.	Borden Co., The	1,860,634	229.	Jackson & Perkins Co.	31,711
95.	Breck, John, H., Inc.	1,025,460	135.	Jerleyn, Inc.	495,102
103.	Brillo Manufacturing Co.	925,190	215.	Johnson, Howard, D. Co.	53,064
8.	Bristol Myers Co.	16,072,802	55.	Johnson & Johnson	2,461,026
209.	Brown Shoe Co., Inc.	65,397	39.	Kaiser Industries Corp.	3,387,268
19.	Brown & Williamson Tob. Co.	8,250,471	15.	Kellogg Co.	10,290,885
70.	Bulova Watch Co.	1,667,051	134.	Kemper Insurance	503,057
211.	Bymart Tintair, Inc.	59,901	203.	Kendall Co.	73,297
190.	California Prune Advs. Bd.	129,816	189.	Keystone Camera Co., Inc.	129,893
33.	Campbell Soup Co.	4,233,743	44.	Kimberly Clark Corp.	2,966,771
206.	Canada Dry Corp.	68,562	233.	Knapp Monarch Co.	27,180
151.	Canadian Breweries, Ltd.	268,749	156.	Lehn & Fink Products Corp.	251,833
52.	Carnation Co.	2,661,252	3.	Lever Brothers Co.	21,958,373
58.	Carter Products, Inc.	2,340,095	129.	Lewis Howe Co.	562,503
79.	Chemstrand Corp.	1,506,984	73.	Libbey Owens Ford Glass Co.	1,623,869
41.	Chesbrough Ponds, Inc.	3,098,078	81.	Libby, McNeill & Libby	1,427,411
10.	Chrysler Corp.	14,341,471	13.	Liggett & Myers Tobacco Co.	10,840,983
153.	Church & Dwight Co. Inc.	266,575	18.	Lorillard, P., Co.	9,791,226
49.	Clairol, Inc.	294,795	200.	Lowie, Joe, Corp.	76,505
193.	Clinton Engines Corp.	105,847	125.	Ludens, Inc.	600,325
2.	Colgate Palmolive Co.	22,857,497	124.	Manhattan Shirt Co.	639,070
198.	Consolidated Cigar Corp.	80,151	71.	Mars, Inc.	1,666,141
201.	Consolidated Foods Corp.	74,500	226.	Marx, Louis, & Co.	36,048
119.	Continental Baking Co.	740,261	136.	Mattel, Inc.	492,945
202.	Coopers, Inc.	74,161	56.	Mennen Co.	2,389,733
29.	Corn Products Co.	4,927,240	101.	Mentholum Co.	957,654
169.	Cracker Jack Co., The	207,372	30.	Miles Laboratories, Inc.	4,785,393
103.	Distillers' Corp., Seagram's Ltd.	876,022	113.	Miller Brewing Co.	805,288
222.	Dorneyer Corp.	40,831	117.	Minnesota Mining & Mfg. Co.	756,064
127.	Dow Chemical Co.	598,592	211.	Minute Maid Corp.	57,778
68.	Drackett Co.	1,699,539	110.	Mogen David Wine Corp.	415,331
228.	Drexel Furniture Co.	34,706	146.	Monsanto Chemical Co.	316,256
51.	DuPont, DeNemours, E. I. Co.	2,671,026	177.	Murray Corp. of America	167,526
155.	Eastco, Inc.	257,996	163.	Mutual Benefit Hlth. & Acc. As.	220,526
24.	Eastman Kodak Co.	5,937,361	151.	Nat'l. Ass'n. of Insur. Agts.	258,787
150.	Elgin National Watch Co.	288,857	35.	National Biscuit Co.	3,596,818
69.	Factor, Max & Co.	1,695,612	158.	National Brewing Co.	240,980
98.	Falstaff Brewing Corp.	969,879			

(Continued on Page 117)

This is Gotham



Control room view of *Studio G-3*, newest addition to the Recording, Editing, Mastering and Pressing facilities available at New York's most modern Recording Company. Gotham's 10 years of experience, serving top ad agencies, public service and governmental organizations in all phases of Radio, TV and Film Spot Commercial, Jingle and Program Production can serve you . . .

Gotham Recording Corporation

2 West 46th Street, New York 36, New York • JU 6-5577

Herbert M. Moss, President

(Continued from page 115)

223. Nat'l. Citizens, Eisenhower/Nix.	39,618	75. Sears Roebuck & Co.....	1,532,128
20. Nat'l. Dairy Prods. Corp.	6,709,514	84. Seven Up Co.....	1,368,282
238. Nat'l. Federation of Post Off...	25,788	160. Shaeffer, W. A. Pen Co.....	236,340
144. Nat. Grape Co., of Ass'n. Inc....	385,735	110. Shulton, Inc.	812,095
166. National Presto Industries	212,999	59. Singer Manufacturing Co.....	2,225,091
36. Nestle Co., Inc., The.....	3,537,424	219. Smith Brothers, Inc.....	46,877
218. N. Y. State Republican Comm..	47,845	192. Smith, Kline & French Labs...	112,990
175. Niagara Therapy Mfg. Corp.....	179,689	67. Socony Mobil Oil Co., Inc....	1,709,593
108. North Amer. Phillips Co., Inc...	840,729	227. Speedway Petroleum Corp....	34,711
167. Noxema Chemical Co.	856,729	91. Spicdel Co.	1,133,904
143. Olin Mathieson Chem. Corp.....	392,868	48. Sperry Rand Corp.....	2,802,210
234. Osrow Products, Co., Inc.....	27,126	132. Staley, A. E. Mfg. Co.....	513,850
138. Outboard Marine Corp.	470,241	23. Standard Brands, Inc.....	6,144,983
95. Pan Amer. World Airways.....	1,002,600	128. Standard Oil Co. of Ind....	585,326
60. Pet Milk Co.....	2,211,093	224. Standard Oil Co. of Ohio....	38,072
174. Peter Paul, Inc.....	179,770	172. Star Kist Foods, Inc.....	184,596
16. Pharmaceuticals, Inc.....	10,173,557	142. State Farm Mutual Auto Inc..	399,325
216. Philadelphia & Reading Corp..	48,297	17. Sterling Drugs, Inc.....	9,919,859
178. Philco Corp.	162,626	182. Sterns Nurseries, Inc.....	143,546
28. Philip Morris, Inc.....	4,967,012	199. Stroh Brewery Co.....	77,481
122. Phillips Van Heusen Corp.....	699,234	204. Studebaker Packard Corp....	71,380
27. Pillsbury Mills, Inc.....	5,205,578	93. Sunbeam Corp.	1,125,580
111. Pittsburgh Plate Glass Co.....	811,189	92. Sunshine Biscuits, Inc.....	1,130,508
94. Polaroid Corp.	1,031,872	63. Sweets Co. of Amer. Inc.....	1,838,374
164. Polk Miller Products Corp.....	217,864	15. Swift & Co.....	2,953,650
1. Procter & Gamble Co.....	50,638,647	53. Sylvia Elec. Prods. Inc.....	2,597,008
34. Prudential Ins. Co. of A.....	3,826,756	180. Teelchical Tape Corp.....	150,634
126. Purex Corp. Ltd.....	599,590	221. Televether, Inc.....	42,756
31. Quaker Oats Co.....	4,693,728	17c. Texas Co., The.....	200,621
21. Radio Corp. of America.....	6,458,126	116. Time, Inc.	774,563
40. Kalston Purina Co.....	3,376,044	83. U. S. Rubber Co.....	1,372,000
139. Renault, Inc.....	420,028	42. U. S. Steel Corp.....	3,086,950
194. Republican Nat'l. Comm.....	102,048	100. U. S. Time Corp., The.....	963,377
22. Revlon, Inc.....	6,309,037	87. Union Carbide Corp.....	1,305,373
161. Rexall Drug Co.....	234,455	208. United Republican Dinners...	66,174
57. Reynolds Metals Co.....	2,358,852	105. Van Camp Sea Food, Co., Inc..	920,195
9. Reynolds, R. J. Tob. Co.....	16,002,213	212. Van Kleele Co., Inc.....	59,499
148. Ritchie, Harold F., Inc.....	303,350	133. Vieck Chemical Co.....	510,621
205. Rock of Ages Corp.....	69,397	179. Wander Co.....	154,080
152. Ronson Corp.	279,595	47. Warner Lambert Pharma. Co..	2,892,606
99. Royal McBee Corp.....	965,724	235. Washington, State of.....	26,910
109. Rubenstein, Helena, Inc.....	822,346	32. Westinghouse Elec. Corp.....	4,639,231
123. Bandura Co., Inc.....	684,315	236. White Motor Co., The.....	26,182
197. Savings & Loan Found., Inc..	84,387	78. Wildroot Co., Inc.....	1,509,171
184. Schering Corp.	140,675	170. Williamson Dieck Mfg. Co....	202,650
65. Schick, Inc.....	1,737,741	210. Young, W. F., Inc.....	62,691
50. Schlitz, Joseph Brew. Co.....	2,724,378	168. Zenith Radio Corp.....	211,275
38. Scott Paper Co.....	3,418,096		

Source: LNA-BAR-TVB.

NATIONAL ELECTION RETURNS

Audience Reached by Television

(All National Networks Combined)

November 4-5, 1958

N. Y. Time	NIELSEN AVERAGE AUDIENCE		NIELSEN TOTAL AUDIENCE	
	% U. S. TV Homes	No. Homes (000)	% U. S. TV Homes	No. Homes (000)
9:00 p.m.	31.1	13,529	34.7	15,095
9:30	29.3	12,746	31.8	13,833
10:00	39.3	17,096	43.0	18,705
10:30	31.0	13,485	34.3	14,921
11:00	21.4	9,309	26.3	11,441
11:30	19.9	8,657	22.5	9,788
12:00	17.0	7,395	19.2	8,352
12:30 a.m.	12.5	5,438	13.8	6,003
1:00	6.7	2,915	7.7	3,350
1:30	5.6	2,436	6.5	2,828
2:00	1.2	522	1.4	609
2:30	0.9	392	1.0	435
Unduplicated Total (9:00 p.m.-2:55 a.m.)			68.9	29,972

Proudly We Announce

CAMPY'S CORNER

260 — 5-Minute Shows

FEATURING

CAMPY, CHRIS SCHENKEL and THE SPORTS GREATS OF ALL TIME



**IMPACT AS YOU HAVE
NEVER HEARD IMPACT**

HERITAGE PRODUCTIONS

45 West 54th St.

CI 5-2166

New York, N. Y.

TELEVISION DAILY

presents

***ADVERTISING
AGENCIES***

~~~~~

**BRANCH OFFICES  
RADIO-TV CLIENTS  
EXECUTIVE PERSONNEL  
TIME BUYER BIOGRAPHIES**

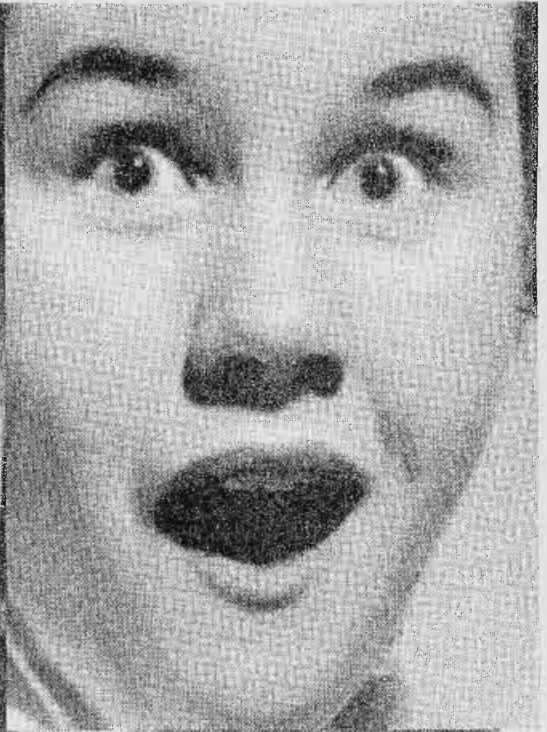
**1959**

LAUGH THINK SCARE CRY



IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS...

THRILL    EXCITE    MYSTIFY



TO ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!

*the softest sell...*

Advertising Agency  
Product  
Promotion Problems  
Are Ended  
When They Use  
The Proven

**F  
O  
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M  
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A  
S**

Perfected By

**AL PETKER**



*for further  
details  
write*

**THE  
CONTEST  
MAN**

**BEVERLY HILLS  
CALIFORNIA**

# ADVERTISING AGENCIES

## — AGENCY RECOGNITION SYMBOLS —

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

### A. D. ADAMS ADVERTISING

37 W. 53rd St., New York 19, N. Y.

Phone: Circle 6-2940

ABP

Owner.....A. D. Adams  
 Accts. Supervisor.....L. B. McKay  
 Media Director.....Wylie Smith  
*Radio Accounts:* Dynavox Corp. (Phonographs) Long Island City, N. Y.; Boetsch Bros. (Phonographs) Mt. Vernon, N. Y.; Hallmark (Stereo Eqpt. & Records) Bronx, N. Y.

### ADAMS & KEYES

(See Page 179)

### WILLIAM HART ADLER, INC.

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

Phone: WHitehall 4-5210

AAAA—ABP—ANPA—APA—NBP—NOAB  
 V.P., Publicity.....Ben E. Graves  
 Art Director.....A. Warren  
 Media Director.....Dale Heath  
 Radio-TV Buyer.....Alidor Belski  
 Assoc. Research Dir.....Kenneth M. Davee  
 Pres.-Treas.....William Hart Adler  
 Vice Pres.....Thorpe E. Wright  
 Asst. to Pres.....John J. Petrie

#### Branch Office

101 Park Ave., New York, N. Y.

Manager.....J. G. Berens

*Radio Accounts:* Central Ice Cream Co., Chicago, Ill.

*TV Accounts:* Aladdin Industries, Inc., (Vacuum Ware, Outing Kits), Nashville.

### ADMASTERS ADVERTISING, INC.

15th & New York Ave., N.W.

Washington 5, D. C.

Phone: District 7-0551

President.....John E. Waterfield

Secretary.....E. H. Bell

### ADVERTISERS' BROADCASTING COMPANY

117 W. 46th St., New York 36, N.Y.

Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein

Director.....Bernard Rubinstein

Copy Chief.....David M. Hausdorff

*Radio Accounts:* Foreign Language Programs: Best Foods, Inc. (H-O Quick Oats, 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 Broth & Seasoning, Burnett's Extracts); Cream of Wheat Co. ("Cream of Wheat"); General Baking Co. (Grossinger's Bread); California Walnut Growers Assn. (Diamond Walnuts); California Packing Corp. (Del Monte Pineapple); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine, Miracle Margarine); Seald-Sweet Sales, Inc. (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Calif. Prune & Apricot Growers Assn. (Sunsweet Prunes); General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals); Diamond Crystal Salt Co. (Diamond Crystal & Weather-Pruf Shaker Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Baby & Junior Foods); Penick & Ford, Ltd., Inc. (My-T-Fine Deserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol Easy-Off Oven Cleaner); American Sugar Refining Co. (Domino Sugar); B. T. Babbitt Co. (Bab-O, Glim); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Ajax, Vel, Fab); The S.O.S. Magic Scouring Pads); Purex Corp. (Sweetheart Soap, Dutch Cleanser, Trend); Chesbrough-Pond Inc. (Pertussin); Whitehall Pharmaceutical Co. (Anacin, Preparation H, Dristan); Pharmaco Co.

*TV Accounts:* General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Sanka Coffee, Instant Sanka Coffee); Diamond Crystal Salt Co. (Diamond Crystal Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Hunt Foods, Inc. (Hunt's Tomato Sauce) Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Deserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol, Easy-Off Oven Cleaner); Whitehall Pharmaceutical Co. (Anacin, Preparation H, Infra-



# Speaking for ALCOA

## ON MONDAY NIGHT

- Star-Studded Entertainment
  - Award-Winning Series
- NBC-TV 9:30-10:00 EST

*Brooke Taylor*



## ON TUESDAY NIGHT

- A Journey into the Unknown
  - Most Intriguing New Series
- ABC-TV  
10:00-10:30 EST



**BOTH SHOWS  
BROUGHT TO YOU BY  
ALUMINUM COMPANY OF AMERICA**

**FULLER & SMITH & ROSS INC.**

*Advertising and Marketing*

Rub, Hill's Cold Tablets); Republican State Committee.

**ADVERTISING & MERCHANDISING, INC.**

1100 American Bldg., Dayton 2, O.  
Phone: ADams 5219

President .....Ralph Kaufman  
Radio-TV .....Alice Lilley  
*Accounts:* Globe Industries, Medical Hospital Div.; Ohio Appliances, Inc.; Radio Station WONE; Tru Photo, Inc. (Photo Finishing), Springfield, Ohio.

**ADVERTISING ASSOCIATES**

918 N. Second St., Phoenix, Ariz.  
Phone: ALpine 8-8374  
ABP—ANPA—APA—NBP

President .....David McCutcheon  
V.P., Secy.....Kenneth Patton  
V.P., Treas.....N. A. Winter, Jr.  
Art Director.....Keith Williams  
Creative Director.....Hal Ackerman  
Copy Division.....Betty Scott  
Account Execs.....David McCutcheon,  
N. A. Winter, Jr., Kenneth Patton, Hal Ackerman.  
*Accounts:* KPHO, Phoenix; KIFN Radio, Phoenix; Motorola Semiconductors Div., Phoenix; Westinghouse Elec. Supply, Ariz.

**AIKEN ADV. AGENCY, INC.**

110 W. 40th St., New York 18, N. Y.  
Phone: LA 4-3895  
ABP—ANPA

President.....Sigmund C. Aiken  
V.P.'s.....Harvey Jerome, Sam Porter  
Art Director.....Pete Costanza

**AITKIN-KYNETT CO., INC.**

1400 South Penn Square,  
Philadelphia 2, Pa.  
Phone: RIttenhouse 6-7810  
APA—NBP—NOAB

Chmn. of Bd.....H. H. Kynett  
President.....Allen C. Smith  
V.P., Secy., Dir.....Geo. B. Barnard  
V.P.'s...H. B. Montgomery, C. W. Eigenbrot  
Treasurer.....Joseph C. Baugher  
Art Director.....Al Andrews  
Production Director.....C. A. Masci  
Research Dir., Publicity..Edward Goldsmith  
Radio-TV Time Buyer.....Alan Bobbe  
Media Research Dir.....Michael Walsh  
Radio-TV Dir.....Allen Gray  
*Radio Accounts:* Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Bank, Philadelphia, Pa.; 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.; H. 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**

ANPA  
2975 N. Reynolds Rd., Toledo, Ohio  
Phone: FRanklin 1891

President.....Barton Alexander

**ALLEN & REYNOLDS**

1300 Woodmen of the World Bldg.,  
Omaha 2, Neb.  
Phone: ATLantic 4445  
APA—NBP—NOAB

Partners.....Milton H. Reynolds,  
R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens  
Treasurer.....Robert H. Reynolds  
Art Director.....Quentin H. Moore  
Personnel Director.....Helen C. Moeller  
Production Manager.....John Palmer  
Media Director.....Douglas B. Wall  
Public Rel. Director.....Alan B. Amsden  
Creative Director.....L. R. Sullivan  
Research Director.....O. Earl Lowry  
Copy Ch., Radio-TV.....Don B. Amsden  
Dir. Radio-TV.....Milton J. Stephan  
*Radio Accounts:* Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Hayden House (Restaurant); Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Alfalfa Pellets), Omaha; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha; Radio Engineering Inst.; Sidles Company (Appliance Dists.); 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; Fairmont Foods Co. (Dairy



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Prod., Frozen Foods); 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, Radio Engineering Inst.; Sidles Co. (Appliance Distrs.); Uncle Sam Breakfast Foods Co.; U. S. National Bank, all Omaha; Western Land Roller (Farm Eqt.), Hastings, Nebr.

**ALLEN, DORSEY & HATFIELD, INC.**

5010 Sunset Blvd., Los Angeles 27, Calif.

Phone: NOrmandy 3-9343

APA—ANPA—ABP—NBP

President.....L. E. Hatfield  
 Secy. & Treas.....H. H. Allen  
 Media Director.....Stuart Sneed  
*Accounts:* Lighting Specialties, Corp. (Clip Light Fixtures) Los Angeles, Calif.; Telefilm, Inc. (Commercial Films) Hollywood, Calif.; Tuttle Engineering Inc. (Design & Constr. Engr.) Arcadia, Calif.

**ALLIED ADVERTISING AGENCIES**

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

President.....W. Fehr Gardner  
 Treasurer.....Maxine Blankenship  
 Art Director.....Jack Robins  
 Account Exec.....Dick Gardner  
*Radio Accounts:* Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Travel Center, all Los Angeles; Las Palmas Chili Sauce, Ventura, Cal.  
*TV Accounts:* Pridham Davis (Optometrist); Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); West Pico Furniture Co., all Los Angeles, Calif.

**ANDERSON & CAIRNS, INC.**

130 E. 59th St., New York 22, N. Y.

Phone: MU 8-5800

AAA—ABP—ANPA

Chairman of the Bd....T. Hart Anderson, Jr.  
 President.....John A. Cairns  
 Secy., V.P.....Karl Knipe  
 Exec. V.P.....Thomas Vohs  
 Treasurer.....Abraham Fisher  
 V.P., Ch., Strategy Bd.....W. C. Wheeler  
 Vice Pres., Radio-TV.....Victor Seydel  
 R & TV Copy Head.....Ernest Chambers  
 Copy Chief.....Sherman Rogers  
 Senior Art Director.....Ev. Hencke  
*Radio Accounts:* Aborns Coffee (Coffee Div.: Jos. Martinson) NYC; Alderney Dairy (Milk, Ice Cream, Cheese) Newark, N. J.; Lambretta (Motorbike) NYC; all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Assoc. Bulb Growers of Holland, (Dutch Bulbs) New York; C. H. Masland & Sons (Rugs, Carpets) Carlisle, Pa.; Seeman Bros. (White Rose Tea) NYC.  
*TV Accounts:* Seeman Bros. (White Rose Tea) NYC; Dow-Corning Corp., (Sylmer Finish) Midland, Mich.; Julius Wile Importers (Cherry Elsinore) NYC.

**ARKWRIGHT ADVERTISING AGENCY**

65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-5515

Exec. V.P.....Jerry Bess  
 Vice President.....Jack Wilcher  
 Media Director.....James Hackett  
 Radio-TV Prod., Dir.....Thos. Mamos

*Branch Office*

6801 Hollywood Blvd., Hollywood, Calif.

Manager.....Richard Westman  
*Accounts:* Robert Hall Clothes, Chief Apparel, The American Male, Comark Plastics, Abelsons Jewelers, Meadow Sportswear, West Coast Slacks, Stanley Blacker Associates.

*Estimated Billings:* \$4,000,000.

**ARMSTRONG, FENTON & VINSON, INC.**

548 Spreckels Bldg., San Diego 1, Calif.

Phone: BE 3-0101

ANPA—APA

Pres., Pub. Rel. Dir.....T. G. Armstrong  
 Exec. V.P.....G. E. Vinson  
 Copy Ch., Media & Radio-TV Dir.,  
 Time Buyer.....Dorothy Koeme  
*Accounts:* KFSD-TV and radio, San Diego, Calif.; Radio Station KSDO, San Diego, Calif.

**ATLANTIC ADVERTISING COMPANY**

220 West 42nd St., New York 36, N. Y.

Phone: LOngacre 5-2674

Partners...Murry E. Cohen, Irving H. Glick  
 Art Dir.....M. Charles  
 Production Mgr.....Don Williams  
 Space Buyer.....Sally Carp  
 Acct. Executives...Irving H. Glick, Murry E. Cohen, Donald Williams, M. Charles

**AUBREY, FINLAY, MARLEY & HODGSON, INC.**

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

Phone: FInancial 6-1600

AAAA—ABC—ABP—ANPA

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 Treasurer, Asst. Secy.....Ann E. Ferngren  
 Vice-President.....Joe H. Serkovich,  
 Kenneth Hill, Donald E. McGuiness  
 Dir. Media Res.....Frederick R. Hansen  
 Art Director.....Raymond O. Hosford  
 Business Manager.....Norman M. Finke  
 Prod. Mgrs.....J. P. Pancoast,  
 John Rendla, Geo. Rezek, Jean Usner  
 Account Exec.....Cecil E. Barger,  
 Edw. W. Brennan, Wilbur N. Davidson,  
 Philip R. Emmons, Stanley M. Heggen,  
 Kenneth M. Hill, Lynn K. Huffman, Perry B. Johns, Edw. F. Krein, Frederic A. Lyman, Donald E. McGuiness, Joe H. Serkovich, Kenneth W. Snyder  
*Radio Accounts:* International Harvester Co. (Farm Equipment Div.); Williamson Candy Co. (Oh Henry!), all Chicago; Murphy Products Co. (Animal Feed Concentrates), Burlington, Wisc.

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| WKLM Wilmington   | KGON Portland         |
| WISE Asheville    | WMCA New York City    |
| WMAK Nashville    | WJTN Jamestown, N. Y. |
| WDOK Cleveland    | KQV Pittsburgh        |
| KADY St. Louis    | KAKC Tulsa            |
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## ADVERTISING AGENCIES

*TV Accounts:* Illinois Farm Supply Co.; Williamson Candy Co. (Oh Henry!), Murphy Products Co.

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Phone: WALnut 5-0100  
ANPA—ABP—ABC

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Exec. V.P., Creative Comm.

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V.P., Mng. Dir. Copy.....John J. Pullen  
V.P. Chg. Plans...Merch. Hans L. Carsteusen  
V.P. Chg. Media.....Leslie Farnath  
V.P.'s Chg. Ex. H. O. Client

Cont. Brydon S. Greene, L. Davis Jones  
V.P. Chg. Phila. Serv.....Robert F. Kurtz  
V.P. Chg. Info. Serv.....Richard P. Powell  
V.P. Special Copy.....Geo. W. Cecil  
V.P. Copy Res.....Mrs. Margaret H. Rogers  
Secretary.....Alice P. Kimberline  
Treasurer.....R. Bruce Jones  
V.P., Mgr. Radio-TV Prog. &

Prod.....Thos. H. Calhoun  
V.P. Dir. Copy Dept.....John W. Esau

#### Branch Offices

Radio-TV Dept., 30 Rockefeller Pl., N.Y.C. 20  
Phone: PLaza 7-5700

Vice-President.....John D. Upton  
Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna  
V.P., Radio-TV Plans.....T. J. McDermott  
V.P. Chg. Pub. Rel.....Marvin Murphy  
V.P.'s.....Edw. R. Dunning,  
Chas. Hogen, J. Vance Babb, Robt. C.  
Alexander, Paul F. Biklen, Newton C.  
Cunningham, Seymour Morris, Thos. G.  
Watson, Jr.

V.P. Chg. Bus. Devel.....Geo. E. Sweetser  
920 Statler Office Bldg., Boston 16, Mass.

Phone: HUBbard 2-4970

V.P., Mgr.....Raymond W. Heffron  
135 S. LaSalle St., Chicago 3, Ill.

Phone: ANdover 3-7111

Vice-President.....Allen R. Memhard, Jr.  
V.P.'s.....Sterling E. Peacock,  
Howard Rose, Norman M. Bankart, F. W.  
Heckel III

4170 Penobscott Bldg., Detroit 26, Mich.

Phone: WOODward 5-3322

Vice-President.....John Garberson  
413 Taft Bldg., Hollywood 28, Calif.

Phone: HOLLYwood 3-4871

235 Montgomery St., San Francisco, Calif.

Phone: SUTter 1-2534

V.P. Chg. San Francisco....Harry C. Graybill  
Vice-President.....Carl Zachrisson

1060 Bishop St., Honolulu, Hawaii

Phone: HAwaii 50-3631

Manager.....James P. Smith  
*Radio Accounts:* American Telephone and  
Telegraph Company, Armour & Company,  
The Atlantic Refining Company, B. C. Remedy  
Company, Butcher Polish, The Chesapeake  
& Potomac Telephone Companies,  
Chestnut Farms, E. I. Dupont, French Line,

Hills Bros. Coffee, Inc., Illinois Bell Telephone Company, Insurance Company of North America, Howard D. Johnson, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, Ohio Oil Co., Polk-Miller Products Corp., Sheffield Farms Company, Tasty Baking Company, United Air Lines, Stephen F. Whitman & Sons, Inc.

*TV Accounts:* American Telephone & Telegraph Company, Armour & Co., The Atlantic Refining Company, B. C. Remedy Company, John H. Breck, Inc., Butcher Polish, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, E. I. Dupont, Electric Companies Advertising Program, The First Pennsylvania Banking & Trust Co., P. H. Hanes Knitting Co., Hills Bros. Coffee, Inc., Illinois Bell Telephone Company, Insurance Company of North America, Howard D. Johnson, Johnson & Johnson, Michigan Bell Telephone Company, National Dairy Products Corp.—Sealtest, Ohio Oil Company, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Sheffield Farms, Tasty Baking, United Air Lines, Stephen F. Whitman & Sons, Inc., Yardley of London, Inc.

### AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston 6, Texas

Phone: JACKson 9-3766

AAAA

Chmn., Pres.....Robert N. Aylin  
Acut. Execs.....Chas. H. Lewis, Alston P.

Cameron, Frank Nicholson  
Radio & TV Dir.....Jo Moore

Art Director.....Roger I. Helm

#### Branch Office

1822 National Bank of Commerce Bldg.

San Antonio, Tex.

Phone: CA 4-7055

Manager.....James F. Anderson  
*Radio Accounts:* Black-Brollier, Inc. (Concrete Bldg. Materials); Henke & Pillot, Inc.

(Chain Supermarkets); James Bute Co. (Paints); Ivy Russell (Ford Dealer), all Houston; Master Bronze Powder Co.

(Paints) Hammond, Ind.; Weldon Cafeteria; Rheem Mfg. Co. (Heaters); Arthur Murray (Dance Instruction); Bank of the Southwest, all Houston; National Bank of Commerce, San Antonio; First State Bank & Trust, Bryan, Tex.; Merchants National Bank, Port Arthur, Tex.; American National Bank, Austin; C. B. Delhomme (Boat Sales & Service); Chrysler Airtemp Sales Corp. (Air Conditioning); Trimlines Reducing Supply (Reducing System); Chemical Corp. of the Americas (Oil Additive), all Houston.

*TV Accounts:* Henke & Pillot, Inc., (Chain Supermarkets); Rheem Mfg. Co. (Heaters, Air Conditioners, Ranges); Albert Berry (Cars); James Bute Co. (Paints), all Houston; Master Bronze Powder Co. (Paints), Hammond, Ind.; Arthur Murray (Dance Instruction), Houston; Nichols Mfg. Co. (Toy Guns), Jacksonville, Tex.; Bank of the

The logo consists of the lowercase letters 'v', 'p', and 'i' in a bold, serif font. The 'v' and 'p' are connected at the top, and the 'i' is positioned to the right of the 'p'. The letters are dark grey and set against a light grey rectangular background.

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**studios**  
321 west 44 street,  
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new york, n. y.

## ADVERTISING AGENCIES

Southwest, Houston; National Bank of Commerce, San Antonio; Chrysler Airtemp Sales Corp. (Air Conditioners); Chemical Corp. of the Americas (Oil Additive); Trimlines Reducing Supply (Reducing System), all Houston; Gem Jewelry (Jewelry Store) Beaumont, Tex.

Estimated Radio Billings: \$88,000.

Estimated TV Billings: \$200,000.

### BADGER & BROWNING & PARCHER, INC.

75 Federal St., Boston 10, Mass.

Phone: Liberty 2-3364

Chairman.....Joseph L. Badger  
President.....Clifford P. Parcher  
V.P.....W. B. Lowther, F. S. Browning, Jr.  
Treasurer.....Franklin S. Browning  
Art Director.....Roland M. Newhall  
Production Manager.....Phyllis Burlingame  
Merchandising Director.....Richard Mason

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670 Bayview Ave., Toronto 17, Ontario

Phone: HUDson 7-1511

ANPA

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Asst. Gen. Mgr.....J. E. McEachern  
Planning Director.....D. C. Bythell  
Sec.-Treas.....E. M. Sutherland  
Creative Director.....Miss A. Venables  
Radio, TV Director.....Jack F. Horler  
Radio-TV Exec. Dir.....N. Pahlen  
Radio-TV Time Buyers.....I. Neve, W. Davidson  
Media Dirs.....H. L. Howerth, W. Schmidt  
Radio-TV Dept. Mgr.....Mrs. H. Blair  
TV Producer.....W. Krantz

#### Branch Office

1255 University St., Montreal 2, P. Q.

Phone: UNiversity 6-3049

Manager.....L. LaRocque  
*Radio Accounts:* General Foods, Ltd, Toronto, Ont.; Adams Brands Sales, Ltd., Toronto Ont.; Frigidaire Products of Canada, Scarborough, Ont.; The Carnation Co Ltd., Toronto, Ont. Pharmaco, (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.

*TV Accounts:* Adams Brands Sales, Ltd.; Canadian Kodak Co., Ltd.; Carnation Co., Ltd.; General Foods, Ltd., all of Toronto, Ont.; Pharmaco (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.; Kaufman Rubber Co. Ltd., Montreal, P. Q.

### LYNN BAKER INCORPORATED

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

Phone: JUDson 6-3900

APA—NBP—NOAB

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Vice-Pres., Treas.....Mary Bentley Baker  
V.P., Gen. Mgr.....Augustine J. Hilton  
V.P. & Research Dir.....Jack M. Klina  
V.P., Media Dir.....James D. Evans  
V.P., Dir. of Creative Act.....S. Carter, III  
V.P.'s.....Harry G. Keibel, Philip J. Kelly  
Secretary.....Dorothy K. Smith  
V.P., Media Dir.....James D. Evans  
Prod. Mgr.....Edward H. Blohm

Radio-TV Dir.....Norman Frank  
Acct. Executives.....Mary Bentley, A.M.  
Cross, H. G. Keibel, Philip J. Kelly, Jas. D. Evans, John Henderson, Chas. Carver  
*Accounts:* Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmaceutical Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National and Chain-Wide Adv. in all Media) New York, N. Y.

### BALDWIN, BOWERS & STRACHAN

Div. of the Rumrill Co., Inc.

374 Delaware Ave., Buffalo 2, N. Y.

Phone: Madison 6020

AAAA—ABP—ANPA—NOAB—PPA

President.....C. L. Rimrill  
V.P., Gen. Mgr.....G. R. Darey  
V.P., Ch. of Bd.....W. M. Baldwin  
V.P., Acct. Mgt. Supv.....H. R. Keating  
V.P., Art Dir.....P. Van Scozza  
V.P., Planning Dir.....J. P. Waters  
Radio-TV Director.....Richard C. Shepard  
Secy., Treas.....Herbert R. Hanson  
Controller.....L. Richard Hart  
V.P.'s.....N. E. Forgie, E. L. Bowers  
*Radio and TV Accounts:* Buffalo Industrial Bank; Crystal Beach Transit Co.; Niagara Frontier Transit System; Pratt & Lambert (Paints), all Buffalo; Birge Co., Inc. (Wallpaper); General Ice Cream Corp., Schenectady, N. Y.

### BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.

Phone: MAin 3-1291

ABP—ANPA—APA

President.....C. A. Salstrand  
Vice President.....Durey G. Ranck  
*Accounts:* Dakota Microfilm Co.; Radio Station KOA, and McMurtry Mfg. Co., both Denver, Colo.

### BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.

Phone: GRANite 9-6644

AAAA—NBP—APA

Board Chairman.....H. H. Goodhart  
President.....F. B. Tompkins  
Senior V.P.....J. J. Hines  
Media Director.....E. C. Jones  
Art Director.....H. C. Millard  
Prod. Mgr.....Marc Hughes  
TV-Radio Director.....E. C. Jones  
Secy., Treas.....Arthur M. Speers  
V.P.'s.....J. R. Coleman,  
Geo. F. Swartz, Robt. K. McCabe

Research Director.....Philip Ward Burton  
Publicity Director.....Kenneth S. Johnson

*Radio Accounts:* Dairymen's League Coop (Milk Products, Ice Cream, Institutional), New York; Will & Baumer Co. (Candles), Syracuse; A. V. Smith Co. (Beans, Peas), Marcellus Falls, N. Y.; National Pet Foods (Kalico Kat Cat Food), Marcellus Falls, N. Y.; Babcock Poultry (Chicks & Eggs); American La France Co. (Fire Extinguishers), Elmira; GLF (Lawn & Garden Supplies, Eggs), all Ithaca, N. Y.

*TV Accounts:* Dairymen's League Coop (Milk Products, Ice Cream), New York; Will

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## ADVERTISING AGENCIES

& Baumer Co. (Candles), Syracuse; GLF (Lawn & Garden Supplies, Eggs), Ithaca, N. Y.

### BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.

Phone: Belmont 3-7771

AAAA-ABC-ANPA-APA-NOAB

ABP-NBP

President.....James B. Lane  
 Vice-Pres., Acct. Exec.....Norman Foster,  
 V.P., Art Director.....Leonard B. Parker  
 Production Manager.....William Clark  
 Controller.....Don R. Roberts  
 Pub. Rel., Acct. Exec.....Norris West  
 Merch. Mgr., Acct. Exec.....Jack Buchanan

#### Branch Offices

3450 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 4-1193

V.P., Manager.....Ashby Starr  
 700 Montgomery St., San Francisco, Cal.

Phone: EX 7-0477

V.P., Mgr.....Jerry Gorin  
*Radio-TV Accounts:* Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility).

### TED BATES & CO., INC.

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

Phone: JUdson 6-6000

ABP-APA-ANPA-NBP-AAAA-NOAB

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 Bd. Chmn., Exec. Comm. Mem.,

Dir.....Rosser Reeves  
 President.....Rudolph Montgelas

Exec. V.P. James C. Douglass  
 Bd. V. Chmn., Chmn. Exec.

Comm.....Wm. J. Kearns  
 Sr. V.P.'s, Dirs.....Archibald McG. Foster,

E. L. Hill, John M. Lyden, Clarence L. MacNelly, Jeremy Gury, Richard A. R. Pinkham, J. Ross MacLennan.

Sr. V.P.'s, Dirs.....D. Robert Parman,  
 Clifford N. Parsells

Sr. V.P., Secy., Dir.....Alman J. Taranton  
 V.P., Treas., Dir.....Edgar P. Small

Sr. V.P., Gen. Mgr., Exec. Comm.  
 Mem., Dir.....Thos. J. Carnese

Sr. V.P., Asst. Sec., Sr. Group Head  
 & Dir.....Allen M. Whitlock

Sr. V.P., Acct. Supv.....W. A. O. Gross  
 V.P.'s, Acct. Supvrs.....Howard O. Andersen,

James A. Benham, T. Howard Black, Jr., Roulad G. Bradley, James A. Clarkson, Jr., Robert S. Congdon, Courtlandt P. Dixon, Herbert G. Drake, Daniel Ladd, Anson C. Lowitz, William L. Musser.

Sr. V.P., Act. Supvr., & Dir.....Dan Rodgers  
 Sr. V.P., Controller.....William E. Hatch

V.P. & Acct Sup.....Leicester H. Sherrill  
 V.P., Acct. Execs.....Robert F. Degen,  
 Farrell Gilmore, David C. Loomis, Dwayne

L. Moore

Asst. V.P., Acct. Execs....George W. Craigie,  
 Charles N. Crittenton, John Doherty,  
 James H. O'Neil.

V.P., Creative Supvrs.....Willard Benner,  
 Bogart Carlaw, Harry C. Doolittle

V.P., Creative Supvr. & Dir.....Clinton S. Ferris  
 V.P. & Creative Sup.....Erwin A. Levine

V.P. in charge of Prod. for

TV & Radio.....Herbert Gunter

V.P. & Bus. Manager of

TV & Radio.....Harold J. Saz

Asst. V.P. & Dir. of

Network Relations.....John E. Kucera

V.P. & Mgr. Research....Frank P. McCord

V.P. in charge of Client

Service, Research.....Charles D. Dunkin, Jr.

V.P. Plans, Review & Analysis Joan A. Geiger

Asst. V.P., Research Acct. Supvr.....Robert

H. Andrews, John N. Goodnow

Asst. V.P., Mgr. of

Science Dept.....Stanley G. DeNisco

Sr. V.P. & Media Dir.....Edward A. Grey

Asst. V.P. & Mgr.

of Media.....William J. Kennedy

Asst. V.P. & Mgr.

Media Relations.....Donald W. Severn

Asst. V.P., Media Group Supvrs....Winston

W. Kirchert, Edwin A. Kirschner, Christo-

pher P. Lynch, Martin J. Murphy, Albert

J. Petcavage, Albert Skolnik

V.P. Marketing-

Merchandising.....Walter W. McKee

V.P. & Marketing Exec....Richard G. Terry

V.P. Publicity &

Pub. Rel. ....Benson Inge

Asst. V.P. & Mgr. of Pub....Meredith Conley

V.P. Print Traffic & Prod....Richard J. Gay

Asst. Sec., Gen.

Counsel .....A. Michael Frothingham

Cast. Dir., Radio-TV.....Charles Kebbe

TV-Radio Supervisor.....Wm. J. Lyons

#### Branch Offices

1750 North Vine St., Hollywood 28, California

Phone: HOLlywood 9-2161

V.P. In Charge..Thomas F. McAndrews, Jr.

Asst. V.P.....Frank O'Connor

*Radio and TV Accounts:* Amer. Chiclé

Co.; The American Sugar Refining Company;

Brown & Williamson Tobacco Corp.; Carter

Prod., Inc.; Colgate-Palmolive Co.; Contin-

ental Baking Co., Inc.; Converted Rice, Sub-

sid. of Food Manufacturers, Inc.; Grocery

Store Products Co.; M & M's Candies, Div.

of Food Manufacturers, Inc., Minute Maid

Corp.; Morton Frozen Foods, Div. of

Continental Baking Co., Inc.; National Biscuit

Co.—Special Products Div.; Standard Brands,

Inc., Wallace Laboratories, Div. of Carter

Products, Inc.; Warner-Lambert Pharma-

ceutical Co.—Family Products Div.; White-

hall Laboratories, Div. of Amer. Home

Products Corp.

*Estimated Radio Billings:* \$1,600,000.

*Estimated TV Billings:* \$64,900,000.

### BATTEN, BARTON, DURSTINE & OSBORN, INC.

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

Phone: ELdorado 5-5800

AAAA-ABC-ABP-ANPA-AFA

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Creative Services.....R. L. Foreman

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- V.P., Copy ..... Alan M. Ward
- V.P., Art ..... Harry Olscn
- V.P., Media Dir. .... Fred Barrett
- V.P., TV Grp. Supvr. .... John G. Hoagland
- Media Supvrs. .... William Beste, Joe Harris,  
Herbert Maneloveg, Ted Meredith, Rich-  
ard Wright
- Media Coord. (Trade) .... Robert Anderson
- Media Coord. (Newspaper) .... Austin Brew
- Media Coord. (Magazines) .... Lou Millot
- Media Coord. (Outdoor) .... Dan O'Grady
- Media Cord.  
(Radio-TV, Net) .... Dick McKcever
- Media Coord.  
(Radio-TV, Spot) .... Ed Fleri
- Media Coord.  
(Media Plans) .... Kent D'Alessandro
- V.P., Mgr. TV-Radio .... Herminio Traviesas
- V.P., TV-Radio Programming  
& Planning .... George Polk
- Talent & Casting. .... Nan Marquand
- Programming. .... Steve Kaplan, Bill Brown
- Radio .... William Hoffman
- Sports .... Tom Villante
- Live Prodn., Closed Circ. .... Al Cantwell
- Radio Prodn. .... John Dean
- Film Prodn. .... Bernie Haber
- Bus. Mgr., TV-Radio .... Peter Hanson
- V.P., TV-Radio Copy. .... Art Bellaire
- TV Art. .... Larry Berger
- Prog. & Talent Contracts. .... Ed Marshall
- V.P., Pub. Relations. .... Ralph Ma'or
- Prodn. Mgr. .... Frank Stolz
- Traffic Manager. .... Jack Peix
- V.P., Marketing. .... Ralph Head
- Assoc. Dir. .... Dick Risteen, Paul Lideen
- V.P., Research. .... Ben Gedalecia
- Dir., Research. .... Robert R. Lindsey
- Personnel Director. .... Rod Funston
- Librarian .... Aina Ebbesen
- Radio-TV Time Buyers. .... Mildred Eberhard,  
Trow Elliman, Hope Martinez, Mickey  
McMichael, Elenore Scanlon, Ted Wal-  
lower, Doug Yates, John Bestecki, Joan Ill-  
mensee, Paul Fitzgerald, Mildred Padova,  
Mary McHugh, Anne Slattery, Walter  
Reinecke, Donn Duffv, Harriet Mados,  
Elizabeth Moore, Hal Davis, Robert Syers,  
Jack Rochow, Carol O'Kune.
- Branch Offices*
- 805 Peachtree St., N. E., Atlanta 8, Ga.  
Phone: TRinity 5-8654
- Manager ..... W. C. Montgomery  
462 Boylston St., Boston 16, Mass.  
Phone: COpley 7-7800
- V.P. in Chg. .... R. O. Howe  
Rand Building, Buffalo 3, N. Y.  
Phone: CLevland 7915
- V.P. in Chg. .... D. G. Casto  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUPerior 7-9200
- V.P. in Chg. .... W. R. Gillen  
Nat. City Bank Bldg., Cleveland 14, Ohio  
Phone: TOWer 1-7270
- V.P. in Chg. .... Jack M. Bristow  
Mercantile Continental Bldg., Dallas 1, Tex.  
Phone: RIVERSide 7-3431
- Manager. .... T. L. Hasbrouck
- 1800 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 5-0620
- V.P. in Chg. .... R. E. Anderson  
1680 N. Vine St., Hollywood 28, Calif.  
Phone: HOLLYwood 2-6723
- V.P. in Chg. .... Wayne Tiss  
6363 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEBster 1-1234
- V.P. in Chg. .... T. C. Dillon  
N. W. Bank Bldg., Minneapolis 2, Minn.  
Phone: FEDEral 8-8401
- V.P. in Chg. .... Bobb Chaney  
Grant Building, Pittsburgh 19, Pa.  
Phone: GRant 1-9900
- V.P. in Chg. .... B. E. Vaughan  
120 Montgomery St., San Francisco 4, Calif.  
Phone: EXBrook 7-1122
- V.P. in Chg. .... J. G. Motheral  
White-Henry-Stuart Bldg., Seattle 1, Wash.  
Phone: MAIn 3-5500
- Manager. .... W. G. Fitzsimons  
160 Bloor St. East, Toronto 5, Ont.  
Phone: WALnut 4-3780
- Manager. .... L. F. Chitty
- Radio-TV Accounts:* American Home Mag-  
azine Corp., American Institute of Men's &  
Boys' Wear, American Radiator & Standard  
Sanitary Corp., American Tobacco Co., Inc.,  
Armstrong Cork Co., Air France, American  
Bestg. Co., Barcelo Manufacturing Company,  
Boston Five Cents Savings Bank, Bravo Ma-  
caroni Products, Bristol-Myers Co., Burge-  
meister Brewing Corp., California Oil Co.,  
Campbell Soup Co., Bausch & Lomb,  
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., Holi-  
day, Geo. A. Hormel & Co., International  
Salt Co., Inc., Iron Mining Ind. of Minn.,  
William Carter Co., Lever Brothers Co.,  
Libby, McNeill & Libby, Liberty Mutual, Inc.,  
Coty, Incorporated, Maine Sardine Council,  
Marine Trust of Western New York, Minn.  
Dairy Industry Comm., Minnesota 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.,  
Pittsburgh Plate Glass Co., Northern Pac-  
ific 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., Western Air  
Lines, Savings Banks' Ass'n. of Conn.,  
Savings Banks' Ass'n of Mass., F. & M. Schae-  
fer 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, Sheraton, Sunlite Bakery,  
Inc., Timken Roller Bearing Co., Toro Mfg.



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*Estimated Radio Billings:* \$6,000,000.  
*Estimated TV Billings:* \$84,100,100.

### ADRIAN BAUER AND ALAN TRIPP, INC.

1528 Walnut St., Philadelphia 2, Pa.  
Phone: KIngsley 5-7870  
ANPA—NBP

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

*Radio Accounts:* Allied Florists of Greater Phil., Inc.; Foremost Dairies, Inc.; Frank's Beverages, Inc.; Safeway Trails, Inc.; Gen. Electric Co. (GE Steam Iron).

*TV Accounts:* Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Quaker City Choc. & Conf. Co., Inc.; Frank's Beverages, 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:* Radio Equipment Co. (Appliances); Emrich Furniture Co.  
*TV Accounts:* Radio Equipment Co. (Appliances); Indianapolis, Ind.

*Estimated Radio Billings:* \$6,000.  
*Estimated TV Billings:* \$12,000.

### BEAUMONT, HELLER & SPERLING, INC.

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

ABP—ANPA—NOAB—NBP

President.....Donald T. Beaumont  
V.P., Media Director.....J. L. Sperling  
V.P.'s.....R. A. Kline,  
N. H. Gimmy, J. H. Funk, K. W. Bailey  
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.....Miss Dee Hassler  
*Radio Accounts:* Rock (Soft Drinks); Reading Trust (Bank); St. Lawrence Dairy Co.; Metropolitan Edison Co. (Utility), all of Reading, Pa.

*TV Accounts:* Polly-Betts Undies; 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—NOAB

Secretary, Treasurer.....George Hoefner

Media Director.....C. J. Trudeau

#### *Branch Offices*

1299 Bush St., San Francisco 9, Calif.  
Phone: GRaystone 4-8446

Chairman.....W. C. Beaumont  
President.....H. A. Hohman  
Central Bldg., Seattle 4, Wash.  
Phone: SENeca 0066

Manager.....C. A. Beaumont  
530 W. 6th St., Los Angeles 14, Calif.  
Phone: MADison 2-2986

Manager.....H. A. Hohman

### BENNETT ADVERTISING, INC.

208 E. Green St., High Point, N. C.  
Phone: 2-4151

Pres., Treas.....Harold C. Bennett  
V.P.'s.....Forrest L. Collier, Jr.,  
Robert Tracy, Robt. A. McKericher  
Radio-TV Dir.....Ted Kramer

### VICTOR A. BENNETT CO., INC.

6 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 7-2186  
ABP—ANPA—NPB—APA

President.....Victor A. Bennett  
V.P., Radio-TV Dir.....Edward D. Kahn  
V.P., Mdse. Dir.....Robert L. Hoenshel  
V.P.'s.....Ford King, John M. Milne  
Copy Chief.....Raymond Browne  
Art Dirs.....John Dignam, John E. Russell  
Public Rel. Dir.....Jack Galub  
Media Director.....H. Edward Lehman  
Space Buyer.....Herbert W. Thorne  
Production Mgr.....Vincent Polito  
Traffic Manager.....William Campbell

#### *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.  
1410 Stanley St., Montreal, P.Q., Canada  
Phone: AVenue 8-9134

Manager.....Rupert Mee  
Pemberton, Freeman, Bennett & Milne, Ltd.  
67 MarineSquare, Port-of-Spain, Trinidad  
Phone: 5087

Managing Director.....E. A. Davey  
Pemberton, Freeman, Bennett & Milne Ltd.  
7 Swallow St., London, W. 1, England  
Phone: REgent 7521

Partner.....Robert Freeman  
*Radio Accounts:* Longines-Wittnauer Watch Co., Inc. (Watches & Clocks), New York; British Overseas Airways Corp., New York; Percival Tours, Inc. (Transportation), New York; Burlap Council (Burlap), New York.

### BENTON & BOWLES, INC.

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

AAAA—ANPA—ABP—ABC—AFA

Pres., Ch. Exec.....Robert E. Lusk  
Chair. of Exec. Comm. Atherton W. Hobler  
Chair. of Board.....William R. Baker, Jr.  
Exec. V.P.'s.....Alan Sidnam, William Hesse  
Sr. V.P.'s. Edw. W. Murtfeldt, John F. Reeder  
Sr. V.P. Adm.....Charles A. Pooler

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| <i>California Bank</i>                | <i>L. Rose &amp; Company</i>       |
| <i>Consolidated Cigar Corporation</i> | <i>Safeway Stores, Inc.</i>        |
| <i>The Frito Company</i>              | <i>Simple Simon Frozen Foods</i>   |
| <i>Los Angeles Soap Company</i>       | <i>Union Oil Company</i>           |
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 Sr. V.P., Plans Bd. Mem.....Geo. Chatfield  
 V.P., Finance, Controller.....W. W. Vickery  
 Treas., Ass't Sec'y.....Ralph Neuman  
 Secretary.....A. M. Gilbert  
 Vice Bd. Chmn.....H. O. Pattison, Jr.  
 V.P., Broadcast Pgmng.....T. J. McDermott  
 Vice President.....Kenneth McAllister  
 V.P. Chg. Creative Serv.....Wm. D. Tyler  
 V.P., Chg. Media.....Lee Rich  
 V.P., Prog. Dir.....Oliver Barbour  
 V.P., Copy Chief.....Victor Bloede  
 V.P. Chg. Research.....Richard F. Casey  
 V.P. Merch. Dir.....Austin Johnson  
 V.P. Chg. TV Comm. Prod.....Ray Lind  
 V.P. Personnel.....Frank W. Noetting  
 V.P. Chg. Print Prod. & Art..Austin Thomas  
 Librarian.....Grace Dole

**Branch Offices**

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-9151

Vice President.....Albert Kaye  
 1151 E. Memorial Blvd., Lakeland, Fla.  
 Phone: MUTual 7-0631

Vice President.....Harry E. Warren  
 10 St. Mary St., Toronto, Canada  
 Phone: WALnut 4-9328  
 Ralph S. Butler, Jr.

197 Knightsbridge (Lambe & Robinson)  
 London SW 7, England  
 Phone: KENSington 1444

Chairman.....Kenneth S. Robinson  
 Managing Director.....John Cuff  
 67 Avenue des Champs-Elysees, Paris 8E,  
 France

Phone: ELysees 92-75

Jacques Hirsh

7 Avenue de l'Astronomie, Brussels, Belgium  
 Phone: 18.50.00

Andre Jadin

**Radio Accounts:** American Express Co. (Travelers Checks) NYC; Carling Brewing Co. (Carling's Red Cap Ale) Cleveland, O.; Continental Oil Co. (Conoco Petroleum Prod. & Petrochemicals) Houston, Tex.; Procter & Gamble Co. (Tide) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.

**TV Accounts:** Borden Co. (Milk & Ice Cream Prod.) NYC; Continental Oil Co. (Conoco Petroleum Prod., Petrochemicals) Houston, Tex.; Eversharp Pen Co., Arlington Hgts., Ill.; Florida Citrus Commission, Lakeland, Fla.; General Foods Corp. (Gaines Meal, Biscuits, Instant Maxwell House Coffee, Yuban Coffee, Post Cereals, Institutional Products Div.) White Plains, N. Y.; S. C. Johnson & Son, Inc. (Jubilee, Glade, Pledge) Racine, Wis.; Philip Morris (Parliament Cigarettes) NYC; Norwich Pharmacal Co. (Pepto-Bismol) Norwich, Conn.; Procter & Gamble Co. (Tide, Zest, Crest, Ivory, Snow, Whirl Prell Liquid, Prell Concentrate) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.; Procter & Gamble Co. of Canada, Ltd. (Tide, Zest, Ivory Snow, Prell, Fluffo) Toronto Can.; Schick (Men's Shavers, Ladies' Shavers, Pre-Shave Lotion, Butane Lighter) Lancaster, Pa.

Estimated Radio Billing: \$1,500,000.

Estimated TV Billing: ..65,000,000.

**BERGHOFF ASSOCIATES, INC.**

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

Phone: OLYmpia 2-2850

ABP—ANPA—APA

Pres., Bd. Chmn.,

Exec. Media Dir.....Jerrv Berghoff

Vice Pres.....Frances H. Berghoff

Treasurer.....Diane C. Berghoff

Radio-TV Dir.

Talent-Time Buyer.....Marold Ross

Space Buyer.....Barry Ziff

Product Sales Dir.....Rick Gorsky

Art, Prod. Dir.....Bill Martin

Publicity Dir., Dir. Mail,

Librarian.....Stella Garcia

Copy Chief.....Roslyn Baim

**Radio-TV Accounts:** Alladin Plastics; Baby Line Furniture Corp., all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feimmon & Co. (Brasieres); 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.; International Filon Plastics (Mfg. of Filon Fiberglass Panels) El Segundo, Cal. & Zurich, Switzerland; Lindy's Mexican Prods. (Tacos, Sauces) San Bernardino, Cal.; Certified Chrome Furniture Mfg. Corp. (Chrome Dinette Sets) El Segundo, Cal.  
 Estimated Radio & TV Billings: \$200,000.

**BERMINGHAM, CASTLEMAN & PIERCE, INC**

234 East 46th St., New York 17, N. Y.

Phone: YUKon 6-8220

AAAA—NOAB—ANPA—APA—NBP

President.....Arch Bermingham

V.P., Creative Dir.....Frederick C. Bruns

Vice President.....Porter F. Leach

**Radio Accounts:** Julian Freirich Co. (Meats) Long Island City, N. Y.; First Church of Religious Science, N.Y.C.; Drinks, Incorporated (Nufizz) N.Y.C.

**TV Accounts:** Drinks, Incorporated (Nufizz) N.Y.C.; Julian Freirich Co. (Meats) Long Island City, N. Y.; Marketing, Inc. (Silly Putty) New Haven, Conn.; Teleweather, Inc. (TV Weather Reporting) N.Y.C.; Tele-Pool, Inc. (Jigsaw Quiz Program) N.Y.C.

Estimated Radio Billings: \$13,900.

Estimated TV Billings: \$150,400.

**GORDON BEST CO., INC.**

228 N. LaSalle St., Chicago 1, Ill.

Phone: STate 2-5060

ABC—ABP—ANPA—NOAB—APA—NBP

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Vice-Presidents, Acct. Execs. Roy M. Kirtland

Frank F. Morr, Burton G. Feldman, Frank

Brodsky, Sidney J. Natkin, Frank E. Dug-

gan, Paul Hay.

V.P., Radio & TV.....Shepard Chartoc

Secretary.....Richard Best

Radio-TV Time Buyer....Katherine Knight

V.P., Merch.....Carl Sigler

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## ADVERTISING AGENCIES

Media Director.....Edwin A. Trizil  
 Production Manager..Arthur W. Terwilliger  
*Radio Accounts:* Coyne Electrical School  
 (Trade School), Chicago; Milner Products  
 Co. (Pine-Sol, White Wave, Perma Starch,  
 Milner Household Cleaner & Gala Powder  
 Bleach), Jackson, Miss.; Helene Curtis In-  
 dustries, Inc. (Suave, Men's Suave Creme  
 Shampoo, Beauty Shop Supplies & Equip-  
 ment), Chicago; General Finance Loan Co.,  
 Chicago; Maybelline Co., Chicago.

*TV Accounts:* Florsheim Shoe Co., Chi-  
 cago; Helene Curtis Industries, Inc., Chicago;  
 Maybelline Co., Chicago.

*Estimated Radio Billings:* \$240,000.  
*Estimated TV Billings:* \$5,900,000.

### BLACKSTONE ADVERTISING, INC.

221 West 57th St., New York 19, N. Y.  
 Phone: Circle 7-4915

President .....Milton Blackstone  
 Secretary .....G. 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

President.....Albert Lee Lesser  
 V.P.'s.....Fred Golden, Philip Solomon,  
 Ingram Ash  
 V.P., Controller.....P. F. Tuttle  
 Art Director.....Morris Robbins  
 Production Mgr.....Paul Kutner  
 Dir. of Publicity.....George Fenmore  
 Media Director.....Lee Frankel  
 Research Director.....Ingram Ash  
 Account Executives:.....Ingram Ash,  
 Paul Klein, Philip Solomon.

*Radio Accounts:* Temple Frosted Foods  
 (Chinese Foods) Brooklyn, N. Y.; Barbizon  
 (School of Modelina) New York, N. Y.

*TV Accounts:* Barbizon.

### 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 Martiu Wine); State of New  
 York (Saratoga Geyser Water); Delicia, Inc.  
 (Delicia Sugar Wafers).

### BOLAND ASSOCIATES

755 Sansome St., San Francisco 11, Calif.  
 Phone: YUKon 2-2960

ABP

President.....Barry W. Boland  
 V.P.,...Foreman Thompson, R. Thompson  
 Vice-Pres.....William G. Morrisey  
 Sec'y.....Frances Scott  
 Treas.....John Ebner  
 Copy Dir.....W. G. Morrisey  
 Exec. Art Dir.....Paul Turley  
 Media, Research Dir.....R. S. Liptak  
 Media Buyer.....Virginia Collins  
 Production Mgr.....Maida Rector  
 Account Supervisor.....W. Lawson Jones

Branch Office

Subsidiary: Boland Associates, Ltd.  
 1060 Bishop St., Honolulu, Hawaii  
 Phone: 6-2156

President .....B. W. Boland  
 Exec. V.P.....Walter C. Lindley, Jr.  
*Accounts:* Adhesive Engineering, Inc.  
 (Structural Adhesives), San Carlos; Ampex  
 Audio, Inc. (Home Music Systems, Tape Re-  
 corders), Sunnyvale; Ampex Corp. (Magnetic  
 Tape Recorders), Redwood City; Fairchild  
 Semiconductors Co. (Transistors), Palo Alto;  
 Hiller Aircraft Corp. (Helicopters), Palo Al-  
 to; Internat'l. Engr. Co., Inc., San Francisco;  
 Lenkurt Electric Co. (Telecommunications  
 Systems), San Carlos; Miller Freeman Publi-  
 cations (Magazines), San Francisco; Plastic  
 Lume, Inc. (Venetian Blind materials, Sau-  
 salito; Sherman, Clay & Co. (Musical Instru-  
 ments, Records), San Francisco; Tubbs  
 Cordage Co. (Rope, Twine), San Francisco;  
 Varian Associates (Electronic Controls, Com-  
 ponents), Palo Alto; William Wallace Co.  
 (Metalbestos Gas Vent Pipe, Chimney) Bel-  
 mont.

### BOONE & CUMMINGS

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

ABP—NBP—APA—SNPA—ANPA

Partners.....Malcolm Cummings,  
 Graham Boone, Jr.

Radio-TV Director.....Miss Dana Glover  
 Art Dir., Prod. Mgr.....Woods Robinson  
 Secretaries....Joyce Brady, Katherine Curtis

*Radio Accounts:* DeMontrond Buick; First  
 City National Bank, Loew's Sharpstown Out-  
 door Theatre; South Main State Bank; Rich-  
 ardson Chevrolet, all Houston, Tex.

*TV Accounts:* DeMontrond Buick, First  
 City National Bank; Richardson Chevrolet,  
 all Houston, Tex.

### BOTSFORD, CONSTANTINE & GARDNER, INC.

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

NBP—APA—NOAB—AAAA—ANPA

Senior V.P.....Ray Andrews  
 Executive V.P.....Burton R. Durkee  
 V.P. & Space Buyer.....Frankie Coykendall

## ADVERTISING AGENCIES

Vice-Presidents ..... Stanley Parshall,  
Don Lawton, E. J. Mittelstadt, Bryce  
Spruill

Sec.-Treas.....L. K. Bender

### Branch Offices

1400 Tower Bldg., Seattle 1, Wash.

Phone: MAIn 3-3523

Exec. Vice-President..... Joseph Maguire

Vice-Pres. & Mgr..... Reinhart Knudsen

Sr. V.P.....C. P. Constantine

V.P.'s.....John Heverly, Douglas A. Murray

625 Market St., San Francisco 5, Calif.

Phone: EXbrook 2-7565

Chairman.....David M. Botsford

President.....David M. Botsford, Jr.

V.P., Mgr.....Harold M. Walker

Sr. V.P.....Stanley G. Swanber

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

Phone: OX 7-2797

Exec. Vice-President.....Elizabeth Eyerly

## BOWMAN & BLOCK, INC.

Rand Bldg., Buffalo 3, N. Y.

Phone WA 0137

President.....Albert A. Bowman

Treasurer.....Nathaniel J. Block

Art Director.....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

Pres.....Morris E. Jacobs

Exec. V.P., Gen. Mgr.....F. C. Miller

Radio-TV Dir.....Clair Gross

V.P., Creative Dir.....Julian K. Billings

Art Director.....Hans Nielsen

Production Manager.....Sands F. Woodbridge

V.P., Copy Ch.....Henrietta Kieser

### Branch Offices

205 N. LaSalle St., Chicago 1, Ill.

Phone: WALnut 3-4524

V.P. & Manager.....Chas. A. Gallup

1308 Tower Building, Seattle 1, Wash.

Phone: MUtual 2-6027

V.P. & Manager.....R. H. Wensberg

2 W. 45th St., New York 36, N. Y.

Phone: MUrray Hill 7-6210



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President.....Donald D. Hoover  
 608 Second Ave., S., Minneapolis 2, Minn.  
 Phone: FEderal 9-8621  
 V.-P. & Manager.....Sam Kaufman  
 402 Fairfield Bldg., Shreveport, La.  
 Phone: 3-6124  
 V.P., Manager.....Walter T. Pfeiffer  
 2122 Welch St., Houston 19, 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 .....David R. Brown  
*Radio & TV Accounts:*  
 Brandeis Store, Omaha; United Gas Corp.,  
 Houston; Storz Brewing Co., Omaha; Skin-  
 ner Mfg. Co., Omaha.

**ARTHUR BRAITSCH ADV.**

15 Westminster St., Providence 3, R. I.  
 Phone: DE 1-4115  
 ABP—ANPA—APA—NBP  
 Radio Director.....Arthur Braitsch  
 Secretary .....Maureen O'Brien

Time Buyer.....John A. Lorimer  
*Radio Accounts:* Baird-North, Inc., Oliver  
 Johnson Co., Inc., Health Footwear, Inc., Al-  
 len Distributors, Inc., Rocky Point Park,  
 Roger Williams Savings & Loan Assn., Sec-  
 konk Family Drive-In Theater, Strand Thea-  
 ter, all Providence.

*TV Accounts:* Allen Distributors, Inc.;  
 Hillside Farms Inc.; Roger Williams Savings  
 & Loan Ass'n; Strand Theatre; Weybosset  
 Market; all Providence.

**J. CARSON BRANTLEY ADV.  
 AGENCY**

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

Pres.-Radio Dir.....J. Carson Brantley  
 Treasurer.....A. R. Monroe  
 Art Director.....Gladys Dudley

*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. (Bana-  
 tol), Salisbury, N. C.

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

*Estimated Radio Billings:* \$100,000.  
*Estimated TV Billings:* \$25,000.

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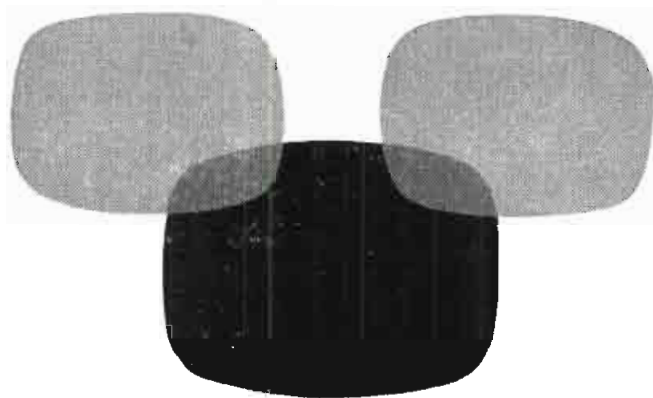
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**New York:**  
**JUdson 6-4646**

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# ADVERTISING AGENCIES

## A. R. BRASCH & SONS, ADV.

10234 Fenkell, Detroit 38, Mich.  
Phone: UNiversity 4-0245

Partners.....David & Miles Brasch  
Accounts: RCA Victor Distributing Corp.,  
Detroit, Mich.; Westinghouse Appliance  
Sales, Detroit, Mich.

## R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.  
Phone: HEMlock 2-4650  
ABP—APA

President.....R. C. Breth  
Vice-President.....Victor G. Geisel  
Secretary.....A. W. Angust  
Radio Accounts: Acorn Equipment Co.  
(Barn Cleaner), Stevens Point, Wis.; Algoma  
Foundry & Mach Co., Farm Machinery, Al-  
goma, Wis.; Har-Mac, Inc. (Mobile Homes),  
Stratford, Wis.; Woodlot Seed Co. (Tree,  
Shrub Seeds), Norway, Mich.  
TV Accounts: Algoma Foundry & Machine  
Co. (Farm Machinery), Algoma; Har-Mac  
Inc. (Mobile Homes, Stratford; C&W Sales  
& Mfg. Co. (Barn Equipment), Iola; Woodlot  
Seed (Tree, Shrub Seeds), Norway, Mich.  
Estimated Radio Billing: \$12,000.  
Estimated TV Billing: \$20,000.

## 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 Dirs....C. B. Jones, W. A. Carter

## BROOKE, SMITH, FRENCH & DORRANCE, INC.

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

AAAA—ABP—NOAB—ANPA—APA—NBP  
President.....Walter C. Ayers  
Vice Chr., Exec. Committee.....  
Willard S. French  
Chr. of the Board, Treas.....Guy C. Smith  
Chr., Exec. Committee.....Jack Williams  
Vice Pres., Media Dir.....George Johnston  
V.P., Exec. Art Dir.....Richard Rein-  
V.P., Dir. Creative Services.....Blount Slade  
V.P., Dir. Graphic Arts.....Fred P. Zick  
Vice Presidents.....L. C. Barlow,  
L. Grant Hamilton, C. Allison Monroe,  
John S. Pingel, Donald C. Longyear, L.  
James Schneider.

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

V.P., Mgr. Media Dept.....H. E. Pengel  
Vice President.....William A. Walker  
Radio Accounts: Int'l Breweries, Inc.;  
Ferry-Morse Seed Co.  
TV Accounts: The Ironite, Inc., Int'l  
Breweries, Inc.

## D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

AAAA—ANPA—ABP  
ABC—NOAB—APA

President.....D. P. Brother  
Executive Vice President..Guy S. Warren, Jr.  
Vice Presidents.....F. E. Egan,  
T. J. King, L. R. Mange, K. G. Manuel,  
Walker Grabam, Valentine Corradi, Shel-  
don Moyer, David B. Rank, V. W. Canever  
L. E. Dean, John J. Remillet, Jr., C. Watts  
Wacker, Donald W. Walton.  
Secretary-Treas.....C. J. Rudesill  
Acct. Supvs..Guy S. Warren, Jr., T. J. King  
Account Executives.....V. W. Canever,  
Sherburne C. Brown, A. C. Cochrane, Jr.,  
Robert M. Fitzgibbons, Jack R. Hendrick-  
son, Richard H. Hiff, Thomas W. Jipson,  
W. Neil Lewton, John J. Remillet, Jr.,  
David D. Wines  
V.P., Media Director.....C. Watts Wacker  
Marketing Director.....J. J. Remillet, Jr.  
Research Director.....V. H. Bergmann  
Art Director.....L. R. Mange  
Sales Promotion Dir.....Donald W. Walton  
Publicity Director.....G. M. Williams  
Radio & TV Dir.....Kenneth G. Manuel  
Copy Chief.....David B. Rank  
Art Buyer.....Frank E. Reschke

### Branch Offices

3540 Wilshire, Los Angeles, Cal.  
Phone: DUNkirk 5-8288

West Coast Mgr.....T. H. Moriarty  
Pac. Coast Adv. Dir....A. C. Cochrane, Jr.  
720 Fifth Ave., New York, N. Y.  
Phone: COlumbus 5-1004

V.P., Manager.....F. E. Egan  
Radio Accounts: Oldsmobile Div., Gen.  
Motors Corp. (Automobiles), Lansing, Mich.  
TV Accounts: AC Spark Plng Div., Gen.  
Motors Corp. (Spark Plugs Oil Filters, Fuel  
Pumps, etc.), Flint, Mich.; Oldsmobile Div.,  
Gen. Motors Corp. (Automobiles), Lansing,  
Mich.; Harrison Radiator Div. (Radiators,  
heaters, air conditioning systems, heat ex-  
changers), Lockport, N. Y.; Hyatt Bearing  
Div. (Hyatt Roller Bearings) Harrison, N. J.;  
New Departure Div. (Ball Bearings, bicycle  
safety brakes) Bristol, Conn.; Saginaw Steer-  
ing Gear Div. GMC (Power Steering, Steer-  
ing Gears, Propeller Shafts, Universal Joints,  
Automotive Jacks, Aircraft & Diesel Engine  
Parts) Saginaw, Mich.; Gen. Motors Corp.  
(Institutional "Aim to Live") Detroit; Guide  
Lamp Div. GMC (Automotive Lighting  
Equipment, Autronic Eye) Anderson, Ind.;  
Rochester Prod. Div., GMC (Steel Tubing,  
Carhuretors, Cigaret Lighters) Rochester,  
N. Y.

Estimated Radio Billing: \$1,400,000.  
Estimated TV Billing: \$7,600,000.

## 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  
Consultant.....Irving R. Allen  
Art Dept....Melvin J. Beagle, Rudy L. Hajek  
Production Mgr.....D. E. Meintzer  
Copy Dept.....E. G. Brown,

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In Perf-O-Mist (upper right)—ingenious patented single-motion dispenser—delightful lasting double-strength spray; no cap to remove or replace

In Cologne Foursome (lower right)—welcome all-occasion gift package

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nationally distributed*



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John T. McManus  
Media Buyer.....Eleanore Noble  
Acct. Execs.....J. B. Allen,  
E. H. Brown, E. H. Brown, Jr., B. M. Camp-  
bell, Jim Duffy, George Johnson, Paul J.  
Johnson, C. S. Petersen, Jim Roe, Ray-  
mond P. Wiggers, W. A. Vernon.

**BUCHANAN & CO.**

Div.: Lennen & Newell, Inc.  
1501 Broadway, New York 36, N. Y.  
Phone: BRyant 9-7900  
ABP—ANPA—APA—AAAA—NBP  
ABC—NOAB

Bd. Chrm., Pres.....John Hertz, Jr.  
Exec. Vice President.....William Dasheff  
Vice Presidents.....Roy Winkler, John  
McEvoy, George Richardson, W. D. Christ-  
man  
Media Director.....E. F. Moeller  
Prod. Mgr.....Anthony Calanese  
Sec'y-Treas.....A. Grace Barrett  
Radio-TV Dir.....Nat Strom  
Art Director.....Don DeMarco  
Merchandising Director.....A. E. Freeman

**Branch Offices**

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

Vice Pres.....Fred Keith  
*Radio Accounts:* Reynolds Metals Co.  
(Farm Building Products, Aluminum Foil)  
New York, N. Y.; Wilbur Clark's Desert  
Inn (Resort) Los Angeles; Paramount Pic-  
tures (Motion Pictures) Los Angeles.

*TV Accounts:* Reynolds Metals Co. (Alum-  
inum) New York; Paramount Pictures, Los  
Angeles, Calif.

**BUCHANAN-THOMAS ADV. CO.**

5010 Underwood Ave., Omaha 32, Nebr.  
Phone: GLendale 6793  
ABP—ANPA—APA—NOAB—NBP

Partner, Creative Dir.....Robert E. Savage  
Ptrns.....C. Harding, R. Dundis  
Consultant.....C. Buchanan, L. Thomas  
Copy Head.....R. R. Foster  
Production Manager.....Marge Seaberg  
Art Director.....Homcr Frohardt

**BUNTIN & ASSOC., INC.**

203 Broadway Natl. Bank Bldg.  
Nashville 3, Tenn.  
Phone: ALpine 5-0000  
SNPA—APA

President.....Sinclair Butin  
Vice President.....Jas. Noel Brown  
Radio-TV Dir.....Bettie J. McMillen  
*Accounts:* General Electric Supply Co.,  
Nashville, Tenn.; Martha White Bakeries,  
Nashville, Tenn.

**LEO BURNETT COMPANY, INC.**

Prudential Plaza, Chicago 1, Ill.  
Phone: CENTral 6-5959  
AAAA—ABP—ANPA—AFA—ABC  
NOAB

Chairman of Board.....Leo Burnett  
Chmn, Exec. Comm.....Richard N. Heath  
President.....W. T. Young, Jr.  
Senior V.P.....DeWitt O'Kieffe  
Treasurer.....E. Ross Gamble

Exec. V.P.'s.....Draper Daniels,  
Jos. M. Greeley, Phillip Schaff, Jr.  
V.P. Broadcasting.....William McIlvain  
V.P., B'cstg. Prod. Div.....Lee David  
V.P., B'cstg. Business Div.....Blaid Dole  
Adm. Vice Pres.....F. Strother Cary, Jr.  
V.P., Radio-TV Dept.....Edw. M. Thiele  
V.P. Chg. Media.....Thos. A. Wright  
V.P., Research Director.....John Coulson  
V.P., Chg. TV.....Don Tennant  
V.P., TV Film Copy Snpvr.....Nelson Winkless  
V.P., Copy Director.....John Matthews  
V.P. ....Norman Levally  
V.P., Mktg.....Leonard Matthews

**Branch Offices**

677 Fifth Ave., New York 22, N. Y.  
Phone: MURray HM 8-9480

V.P., N. Y.....Paul Louis  
1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLLYwood 4-7374

V.P. Hollywood.....Wendell Williams  
Buhl Bldg., Detroit 26, Mich.

Phone: WOODward 1-5959

Manager.....Robert Leonhard  
*Radio Accounts:* Atchison, Topeka, Sante  
Fe Rwy.; Pure Oil Co. (Gasoline, oil lub-  
ricants, tires, batteries and accessories)  
Chicago; Kellogg Co. (Cereals, Dog Food);  
Bauer & Black Div., Kendall Co. (Curads,  
Battle Ribbons, 5 Firsts); Chas. Pfizer & Co.,  
Inc. (Vigo Fac, T.E.F., T.A.F., Mastitis, Ter-  
ramycin for Cattle); Campbell Soup Co.  
(Frozen soups, Franco-American spaghetti)  
Camden, N. J.; Philip Morris, Inc. (Marl-  
boro, Mayfield, Philip Morris) New York;  
Procter & Gamble Co. (Camay, Joy) Cincin-  
nati, Ohio; Allstate Insurance Co. (Cake  
& Home Owners') Chicago, Ill., Chrysler Corp.;  
Pure Oil Co.; Swift & Co. (Allsweet); U.S.A.  
Tea Council, Inc.; Pillsbury Mills, Inc. (Cake  
& Frosting Mixes, reg. & loaf sizes, Pudding  
Cake Mixes) Minneapolis, Minn.

*TV Accounts:* Brown Shoe Co. (Buster  
Brown) St. Louis, Mo.; Kellogg Co. (Cereals  
and dog food) Battle Creek, Mich.; The  
Pure Oil Co. (Gasoline, oil, lubricants, tires,  
batteries and accessories) Chicago; Campbell  
Soup Co. (Franco-American Macaroni, Spa-  
ghetti, Spaghetti with Meatballs) Camden,  
N. J.; Commonwealth Edison Co., Chicago;  
The Hoover Co., N. Canton, Ohio; Chas.  
Pfizer & Co. (Vigo Fac, T.E.F., T.A.F., Mas-  
titis) Brooklyn, N. Y.; Philip Morris, Inc.  
(Marlboro, Mayfield, Philip Morris) New  
York, N. Y.; Procter & Gamble Co. (Camay,  
Joy, Lava, Jiff, Secret, Pace) Cincinnati;  
Atchison, Topeka & Santa Fe R. R., Chicago;  
Tea Council of U.S.A., New York; Bissell  
Carpet Sweeper Co. (Sweepers, Shampoo &  
Upholstery Master, Rng Shampoo); Cracker  
Jack Co. (Cracker Jack, Camp Fire Marshmal-  
lows); Swift & Co. (Allsweet); Kendall Co.,  
Bauer & Black Div. (Curads, Five Firsts);  
Allstate Insurance Co. (Automobile, Home  
Owners' & Life); Pillsbury Mills, Inc. (Cake  
& Frosting Mixes, reg. & loaf sizes; Ginger-  
bread; Pancakes; Angel Food Cake, Cookie,  
Brownie, & Pudding Cake Mixes).

*Estimated Radio Billings:* \$7,600,000.

*Estimated TV Billings:* \$44,000,100.

# ADVERTISING AGENCIES

## AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.  
Phone: GARfield 3504

Pres., Media Dir. .... Addison F. Busch  
TV Director ..... William F. Nailos  
Accounts: Aavid, Inc., Buffalo, N. Y.;  
Beam-Cast Inc., Buffalo, N. Y.; WSAY-  
WNIA, Rochester & Buffalo broadcasting  
stations.

## BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.  
Phone: CA 1-7751

ABP—ANPA—APA—NBP—NOAB—AAAA  
Partners ..... Gus K. Bowman,  
Joel Burghalter, Herbert Byer  
Radio-TV Time Buyer ..... John D. Metzger  
Pub. Rel. Dir. .... Nick Popa  
Controller ..... Joe Hughes  
TV Director ..... Sandy Hallock  
Creative Director ..... William Arter  
Art Dir., Prod. Mgr. .... Harold Graham

Radio Accounts: August Wagner Breweries;  
City National Bank & Trust; Dollar  
Federal Savings; T. Marzetti Co. (Salad  
Dressings); all Columbus, Ohio.

TV Accounts: August Wagner Breweries;  
Dollar Federal Savings; Auto Show; City  
National Bank & Trust Co.; Yenkin Majestic  
Paint Co., all Columbus, Ohio; Marzetti's,  
Columbus.

## HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.  
Phone: HANcock 6-7600

AAAA—ANPA—NOAB—NBP—APA

Board Chairman ..... Harold Cabot  
President ..... Edward F. Chase  
Sr. V.P.'s ..... William H. Ganick,  
James I. Summers  
V.P.'s ..... Joseph R. Wallace, Eugene R.  
MacArthur

Media Dir. .... David R. Williams  
Radio-TV Dir. .... Harold Cabot, Jr.  
Marketing Dir. .... Phillip W. Wenig  
Secretary ..... Edw. F. Glacy  
Production Manager ..... John B. Havey

Radio Accounts: New England Tel. & Tel.,  
Boston, Mass.; New England Electric System  
and Gas Division (Electricity, Gas), Boston;  
Boston Gas Co., Boston, Mass.; Carling Black  
Label Beer (N.E.), Cleveland; National Shaw-  
mut Bank, Boston; S. S. Pierce Co. (Retail  
Food Store) Boston.

TV Accounts: Carling Brewing Co. (N.E.);  
New England Tel. & Tel. Co.; Rock of Ages  
Corp. (Monuments), Barre, Vt.; Boston Gas  
Co.; New England Elec. System Gas Div.  
(Gas), Boston; S. S. Pierce Co. (Retail Food  
Store), Boston.

## CALDWELL, LARKIN & SIDENER- VAN RIPER, INC.

Merchants Bank Bldg., Indianapolis 4, Ind.  
Phone: MEtro 2-6501

APB—ANPA—APA—NBP

Board Chairman ..... Guernsey Van Riper

President ..... Howard C. Caldwell  
Exec. V.P. .... Storey M. Larkin  
Radio-TV Dir. .... Don Howell  
Accounts: Ajax Mfg. Corp., Racine, Wis.;  
Electric Switch Corp., Indianapolis, Ind.;  
WFBM & WFBM-TV, Indianapolis, Ind.

## J. M. CAMP & COMPANY

213 W. Wesley, Wheaton, Ill.  
Phone: MOnroe 8-8000

APA

President ..... John M. Camp  
Radio-TV Time Buyer ..... Grace R. Jordan  
Accounts: The Evangel Hour, Newark,  
N. J.; IICJB, Quito, Ecuador; Youth On  
the March TV Film, Philadelphia, Pa.

## CAMPBELL-EWALD COMPANY

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

AAAA—ANPA—NOAB—APA—ABP

Chairman of Board ..... Henry G. Little  
President ..... Thomas B. Adame  
Vice-Chmn. Bd., Sr. V.P. .... J. I. Hartigan  
Chmn. of Exec. Comm., Sr. V.P. .... L. R.  
Nelson

Exec. V.P.'s ..... Colin Campbell,  
Clarence Hatch, Jr.

Sr. V.P.'s ..... Edward A. Schirmer, John H.  
Forslew

Treasurer ..... H. P. Cook  
Secy. & Personnel Dir. .... S. J. Rozema

Comptroller & Asst. Treas. .... E. M. Talbert  
Vice-Presidents ..... Halsey Davidson,

George W. Davis, W. P. Stewart, W. H.  
Gage, Jr., W. F. McCarthy, W. W. Selover,  
J. L. Thornhill

V.-P., Radio & TV Dir. .... P. L. McHugh

V.P., Media Dir. .... Carl Georgi, Jr.

V.P., Copy Director ..... Walter B. Booth

V.P., Art Director ..... James N. Hastings

Vice President ..... M. Craig Miller

### Branch Offices

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

V.-P. and Mgr. .... Frank W. Townshend

Space Buyer ..... John A. Blomstrom

Radio & TV Dept. .... A. J. Miranda III

Art Director ..... Kenneth T. Vincent  
230 N. Michigan Avenue, Chicago 1, Ill.

Phone: CEntral 6-1946

V.P. and Mgr. .... Reginald G. Carey

Space Buyer ..... John D. Varnier  
3460 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 9-1334

V.P., West Coast Mgr. .... Richard C. Francis

Mgr. Los Angeles Office ..... Richard W. Byrne  
235 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 2-0145

V.-P. and Mgr. .... T. Milburn Johnston  
11 Pryor St., S.W., Atlanta 3, Ga.

Phone: JACkson 4-3858

Manager ..... Arthur T. Duhaime  
1625 Eye St., N.W., Washington 6, D. C.

Phone: REpublic 7-0015

Manager ..... Ross Lindsay  
Bryan & Bullington Sts., Dallas 1, Texas

Phone: RIVerside 2-6889

Manager ..... Lorne T. Denton  
4010 Washington Ave., Kansas City 11, Mo.



## ADVERTISING AGENCIES

Phone: Jefferson 1-5601  
 Manager.....Lawrence R. Amos  
 1750 N. Vine St., Hollywood, Calif.  
 Phone: HOLLYWOOD 9-2931

Manager.....Richard L Eastland  
 Account Exec. for Radio, TV.. Willard Hanes  
 441 Vine St., Cincinnati 2, Ohio  
 Phone: MAIN 1-0500

Manager.....James E. Defebaugh  
 1700 Broadway, Denver 2, Colo.  
 Phone: KEystone 4-4281

Manager.....Richard H. Katerndahl  
*Radio Accounts:* Chevrolet Motor Div.,  
 General Motors Corp.; The Detroit Edison  
 Co.; General Motors Acceptance Corp.;  
 Goebel Brewing Co.; National Bank of De-  
 troit; Hertz Systems, Inc.; The Firestone  
 Tire & Rubber Co.; Stran-Steel Corp.; Gen-  
 eral Motors Corp. (Motorama).

*Television Accounts:* Chevrolet Motor Div.,  
 General Motors Corp.; The Detroit Edison  
 Co.; Goebel Brewing Co.; National Bank of  
 Detroit; The Firestone Tire & Rubber Co.;  
 General Motors Corp. (Motorama).

*Estimated Radio Billings:* \$9,000,000.  
*Estimated TV Billings:* \$13,000,000

### CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.

Phone: FEDERAL 9-7383

AAAA—ABP—ANPA—APA—NBP—NOAB  
 President.....Ray O. Mithun  
 Asst. to President.....Eugene A. Paterson  
 Media Director.....Harry M. Johnson  
 Research Director.....Leslie A. Beldo  
 Production Dept. Mgr.....Oliver H. Hangen  
 Radio-TV Bus. Mgr.....Richard L. Stevens  
 Exec. V.P. ....Albert R. Whitman,  
 Vice-Presidents.....Kenneth D. Rühle  
 B. E. Howard, R. L. Forrest, Arnold C.  
 Aslakson, E. W. Burke, G. P. MacGregor,  
 M. Oakley Bidwell, A. H. Lund, Charles R.  
 Strotz, E. W. Turner, R. F. Wittgraf

#### Branch Offices

Secretary.....E. Brugette Flynn  
 Treasurer.....Beatrice N. Sandquist  
 TV Creative Supvr.....Cleó W. Hovel

#### Branch Offices

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

Phone: DELaware 7-7553

Exec. V.P.....Lee A. Terrill  
 420 Lexington Ave., N. Y. 17, N. Y.  
 Phone: OR 9-8744

V.P., Gen. Mgr.....M. Oakley Bidwell  
 1213 Hollywood-Taft Bldg., Hollywood 28,  
 Cal.

Phone: HOLLYWOOD 2-0715

V.P., Gen. Mgr.....Paul E. Morgan  
*Radio Accounts:* Theo Hamm Brewing Co.  
 (Beer) St. Paul, Minn.; The Kroger Co.  
 (Grocery) St. Louis, Mo.; Land O'Lakes  
 Creameries (Dairy Products, Feeds) Minne-  
 apolis, Minn.; John Morrell & Co., Red  
 Heart Div. (Dog Food), Chicago; Nash Caf-  
 fee Co., St. Paul, Minn.; Nash-Finch Co.  
 (Grocery Products) St. Paul, Minn.; North-  
 ern States Power (Electric Power) Minne-

apolis, Minn.; Northwestern National Bk.  
 (Banking Service) Minneapolis, Minn.;  
 Pillsbury Mills, inc. (Flour, Refrigerated  
 Products, Bakery Mixes, Ballard Products,  
 Feeds) Minneapolis; Top Value Enterprises  
 (Trading Stamps) Dayton, Ohio; American  
 Dairy Assoc. (Dairy) Chicago; Northwest  
 Orient Airlines (Passenger Cargo) Minneap-  
 olis; Malt-o-Meal Co. (Hot Wheat Cereal)  
 Minneapolis; Northwest Bancorporation,  
 Minneapolis.

*TV Accounts:* American Dairy Assn.  
 (Dairy) Chicago; Fenn Bros. (Candy) Sioux  
 Falls, S. Dak.; Gold Seal Co. (Glass Wax,  
 Snowy Bleach) Bismarck, N. Dak.; Theo  
 Hamm Brewing Co. (Beer) St. Paul, Minn.;  
 Kemps Ice Cream Co., Minneapolis; The  
 Kroger Co. (Grocery) Cincinnati, O.; Malt-  
 O-Meal Co. (Hot Wheat Cereal) Minneap-  
 olis, Minn.; Mishawaka Rubber & Woolen  
 Mfg. Co. (Tennis Shoes) Mishawaka, Ind.;  
 John Morrell & Co., Red Heart Div. (Dog  
 Food) Chicago; Nash Coffee Co., St. Paul,  
 Minn.; Nash-Finch Co. (Grocery Products)  
 St. Paul, Minn.; Northern States Power (Elec-  
 tric Power), Minneapolis; Food Sales, Inc.  
 (Combo Popcorn) Minneapolis; Northwest  
 Bancorporation (Banking Service) Minne-  
 apolis; Teenique (Hair Rinse) Minneap-  
 olis; Top Value Enterprises (Trading Stamps),  
 Dayton, Ohio; Iowa-Des Moines National  
 Bank; Larsen Co. (Canned Vegetables),  
 Green Bay, Wis.; Northwest Orient Airlines  
 (Passenger, Cargo) St. Paul, Minn.; Pills-  
 bury Co. (Flour, Refrigerated Products, Bak-  
 ery Mixes, Ballard Products, Feeds) Minne-  
 apolis, Minn.

*Estimated Radio Billings:* \$4,000,000.

*Estimated TV Billings:* \$10,500,000.

### THE CAPLES COMPANY

216 E. Ontario St., Chicago 11, Ill.

Phone: SUPERior 7-6016

ANPA—APA—NBP—NOAB

President.....R. N. Hartsing  
 Sr. V. P.....J. E. Erickson  
 Exec. V. P.....D. Powers, M. Martin  
 V. P., Sec. & Treas.....R. N. Hartsing, Jr.  
 Media Dir.....H. M. Taylor  
 Time Buyer.....M. Convery  
 Art Dir.....W. A. Aldrin  
 Prod. Mgr.....O. Gorrill  
 Acct. Execs.....J. E. Erickson,  
 R. A. Hansen, R. N. Hartsing, Jr., J. P.  
 Hotchkiss, E. J. Lewinski, M. T. Martin,  
 D. J. Powers

#### Branch Offices

10 E. 40th St., New York City

Phone: MURray Hill 4-6800

V.P. in Chg.....Hudson F. Meyer  
 1504 Dodge St., Omaha 2, Neb.

Phone: JACkson 7795

V.P. in Chg.....L. M. Branch  
 301 S. Kingsley Dr., Los Angeles 5, Cal.

Phone: DUNkirk 7-4255

V.P. in Chg.....M. E. Welborn  
 519 S. 3rd Ave., Portland 4, Ore.

Phone: CAPitol 6-2981

V.P. in Chg.....Robert J. Livingston

**ADVERTISING AGENCIES**

**CASMIR ADVERTISING CO., INC.**

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

ABP—APA

Pres., Treas. .... Marvin Casmir  
Copy Ch., Radio Dir. .... Nancy B. Wooten  
Art Dir. .... William E. Burgess  
*Radio Accounts:* New York Allerton Corp.,  
(Midston House, Allerton House) New  
York  
*TV Accounts:* D'amico Fifth Ave., (Beauty  
Consultant)

**CAYTON, INC.**

9 East 40th St., New York 16, N. Y.

Phone: LEXington 2-1711

ABP—ANPA—APA—NBP

President. .... William D'Arry Cayton  
Secretary. .... D. R. Roberts  
Art Director. .... Bob Lee  
Media Dir. .... Hy Crandall  
Time Buyer. .... Sally Luchs  
Creative Director. .... Fred Ladd  
Merchandising Director. .... Pat Croft  
Media Director. .... G. Lustig  
Space Buyer. .... Lee Dalia  
Publicity Director. .... Michael L. Cook  
Research Director. .... M. Brian  
*Radio Accounts:* Charles Antell, Inc.  
(Men's hair products) Baltimore, Md.

*TV Accounts:* Aldon Industries, Inc. (Skill  
Games, Plastic Toys) Rego Park, N. Y.; Mor-  
ris Plastics Corp. (Toys), N. Y. C.; Nat'l.  
Games, Inc., Springfield, Mass.; Earl Ran-  
dolph Corp. (Children's Furniture) New  
Bedford, Mass.; Harwyn Pub. Corp. (Picture  
Encyclopedia), N. Y. C.; J. A. Gray Co. (Toy  
Trains) N. Y. C.

**NELSON CHESMAN ADVERTISING**

240 East 11th Street, Chattanooga 1, Tenn.

Phone: AM 6-4942

ABP—SNPA—VBP

Pres., Media Dir. .... Richard H. Leiper  
Secy.-Treas. .... John Gos-  
Time Buyer. .... Vann Campbell

*Radio & TV Accounts:* Fleetwood Coffee  
Co.; Adcox-Kirby Pontiac; Ray Moss Farms;  
W. M. Cline Co.

**JAMES THOMAS CHIRURG CO.**

414 Park Square Bldg., Boston 16, Mass.

Phone: HANcock 6-7310

APA—SNPA—NOAB—BPA

Chairman. .... James T. Chirurg  
Treasurer. .... Gilbert French  
General Manager. .... Scott Costello  
Research Dir. .... Prescott Winkley  
Mgr. Plans Service Dept. .... R. Gaeta  
V.P., Mktg. Dir. .... Howard G. Sawyer  
Media Dir. .... Jackson L. Parker  
Copy Chief. .... John Nazzaro  
Radio-TV Dir. .... E. T. Sullivan  
Production Director. .... R. D. Sisson

*Branch Offices*

1612 Chanin Bldg., New York 17, N. Y.

Phone: MU 7-5040

President. .... W. L. Shepardson

V. P., Gen. Mgr. .... D. W. Jackson  
*Radio Accounts:* Martin L. Hall Co. (Cof-  
fee, Tea) Boston; Waitt & Bond, Inc. (Ci-  
gars; Yankee, Blackstone, Haddon Hall) New  
York; Boston Herald Traveler.

*TV Accounts:* Martin L. Hall Co. (Coffee,  
Tea); Herald Traveler; Vogue Dolls (Ginny  
Dolls) all of Boston; Waitt & Bond, Inc.  
(Cigars; Blackstone, Yankee, Haddon Hall);  
Binney & Smith, Inc. (Crayola Crayons),  
both New York.

**CLEMENTS COMPANY, INC.**

Horn Bldg., Philadelphia 3, Pa.

Phone: RITtenhouse 6-0236

ANPA

President. .... Alice V. Clements  
V.P. & Copy Chief. .... Elizabeth M. Zindel  
V.P. & Acct. Exec. .... Robert H. Smith  
V.P., Art Dir. .... Stanley F. Squire  
Treas., Dir. of TV. .... David S. Roberts  
Secy. & Space Buyer. .... Katherine E. King  
Production Manager. .... C. Skilling  
Time Buyer. .... Alvin L. King

**COHEN & ALESHIRE, INC.**

41 East 42nd St., N. Y. 17, N. Y.

Phone: OX 7-0660

ABC—ABP—ANPA—NPB—APA

NOAB

Chairman. .... Harry B. Cohen  
President. .... Edward Aleshire  
Exec. V.P. .... Francis N. Brady  
V.P., Secy. .... Harry B. Cohen, Jr.  
Vice-President. .... Edith S. Cohen  
V.P. Chg. Art & Prod. .... Oscar Fileppo  
Head Space Buyer. .... Jeanette Le Brecht  
Art Director. .... Dave Smiton  
Research Director. .... Don Johnstone  
TV-Radio Production. .... Robert Wahl  
Head Time Buyer. .... Beth Black  
Time Buyer. .... Emanuel Klein

*Radio-TV Accounts:* Grove Laboratories,  
Inc. (Pazo, E-Way Cold Tablets & Liquid;  
Fitch Dandruff Remover Shampoo & Ideal  
Hair Tonic) St. Louis, Mo.; Pharma-Craft  
Co. (Ting) Cranbury, N. J.; Lydia E. Pink-  
ham Med. Co. (Tablets & Veg. Compound)  
Lynn, Mass.; Chattanooga Medicine Co.  
(Black Draught & Syrup & Coated Tablets)  
Chattanooga, Tenn.; Carter Products, Inc.  
(Frenchette, Italianette, Mayonette Dvrid)  
N.Y.C.; Dormin, Inc. (Dormin) N.Y.C.; Kiwi  
Polish Co., Pty. Ltd. (Kiwi) Pottstown, Pa.;  
Paradorin, Inc. (Paradorin) N.Y.C.; Low  
Calorie Candy Co. (Magic Mints) Yonkers,  
N. Y.

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

**COHON, HERBERT W., CO.**

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

Phone: OXFord 7-9277

APA—ABP

Pres., Media Dir. .... Herbert W. Cohon  
V.P., Art Dir. .... Irving M. Cohon  
Acct. Execs. .... H. W. Cohon, I. M. Cohon  
Space Buyer. .... Sylvia Zambrowsky

**COMPTON ADVERTISING, INC.**

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

Phone: PLaza 4-1100  
 AAAA-ABC-ANPA-APA-NBP  
 NOAB-ABP

Bd. Chrmn., Dir.....Robert D. Holbrook  
 President, Director....Barton A. Cummings  
 Exec. V.P., Dir. & Creative Dir.....  
 Alfred Seaman, Jr.

Exec. V. Pres., Dir.....C. James Fleming, Jr.  
 Sec., Asst. Treas.....Charles J. Gizerian  
 V.P., Research Dir.....Edward Battey  
 V.P., TV Commercials.....Frank Brendt  
 Head Time Buyer.....Bertrand Mulligan  
 Radio-TV Traffic Mgr.....Maria Sutherland  
 Vice Pres., Dir.....Henry R. Bankart,  
 Allen F. Flouton, William J. Heggen, Jack  
 P. Rees, Olin A. Saunders

V.P., Treas., Asst. Secy., Dir...Henry Haines  
 V.-P. & Dir. Radio-TV

Programming.....Lewis H. Titterton  
 V.P. Chg. TV Comm'l.....G. W. Schloat, Jr.  
 V.-P. & Dir. of Media.....Frank B. Kemp  
 Vice President.....Carvel Nelson  
 Publicity Dir.....Elle Kofler

**Branch Offices**

141 West Jackson Blvd., Chicago 4, Ill.

Phone: HAarrison 7-6935

V.P., Chg. Midwest Oper....E. Dean Landis

V.-P., Manager.....L. O. Holmberg

744 N. Fourth St., Milwaukee 3, Wis.

Phone: BRoadway 1-9475

V.P. & Manager.....R. F. Gomber

6505 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-0100

V.P. ....Waldo H. Hunt

V.-P., Radio & TV.....Alvin Kabaker

V.P.....Edward E. Keeler

703 Market St., San Francisco, Calif.

Phone: GArdfield 1-4854

V.P., W. Coast Oper.....T. Santacroe

V.-P., Manager.....Richard E. Goebel

1604 S.W. 10th Ave., Portland, Ore.

Phone: CApitol 2-1821

Manager .....Carvel Nelson

**Radio & TV Accounts:** The Allis-Chalmers  
 Mfg. Co.; American Can Co.; 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 & San-  
 born Coffee, Instant Chase & Sanborn  
 Coffee).

**COMSTOCK & COMPANY**

651 Delaware Avenue, Buffalo 2, N. Y.

Phone: LIncoln 6187

ABP-ANPA-APA-NOAB-NBP-SNPA

Partners.....Henry W. Comstock,

H. Earl Close, Frank J. Hess

V.P., Mktg., Dir.,

Acct. Supvr.....T. Sloane Palmer

Media, Research Dir.....Herbert Moore

Art Dir.....William B. Cormier,

Prod. Mgrs.....A. H. Briggs,

Grant F. Hess, Otello A. Manna.

Exec. Dir. Radio-TV...Everett L. Thompson

Creative Dir.

TV-Radio.....Howard C. Schellenberg

Creative Writers Radio-TV.....Duane M.

Palmer, Payne Williams

TV Art Directors.... Joseph Petrino

TV Producer.....Stuart F. Levin

Asst. TV Producer.....Harvey F. Jeacock

**Radio Accounts:** Manufacturers and Traders  
 Trust Co. (Banking Services); Sterling  
 Amherst Farms Dairy, Inc. (Milk); Adam,  
 Meldrum & Anderson Co. (Dept. Store);  
 Buffalo Optical Co. (Prescription Opticians);  
 Cling-Surface Co. (Sta-Put Rug Spray);  
 Leous Furriers; Pritchard Pharmacy, all of  
 Buffalo; Fred Koch Brewery (Koch's Beer &  
 Ale) Dunkirk, N. Y.

**TV Accounts:** Frontier Oil Refining Co.  
 (Gasoline; Motor, Fuel & Range Oil) Buffa-  
 lo, N. Y.; Hospital Service Corp. of Western  
 N. Y. (Blue Cross, Blue Shield); Manufac-  
 turers & Traders Trust Co., American Stores  
 Co. (Nu-Way Supermkt.) Syracuse; Nation-  
 wide Insurance Co. (All Forms); Nu-Way  
 Supermks., Inc.; 7-Up Bottling Co.; Pepsi-  
 Cola Bottling Co., Elmira, Buffalo, Syracuse,  
 Tonawanda, N. Y.; O'Keefe Brewing Co.  
 (Beer, Ale) Toronto.

**ROBERT CONAHAY, INC.**

261 Madison Ave., N. Y. 16, N. Y.

Phone: MUrray Hill 2-5645

ABP-ANPA-NBP

President.....Robert S. Conahay

Secretary.....Robert Conahay III

V.-P. & Copy Chief.....Frank Denman

V.-P. Market Research. Benjamin B. Mitchell

Production Mgr.....John S. Wassmer

Media Dir., Space &

Time Buyer.....Marie Hughes

Vice President.....Joseph F. Beck

Art Director.....Achille Pelizzari

**Radio Accounts:** Chesapeake & Ohio Rail-  
 road, Cleveland, Ohio; Colonia, Inc. 4711  
 (Cologne), both New York, N. Y.

**THE CONDON COMPANY**

Perkins Bldg., 14th & A Sts., Tacoma 2, Wash.

Phone: MAarket 7-8155

ABP-ANPA-APA-AAAA-NOAB

NBP

Partners.....Roscoe A. Smith,

Victor Kaufman, Harold C. Dixon

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.; KTNT-TV, Tacoma, Wash.; Northwest

Syndicate; Pacific First Federal Savings &

Loan Assn.; Puget Sound National Bank;

St. Paul & Tacoma Lmbr. Co.; United Pacific

Insurance Co.; Ward Smith, Inc.

**THOMAS F. CONROY, INC.**

1101 Majestic Bldg., San Antonio 5, Texas

Phone: CA 7-3456

AAAA-ABP-ANPA-NPA-NBP-SNPA

President.....Thomas F. Conroy

Vice Pres.....Mrs. Thomas F. Conroy

## ADVERTISING AGENCIES

V.P., Copy Chief.....Bill Holchak  
 Art., Prod. Mgr.....Paul Van Tuyl  
*Radio Accounts:* The Quaker Oats Co.,  
 Chicago, Ill.; Studer's Inc. (Photography),  
 San Antonio.

*TV Accounts:* La Vue Cosmetics, San Antonio;  
 Studer's Inc. (Photography), all San Antonio.

### CO-ORDINATED MARKETING AGENCY, INC.

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

President.....Lester L. Wolff  
 Exec. V.P., Prod., Time Byr.....Irving Herz  
 V.P.'s.....Louis DeNunzio, Arthur A. Peltz,  
 Morris M. Winer

Secretary.....Philip F. Schneider  
 Director.....Frederick Roselius  
 TV Producer.....Lester L. Wolff  
 Radio-TV Dir., Prod.....Arthur A. Peltz  
 Asst. Prods.....Barbara R. Marks,  
 George Mendoza

*Radio Accounts:* N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), New York City; Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores (Supermkt. Co-op) Jamaica, N. Y.; Pioneer Food Stores (Supermkt. Co-op) N. Y. C.; Daitch Crystal Dairies (Supermkt. Chain) Bronx, N. Y.; Affiliated Food Stores (Supermkt. Group) Metropolitan, N. Y.; Dilbert Quality Stores (Supermkt. Chain) Brooklyn, N. Y.; A. Goodman & Sons (Matzos, Baked Goods) Long Island City, N. Y.

*TV Accounts:* General Baking Co., New York; Roselux Chemical Co. (Liquid Starch, Bleach) Brooklyn; N. Dorman & Co. (Packaged Cheeses) New York; Associated Food Stores (Supermkt. Co-op.) Jamaica, N. Y.; White Rock Corp. (Soft Drinks) Brooklyn, N. Y.; Affiliated Food Stores (Supermkt. Chains) Metropolitan N. Y.; Seabrook Farms Co. (Frozen Foods) Seabrook, N. J.; Brooklyn Cheese Co. (Bread Crumb Mix) Brooklyn, N. Y.; Acqua Lina Mfg. Co. (Liquid Detergent) Brooklyn, N. Y.

### COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.  
 Phone: RITtenhouse 6-7502

Owner.....Eugene R. Tanz  
 TV Director.....J. Kirkconnell  
 Continuity Director.....Paul Stern  
 Art Director.....R. Rivers  
 Prod. Mgr., Media Dir.....R. D. DiCarlo  
 Research Director.....E. Field

*Radio Accounts:* ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Badder & Snoke (Shoes); Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Sunset Beach (Amusement Park) Almonesson, N. J.; Mort Co. (Hardware, Philadelphia; Tappins (Jewelry) Newark, N. J.; Van Seiver 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.; 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—APA—NBP

President.....J. Gorman Walsh  
 Sec.-Treas.....Kathleen A. Walsh  
 Vice Pres.....Ruth Craig  
 Account Executives.....J. Gorman Walsh,  
 Kathleen A. Walsh, William H. Gordy,  
 Production Manager.....William H. Gordy  
 Media Buyer.....Ralph R. Swann

*Radio Accounts:* Joseph Baneroff & Sons Co. (Textile Finishing) Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products); Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.

### THE CRAMER-KRASSELT CO.

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

ABP—ANPA—APA—NBP—ABC  
 AAAA NOAB

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

V.P., Radio-TV.....Roger W. LeGrand  
 Radio Time Buyer.....Loretta Mahar  
 Radio-TV Acct. Execs.....K. Hegard,  
 J. Pritchard

Dir. of Research.....H. V. Swenson  
 Production Manager.....H. I. Fink  
 Art Director.....A. H. Bierman

*Radio-TV Accounts:* Blue Cross-Blue Shield, for State of Wisconsin; First Federal Savings & Loan Assn. of Wis.; First Wisconsin Nat'l Bank of Milwaukee, all Milwaukee; Milw. Gas Light Co.; Evimude Motors (Outboard Motors); Wisconsin Telephone Co., all Milwaukee; A. O. Smith Corp. (Permalgas Water Heaters), Kankakee, Ill.

### CUNNINGHAM & WALSH, INC.

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

AAAA—ANPA—ABP—APA—NBP—NOAB  
 President.....Robert R. Newell  
 Exec. V.P.....William M. Mulvey

## ADVERTISING AGENCIES

Senior V.P.'s.....George S. Fowler,  
Herbert S. Fox, Carl R. Giegerich, Conklin  
Mann, Newman F. McEvoy, 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. Grp. Head.....Joe McDonough  
V.P., Dir. Comm. Prod.....William LaCava  
V.P., Dir. Programming.....Jerome Feniger  
V.P., Mktg. Dir.....Stanley T. Peterson  
Business Manager.....Edward F. Moore

### 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: DUNkirk 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  
2216 Penobscot Bldg., Detroit 26, Mich.  
Phone: WO 3-6580

V.P. in Chg.....Bob Powell  
Radio-TV Buyer.....Marian B. Athay  
706 Melrose Bldg., Houston 2, Tex.  
Phone: CAPItal 8-6143

Manager.....Thos. E. Graham

*Radio Accounts:* Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Farm & Home Div.); Decca Records, Inc. (Phonograph Records); Beatrice Foods Co.; Jaguar Cars, Inc. (Motor Cars); Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Suds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Wheeling Stl. Corp.; J. A. Folger & Co. (Coffee); Chase Brass & Copper Co., Inc. (Fabricators: Copper, Brass) George W. Helme Co. (Snuff); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Mosler Safe Co. (Safes, Safe Deposit Boxes); Narragansett Brewing Co.; New York News; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Geo. W. Helme Co. (Viking Snuff); Pharma-Craft Corp. (Pro-Goods); Mosler Safe Co. (Safes, Safe Deposit prietary Drugs); Thos. Cook & Son, Inc. (Travel Service); Conn. Gen. Life Ins. Co. (Life, Accident, Health, Group Insurance).

*TV Accounts:* American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; Chase Brass & Copper Company, Incorporated (Fabricators: Copper, Brass); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-

Anglo National Bank; American Machine & Foundry Company, AMF Pinstoppers Div.; Eversharp, Inc.; J. A. Folger & Co. (Coffee); Connecticut General Life Insurance Company (Life Accident, Health, Group Insurance); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; Geo. W. Helme Co. (Viking Snuff); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Walter Kidde & Co., Inc. (Fire Extinguishers); Mosler Safe Co.; Pharma-Craft Corp. (Proprietary Drugs); Stephan Distributing Corp. (Hair Lotion); Wheeling Steel Corp.; Western Electric Co. (Bell Phone Equipment).

*Estimated Radio Billings:* \$1,500,000.

*Estimated TV Billings:* \$17,000,000.

## CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.  
Phone: LE 2-2015  
ABP-APA

President.....Lawrence R. Curtis  
Vice-President.....S. R. Coombs  
Secy. Treas.....Rose Berg  
Art Director.....Joseph Curtin  
Prod. Mgr., Space Buyer.....A. Balstra  
Publicity Director.....I. 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, Potter, 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-AFA

President.....Clifford L. Fitzgerald  
Exec. V.P.....Chester T. Birch  
V.P., Sec'y.....Fred T. Leighty  
V.P., Treas.....W. F. Maughan  
V.P., Radio-TV Dir.....J. J. Neale  
V.P., Prog. Dir.....David O. Nyren  
V.P., Radio-TV Comm.

Prod.....Norman Mathews  
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,  
G. H. Johnson, G. G. Tormey.

### Branch Offices

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

Sr. Vice-Pres.....F. Sewall Gardner



## ADVERTISING AGENCIES

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 Nuans  
 333 W. 1st St., Dayton 2, O.  
 Phone: BALdwin 6-2492  
 Vice President. .... Clyde E. Rapp  
*Radio-TV Accounts:* Alliance Mfg. Co.; American Chicle Co.; Carey Salt, Falstaff Brewing Corp.; Family Circle; Fritos; Gen. Mills Co.; Sterling Drug, Inc.; Ekco Products Co.; Nestle Co.; Best Foods; Peter Paul Co.; Pfaff International Corp.; Wine Growers Guild; Liggett & Myers Co.; The Borden Co.; Frigidaire Div. of GMC; Glenbrook Lab. Div. of Sterling Drug, Inc.; Procter & Gamble Co.; Riverview Park Co.; Siegler Corp.; Stokely-Van Camp of Canada, Ltd.; Swift & Co.; Tri-Valley Packing Assn.; U. S. Army & U.S.A. Reserve; Interstate Bakeries Corp.; 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  
 Dir. Radio-TV. .... Harry K. Renfro  
 V.P., Treas. .... E. D. Cronk  
 V.P., Art Dir. .... Gene M. Kowall

#### Branch Offices

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

Phone: PLaza 8-2600

Chm. 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  
*Radio Accounts:* Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; 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; Missouri Pacific RR; Reddi-Wip, Inc. (Toppings) Los Angeles; St. Louis Globe-Democrat Publishing Co., St. Louis; Colgate-Palmolive, N. Y.; Studebaker, N. Y.; Dixie Products, Atlanta; Nehi Corp., Atlanta.

*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.; Reddi-Wip, Inc.; Parti Day, Inc., Los Angeles; Colgate-Palmolive; Studebaker; Nehi Corp.

Estimated Radio Billings: \$2,500,000.

Estimated TV Billings: \$13,100,000.

### DAVIS-HARRISON-SIMMONDS

6600 Lexington Ave., Hollywood 38, Calif.

Phone: HOLlywood 3-6903

President. .... Don L. Davis  
 V.P.'s .... Marlon S. Davis.

Ralph A. Vaughn

Radio-TV Dir. .... Dawnelle M. Davis

*Accounts:* National Bargain Buyers Club of America, Inc., Los Angeles, Calif.; Radio Merchandisers, Ltd., Hollywood, Calif.; Toy of the Month Club, Los Angeles, Calif.

### THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.

Phone: Circle 7-1870

APA—ABP

Owner .... Irving Davis

### 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  
 Merchandising Director. .... Ed. R. Rader  
 Media Director. .... Madeleine Allison  
 Time Buyer. .... Dorothy Glasser

*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 Hair Pomade, Deodorant), 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: LOnacre 4-5900  
ABP—AAAA—ANPA

Radio ..... James Crawford  
TV ..... Robert Unger

**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,  
D. Larry Barker, Richard R. Mau, Louis E.  
Schneider  
Media Buyer..... Miss G. P. Wagner  
Production Manager..... J. B. Peterkin  
Art Director..... Joseph V. Rigsby  
*Radio Accounts:* Federal Chemical Co.  
(Fertilizer); Commonwealth Life Ins. 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. 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 Stollowitz  
V.P.'s..... John Rockwell, Phillip Brooks  
V.P., Radio-TV Time  
Buyer ..... Robert Widholm

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, Mum, 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. (Ricciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (4 Fishermen Frozen Fish Prods.)

*Estimated Radio Billings:* \$3,460,000  
*Estimated TV Billings:* \$8,000,000.

**RALPH L. DOMBROWER CO., INC.**

11 E. Franklin St., Richmond 19, Va.  
Phone: MILton 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  
V.P., Secy..... O. A. Kingsbury  
Vice Pres..... Lewis F. Owen  
V.P. Dir. Radio-TV..... Carl Rigrod  
Media Dir..... Daniel M. Gordon  
TV-Radio Dept. Bus. Mgr..... Evelyn Jones

*Branch Offices*

258 Hurt Bldg., Atlanta 3, Ga.  
Phone: MURray Hill 8-5662

Vice-President..... H. L. Morrill  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: WH 3-2133

President ..... Arthur Grossman  
3243 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUNKirk 1-2221

Exec. V.P., Gen. Mgr..... Richard C. Moses  
10 St. Catherine St., Montreal 2, Que.  
Phone: UN 6-8851

Managing Dir..... Wilfred J. LaVigne  
*Radio Accounts:* N. Y. Herald-Tribune;  
Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. World-Telegram & Sun; River

## ADVERTISING AGENCIES

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 & Pencils), 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.

*Estimated Radio Billings:* \$3,500,000.

*Estimated TV Billings:* \$3,600,000.

### DONALD & HARMAN INC.

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

Phone: ELdorado 5-7270

Pres., Radio-TV Dept. Hd. . . . . Elihu E. Harris  
Treasurer . . . . . Leonard I. Kornblum  
Art Director . . . . . David Meranus  
Copy Dept. Mgr. . . . . Elise Alberts  
Media Director . . . . . Florence Schwartz  
Sales Prom. Coordinator . . . . . Madeline Mjden  
Prod. & Traffic . . . . . Matthew Siegel

*TV Account:* Independent Television Corp. (TV Films), N. Y. C.

### 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  
Secy., Art Director . . . . . Ben Goldstein  
Prod. Manager . . . . . Henry Brenkus  
Media Director . . . . . Mrs. Ellen K. Dryer  
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

President . . . . . Marvin H. Frank  
1324 W. Wisconsin, Milwaukee 3, Wis.  
Phone: WESt 3-9315

Account Exec. . . . . Gil Breimeister  
2225 N. Charles St., Baltimore 18, Md.  
Phone: BElmont 5-1212

Vice Pres. . . . . Herb Fried  
Louis Tower Bldg., Philadelphia 2, Pa.  
Phone: PEUnypacker 5-6801

Exec. V.P. . . . . Murray Firestone  
*Radio Accounts:* Charlie's Olds-Cadillac;  
Detroit Creamery (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. (Canned 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.

### DONER & PECK, INC.

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

Phone: PLaza 3-0900

AAAA-ABP-ANPA-APA

Chairman of Board . . . . . Harry Peck  
President . . . . . Sidney Garfield  
Ex. V.P. . . . . Sanford Hirschberg  
Secretary . . . . . Marvin Frank  
V.P., TV-Radio . . . . . Sylvan Taplinger  
Time Buyer . . . . . Mary Franklin  
Media Dir. . . . . Frieda Weiss

*Radio Accounts:* Andrea Radio Corp.,  
Long Island City, N. Y.; Bilt-Rite Carriage  
Co. (Baby Carriages) Brooklyn; Metropolis  
Brewery of N. J. (Regent Beer & Champagne),  
Trenton, N. J.; Gordon Baking Co. (Silver-  
Cup Bread), N. Y.; Casco Products Corp.  
(Electrical Appliances) Bridgeport, Conn.

*TV Accounts:* U. S. Time Corp. (Timex  
Watches) New York, N. Y.; Sweet Orr &  
Co. (Workwear) New York, N. Y.; S. W.  
Farber, Inc. (Farberware) N. Y.; Manhattan  
Shirt Co. (Men & Women's Shirts) N. Y.;  
House of Worst Tex (Men's Clothes)  
Philadelphia, Pa.; Browning-King Co.  
(Men's Clothing, Haberdashery) N. Y.

### DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

ABP-ANPA

Chairman of Board . . . . . Wm. H. Long, Jr.  
Vice-Board Chairman . . . . . Walter H. Burnham  
President . . . . . Louis W. Munro  
V.P., Secy., Treas. . . . . Richard E. Williams  
V.P., Prod. Mgr. . . . . Dewey B. Holland  
Exec. V.P. . . . . George Erickson  
Radio & TV Dir. . . . . Vincent H. Coryell, Jr.

#### 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 Charge . . . . . W. J. Sheehan  
425 Bush St., San Francisco 9, Cal.

Phone: YUKon 2-4080

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

**DOREMUS-ESHELMAN CO.**

1616 Walnut St., Philadelphia 3, Pa.

Phone: Kingsley 5-0700

V.P., Gen. Mgr.....E. Howard York, III

*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 Hammill & 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 N.Y.

**JOHN C. DOWD, INC.**

212 Park Square Bldg., Boston 16, Mass.

Phone: Hubbard 2-8050

ANPA—NBP

President.....John C. Dowd  
Exec. Asst. to Pres.....Linus Travers  
Exec. V.P., Secy.....Edward D. Parent  
V.P.'s.....T. Frank Duffy,  
John T. Burke, Will A. Davenport, George E. Murphy

Radio & TV Dir.....Joseph L. Tully  
Space Radio Time Buyer,

Media Dir.....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 Pastries (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  
Secy., Treas.....Edward D. Parent  
Controller, V.P.....John K. Dahme  
V.P., Gen. Mgr.....Michael A. Raymond  
V.P. ....Milton H. Raymond

Media Dir.....Harry Torp

Radio-TV Director.....William Lyons

*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. (Wearer Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swanee Paper Corp., both New York.

**DOYLE DANE BERNBACH, INC.**

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

Phone: L'ongacre 5-7878

AAAA—ABC—ABP—ANPA—AFA

President .....William Bernbach  
Exec. Vice Pres.....Ned Doyle  
V.P., Gen. Mgr.....Maxwell Dane  
V.P.....Ted H. Factor  
V.P., Art Director.....Robert Gage  
V.P.'s.....Joseph R. Daly,  
Edward Russell

Plans, Director, V.P.....Marvin Corwin  
Time Buyers.....Jerry Sachs, Jeane Jaffe  
Media Director.....Harry Parnas  
Radio-TV Producer.....Don Trevor  
TV, Radio Business Mgr.....John Walker

*Branch Office*

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-8080

Vice President.....T. H. Factor  
Media Dir., Space,

Time Buyer.....Claire Koren  
Radio-TV Prod.....Bob Gips

*Radio Accounts:* Chemstrand Corp. (Acrylic & 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.; N. Dorman Co. (Cheese Prod.) N. Y.; Thom McAn (Shoe) N. Y.; Sav-On Drugs, Los Angeles, Calif.; Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles; Northam Warren Corp. (Cosmetics) Stamford, Conn.

*TV Accounts:* Chemstrand Corp. (Acrylic & 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.; Northam Warren Corp. (Cosmetics) Stamford, Conn.; N. Dorman Co. (Cheese Products) N. Y.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Sav-On-Drugs, Los Angeles, Calif.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

*Estimated Radio Billings:* \$600,000

*Estimated TV Billings:* \$7,100,000

**DURAND ADVERTISING**

55 West 42nd St., New York 36, N. Y.

# ADVERTISING AGENCIES

Phone: LAckawanna 4-8770

APA

Partner, Art Dir. .... Vincent Russo, Jr.  
Partner, Copy Chief. .... Louis C. Goldman  
*Accounts:* Circle Jewelry Products Co.;  
Pickford Mills, Inc., N. Y.; Spec-toy-culars,  
Inc.; WWRL, Radio Station, Woodside, N.Y.

## ROY S. DURSTINE, INC.

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

Phone: TE 8-4600

AAAA—ABC—ANPA

President, Treas. .... Roy S. Durstine  
Exec. V.P. .... C. W. MacKay  
Secretary .... Virginia G. Durstine  
Controller, Asst. Treas. .... May E. Madden  
Vice-President .... Jack Kaduson  
Executive Staff. .... Roy S. Durstine, Jr.,  
E. C. Dolph, Donald McVickar  
Account Executives. .... E. Bresett,  
J. Roth, F. Dyson, R. Durstine, Robert  
Neuser

### Branch Offices

1736 Stockton St., San Francisco, Calif.  
Phone: EXbrook 7-0456

Vice President. .... Neil Heard  
*TV Accounts:* Wine Advisory Board of  
California (Calif. Wine Industry) San Fran-  
cisco; Alemite Co. of Northern California  
(CD-2 Additive) San Francisco; Interstate  
Bakeries (Roman Meal Bread) San Fran-  
cisco; Parry Laboratories (Myomist) N. Y. C.;  
Roman Meal Co. (Roman Meal Bread &  
Cereal) San Francisco; Lady's Choice Foods,  
Inc., San Francisco.

## EDELSTEIN-NELSON ADV. AGENCY, INC.

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

Phone: DEarborn 2-5976

ABP—APA

President .... Edward Edelstein  
Secretary .... Laura Edelstein  
Art Dir. .... Raymond Raufeisen  
Prod. Mgr., Radio. .... Robert Kanne  
Copy Chief. .... Laura Mantell

## 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. .... Chauncy L. Landon  
Exec. Vice Pres. .... William A. Bartel  
Vice Presidents. .... Charles  
Marshall, Mrs. Van Davis Odell, Hugh  
Lewis, Howard Rigby, Geraldine Reid  
Hodgson, Terence McGrath, Joseph Hoch-  
reiter, James Kelly, Edward Cauley.  
Treas. & Secy. .... Edward Lloyd  
V.P., Dir. Radio & TV. .... A. Burke Crotty  
Assoc. Media Dir. .... Geo. J. Wallace,  
Arthur Lime  
Radio-TV Time Buyer. .... Oan Kane

### Branch Office

20 N. Wacker Dr., Chicago 6, Ill.

Phone: FINancial 6-0097

Manager. .... John Jordan  
*Radio Accounts:* Celanese Corporation of  
America (Yarns, Fabrics, Plastics), New

York, N. Y.; Cunard Steamship Lines; Cities  
Service Oil Co.; Springs Mills (Textiles);  
Houbigant (Perfumes & Cosmetics), all New  
York; Ambassador & Sherman Hotels; Man-  
ger Hotel Chain; Ceribelli & Co. (Brioschi  
Anti-Acid; Cheramy (Fragrances, Cosmet-  
ics); Pharmaco, Inc. (Pharmaceuticals, Cos-  
metics); Mason Candies; Stroehmann Bros.  
(Baked Goods); Wellington Sears (Martex  
Towels, Textiles).

*TV Accounts:* Celanese Corp. of America  
(Yarns, fabrics, plastics); Cunard Steamship  
Lines; Cities Service Oil Co.; Houbigant, all  
New York; Cabin Crafts (Floor Coverings);  
Pharmaco, Inc. (Pharmaceuticals, Cos-  
metics); Mason Candies; Stroehmann Bros.  
(Baked Goods); Cheramy (Fragrances, Cos-  
metics).

## ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CI. 6780

ABP—APA—ANPA—NOAB

NBP

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

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

Radio Director. .... Gloria Clements

TV Director. .... Beatrice Haniford

Art Dir. .... James Howes

Prod. Mgr. .... Richard Joseph

Controller. .... Sanford Sataloff

Pub. Dir. .... Elizabeth Dribbin

### Branch Offices

Exec. .... George McLean  
65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-2323

President. .... Curt J. Mann

Hav-Nash & Assoc.

Pittsford, N. Y.

Phone: LU. 6-4150

Manager. .... Hav Nash, Jr.

## EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.

Phone: FRanklin 1-3621

ANPA—SNPA

President. .... T. H. Embry

V.P., Creative Dir. .... Gifford Thayer

Radio-TV Dir. .... Jack Backholtz

*Accounts:* Metropolitan Bank; WCKT-TV,  
both Miami.

## EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.

Phone: PLaza 2-2393

ANPA—APA—NBP

President. .... Herbert C. Schuckie

Radio Director. .... Marshall Hawks

*Accounts:* Allied Research Products, A. K.  
Robins & Co., St. James Savings Bank, Radio  
Station WFBR, all Baltimore.

## ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

ABC—ANPA



## ADVERTISING AGENCIES

President.....Robert J. Enders  
 Exec. V.P.....Howard A. Enders  
 Art Director.....Fred Waller  
 V.P., Motion Picture Div.....Robt. L. Friend  
 Production Manager.....Lester Miller

### 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  
 Chrmn. Finance Comm.....Howard D. Williams  
 Exec. V.P.....James B. Briggs  
 Exec. V.P., E. Div. Gen.

Mgr.....Frederick J. Wachter  
 V.P., Secy.....J. Lewis Ames  
 V.P., Treas.....Kenneth J. Worland  
 V.P., Art Supvr.....Richard Cummins  
 V.P., Copy Supvr.....Warren F. Donahue  
 V.P., Internat'l. Dept. Dir.....John D. Hayes  
 V.P., Dir. of Media.....Harry Way  
 V.P., New Business.....I. Orrin Spellman  
 V.P., Radio-TV Dir.....Rollo W. Hunter  
 V.P., Art Dir.....Richard Diehl  
 V.P., Client Pub. Rel.....Daniel J. Duffin  
 Media Group Supvs.....William Hunter,  
 Anthony Gee

Head Time Buyer.....Vincent De Luca  
 Merchandising Director.....Charles F. Bennett  
 Research Director.....Robert Aledort  
 Production Manager.....Otto T. Maurer  
 Librarian.....Mary Wilson  
 Acct. Execs.....Frederick J. Burghard;  
 K. Ralph Cocking; Robt. I. David; John  
 F. Hogan; Edward Karthaus; John M.  
 Keavey, V.P.; Arthur H. Laurence; John  
 L. Lowden; Albert V. Lowe; Wm. Mathesis-  
 us, Jr.; Basil M. Matthews, V.P.; Jos. Nash;  
 Edwin Rooney, Jr.; Dr. Robt. A. Peter-  
 man; J. Preston Selvage, Jr.; Wm. C. Stak-  
 enburg; H. Sumner Thornberg; Albert Tilt  
 III; Herbert A. Stempson; Thos. P.  
 Wheelwright; Peter G. White.

#### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FIancial 6-1833

Exec. Comm. Chmn., Central Div.  
 Gen. Mgr.....Roswell W. Metzger  
 Exec. V.P.....Haakon B. Groseth  
 Sr. V.P.'s.....Jack E. Fleisch,  
 Wm. D. Watson

V.P.....Lorry R. Northrup  
 V.P., Radio-TV.....George B. Anderson  
 V.P., Media.....John L. Gwynn  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEbster 1-1211

Exec. V.P., W. Div. Gen.  
 Mgr.....Emmett C. McGaughey  
 V.P., Media & Res. Dir.....Roger M. Johnson  
 V.P., Radio-TV Dir.....Robert L. Redd  
 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

V.P., Mgr.....Alex G. 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: LOcust 4-3551

Vice President.....Norman W. Geare  
 V.P., Mgr.....Horace D. Nalle  
 Porter Bldg., Pittsburgh 19, Pa.  
 Phone: GRant 1-5133

Manager.....Frederick C. Adams  
 V.P., New Bus.....Frederick R. Etchen, Jr.  
 2650 University Ave., St. Paul 14, Minn.  
 Phone: MIDway 5-7711

Sr. V.P., Mgr.....James A. Walker  
 140 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. (Ce-  
 reals, Dog Foods, Cat Feeds), Los Angeles;  
 Arizona Brewing Co. (A-1 Pilsner Beer, A-1  
 Ale), Phoenix; Caloric Appliance Corp. (Gas  
 Appliances), Philadelphia; Campana Sales  
 Co. (Aids-Vitamin & Mineral Candy, Pur-  
 settes, Tampons), Batavia, Ill.; Carnation  
 Co. (Evaporated Milk, Fresh Milk Products,  
 Ice Cream), Los Angeles; John H. Dulany &  
 Son, Inc. (Frozen & Canned Foods), Fruit-  
 land, Md.; First National Bank of St. Paul,  
 Minn.; Frito Co., Western Div. (Fritos, Chee-  
 tos, Ta-tos, Crispie Potato Chips), Los An-  
 geles; Frito (Fritos, Chee-tos, Baken-ets,  
 Jupiter Potato Chips, Jupiter Pretzels), Ma-  
 maroneck, N. Y.; Indianapolis Water Co.  
 (Municipal Water) Ind.; KLM Royal Dutch  
 Airlines, N. Y.; Lanolin Plus (Cosmetics,  
 Beauty Aids) Chicago; Joe Lowe Corp. (Ice  
 Cream, Bakery Divs.) N. Y.; Kenton Phar-  
 maceutical Co. (Sal-Fayne), Covington, Ky.; Min-  
 nesota Hospital Service Assn. (Blue Cross,  
 Blue Shield & Medical Plans), St. Paul; Pa-  
 cific Finance Corp., (Auto & Personal Fi-  
 nance), Los Angeles; Chilean Nitrate Educ.  
 Bur. (Fertilizer) N. Y.; Rootes Motors (Hill-  
 man Rover, Sunbeam, Humber Autos)  
 L. I. Co., N. Y.; Serta Associates, Inc. (Mat-  
 tresses & Box Springs), Chicago; A. E. Staley  
 Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch,  
 Cube Starch, Cameo Starch, Cream Corn  
 Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse),  
 Decatur, Ill.; Strawbridge & Clothier (De-  
 partment Store), Philadelphia; Texas State  
 Optical Co. (Optometrists, Opticians), Hous-  
 ton; Edward K. Tryon Co. (Hardware  
 Wholesaler), Philadelphia; U. S. Air Force  
 (Recruiting), Washington, D. C.; Waxed  
 Paper Merchandising Council, Inc., Chicago;  
 Western Savings Fund Society, Philadelphia;  
 White King Soap Co. ("D," Liquid Detergent,  
 "Sun," Water Softener, Cold Cream Com-  
 plexion Soap, Sierra Pine Soap, Lemon  
 Soap), Los Angeles; Wm. Wrigley, Jr., Co.  
 (Doublemint Gum), Chicago; L. Rose & Co.,  
 c/o Mailliard & Schmiedell (Lime Juice),  
 Los Angeles, Seth Thomas Clocks, Div.:  
 Gen. Time Corp. (S. T. Decorator & Ply-

# ADVERTISING AGENCIES

mouth Clocks) La Salle, Ill.; Sun Oil Co. (Industr. Lubricants, Whislie-Dept., Fuel Oils, LP Gas), Phila.; Tuborg Breweries Ltd., U. S.: Danisco (Tuborg Danish Beer), N. Y.; Van Camp Sea Food Co. (Chicken-o-the-Sea, White Star Tuna; Chicken-o-the-Sea Oysters, Oyster Stew; Genova "Tonno"; Sea Pep), Terminal Island, Cal.

*TV Accounts:* Albers Milling Co. (Cereals, Dog Foods, Cat Food Feeds), Los Angeles; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; Brown & Williamson (Du Manier Cigarettes), Louisville, Ky.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Frito Co.; Western Div. (Fritos, Chee-tos, Tatos, Crispie Potato Chips), Los Angeles; Frito Eastern Div. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels), Mamaroneck, N. Y.; Chilean Nitrate Educ. Bur. (Fertilizer) N. Y.; Dyna-Term Chem. Corp., Los Angeles; Gulf States Utilities Co., Houston, Tex.; KLM Royal Dutch Airlines, New York; Lanolin Plus (Cosmetics, Beauty Aids) Chicago; Joe Lowe Corp. (Ice Cream, Bakery Divs.) N. Y.; Serta Associates (Mattresses, Box Springs) Chicago; Tuborg Breweries Ltd., U. S. Danisco (Tuborg Danish Beer), N. Y.; TV Time Foods (Popcorn 'N Oil) Bremen, Ind.; Van Camp Sea Food Co. (Chicken of the Sea Tuna, Oyster Stew, Oysters; White Star Tuna, Genova "Tonno," Sea Pep) Terminal Island, Cal.; Waxed Paper Merch. Council, Chicago; White King Soap Co. ("D," Liquid Detergent, "Sun" Water Softener; Cold Cream Complexion, Sierra Pine & Lemon Soaps) Los Angeles; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield & Medical Plans), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Texas State Optical Co. (Optometrists, Opticians), Houston; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

*Estimated Radio Billings:* \$5,500,000.  
*Estimated TV Billings:* \$11,000,000

## WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.

Phone: OXford 7-1600

AAAA—ANPA—APA

President.....James J. Houlahan  
V.P., Asst. to Pres...Dr. Wallach H. Wulleck  
V.P.'s.....James E. Behan,  
Will P. Booth, William Callender  
Treasurer.....L. H. Cummings  
V.P., TV Dir.....Mitchell Johnson  
V.P. Chg. TV, Radio  
Commercial.....Joseph Forest  
V.P., Chmn. Oper. Comm.....John Peace

V.P., Media Dir.....Mark F. Byrne  
Radio-TV Time Buyer.....Richard Grahl  
*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-6305

V.P., W. Cst. Mgr.....Arnold J. Webster  
*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; Pacquin, 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.; Pacquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

*Estimated Radio Billings:* \$7,100,000.

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

## 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  
Prod. Mgr.....Gloria Abrams  
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 Mills; 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 & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.

Phone: 2-8868

AAAA

President.....Clarence R. Evans  
Secy-Treas. ....John Robert Work  
V.P., Art Dir.....Thomas M. Costa

## FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.

Phone: REDwood 2-6109

ABP

President, Radio-TV Dir...John T. Farquhar  
Vice-President.....Ted R. Darvoe  
Vice-President.....Robert F. MacFarland  
Treasurer.....Jay C. Anderson  
Secretary.....Roger H. Williams  
Media Director.....Eleanor Crimmins  
Prod. Mgr.....Kermit Lafave

*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. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Beer, Ale), Utica, N. Y.; Jean's Foods,

## ADVERTISING AGENCIES

Inc., Utica, N. Y.; Enchanted Forest (Tourist Attraction), Old Forge, N. Y.; Savings Bank of Utica, N. Y.; Collinite Chemical Co. (Auto Wax) Utica, N. Y.; Adirondack Attractions, Inc. (Assn. of Attractions).

*TV Accounts:* Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines, Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Fort Schuyler beer, ale), Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Savings Bank of Utica, N. Y.

*Estimated Radio Billings:* \$50,000.  
*Estimated TV Billings:* \$34,000.

### W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.  
Salt Lake City 1, Utah  
Phone: EMpire 3-2655

Owner, Mgr. .... W. E. Featherstone  
*Accounts:* Flint Distrib. Co., Salt Lake City; Radio Station KLO, Ogden, Utah; Sharp Electric Co., Salt Lake City, Utah.

### 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. .... Mrs. 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.; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia; National Kashin Products (Orbit), Aiken, S. C.

### 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 Director. .... Stanley Dusek  
Production Manager. .... Joseph Cesare  
V.P.'s. .... Henry Bretzfeld, Robert E. Wolfe  
*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 & CO.

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

President, Treas. .... Robert G. Fields  
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.

### WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas  
Phone: LYric 2-0876  
AAAA—ABP

Owner. .... William F. Finn  
Treas., Prod. Mgr. .... Jean C. Boucher  
*Accounts:* Citizens First Natl. Bank, KLTV, & Tyler Gas Serv. Co., all Tyler, Tex.

### 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 Director. .... John Critelli  
Media Research Dir. .... Bernice Effinger  
Traffic Manager. .... Nicholas Rosse  
Acct. Executives. .... B. E. Geise,  
William Prusan, William Bloomer, Robert Deveney, C. A. Clark  
*Radio & TV Accounts:* Leslie Toy Co. (Stuffed Toys), Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Vigo Ham (Meat Products), Newark, N. J.; Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eqt.), Newark, N. J.

*Estimated Radio & TV Billings:* \$980,000.

### M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.  
Phone: CEntral 6-6226

Owner. .... Jack L. Fisher, Sr.  
Co-Owner. .... Jack L. "Bud" Fisher, Jr.  
Art Director. .... Harry Miller  
Copy Chief. .... Calvin Holmes  
Space Buyer. .... Barbara Bentley  
Asst. Space Buyer. .... Madalynne Maenza  
Publicity Director. .... Herb Carlin  
Acct. Execs. .... Jack L. Fisher, Sr. & Jr.;  
A. D. Phillips; Ben Migdow; Philip R. Cane

*Radio-TV Accounts:* Ace Lumber & Construction Co., Chicago; Anderson Loan Assn., Indiana; Bell Savings & Loan Assn., Chicago; Golden Hamburger Drive-In Corp., Chicago; Kim Theatre (Movie Theatre Billboards), Chicago; Loop Theatre, Chicago; Nat'l. Foundation, N. Y., Chicago; N. American Mushroom Co. (Steak Sauce, Brown Gravy) Tinley Pk., Ill.; Oncrete, Inc. (Wilsolve Germ-Did, Pool Gard, Resurfacer), Evanston, Ill.; Paramount Pictures, Chicago & N. Y.; Sittler Bros., Chicago; Universal-International Pictures Corp., Chicago & N. Y.; VGV Sales (Food Products), Chicago, Ill.

# ADVERTISING AGENCIES

## FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.  
Phone: TULane 3131

AAAA

Officers.....Joe L. Killeen, Jos. H. Epstein,  
Roy M. Schwarz, Leonard Gessner, E. W.  
Rector Wooten, Warren C. Posey, Donald  
Halsey, Harley B. Howcott, Robert Carley  
President.....Joseph L. Killeen  
Exec. V.P.....Joseph H. Killeen  
V.P., Chmn. of Plans Bd.....Roy M. Schwarz  
V.P., Secy.....Leonard Gessner  
V.P., Dir. Client Service.....Warren C. Posey  
V.P., Exec. Art Dir.....E. W. Rector Wooten  
V.P.'s.....Robert Carley,  
Donald H. Halsey  
V.P., Media Dir.....Harley B. Howcott  
AM & TV Dir.....William H. Thomas  
Treasurer.....Lee R. O'Pry

### Branch Offices

1315 Mercantile Security Bldg., Dallas 1, Tex.  
Phone: RIVERSide 7-6335

Vice-President.....James P. Anderson

**Radio Accounts:** Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco 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.; Louisiana State Rice Milling Co. (Mahatma, Water Maid), Abbeville, 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.; Jack's Cooky Co., Baton Rouge, La.; Nat. Buring Packing Co., Inc. ("King Cotton" Packaged Meats), New Orleans, La.; Fant Milling Co. (Gladiola Flour) Sherman, Tex.; Brown's Velvet Dairy Products (Dairy Products & Ice Cream) New Orleans, La.

## HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.  
Phone AD 5-5333

ABP—AFA

President.....Harold E. Flint  
Secretary, V.P.....Richard Rosenthal  
Treasurer, V.P.....Lee A. Holland  
Art Dir.....Donald R. Nelson  
Production Mgr.....Ray Stromswald  
Account Executive.....Jerome C. Noack  
**Radio Accounts:** Fargo Foundry Co. (Farm

Implements); Merchants Nat'l. Bank; Red R. Valley Fair Assn., all Fargo; Melroe Mfg. Co. (Farm Implements), Gwinner, N. D.; Otter Tail Power Co. (Utilities), Fergus Falls, N. D.

**TV Accounts:** North Dakota Farmers Union (Institutional), Jamestown, N. D.; North Dakota Hospital Service Assn. (Blue Cross, Blue Shield), Fargo, N. D.; Otter Tail Power Co. (Utilities), Fergus Falls, Minn.; Leo Lumber Co. (Homes, Farm Bldgs.); Merchants Nat'l. Bank; Red R. Valley Fair Assn., all Fargo; Goldberg Feed & Grain Co. (Livestock Feed), W. Fargo; Melroe Mfg. Co. (Farm Implements) Gwinner, N. D.  
*Estimated Radio Billings:* \$22,000.  
*Estimated TV Billings:* \$72,450.

## FOLEY ADVERTISING AGENCY

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

Pres., Art & Radio Dir.....Robert B. Foley  
**Radio Accounts:** I. 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.....Earle Steiert,  
Russell Gray, Jr.

Radio-TV Director.....Alice Mooney  
Art Director.....William F. Hope

**Radio Accounts:** Abbots Dairies, Inc., Philadelphia; Baltimore & Ohio Railroad (Passenger Div.), Baltimore; Beneficial Saving Fund; Bornot, Inc. (Cleaners); Delaware Steeplechase & Race Assn. (Delaware Park), Wilmington, Del.; 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.; John Wanamaker, Philadelphia.

**TV Accounts:** Abbots Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Pottstown, Pa.; John Wanamaker, Philadelphia.

## FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.  
Phone: YUKon 6-8000

ANPA—AAAA—ABP—PPA—APA  
NOAB

Chmn., Bd. of Directors...Robert F. Carney  
President.....Rolland W. Taylor

## ADVERTISING AGENCIES

Sr. V.P. .... Frank E. Delano  
 Sr. V.P. .... Elwood Whitney  
 V.P., Merchandising ..... Everett F. Braden  
 V.P., Dir. Research ..... Cornelius DuBois  
 V.P., Media & Research ..... Paul E. J. Gerhold  
 V.P., Radio & TV ..... Roger Pryor  
 V.P., Copy Dir. .... Ernest W. Eversz  
 Group Media Dirs. .... Arthur Pardoll,  
 Charles Hofmann

Asst. Treas., Asst. Sec. .... C. H. Newbrand  
*Branch Offices*

155 E. Superior Street, Chicago 11, Ill.  
 Phone: Superior 7-4800

Chrmn., Exec. Comm. .... Fairfax M. Cone  
 Sr. V.P., Finance, Sec., Dir. .... A. Edward Rood  
 Sr. V.P., Dirs. .... W. R. Forest,

Robert J. Koretz, Milton H. Schwartz  
 V.P., Outdoor Adv. .... John J. Lechner  
 V.P., Exec. Art Dir. .... C. Marvin Potts  
 V.P., Dir. Print Prod. .... Edward L. Tollefson

Treas. & Asst. Sec. .... Jos. K. King  
 V.P., Gen. Mgr. .... Richard W. Tully  
 V.P., Dir. of Copy .... A. J. Bremner

V.P., Dir. of Mer. .... W. Robert Eagan  
 V.P., Media, Research ..... John L. Rigotti  
 V.P., Dir. Bcst. Prod. .... John B. Simpson

Educational Dir. .... Leah Anderson  
 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

V.P., Chg. of L. A. Office ... Arthur A. Bailey  
 Exec. V.P., Gen. Mgr. .... Nelson Carter  
 Exec. Art Dir. .... Charles Porter

V.P., Dir. of Media ..... Gene Duckwall  
 Dir. Print Prod. .... Charles Dennis  
 Dir. Copy ..... Glen Gladfelder

Dir. of Broadcasting ..... Stuart Minton  
 V.P.'s ..... Robert G. Beaumont,  
 Charles B. Cooney

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 Minton

Time Buyer ..... Helen Stenson  
 1717 N. Highland Ave., Hollywood, Calif.  
 Phone: HOLlywood 9-6265

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

*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.; Kimberly-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.

*Estimated Radio Billings:* \$6,500,000.  
*Estimated TV Billings:* \$24,000,000

### FORD & CO.

1839 Line Ave., Shreveport 24, La.  
 Phone: 3-0351  
 APA-ABP

Pres., Owner ..... Oliver J. Ford, Jr.  
*Accounts:* Citizens Loan Corp., Pioneer Bank & Trust Co., Radio Station KENT, all Shreveport, La.

### ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.  
 Phone: COrtlandt 7-5060  
 ABP-ANPA-APA-NOAB-NBP  
 ABC-AAAA

Pres., Bd. Chmn. .... Howard W. Calkins  
 Sr. Vice-Pres. .... Victor J. Cevalcos  
 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

President, Treasurer ..... Clinton E. Frank  
 V.P., Radio-TV Dir. .... Buckingham Gunn  
 V.P. Mkt. Div. .... William A. Sittig

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.  
 Phone: MU 5-3141

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  
 Prod. Mgr. .... Richard A. Tajbl  
 Account Executive ..... Howard S. Stone  
 Radio-TV Director ..... Henry Sherry



# ADVERTISING AGENCIES

## 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.....Dick Condal

*Radio Accounts:* Adler Shoes, New York;  
Vim Electric Co. (RCA, Thor, Halliercrafts),  
New York, WMGM, 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. Freiburger  
Vice President.....Anne Freiburger  
Robertson

Ser'y & Treas.....Fern Oakley  
Prod. Mgr.....Leon E. Simpson

*Radio Accounts:* American Beauty Maca-  
roni Co. (macaroni products), Denver;  
Central Bank & Trust Co. (banking), Den-  
ver; Associated Grocers of Colo. (groceries),  
Denver; Colorado Potato Flake Co. (potato  
chips), Denver; Toner's, Inc. (peanut but-  
ter), Denver.

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

## AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland 10, Calif.

Phone: OLYmpic 4-3773

AFA—NBP

Owner, Radio & TV Dir.....Ad Fried  
Radio & TV Time Buyer.....Lucy Reed  
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.; Bow-  
ersmith Co. (Marine Switches), Oakland,  
Calif.; Davi Miracle Foam (Rug & Uphol-  
stery Cleaners), Oakland, Calif.; Elenin  
Supreme Formula (Vitamins), Berkeley,  
Calif.; E-Z Mincer (Household Item), Oak-  
land, Calif.; Carter Lumber Co. (Redwood  
Green Houses, etc.), Oakland, Calif.; Fruit-  
vale Merchants Assn. (Shopping Area), East  
Oakland, Calif.; Fox Oakland Theatres;  
Grimshaw Nurseries (Dwarf Trees), Hay-  
ward, Calif.; Mica-Seal Mfg. Co. (Water-  
proofing Paints), Berkeley, Calif.; Intl. Typo-  
graphical Union No. 597, Martinez, Calif.;

Rhodes & Jamieson, Ltd. (Ready-mix Con-  
crete), 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.; Incon. Inc. (Rebar Bend-  
ers), Hayward, Calif.

*TV Accounts:* 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 Hot-  
tel (Night Club & Restaurant), Oakland;  
Oakland Police & Firemen (Campaigns);  
Space-A-Rang (Children's Toy), San Leand-  
ro, Calif.; Fruitvale Merchants Assn. (Shop-  
ping Area); Del-Tra Co. (Bakery Eqt.),  
Oakland; Murphy Buick Co., Oakland; Sim-  
mon Hdwe. Co. (Hdwe. Chain), Oakland,  
Calif.

## FRIEND-REISS ADVERTISING, INC.

221 W. 57 St., New York, N. Y.

Phone: PLaza 7-8030

Chmn., Treasurer.....B. M. Reiss  
Vice-Chmn., Secy.....Harold Reiss  
President.....Lee Friend  
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 AmSCO  
Corp. (Photographic Equipment), Long  
Island City, N. Y.; Shircraft Inc. (Shirts  
and Airman jackets), New York, N. Y.;  
Lafayette Radio, New York; Husco ShoC  
Co.; C-D-R Rotors (TV Antenna Rotors);  
Art Crayon Co. (Sargent Wash-Off Crayons);  
Kurlash Co. (Beauty Aids); Marlboro Book  
Stores, all New York.

*TV Accounts:* Cameo Curtains, Inc. (Cur-  
tains — Draperies); Levolor Lorentzen, Inc.;  
DeJur AmSCO 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); Marlboro Book Stores, all  
New York; Maco Toys, Brooklyn; Bar-Zim  
Toys, Jersey City; Spin-A-Hoop, Inc.  
(Hoops) Chicago.

## JIMMY FRITZ & ASSOCIATES

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

Phone: HO 3-3251

President.....Jimmy Fritz  
Vice-Pres.....Hona Sivad  
Secretary, Media.....Marion Vaughn  
Account Executive.....H. A. Helm  
Radio-TV Dir.....Don Cordray

*Radio Accounts:* McDaniel's Markets,  
(Food Mkts.), Los Angeles; Paine & Co.  
(Potato Chips), Los Angeles; Bar Q's Bot-  
tling (Soft Drinks); Continental Casualty  
(Blue Seal Agency) Insurance; Mrs. Weber's  
Egg Noodle Co.; Northland Foods (Pie Fill-  
ing); O'Sunnee Boys, Inc. (Frozen Steaks);

## ADVERTISING AGENCIES

L. A. Catering Co. (Presto Frozen Foods); Standard Fisheries (Frozen Fish) all L. A. Paine & Co. (Potato Chips), Los Angeles. *TV Accounts:* Paine & Co. (Kitchen Fresh Potato Chips); McDaniel's Mkts. (Food Stores), both L. A.

### L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.  
Phone: PLaza 9-1900  
ANPA—APA—NBP

President.....L. W. Frohlich  
Exec. V.P.....Julian Farren  
TV, Film, Radio Dir.....Neil Brant  
*Accounts:* Agfa, Inc., Gen'l Aniline & Film Corp., both N.Y.C.; Mead Johnson & Co., Evansville, Ind.

### 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. Bessom  
Radio & TV

Time Buyer.....Virginia M. Fairweather  
Space Buyer.....Anna V. Turner  
Pub. Dir.....David Goldman  
*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.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce) Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, 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.; Cushman Bkg. Co. (Bakery Products), Lynn, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce), Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, 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. & Dir. Radio-TV.....A. E. Duram  
V.P. (Media Dept.).....G. T. Arthur  
V.P. & Dir. of Art.....J. M. Archer  
V.P. & Copy Chief.....G. K. Zern  
Creative Dir.....H. Slesar

#### Branch Offices

55 Public Square, Cleveland 13, O.  
Phone: CHerry 1-6700

Chairman.....E. L. Andrew

V.P., Mgr.....K. C. Tuttle  
V.P., Dir. Media.....W. G. Chalkley  
105 W. Adams St., Chicago 3, Ill.  
Phone: ANdover 3-5039

V.P. & Mgr.....E. J. Lauesen  
244 Pine St., San Francisco, Calif.  
Phone: YUkon 6-5955

V.P. & Mgr.....W. P. Dumont  
211 Oliver Ave., Pittsburgh 22, Pa.  
Phone: GRant 1-9565

V.P. & Mgr.....J. A. McKinven  
8350 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLive 3-0240

Vice-Pres.....W. D. Tuttle  
*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.

*Estimated Radio Bil'ings:* \$850,000.  
*Estimated TV Bil'ings:* \$7,750,000.

### FURMAN, FEINER & CO., INC.

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

Pres., Radio Time Buyer...Norman Furman  
Vice-President.....Irving J. Gottlieb  
Art Director.....Edwin R. Swahack  
Acct. Execs.....Nat Roth, Lon Shaw,  
Rose Rodriguez

*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.

### GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.  
Phone: PLaza 5-9141

President.....Harry J. Galland  
V.P., Media Dir.....Fyat Raines  
*TV Account:* Interstate Television Corp. (TV Film Shows) N. Y. & L. A.

### GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 9-2424  
ABP—ANPA—APA

Chairman.....Elmer O. Marshutz  
Vice Chairman.....John A. H. Rehn  
President.....Charles E. Claggett

#### Branch Office

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

*Accounts:* A & P; Anheuser-Busch; Cessna Aircraft; Eli Lilly Co.; Jack Daniels Distillery; Grove Labs; Monsanto Chemical; No-Cal; Pet Milk; Ralston Purina; Remington Rand; P & G; Silcx.

*Estimated Billings:* \$35,000,000.

# ADVERTISING AGENCIES

## GAYNOR & DUCAS, INC.

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

Phone: PLaza 5-5750

ANPA—ABP—NBP

President ..... Paul Gaynor  
 Exec. Vice Pres. .... John J. Ducas  
 Senior V.P.'s. .... Kendall J. Mau, Steve Smokey  
 Treas. & Media Dir. .... Edwin J. Marra  
 Art Director. .... Charles Carl, Jr.  
 Publicity Director. .... F. D. Walker  
 Production Manager. .... George J. Cisneros  
 TV Director. .... Barbara Eckman

### Branch Office

291 S. La Cienega, Beverly Hills, Calif.

Phone: OLeander 5-8191

V.P. .... Kendall J. Mau  
 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 Broth-  
 ers, 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.

## CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.

Phone: PLaza 1-1730

APA—ABP—SNPA

Chairman. .... D. C. Bash  
 V.P., Radio-TV Dir. .... Otto Holbein  
 Accounts: Radio-TV Parts, U. S. Fiberglass  
 Co., Ted Williams, all of Miami.

## GERTH, BROWN, CLARK & ELKUS OF SACRAMENTO, INC.

1228 H St., Sacramento, Calif.

Phone: GIBert 2-2956

APA—SNPA

Pres., Radio Media Dir. .... Ralph K. Clark  
 Exec. V.P., Creative Dir. .... Fred Elkus, Jr.  
 V.P., TV Dir. .... Albert Hellenthal  
 Accounts: Gen'l Electric Co., Sacramento;  
 Hires Bottling Co., Sacramento & Lodi,  
 Calif.; KBET-TV, KCRA Radio, KGMS  
 Radio, all Sacramento; KPAY Radio, Chico,  
 Calif.

## THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.

Phone: PL 8-1100

President ..... Budd Getschal  
 Production Manager. .... Gerry Gilbert  
 Art Director. .... Leonard Steinberg  
 TV Prod. Mgr. .... Lee Polk  
 Radio and TV Accounts: Ludwig, Bau-

mann & Spear's (Dept. Store); New York  
 City; Sealy Mattress Co., New York City;  
 Westinghouse Appliance Sales Corp., New  
 York City; Toy Study Conference, N. Y.

## GEYER, MOREY, MADDEN & BALLARD, INC.

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

Phone: PLaza 1-3300

Board Chairman. .... Sylvester M. Morey  
 President. .... Sam M. Ballard  
 Chmn. Exec. Comm. .... B. B. Geyer  
 Bd. Vice Chmn. .... Edward D. Madden  
 Acct. Supvr. .... Wright Nodine  
 Creative Director. .... W. M. Mitchell  
 Acct. Exec. .... Oliver Presbury  
 Time Buyers. .... Elizabeth Powell,  
 Ed Richardson, Tom Mason

### Branch Offices

931 Third Nat'l Bldg., Dayton 2, Ohio

Phone: Baldwin 8-4145

Manager. .... E. G. Frost  
 14250 Plymouth Rd., Detroit 32, Mich.

Phone: WEBster 3-5520

Manager. .... John F. Henry, Jr.  
 Accounts: American Motors; Kelvinator  
 (Household Appliances); Oral Roberts  
 (Evangelist); Boyle-Midway Div. of Amer.  
 Home Products; Sinclair Oil.

## GIBBONS ADVERTISING AGENCY, INC.

802 Dantel Bldg., Tulsa 3, Okla.

Phone: LUther 7-2444

ABP—ANPA—SNPA—APA—NOAB

President, Treas. .... 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; Mitchell  
 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 & Storage  
 Co. (moving and storage), Tulsa; Commu-  
 nity 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

## ADVERTISING AGENCIES

President.....Charles J. Basch, III  
 Vice-President.....Leo Berman  
 Treasurer.....Clarence Schmidt  
 Sec'y., Radio-TV Dir.,

Time Buyer.....Frances Scott  
 Radio-TV Div.....Ronald Dawson  
*Rad-TV Accounts:* Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories No-Lax), New York; Economy Supply Co.

### GILLHAM ADVERTISING AGENCY- INC.

500 Continental Bank Bldg., Salt Lake City  
 I, 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.....Heber G. Wolsey  
 Secretary.....Richard H. Ogaard  
 Art Director.....Clair Lindgren  
 Prod. Mgr.....J. R. Furner  
 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, Segro 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, Segro 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  
 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.

620 Republic Nat'l. Bank, Dallas, Tex.  
 Phone: RI 1-9851  
 ANPA-ABP-AAAA

President.....John H. Stewart  
 Exec. Vice Pres.....Ward M. Wilcox  
 Vice Presidents.....Merle W. Ball,  
 Robert O. Holleron, Jr., Duke Burgess,  
 Jack Schlichenmaier, Liener Temerlin

#### Branch Offices

304 First Life Bldg., Fort Worth 2, Tex.  
 Vice President.....Merle Bell  
 1505 Transit Tower, San Antonio, Tex.  
 Phone: CA 7-6311

Vice President.....J. Schlichenmaier  
 803 Lovett Blvd., Houston, Texas  
 Phone: JA 3-4714

Manager.....Keith 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; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Mercury, Houston; Sakrete (Concrete Products), Cincinnati; Oak Farms, Dallas; Centex, Dallas; Ft. Worth Natl. Bank; Groos Natl. Bank, San Antonio.

*TV Accounts:* Lone Star Brewing Co., San Antonio, Tex.; Fort Worth Nat'l Bank; Republic Nat'l Bank, Dallas, Tex.; Groos Nat'l Bank, San Antonio, Tex.; 7-11 Stores, Dallas, Tex.; National Car Rental, San Antonio, Tex.; Sterling Motors, Houston, Tex.; Fred Snider Pontiac, El Paso, Tex.

### MAX GOLDBERG ADV. AGENCY

611 E & C Bldg., Denver 2, Colorado  
 Phone: CHerry 4-5533  
 ANPA-APA

Owner, Dir.....Max Goldberg  
*Accounts:* Premium Beverage Co., TV Sta. KBTV, Western Novelty Co., all of Denver.

### GOODMAN & ROUSE, INC.

250 S. LaCienega Blvd., Los Angeles, Calif.  
 Phone: OLeander 5-8550

Pres., Treas.....Mort Goodman  
 Vice President.....Art Rouse  
*Accounts:* AB-PT Pictures Corp., Beverly Hills, Calif.; Cinerama, Los Angeles, Calif.; J. Arthur Rank Corp. of America; Republic Station, N. Hollywood, Calif.; Radio Station KMLA-FM; United Artists, Los Angeles; Warner Bros., Burbank, Calif.; Stanley Warner, Los Angeles.

### 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  
 Vice-Chmn. of Bd.....G. Ellsworth Harris  
 Chmn. Exec. Comm...Duncan D. Sutphen, Jr.  
 President, Dir.....Arthur A. Kron  
 Vice-Presidents.....Robert F. Kendall,



## ADVERTISING AGENCIES

Daniel C. Kautherr, Richard H. Hobbs,  
C. G. Rourke, Frank Birdsall, Evelyn Ring-  
rose, William V. Ricglane  
Media Dir. . . . . Robert J. Ricglane  
Secretary . . . . . Chester A. Priest  
Dir. Radio & Television . . . . . Sally Allen  
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 . . . . . Frank Birdsall  
P. O. Box 8676, Fernandez Juncos Station,  
Santuree, P. R.

Phone: San Juan 2-0780

Manager . . . . . Andrew N. Vladimir  
*Radio and TV Accounts:* Lutheran Lay-  
men's League, St. Louis, Mo.; Japan Canned  
Crabmeat Sales Co.; International Tuna Fish  
Assn.; Japan External Trade Recovery Or-  
ganization (Imported Canned Mandarin  
Oranges), all Tokyo.

### GOTTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.  
Phone: MA 6755

ANPA

President . . . . . Henry J. Weil  
Secy., Treas. . . . . Stephen Gotthelf  
V.P., TV Dir. . . . . Peter King  
*Accounts:* Erie Cty. Savings Bank, RCA  
Distrbg. Corp., WBEN Inc. & WBEN-TV, all  
of Buffalo, N. Y.

### GRAND & WADSWORTH, INC.

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

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  
Art Director . . . . . Ken Boehuart  
V.P., Research Dir. . . . . Kay Sheldon  
V.P., Comptroller . . . . . John G. Copeland  
V.P., Media Dir. . . . . Reginald L. Dellow  
Dir. Bus. Analysis . . . . . Glen E. Shears  
Time Supervisor . . . . . Dene Voigt  
Radio & TV Dir. (Chicago) . . . . . Gail Michaels  
Production Mgr. . . . . Harry White  
Chicago Art Dir. . . . . Fleetwood Burt  
V.P. Personnel . . . . . Donald C. Turner

### Branch Offices

711 Third Ave., New York 17, N. Y.  
Phone: OXFord 7-5800

Exec. Comm. Chg. N. Y. Office . . . John Pinto,  
Abbott Kimball  
29th Floor, Guardian Bldg., Detroit 26, Mich.  
Phone: WOODward 3-9400

Exec. V.P. . . . . Lawrence McIntosh  
2003 Davis Bldg., Dallas 2, Tex.

Phone: RIVerside 1-3251

V.P. Chg. Dallas Office . . . . . Joe K. Hughes  
One Nob Hill Circle, San Francisco 5, Calif.  
Phone: SÜtter 1-8424

V.P. Chg. San. Fran. Off. . . . . Alfred Ducato  
120 Sixth Ave. N., Seattle 9, Wash.  
Phone: MAIn 1-3232

V.P. Chg. Seattle Office . . . . . Wm. Burke  
13th St. at Second Ave., S.W., Miami 36, Fla.  
Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper. . . . . John A. Dey  
Taft Bldg., Hollywood 28, Calif.  
Phone: HO 1-9231

V.P. Chg. Hollywood Off. . . . . John M. Cody  
Plans Bld. Chmn. . . . . Robert L. Dellinger

*Accounts:* Airtemp Div. of Chrysler Corp.;  
Warren Petroleum Co.; M. Pier Co.; Ply-  
mouth Div., Chrysler Corp.; Comet Rice  
Co.; Dodge Div., Chrysler Corp.; Douglas  
Laboratories (Coppertone Dri-Gas Div.);  
Excell Labs (New Plant Life); KVP Co.  
(Paper Products); Meyer's Sanitary Dairy  
(Div. Hawthorne-Melody); Miller's Gold  
Seal Dairy; Minneapolis-St. Paul Dodge  
Dealers; Dr. Pepper.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.  
Phone: WALnut 2-4808

ANPA—ABP—ABC—AAAA—APA  
NBP—NOAR

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 Seelev, David B. Arnold, Thelma  
Beresin, Franklin P. Jones, Granville Wor-  
rell, Albert R. Bochroch  
Radio-TV Dept. . . . . Walter M. Erickson  
Production Mgr. . . . . Alex Irvine  
Media Director . . . . . James S. Reifsnnyder  
744 Broad St., Newark, N. J.  
Phone: MARket 3-7315

Manager . . . . . Richard N. Gulick

*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-Ritt (Termite & Pest Control), Phil-  
adelphia.

*TV Accounts:* Fidelity-Philadelphia Trust  
Co. (Banking Services), Philadelphia, Pa.;  
Philadelphia Saving Fund Society (Banking  
Services), Philadelphia, Pa.; American  
Chemical Paint Co. (Plant Foods), Ambler,  
Pa.; The Bell Telephone Co. of Penna. (Ser-  
vices), Philadelphia; Diamond State Tele-  
phone Co. (Services), Delaware; Charles  
Marchand Company (Hair Rinses), N. Y. C.;  
Philadelphia; Lee Tire & Rubber Co.  
(Tires).



## ADVERTISING AGENCIES

### 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  
 Copy Chief.....Dave Dember  
 Prod. Mgr.....Joseph Bogiano  
 Art Director.....Otto Luther  
 Assoc. Art Dirs.....Ed Brodtkin,  
 Lew Clayman, Robert Cohen

*Radio Accounts:* Gimbel's; RKO Theatres; Buena Vista (Walt Disney Film Distr.); A. M. Kidder & Co. (Stockholders); Stanley Warner Corp. (Cinerama); United Artists Corp.; Walter Reade (Odditorium, Theatres & Restaurants).

*TV Accounts:* Efanhee Doll Corp.; Distributors Corp. of America; RKO Theatres; United Artists Corp.

*Estimated Radio Billings:* \$500,000.

*Estimated TV Billings:* \$400,000.

### GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas

Phone: JACKson 6-1071

Partners.....Lloyd Gregory,  
 Chas. J. Giezendanner, Jr.  
 Production Manager.....Dave Lemke  
 Asst. Prod. Mgr.....Lynn Chesnar  
 TV Time Buyer.....JoAnn Geis  
 Publicity Director.....Maureen Marks  
 Publications Director.....Ted Sumerlin

### 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  
 Controller.....Elmer E. Feistel  
 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., TV Prog.....William F. Craig  
 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.

#### Branch Offices

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

Vice-Pres.....Robert D. Wolfe  
 235 Montgomery St., San Francisco 4, Calif.  
 Manager.....L. V. Bernardini

*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.

*Estimated Radio Billings:* \$5,500,000.

*Estimated TV Billings:* \$11,200,000.

### GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.

Phone: TOWer 1-2322

AAAA-ABP-ANPA

Board Chairman.....John F. Davis  
 President.....Charles Farran  
 Chairman.....Kenneth W. Akers  
 V.P.'s.....Robert L. Baumgardner,  
 L. R. Canfield, V. C. Kenney, W. A.  
 Weaver

V.P., Media Res. Dir.....W. A. Weaver  
 V.P., P. R. Dir.....E. C. Powers  
 Secy., Treas.....Louis F. Ruf  
 Chairman.....Kenneth W. Akers  
 Media Director.....H. A. Stadthagen  
 TV, Radio, Films Dir.....Ralph A. Borzi  
 Production Manager.....Frank J. Stastny  
 Mktg., Res. Dir.....H. K. Jones  
 Controller.....Ann Whittlesey  
 Time Buyer.....George L. Young  
 Art Dirs.....Wm. Root, F. Langel,  
 Edw. Hecker, Jose Vasquez

Art Dirs., Collateral Material....J. P. Heck,  
 Glenn Nelson, Wm. Root

*Radio Accounts:* Fisher Bros. Co. (Retail Food Chain), 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. (Tires & Accessories), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio; Hotel Cleveland, Cleveland, O.; Alfred Nickles Bakery, Navarre, O.

*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 & Access.), Akron, Ohio; Alfred Nickles Bakery (Wholesale & Retail), Navarre, O.; Sears, Roebuck & Co., Cleveland Stores) Cleveland, O.; Hotel Cleveland, Cleveland, O.; Industrial Vending Co. (Vending Machines) Cleveland, O.

*Estimated Radio Billings:* \$1,100,000

*Estimated TV Billings:* \$1,100,000.

### CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.

Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross

## ADVERTISING AGENCIES

Vice President.....Peter Finney  
 V.P., Copy Chief.....Spencer Hill  
 Secy., Media Dir.....Elinor Esser  
 Art Directors....Chas. Bowen, Nate Machtey  
 Publicity Director.....Gene Wood

### JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.  
 Phone: CHapel 9-8491

Pres., Treas.....Julian Gross  
 Secy., Space Buyer.....Libby Dunn  
 Art Dir., Prod. Mgr.....Daniel Canter

### GRUBB & PETERSEN ADV. AGENCY

111 N. Market St., Champaign, Ill.  
 Phone: Flectwood 6-3766  
 ABP—APA—NBP

General Manager.....Robert F. Grubb  
 Radio-TV Dir.....Dale Arvidson  
 Accounts: Churchill Mfg. Co., Galesburg, Ill.; Hollywood Brands, Centralia, Ill.; P & H Electronics, Lafayette, Ind.; WCIA (TV) Champaign, Ill.

### ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.  
 Phone: PA 1-1661

President.....Art Gruber  
 Secretary.....E. M. Gruber  
 Time Buyer.....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. Hoffnir, Jr.  
 V.P., Media Dir.....Rod Macdonald  
 V.P., Dir. Copy-TV Depts....Courtney Moon  
 V.P., Creative Dept.....Alex Anderson

#### Branch Offices

105 W. Adams St.  
 Phone: SState 1-0253

Dir. of Marketing.....Richard D. Crisp  
 515 Madison Ave., New York, N. Y.  
 Phone: PLaza 1-3979

Acct. Exec.....Hank Buecello  
 Dir. Network Rel.....Reggie Schuebel  
 1750 N. Vine Capitol Tower,  
 Hollywood 28, Calif.  
 Phone: HO 9-8217

Admin. Head.....Karl Gruner  
 603 Stewart St., Seattle 1, Wash.  
 Phone MAin 4-3711

Account Executive.....Tom Killilea  
 Radio and TV Accounts: Ralston Purina

Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter; Breast-O-Chicken Tuna, Inc., San Diego, Calif.; Heidelberg Brewing Co., Tacoma, Wash.; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Dists. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

Estimated Radio Billings: \$1,500,000.

Estimated TV Billings: \$7,000,000.

### GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston 5, Texas  
 Phone: JACKson 6-2111

President.....Adie Marks  
 V.P., Treas.....Seymour Cohen  
 Production Manager.....Shirley Rouse  
 Copy Chief, Pub. Dir.....Mrs. Bess W. Scott  
 Media Director.....Mrs. Fern Luker  
 Radio-TV Dir., Time

Buyer.....Miss Irma Faerber

### 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  
 Copy Supervisor.....Robert Goldsmith  
 VP in Chg Prod.....Herman Kornblum  
 V.P. in Chg. Art.....Hershel Bramson  
 Vice President.....Graeme Macleod  
 Vice President.....Sumner Wyman  
 Media Dir.....Henry J. Katz

Radio Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bercut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Congh 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.

### JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.  
 Phone: FRanklin 2-0492

Partners: John L. Halpin, Marlon G. Halpin  
 Copy Chief.....S. P. Levine

## ADVERTISING AGENCIES

Production.....D. M. Scalise  
 Art Director.....A. H. Hitchins  
*Radio-TV Accounts:* Cobleskill Agricultural Soc. (County Fair) Cobleskill, N. Y.; Schenectady Savings & Loan Assn.; Mohawk Nat'l. Bank, Schenectady, N. Y.; Sacandaga Summer Theatre (Theatrical Productions) Northville, N. Y.

### 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.; The H-O-N Co., (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: PEennypacker 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.

300 Triangle Bldg., Rochester 4, N. Y.

Phone: LOcust 2-3520

ANPA—ABP—AAAA

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, John M. Giles  
 Production Manager...James V. Mannhardt  
 Comptroller.....A. L. Kearns  
*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. (Harness 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.; Webco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

*Additional Radio-TV Accounts:* Koerner Motors (Ford Dealer), Rochester, N. Y.; Rochester Hockey Club, Rochester, N. Y.; Sears Roebuck (Dept. Store), Rochester, N. Y.; South Carolina Hospital Service (Blue Cross, Blue Shield), Columbia, S. C.; Speedy-Therm Service Corp., 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  
 TV Time Buyer.....Jean Seaman  
 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

Branch Office Mgr.....John Berg

### HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.

Phone: HA 4-2494

APA—NBP

President.....Charles F. Ross  
 Vice President.....Marvin Lockyear  
*Accounts:* Kent Plastics Corp., Evansville, Ind.; Photocraft Color Laboratories, Tell City, Ind.; WFIE-TV & WTVW-TV, Evansville, Ind.

## ADVERTISING AGENCIES

### 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  
V.P., Chmn. Plans Bd.....D. J. Leonard  
Radio-TV Director, V.P.....R. D. Amos  
Asst. Dir.....C. M. Harrison  
Time Buyer.....E. Brown  
Radio Prod.....S. Hannah  
Media Mgr.....B. J. Keelor  
Production Mgr.....C. A. Kellow

#### Branch Office

1510 Drummond St., Montreal, Que.  
Phone: VI 5-0251

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; MacFeeters 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 Groceries, all Toronto.

### HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave. New York 20, N. Y.  
Phone: Circle 7-7660

ABP

President.....Mort Heineman  
Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld

V.P., Media Dir.....Julius Joseph, Jr.  
Radio-TV Time Buyer.....Alice Ross  
Vice Pres.....Joseph Shaw  
TV Dir., Talent Buyer.....Allen Black

#### Branch Office

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

Manager.....Howard Blake  
*Radio Account:* Artistic Cards, Inc. (Greeting Cards) Elmira, N. Y.

*Radio & TV Accounts:* Roosevelt Raceway (Trotting Races), Westbury, L. I., N. Y.; Rad Bleach Inc. (Bleaching & Cleaning Agents), N. Y. C.; Fashion Frocks, Inc. (Women's Dresses) Cincinnati, O.

### HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: MADison 9-3181

AAAA-APA-ABP

President.....Robert P. Heintz  
Radio-TV Dir.....Kenneth Higgins  
*Accounts:* Regal Pale Brewing Co., San Francisco, Calif.; Standard Federal Savings & Loan Assn.; Sterling Electric Motors, Inc.; Westinghouse Appliance Sales, both Los Angeles.

### HERALD ADVERTISING AGENCY, INC.

441 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.; Lynn Handhaga, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

### AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.  
Phone: Broadway 1-2710

ABP-ANPA

President, Chmn., Treas.....Al J. Herr  
Vice-President.....John Rock  
V.P., Radio-TV.....Elton W. Kocian  
Art Director.....Carl M. Ruppert  
Production.....Gene M. Wrobel  
Media, Radio Buyer.....Ruth Walter  
Creative Director.....Allen Ballsieper  
Research Director.....Howard Klatt

*Radio Accounts:* Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); 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; Economics Laboratory, Inc. (Detergent) New York.

*TV Accounts:* Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch.

## ADVERTISING AGENCIES

Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners; Sealtest Dairy & Ice Cream, all Milwaukee.

Estimated Radio Billings: \$200,000.  
Estimated TV Billings: \$275,000.

### HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.  
Phone: MURRAY Hill 7-5600  
ABP—ANPA

President.....Charles V. Skoog, Jr.  
Exec. Vice Pres.....Harry L. Hicks, Jr.  
V.P., Radio-TV Dir...Theodore J. Grunewald  
V.P., Treasurer.....K. A. Hamilton  
Pub. Rel. Dir.....Irving S. Kogan  
Time Buyers...Vincent J. Darajo, M. Reiner  
Prod. Mgr.....Martin Rifkin

*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.; V. La Rosa & Sons, Inc. (Frozen Foods, Spaghetti, Macaroni, Noodle Products), Brooklyn, N. Y.

*TV Accounts:* 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.; V. La Rosa & Sons, Inc. (Noodle Products, Frozen Foods, Spaghetti, Macaroni), Brooklyn, N. Y.

### 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. Cahners  
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 Evyvan, New York City; Vermouth Industries of America, Inc., New York City.

### HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-7515  
ABP—ANPA—APA—AAAA

President.....Paul Provandie  
Treasurer.....Myron L. Eastwood  
Exec. Vice-President.....Langley C. Keyes  
Senior Vice President.....Thomas J. Bowen  
Vice Presidents.....William Van N. Washburn, Edward W. Quinn

V.P., Art Dir.....Donald E. Clark  
Asst. Treasurer.....M. Douglas Adamson  
Prod. Mgrs.....Bertha L. Aldrich,  
A. Stedman Murdy, Jr.

Assoc. Art Dir.....Leo Harrington,  
George F. Wilson

Account Execs.....Paul H. Provandie,  
Myron L. Eastwood, Thomas J. Bowen,  
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Robert B. Ward,  
Rulleff F. Barbour, John P. Hoag, Jr.

*Accounts:* Laboratory for Electronics, Inc.; LaTouraine Coffee Co.; J. B. Malcolm Inc. (Costume Jewelry); Masury-Young Co. (Industrial Flr. Clng., Refinishing Compounds); Mr. Boston Distiller Inc. (Liquor Prod.); Nordblom Co. (Industrial Real Estate); Jno. P. Squire Co. (Swift & Co. Assoc. Plant, N. Eng.); New England Trust Co.; WHDH, WHDH-TV, all of Boston; Boston Woven Hose & Rubber Co. (Industrial Rubber Prod.); Brigham's (Candy, Ice Cream); Carter's Ink Co. (Inks, Adhesives, Carbons, Ribbons); Dorothy Muriel's (Bakery Prod.); Durand's (Pkgd. Candy); G. E. Co., Appl. & TV Rec. Div., N. Eng. Dist. (All GE Major Appliances); all of Cambridge, Mass.; Amer. Biltrite Rubber Co. Inc. (Rubber Heels & Soles) Chelsea, Mass.; Bay St. Macaroni Mfg. Co. ("Viva" Italian Spaghetti Prod.) Lawrence, Mass.; Boston Filter Co. (Air Filters, Comm. Air Cond., Water Coolers) Charlestown, Mass.; Citrus Fruit Juices Inc., Lynn, Mass.; L. B. Evans Son Co. (Men's Slippers, Casual Shoes) Wakefield, Mass.; Foster Grant Co. Inc. (Sunglasses) Leominster, Mass.; Gen. Ice Cream Corp. (Bushway Ice Cream) Somerville, Mass.; Gen. Elec. Co., Small Aircraft Eng. Dept. (Engineer Recruitment) Lynn, Mass.; J. W. Greer Co. (Hvy. Eqpt. for Bakery, Candy, Food Fields) Wilmington, Mass.; Hendrie's Ice Cream, Milton, Mass.; IGA Foodliners, Burlington & Malden, Mass.; Ludlow Papers Inc., Fine Papers Div. (Fine Papers, Tapes, Coarse Papers) Brookfield, Mass.; Nissen Bkg. Corp. (Old Home Bread) Lynn, Mass.; Pyrotex Co. Inc. (Plasti Lacings), Leominster, Mass.; Sprague & Carleton, Inc. (Solid Rock Maple Furniture) Keene, N. H.; Std. Duplicating Machines, Inc., Everett, Mass.; Swift & Co. Assoc. N. Eng. Plants; H. L. Handy Co., Springfield, Mass. & Speery Barnes Co., New Haven, Conn.; Table Talk Pastry Co. (Table Talk Pies) Worcester, Mass.; Dr. J. F. True (Elixir) Lynn, Mass.; Merrimac Valley Nat'l Bank, Lawrence-Haverhill, Mass.; New Bedford, Wood's Hole, Martha's Vineyard & Nantucket Steamship Authority (Ferry & Passenger Steamer Service).



# ADVERTISING AGENCIES

## HONIG-COOPER, HARRINGTON & MINER

1275 Columbus Ave., San Francisco 11, Calif.  
Phone: OR 3-4469

AAAA-ABC-ABP-ANPA

President ..... Louis Honig  
Bd. Chmn. .... Eugene I. Harrington  
First V.P. .... Fred Glauser  
Secy-Treas. .... John W. Davis  
V.P.'s ..... Eric Bellingall,  
Alfred E. Smith  
Time Buyer ..... C. McCreary  
Radio-TV Prod. Dir. .... Charles Larrance  
Sec.-Treas. .... John W. Davis

### Branch Offices

Tower Bldg., Seattle 1, Wash.  
Phone: MA 2-1800

V.P. .... W. E. Kraft  
304 S. Kingsley Drive, Los Angeles 5, Calif.  
Phone: DUnkirk 8-3301

Exec. V.P., Mgr. .... Sherman R. Slade  
Time Buyers ..... Sylvia Goodfriend,  
Jane Kirkpatrick

**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); Avonet 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. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

*Estimated Radio Billings:* \$1,000,000.

*Estimated TV Billings:* \$4,000,000.

## HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.  
Phone: VOlunteer 3-4524

ABP-ANPA

President ..... Joseph J. Horan  
Exec. V.P. .... Robert O. Scott  
Vice-President ..... Jimm Daugherty  
Creative Art Director ..... Bob G. Watkins  
Media Director ..... Mary E. Johnson  
Radio-TV Dir. .... Barbara Block  
Copy Chief ..... C. R. Sides  
Executive Art Director ..... J. W. Duke  
Production Manager ..... Tom Thompson  
**Radio-TV Accounts:** Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.

**Radio Account:** Vi-Jon Laboratories, Inc.

(Antiseptic Mouth Wash, Gargle, Hand Lotion) St. Louis, Mo.

**TV Account:** Velvet Freeze, Inc. (Ice Cream) St. Louis.

## HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.  
Phone: DIAMond 2-3411

ABP-ANPA-APA-SNPA-AFA

President ..... C. B. Houck  
Vice President ..... William B. Houck  
Secretary ..... Kathryn H. Ferguson  
Vice President ..... William F. Downs  
Art Director, V.P. .... Edwin R. Deady  
Production Mgr. .... W. Leon Mitchell  
Research Media ..... Jeannette G. Thorne  
Radio-TV Director ..... Joseph D. Mastin  
**Radio & TV Accounts:** Beamer Motors; High's Ice Cream; Hodges Lumber Co.; Lindsey-Robinson Co., Inc.; Mountain Trust Bank, all of Roanoke; Elk Refining Co. & Kanawha Valley Bank, Charleston, W. Va.; Crowgey Sausage Co., Kellysville, W. Va.

**Radio Account:** First Nat'l. Bank of Martinsville & Henry City, Martinsville, Va.

**TV Accounts:** Adams Constr. Co.; Appalachian Pwr. Co.; Davidson's Clothiers; Fuel Oil & Eqpt. Co.; Hospital Service Assn. of Roanoke; 7-Up Bottling Co., all of Roanoke, 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. Mehdsen ..... Patrick Gorman  
V.P. Dir., Art ..... Stanley Freeman  
V.P., Creative Dir. .... Max Sapan  
V.P. Dir. Research ..... Frederick L. Ryner  
V.P., Dir. Media ..... John Ennis  
Assoc. Dir. Media ..... Robert Boulware  
Mgr. Media Dept. .... Richard Stevens  
V.P. Dir. Radio-TV ..... Wm. B. Templeton  
Mgr., Radio-TV ..... Roy Passman  
Ex. Prod., Film Com'l. .... C. Kulesza

**Radio Accounts:** Laboratories, Inc. (Dristan Tablets); Wkly. Publications, Inc. (Newsweek); Heublein, Inc. (Andersen Soups & Sizz-L-Spray Barbecue Sauce).

**TV Accounts:** Nestle Co. (Nescafe Instant Coffee); Heublein (Maypo Cereal, Maltex Cereal, A-1 Sauce, Andersen Sizz-L-Spray Barbecue Sauce & Andersen Soups); Whitehall Laboratories, Inc. (Dristan Tablets & Nasal Mist, SMOOTHOL Antacid Wafers).

*Estimated Radio Billings:* \$700,000.

*Estimated TV Billings:* \$10,000,000.

## 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, V.P. .... James R. Roberts

## ADVERTISING AGENCIES

Treasurer.....F. J. Becker  
 V.P., Dir. Radio-TV.....W. P. Smith  
 V.P., Research.....Peter H. Nicholas  
 V.P., Media Rel.....C. B. Donovan  
 V.P., Prod. Mgr.....N. S. Lampert  
 Radio-TV Time Buyer.....D. H. Humm

*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.; Blueberry 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.

### HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida  
 Phone: FRanklin 9-8453  
 ANPA

President.....David Hume  
 V.P.'s.....Wm. Mickelberry, Bob Smith  
 Acct. Execs.....Jack Caesar, Geo. Smith  
 Radio-TV Director.....George Smith  
*Radio Accounts:* Carol City (Housing Devel.); Seaquarium (Tourist Attr.); Hector Supply Co. (Lawn & Garden Supplies) all of Miami, Fla.; Hialeah Race Course (Thoroughbred Racing) Hialeah, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.; Fla. Avocado & Limes, Homestead, Fla.

*TV Accounts:* Carol City (Housing Devel.) Miami, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.

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

370 Lexington Ave., New York 17, N. Y.  
 Phone: LEXington 2-3020  
 AAAA—ABP—ANPA

President.....Deane Uptegrove  
 V.P., Media Dir., Secy...Harry M. Billerbeck  
 V.P., Radio-TV Dir.....Ransom P. Dunnell  
 V.P. ....Emmett Faison  
 V.P.'s.....Harold O. Nadler,  
 A. W. Sage

Prod. Mgr.....John B. Snyder

*Branch Office*

1235 Statler Bldg., Boston 16, Mass.

Phone: LIBerty 2-6100

Chairman.....R. S. Humphrey  
 Media, Research Dir.....E. Gerald Grey  
*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.

### HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.  
 Phone: REgent 6-5429

AAAA—APA—ANPA—SNPA

Pres., Treas.....Warren A. Humphrey  
 V.P.'s.....Mitchell L. Williamson,  
 Ellis G. Gibson

Secretary.....E. A. Hartman  
 Production Manager.....Alyce Robnett  
 Radio-TV Director.....H. C. Childs  
 Public Rel. Dir.....Ray Scales  
 Art Director.....Don Loewen

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

Phone: HAmilton 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  
 Prod. Mgrs.....M. J. Leary, D. A. Meritt

*Branch Office*

33-35 Hayden St., Toronto, Ont., Canada

Phone: WALnut 4-3753

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.

# ADVERTISING AGENCIES

## JASTER & ASSOCIATES

637 Broad St., Beloit, Wis.  
Phone: FMerson 2-8822  
APA—ABP

Sole Owner.....Jack Jaster  
*Accounts:* Electrol Specialties, South Beloit, Ill.; United Industries, Chicago; WCLO Radio, Jamesville, Wis.; WGEZ Radio, Beloit, Wis.; WREX-TV, Rockford, Ill.

## JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.  
Phone: BARclay 7-3337  
APA—ANPA

President.....F. B. Johnston  
Secy.....Wesley Edson  
Art Dir., Prod. Mgr.....John Inglehart  
Acct. Execs.....Morton S. Krieger,  
John Caruso, Harry Carter

## JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.  
Phone: JE 1-2365  
ANPA—NBP

President.....M. Frank Jones  
V.P., Treas.....R. C. Hanger  
*Accounts:* Postal Life & Casualty Insurance Co., Kansas City, Mo.; Pure Milk Producers Assn.; Quality Laboratories; WDAF Radio & TV, Kansas City, Mo.

## RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.  
Phone: GARfield 1-2309  
AAAA—NOAB—APA—PPA—NBP  
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.  
Exec. Vice-Pres.....Stanley A. Willer  
Vice-President.....James M. Nelson  
V.P., Adm. Printed Adv.....John Healy  
V.P., Art.....Robert T. Hayes  
Space Buyer.....Maurice Oshry  
Prod. Mgr.....A. J. Lemperly  
Radio-TV Director.....Ann Smith  
Radio, TV Time Buyers.....Betty Derie,  
Eula Reggin

### Branch Office

40 East 49th St., New York 17, N. Y.  
Phone: MURray Hill 3-5144

Mgr.....H. S. Lenz

## JURNEY, ROSS & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah  
Phone: EM 3-6758  
APA

Partner, Gen. Mgr.....Miss Ross Journey  
Partner, Sr. Acct. Ex.....A. H. Carrigues  
TV Dir., Acct. Ex.....Wm. J. Brennan  
*Accounts:* Blue Cross-Blue Shield, KLUW Radio, KSL-TV, Stokermatic, Westinghouse, all of Salt Lake City.

## KAL, EHRLICH & MERRICK ADVERTISING, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.  
Phone: FEDERAL 7-5500  
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

## KAMENY ASSOCIATES

2 West 45th St., New York 36, N. Y.  
Phone: OXFord 7-4840  
APA—ANPA—ABP

Partner, Creative Dir.....Seymour Kameny  
Partner, Acct. Supvr.....Nat Kameny  
Merchandising Dir.....Ray Solomon  
Mktg., Sales Div. Dir.....George Carroll  
Sales Prom. Dir.....Russell Fradkin  
Research, Media Dir.....Ruth Rose  
Radio-TV Director.....Vernon Delston  
Public Relations Dir.....Marvin Frank  
Copy Chief.....Fred Newman  
Art Director.....Alan Peers  
Production Manager.....Bernard Fabian  
Asst. Prod. Mgr.....William Egan

## KAMIN ADVERTISING AGCY.

605 McCowen, Houston 6, Texas  
Phone: JACKson 6-1181  
ANPA

President.....Lester Kamin  
V.P., Radio-TV Time Buyer.....B. L. Blumberg  
Art, Prod. Dir.....Bill Sims  
Copy Chief, Talent Buyer.....Diana Muth  
Film Director.....Billy Lazarus

## LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4120  
ANPA—ABP

Chairman.....Robert H. Schaffer  
President.....Lawrence Kane  
V.P., Mdsq. Dir.....Eugene J. Cohn  
V.P., Copy Dir.....Marvin D. Richwald  
Art Director.....Murray Stein  
Media Director.....Rowena Pearl  
Pub. Rel. Dir.....Herbert Kaufman

## KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 1-1400  
ABP—ANPA

Chairman.....H. Kastor Kahn  
Vice Chairman.....C. E. J. Clifford  
Chmn. Exec. Comm.....W. S. Chesley  
President.....Peter Hilton  
Chmn. Plans Bd.....J. William Atherton  
Exec. Vice Pres.....L. G. Whitebrook  
V.P., Media Dir.....Jack B. Peters  
Radio, TV Dir.....J. P. Atherton  
Radio-TV Time Buyer.....Beryl Seidenberg  
*Radio Accounts:* American Molasses Co. (Grandma's Molasses) N.Y.C.; H. C. Brill Co. (Specialty Food Prods.) Newark, N. J.; Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Products, Inc. (Colomaid) N.Y.C.; Drug Research Corp. (Regimen, Sustamin, Insta-Pep, Jandrex) N.Y.C.; Humphreys Medicine Co. (Humphreys #11) N.Y.C.; N.Y. St. Civil Defense Comm., N.Y.C.; Potter Drug & Chem Corp. (Cuticura) Malden, Mass.; F. Ad. Richter & Co. (Pain Expeller, 3XB) Staten Island,

## ADVERTISING AGENCIES

N. Y.; Stop & Save Trading Stamp Corp. (Triple-S Blue Stamps) S. Hackensack, N. J.; Ar. Winarick Inc. & Subsidiaries (Jeris Hair Preps.) N.Y.C.

*TV Accounts:* Brownell & Field Co. (Automat Tea & Coffee) Providence, R. I.; Carter Prods. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen) N.Y.C.; A. S. Harrison Corp (Preen Flr. Waxes) So. Norwalk, Conn.; Potter Drug & Chem. Corp. (Cuticura Prods.) Malden, Mass.; Smith Bros. (Smokers Drops) Poughkeepsie, N. Y.; Ar. Winarick (Jeris Hair Preps.) N.Y.C.

*Estimated Billings:* \$18,000,000.

### 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 Presidents.....John T. Urice,  
Dean Snow, W. O. Yocum

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.; Campau Corp. (Bantrol).

### 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.....Bernard Burt  
Research Mgr.....Rose Kibrick Katz  
Radio-TV Dir.....Leonard B. Stevens  
Acct. Execs.....B. J. Katz, P. L. Winson,  
S. Strassler

### JOSEPH KATZ COMPANY

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

Phone: MURray Hill 7-0250

AAAA—ANPA—ABP

Exec. Vice Pres.....Harry Kullen  
Sr. Vice President.....H. W. Bennett, Jr.  
V. P., Mktg.....C. W. Shugert  
Radio-TV Director.....Edward Kogan  
Asst. Radio-TV Director.....Alice Polver  
Vice President.....William V. Linn  
Media Director.....C. A. Brocker

#### *Branch Offices*

10 W. Chase St., Baltimore 1, Md.

Phone: LEXington 9-1500

V.P., Gen. Mgr.....Stanley E. Blumberg  
Media Dir.....Jean Mitchell  
Comptroller.....Lawrence M. Sims  
Time & Space Buyer.....Geraldine Rutkowski  
Radio-TV Dir.....James Miller  
Production Mgr.....M. Milstein  
Art Dir.....G. Fondersmith

Lee Circle Bldg., New Orleans, La.

Phone: EXpress 2274

Manager.....Hal Yockey

*Radio-TV Accounts:* Amer. Oil Co. (Amoco Gas.); Parry Laboratories (Myo-Mist Oral Spray) both N. Y. C.; Publix Parking Systems; Weiss Motor Co. (Fords); Sherwood Feed Mills Inc. (Sherwood Dog Food); First Nat'l. Bank, all of Balto., Md.

*Radio Account:* S. & N. Katz, Inc. (Jewelers) Balto., Md.

### 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 Dir.....Jeffrey A. Abel  
Art Dir.....Frank C. Huseman  
Prod. Mgr.....Bernard C. Schramm  
Copy Chief.....T.D. Mandelstam  
Public Rel. Dir.....Robert R. Denny

### KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: PA 1-1310

Chmn. of Board, Treas.....P. R. Hume  
President.....J. T. Nolan, Jr.  
Secretary.....H. J. Darby  
Radio Time Buyer.....A. A. Radkey  
Prod. Mgr.....John Helmsderfer

### 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  
Production Mgr.....Phyllis Pion

### KELLER-CRESCENT CO.

22-26 Riverside Ave., Evansville 8, Ind.

Phone: HARRison 5-5146

ABP—APA

President.....Ervin Weil  
Radio-TV Dir.....G. L. Freeman  
*Accounts:* Mid-West Savings & Loan Assn., Peoples Savings Bank, Radio Station WGBF, United Enterprises, all of Evansville, Ind.

### DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio

Phone: BALDwin 3-6216

AAAA—ABP—ANPA

President.....Don H. Kemper  
Vice President.....James D. Parker  
Media Director.....Cindy Hamberg  
Creative Director.....Betty McGonigle  
Art Director.....John H. Bach  
Production Manager.....Carl Deibel  
Marketing Director.....Howard Korman  
Research Director.....Mary Alice Whittington

#### *Branch Offices*

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

Phone: SUPERior 7-6746

Board Chairman.....Clyde M. Joice  
President.....Don H. Kemper  
Vice President.....Robert A. Hilton  
Media Director.....Kathrine Faleide

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

Phone: LACKawanna 4-7730

# ADVERTISING AGENCIES

President.....Don H. Kemper  
Media, Radio-TV Dir.....Adna Karns  
*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., Wilkes-Barre, Pa.; Spring Hill Nurseries (Nursery Prod.), Tipp City, O.; Vaughan's Seed Co., Chi. & N. Y. C.

*TV Accounts:* Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Vaughan's Seed Co., Chi. & N.Y.C.; Spring Hill Nurseries, Tipp City, O.

## KENNEDY-HANNAFORD, INC.

1322 Webster St., Oakland 12, Calif.

Phone: TEmplebar 6-2582

ABP

President.....Helen A. Kennedy  
V.P.....Peter D. Hannaford  
Director.....Mary H. Falls  
*Radio Accounts:* First Savings & Loan Association; Prudential Realty & Finance Co. (Income Property); Golden West Savings & Loan Assn.; Griffin Crafts Supplies (Crafts & Hobbies), all Oakland, Calif.; Chamber of Commerce (Community Development) Berkeley, Calif.; Wallpapers, Inc., Seattle, Wash.

*TV Account:* Golden West Savings & Loan, Oakland, Cal.

## KENYON & ECKHARDT, INC.

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

Phone: YUkon 6-9000

AAAA-ABP-ANPA-PPA-ABC

NOAB-APA

President.....William B. Lewis  
Chrmn. of Bd.....Edwin Cox  
Exec. V.P.....David C. Stewart  
Sr. V.P. Acct. Mgt.....Don Miller  
Sr. V.P. Acc. Mgt.....Anderson Hewitt  
Sr. V.P. Creative Services...Barrett Brady  
Vice Presidents.....Garth Montgomery,  
E. W. Newsom, 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 Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Gerald Link, Lester Swenson, Robert Young, Alvin N. Sarasohn, Don O'Leary, J. Clarke Mattimore, W. Denning Harvey, James A. Dearborn, Bud Sherak, F. J. Hennessy, Alfred Tennyson, Howard Wilson, Philip Kenney, Robert Pasch, A. Combrinck-Graham, John Keeshan, William Martin, Louis Nicholaus, Richard O'Reilly, Jack Petterson, C. Stuart Siebert, E. B. Feree, Richard McS. Kelly, Elsworth L. Timberman, Andrew J. Shepard.

Financial V.P., Dir. Corp.

Serv.....F. J. Hennessy

V.P., Art Dir.....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  
V.P., Chg. Comm. Prod....John W. Murphy

### Branch Offices

645 Griswold St., Detroit 26, Mich.

Phone: WOODward 5-0300

Mgr., Vice Pres.....G. T. C. Fry  
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

President.....W. B. Lewis  
550 Sherbrooke W., Mont., Que.  
Phone: VICTor 2-2534

Vice-Pres.....George B. Macgillivray  
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. Avedon  
Washington Bldg., 15th & N. Y. Ave.,  
Washington 5, D. C.

Phone: STerling 3-1191

Equitable Bldg., Hollywood 28, Calif.

Phone: HO 3-2101

V.P., Mgr.....Bruce L. Altman  
795 Peachtree St. N. E., Atlanta 3, Ga.  
Phone: TRinity 5-7761

334 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.....John L. Balwin

*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.

*Estimated Radio Billings:* \$7,300,000

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

## 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 Krauss  
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.; Quicke Products, Inc. (Hand Cleaner) Yonkers, N.Y.



**KETCHUM, MacLEOD & GROVE, INC.**

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

President .....George Ketchum  
Exec. V.P., Administration...W. S. Redpath  
V.P., Chmn. Oper. Comm.....Emil Hofsoos  
V.P., P. R. Dir.....Howard B. Anderson  
V.P.'s.....Robert C. Alberts,  
Robert M. Brown

Vice Pres., Secy.....William R. Parker  
V.P., Creative Dir.....W. E. Pensyl  
Treasurer.....B. B. Jones  
Exec. V.P., Service.....E. T. Parrack  
V.P., Radio & TV Dir...Edgar J. Donaldson  
Feature Film Buyer.....Donald L. Fox  
Radio-TV Acct. Asst.....Kim B. Rutzoll  
Radio-TV Time Buyer....F. C. McCormack

**Branch Offices**

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

Phone: MUrray Hill 7-5640

V.P., Mgr.....Marshall Clark  
1000 Conn. Ave. N.W., Washington, D. C.  
Phone: STerling 3-6554

Manager.....J. William McIlhenny  
**Radio Accounts:** Braum Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc. (Water Conditioner); Fidelity Trust Co., Pittsburgh; Pittsburgh Provision & Packing Co. (Meat Products); Pittsburgh Brewing Co. (Beer); Ohio Fuel Gas Co. (Gas & Appliances); Reymer's (Candy, Soft Drink); Air Transport Assn. (Travel, Shipping).

**Television Accounts:** Aluminum Co. of America, Braum 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.; Peoples Natural Gas Co. (Gas & Appliances); Rieck Dairy Co. (Milk, Milk Prod.); Pittsburgh Provision & Packing Co. (Meat Prod.) all of Pittsburgh; Pittsburgh Brewing Co. (Beer); Pittsburgh Plate Glass Co. (Corporate); Reymer's (Candy, Soft Drink).

**ADAMS & KEYES**

3 E. 54th St., New York, N. Y.  
Phone: PLaza 1-5630

AAAA-ABP-ANPA-ABC

President.....Stanley J. Keyes, Jr.  
Vice-Pres.-Art Director...Alfred A. Anthony  
Treas. ....Charles W. Schiess

Acct. Executives...Marshall Murphy, Sydney Huntley, John Lawton, Daniel G. Mac-Millan

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.

**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.....Howard A. Jones  
Exec. Vice Pres....Harry B. Goldsmith, Jr.  
Sr. Vice President.....Lee J. Marshall  
V.P., Mktg. & Mdsg.....Fred Willson  
V.P., Radio-TV.....Russell B. Young  
V.P., Research, Media

Dir.....Dr. Jaye S. Niefeld  
V.P., Art (N. Y.).....Charles Chappell  
V.P.'s.....Wm. L. Lavicka,  
Geo. E. Filipetti, Pierre F. Marshall, Dale G. Mehrhoff

Comptroller.....Richard R. Davis  
Time Buyers...Merle Myers, Virginia Russett

**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  
1680 Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 9-3974

Manager .....Talcott Jones  
**Radio Accounts:** Fondrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabason), Fort Wayne, Ind.; Bond Clothes, New York; Florist's Tel. Delivery Assn., Inc. & Interflora, Inc., Detroit; Congoleum-Nairn Inc., Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

**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; Francis Pope & Sons, Chicago; Florists' Tel. Delivery Assn., & Interflora, Detroit; Congoleum-Nairn, Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

## ADVERTISING AGENCIES

*Estimated Radio Billings:* \$600,000.  
*Estimated TV Billings:* \$7,200,000.

### LEW KING, VEHON & WOLF

1426 North 1st St., Phoenix, Arizona  
Phone: ALpine 4-5548

President.....Lew King  
V.P., Treas.....S. E. Vehon  
Radio-TV Dir., Copy Ch.....Jack Beverage  
Time Buyer, Acct. Exec.....James Silvius  
*Radio Accounts:* Paul McCoy's Despatch  
(Laundry & Dry Cng.); Piggly-Wiggly  
Supermkt.; Dooley's Bldg. Materials (Block  
Wall, Redwood Fences) all of Phoenix,  
Ariz.; Stauffer Home Plan; Clover Club  
Foods; both Statewide.

*TV Accounts:* Shamrock Dairy; Lucky  
Boy Foods Co. (Restaurants); Trimmer Bever-  
erages; Piggly-Wiggly Supermkt.; all of  
Phoenix, Ariz.; Rimrock Development Corp.  
(Lake Montezuma Delv.); Stauffer Home  
Plan; Atomic Industries (Toys); all State-  
wide; Woudeberg Pontiac, Phoenix & Mesa,  
Ariz.

### KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 9, Ohio  
Phone: WALnut 3191  
AAAA-ABP

Pres., Creative Dir.....Ralf C. Kircher  
Senior V.P.....James M. Hadley  
V.P.'s.....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

*Radio Accounts:* Gem City Savings Assn.,  
The Rike-Kumler Co. (Department Store),  
Lowe Brothers Paint Store, Good House-  
keeping Shop, all Dayton, Ohio; F. N. John-  
son Co. (Food Dist.), Biltmore Hotel, Lowe  
Bros. Co. (Paints), Gem City Ice Cream.

*TV Accounts:* Gem City Savings Assn.,  
The Rike-Kumler Co., Good Housekeeping  
Shop, Gem City Ice Cream Co., WHIO-TV,  
Biltmore Hotel, F. N. Johnson Co., all Day-  
ton, 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  
Production Manager.....T. J. Majors  
Copy Chief.....Janet Foster  
*Accounts:* Radio Station WSB, Atlanta, Ga.

### PHILIP KLEIN ADV., INC.

Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.  
Phone: RI 6-7070

ANPA-ABP

Chairman.....Philip Klein

President.....Morton A. Koshland  
Sec'y, Treas.....Herbert Ringold  
TV Time Buyer.....Paul Philips  
Art Director.....Burton I. Greenspan  
Copy Chief.....Milton Feldman  
Media Director.....Barbara N. Moore  
Publicity Director.....Henry Klein  
Acct. Executives.....Herbert Ringold,  
Harold Gilbert.

*Radio-TV Accounts:* Buten's Paint Stores;  
Lit Bros. (Dept. Store); Snellenburgs (Dept.  
Store) all Phila., Pa.; Wilbert's Wax Co.  
(Waxes); Fresh Pine (Household Cleaner)  
both N. Y. C.; Wearever Pen Co. (Pens, Pen-  
cils) N. Bergen, N. J.; Esther Williams Swim-  
ming Pools, Ephrata, Pa.

*Radio Accounts:* Admiral Travel Service;  
Frankford Groc. Co.; Geo. Gerson Chrysler-  
Plymouth; Industrial Trust Co. (Bank);  
Quaker Moving, Storage Co.; Yellow Trading  
Stamp Co.; The Music Fairs (Theatres-in-  
the-Round); Drain-Flo (Plumbing Aid);  
Neo-Ped (Foot Aid) all of Phila., Pa.; Twin-  
Kiss, Inc. (Refreshment Drive-Ins) Ephrata,  
Pa.

*Television Account:* Sun Ray Drug Co.  
(Drug Chain) Phila., Pa.

### WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.  
Phone: FR 7-1646

ABP-ANPA-APA-SNPA

Pres., Treas.....Walter J. Klein  
Radio-TV Dir.....Alan Burke  
Prom. Dir.....Charles L. Moss  
Creative Dir.....Tad Shell  
Prod. Mgr.....Francis Jetton  
Media Dir.....Bobbie Roberts  
Photography Dir.....W. Lineberger  
Acct. Execs....Charles L. Moss, Guy Zwahlen,  
Alan Burke, Roy Thomas, Dave Anderson  
*Branch Offices*

17 E. 45th St., New York 17, N. Y.

Phone: MUrray Hill 2-8877

Mgr.....Charles J. Basch III  
602 W. Morgan St., Raleigh, N. C.

Phone: TEmple 4-2379

Manager.....A. M. Hughey

### 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  
Prod. Mgr.....Herb Harfenist

### 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 Connolly  
V. P., Creative Dir....Raymond Armbruster  
Vice Pres.....A. Harvey Brown

## ADVERTISING AGENCIES

Secretary-Treasurer ..... Edgar Kluge  
 Admin. V.P. .... Edward A. Cavanagh  
 Prod. Mgr. .... Glenn A. Adair  
 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.  
 V.P., Exec. Art Dir. .... Robert W. Bode  
 V.P.'s, Copy Chiefs. .... Donald S. Gibbs,  
 Robert M. Haig  
 Vice Presidents. .... William A. McDonough,  
 James F. Black, Andrew Diddell, Roger S.  
 Harrison  
 Secy., Asst. Treas. .... Carl Phares, Jr.  
 Radio-TV Dir. .... Stuart Ludlum  
 Production Mgr. .... William J. Diehl  
 Media Dir. .... Hugh Johnson  
 Mktg., Research Dir. .... Gerald Pickman

#### Branch Offices

New Center Bldg., Detroit, Mich.  
 Phone: Trinity 5-5315

Exec. Rep. .... John H. Sheldon  
 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 Upholster-  
 ing Co.; Schenuit Tire Co.; Southern Gal-  
 vanizing Co.; Tru-Fit Clothes; Washington  
 Lumber Co.

### KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-7940  
 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  
 Vice Pres. .... S. S. Korshak  
 Copy Chief. .... Martin Maller  
 Art Directors. .... Forest Lightle, Jane Smith  
 Radio Accounts: American Community  
 Bldrs. (Home Builders) Park Forest, Ill.;  
 Kimhall 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 (Auto-  
 matic Ironer Distributor).

### LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.  
 Phone: JACKson 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  
 Dir. Creative Work ..... Jane Zussman  
 Acct. Executives ..... David Davidson,  
 Mrs. L. Cunningham, 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 8-6464  
 ANPA

President ..... Frank W. Mace  
 V.P., Gen. Mgr. .... J. L. Johnston, Jr.  
 V.P.'s, Account Supvrs. Merrell E. Boyce,  
 G. Douglas Morris, John A. Waite  
 V.P.'s ..... Gerald Blake II, Richard S.  
 Bridgman, Frank Gangemi, C. Douglas  
 Morris, Roy F. Segur, John A. Waite  
 Treasurer ..... A. J. Mahoney  
 V.P., Marketing Dir. .... J. J. Flood  
 Copy Chiefs, V.P.'s... Richard S. Bridgman,  
 John F. McKay

Art Dirs. .... Park Berrv, A. C. Derrick,  
 E. Engler, W. R. Peters, Richard Johnson  
 V.P. Chg. Radio-TV ..... John Bates  
 Media Director ..... William B. Hinman  
 Supvr., Traffic Prod. .... Fdmund A. Zito  
 Radio-TV Accounts: Phillips Petroleum  
 Co. (Phillips 66 Gasoline, Motor Oil) Bartles-  
 ville, Okla.; Richard Hudnut (Hair Prod-  
 ucts) N. Y. C.; Family Products Div.,  
 Warner-Lambert Phar. Co. (Listerine Anti-  
 septic) Morris Plains, N. J.

### LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.  
 Phone: JUdson 6-0588

Owner ..... Erberto Landi  
 Media Dir. .... Rose Peters Gatto  
 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. (Ciclopi  
 Wine) Bronx, N. Y.; Corona Products (Cof-  
 fee) South Ozone Park, N. Y.; Tolibia

# ADVERTISING AGENCIES

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., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

## LANDO ADVERTISING AGENCY, INC.

197 Carlton House, Pittsburgh 19, Pa.  
Phone: ATLantic 1-5887  
NBP—ANPA

President.....Robert N. Lando  
Sr. V.P.....Joseph C. Gusky  
Radio Time Buyer.....H. L. Rotheild  
*Accounts:* Sealy Mattress Co., Tri-State Area; Radio Station WCAE & TV Station WTAE, both Pittsburgh.

## 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: PProspect 1-0300  
ABP—ANPA

President.....H. Jack Lang  
V.P.—Treasurer.....Fred P. Stashower  
Vice-Pres. & Sec.....Alvin B. Fisher  
Vice President.....Martin J. Cohn  
Prod. Mgr.....George H. DeWitt  
Prod. Mgr., Radio-TV.....Edward T. Noll  
Chief Time Buyer.....Garry C. McKelvey  
Dir. Client Develop.....David Baylor

*Radio Accounts:* Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio; 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.

575 Lexington Ave., New York 22, 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 Art.....D. M. Marshman  
V.P. Copy.....Crane Haussamen  
V.P. Art.....Folke Lidbeck  
V.P. Radio-TV.....Tom Lewis  
Vice President.....John Goodwillie  
Sery. Media Dir.....C. R. LaRoche  
Mgr. TV Produ.....Jay Bottomley  
Mgr. Timebuying.....Humholdt Greig  
Prod. Mgr.....John Albanese  
Time Buyer.....Charles Eaton

### 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. (Necco 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 Shavers), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

*Estimated Radio Billings:* \$300,000.  
*Estimated TV Billings:* \$5,000,000.

## LAVIDGE & DAVIS, INC.

401 Fidelity-Bankers Trust Bldg.,  
Knoxville, Tenn.  
Phone: 5-0418

ANPA—NBP—SNPA

Partner, Acct. Supvr.....Arthur W. Lavidge  
Radio-TV Dir.....Charles B. Davis  
*Accounts:* Fidelity-Bankers Trust Co., Home Fed. Savings & Loan Assn., WBJR-TV, all of Knoxville, Tenn.

## LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio  
Phone: TOWer 1-2065

Pres., Treas.....Edward P. Leech  
Vice Pres., Prod. Mgr.....deJanc Dreher  
Account Exec.....Harold N. May

## AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.  
Phone: LOeust 8-5600  
ANPA—APA—NOAB

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchheim  
Space Buyer.....E. V. Righter  
V.P.'s.....Paul Brown,  
Hugh Genske, James C. Gibson  
Media Dir.....G. C. DeField  
Prod. Mgr.....J. H. Hennessy

### Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 9-7470

President.....Al Paul Lefton  
Vice-Pres. & Mgr.....R. J. Hertz  
*Radio Accounts:* Phila. Electric Co. (Light

## ADVERTISING AGENCIES

& 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  
**V.P., Secy.-Treas.**.....John D. Speirs  
**Sr. V.P., Creative Contact**...Guild Copeland  
**Sr. V.P.'s & Mgmt. Acct. Supvrs.**...C. L. Smith,  
 Walter M. Swertfager, Thos. H. Lane, Jackson  
 Taylor, Gordon Cates, Henry W. Lowe,  
 John Schneider, Phillip P. Hoffman, David  
 N. Laux, L. E. Miller, Wm. F. Mueller,  
 Wm. Dasheff, Elkin Kaufman, Jack Tar-  
 cher, Wm. Ziegfeld.

**V.P.'s, Mgmt. Acct. Supvrs.**...Frank Cambria,  
 Edw. C. Simons, Parmelee Lyman, Fred  
 Keith.

**Sr. V.P., Creative Coord.**...Richard Mancini  
**Sr. V.P., Radio-TV Dir.**...Nicholas E. Keesely  
**V.P., Media Dir.**.....Anthony DePierro  
**Sr. V.P., Mdse. Dir.**.....Clifford W. Davis  
**Sr. V.P., Mgr. Prod. Dept.**...Michael J. Madar  
**Sr. V.P., Dir. of**

**Research**.....Christopher A. Sante  
**V.P., Radio-TV Business**  
**Mgr.**.....Francis C. Barton

#### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.  
**V.P., Mgmt. Acct. Supvr.**...Fred R. Keith  
**Vice President**.....Elizabeth M. Williams  
 248 Battery St., San Francisco, Calif.

**Sr. V.P., Mgr. W. Coast**  
**Oper.**.....Marshall J. Weigel  
**Vice President**.....Robert G. Williams

**Radio Accounts:** American Airlines, Inc.;  
 Gunther Brewing Co., Baltimore; P. Loril-  
 lard Co., Inc., New York; McCormick & Co.,  
 Inc.; Baltimore; Stokely-Van Camp, Inc.,  
 Indianapolis, Circle Line; Eastco; Para-  
 mount Picture Corp.; Reynolds Metals Co.;  
 United Air Craft Corp.

**TV Accounts:** American Gas Assn., Inc.,  
 New York; Armstrong Rubber Co., West  
 Haven, Conn.; Colgate-Palmolive Co., all  
 New York; Gunther Brewing Co., Baltimore;  
 P. Lorillard Co., Inc., New York; Stokely-  
 Van Camp, Inc., Indianapolis; Am-Par  
 Record Corp.; Borden Co.; Consolidated  
 Cigar Corp.; Corn Products Co.; Eastco;  
 McCormick & Co.; Paramount Pictures  
 Corp.; Reynolds Metals Co.; United Aircraft  
 Corp.; American Broadcasting-Paramount  
 Theatres Inc.

### LESCARBOURA ADVERTISING, INC.

County Trust Bldg., Ossining, N. Y.

Phone: WILson 1-1443

**Pres.**.....Austin C. Lescarbours  
**V.P., Treas.**.....Stanley A. Lescarbours  
**Secretary**.....Fred P. Donati  
**Art Director**.....John Berryman  
**Prod. Mgr.**.....Winifred Phillips

**Publicity Dir.**.....Frances Howe  
**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.

### LEWIS, HORENSTEIN & FIELDS

15 Deer Park Ave., Babylon, L. I., N. Y.

Phone: MOhawk 9-8348

APA

**Co-Owner, Radio-TV Dir.**....Joe Horenstein  
**Co-Owner, Media Dir.**.....Bertine Fields  
**Accounts:** Booth Chevrolet, Babylon, L. I.,  
 N. Y.; Leonard Electric Prod., Brooklyn,  
 N. Y.; Radio Station WBAB, Babylon, L. I.,  
 N. Y.

### LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.

Phone: JA 4-8032

AAAA—ABC—ANPA—ABP—AFA

**Chairman**.....C K. Liller  
**President**.....William W. Neal  
**Sr. Vice Pres.**.....James L. Battle  
**V.P.'s**.....Howard G. Axelberg,  
 John K. Outley Jr., E. Clay Scofield  
**V.P., Prod.**.....Sam W. Longino  
**Secy.-Treas.**.....Oscar S. Lewis  
**Public Rel. Dir.**.....Richard E. Hodges, Jr.  
**Media Dir.**.....Pamela Tahberer

#### Branch Offices

8 N. Eighth St., Richmond 19, Va.  
 Phone: MILton 4-3065

**V.P., Mgr.**.....Dan W. Lindsey, Jr.  
 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 Fer-  
 tilizer Works; H. G. Hastings Seed Co.;  
 H. W. Lay & Co. (Pot. Chips); Ashcraft-  
 Wilkson (Fertilizer); Bank of Ga.; Pomona  
 Products (Pimentos); G. E. Corp. (Portable  
 Appliance Div.).

**TV Accounts:** H. W. Lay & Company (po-  
 tato 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),  
 Brock Candy Co., Atlanta; Colonial Stores,  
 Inc.; Armour Fertilizer Works; Pomona  
 Products.

*Estimated Radio & TV Billings: \$1,000,000.*

### LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.

Phone: Whitehall 3-1755

**President**.....Fred Livingston  
**Vice President**.....Paul Faltyssek



# ADVERTISING AGENCIES

Account Executives . . . . . William J. O'Brien,  
John Drieske  
Mgr. Mechanical Dept. . . . . John Brecklin

## W. E. LONG CO.

(Independent Bakers' Cooperative)  
188 W. Randolph St., Chicago 1, Ill.  
Phone: RAndolph 6-4606  
ANPA—NOAB

President. . . . . C. Frank Summy, Jr.  
Vice Pres. . . . . Jodean P. Cash  
Gen. Mgr. . . . . E. E. Hanson  
Dir. Operations. . . . . Frank B. Leonard  
Radio-TV Dir. . . . . David R. Hayes  
Asst. Radio-TV Dir. . . . . John Pesich  
Secy.-Treas. . . . . William F. Cotton  
Media, Research Dir. . . . . Russell A. Gilbertz  
Art Director. . . . . Hall E. Bern

*Radio Accounts:* Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhner Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; 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.; McGough Bakeries Corp., Birmingham, Ala.; 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.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada.

*TV Accounts:* McGough Bakeries Corp., Birmingham; Fuchs Baking Co., So. Miami, Fla.; Amrheins Bakery, Springfield, Ill.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Franco-Superior Baking Co., San Diego, Cal.; Holsum Bakery Co., Ft. Wayne, Ind.; Old Homestead, Denver, Colo.; Phoenix Bakery, Phoenix, Ariz.

*Estimated Radio Billings:* \$150,000.

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

## 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 Trans-it System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Rob-

inson 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  
Secy., Gen. Mgr. . . . . Robert Goldfarb  
Time Buyer. . . . . Edward Allen  
Media Dir. . . . . Edith Rose  
Prod. Mgr. . . . . Curt Schever

*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 Awings**, all Detroit.

## EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.  
Phone: ANdover 3-1888  
AAAA—ABP—ANPA—APA—ABC  
NOAB

Chairman, Treas. . . . . Earle Ludgin  
President . . . . . Vincent R. Bliss  
Exec. V.P., Creative Dir. . . . . John H. Willmarth  
V.P.'s, Acct. Excers. . . . . George Rink,  
Ralph Whiting.

V.P., Copy Dir. . . . . J. E. Chapman  
Secy., Prod. Mgr. . . . . Edward Ernstein  
V.P., Research Dir. . . . . William Robinson  
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  
Radio-TV & Media

Dir., Time Buyer. . . . . W. P. McLaughlin  
Copy Chief, Acct. Excc. . . . . John I. Lewis

*Radio Accounts:* Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

*TV Accounts:* Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

## W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa  
Phone: EMpire 4-2451  
AAAA—ABP—ANPA  
President, Treas. . . . . W. D. Lyon

## ADVERTISING AGENCIES

Vice Pres., Secy.....R. B. Creswell  
 Research, Media Dir.....Robert Ames  
 Acct. Execs.....R. P. Zirbel, R. H. Schubert,  
 Don Carlos

Radio-TV Time Buyer.....Eileen Burns  
 Radio-TV Director.....Robert Colburn  
 Prod. Mgr.....J. A. Rasley, Jr.  
 Copy Chief.....John E. Fisher

*Radio Accounts:* Ames Incross (Hybrid Chicks), Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies), Dubuque, Iowa; First National Bank Sioux City, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, 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) Muscatine, Iowa; Better Homes & Gardens Circulation Co. (Magazine) Des Moines; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Johnson Gas Appliance Co. (Farm Machinery) Cedar Rapids, Iowa; E. Iowa Co-operative (Dairy Coop) Cedar Rapids, Iowa; Nat'l. Council Oaks (Wholesale Grocery Distributor) Sioux City, Iowa; Speedy Mfg. Co. (Farm Machinery) Oelwein, Iowa; Roosevelt Hotel, Cedar Rapids, Iowa.

*TV Accounts:* Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Keut Feed Co. (Farm Feeds) Muscatine, Iowa; Wells Blue Bunny (Dairy), Le Mars, Iowa; Whink Products (Household Products; Cleansers, Rust Removers, etc.) Eldora, Iowa; Ames InCross (Hybrid Chicks); Better Homes & Gardens Circulation Co. (Magazine); Iowa Dairy Industry Commission, all of Des Moines, Iowa; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Ia.; Crescent Electric Supply (GE Distributor) Dubuque, Ia.; Johnson Gas Appliance Co. (Farm Machinery); E. Ia. Coop. (Dairy Coon) both Cedar Rapids, Ia.; Nat'l. Council (Wholesale Groc. Distrib.) Sioux City, Ia.; Speedy Mfg. Co. (Farm Machinery) Oelwein, Ia.; Roosevelt Hotel, Cedar Rapids, Ia.; Kay Dee Feeds (Farm Feeds) LeMars, Ia.; Turner Mortuary, Cedar Rapids, Ia.; Lundell Mfg. (Farm Mach.) Cherokee, Ia.; Lectron Co. (Vaporizers) Boone, Ia.

### 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  
 Secretary.....Beryl Knobbe  
 Treasurer.....J. Terry  
 Exec. V.P., Gen. Mgr.....Walter C. Power  
 V.P.....Norman A. Fox  
 Vice-Presidents.....David W. Stotter,  
 Robert Bullen, Robert Byars  
 V.P., Art Dir.....Rom. Z. Rigotti

Radio-TV Time Buyer.....Dolores Starr  
 Media Director.....A. S. Trude, Jr.  
 V.P., Radio-TV Dir.....James C. Shelby  
 V.P., Prod. Mgr.....W. E. Christopher

*Radio Accounts:* Stewart-Warner Corp., Alemite Div. (Automotive Prod.) Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer, Ale); Zenith Radio Corp. (Hearing Aids), Chicago; Martin-Senour Co. (Paint) Chicago; Carl Buddig & Co. (Smoked Sliced Beef) Chicago; Tar Gard Lab. (Cigaret Holder) Chicago.

*TV Accounts:* Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division (Automotive Prod.) Chicago, Ill.; Martin-Senour Paints, Chicago; Zenith Radio Corp., Hearing Aid Div., Chicago; Amana Refrigeration (Refrigerators, Freezers, Air Conditioners) Amana, Ia.; Carl Buddig & Co. (Smoked Sliced Beef) Chicago.

### MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario  
 Phone: EMpire 4-0321

President.....E. V. Rechnitzer  
 V.P., Gen. Mgr.....C. E. Brown  
 V.P.'s, Directors.....F. P. Gill,  
 Scott Stockwell, G. G. Sinclair, W. G.  
 Graham, F. H. Horler.

Treas. & Dir.....M. D. MacMahon  
 Mgr. Media.....D. C. Linton  
 Mgr. Creative....R.W. Pethick, G. M. Elliott  
 Prod. Mgr.....H. Templar  
 Mgr. Radio-TV.....F. Hugh Horler  
 Time Buyer.....Mary Moran

#### *Branch Offices*

550 Sherbrooke St., W. Montreal, Quebec  
 Phone: VI 5-1222

Vice Pres.....C. J. Chandler  
 911 Electric Railway Chambers  
 Winnipeg, Manitoba  
 Phone: WHitehall 2-6321

Manager.....E. P. Thomson  
 1240 West Pender St., Vancouver, B. C.  
 Phone: MUTual 5-6268

Manager.....W. D. M. Patterson  
 635 Ouellette Ave., Windsor, Ont.

Manager.....J. R. Robb  
*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., The Arborite Company, Limited, Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Mutual Life Assurance Co. of Canada, Standard Brands Ltd., Zero Manufacturing Co., Ltd., Dominion Stores Ltd., The Glidden Paint Co. Ltd., KLM Royal Dutch Airlines; Molson's Brewery (Ontario); Harold F. Ritchie & Co. Ltd., Kiwi Polish Company (Canada) Ltd., Massey-Ferguson Ltd.; Wm. Neilson Ltd.; Toronto Daily Star; Tuckett Tobacco Co. Ltd.; F. W. Woolworth Co. Ltd.

### MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.  
 Phone: MIDwest 6-1000  
 ANPA-AAAA-ABC

## ADVERTISING AGENCIES

President.....Ernest A. Jones  
 V.P., Secy., Treas.....Leo A. Hillebrand  
 Asst. to Pres., Adm. V.P. ....Darrell C. Roberts  
 Exec. V. P.....Charles F. Adams  
 Senior V.P.'s.....John R. MacManus,  
 Hovey Hagerman, Paul Newman  
 V.P. Mktg., Research.....Robt. E. Britton  
 Vice President.....James H. Graham  
 V.P., Prod. Mgr.....Kenneth H. MacQueen  
 V.P., Public Rel.....Frank T. Skinner  
 V.P. Commercial Prod.....Wm. B. Bachman  
 V.P. Consumer Prod.....Robert L. Garrison  
 Radio-TV Time Buyer.....C. N. Campbell

### Branch Office

444 Madison Ave., New York, N. Y.

Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.  
 Media Director.....Henry Halpern  
 V.P., Radio-TV Dir.....Mark Lawrence  
 Sr. Vice President.....Vincent F. Aiello  
 6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-6130

V.P., Manager.....Ralph Yambert  
 MacManus, John & Adams, of Canada, Ltd.  
 600 University Ave., Toronto 2, Ont.

Phone: EMpire 2-1366

V.P., Manager.....Leslie S. McMahon

**Radio Accounts:** Pontiac Motor Division,  
 Pontiac, Mich.; Cadillac Motor Division,  
 Dearborn, Mich.; Dow Chemical Co., Mid-  
 land, Mich.; Minnesota Mining & Mfg. Co.,  
 St. Paul, Minn., Garrett & Co., Inc.; Good  
 Humor Corp.; S. A. Schonbrunn & Co.;  
 S. B. Thomas, Inc.; White Rock Corp., all of  
 NYC; Squirt-Detroit Bottling Co.; S. S.  
 Kresge Co.; Michigan Consolid. Gas Co., all  
 Detroit.

**TV Accounts:** Pontiac Motor Div., Pontiac,  
 Mich.; Dow Chemical Co., Midland, Mich.;  
 Minnesota Mining & Mfg. Co., St. Paul, Minn.;  
 Good Humor Corp., N.Y.C.; Squirt-Detroit  
 Bottling Co.; Mich. Consolid. Gas; S. S.  
 Kresge Co.; Thermo-Fax Sales, all of Detroit.

Estimated Radio Billings: \$100,000.

Estimated TV Billings: \$8,450,000.

## MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.

Phone: ANdover 3-0022

ABP-ANPA

Owner.....Arthur M. Holland  
 Account Executive.....H. A. Barkun,  
 Max G. Holland

Radio-TV Dept.....Edward Drucker,  
 Bernard Berman, Fran Weiss

Art Director.....Arthur Anderle  
 Radio Time Buyer.....Maxine Ziv

**Radio Accounts:** Evans Fur Co.; Courtesy  
 Motors; Mages Sports Stores; Hires Bottling  
 Co.; Zip Bottling Co.; Sun-Times; Royal  
 Lumber Co.; Roller Derby; Associated Hospi-  
 tal Service; Square Deal Plumbing Co.

**TV Accounts:** Courtesy Motors; Evans Fur  
 Co.; The Fair Dept. Stores; Hires Bottling  
 Co.; Vernor'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 8-0060

President.....J. G. Manchester  
 Vice President.....Richard P. Ebat  
 Radio-TV Dir.....Richard T. Williams  
 Media Dir.....Barbara Tork  
 P. R. Dir.....Walter Compton

**Radio Accounts:** American Sta-Dri Co.  
 (Paint), Brentwood, Md.; Safeway Stores,  
 Inc. (Groceries), Washington, D. C.; Capitol  
 Frito Co. (Fritos, Lay Potato Chips) Beth-  
 esda, Md.; Arthur Murray Studios (Dance  
 Lessons) Washington, D.C.

**TV Accounts:** American Sta-Dri Co. (Ma-  
 sonry Paint), Brentwood, Md.; Capitol Frito  
 Co. (Fritos, Lay's Potato Chips) Bethesda,  
 Md.; W. S. Pope & Sons. (Cheese, Concer),  
 Philadelphia, Pa.; Safeway Stores, Inc. (Gro-  
 ceries), Washington, D.C.; Arthur Murray  
 Studios (Dance Lessons) Washington, D.C.

## 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.....M. J. Janos  
 Art Dir.....Don Bearard  
 Radio-TV Cons.....Sidney Walton  
 Research Dir.....Werner Lob  
 Pub. 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.

## MARSCHALK & PRATT

Division of McCann-Erickson

460 Park Ave., New York 22, N. Y.

Phone: OXford 7-4250

ABP-ANPA-ABC-AAAA

President.....S. L. Meulendyke  
 Exec. Vice Pres.....Stuart D. Watson  
 V.P., Gen. Mgr.....G. Lester Williams  
 Vice Presidents.....Arthur J. Kemp, Roy  
 Danish, Channing Barlow, Albert A. Som-  
 mer, Charles A. Mittelstadt, Edward J.  
 Whitehead.

V.P., Creative Dir.....Martin Koehring  
 V.P., Mktg. Serv. Dir.....William C. Munro  
 V.P., Media Dir.....Eugene J. Cogan  
 Radio-TV Dir.....Glen Bammann

### Branch Offices

795 Peachtree St., N.E., Atlanta 8, Ga.

Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman  
 1900 N. Akard St., Dallas 1, Tex.

Phone: RIVERSide 1-4571

V.P., Manager.....Bill M. Sansing  
 Commonwealth Bldg., 4th & Broadway,  
 Louisville, Ky.

Phone: JUNiper 4-6178

V.P., Manager.....J. Mac Wynn

## ADVERTISING AGENCIES

953 S.W. First St., Miami, Florida  
Phone: FRanklin 9-2821

V.P., Manager.....Elroy Scrivener  
*Radio Accounts:* International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., (Beer, Ale) Rochester, N. Y.; Sabena-Belgian World Airlines (Passenger, Air Freight) N.Y.C.; Nat'l Airlines (Passenger Service) Miami, Fla.; Cotton Bowl Athletic Assn., Dallas, Tex.; S.S.S. Co. (S.S.S. Tonic Liquid, Tablets) Atlanta, Ga.  
*TV Accounts:* Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" Paints) N. Y.; Genesee Brewing Company (Beer, Ale) Rochester, N. Y.; Downyflake Foods (Frozen Foods) N.Y.C.; Nat'l Airlines, Miami, Fla.

### MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.  
Phone: JUDson 6-4270

ABP-ANPA

President.....William W. Weltman  
Exec. V.P.....Bruce Marchin  
Secretary.....Gloria Marchin  
Treasurer.....Ruth Weltman  
V.P., Art Dir.....Charles Jefferson  
Copy Chief.....Norman Bradford  
Media Dir.....Rose Hoanzl  
Prod. Mgr.....Rose Miller

### J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.  
Phone: LEXington 2-7450

ABP-ANPA-AFA-ABC

President.....W. T. Okie  
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, Donald D. Halstead, Leonard Marshall, Edward J. Garvey.  
V.P., Dir. of Radio & TV....Read H. Wight  
Asst. Dir. Radio-TV....Richard S. Jackson  
V.P., Publ. Dir.....Arthur Monroe  
V.P., Media Dir.....Douglas Hathaway  
1345 Russ Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-8944  
Manager.....Robert Little  
230 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-2638  
Manager.....John F. Sheahan  
*Radio Accounts:* Pure Food Co. (Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Economics Lab. (Soil-Off, Liquid Soilax) St. Paul, Minn.; Chas. Pfizer & Co. (Eez) Brooklyn, N. Y.; Volkswagen of America (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Union Carbide Chemicals Co. (Anti-Freeze) N.Y.C.  
*TV Accounts:* Economics Laboratory (Soil-Off, Liquid Soilax), New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops),

Reading, Pa.; Pure Food Co. (Herb-Ox Bouillon Cubes), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Volkswagen of Amer. (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Whitehall Lab. (Triumph) 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  
Secretary.....Irving A. Puchner  
Prod. Mgr.....John R. Weber  
Pub. Rel. Dir.....H. Kendig Eaton  
V.P., Treas.....Ralph W. Henkel  
Radio-TV Dir.....J. E. Severson  
Asst. Radio-TV Mgr.....Robert Geary  
Exec. Adm.....Walt E. Krueger  
Space Buyer.....Dale D. Karstaedt

#### Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.  
1065 International Bldg., Rockefeller Center,  
New York 20, N. Y.  
Phone: PLaza 7-2061  
Manager.....Edgar E. Hinkle

### JOSEPH MAXFIELD CO.

87 Weybosset 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. Taipe  
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  
Treasurer.....John W. Bray  
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  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: LO 7-5710  
Vice President.....Raymond C. Stricker  
*Radio and TV Accounts:* Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company, Pittsburgh, Pa.; General Electric Co. (Housewares, Radio Receiver Dept.) Bridgeport, Conn.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Pittsburgh Plate Glass Co. (Paint Div.); Charles E. Hires Co., Philadelphia; D. L. Clark Co., Pittsburgh; Safeway Stores, N.Y.C.; LaChoy Food Prod., Div.: Beatrice Foods Co. (Chinese Foods) Archbold, O.; Lincoln Nat'l Life Ins. Co., Ft. Wayne, Ind.  
*Estimated Radio Billings:* \$1,000,000.  
*Estimated TV Billings:* \$16,000,000.

# ADVERTISING AGENCIES

## McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.

Phone: OXford 7-6000

AAAA-ABP-ANPA-APA-NOAB-PPA  
 Hon. Bd. Chmn. .... Harrison K. McCann  
 Bd. Chmn., Pres. .... Marion Harper, Jr.  
 Bd. Vice Chmn. .... Robert E. Healey  
 Oper. Com. Chmn. .... Wilbert G. Stilson  
 Special Projects Consultant. .... Pat Weaver  
 Sr. V.P., Treas. Chmn. Finance Comm.

Frank White

Sr. Vice Presidents. .... C. A. Posey,  
 George H. Giese

Sr. V.P., Treas. .... Frank K. White

Sr. V.P.'s. .... C. Terence Clyne,  
 Emerson Foote

Corporate V.P. .... Donald B. Armstrong, Jr.

Secretary. .... Benjamin F. Holme, Jr.

Sr. V.P., Admn. Chmn. .... Paul E. Foley

V.P., Chg. Adm. .... Rudyard C. McKee

V.P., TV-Radio Pgm. .... Thomas A. McAvity

Sr. Vice Pres. &

Creative Dir. .... John H. Tinker, Jr.

V.P. chg. Radio-TV. .... George Haight

V.P. chg. Media. .... William C. Dekker

Vice Pres. & Asst. Treas. .... Dixon R. Griswold

Secretary. .... Benjamin Holme, Jr.

Asst. Secy. .... Marjorie B. Middlebrook

Vice Presidents (N. Y.). .... Karl A. Brautigam,

William J. Breen, Donald G. Calhoun,

Sidney W. Dean, Jr., J. L. Deane, G. B.

Dearnley, Leonard F. Erickson, J. J. Flanagan,

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 Gilliant, S. L. Meul-

lendyke, Dorothy B. McCann, Earl H. Ellis,

Richard Farricker, David J. Hopkins, Lans-

ing B. Lindquist, Myron McDonald, John

H. O'Toole, Jr., Wallace Rigby, Stuart Wat-

son, Ferd Ziegler, Edward R. Beach, W. E.

Berchold, C. Terence Clyne, R. Cole,

Herta Herzog, Anthony Hyde, Russell

Johnston, M. Carl Johnson, Jr., T. A. Mc-

Avity, H. A. Mattoon, G. B. Park, Roger

A. Purdon, Albert W. Sherer, A. A.

Sommer.

### Branch Offices

200 Berkeley St., Boston 16, Mass.

Vice Pres.-Mgr. .... Hugh A. Mitchell

335 Euclid Ave., Cleveland 14, Ohio

Phone: CHerry 1-6850

Vice Pres.-Mgr. .... Robert Cole

915 N. LaBrea Ave., Los Angeles 38, Calif.

Phone: OLdfield 4-5550

Vice Pres. .... George Haight

647 Griswold St., Detroit 26, Mich.

Phone: WOODward 5-7550

V.P., Mgr. .... Thomas J. Henry

900 Lovett Blvd., Houston 6, Texas

Phone: JACKson 9-1991

Vice Pres. Mgr. .... Joseph B. Wilkinson

318 S. Michigan Ave., Chicago 4, Ill.

Phone: WEbster 9-3700

V.P., Mgr. .... Chester L. Posey

114 Sansome St., San Francisco 4, Calif.

Phone: DOuglas 2-5560

Sr. V.P.-Mgr. West.

Oper. .... Phipps L. Rasmussen

3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-3301

V.P.-Mgr. .... Reg W. Twiggs

Public Service Bldg., Portland 4, Ore.

Phone: CAPitol 8-1305

Manager. .... T. N. Tracy

836 W. Peachtree, Atlanta 8, Ga.

Phone: TRInity 5-8531

V.P., Mgr. .... John F. McClure

International Division

50 Rockefeller Plaza, New York 20, N. Y.

Phone: OXford 7-6000

Chairman. .... Robert E. Healy

*Radio Accounts:* American Trust Co., Cali-

fornia 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 Com-

pany, Ohio Bell Telephone Co., Pacific Pow-

er & Light Co., S.O.S. Company, Southern

California & Southern Counties Gas Com-

panies, Standard Oil Company (Ohio), Steg-

maier Brewing Co., Swift & Company, Nestle

Co. (Quik, Ever Ready Sweet Milk Cocoa,

Semi-Sweet Morsels, Cookie Mix, Gravey

Mix, White Sauce Mix), Mennen Co. (Foam

Shave Afta Shave), Lehn & Fink (Lysol &

Dorothy Gray Cosmetics, Allied Chemical &

Dye Corp., Central Vermont Railway, Cleve-

land 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 Chemi-

cal 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, Gravey Mix,

White Sauce Mix), Mennen Co. (Foam

Shave, Afta Shave), Lehn & 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).

*Estimated Radio Billings:* \$15,000,000.

*Estimated TV Billings:* \$87,100,000.



**THE McCARTY COMPANY**

3576 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNkirk 5-4011

AAAA—ABP—ANPA—APA—NBP—NOAB

President.....H. E. Cassidy  
Exec. Vice President.....C. G. Davenport  
V.P., Dir. Client Rel.....Walker Y. Brooks  
V.P., Dir. Creative

Activities.....Wm. H. Geisler  
V.P., Dir. Radio-TV.....Herbert C. Brown  
Dir. Tech. Affairs.....Page B. Otero  
V.P., Dir. Acct. Plng.....Arnold D. Duncan  
V.P., Dir. Prod.....Jos. E. Hall  
Media Director.....Alden K. Weis  
Art Director.....Harry Franz

*Branch Offices*

122 East 42nd St., New York 17, N. Y.  
Phone: OXFord 7-6090

President.....Howard Persons  
V.P.'s.....Robt. Holley, Gene Thomas  
V.P. Chg. Art.....Anthony Loscalzo  
Secretary.....Lillian Jaffe  
Treas., Asst. to Pres.....Jean O'Flaherty  
Asst. Treas., Media Dir.....Ervin Rudick  
116 New Montgomery St., San Francisco 5  
Sr. V.P.....W. H. Wilde  
520 N. Michigan Ave., Chicago 11, Ill.  
V.P., Gen. Mgr.....Harry L. Bauer  
1500 Jackson St., Dallas 1, Texas  
V.P.....Russell Jurgens  
1117 Second Ave., Seattle 1, Wash.  
V.P., Gen. Mgr.....Harry S. Pearson  
722 Realty Bldg., Spokane 1, Wash.  
V.P.....Chas. R. Devine

**WALTER McCREERY, INC.**

256 So. La Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-4480

AAAA—ANPA—APA—NBP

Chmn. Bd. & Pres.....Walter K. McCreery  
Vice Pres.....Frank Bull  
Secretary.....Walter Hadlich  
Treasurer.....Elizabeth Stahle  
Media Dir.....Patti Brainerd  
Publ. Dir.....Mack Tuesley  
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.

**FLOYD F. MELLE advertising**

514-518 Securities Bldg., Omaha, Neb.  
Phone: AT 1025  
ANPA—APA

Owner.....Floyd F. Mellen  
*Accounts:* Blue Cross-Blue Shield, Radio Sta. KBON, Paramount Radio Shop, Scientific Radio Prod. Co., all of Omaha, Neb.

**RICHARD N. MELTZER ADV., INC.**

3100 Russ Bldg., San Francisco 4, Calif.  
Phone: YUKon 2-5877  
ABP—ANPA

President.....Richard N. Meltzer  
Exec. V.P.....Wallace X. Aron  
Secretary.....Harold Shein  
Treasurer.....Bertram Silver  
Production Mgr.....Byron Hutchison  
Vice Pres.....Richard Leinen  
Media Dir.....Bern Ann Abbaduska

*Branch Offices*

7461 Beverly Blvd., Los Angeles, Calif.  
Phone: WEBster 8-2993

Art Director.....Wendell McBride  
2360 E. Third Ave., Denver, Colo.  
Phone: DUDley 8-1964

Manager.....Robert Lochrie  
1656 National Bank Bldg.  
Phone: WOODward 1-4310

Manager.....Newton Free

*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.

*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 Radio Billings:* \$180,000.  
*Estimated TV Billings:* \$100,000.

**J. ROBERT MENDTE, INC.**

317 South 16th St., Philadelphia 2, Pa.  
Phone: KINGSley 6-1130  
ABP—APA—NBP

President.....J. Robert Mendte  
Vice Pres.....J. W. Holland  
Treas.....N. L. Hughes  
Prod. Mgr.....M. Hagerty  
*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., Secy.....Sheldon Spencer  
Prod. Mgr.....Allan Campbell  
Copy Chief.....Frank Jones  
Media Dir.....John S. Kossak  
*Radio Accounts:* Otto Seidner, Inc. (Mayonnaise), 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

## ADVERTISING AGENCIES

Production Manager..... Allen Bethe  
 Dir. of Radio & TV..... Roger J. Mohr  
 Radio-TV Time Buyer..... Evelyn Vanderploeg  
 Space Buyer..... Mary Hauser  
 Copy Chief..... M. E. Chon

### Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.  
 Phone: BRoadway 1-3144

V.P., Manager..... George Grabin  
 8467 Beverly Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-1633

Manager..... Joel Benton  
 33 Bloor St., E. Toronto, Ont., Can.  
 Phone: WAlnut 3-3507

Manager..... John Ketter  
*Radio Accounts:* Chicago National League  
 Ball Club, Illinois Meat Company, Wisconsin  
 & Michigan SS Co., Wm. Wrigley Jr. Com-  
 pany, 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  
 V.P..... W. F. Mueller  
 Prod. Mgr..... G. E. Van Cott  
 Radio-TV Prod. Mgr..... C. D. Rogers, Jr.  
 Time Buyers..... F. P. Delaney, Rita Driscoll

### Branch Office

333 N. Michigan Ave., Chicago, Ill.  
 Phone: CEntral 6-1640

*Radio and TV Accounts:* E. W. Kneip, Chi-  
 cago, Ill.; Lewis Research Lab., N. Y. C.;  
 Piggly Wiggly Great Lakes, Sheboygan, Wis.;  
 True Magazine, N. Y. C.; Karl Ehmer, Glen-  
 dale, N. Y. (all Radio); Corn Products Re-  
 fining Co., N. Y. C.; Circle Line, N. Y. C.;  
 Oral Roberts Evangelistic Assoc., Inc., Tulsa,  
 Okla.; Lewis-Howe, Chicago, Ill. (TV).

### HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio  
 Phone: CA 4-7243  
 ANPA-APA-NOAB

Pres., Gen. Mgr..... J. W. Miller  
 Radio-TV Dir..... Edward J. Deane  
*Accounts:* American Liquid Fertilizer Co.,  
 Marietta, O.; Ohio Independent Telephone  
 Assn., Springfield, O.; Sterling Baking Co.,  
 Canton, O.; TV Sta. WTVN, Columbus, O.

### MOGUL, LEWIN, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.  
 Phone: TEempleton 8-7100

President..... Emil Mogul  
 Board Chairman..... A. W. Lewin  
 Executive Vice Pres..... Sidney Matthew Weiss  
 Sr. V.P..... Richard Lockman  
 Sr. V.P., Chmn. Plans Review

Board..... Seth D. Tobias  
 Sr. V.P., Air Media Creative

Director..... Myron A. Mahler  
 V.P. Chg. Radio TV..... Leslie L. Dunier  
 V.P., Dir. Mkting., Mchdsing..... Jules Leonard  
 Sr. V.P.'s..... William Jacoby,

Milton Guttenplan, Charles L. Rothschild,  
 Walter Pollock, Alvin Kaplan  
 Secy., Treas..... Mrs. Helene Mogul  
 Asst. to Pres., Controller..... Norman Cohen  
 Sr. V.P..... Alan Green  
 Sr. V.P..... Edward Klein

### Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.  
 Phone: MITchell 3-3200

*Accounts:* Adam Hat Manufacturers, New  
 York; Berolio Import Co. (Berio & Fran-  
 cesconi Olive Oil) New York; Ferber Corp.  
 (VU-writer Pens & Pencilettes) Englewood,  
 N. J.; Gem Oil Corp. (Edible Oils) Brook-  
 lyn, N. Y.; Gold Medal Candy Corp. (Bon-  
 omo's Turkish Taffy, Bonomo's Peanut Brit-  
 tle, Cocilana Cough Nips) Brooklyn, N. Y.;  
 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,  
 Psychaud 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; Ronzoni Mac-  
 aroni Co. (Spaghetti & Macaroni Products &  
 Spaghetti Sauce) Long Island City, N. Y.;  
 Stone-Tarlow Co. ("Elevators" Shoes) Brock-  
 ton, Mass.; Barney's Clothes (Men's & Boys'  
 Clothing) New York; National Shoes (Fam-  
 ily Shoe Chain) New York; Rayco Auto  
 Seat Covers (Auto Seat Covers) Paterson,  
 N. J.; Bakers' Franchise Corp. Lite Diet  
 Bread), N. Y. C.; Barricini Sandy Shops,  
 L. I. C.; Field & Flint (Shoe), Brockton,  
 Mass.; Pierce's Proprietaries (Golden Medi-  
 cal Discovery), Buffalo, N. Y.; Tintex Co.,  
 N. Y. C.

*Estimated Radio Billings:* \$1,700,000.

*Estimated TV Billings:* \$5,700,000.

### CHESTER C. MORELAND CO.

800 Broadway, 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., Adam  
 Wuest.

*TV Accounts:* Coney Island, Inc., Coca-  
 Cola Bottling Co., Thomas Foods, Inc., Adam  
 Wuest, Inc.

### MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-2100

### APA-NOAB

President..... J. Patterson  
 V.P..... R. A. Dearth  
 Treasurer..... J. A. Riedell  
 Media Dir..... O. E. Christy, Jr.  
 Radio, TV Time Buyer..... R. A. McArdle  
 Export Media Mgr..... Aurora Blando

## ADVERTISING AGENCIES

Dir. of Radio-TV Prod.....S. Lyon  
 Prod. Mgr.....Don Wheatley  
 Group Art Director.....P. Zangas  
*Radio and TV Accounts:* Vick Chemical  
 Co. (Vick Products), Prince Matchabelli,  
 Inc. Alfred D. McKelvy Co. (Seaforth Men's  
 Toiletries).

### MOSER & COTINS

10 Hopper St., Utica 3, N. Y.  
 Phone: 3-7544

(Division of Rumrill Co., Inc.)

ABP—ANPA—APA—PPA—NBP—NOAB  
 Pres.....C. L. Rumrill  
 V.P., Gen. Mgr.....L. B. Reigler  
 V.P., Sec'y.....Harry T. Duffy  
 Media Dir.....Mrs. L. B. Mang  
 Radio-TV Director.....Richard C. Shepard  
*Radio-TV Accounts:* Mohawk Valley  
 Investing Co., Utica, N. Y.; Honey Butter  
 Products Corp. (Honey-Butter), Ithaca, N. Y.;  
 Procino-Rossi Corp. (Macaroni, Spaghetti &  
 Egg Noodles) Auburn, N. Y.; Agricultural  
 Insurance Co. (Property Insurance) Water-  
 town, N. Y.

### MOSS ASSOCIATES, INC.

415 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss  
 Art Director.....Sidney Fischer  
 Prod. Mgr.....Al Beaver  
 Copy Chief.....Gerald H. Bruce  
 Media Director.....Ted Pynch  
 TV Director.....E. Landau  
*TV Accounts:* Freshrap Div., Badger Paper  
 Mills (Waxed Paper), Peshtigo, Wis.; Balen-  
 tine Packing Co. (Meat Products), Green-  
 ville, S. C.; Bosch Brewing Co., Houghton,  
 Mich.; Fox DeLuxe Foods, Inc. (Poultry &  
 Meat), Chicago; Monarch Brewing Co., Chi-  
 cago; Neuhoff Brothers Packers (Meat Pro-  
 ducts), Dallas, Tex.

### NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.  
 Phone: OXFord 7-9292

President.....Thomas W. Hughes  
 Vice-Presidents.....Joseph W. Madden,  
 Walter Kelly  
 Secy., Treas.....John D. Barone  
 Prod. Mgr.....Richard Williams  
 Art Director.....William Murphy  
 Media Director.....Frank Bernarducci  
 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.....Howard A. Heinsius  
 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  
 Media Dir.....Harry C. Ledingham  
 Acct. Executives.....H. Victor Grohmann,  
 John M. Keil, Alfred Burnham, Howard  
 Heinsius

*Accounts:* America House; Centrline  
 Corp.; Chatham Mfg. Co.; Cosby Brush &  
 Import 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; Lock-  
 wood, 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; Zen-  
 ith-Godley Co. Inc.

### NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: Whitehall 4-3400

AAAA—ANPA—ABP—ABC

President.....Maurice H. Needham  
 St. Vice President.....Melvin Brorby  
 Exec. V.P.....Paul C. Harper, Jr.  
 Vice President.....Arnold E. Johnson  
 V.P., Acct. Supvr.....Granger F. Kenly  
 Financial V.P.....John F. Whalley  
 V.P. in Charge.....James G. Cominos  
 V.P., Dir.....J. Scott Keck  
 V.P., Programs.....Alan Wallace  
 V.P., Comm. Prod.....Kenneth Snyder  
 Prog. Prom., Merch. Mgr....Harold A. Smith  
 Business Affairs Mgr.....Walter Daspit, Jr.

#### *Branch Offices*

9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-2073

V.P., Acct. Supv.....Harold L. Tuers  
 Mgr. ....Michael Gradle

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

Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell  
 121 Richmond St., W., Toronto 1, Canada

Phone: EMpire 4-1492

V.P. & Mgr.....John A. Willoughby  
*Radio Accounts:* Campbell Soup Co. (Pork  
 & Beans) Camden, N.J.; Campbell Soup Ltd.,  
 New Toronto, Ont.; Hotpoint Co. (TV Re-  
 ceivers) Bellwood, Ill.; Household Finance  
 Corp. (Financial Loan Serv.) Chicago;  
 Household Finance Corp. Ltd. (Financial  
 Loan Serv.) Toronto, Ont.; Internat'l. Min-  
 erals & Chemical Corp. (Fertilizer) Skokie,  
 Ill.; S. C. Johnson & Son Co. (Glo Coat,  
 Export) Racine, Wis.; Kraft Foods Co.  
 (Industrial, Oil, Parkay Margarine, Deluxe  
 Margarine, Miracle Margarine, Kraylets)  
 Chicago; Kraft Foods Ltd., Montreal, Que.;  
 Lever Bros. Co. (Swan) N.Y.C.; Lever Bros.  
 Ltd. (Toiletries Div.) Toronto, Ont.; Lipton  
 Tea Ltd., Toronto, Ont.; Massey-Ferguson  
 (Farm Eqpt.) Toronto, Ont.; Monsanto  
 Chem. (Plastics, Toys) Springfield, Mass.;  
 Morton Salt Co. (Blue Pkg., Ice Melting  
 Salt; Oklahoma Oil Co. (Gas & Petroleum  
 Prod.); Peoples Gas Light & Coke Co. (Gas  
 Ranges, Whirlpool); Quaker Oats Co. (Ken-  
 L-Meal, Ken-L-Ration), all of Chicago; Re-

# ADVERTISING AGENCIES

nault (La Dauphine) Billancourt, Paris, France; State Farm Insurance Co., Bloomington, Ill.; State Farm Insurance Agencies Ltd., Toronto, Ont.; Wieholdt Dept. Stores (Mdse.) Evanston, Ill.; Wilson Co. (Ham) Chicago.

*TV Accounts:* Campbell Soup Co. (Pork & Beans, V-8) Camden, N.J.; Campbell Soup Ltd., New Toronto, Ont.; Canadian Industries Ltd. (Paint) Montreal, Que.; Household Finance Corp. (Loans) Chicago; Household Finance Corp. Ltd. (Loans) Toronto, Ont.; S. C. Johnson & Son (Stride, Glo-Coat, Pride, Export) Racine, Wis.; S. C. Johnson & Son Ltd., Brantford, Ont.; Kraft Foods Co. (Industrial, Oil, Parlay Margarine, Deluxe Mar., Preserves, Miracle Mar.) Chicago; Kraft Foods Ltd., Montreal, Que.; Lever Bros. Co. (Condensed All, Export) N. Y.C.; Lever Bros. Ltd. (Detergents, Toiletries Div.) Toronto, Ont.; Lipton Tea Ltd., Toronto, Ont.; Monsanto Chemical (Plastics) Springfield, Mass.; Morton Salt Co.; Oklahoma Oil Co. (Gasoline & Petroleum Prod.); Peoples Gas Light & Coke Co.; Quaker Oats Co. (Ken-L-Ration, Ken-L-Meal, Ken-L-Treats); Wilson Co. (Canned Meats, Ham, Bacon, Sausage) all of Chicago; Renault (La Dauphine) Billancourt, Paris, France; State Farm Insurance, Bloomington, Ill.

*Estimated Radio Billings:* \$3,000,000.

*Estimated TV Billings:* \$14,000,000.

## 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  
Prod. Mgr.....Anderson F. Miller

*Radio Accounts:* Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco 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.....Alice 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  
Prod.....Alan Wallace

*Radio Transcription Production Accounts:* General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Briers' 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 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., N. Y.; Saratoga Assn., Saratoga Springs, N. Y.

*Television Accounts (Time):* William W. Lee & Co. (Save-the-Baby), 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  
Exec. V.P.....David E. Robeson  
Vice Pres.....John A. Bunker  
Secy., Treas.....Ned Hubbard  
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

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., Creative Dir.....Richard Bowman  
V.P., Marketing Dir.....John B. Morris  
V.P., Creative & Copy Dir.....Kay Daley  
V.P.'s.....Warren Fales,  
H. G. Bissinger, E. L. Whitney

Production Manager.....George Barrett  
Dir., Print Media.....Eugenie C. Stampler  
Fashion Coordinator.....Catherine D'Alessio  
Comptroller.....Miss Rosalou Flanagan  
Copy Supv.....Adrian Bryan Courie  
Mgr., Print Media Dept.....George Coleman  
Acct. Execs.....B. Britt, W. Fales, Marion F. Gorman, M. Printz, Nat Kornfeld, Ronald R. Mullins, Thomas T. Stafford, Ernest L. Whitney, John M. White, David Pinkham  
V.P., Gen. Mgr. Radio-TV.....Walter Tibbals  
TV Art Dir.....William B. Weltman

*Branch Offices*

Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 3-0211

Office Mgr.....George Panef  
*Radio and TV Accounts:* Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Savoy, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.;

## ADVERTISING AGENCIES

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.

*Estimated Radio Billings:* \$4,200,000  
*Estimated TV Billings:* \$10,600,000

### NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.  
Phone: WWhitehall 4-5030  
ANPA-ABC

President.....Donald P. Nathanson  
Exec. Vice Pres.....Cyrus H. Nathan  
Treasurer.....Harold Rosenzweig

#### Branch Offices

16 E. 40th St., New York 16, N. Y.  
Phone: ORegon 9-3100

Chairman.....Bert Goldsmith  
V.P., Dir. Radio-TV.....Bruce Dodge  
8701 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLympia 2-3770

Manager.....Edward Feldman  
*Radio & TV Accounts:* Deep Magic Facial Cleansing Lotion, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent, Chicago; Englander Co., Inc. (Mattresses), Chicago; Columbus Canning Co., Columbus, Miss.; Gillette Laboratories, Chicago; Jewel Food Stores, Div.: Jewel Tea Co., Melrose Pk., Ill.; Pfaelzer Bros., Chicago; Pilsener Brew. Co., Cleveland; Schiffli Lace & Embroidery Institute, N. Y.; Weil & Co., N. Y.

*Estimated Billings:* \$15,000,000

### NOYES & COMPANY

1800 Industrial Bank Bldg.  
Providence 6, R.I.  
Phone: GAspee 1-2087  
AAAA-ABP-ANPA

President, Treas.....Frederick C. Noyes  
Vice Pres., Secy.....Carroll H. Rickard  
Dir. Radio-TV.....Henry C. Hart, Jr.  
Prod. Mgr.....D. S. Bailey

*Radio Accounts:* Industrial Natl. Bank (Banking), Providence, R.I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Electrical League of R. I. (Electrical Merch.) Providence, R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.; Rustcraft Publishers (Greeting Cards) Dedham, Mass.

*TV Accounts:* Industrial Natl. Bank (Banking), Providence R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; White & Bagley Co. (Oils) Worcester, Mass.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.

### 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 Merkler

Vice President.....George Miller  
Prod. Mgr.....Harry Weiss  
Art Director.....Jack Chatham  
Radio-TV Dept.....J. Cunningham,  
*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  
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  
V.P. B'cast. Dir.....Hendrick Bouraem, Jr.  
V.P., Research Div.....Stanley D. Canter  
V.P.'s, Copy Supvrs.....Clifford D. Field,  
Reva Korda

Media Supvrs.....Clifford Botway,  
Ann Janowicz

Prod. Mgr.....Michael T. Winnow  
V.P., Acct. Supvr.....David P. Crane  
V.P., Radio-TV Comm.

Dev.....Everard W. Meade  
Vice Presidents.....W. Bijur,  
P. Caravatt, J. Heekin, D. Margaretten,  
R. C. Smith

V.P., Media Dir.....Samuel L. Frey  
*Branch Office*  
Hollywood, California  
Christy Walsh

*Radio Accounts:* Lever Bros. (Dove, Good Luck) New York, N. Y.; Pepperidge Farm (Bread) Norwalk, Conn.; Schweppes Quinine Water, New York, N. Y.; Tetley Tea Co. (Tea), New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.

*TV Accounts:* Lever Bros. (Dove, Good Luck, Lucky Whip) New York, N. Y.; Armstrong Cork (Cushiontone) Lancaster, Pa.; Helena Rubinstein (Reduce-Aids, Nudit, Colortone Shampoo, Naildress) New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.; Pepperidge Farm, Inc.

*Estimated Radio Billings:* \$2,450,000.

*Estimated TV Billings:* \$7,800,000.

### JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.  
Phone: COpley 7-7430

President.....Jerome M. O'Leary  
Exec. V.P.....R. Wm. Gorman, Jr.  
Radio-TV Time Buyer.....Sandra Newsam  
*Accounts:* Kendall Mfg. Co.; Radio Sta. WORL; Warner Bros. Picture Corp., N. E.; White Bros.

### OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.  
Phone: FEderal 9-0441  
AAAA-ABC-ABP-ANPA-AFA

President.....Ward H. Olmsted  
Exec. V.P.....John T. Foley  
V.P., Secretary.....G. C. Hellickson



## ADVERTISING AGENCIES

Vice Pres. .... Ward W. Olmstead,  
John K. Mortland  
Media Dir. .... Warren T. Way  
Production Mgr. .... Everett T. Olson  
*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. (Paimis-  
Appliances), Duluth, Minn.; Owatonna Can-  
ning Co. (Festal Products), Owatonna,  
Minn.; Waterbury Htg. Supply Co. (Fur-  
naces), Minneapolis, Minn.; North Ameri-  
can Life & Casualty Co. (Radio only); Sears  
& Roebuck & 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. .... Barbara Kallick  
Time, Space Buyer, Media  
Director. .... Greta Dunsmore  
*Radio Accounts:* Atlantic City Racing  
Assn., Pleasantville, N. J.; Beach Front Gar-  
dens (Motel) Atlantic City, N. J.; Faulkland  
Heights (Rl. Estate Devel.) Wilmington,  
Del.; Brookview Apts. (Apt. Devel.) Clay-  
mont Del.; Philadelphia Eagles (Professional  
Football) Phila.  
*TV Accounts:* Atlantic City Racing Assn.,  
Pleasantville, N. J.; Beach Front Gardens,  
Atlantic City, N. J.; Monte Carlo Beach  
Motels, Atlantic City, N. J.

### MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 1, Kans.

Phone: DR 1-7250

ABP—ANPA—APA

President. .... Merritt Owens  
Vice Pres. .... Frank Lisee  
Art Dir., Prod. Mgr. .... Tom Horan  
V.P., Radio-TV Dir. .... Frank Rickey  
Account Exers. .... Merritt Owens, Frank Lisee  
*Radio-TV Accounts:* Pearson-Ferguson;  
Vesto TV; Zephyr Awning Co.; Thriftway

Food Stores; Home Savings Assn.; Peck's of  
Kansas City (TV, Radio); Ashmore Pontiac  
(TV only); Royal Crown Cola; Feld Chev-  
rolet Co.

### 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  
Sec'y & Treas. .... Max Weintraub  
Copy Chief. .... Dolf Franklin  
Art Dir. .... Elmer Pfeffer  
Prod. Mgr. .... Jack Weiner  
Radio Time Buyer. .... Betty Silon  
Media Dir., Space Buyer. .... Irving Krouse  
Research Dir. .... Jay Dresner  
Act. Executives. .... Lawrence Nelson,  
Aaron W. Davis, Jay Dresner, Betty Silon,  
Peter Frenkel, Elias Schonberger  
*Accounts:* Downs, Grace; Furniture Spe-  
cialties Corp.; Klein & Teicholz; Overhead  
& Modernfold Door; Seminole Furniture  
Corp.; Warner Mfg.

### PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: MAIn 3-1401

AAAA—ANPA—APA—NBP—NOAB

Chm. of Board. .... Wm. H. Horsley  
President. .... Trevor Evans  
V.P., Secretary. .... Frank Horsley  
Prod. Co-ord. .... Monte Solkover  
Vice President. .... Frederick D. Sprague  
Prod. Mgr. .... James Leavitt  
Treasurer. .... Calvin W. Franklin  
Radio-TV Dir., Talent Buyer. .... Grant Merrill  
Media Dir., Time Buyer. .... Gertrude M. Nyman  
*Branch Offices*

1115 West Broadway, Spokane, Wash.

Phone: FAirfax 7-9585

V.P., Manager. .... Martin Boss  
829 N.W. 19th Ave., Portland 9.  
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); 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; Carsten's Parking Com-  
pany; Montag, Inc.; Oil Heat Institute of  
Washington; Nalley's (Potato Chips, Pickles,  
Canned Foods, Salad Dressings; Crescent  
Mfg. Co., Coffee Div.)

### PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.

Phone: PLaza 1-6400

## ADVERTISING AGENCIES

President ..... Ted Bergmann  
 Sec.-Treas. .... Florence Shapin  
 V.P., Dir. Creative Copy..... Al Eichler  
 Dir. TV-Radio..... Don Blauhut  
 Production Director..... Sydney Reich  
 Copy Supervisor..... David Grayson  
 Copy Coordinator..... Alice Douglas  
 Merch. Director..... Axel P. Gudmund  
 Media Director..... Herbert Gruber  
 TV Film Dir..... Lloyd Durant  
 Comm. Dir..... Irving Ross  
 Asst. Media Director..... Gerald Levey  
 All-Media Buyer..... Ruth Bayer  
 TV Oper. Mgr..... Helen Lawin  
 Art Director..... Sol Hyman  
 Art Supervisor..... Erno Slovak  
 Production Supervisor..... Jay Stuart  
 Personnel Manager..... Pearl Sheridan  
 Office Manager..... Milton Jurin

*Radio-TV Accounts:* Pharmaceuticals, Inc. (Geritol); Geritol, Jr.; Sominex, Zarumin, Serutan, Serutan Plus, R.D.X., Sedagel, Niron, Devarex, Banarin) Newark, N. J.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only); Federated Supply Corp. (Sundry Wholesale Distributors) N.Y.C.; The Harrison Co. (Plastics, Cameras) Long Island City, N. Y.; Liggett-Rexall Drug Co. (Retail Chain) N.Y.C.; N. Amer. Acc. Ins. of Chicago, Newark, N. J.; Universal Pen & Pencil Co., J. B. Williams Co. (Aqua Velva, Letric Shave, Golden Yellow, Conti, Kreml, Skol Preparations) N.Y.C.

*Estimated Radio Billings:* \$200,100.  
*Estimated TV Billings:* \$15,900,000.

### PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.  
 Phone: YUKon 6-7795  
 ANPA

President-Treasurer..... C. H. Pearson  
 V.P., Secy..... Cecilia H. Pearson  
*Radio Accounts:* Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, 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..... Donald L. Paus

#### Branch Office

730 Fifth Ave., New York 19, N. Y.  
 Phone: PL 7-6120

### PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.  
 Phone: BELmont 4-6401  
 APA—NBP

Chairman..... W. L. Phillips  
 President..... Charles C. Ramsey  
 Vice Pres..... James Holloway  
 Sec'y.-Treas. .... Herbert Fredman  
 Radio-TV Dir..... Mrs. Orva W. Huff  
 Media Director..... Thomas P. Rhodes  
 Prod. Mgr..... Al Sheahan  
*Radio-TV Accounts:* First National Bank, Alsynite Co. of America (Translucent Fiber-

glas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Hazard Concrete Product Co.; City Chevrolet Co.; Percy H. Goodwin Co. (Loans, Real Estate, Property Mgt.); Oscar's Restaurant Chain; TV Antenna Supply Co. (TV Egypt); Tri-W Builders; United Fund; Better Business Bureau; Milk Council (Milk Producers Group); Breier Sound Center (Sound Engrs.); H. L. Benbough Co. (Rtl. Furn.); all of San Diego; Mexicali Brewing Co.

### PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas  
 Phone: CAPitol 3-6131

APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec..... Jack N. Pitluk, Sr.  
 V.P., Acct. Exec..... Jack N. Pitluk, Jr.  
 Vice Pres..... Louis H. Pitluk  
 P. R. Dir..... J. M. Battersby  
 Sam Riklin, Louis Pitluk

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.; Roegelien Provision Company (Bacon, Sausages), San Antonio, Tex.

### 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,  
 C. E. Jones, R. K. Sanford, C. Stritzinger,  
 P. N. Horstman

Secy., Treas..... C. C. McMillan  
 Prod. Mgr..... Charles W. Wilson  
 Radio-TV Dir..... William J. Brewer  
 Research Director..... Willard Young  
 Film Buyer..... Al Christy  
 Acct. Execs..... J. Cahill, J. M. Gaughan, E. T. Marshall, G. L. Mosely,  
 R. M. Robinson, E. White, Jr., W. Brooks,  
 W. Cromwell, G. Hicks

### 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.; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park.

### PRODUCT SERVICES

17 E. 45th St., New York City  
 Phone: MURray Hill 7-0204

## ADVERTISING AGENCIES

President.....Les L. Persky  
 V.P., Gen. Mgr.....Frederick S. Fischer  
 V.P., Acct. Supvr.....Harold L. Tuers  
 TV Prod. Dir.....Harlan L. Davis  
 Comm. Film Mgr.....Richard DeMaio  
 Treasurer.....Robert S. Lewis  
 Copy Dir.....Jack Schwartz  
 Chief Time Buyer.....Doris Gould  
 PR Director.....Ruth Davis

### PROMOTION ASSOCIATES

120 North Pitt St., Alexandria, Va.  
 Phone: TEmple 6-5483

President.....Arthur D. Stamler  
 Executive V.P.....Bruce F. Johnson  
 Vice President.....Alan W. Potter  
 Art Director.....John W. Trotta  
 Media Research Chief.....Suzanna O'Connor  
 Broadcast Manager.....William Trumbull

#### Branch Offices

13 Summit Ave., Boston 49, Mass.  
 Phone: DUnkirk 7-1981

Vice President.....A. W. Potter  
 734 Fifteenth St. NW, Washington 5, D. C.  
 Phone: DIstrict 7-1534

Vice President.....B. F. Johnson  
 Heart Building, San Francisco 21, Calif.  
 Phone: RANdolph 4-1500

S. J. Leavitt

*Radio Accounts:* Music Time (Retail Music Stores) Md., D. C., Va.; Johnson Tires (Retreading) Md., Va.; Holiday Devel. Corp. (Real Estate Developers) Alexandria, Va.; Tallahassee, Fla.; Silhouette Home Plan, International (Reducing Machines) Wash., D. C.

*TV Accounts:* Assoc. Health Studios, Arlington, Va.; Brenner's Fabulous Bakeries (Baked Goods) Washington, D. C.; Silhouette Home Plan, Int'l. (Home Reducing Units) Wash., D. C.

*Estimated Radio Billings:* \$235,000.

*Estimated TV Billings:* \$90,000.

### CHARLES O. PUFFER ADVERTISING

130 N. Michigan, Chicago 11, Ill.  
 Phone: WHitehall 4-1003

ABP—APA

President.....Charles O. Puffer  
 Art Director.....Henry Garcia  
 Prod. Mgr.....Glorya Bakken  
 Copy Chief.....Howard Paul  
 Acct. Executives.....Charles O. Puffer,

*Accounts:* Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Luchmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing Co., Augsburger 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. Naeckel  
 President.....Richmond M. Lloyd  
 Secy.....G. E. Bischoff  
 Vice-President.....N. B. Langworthy  
 Treasurer.....W. J. Henderson  
 Art Director.....E. J. McCabe  
 Prodn. Mgr.....Vito M. Volino

#### Branch Office

111 East 3rd St., Davenport, Iowa  
 Phone: 6-0157

*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.....Jack Reynolds

*Radio Accounts:* Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoff-man Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.

*TV Accounts:* Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

### REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.  
 Phone: PLaza 1-7300

69 Washington St., Newark, N. J.  
 Phone: MArket 3-5100

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach  
 President.....Harold L. McClinton  
 Senior V.P., Pres. Asst.....Robert W. Robb  
 Exec. V.P., Art Dir.....Everett W. Saurbeck  
 Controller.....J. Allen Tuck  
 Sr. V.P., Asst. Treas.....D. M. Bernheim  
 V.P., Copy Dir.....Alfred Goldsman  
 Sr. V.P., Mgr. Newark.....F. R. Risley  
 V.P., Radio-TV.....Werner Michel  
 V.P., Media.....Arthur E. Taylor  
 N. Y. 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  
 6434 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt  
 750 Baker Bldg., Minneapolis 2, Minn.  
 Phone: FRanklin 4-1234

V.P., Manager.....George O. Ludecke, Jr.  
 80 Federal St., Boston, Mass.  
 Manager.....Douglass Coady

*Estimated Radio Billings:* \$225,000.

*Estimated TV Billings:* \$5,900,000.

### JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.  
 Phone: VICTor 5269

APA—ABP—ANPA

Owner.....James R. Reese

*Accounts:* Becklean Co.; Berry, Carl Oil Co.; 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.

## ADVERTISING AGENCIES

### KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 2, Minn.  
 Minneapolis 2, Minn.  
 Phone: FEderal 9-0071  
 AAAA—ABP—ANPA—APA  
 NOAB—PPA—ABC

Chrmn. of Bd.....E. E. Sylvestre  
 President.....Wayne Hunt  
 Exec. V.P.....R. W. Stafford  
 V.P., Secy., Oper. Dir.....Paul Phillips  
 Treasurer.....L. J. Beltrand  
 Vice-Presidents.....J. H. Sarles,  
 R. H. Burbank, Elizabeth B. Gray, Loren  
 P. Herder, Helen A. Brown, Dr. A. R. Root,  
 Otis Winegar, Howard Wilson  
 V.P., Radio & TV Dir.....R. E. Neff  
 Radio-TV Prod. Mgr.....Wm. S. Shepherd  
 Program Manager.....James Cooper  
 Time Buyer.....Philip Archer  
*Radio Accounts:* Art Instruction; General  
 Mills (Cereals, Flour, etc.); Minneapolis  
 Brewing Co. (Grain Belt Premium Beer) all  
 of Minneapolis; Mars (Candy Bars) Chi-  
 cago.

*TV Accounts:* Art Instruction; General  
 Mills (Cereals, Flour, etc.); Minneapolis  
 Brewing Co. (Grain Belt Premium Beer);  
 Pacific Gamble Robinson Co. (Frozen  
 Foods) all of Minneapolis; Mars (Candy  
 Bars) Chicago.

*Estimated Radio Billings:* \$120,000.

*Estimated TV Billings:* \$5,250,000.

### REGAL ADVERTISING ASSOCIATES CORP.

575 Lexington Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-8320

V.P., Gen. Mgr.....Charles Weigert  
 Vice President.....Sidney Barbet  
 Station Rel. Dir.....Stanley Grayson

### REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-7440

ABP—ABC—ANPA—NOAB—APA—NBP  
 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.

### 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:* W. Coast Macaroni Co.,  
 Oakland, San Francisco; Spreckles-Russell  
 Dairy, San Francisco.

*TV Accounts:* Spreckles-Russell Dairy Co.,  
 San Francisco; 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  
 Secy, Treas.....F. J. Banks  
 Media Dir.....Helen Anderson  
 Prod. Mgr.....M. F. Landman  
 Vice Pres.....N. Stuart Walton  
 V.P., Radio-TV.....H. E. Karpus  
 V.P.'s.....L. G. Smith, Robert Platt,  
 G. S. L. Anderson, R. I. P. Cameron, D.  
 Newby  
 Radio-TV Coordinators.....E. Yanush,  
 A. Gaudier  
 Time Buyer.....Vera Hopkins

#### *Branch Office*

1440 St. Catherine St. W., Montreal 1, P. Q.  
 Phone: UN 6-1775

Manager.....K. Munro  
*Radio & TV Accounts:* General Mills  
 (Canada) Ltd. (Baking Products & Cereals);  
 Nestle (Canada) Ltd. (Quik, Decaf); Ever-  
 sharp, Inc. (Razors); R. M. Hollingshead Co.  
 (Auto Additives); Hunt's Bakery Ltd.  
 (Baked Goods); Mutual of Omaha (Insur-  
 ance); Converted Rice, Inc.; Proctor &  
 Gamble (Duz); Tea Council of Can.; Cities  
 Service (Gasoline, Oil); Wampole Co.  
 (Drugs).

### FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: JUdson 6-5400

President.....Fletcher D. Richards  
 Board Chairman.....Bradley A. Walker  
 Bd. Vice Chmn.....Paul R. Smith  
 Chmn. Exec. Comm.....J. Sherwood Smith  
 Exec. V.P.....Edmund Johnstone  
 Senior V.P.'s.....Ernest A. Gray,  
 Wm. A. Chalmers, Ellsworth D. Hill, Wal-  
 ter B. Geoghegan, Maitland Jones, John  
 Shepherd, Masis Seklemian, Sanford C.  
 Smith, Donald Anderson, Sylvia Harris,  
 Walter Lurie

#### *Branch Offices*

221 N. LaSalle St., Chicago 1, Ill.  
 Phone: FInancial 6-3585

Harris-Harlan-Wood Div., 58 Sutter St.  
 San Francisco 4, Calif.  
 Phone: YUkon 6-6836

V.P. Mgr.....Parker Wood  
 Vice President.....Porter Anderson  
 6233 Hollywood Blvd., Hollywood, Calif.  
 Phone: HOLlywood 3-4194

Exec. in Chg.....Robt. C. Temple  
 V.P., Sr. Acct. Exec.....Jas. O. Thompson  
*Accounts:* Eastern Airlines; J. A. Folger

# ADVERTISING AGENCIES

Co.; U. S. Rubber Co. (& subsidiary, Dominion Rubber Co., Canada); Bavarian Brewing Co.; Abercrombie & Fitch, N.Y.C.; Boeing Airplane Co., Seattle, Wash.; Gulf Oil Corp., Pittsburgh, Pa.; Helms Olympic Bakeries, Los Angeles, Calif.; Industrial Bank of Commerce, N.Y.C.; Karastan Rug Mills, N.Y.C.  
*Estimated Billings: \$35,000,000*

## M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUnkirk 2-6073

Pres., Radio Time  
 Buyer..... M. Evans Richmond  
 Production Mgr..... D. Blaine  
 Art Director..... Frank Cartwright

### Branch Offices

230 Boylston St., Boston 16, Mass.

Phone: CO 6-4491

Yucca-Vine Bldg., Hollywood 28, Calif.

Phone: HE 3517

TV-Radio Office..... M. K. Reiss

## DAN RIVKIN AGENCY

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, John Kohler.

## 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..... Charles Murphy  
 Art Director..... Hugh Ryan  
 Acct. Execs..... Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

## W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-8763

ABP

President, Treas..... Wilmer S. Roberts  
 Exec. V.P., Secy..... Franklin S. Roberts  
 Prod. Mgr..... 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.

## MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.

Phone: KE 4-6268

APA

Chrmn. & Pres..... Marshall G. Robertson  
 Secy-Treas., Time Buyer..... Mary A. Robertson  
 V.P., Acct. Exec..... John Eby  
 Radio Manager..... Margaret Pierson  
 TV Manager..... Jack Helling  
 Art Director..... Lavern Everson  
 Account Executives..... R. W. McWilliams, James H. Briggs

*Radio Accounts:* City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; 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, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 8-5885

President..... Robert H. Adelman  
 Vice President..... Anthony J. Walton  
 Radio-TV Dir..... E. Uhler  
*Accounts:* Bonded TV Film; Nu Products Co.; Radio Sta. WDas, Philadelphia; Radio Sta. WIBG; TV Sta. WVUE.

## ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: HUnTley 2-2050

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

TV Dir..... Lee Laufer  
 Media Dir., Radio Time

Buyer..... R. C. Neuman  
 Treasurer..... Robert C. Neuman  
 Prod. Mgr..... James Kroll  
*Radio-TV Accounts:* Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan



Assn., Los Angeles, Calif.; Wilco Co. (Clear-ex Glass Cleaner), Los Angeles, Calif.; 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 Clearax, 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

Chrmn. of the Bd. .... John P. Roche  
 President. .... C. E. Riekerd  
 1st V.P. .... James M. Cleary  
 Asst. to Pres. .... Al Bonk  
 V.P. Chg. of Media. .... Frank Hakewill  
 V.P. Chg. of Copy. .... R. A. L. Herweg  
 V.P., Art Dir. .... George Lyman  
 Vice Presidents. .... Lloyd Maxwell,  
 E. C. Olson, William H. Savin, Stewart  
 Weston, M. F. Williamson.

Sec.-Treas. .... C. W. Anderson  
 Dir. Plans & Mdsq. .... W. S. Shartle  
 Dir. Radio-TV. .... Kirby Roche  
 Dir. Research. .... J. Durringer  
 Media Buyer. .... Guy Dustman  
 Account Executives. .... John P. Walker,  
 (Bonk, Engelhardt, Gilmour, Herweg, Max-  
 well, Olson, Roche, Shartle, Weston, Wil-  
 liamson)

*Radio Accounts:* Chicago, Milwaukee, St. Paul & Pacific RR (The Milwaukee Road); Great China Food Prod. Co.; Hardware Mutuals Insurance; Kohler Co., Natl. Toilet Co. (Complexion Aids); John Puhl Prod. Co. (Amonnia, Bleach); Schulze & Burch Biscuit Co.; Sno Bol Corp. (Toilet Bowl Cleaner, Mop); Stewarts 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  
 Controller ..... Sidney Bernberg  
 Copy Chief. .... M. Lovinger  
 Account Executives. .... Gerald Addis,  
 Edw. Lovinger, Jerrold Rocklin  
 Research Director. .... Trina Shuchat  
 Publicity Dir. .... Robert Rocklin  
 Prod. Mgr. .... Sue Wurtzburg  
 Art Director. .... Helen Wurtzburg

*Radio Accounts:* Western Tire Auto Stores (Dept. Store); Chicago Furniture Mart; Kay-Den Beauty Salon; Berens Mercury (Automobiles); Roosevelt Chair & Supply; Treasure Chest (Magic, Games, Inc.); Vivian Verne Co. (Shampoo); Grecian Formula 16 (Hair Coloring); Keystone Chevrolet, Public Pontiac (Both Cars); all Chicago.

*TV Accounts:* Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; Chicago Furniture Mart; Alan Radio & Appliance Stores; Dy-Dee Wash; English Ford Dealers of Chicagoland; Public Pontiac, Slavin Edsel, Lewis Ford, Lee Nordie (All Cars); all Chicago.

**RONALDS ADV. AGENCY, LTD.**

701 Keefer Bldg., Montreal 25, Que.

Phone: University 6-9471

ABC—ANPA

Bd. Chrm., Pres. .... Russell C. Ronalds  
 Secy.-Treas. .... Peter Smith  
 President. .... Frank deB. Walker  
 Exec. V.P. .... Ray J. Avery  
 Prod. Mgr. .... Leo Hastings  
 Acct. Suprs. .... P. Golick, H. J. Ronalds  
 Media Dir. .... D. C. Fowler

*Branch Offices*

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., Manager. .... R. J. Avery  
 Petroleum Bldg., Edmonton, Alberta, Canada  
 Phone: 2-8356

Manager. .... G. G. Steeves

**ROSE-MARTIN, INC.**

21 West 46th St., New York 36, N. Y.

Phone: JUdson 2-3550

ABP—ANPA

President ..... Irl W. Rose, II  
 V.P., Gen. Mgr. .... John A. Boulle  
 V.P., Media Director. .... G. M. Rundbaken  
 V.P., Art Dir. .... Alec B. Kenne  
 Production Manager. .... Ethel Whelan  
 V.P., Radio-TV Dir. .... Channing Hadlock  
 Copy Chief. .... Frank McCullough  
 Comptroller. .... Joseph R. Anderer  
 Account Executive. .... Lou Kashins

*Radio Accounts:* Morrisso Co. (Pudding, Pie Filling); Amer. Kitchen Prods. Co. (Steero Bouillon Cubes, Jellied Consomme, Spaghetti Sauce) both Jersey City, N. J.; E. Regensburg & Sons (Cigars) N. Y. C.

*TV Accounts:* Noxon (Silver & Metal Polish) Jersey City, N. J.; Bankers Trust Co. (Bank); Universal Spray Can Corp. (Aerosol Shoe Shine) both N. Y. C.

*Estimated TV Billings:* \$300,000.

**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,

# ADVERTISING AGENCIES

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  
V.P., Asst. to Pres. .... Robert R. Roy  
Exec. V.P. .... Thomas G. McCormick  
Sr. V.P., Creative Dir. .... Maurice G. Vaughn  
V.P. & Art Dir. .... John W. Hutton  
V.P., Acct. Suprs. .... Wm. W. Shaul,  
Joseph G. Mohl  
Mgr., Radio-TV Dept. .... Ralph S. Freeman  
Secretary ..... Erwin H. Haass  
Treasurer ..... Lathrop P. Morse  
Comptroller ..... Harry W. Mellen  
V.P., Media Dir. .... Carl E. Hassel  
Research Dir. .... Edward Simon  
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: HOLlywood 9-6263

Vice-Pres. .... Thomas F. Scott  
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  
Exec. V.P. .... Paul Zucker  
Vice Presidents ..... Charles Lipton,  
Chester Burger, Richard Weimer  
Dir., Creative Services. .... Morton Yarmon  
Dir., Radio-TV. .... Mildred Vigderhouse  
Prod. Mgr. .... E. Brodsky

## THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.  
Phone: BRowning 1-2150

AAAA—ABC—ABP

President ..... C. L. Rumrill  
Exec. V.P. .... J. R. Van Arsdale  
Senior V.P.'s. .... G. R. Darcy,  
N. A. Gallagher  
Secy., Treas. .... H. R. Hanson  
V.P.'s. .... J. G. Wells, L. B. Reigler

### Division Offices

374 Delaware Ave., Buffalo, N. Y.  
Phone: MA 6020

Manager ..... J. G. Wells  
10 Hopper St., Utica, N. Y.

Phone: UTica 3-7544

Manager ..... L. B. Reigler

*Radio and TV Accounts:* Community Savings Bank, Rochester; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Genesee Brewery (Ale) Rochester, N. Y.; Amer. Household Storage (Movers); Jno. H. Brogan & Co. (Ins.); Buffalo Indust. Bank; Crystal Beach Transit Co. (Amusement Pk.); Dunlop Tire & Rubber Co. (Tires, Sptg. Gds.); First Fed. Sav. & Loan Co.; Home Show (Exhibits); Keebler Biscuit Co. (Baked Goods); Loretto Foods (Food Prod.); Milk for Health (Dairy Prod.); Niagara Frontier Transit System (Transportation); Red Wing (Food Prod.); all of Buffalo; Buffalo Raceway (Race Track) Hamburg, N. Y.; Kenmore Motor Co. (Autos); Kenmore, N. Y.; Procino Rossi Corp. (Food Prod.) Auburn, N. Y.

*Estimated Radio-TV Billings:* \$1,500,000.

## LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.  
Phone: REgent 6-3521

AAAA—ABP

President ..... Lowe Runkle  
Vice-Presidents ..... Roger Pishny,  
Howard Neumann, Monty Mann, Oscar Heuse

Comptroller ..... George A. Mitten  
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.; Gunn Bros. Stamps, Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City; Colvert's Dairy Prod., Ardmore, Okla.

*TV Accounts:* Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Local Federal Savings & Loan Association; Gunn Brothers Stamps (Trading Stamps); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co., Colvert's Dairy Prod., Ardmore, Okla.

*Estimated Radio Billings:* \$187,000.

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

## BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President ..... Ben Sackheim  
Exec. Vice-Pres. .... George B. Pampel  
V.P., Radio-TV. .... William Pitts  
Time Buyer. .... Bob Glatzer  
Copy Chief. .... Anne Green  
Executive Art Dir. .... Arthur Singer  
Creative Director. .... Matthew Cantillor  
Prod. Coord. .... Irving Levine  
Media Director. .... William Galker  
Acct. Execs. .... Ted Briening, Vernon

## ADVERTISING AGENCIES

Cooper, Hal Graves, Milton Mensch, George B. Pampel

**Radio Accounts:** Nationwide Insurance, Columbus, Ohio; Hess-Goldsmith (Fibreglas Fabrics) N. Y. C.; Peter Pan Foundations (Undergarments) N. Y. C.; Associated Home-finders (Consultant Realtors) N. Y. C.; Chauguin (Liqueur) Morrisville, Pa.

**TV Accounts:** Nationwide Insurance, Columbus, Ohio, Jacoby-Bender (Watchbands) Long Island City, N. Y.; Peter Pan Foundations (Undergarment) N. Y. C.; Tip Top Products (Hair Accessories) Omaha, Neb.

### WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.

Phone: Jackson 2-9212  
ANPA—ABP—ABC

President ..... Boatner Reily  
V.P., Gen. Mgr. .... P. J. Stakelum, Jr.  
Vice Presidents ..... Joseph Shields, Jr.,  
D. W. Ziegelasch, Irvine J. Vidacovich  
Acct. Execs. .... Boatner Reily, P. J. Stakelum,  
Jr., Joseph C. Shields, Jr., Dwight W.  
Ziegelasch, I. J. Vidacovich, Sr., Dorothea  
Schlesinger, John Browne, Peter A. Mayer,  
I. J. Vidacovich, Jr.

Secretary ..... Dorothea Schlesinger  
Treasurer ..... Alvin C. Camus  
Radio-TV Dir. .... Peter A. Mayer  
Radio-TV Time Buyer ..... Diane Kramer

**Radio Accounts:** American Brewing Co. (Regal Beer); Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees) all New Orleans; L. A. Frey & Sons, (Meat Products) New Orleans & Lafayette, La.; 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); Lichtenstein's Shoe Store, all New Orleans, La.

**TV Accounts:** American Brewing Co. (Regal Beer); Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), all of 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.  
Secretary ..... Harvey R. Kruse  
V.P. .... Wm. A. Dobson  
Prod. Manager ..... Sara Brenna  
Research Mgr. .... Don N. Chamberlin  
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 Lavoris 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  
V.P., Treas. .... Victor Sawdon  
Prod. Coord. .... Tom Mannos  
Radio-TV Producer ..... Jack Wilcher

#### 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.

### A. A. SCHECHTER & ASSOC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1150

President ..... A. A. Schechter  
V.P., Radio-TV ..... Michael Roshkind  
Acct. Exec. .... John L. Geunther

#### Branch Offices

Tribune Tower, Chicago 11, Ill.  
Phone: SUperior 7-6670

Manager ..... Charles Vance  
1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: HUntley 2-0798

Manager ..... Helen Bowman

### SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.  
Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President ..... Julius Scheck  
V.P., Media Dir. .... E. Grant Scheck  
V.P. .... Murray Hirsch  
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.

### SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.  
Phone: ARmitage 6-1600

Prca., Media Dir., Space Buyer

Sydney R. Raike  
Vice-Pres. .... J. E. Schenker  
Art Dir. .... M. Rickabaugh  
Radio Time Buyer & Prod. Mgr.  
Space Buyer ..... C. D. Domin  
Account Executives ..... S. R. Raike,  
J. E. Schenker, C. D. Domin  
**Accounts:** Chicago Cycle Co.; Escalante,  
Jos. F. Co.; Howe Ice Machine Co.; Wallace,  
J. D. & Co.

### SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.  
Phone: MUrray Hill 7-8294

President ..... Joseph P. Schneider  
Exec. V.P., Art Dir. .... Alfreda Walsh  
Secretary ..... Philip Nemiroff

## ADVERTISING AGENCIES

Prod. Mgr. .... Anne Zambito  
Space Buyer ..... Mark Barry

### GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.  
Phone: GAspee 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.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts), Providence; R. I. Provision Co. (Meat Packer), Johnston, R. I.; William H. Harris (Furrier), Providence, R. I.

*TV Accounts:* Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Porter Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

### SCHWAB & BEATTY, INC.

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

Phone: MUrray Hill 8-3813

ABP—ANPA—NBP

President. .... Victor O. Schwab  
Exec. V.P. .... Richard Porter  
Vice President. .... John M. Jenks  
Radio-TV Dir. .... George F. Perkins  
*Accounts:* British Publications, Inc., N.Y.C.; Metropolitan Opera Record Club, N.Y.C.; Muzak Corp., N.Y.C.; RCA Victor-Book-of-the-Month Club.

### 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  
*Radio Accounts:* Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

*TV Accounts:* Sealy Mattress Co.; Philadelphia Model Hobbies Association.

### JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.

Phone: MOhawk 4-6323

ANPA

President & Treas. .... John W. Shaw  
Exec. V.P. .... David E. Guerrant  
Senior V.P. .... P. L. O. Smith

VP's. .... Sigmund T. Seaman,  
Norman R. Anderson, Ralph Stewart  
V.P., Secretary. .... Robert C. Milner  
Media Dir. .... Richard L. Rogers  
Radio-TV Dir. .... Hathaway C. Kemper

*Radio Accounts:* Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Kemper Insurance; Quaker Oats Co. (Corn Goods); Webcor, Inc. (Fonographs, Tape Recorders) all Chicago; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph, Mo.; John Morrell & Co. (Meats) Ottumwa, Ia.

*TV Accounts:* Quaker Oats Co. (Aunt Jemima Easy-Mixes & Corn Goods); Kemper Insurance; Dormeyer Corp. (Power Tools, Appliances) all Chicago; Colgate-Palmolive Co. (Colgate Shave Cream) N. Y. C.; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph, Mo.; Horlicks Corp. (Instant Malted Milk) Racine, Wis.

### SILTON BROS. CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—NBP

President. .... Myron L. Silton  
Board Chairman. .... John N. Silton  
Exec. V.P. .... Roman N. Silton  
Senior V.P. .... Earle W. Hoffman  
Treasurer. .... Morris Susman  
Media Director. .... Marie Kachinski  
Asst. Treasurer. .... Ruth B. Comerford

*Radio Accounts:* New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain) Adams & Swett (Rug Cleaning & Sales); Better Home Heat Council (Oil Heat Dirs. Assn.); Kasanof's Model Bakers; Metropolitan Transit Authority (Transportation), all Boston, Mass.; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

*TV Accounts:* New England Provision Co. (Frankforts, Prepared Meats) Barcolene Co. (Household Cng. Prod.); Adam & Swett (Rug Cng., Sales); Kasanof's Model Bakers, all of Boston; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

### SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

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 (Ronco Foods), American Tea & Coffee Co.; WMC, WMCT, Memphis, Tenn.

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—ABP—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.

**SMITH/GREENLAND COMPANY**

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

Phone: Circle 6-6161

ANPA—PPA

President.....Leo Greenland  
Exec. V.P.....Martin L. Smith  
Vice President.....Peter G. Weinberg  
Controllor.....Oscar Hafner  
Production Mgr.....Harold Franklin

*Radio Accounts:* Sau-Sea Shrimp; Florabonica; Roman Products; My Lady's.

*TV Accounts:* Melnor Industries, Osrow Products Co., Seabrook Farms Co.

**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA

President.....Ronald P. Taylor  
Bd. Chrmn., Treas.....Robert M. Jenkins  
V.P., Secretary.....Leo M. Pillion  
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, P. J. Matelan, R. K. Pearson, John Angus

**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

Account Executives.....P. M. Shaughnessy,

H. D. Peltier, W. J. Smith

*Radio Account:* Peerless Mfg. Co.

**SON DE REGGER ADV. AGENCY INC.**

321 Eleventh St., Des Moines 9, Ia.

Phone: 3-3185

ANPA—APA—ABP—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

Copy Chief.....W. E. Juhre

*Radio Accounts:* National Soap & Refining Co., Grocers Wholesale Co.

**C. JERRY SPAULDING, INC.**

201 Commercial St. Worcester 8, Mass.

Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding

Secretary.....H. H. Hartwell

Art Director.....Harvey Ball

Prod. Mgr.....Charles Rice

Media Dir.....Theresa 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

Client Service.....Bert Schwartz

Art Director.....Irving Trabich

Production Manager.....Bernard Ludin

Radio Director.....Charles Goldberg

Controllor.....Stella E. Koenigsberg

*Radio-TV Account:* Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

**SPITZ ADVERTISING AGENCY, INC.**

530 Oak St., Syracuse 3, N. Y.

Phone: 9-5581

ABP—ANPA

Owner, Acct. Exce.....William Spitz

Art Director.....Frederic Berg

Copy Chief.....Madeline Clark

Radio-TV Dir.....Patricia Montfor

Media.....Connie Katronis

*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-



## ADVERTISING AGENCIES

cuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

**TV Accounts:** Besdin Furniture Supermarket (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 Manufacturing Co. (Mattresses) Syracuse; Spector-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.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

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

### SPITZER & MILLS LIMITED

Phone: EMpire 6-2811

ABC

50 King St., West, Toronto, Ontario

Board Chairman.....C. F. Mills  
Vice Chmn. of Bd.....J. W. Spitzer  
President.....W. H. Reid  
V.P.'s.....E. Aikio, F. J. Collins, T. R. Hart,  
D. McCrimmon, W. F. Nugent, J. H.

Randle, W. G. Wallace

Radio-TV Manager.....R. A. Stevenson  
Time Buyer.....M. E. McCullagh  
Montreal Media Dir.....F. Harbinson  
Radio TV Director.....T. R. Hart  
Media Dir.....P. Judson

#### Branch Office

3405 Addington Ave., Montreal, Quebec

Phone: HU 1-0344

Co-Mgrs.....J. H. Randle, D. McCrimmon

**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 Canada Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coult's Co., Ltd. (Greeting Cards) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; McCormicks Limited (Biscuits, Candy) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; Canadian Co-op. Wool Growers (Institutional) Toronto, Ont.; O. Gauthier Ltd. (Old London Prods.) Montreal, Que.; Lehn & Fink—Canada—Ltd. (Lysol) Toronto, Ont.; Martin-Senour Co. Ltd. (Paints) Montreal, Que.; Office General des Grandes Marques (Wines) Montreal, Que.; Sunlist Growers (Oranges, Lemons) Los Angeles, Cal.; United Co-ops. of Ontario (Gay-Lea Butter) Weston, Ont.

### STEBBINS & COCHRAN, ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

President.....Barton A. Stebbins  
Exec. V. P.....Burt Cochran  
Secy., Treas.....Dorothy M. Elliott  
Director.....William A. Dyer, Jr.  
Production Assistant.....Jane Catlin  
Time Buyer.....John Cochran

**Radio Accounts:** Anita Shops (Ready-to-wear) Los Angeles; Broadway-Orange Cty. Center (Shopping Ctr. Devel.) Anaheim, Cal.; South Bay Shopping Center (Shopping Ctr. Devel.) Redondo Beach, Cal.

**TV Accounts:** Certified Grocers of Calif.; Signal Oil Co. (Gasoline), Los Angeles, Calif.

### STEBBINS, HAL, INC., ADV.

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

Phone: Richmond 9-5317

ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins  
Secretary.....Winifred Graham  
Art Dir.....Jack Eipper, Jack Vibber  
Prod. Mgr.....Al Schuknecht  
Acct. Execs.....Michael Corcoran,  
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  
Vice Pres.....Harold Strauss  
Prod. Mgr.....Harry Fleischmann  
Sec., Comptroller.....Morton S. Sirota

**Radio Accounts:** Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

**TV Accounts:** Milium Division, Deering, Milliken & Co.

### STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB

Honorary Chmn.....William Z. Burkhardt  
Pres.....C. Thomas Martin  
Chmn. of Bd.....Ranald S. West  
V.P., Media, Time Buyer....R. A. McDowell  
V.P.....Robert Helmich  
Television Production.....Gary Lee  
Prod. Mgr.....Richard Thompson

**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.; Hude-

## ADVERTISING AGENCIES

pohl 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 5-9140, 9149

Pres., Treas., Media Dir.....Morry Storm  
V.P.-Radio & TV Dir. &

Acct. Ex. Time Buyer.....Jean Schantz  
V.P., Art Dir.....Vincent Marcone  
Vice Pres.....Gordon E. Cole  
Prod. Mgr.....Barbara Belmont  
Copy Chief.....Mark A. Van Liew  
Asst. to Pres.....Barbara Harmon

*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.

#### Branch Office

4971 Maryland Ave., St. Louis, Mo.

Manager.....Jean E. Schantz

### 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  
Art Dir., Prod. Mgr.....J. J. McCabe  
Media Dir.....Walter K. Munroe  
Controller.....James G. Hajjar  
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 Lohster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.

Phone: MURRAY Hill 8-1600

ANPA-APA-NOAB-NBP-AAAA

Chairman.....Raymond F. Sullivan  
Vice Chmn...Donald D. Stauffer, S. Heagen Bayles

President.....Brown Bolte  
V.P. Operations.....Ralph Smith  
Vice-Pres., Secy.....John P. Cohane  
Sr. V.P.....Clifford Spiller  
Vice-Pres. & Treas....T. Newton Weatherby  
V.P. & Media Dir.....Francis Minehan  
V.P., Media Dept. Mgr.....Lloyd Harris  
V.P. & Merch. Dir.....Daniel O'Meara  
Vice-Pres.....Mary A. Ayres  
Vice-Pres.....Herbert A. Vitriol

Vice-Pres.....Luther H. Wood  
Vice-Pres.....Ida S. Raishack  
Vice-Pres. ....Barrett Welch  
Vice-Pres.....Horace Hagedorn  
V.P.'s.....Frank Henderson,  
Richard R. Uhl, Thomas F. Victor, Eugene F. Whelan, L. Brooks Elms, Alfred E. Hanser, James Tennyson, I. Emory Ward, Horace E. Curtis

V.P., Research Dir.....Timothy J. Healy  
V.P. & Head Art Dir.....Robert West  
V.P., Creative Dir.....R. D. Wylly  
Prod. Mgr.....George Andrew  
Controller.....M. Herbert King  
V.P. & Radio-TV Dir.....Phillip H. Cohen  
Radio-TV Bus. Mgr.....Frank Reed  
V.P., Network Operations.....George Frey

#### Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hollywood 4-2119

Vice-Pres. &

TV-Radio Dir.....John Van Nostrand  
Vice President.....Robert W. Ballin  
W. Cst. Film Prod. Dir.....John G. Cole  
*Accounts:* American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour RIT Tints & Dyes, Easter Egg Dyes, Shinola Shoe Polishes); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Py-co-pay Tooth Brushes); Carter Products (Arrid Cream Deodorant, Rise Instant Lather, Snow White Toothpaste); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum, Breeze), Noxzema Chemical Co. (Noxzema Skin Cream, Skin Lotion, First Aid Cream, High Noon Suntan Lotion); Smith Brothers (Cough Drops); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Laboratories, Div.: Amer. Home Prods. Corp. (BiSoDol Mints & Powder, Resdan, Duplexin, Psorex, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products, Jellies, Ciders, Vinegars, Sunsweet Prune Juice, Clapp's Baby Foods.; Salada-Shirriff-Horsey (Salada Tea Bags, Packaged Tea, "Junker"; Sea Brand Frozen Shrimp).

Estimated Radio Billings: \$6,500,000

Estimated TV Billings: \$23,800,000

### TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.

Phone: HARRISON 7-3700

AAAA-ABP-ANPA

Chairman of the Bd.....Arthur E. Tatham  
President.....J. Kenneth Laird  
Treasurer.....Harold C. Jensen  
Asst. Treas.....Fred Wiyter  
Secretary.....Mary Kyak  
Copy Chief.....John H. Jameson  
Market Res. Dir.....Arthur A. Simon  
Media Director.....George A. Bolas  
Asst. Media Director.....W. J. McEdwards  
Prog. Asst.....John R. Allen  
Media Supervisors.....Jack Ragel  
Roy A. Boyer, John Singleton

## ADVERTISING AGENCIES

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 Rohrsen  
Creative Research Director. .... Dr. Don Kanter

### Branch Offices

3 East 54th St., New York 22, N. Y.  
Phone: PLaza 1-4680

Exec.-in-Charge ..... John Masterson  
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, Supercrome 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 Lipstick), Chicago; The Wander  
Co. (Ovaltine), Chicago; Wiedemann, Geo.,  
Brewing Co. (Wiedemann's Beer), New-  
port, Ky.; Procter & Gamble (Fluffo Short-  
ening, American Family Products), Cincin-  
nati, Ohio.

*Estimated Radio Billings:* \$600,000.

*Estimated TV Billings:* \$10,600,000.

### TELESALES COMPANY, TELEVISION ADVERTISING

350 Fifth Ave., New York 1, N. Y.  
Phone: LAckawanna 4-1150

President. .... Robert L. Zimler  
TV Prod. Dir. .... Dorothy Wagman  
*Accounts:* Abraham & Straus, Brooklyn,  
N. Y.; Electronuclear Devices, N.Y.C.; Gim-  
bel Bros., N.Y.C.; WQXR & WRCA-TV, both  
N.Y.C.

### TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5875 N. Lincoln Ave., Chicago, Ill.  
Phone: LOngbeach 1-4428

President ..... Ron Terry  
Treasurer ..... Marvin Gray  
Vice President. .... George J. Harris  
Secretary ..... Gloria Lynn  
Art Director. .... John I. McGlasson  
Office Manager. .... Ramona Darlak

### THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.  
Phone: Circle 6-6543

ANPA—APA—NBP

Pres., Art Dir. .... Wilbur L. Thomas  
Secretary. .... George F. Reid  
V.P.'s. .... Lawrence H. Douglas,  
G. Douglas Bogart  
Treas., Space Buyer. .... C. Vitaliano  
Account Exec. .... Lawrence H. Douglas  
*Accounts:* American District Telegraph Co.  
(Automatic Electrical Protection Equip.),  
New York Automatic Fire Alarm Co., New

York; D'Bari 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 Communica-  
tions), 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  
Dir. of Research. .... Dr. D. R. Longman  
Admn., Radio-TV. .... John F. Devine  
Assoc. Dir. Radio-TV. .... H. Bart McHugh  
Media Dept. Manager. .... Richard Jones  
TV Group Heads. .... Robert E. Buchanan,  
Storrs Haynes, Woodrow Benoit  
Associate Media Dir. .... James O. Luce,  
Anne Wright, Ruth Jones, Jack Green,  
Robert Lilien, Philip Birch

### Branch Offices

410 No. Mich. Ave., Chicago, Ill.  
Phone: MOhawk 4-6700

Vicc 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 Rep. .... Eldon Hazard  
6505 Wilshire Blvd., Los Angeles, Calif.  
Phone: OL 3-0300

V.P., Manager. .... Tom Cooper  
V.P., Prog. Dir. .... Charles Vanda  
220 Miracle Mile, Coral Gables, Fla.  
Phone: Highland 3-4629

Manager ..... Albert Cameron  
320 California St., San Francisco, Calif.  
Phone: GA 1-3510

V.P., Mgr. .... Harry A. Lee  
TV Group Head. .... Forrester 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.; Weco Products

*TV Accounts:* Shell Oil Company, Incor-  
porated, Pan American, Johns-Manville, Alu-  
minium, Ltd., Lever Bros., Standard Brands,  
Inc., Mentholatum, Blue Cross, Blue Shield,  
Scott Paper Co., Chesebrough-Pond's, East-  
man Kodak, Kraft Foods, Div. Natl. Dairy  
Products; Ford Div., Ford Motor Co., Brillo,  
Seven-Up, Joseph Schlitz Brewing Co., At-  
lantis Sales, Boyle-Midway, Inc., Sylvania  
Electric Products, Church & Dwight, Quaker  
Oats Co., Libby McNeill Libby, Johnson  
Motors.

*Estimated Radio Billings:* \$12,100,000.

*Estimated TV Billings:* \$101,000,000.

## ADVERTISING AGENCIES

### 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  
Treas., Secy.....George M. Pease  
Prod. Mgr.....H. V. Kelly  
Vice-Pres. & Art Dir.....Hugh F. Donnell  
Vice-Pres.....F. Haas, F. Nye  
*Radio Accounts:* J. W. Beardsley's Sons,  
(Food Products), Newark, N. J.; 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:* 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  
V.P., Treas.....John H. Wellenkamp  
Exec. Vice-Pres.....Clay W. Stephenson, Jr.  
Prod. Mgrs.....W. H. Muessig,  
Thomas E. Daley  
Media Dir.....Ernestine Parker,  
Helen J. Sanford  
Radio, TV Director....Lawrence E. DuPont  
*Branch Office*

2332 W. Holcombe, Houston 25, Texas  
Phone: MO 7-8352

*Radio Accounts:* Borden Co. (Southern  
District); Duncan Coffee Co., Houston; Im-  
perial Sugar Co., Sugarland; Burrus Mill &  
Elevator Co. (flour), Dallas; Adleta Com-  
pany, Dallas; 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 Dis-  
trict); Duncan Coffee Co., Houston; Im-  
perial 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  
V.P.'s.....Peter J. McKenna,  
Joseph N. Sirone, Edward N. Hoffman  
Copy Chief.....Otto Riess  
Secy.-Treas.....Anthony T. Sarnataro  
Prod. Mgrs....Nathan Cohen, S. Duane Lyon  
*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.; Jadov, B. Inc.; K & W Products Corp.;  
Meyer, N. S.; Mohegan Int'l.; Pan-Atlantia  
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: FINancial 6-2100  
ABC—ANPA

President.....Albert G. Wade II  
General Manager.....Paul McCluer  
Group Spvrs.....Robert E. Dwyer,  
Hal H. Thurber  
Research Dir.....Gordon Norberg  
Art Director.....J. B. Hoopes  
Media Dir.....David S. Williams  
Marketing Director.....Louis J. Nelson  
Dir. of Radio-TV.....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.  
*Radio Accounts:* Miles Laboratories, Inc.  
(Alka-Seltzer, One-A-Day (Brand) Vitamins,  
Nervine), Elkhart, Ind.; Miles California  
Co., (Bactine) Los Angeles, Calif.; Aire-  
loom 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 Pro-  
ducts Co.

*TV Accounts:* Miles Laboratories, Inc.  
(Alka-Seltzer, Nervine, Tabcin, One-A-Day  
Brand) Vitamins, Elkhart, Ind.; Alberto-  
Culver Co. of Hollywood (Alherto 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 An-  
geles; Paper Prod. Co. (Napkins, etc., Los  
Angeles.

*Estimated Radio Billings:* \$1,600,000.

*Estimated TV Billings:* \$17,000,000.



# ADVERTISING AGENCIES

## HUGO WAGENSEIL & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio  
Phone: HEMlock 5542  
ABP—APA

President.....H. Wagenseil  
Exec. V.P.....Paul B. Willis  
Vice Pres.....W. H. Ford  
V.P., Creative Dir.....Harley Case  
Radio Dir.....F. R. Harwood

## W. S. WALKER ADV. INC.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.  
GRant 1-1900  
ABP—ANPA

President.....C. P. Richardson  
Exec. V. P.....F. L. Newmeyer, Jr.  
Vice President.....G. Norman Burk  
Radio-TV Dir.....Robert B. Stevens  
*Radio and TV Accounts:* Aunt Hannah's Bakery (Food Prods.) Pittsburgh; Sterling Oil Div. of Quaker St. Oil Refin. Corp. (Gasoline. Oil) Emlenton, Pa. & St. Mary's, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; J. N. Hagan Co. (Ice Cream, Milk) Uniontown, Pa.; Chemagro Corp. (Ag. Chem. Prods.) NYC; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh; Blackstone Corp. (Lndry. Eqpt.) Jamestown, N.Y.  
*Radio Account:* Niagara of Pittsburgh (Massage Eqpt.).

## 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. Rela. Dir.....Dorothy Stevens  
Radio-TV Prod. Dir.....Harry Allevaran  
Account Executives.....S. P. Jackson,  
Ed O'Brien, Harry Alleva, Robert Schier,  
J. C. Silverman, Jack Wilson.

*Radio Accounts:* Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; 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; Burnham Securities; Devage Stores; Korvette Stores.

*TV Accounts:* Vinn 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; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.; Burnham Securities; Devaga Stores; Korvette Stores.

## WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4700

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
Arthur Deerson, Thomas H. Shanley,  
Eleanor Dean, R. A. MacDonnell, L. H. Russell, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson, Leonard V. Colson, Gene McMasters, Thos. J. Murray, N. Leslie Silvas, John P. Warwick  
V.P., TV-Radio Dir.....William P. Warwick  
V.P., Media.....H. H. Dobbertein  
V.P., Copy Chief.....Robert L. Edens  
Exec. Producer-TV.....Andrew Christian  
Prod., Dir.-TV.....Sheldon Platt  
TV Art Director.....Benjamin Colarossi  
Fashion Coordinator.....Pat Reynolds

### Branch Office

83-50 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLive 3-0240

Mgr.....Willson M. Tuttle  
*Radio and TV Accounts:* Warner-Lambert Pharmaceutical Co., Family Products Div. (Bromo Seltzer) Morris Plains, N. J.; Ex-Lax, Brooklyn, N. Y.; Mennen Co. (Skin Bracer, Cologne for Men, Spray Deodorant, "Speed Stick" Deodorant, Gold Crest Prods.) Morristown, N. J.

*TV Account:* Revlon (Lipsticks, Futurama, Nail Enamel, Touch & Glow Prods., Eye Makeup, Gift Sets, Silicare, Clean and Clear, Wonder Base) NYC

*Estimated Radio Billings:* \$1,700,000.  
*Estimated TV Billings:* \$5,600,000.

## WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.  
Phone: LOcust 3-1570  
AFA

President.....G. S. Wasser  
Exec. Vice Pres.....L. Cook Thompson  
Treasurer.....John R. Kersch  
Media Director.....Harry Anderson  
Film Mgr.....William R. Esch  
Radio, Television Director.....Alvin Roth  
*Radio & TV Accounts:* Country Belle Coop. (Farmers Dairy Products) Pittsburgh; Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; United Dairy Co., Barnesville, Ohio; Nu-Life Chem. Co. (Steam Aid); Mark Laboratories (Diapersol) Pittsburgh.

## NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.  
Phone: MURray Hill 5-8950  
ANPA—NBP—ABP

President.....Norman D. Waters  
Vice Presidents...Bliss Woodward, Marvin Sherres  
Secretary.....Elaine L. Waters  
Production Mgr.....Jack E. Louden  
Office Manager.....Sheldon Edelman  
General Manager.....Sydney L. Baron  
Media Research.....William Segal  
Account Exers.....Norman Waters,  
Bliss Woodward, Marvin Sherres, Sheridan Sands

### Branch Office

Paris, France, 1 Ave. Franco-Russe  
Manager.....Faith Shipway



**ADVERTISING AGENCIES**

**WATTS, PAYNE—ADV., INC.**

900 S. Main St., Tulsa 3, Okla.  
Phone: DLiamond 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  
Production Mgr.....Steve Snyder  
Secy., Radio-TV Dir.....Don S. Mitchell  
TV Director.....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, General Acceptance Company (Loans), Brown-Dunkin Dept. Store; BSB Laboratories (20/20 Eye Medication), Chili Bowl Seasoning, Dumas Milner Pontiac (Car & Car Servicing), Burts Ice Cream, Bryan & Sons (Beer Distrib.), Chili Bowl (Seasoning) all of Tulsa, Okla.  
*TV Accounts:* Oklahoma Tire & Supply, Mid-West Chevrolet, Jitney Jungle, (Grocery Chain); Brown-Dunkin (Dept. Store), Dumas Milner Pontiac, Pepsi-Cola Bottling Co., BSB Laboratories (20/20 Eye Medication), Greenlease Lederman (Olds., Cadillac), General Acceptance Co. (Loans) all of Tulsa, Okla.

*Estimated Radio Billings:* \$275,000.  
*Estimated TV Billings:* \$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  
Controller.....Anne Raskin  
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.

**MILTON WEINBERG ADVERTISING CO.**

6523 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: OLive 3-2300  
ABC—ANPA—APA

President.....Bernard Weinberg  
General Manager.....William Krauch  
*Accounts:* Fidelity Bank, Los Angeles; Hollywood Turf Club, Inglewood, Calif.; KCOP-TV; Pacific Savings & Loan; both Los Angeles.

**EDWARD H. WEISS & CO.**

360 N. Michigan Ave., Chicago, Ill.  
Phone: CEntal 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

V.P.....Bernard J. Gross  
Dir. Motivation  
Research.....Mary Jane Grunsfeld  
V.P.....Robert Harris  
Prod. Mgr.....Leo Sikes  
V.P.....Jerome Joss  
V.P., Creative Dir.....N. Lee King  
V.P., Secy., Radio-TV Dir...Marvin L. Mann  
V.P., Acct. Supvr.....Kenneth Murison  
V.P., Treas.....Eruest Stern

*Branch Office*

460 Park Ave., New York 22, N. Y.  
Phone: PLaza 8-0992

Director.....Marvin L. Mann  
*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. Boilieux Brandy); John B. Canepa Co. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Lenthric, 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.

*Estimated Radio Billing:* \$750,000.  
*Estimated TV Billing:* \$4,900,000.

**WEISS & GELLER**

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-4070  
ANPA

President.....Max A. Geller  
Exec. V.P., Media Dir.....Max Tendrick  
Sr. V.P., Creative Dir.....Lawrence Wisser  
Time Buyer.....Jack Geller  
Prod. Mgr.....Sally Green

*Radio Accounts:* Nedick's 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.

**WERMEN & SCHORR, INC.**

1922 Spruce St., Philadelphia 3, Pa.  
Phone: LOcust 7-1466  
ABC-ANPA

President.....David Wermen  
Vice President.....J. Leonard Schorr  
Radio-TV Director.....Morton Yanow  
Director Graphic Arts.....Allen Greenfield  
Art Director.....Edward Schorr  
Production Manager.....Marvin Wermen  
Time Buyer.....Lois Seiffert  
Radio-TV Copy Supv.....Betty Silberman

# ADVERTISING AGENCIES

Acct. Execs.....David Wermen,  
Leonard Schorr, Jay Beneman  
*Radio Accounts:* Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Penn Federal; Second National Bank; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillis Cigars.  
*TV Accounts:* Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Yankee Maid Meat Products; Phillis Cigars; Webster Cigars; Westinghouse Appliance Sales., E. Pa., N. J., Del., E. Md.

## 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.

630 5th Ave., New York 20, N. Y.  
Phone: JUDson 2-8050  
ABP—ANPA—NBP—NOAB  
President.....Leland G. Wesley  
Sr. V.P.....Atherton Pettingell  
Exec. V.P.....John N. Jackson  
V.P., Chmn. Plans Bd.....Harold Breitner  
Vice President.....LeGrand L. Redfield  
Creative Art Dir.....C. Heller  
Prod. Mgr.....Ed Fitzgerald  
Radio-TV Mgr.....Jos. D. Knap, Jr.

## WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
Phone: MU 8-4050  
President.....Larry Schwartz  
Exec. V.P.....Martin Solow  
Vice Presidents.....Ed Greenberg,  
George Gilbert, Adrian Price, Jack Spiro,  
Martin Solow  
Secy.-Treas.....Howard Wechsler  
Prod. Mgr.....Lou Savad  
Radio-TV Dir.....John Eckstein  
*Radio Accounts:* Lewis Research Labs. (Drain Aid, Septi-Kleen) Englewood, N. J.; Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Reeves Soundcraft Corp. (Recording Tapes) Danbury, Conn.; Rck-O-Kut (Turntables) Corona, N. Y.; Harman Kardon (Amplifiers, Tuners) Westbury, N. Y.; Takashimaya (Dept. Store) NYC.  
*TV Accounts:* Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Takashimaya (Dept. Store) NYC; Govt. of India Tourist Bur., NYC.  
*Estimated Radio Billings:* \$150,000.  
*Estimated TV Billings:* \$250,000.

## WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.  
Phone: DELaware 7-8000  
AAAA—APA—ABP—ANPA—NBP  
President.....Larry Wherry  
Secy., Treas.....Dorothy Steitz  
Radio-TV Mgr.....George J. Jarrett

Prod. Mgr.....H. Gardner  
Vice Presidents.....Bruce A. Baker,  
Louis E. Tilden, Clifford Bolgard  
Dir. of Radio & TV.....Louis E. Tilden  
Media Director.....Clifford Bolgard  
Media Buyer.....Harold A. Bennett  
*Accounts:* American Aberdeen-Angus Assn., 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  
President.....Enno D. Winius  
Sr. Vice-Pres.....C. A. Brandon  
V.P., Creative Dir.....James D. Nevins  
Vice-President, Treas.....W. L. Sanborn  
Prod. Mgr.....Andrew J. Turina  
Media Dir.....George R. Bishop  
Radio-TV Dir., Time  
Buyer.....Herbert P. Halpern  
Acct. Exec.....Walter Winius  
*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.; Boatmen'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.

## G. WINSTON & COMPANY

550 Fifth Ave., New York, N. Y.  
Phone: CIRCLE 5-4880  
President.....George V. Bleier  
Radio-TV Prod. Dir.....Albert Tedaldi  
*Accounts:* G. Schirmer; Automobile Motor Sports Show; both N. Y.

## VAN LEAR WOODWARD ASSOC. INC.

50 W. State St., Westport, Conn.  
Phone: CAPITAL 7-9554  
ABC—ABP  
Pres., Treas., Media  
Director.....Van Lear Woodward  
V.P., Gen. Mgr.....Royal Whitman II  
V.P.'s.....Edw. R. Wade, Fritz Kruse, John S. Kemble  
Secretary.....Leo Nevas  
V.P., Product Mgr.....W. C. Olmsted  
Art Dir.....Gerald Clarkson  
Copy Chief.....Bruce Millar  
V.P., Chg. Radio-TV.....Thomas F. Cosgrove  
Vice Pres.....E. R. Wade  
*Accounts:* Libner Grain Co.

## WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas  
Phone: CA 6-2226  
SNPA  
Owner.....William I. Wyatt  
Art Dir.....William J. Lytle  
Media Dir.....Patricia Porter  
Radio-TV Dir.....Julia Payne  
Prod. Mgr.....Robert Johnson  
Acct. Execs.....Tim Collins,  
Tom Holbrook

**YOUNG & RUBICAM, INC.**

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

Phone: MURray Hill 9-5000

AAAA

Board Chairman.....Sigurd S. Larmon  
 Chmn., Exec. Comm.....Louis N. Brockway  
 President.....George H. Gribbin  
 Sr. V.P., Co-Chmn. Plans Bd.....A. V. B.  
 Geoghegan  
 Exec. V.P.....Frank Fagan  
 V.P., Art Director...Frederick S. Sergenian  
 Sr. V.P., Contact Dept.....Harry Harding  
 Sr. V.P., New Business..William H. Howard  
 V.P., Radio-TV.....Peter J. Lavathes  
 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  
 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., Asst. to Pres.....Thomas Lapham  
 V.P., Mgr. Contact Dept...Edward L. Bond  
 V.P., Acct. Supvrs....Milford Baker, Jesse  
 O. Bickmore, Harry B. Carpenter, Thos.  
 W. Clark, Robt. E. Clayton, Thos. R. Cox,  
 Jr., Geo. B. Dippy, Wilson H. Kierstead,  
 Alexander Kroll, A. Gardiner Layng,  
 Layng, Martine, Randolph T. McKelvey,  
 G. Montagu Miller, Douglas J. Murphey,  
 Walter K. Nield, Bernard Pagenstecher,  
 Wm. D. Thompson, Edgar B. Van Winkle  
 II, Walter B. C. Washburn, Luis G. Weil,  
 Jas. P. Wilkerson, Frank Yahner, Chas. T.  
 Young.  
 V.P., Dir. Mech. Prod....John F. Aldinger  
 V.P., Exec. Supvr. Art....Jack M. Anthony  
 V.P., Exec. Copy Dir.....Charles Feldman  
 V.P., Copy Dirs...William J. Colihan, Jr.,  
 Hanley M. Norins, Mary E. O'Meara,  
 Robt. D. Work  
 V.P., P.R., Puh. Dir....Henry F. Woods, Jr.  
 V.P., Radio-TV Assoc. Dir.....David Levy  
 V.P., Radio-TV Acct. Supvr...Norman Glenn  
 V.P., Media Rel. Dir.....Wm. E. Matthews

**Branch Offices**

333 No. Michigan Ave., Chicago 1, Ill.

Phone: FInancial 6-0750

Vice Pres. in Charge..Hobert H. Binkerhoff  
 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., Hollywood TV Div. Dir...Walter H.  
 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.

*Estimated Radio Billings:* \$13,400,000.

*Estimated TV Billings:* \$82,000,000.

**YOUNT COMPANY**

12 East 10th Street, Erie, Pa.

Phone: 2-2816

President.....M. A. Yount  
 Acct. Execs.....M. John Yount,  
 R. A. Lewandoski

Production Mgr.....Ann Di Nicola  
**Radio Accounts:** The Erie Brewing Co.,  
 Erie, Pa.; Marine Nat. Bank; IGA Div.;  
 Jacob Haller Co.; Pa. Gas Co.

**TV Accounts:** The Erie Brewing Co., Erie,  
 Pa.; Marine Nat'l Bank; IGA Div.; Jacob  
 Haller Co.; J. F. Anthony Dry Clnr.;  
 Howard Shoes; Dailey Chevrolet

**THE ZAKIN COMPANY**

27 East 37th St., New York 16, N.Y.

Phone: Mu 4-0630

ABP-ANPA

Partners.....Alvin Zakin, Theo. Eisenberg  
 Secretary.....Gwynn Meden  
 Treasurer.....Sam Steru  
 Production Manager.....Harold Franklin  
 Copy Chief.....Joan Hart

**PETER ZANPHIR ADVERTISING**

565 5th Ave., New York 17, N. Y.

Phone: OX 7-6996

ABP

*Radio and TV Accounts:* The Katz Agency.

**ZIMMER, KELLER & CALVERT, INC.**

28 Adams Ave., W., Detroit 26, Mich.

Phone: WOODward 1-9151

AAAA-NBP-APA

President.....R. E. Keller, Sr.  
 Exec. V.P.....H. W. Calvert  
 Vice President.....A. H. Ritter  
**Accounts:** American Broadcasting Com-  
 pany—Stations WXYZ & WXYZ-TV; The  
 Michigan Bank; Reo Div. of White Motor  
 Co.; Young, Spring & Wire Corp.

# CANADIAN ADVERTISING AGENCIES

| Agency                                   | Address                                                     | City                             | Phone                               | Radio-TV<br>Time Buyer                                    | Broadcast<br>Dept. Director                  |
|------------------------------------------|-------------------------------------------------------------|----------------------------------|-------------------------------------|-----------------------------------------------------------|----------------------------------------------|
| Ardiel Advertising Agency, Ltd.          | 4 Lawton Blvd.<br>37 James St. S.                           | Toronto                          | HI Inter 5-6544<br>JA 7-9284        | W. C. Townsend<br>Jim Elliott                             | W. C. Townsend<br>Jim Elliott                |
| Atherton & Currier, Inc.                 | 100 Adelaide St. W.                                         | Toronto                          | EM 3-5418                           | Eleanor Austen                                            | Eleanor Austen                               |
| Baker Advertising Agency, Ltd.           | 610 Bayonne Ave.<br>660 St. Catherine St. W.                | Toronto<br>Montreal              | HU 7-1511<br>UN 6-3049              | J. Powell (Radio & TV)<br>Louis Laroque                   | Miss I. Neve (Rad. & TV)                     |
| Batten, Barton & Durstine & Osborne Inc. | 160 Bloor St. E.                                            | Toronto                          | WA 4-3787                           | S. Ramsey Lees                                            | S. Ramsey Lees                               |
| Bennett & Northrop, Inc.                 | Sovereign Bldg.<br>32 Front St. W.                          | Halifax<br>Toronto               | 3-8164<br>EM 2-2641                 | Llewellyn Lewis<br>McCrae J. Cooper                       | Llewellyn Lewis                              |
| Bingham, John McMenney, Ltd.             | 4645 Cavendish Blvd.<br>541 William St.                     | Montreal<br>Preston              | HU 1-5032<br>OL 3-4484              | E. Gordon Lowen                                           | S. Lorrman<br>E. Gordon Lowen                |
| Bleasdale Advertising, Ltd.              | 257 Osborne St.<br>1664 West Broadway                       | Winnipeg<br>Vancouver            | 42-2564<br>CE 4154                  | Ronald A. Kearns<br>Robt. M. Ellis                        | Ronald A. Kearns<br>Violet Perry             |
| Bradley, Venning & Hilton Ltd.           | 1104 Douglas St.<br>11 Yorkville Ave.                       | Victoria<br>Toronto              | 2-6741<br>WA 2-3138                 | Laura F. Baker                                            | Phyllis McKinney                             |
| Breithaupt, Milson Ltd.                  | 44 Eglinton Ave.<br>21 Dundas Sq.                           | Toronto<br>Toronto               | HU 1-5251<br>EM 8-2396              | J. E. Palmer<br>Roy Partridge                             | F. Irene Wray<br>Roy Partridge               |
| Brooks Advertising, Ltd.                 | 735 Davie St.                                               | Vancouver                        | MU 4-7277                           | John G. Service                                           | John G. Service                              |
| Brown, Mitchell & Wright, Ltd.           | 133 Richmond St. W.                                         | Toronto                          | EM 6-5801                           | James B. McRae                                            | James B. McRae                               |
| Burnett, Leo Co. of Canada, Ltd.         | 1247 Guy St.<br>96 Bloor St.                                | Montreal<br>Toronto              | WE 5-5257<br>WA 4-1117              | Jean Paul Champagne<br>John Rodkin                        | Jean Paul Champagne<br>John Rodkin           |
| Burns Advertising Agency, Ltd.           | 447 Jarvis St.                                              | Toronto                          | WA 2-2103                           | G. F. Keeble (Radio)<br>Claus Hobe (TV)                   | Donald M. DeNike                             |
| Caldwell, Spence Agency                  | 1454 Mountain St.<br>80 King St., West                      | Toronto                          | VI 2-8061<br>EM 3-3051              | M. Fontaine (Radio)<br>Irving Teitel                      | M. Fontaine (Radio)                          |
| Canadian Advertising Agency              | 403 Electric Ry.<br>1137 W. Hastings St.                    | Toronto<br>Winnipeg              | WH 2-6923<br>MU 4-4151              | R. D. Waugh<br>K. L. Johnson                              | R. D. Waugh<br>K. L. Johnson                 |
| Cardon, Rose, Ltd.                       | 1411 Crescent St. W.                                        | Vancouver                        | MU 4-4151                           | Norman Cardon                                             | Norman Cardon                                |
| Carter, Garry J. of Canada, Ltd.         | 59 Avenue Road                                              | Montreal                         | VI 2-9561                           | Bob Howe                                                  | Bob Howe                                     |
| Cockfield, Brown & Co., Ltd.             | 200 Canada Cement Bldg.                                     | Toronto                          | WA 4-2505<br>UN 1-1771              | R. W. Harwood (TV)<br>E. W. Box (Radio & TV)              | R. W. Harwood (TV)<br>E. W. Box (Radio & TV) |
|                                          | 185 Bloor St., E.<br>804 Electric Ry.<br>1222 Burrard Bldg. | Toronto<br>Winnipeg<br>Vancouver | WA 4-5492<br>WH 2-3538<br>MU 1-1111 | J. A. Savage (Radio & TV)<br>H. G. Gibson<br>W. E. Belman | P. C. Logan<br>M. Tierney                    |

|                                            |                            |           |           |                           |                             |
|--------------------------------------------|----------------------------|-----------|-----------|---------------------------|-----------------------------|
| Collyer Advertising Ltd.....               | 1510 Drummond St.          | Montreal  | VI 2-8672 | K. Chase                  | Man Fraser                  |
| Copeland, Don H., Advertising, Ltd.....    | 442 Sherbourne St.         | Toronto   | WA 2-5869 | Mrs. Vera Copeland        | Mrs. Vera Copeland          |
| Crombie Advertising Co., Ltd.....          | 391 St. James St., W.      | Montreal  | VI 9-5246 | V. P. Gray                | V. P. Gray                  |
| Dancer-Fitzgerald-Sample Avg. (Can.) Ltd., | 100 Adelaide St., W.       | Toronto   | EM 4-7204 | Donald Johnson            |                             |
| Denne, A. J., & Co., Ltd.....              | 200 St. Clair Ave.         | Toronto   | WA 4-8425 | Ruth Pedley               | Gilbert Nunnis              |
| Desbarats Advertising Agency.....          | 90 King St., West          | Toronto   | EM 4-3444 | R. O. McKeown (Rad. & TV) | Lillian Ryan                |
| Dominion Advertising Inc.....              | 485 McGill St.             | Montreal  | UN 6-4835 | J. E. Desbarats           |                             |
| Dominion Broadcasting Co.....              | 1290 St. Denis St.         | Montreal  | AV 8-9611 | A. Desautels (Rad. & TV)  |                             |
| Elkman, The, Company.....                  | 4 Albert St.               | Toronto   | EM 3-3383 | Hal B. Williams           |                             |
| Erwin Wasely, Ruthrauff & Ryan, Ltd.....   | 1827 St. Catherine St., W. | Montreal  | WA 1-5187 | Chas. R. Bick             |                             |
| George Ferguson Assoc., Ltd.....           | 610 Church St.             | Toronto   | WE 7-9401 | Geo. R. Ferguson          |                             |
| Ferres Advertising, Ltd.....               | 1980 Sherbrooke St., W.    | Montreal  | JA 9-1116 | C. T. Dickson (Radio)     |                             |
| Foote, Cone & Belding, Canada, Ltd.....    | 63 Duke St.                | Hamilton  | WA 4-4477 | T. A. Sylvah              |                             |
| Foster Advertising, Ltd.....               | 10 St. Mary St.            | Toronto   | WA 4-4681 | S. A. Mackay              | Miss M. Newton              |
|                                            | 149 Alcorn Ave.            | Toronto   | VI 9-5343 | Charlotte Toupin          | Pierre Petel                |
|                                            | 550 Sherbrooke St., W.     | Montreal  | WH 2-2151 | Gurney Evans              |                             |
|                                            | 156 Lombard Ave.           | Winnipeg  | CE 6-5909 | J. R. Foster              |                             |
|                                            | Commonwealth Bldg.         | Ottawa    | WA 4-8391 | W. H. Reeves              | F. Robinson                 |
| Gibbons, J. J., Ltd.....                   | 46 St. Clair Ave., E.      | Toronto   | UN 6-7482 | Peter H. Ross             |                             |
|                                            | 1440 St. Catherine St., W. | Montreal  |           | D. P. Johnston            |                             |
|                                            | Scott Bldg.                | Winnipeg  |           | Harold Ellis              |                             |
|                                            | Gibbons Bldg.              | Regina    |           | W. A. Bell                |                             |
|                                            | 200 Blow Bldg.             | Calgary   |           | G. Tauchman               | Mrs. C. A. Durno            |
|                                            | Petroleum Bldg.            | Edmonton  |           | J. Pegnem                 |                             |
| Gislasen-Reynolds, Ltd.....                | 1533 W. Pender St.         | Vancouver | MU 1-0157 | Mrs. Hazel Bakes          |                             |
| Goodwin-Ellis Advertising, Ltd.....        | 21 Park Rd.                | Toronto   | WA 4-7364 | R. Gee                    |                             |
| Grant Advertising (of Canada) Ltd.....     | 207 Hasting W.             | Vancouver | MU 1-3474 | T. H. Goodwin             |                             |
|                                            | 103 Church St.             | Toronto   | EM 3-3396 | Miss Joan King            |                             |
|                                            | 1628 Sherbrooke St., W.    | Montreal  | VI 9-7515 | Mrs. L. Pepin             |                             |
| Grosberg, Pollock & Gwartzman, Ltd.....    | 78 Charles St., W.         | Toronto   | WA 4-9211 | S. W. Gwartzman           | E. Brown & Miss Pat Hepburn |
| Hayhurst, F. H., Co., Ltd.....             | 7 King St., East           | Toronto   | EM 6-731  | R. D. Amos                |                             |
|                                            | 1510 Drummond St.          | Montreal  | VI 5-0251 | R. H. de Ginet            |                             |
| Heggie Advertising Co., Ltd.....           | 97 Eglinton Ave., E.       | Toronto   | HU 5-5125 | John E. Chilman           | Homer Dubois                |
| Huet, J. E., Publicitee, Ltee.....         | 353 St. Nicholas St.       | Montreal  | VI 2-4131 | P. E. Rioux               |                             |
| Hutchins Advertising Co. of Canada, Ltd.,  | 33 Hayden St.              | Toronto   | WA 4-3753 | P. J. Hennessy            |                             |
| Imperial Advertising, Ltd.....             | 38 Blower St.              | Halifax   |           | J. B. Regan               | A. H. Evelyn                |
| Industrial Advertising Agency, Ltd.....    | 631 Spadina Ave.           | Toronto   | WA 4-6571 | P. K. Stallworthy         | Mrs. Vera Percival          |
| Jarvis, Albert, Ltd.....                   | 94 Yonge St.               | Toronto   | EM 3-2438 | Miss D. N. Ferris         | Evan Morton                 |
| Kelley, Russell T., Co., Ltd.....          | 627 Main St., E.           | Hamilton  | JA 2-1155 | J. A. Price               | Frank Rose                  |
|                                            | 485 McGill St.             | Montreal  | UN 6-4835 | E. W. Desbarats           |                             |
|                                            | 321 Bloor St.              | Toronto   | WA 4-9531 | D. B. Gill                |                             |
| Kenyon & Eckardt, Ltd.....                 | 550 Sherbrooke St., W.     | Montreal  | VI 2-2534 | J. A. Winter              | P. O'Sullivan               |

(Continued on Page 214)



# CANADIAN ADVERTISING AGENCIES

(Continued from Page 213)

| Agency                                   | Address                | City         | Phone     | Radio-TV<br>Time Buyer  | Broadcast<br>Dept. Director   |
|------------------------------------------|------------------------|--------------|-----------|-------------------------|-------------------------------|
| Locke, Johnson & Co., Ltd.               | 255 Davenport Road     | Toronto      | WA 4-8481 | J. Weston               | M. R. Woodward & R. McRory    |
| Lovick, James, & Co., Ltd.               | 1178 W. Pender St.     | Vancouver    | MU 4-6221 | John McCuaig            | Miss O. Jennings              |
|                                          | 800 Bay St.            | Toronto      | WA 1-1121 | Miss Nora Thorvaldson   |                               |
|                                          | 307 Power Bldg.        | Winnipeg     | WH 3-0623 | June Duncan             | Doris Urch                    |
| Lovick, James, & Co., Ltd.               | 629 7th Ave., S.W.     | Calgary      | AM 2-6161 | Helen Martenson         | Miss Gabrielle Gagnier        |
|                                          | 401 Kerr Block         | Regina       | LA 3-7570 | O. G. McMaster          | Miss M. Moran                 |
|                                          | 623 Dominion Sq. Bldg. | MTL          | UN 6-8391 | F. H. Horler            | G. L. Trudel & R. Saucier     |
| MacLaren Advertising Co., Ltd.           | 111. Richmond St., W.  | Toronto      | EM 4-0321 | Miss L. Henusset        |                               |
|                                          | 550 Sherbrooke St., W. | MTL          | VI 5-1222 | Mrs. Norman Wood        |                               |
|                                          | 911 Electric Ry. Bldg. | Winnipeg     |           | J. W. Hoyland           | G. J. Munro & Hal C. Sparkman |
|                                          | 1240 W. Pender St.     | Vancouver    |           | Miss Pauline Farnsworth | L. Hefford & G. P. Paul       |
| McCann-Erickson (Canada) Ltd.            | 200 Bloor St., E.      | Toronto      | WA 5-3231 | G. G. Fowler            | W. G. Munro                   |
|                                          | 2055 Peel St.          | Montreal     | VI 9-8341 | C. S. Bowie             |                               |
| McConnell, Eastman & Co., Ltd.           | Huron & Erie Bldg.     | London, Ont. | 4-4528    | Austin Moran            | Craig Muir & J. Lyons         |
|                                          | 147 University Ave.    | Toronto      | EM 3-7004 | W. T. Blakely           |                               |
|                                          | Dominion Sq. Bldg.     | Montreal     | UN 6-7941 | Miss Shirley Stevens    |                               |
|                                          | 382 Portage Ave.       | Winnipeg     | WH 3-7406 | Mrs. R. J. Emery        |                               |
|                                          | 1198 Pender St.        | Vancouver    | MU 3-2161 | Wilfred A. McCracken    |                               |
| McCracken, W. A., Ltd.                   | 153 St. Clair Ave., W. | Toronto      | WA 4-721  | W. L. Charland          | B. F. Johnson                 |
| McGregor Deaville Advertising            | 1175 Bay St.           | Toronto      | WA 4-8681 | P. H. Boutbee           | F. C. Church                  |
| McKim Advertising, Ltd.                  | 1510 Drummond St.      | Montreal     | VI 9-4152 | D. D. Davison           |                               |
|                                          | 1407 Yonge St.         | Toronto      | WA 4-0981 | R. Bruce Walker         |                               |
|                                          | 250 Portage Ave.       | Winnipeg     | WH 2-3491 | E. Gould                | Mrs. Phyllis L. Scott         |
|                                          | 1030 West Georgia St.  | Vancouver    | MU 3-8121 | Mrs. P. McVean          |                               |
| Muter, Culmer, Frankfurter & Gould, Ltd. | 1121 Bay St.           | Toronto      | WA 4-5736 | Mrs. A. E. Nightingale  |                               |
| Nattall & Maloney, Ltd.                  | 108 12th Ave., S.W.    | Calgary      | 4-4910    | J. C. McCauley          |                               |
|                                          | Civic Block            | Edmonton     |           | Michael Jackson         |                               |
| O'Brien Advertising, Ltd.                | 1455 W. Georgia St.    | Vancouver    | MU 1-9174 | Mrs. W. M. Ross         |                               |
| Orr, William R., Ltd.                    | 464 Yonge St.          | Toronto      | WA 4-3708 | T. Reid                 | G. P. Vale                    |
| Otto, Robert, & Co. (Canada) Ltd.        | 355 King St., W.       | Toronto      | EM 6-9266 | Gaston Tessier (TV)     |                               |
| Paul-Phelan, Ltd.                        | 380 Victoria St.       | Toronto      | EM 3-6047 |                         |                               |
| Payeur-Publicite, Inc.                   | 639 8th Ave.           | Quebec City  | LA 9-3322 |                         |                               |

|                                                                                                         |                                                                                                                             |                                                    |                                                                            |                                                                                                  |                                                                                                       |
|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Pennell, Margaret, Advertising Plant, Elton M., Co. Purkis, Thornton, Ltd.                              | 81 Queen St., W. 303 Bartlet Bldg. 300 Bay St.                                                                              | Toronto Windsor, Ont. Toronto                      | EM 4-2079<br>CL 4-1159<br>EM 3-3762                                        | Miss M. Pennell<br>Elton M. Plant<br>Miss G. Race                                                | Miss M. Barrer                                                                                        |
| Quebec Advertising Agency                                                                               | 1520 Mountain St.                                                                                                           | Montreal                                           | VI 2-9851                                                                  | Jack Philton and M. Seni                                                                         | Guy Pinsonneault                                                                                      |
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| Richards, Fletcher D., Inc. Ronalds Advertising Agency, Ltd.                                            | 108 Peter St. 218 Tegier Bldg. Canada Trust Bldg.                                                                           | Montreal Toronto Edmonton Windsor, Ont.            | UN 6-9471<br>EM 3-0237<br>2-8356                                           | T. A. Deans<br>D. C. Fowler & Eug. Cote<br>Jerry Lodge<br>Bernice Waite<br>Carl E. Hassel        | A. Weinthal<br>O. J. Sinclair                                                                         |
| Ross Roy of Canada, Ltd.                                                                                | 1236 Crescent St. 1224 St. Catherine St., W. 137 Wellington St., W. 380 Victoria St. 50 King St.                            | Montreal Toronto Toronto Toronto                   | UN 6-7355<br>UN 1-4764<br>EM 8-6434<br>EM 4-9396                           | Guy Sauviat<br>Marie Heroux<br>Mrs. N. McAvoy<br>Miss E. Lees<br>T. R. Hart                      | R. A. Stevenson, Radio Dept.                                                                          |
| Stanfield, Johnson & Hill, Ltd.                                                                         | 3405 St. Catherine St., W. Dominion Sq. Bldg. 255 Davenport Rd. 1260 University Ave. 100 Adelaide St., W. 402 W. Pender St. | Montreal Toronto Toronto Montreal Vancouver        | HU 1-0344<br>UN 6-8741<br>WA 4-8481<br>UN 6-9361<br>EM 3-5773<br>MU 3-5696 | Henry Harbison<br>B. A. C. Quill<br>R. Campbell<br>Sheldon Lodge<br>S. C. Young<br>Sherill Adair | J. P. O'Flaherty<br>W. R. Ross                                                                        |
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| Walsh Advertising Co., Ltd.                                                                             |                                                                                                                             |                                                    |                                                                            |                                                                                                  |                                                                                                       |
| Whitehall Broadcasting Ltd. Willis Advertising, Ltd.                                                    |                                                                                                                             |                                                    |                                                                            |                                                                                                  |                                                                                                       |
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**BIOGRAPHICAL SKETCHES  
OF LEADING TIME BUYERS AT  
MAJOR ADVERTISING AGENCIES**

**1959**

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## AGENCY TIME BUYERS

**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.



**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.



**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. Peavey, 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.



**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-Perregaux 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.



**HOUGHNEY, DOROTHY T.**, Grey Advertising Agency; accounts—Procter & 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 NYC.



**MARTI, RUDOLPH 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.



## AGENCY TIME BUYERS

**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.



**WILBUR, HELEN M.**, Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, VanHeusen 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 & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.



**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.



**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.



**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.



**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.



**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.



**STEWART, WARREN H.**, broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Ly-sol, Fertussin, 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.



## AGENCY TIME BUYERS

**SEYDELL, VICTOR**, Anderson & Cairns, 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 division of Union Carbide, Dow Corning Corp., Waring Blenders, Shavex electric shavers, Kinney shoes, and Abhorn's coffee.



**SACHS, JEROME M.**, who is a timebuyer for Doyle, Dane, Bernbach was born Aug. 25, 1928. After attending elementary and high school in New York, he went to CCNY, where he got his B.A.A. degree in 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945 as an office boy. He has also been with Cecil & Presbrey and Franklin Bruck.



**CROOKER, ROBERT H., Jr.**, Campbell-Ewald Company. Accounts: Chevrolet Motor division, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. Born, 1915, Detroit, Mich. Attended University of Michigan; M: Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor dept., C-E. He also managed media department, New York branch.



**PASSMORE, JOHN J.**, Campbell-Ewald Company; advertising accounts; Firestone Tire & Rubber Co., Goebel Brewing Co. B., 1915, McKeesport, Pa. University of Detroit. Entered agency business in 1948. C-E, Detroit as manager of magazine scheduling department. Space and time buyer, C-E, Chicago, 1952-53. Same capacity New York office, 1953-54. Returned to home office in 1955.



**KRIETE, JOHN C.**, Grey Advertising; accounts: Greyhound Corp., Dan River Mills, Kleinert Rubber Co. B. New York, 1932. Attended CCNY and later married Elizabeth Peters in 1957. Entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-55, then rejoined Geyer. Joined Grey in 1955.



**FIRESTONE, JERRY**, Grey Advertising. Grey Advertising accounts: Esquire Apparel Arts, Ronson Corp., Shwayder Bros., Inc., Spiegel, and Union Underwear. B. Brooklyn, N. Y. 1930. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered business in 1951 with Dancer-Fitzgerald-Sample as research assistant.



**GOLDIS, SEYMOUR**, with McCann-Erickson handles the Esso Standard Oil Co., Enjay Company, Gilbert & Barker, and Penola. He was born Oct. 14, 1928. He attended New York University, and received his B.S. degree in 1951. He first entered the advertising field with National Screen Service Corp. as a production assistant. He has also been associated with L & N and JWT.



**KELLY, THADDEUS S.**, McCann-Erickson, handles the National Biscuit Company, Trans-Canada Airlines, and Talon, Inc. accounts. He was born on Jan. 23, 1924. He started his career in the advertising agency business with BBDO in 1940 as a mail boy. He has, in his career, also been associated with Cecil & Presbrey, Inc. Married to former Anne Fisher and has two children.



## 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.



**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.



**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. He married Lena 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.



**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, Lampport 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.



**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 Walsey, 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.



**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.



**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.



**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.





## AGENCY TIME BUYERS

**TENDRICH, MAX**, executive vice president Weiss & Geller B. 1917, New York City, BBA City College; M. Mary Finkelstein 1945; children, Robert, Joanne. Entered advertising in 1942 in charge of accounting department, Weiss & Geller. He entered the service 1953, was discharged a Master Sergeant. Returned to Weiss & Geller as space buyer.



**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. La-Roche as chief timebuyer.



**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. B. A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company.



**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; became media director in 1954.



**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 position of assistant media group supervisor and buyer.



**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 & Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan).



**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. Now assistant time buyer.



**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 McCann Erickson in 1946.





## AGENCY TIME BUYERS

**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 joined 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.



**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.



**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.



**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.



**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. Gaye 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.



**DIAMOND, LYNN**, Mogul, Lewin, Williams & Saylor, accounts—Rayco Auto Seal & Covers & Life Diel 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.



**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.



**HOLLINGSHEAD, THOMAS J.**, recently switched from McCann-Erickson to Dancer - Fitzgerald - Sample Broadcast timebuyer. He was born in 1929 in Jersey City, N. J. and received an AB from the University of Missouri. He was married to Laura Bogert in 1953. They have one child—Linda. He entered the agency field in 1950 and became associated with McCann-Erickson as broadcast buyer in 1956.



## AGENCY TIME BUYERS

**HALPERN, HENRY**, vice president in charge of media and research, MacManus, John & Adams. The broadcast accounts with the New York office that Halpern serves are Noxema Shaving Cream, Good Humor, Medaglia D'Oro Coffee, Thomas Bread Products, and White Rock Beverages. Halpern received his bachelor of science degree from Columbia University.



**BUSHWAY, WILLIAM A.**, MacManus, John & Adams, accounts: Dow Chemical and Minnesota Mining & Manufacturing Co. B. 1926, Detroit, Mich. Entered agency field 1942, office service, Campbell-Ewald. Entered armed services 1945-46, 1947 media department radio and television, outdoor advertising buyer, screen advertising, Campbell-Ewald. Joined MacManus John & Adams in 1952.



**HUGHES, JOHN T.**, McCann-Erickson, Inc., time-buyer. B. 1928 in Astoria, N. Y. B.B.A., 1949 from Manhattan College. M. Anne O'Callaghan, 1952. They have two children. After two years service in U. S. Army, joined Kelly-Nason in charge of production billing. Went in 1953 to Cunningham & Walsh as timebuyer on food and travel accounts. In 1956 joined Warwick & Legler, Inc.



**HUDACK, JOS. J.**, Warwick & Legler, Inc. is in charge of all accounts. B. 1911, Shenandoah, Pa. Attended Albright College and St. John's University. M. Katherine Donlan in 1930. Associated with Franklin Simon, Chief IBM section and budget officer, U. S. Government, 1934. Joined ABC 1943, organized original billing dept., then TV network budget supervisor and liaison between sales and finance.



**FLANAGAN, THOMAS F.**, Grey Advertising. Accounts: Mennen Co., General Electric, National Broadcasting Co., Firestone Industrial Products, Easy Glamur, French Government Tourist Office and Gruen Watch Co. B. 1920, New York. Attended NYU. M. Marjorie Tock in 1941. Entered advertising agency field in 1946 as an assistant buyer, then as a buyer. Went with Peck Advertising in 1946.



**BRANCH, PHILIP A.**, Grey Advertising. Accounts: American Toy promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perreque Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum. He obtained his B.S. from Seton Hall University.



**CRANDALL, JOHN B.**, associate media director, McCann - Erickson. Accounts: Chesebrough-Pond's, The Mennen Company, National Cash Register, The Nestle Co., Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis) Schenley Industries, United States Potash Co., and the Vic-taulic Company. He was associated with Benton & Bowles in 1935. Then with Kudner in 1946.



**WILSON, EDWIN F.**, vice president and associate media director, McCann-Erickson. Accounts: Atlas Supply Co., Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc. and Trans Canada Airlines, joined the media dept. of A. W. Erickson Company in 1920. Media director of McCann - Erickson, Inc., from 1930 to 1945; associate media director, 1952.



## AGENCY TIME BUYERS

**FRICKE, WILLIAM A.**, Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footwear 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



**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.



**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.



**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 time-buyer Miss Howard lives in Kirkwood, Mo.



**SCANLAN, MARJORIE C.**, Kudner Agency, Inc.; the accounts Miss Scanlan handles 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.



**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



**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



**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 time-buyer. Neugebauer lives presently in St. Louis, Missouri



## AGENCY TIME BUYERS

**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 Osborn. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant timebuyer. Then to McCann-Erickson in 1957.



**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.



**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.



**DEKKER, WILLIAM C.**, McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office—all accounts; B. 1909 Sault 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.



**DWYER, MARY J.**, Kenyon & Eckhardt, Inc.; The accounts she handles 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.



**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.



**HART, RITA**, Foote, Cone & Belding, Chicago. The accounts Miss Hart works on are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods. Miss Hart was with Esquire Magazine in 1944. In 1950 she joined Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitive, then ass't time buyer & time buyer.



**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.





## AGENCY TIME BUYERS

**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.



**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.



**DAVISON, JOHN M.**, Gardner Advertising Time-buyer. Davison was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davison 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.



**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.



**STENSON, 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.



**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 1948.



**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.



**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.





## AGENCY TIME BUYERS

**DeLUCA, VINCENT**, Erwin Wasey, Ruthrauff & Ryan is manager of the media timebuying division. He was born in 1926 in Rye, N. Y. Received his B.B.A. from Manhattan College. Married to the former Ann Harnaga. Entered agency field in 1951 with Kenyon & Eckhardt. Was also a timebuyer at Foote, Cone & Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobby is opera.



**GORE, PHILIP L.**, Tatham-Laird, Inc. Accounts: General Mills (Kix Muffin Mix, Sugar Jets, Sure-champ, Trix), Parker Pen and Swanson products. Born, 1928 in Chicago. B.S. in journalism, U. of Ill., Entered agency field in 1949 as copywriter for Spiegels, Inc., also was employed by Zenith Hearing Aids. He started with T-L in October, 1953 as account service manager. Presently timebuyer.



**PARDOLL, ARTHUR S.**, Foote, Cone & Belding. Group media supervisor. Accounts: Clairol, Edsel Dealers Advertising Association, Eastern region, Lever Bros., Imperial Margarine, Pepsodent paste, antiseptic and brushes, Sprez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn. B.A. Yale University. Married Mary Kikoin 1947 and they have three children.



**BARDACH, PETER M.**, Foote, Cone & Belding. Accounts: Liebmann Breweries, and special campaigns. Born 1929 in Detroit. B.A. from Hobart College. Entered broadcast field in 1947. Entered agency field in 1952 with Dancer-Fitzgerald-Sample as a timebuyer. Joined Foote, Cone & Belding in 1954 as a broadcast buyer and as business manager.



**MARSHALL, FRANK J.**, Walter Thompson. Accounts: Aluminum, Eastman Kodak, Shell, Francis I. DuPont, and W. F. Young. Born, 1924 in Paterson, N. J. B.S. from Holy Cross College. Married to Lois Metcalfe and they have two children. Entered agency field at JWT in 1951 as a timebuyer. Lives in White Plains, N. Y. Hobbies are bridge, reading and television. Member of RTES.



**SCOTT, SAMUEL S., JR.**, J. Walter Thompson. Accounts: Lever Bros. He was born in 1925 in Scarsdale, N. Y. He obtained his B.A. from Princeton and is married to the former Deborah Flagg. They have three children. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His favorite hobbies are sailing and skiing.



**PLOTKIN, BEVERLY R.**, Carson Roberts Advertising. Accounts: Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette and KFWB Radio. She was born in 1926 in Chicago. B.A. degree from UCLA. She was formerly circulation manager of Arts & Architecture Magazine. She has been associated with Carson Roberts since 1949. Her favorite hobby is bridge playing.



**ROFFIS, MURRAY**, with McCann-Erickson, handles the Ajax Cleanser, Coca-Cola, and Westinghouse accounts. He was born March 5, 1926 and attended Cornell University, where he got his B.A. degree in 1948. He started in the agency business with Compton Advertising as a print buyer. He has also been associated with Maxon, Inc. He is married to the former Adele Jacobs.



# AGENCY TIME BUYERS

**WALLOWER, THEODORE, P.**, BBDO-accounts: Penik and Ford, du Pont, Zerex-Zerone, United Fruit, B. Webb City, Mo., attended University of Missouri and Washington University. Started his agency career with Birmingham, Castleman & Pierce, time-buying department. He later moved into the timebuying department of Morey, Humm and Johnstone. After that he joined B B D O.



**MARTINEZ, HOPE**, BBDO-accounts: Lucky Strike and Hit Parade cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and they have one child. She entered the agency business in 1945 with the accounting department at BBDO, and still later the media department of the same agency. In 1946 she became an assistant time-buyer.



**MacDONALD, ROD**, Guild, Bascom & Bonfigli is vice president in charge of media and media director. Accounts-Ralston Cereals & Ry-Krisp, and Heidelberg Brewing Co. B., 1917, San Francisco. B.S. University of Calif. Entered agency field in 1941, then Columbia Steel Division of U. S. Steel production planning, office management, Bolsford, Constantine & Gardner, Biow FC&B, then GB&B.



**PETTICK, BEN**, Product Services Advertising, accounts-Bymarl Tintan, Continental Wax and Roto Broil. Pettick was born in 1916 in Brooklyn, N. Y. He is married and has three children. Entered agency field in 1954 with the research dept. at P-S. Later he moved into the area of time-buying with the firm. He presently resides in Fresh Meadows, N. Y. with his wife and children.



**LIDDEL, ROBERT**, Compton Advertising, accounts: Blue Dot Duz detergent, Drene Shampoo, Chase & Sanborn coffee, and Chase & Sanborn Instant B 1929, Washington, D. C. B.A. University of Virginia. M. Virginia Sheaff, 1952 and they have one child. Entered agency field in 1952 in media detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming.



**HAY, GRAHAM**, Compton Advertising—accounts: Canada and Crisco Shortening. B., Richmond Hill, N. Y. B.A. & B.J., University of Missouri. M. Norma Erickson. Entered agency field, 1950, research dept., Biow Company. Joined Compton as assistant buyer in 1952, and became a timebuyer in 1953. He lives in Flemington, N. J. His hobbies are golf, tennis and classical music.



**BOULWARE, R. H.**, Bryan Houston is vice president and associate media director for the agency. He was born Feb. 21, 1914 and attended Ohio University. He received his B.S. in 1937, majoring in commerce. He started in advertising with Procter & Gamble in 1937 in the advertising department. He also has been associated with WSAI Radio, and WLW-TV. He handles all accounts.



**ENNIS, JOHN J.**, Bryan Houston Advertising, is vice president and media director for the ad shop. He was born July 7, 1921, and graduated from Columbia University in 1947. He formerly was associated with Benton & Bowles. He joined that agency in 1945 as a trainee. He is married to the former Ann Flood and they have two children. His favorite hobbies are golf and fishing.



## AGENCY TIME BUYERS

**KENNEDY, LOUIS J.**, Kenyon & Eckhardt, handles the following accounts: Mercury Division of Ford Motor Co., Brylcreem, Eno, and Ford institutional advertising. He was born in 1925 in Hatboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising in Philadelphia. He started in the field during 1950 in Philadelphia. Joined K&E in 1953.



**KOBZA, EDWARD A.**, Kenyon & Eckhardt, handles the following accounts: RCA Radio "Victrola" and television set divisions, Whirlpool Corp., Quaker State Oil and A-S-R-Products. He was born in 1927 on Long Island. Holds B.S. from New York University. He is married and has one child. He entered agency field in 1953 in media dept. at K&E. Rejoined K&E in 1956.



**WALSH, DOLAN J.**, D'Arcy Advertising is in St. Louis office. He handles Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe, and other accounts. He is a native of St. Louis and attended St. Louis University. He is married and has one daughter. Entered agency field in January, 1951 in the outdoor dept. In 1954 he joined the radio-TV department.



**RENFRO, HARRY K.**, director of Radio & Television for D'Arcy Advertising in St. Louis. Accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuay Norris Mfg. Co., Missouri Pacific R.R. Co. and the Reardon Co. Born 1915 St. Louis. He entered the advertising agency business in 1951. He is married and has one child.



**MORENA, JOHN M.**, of McCann-Erickson handles the Liggett and Myers Tobacco account. He was born August 17, 1929 and is a graduate of Manhattan College. He received his BBA degree from that school in 1951. He started his career in the agency business with Cunningham & Walsh in 1950. He is married to the former Theresa O'Connell and has two children.



**SCHOENFELD, JAY B.** with McCann-Erickson handles accounts as follows: Avis; Corn Products (Nu Soft); Esso (Flit); and Lehn & Fink and Pertussin. He was born on April 16, 1930 and attended the City College of New York for two years. Entered ad business with Ted Bates in 1949 in mail room. Started with M-E Feb. '56 as a time buyer, presently a broadcast supervisor.



**MORTON, ROBERT S.**, Cunningham & Walsh, accounts: Sunshine Biscuits, Narragansett Brewing, and Smith-Corona. He was born in Philadelphia in 1925. B.S. From University of Pa., Wharton School. He started his broadcast career in 1950 with WCAU (TV) in Philadelphia. Entered agency business at Benton & Bowles in 1955. He later joined C&W.



**PALMER, ROBERT J.**, Cunningham & Walsh, accounts: American Cyanamid, George W. Helme. He was born in 1930 in Forest Hills, N. Y. Attended Fordham University. Entered agency field in 1953 as a TV producer for Albright Associates. Joined K&E in 1954. Came to C&W in 1956. He lives in Queens Village, L. I. His hobbies are golf, tennis and bowling.



## AGENCY TIME BUYERS

**WIDHOLM, ROBERT.** Doherty, Clifford, Steers & Shenfield. Accounts - Bristol-Myers, The Borden Co. McCormick Co., Noxema Chemical Co and Eastman Chemical Co. He was born Mar 21, 1924. He received his A.B. degree from Dartmouth College in 1947. He entered the advertising agency field in 1948 as a trainee at Lennen & Mitchell. He is single.



**VITT, SAM B.,** Doherty, Clifford, Steers & Shenfield. Media supervisor Accounts. Bristol-Myers, Grove Laboratories, Paton McCormick, Borden, Sonotone, Chemway, Cigar Institute, Noxema and Standard-Triumph. He was born Oct. 23, 1926. Received his A.B. degree in 1950 from Dartmouth College. He entered advertising field with CBS, Inc., as a trainee in 1950. He has also been associated with B & B.



**JONES, EVELYN LEE,** Donahue & Coe. Head supervisor on all radio and television accounts for the advertising agency. She attended the University of Rochester and Columbia University. Entered advertising business in 1943 as a copy writer for Donahue & Coe. She has also held positions with various motion picture companies, both independent and the majors. Married to Charles Reed Jones.



**WALLER RICHARD J.,** Donahue & Co. Accounts M.G.M., Inc., Southland Coffee and the New York Herald Tribune. He was born Feb 23, 1933 in New York City. Attended New York University. He first entered the advertising agency business with Donahue & Coe as a trainee. He started with the ad firm in 1956. Since that time he has had many positions with the concern.



**ELLIMAN, D. TROWBRIDGE, JR.** Batten, Barton, Durstine & Osborn Accounts. Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France and United States Steel. B. 1927, N.Y.C. B.A. Yale University. M. Claudia Wright 1954. Entered agency field 1950, research then media departments. J. Walter Thompson.



**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.



**BROUWER, PATRICIA J.,** Campbell-Mithun, Inc., accounts—Anderson Windowalls, General Dairy Equipment, Gold Seal Company, Kemps - Crescent, Malt-O-Meals, and Pillsbury. Miss Brouwer was born in 1925 in Minneapolis. Minn. Attended Syracuse University. Entered agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer.



**ZOZULA, RUTH R.,** Grey Advertising Agency, Inc., account—the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pa. 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 a buyer. Miss Zozula lives in N.Y.





## AGENCY TIME BUYERS

**LAMKIN, ROBERT**, Compton Advertising handles the following accounts: Knickerbocker Beer, American Can and Sterling Beer. He was born in New York City in 1928. Has a B.S. From U. of Virginia. M.B.A. From U. of Pa. Went into sales with MMM in 1950. Entered agency field in 1956 with Compton. Lamkin lives in Manhattan. His hobbies are boats and sailing.



**GREALISH, EUGENE J.**, Bryan Houston. Accounts: Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, and DeWitt's Pills. He received his B.A. from Queens College in N. Y. Entered broadcast field in 1954 with NBC in the area of sales development. After further experience as an assistant production manager, Grealish joined Bryan Houston in 1957. He likes all sports.



**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.



**DUNIER, LESLIE L.**, is vice president and director of Radio and Television at Emil Mogul Co. He was born in 1924 in New York City. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered agency field with Reiss Advertising in 1945. He has also been an account executive with Sterling Advertising, and president of L. L. Dunier, 1951-53.



**WIEDER, ETHEL**, Compton Advertising. Accounts: Gleem Toothpaste, Ivory Flakes and Ivory Soap. She was born in New York City and entered agency field in 1939 as a secretary at Brown & Tarcher. She joined WNEW Radio in 1941, moved to Foote Cone & Belding a year later. She joined Compton in 1956. She resides in New York, and her hobbies are reading and sewing.



**STEVENS, RICHARD A.**, Bryan Houston, Inc.; Stevens 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 makes his home on Long Island, New York.



**BACKUS, MILDRED (Fulton)**, a broadcast media supervisor with McCann-Erickson handles the Bulova Watch, Westinghouse Electric Corp; B. F. Goodrich, Look Magazine and Columbia Records accounts. She was born Feb. 22, 1922. She has formerly been associated with Free & Peters. She joined that firm as a secretary in 1945. She also was associated with Biow Co. as a timebuyer.



**TASHJIAN, EDWARD**, Mogul, Lewin, Williams, Saylor. Accts: Esquire Shoe Polishes, Park & Tilford, Tintex and Revlon. Born in Brooklyn in 1930. Attended NYU and married Louise Ayzasian in 1954. They have one child. Entered agency field in 1950 in production dept., E-M. After that he was associated in estimating, media research, timebuying and assistant to Radio-TV director.





## 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 Company, National Bank of Detroit. Jackman was born in 1926 in Detroit, Michigan. He attended Wayne University, and M Helen Van Den Brouck during 1948. He has four children—Marilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947



**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



**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.



**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 Barton, Barton, Durstine & Osborn 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



**OCHS, MALCOLM B.**, Grey Advertising Agency, Inc. accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B Blumenthal, Nechi-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



**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 Biow Company in 1951 and worked as radio and television buyer. In 1956 he joined Grey



**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 time buyer



## AGENCY TIME BUYERS

**STOTT, HERBERT, D.**, media manager, Kenyon & Eckhardt, L. A. Accounts Max Factor & Co., Los Angeles Lincoln Mercury Dealers Assn., and RCA Victor Distributing Corporation of Southern California. Started his media career with Colgate-Palmolive Company in 1947. After that he was associated with Carl S. Brown. He has also been with Henry B. Cohen advertising, and Lennen & Newell in New York.



**STAFF, DOROTHY B.**, Lennen & Newell, timebuyer. Los Angeles office; Accounts—media buying for Paramount, Warner Bros., and merchandising for the Stardust and Desert Inn Hotels in Los Vegas, plus the E. F. Hutton and Reynolds Decorative Foil accounts. Started in the agency business in 1944. In 1948 she joined the advertising department of the Los Angeles Times as assistant to the national advertising manager.



**ALLEN, POLLY, J. Walter** Thompson Company; the accounts Miss Allen handles 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.



**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.



**BEAN, RICHARD S.** Recently switched from McCann-Erickson to Warwick & Legler. He was born in 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judd 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 1956, to McCann-Erickson, Inc.



**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; 1955; he entered the advertising agency field 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.



**FERRITER, MARY C.**, media director; Guild, 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.



# “Imagin’

me goin’ ta collidge!” WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion’s share of the audience in the PROVIDENCE MARKET.

 **WJAR-TV** CHANNEL 10  
Cork-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.



**TELEVISION DAILY**

presents

***RADIO  
NETWORKS***

\*\*\*\*\*

**O & O STATIONS  
AFFILIATED OUTLETS  
EXECUTIVE PERSONNEL  
U. S. MAP OF NETWORK**

**1959**

# THE "DON'T DO IT YOURSELF" FAD

## ... Network Radio is Making It Popular

By EDWARD J. DeGRAY

ABC Vice President in Charge, Radio Network



"DO IT YOURSELF" is a phrase well-established with Americans of the current generation. To countless millions, it means building game rooms; engaging in hundreds of projects about the house; making repairs on the family automobile and handling scores of other tasks which might otherwise prove costly.

But occasionally, the "Do It Yourself" man or woman finds himself involved in a situation where only a craftsman can resolve the problem. In short, there are times when people can't do it themselves.

The "do it yourself" age in radio began a decade ago and with it, hundreds of stations throughout the country began programming records and news, plus other local features. In time, many of these stations discovered however that there were situations where local resources were not always adequate to handle the problem at hand. The result was that many stations have learned that network radio was a must for balanced programming.

In its role as a craftsman, ABC Radio has therefore geared its concept to the modern trend: serving as the source for programming which the stations can't do themselves. In aiding stations to obtain balanced programming, its concept is based on providing listeners with the type of programs they want.

One key area is entertainment featuring the nationally-known personality. Don McNeill's "Breakfast Club" and the Peter Lind Hayes-Mary Healy show fit this need of listeners,

and in addition to entertaining, these performers also inform. For the advertiser, they offer a means of reaching large numbers of families simultaneously.

In the field of information, news and commentary are in constant demand. While a local station can utilize wire service reports for some news broadcasts, it cannot engage a world-wide staff to cover first-hand the important events taking place at all times and places. ABC Radio has met this demand through expansion of its staff and facilities and by adding both newscasts and commentary.

For specials, programs and bulletins, ABC Radio also installed a news alert system to warn its affiliates. As a result, ABC Radio is able to provide stations complete coverage of fast-breaking stories.

In addition to these two examples of giving stations material they can't provide themselves, ABC Radio also presents public affairs shows, stereophonic broadcasts and other notable programs, programs for the listener and the station.

A medium possessing unlimited flexibility, network radio is able to adapt itself to any situation. ABC Radio for one believes this is its most important strength and as new challenges arise, our network will be ready to meet them. This flexibility has kept the medium going at a time when other forces threatened and will I am sure enable it to again move forward to achieve new successes in the future.



# 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: SUsquebanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

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| Earl E. Anderson     | Robert L. Huffines, Jr. |
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| E. Chester Gersten   | H. Hugh McConnell       |
| Leonard H. Goldenson | James G. Riddell        |
| Robert H. Hinckley   | Simon B. Siegel         |
|                      | R. B. Wilby             |

**American Broadcasting Company**  
(A Division of American  
Broadcasting-Paramount Theatres,  
Inc.)

## Officers

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## NEW YORK

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Radio Network, Inc.**

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| S. William Aronson | Admin. Asst.   |

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| John Bourcier       | Operations Supervisor          |
|                     | Engineering, Radio             |
| C. Edward Hamilton  | Dir. of Engr. Oprs.            |
| Richard Hamilton    | Supr. of Communications        |
| George Milne        | Dir. of Traffic & Comm.        |
| Clure Owen          | Administrative Assistant       |
| John Preston        | Dir. of Engineering Facilities |
| Lawrence A. Ruddell | Recording Director             |
| Reginald Willcocks  | Traffic Manager                |

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| George Ast         | Purchasing Agent                                 |
| Michael P. Boland  | Assistant Treasurer                              |
| Joseph Fitzpatrick | Internal Auditor                                 |
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| Edward Graessle    | Manager of Treasury Affairs                      |
| Marie McWilliams   | Director of Personnel                            |
| Joseph Spagnola    | Dir. of Office & Studio Services                 |

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|                   |                               |
|-------------------|-------------------------------|
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| Omar Elder        | Secy. & Asst. General Counsel |
| Richard L. Freund | Dir. of Labor Relations       |

## News, Special Events & 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       |
| Wiley Hance           | Manager of Public Affairs               |

## Program

|                     |                           |
|---------------------|---------------------------|
| Walter A. Gustafson | Supr. of Sound Effects    |
| Charles Manno       | Eastern Prog. Dir.        |
| James McConnochie   | Mgr. of Announcing Office |

(Continued on Page 244)



*Washington throwing dollar across Rappahannock - J. Dunne '57*

# Nobody could ever make a dollar go farther



## **(till ABC Radio thought up its 4-Most Plan)**

We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

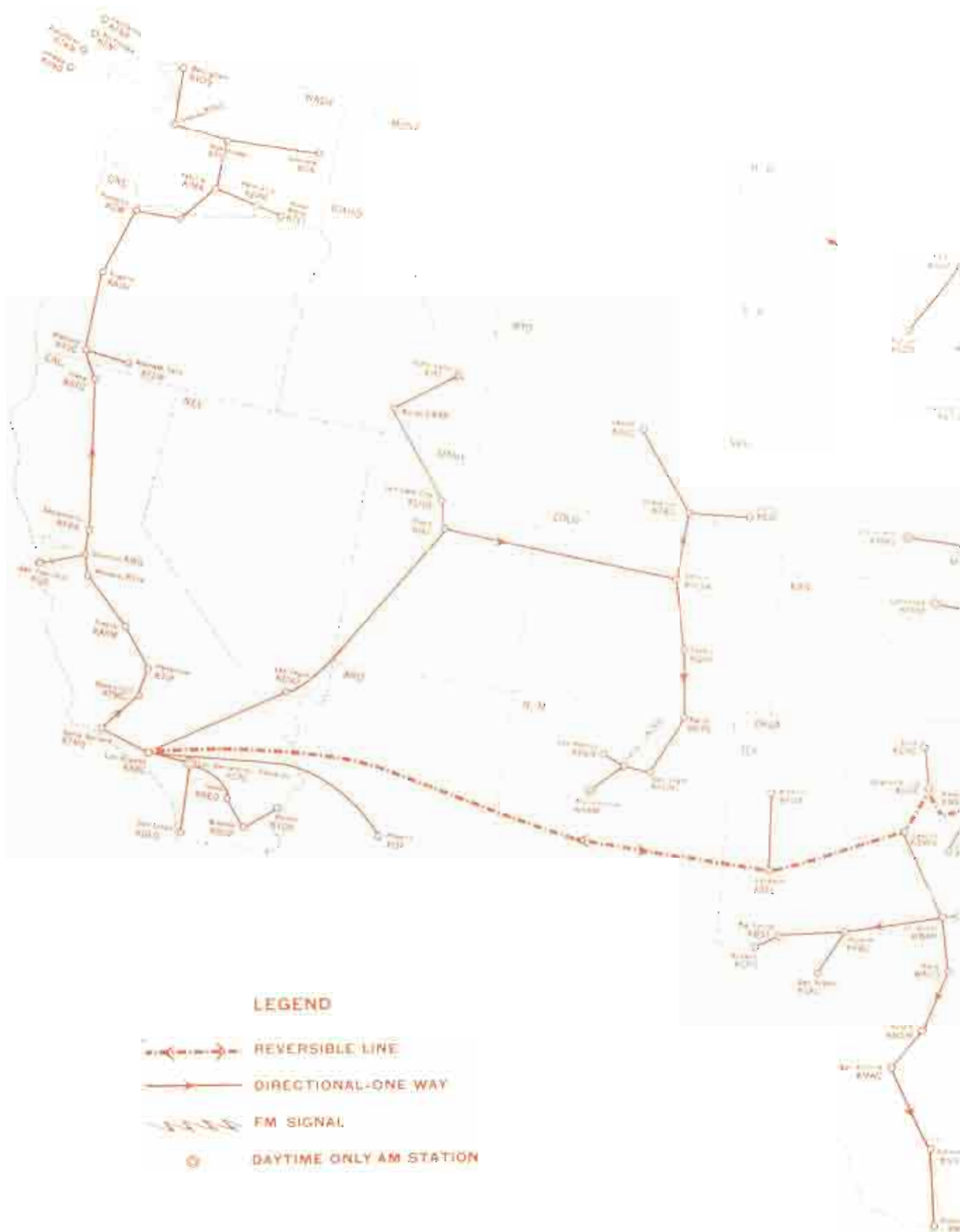
- 1.** ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.
- 2.** ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.
- 3.** ABC helps you create and stage closed-circuit nation-wide sales promotions.
- 4.** ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.

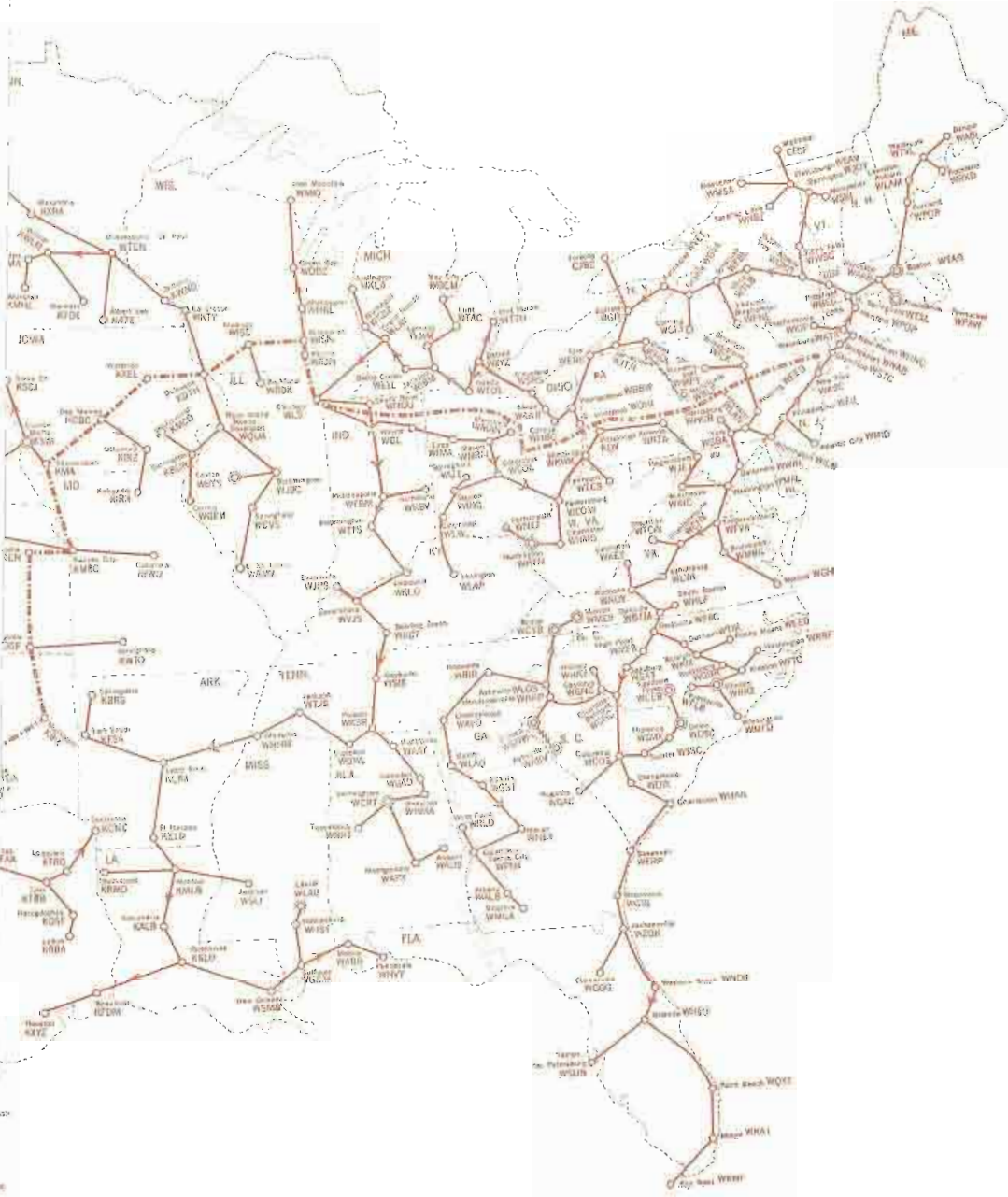
Isn't this a chance you can't throw away?

# **ABC RADIO NETWORK**

# AMERICAN BROAD



# CASTING NETWORK





(Continued from Page 239)

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  
Stephen Strassberg.....Dir. Press Information

**Continuity Acceptance**

Grace Johnsen.....Dir. of Continuity Acceptance

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Hal Cranton    Dir. of Sales Devel. & Research

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Elizabeth Boucher Kelley...Dir. of Sales Service

**Station Relations**

Earl Mullin.....Nat. Mgr. & Reg. Mgr.  
Frank G. Atkinson.....Regional Manager

**CHICAGO**

**190 North State Street**

**Chicago, Illinois**

Clar Heider.....National Spot Sales Mgr.  
Elliott W. Henry, Jr.....Director of Publicity & Promotion  
William P. Kusack.....Manager of Engineering Department  
James Duffy.....Dir. of ABC Radio Network for Central Div.  
Manuel Fingerhut....Comptroller of Central Div.

**DETROIT**

**1700 Stroh Building**

**Detroit 26, Michigan**

Robert Baker.....Radio Studio Manager  
Joseph C. Cassel.....Comptroller  
Harold Christian.....V.P. in Charge of Merchandising & Research  
Charles Kocher.....Chief Engineer  
Harold Neal.....V.P. in Charge of Radio  
Olive Davis.....Traffic Manager, Radio  
Robert Baldrice.....Asst. Radio Sales Mgr.

**HOLLYWOOD**

**1539 N. Vine Street**

**Hollywood 28, California**

James G. Riddle.....V.P. in charge W.D.  
Earl Hudson.....V.P. Advisory  
J. Clifford Anderson...Director of Labor Relations  
Dorothy L. Brown...Continuity Acceptance Mgr., Western Division  
Dresser Dahlstead...Prog. Mgr., Network & KABC, Western Div.  
Ralph C. Denechand...Mgr. of Engineering Operations, Western Division  
Milt Fishman.....Dir. Radio-TV News, W.D.

Theodore Grenier.....Chief Engineer, Western Division  
Jon Meyers.....Asst. Network Prog. Mgr. Production Mgr., KABC Radio  
Courtney McLeod.....Dir. of Network Traffic, TV & Radio, West. Div.  
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John C. Wagner....Controllor, Western Division  
Harry Woodworth.....Western Sales Mgr., ABC Network

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Lorraine Pederson...Continuity Acceptance Editor  
Henry Saroyan...Comptroller & Purchasing Agent  
Edward Smith.....Dir. of Operations, KGO

**WASHINGTON**

**1735 DeSales Street, N.W.  
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**7 West 66th Street  
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Barrett Geoghegan.....Sales Manager

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# THE CHALLENGE OF NETWORK RADIO, '59

## ... Some Real Answers Are Emerging

By ARTHUR HULL HAYES

President, Radio Division of the  
Columbia Broadcasting System



Is there such a thing as modern network radio? Some network radio today sounds pretty much like the good independent stations sounded—ten years ago. Another “modern” approach has been to switch from programs to excerpts of programs and running them all together. These are just two of the answers by network radio to the advent of television. I think they fail to come to grips with the real problem. These answers assume that the way to meet our medium’s economic necessities is to cut down on the quality of the product: programs.

In January 1959, the CBS Radio Network and its affiliated stations began operating under a new structure, our Program Consolidation Plan. PCP has consolidated and regrouped what was already network radio’s top-ranking schedule into even stronger, more attractive program sequences . . . has given affiliates the opportunity for more ambitious local program ventures . . . and has made possible improved clearances, and a more truly national network service for advertisers.

In short, our objective is what it must be, if network radio is to continue to be an enduring and exciting medium: a better product; bigger audiences.

PCP has been in operation for a short time. But reactions from stations and advertisers give clear testimony to the soundness and promise inherent in the plan. Immediately after

PCP was announced, this network experienced the greatest sales spurt in recent network radio history. Over \$4 million in new and expanded business was contracted for by leading advertisers. And the affiliated stations, with very few exceptions, have been excited by the new possibilities, in audiences and in revenues, opened up by the plan.

In addition to this local CBS News sales opportunity, our stations now have longer blocks of contiguous time in which to develop local personalities (how far would even an Arthur Godfrey have gone with a 15-minute format?), and in which to present top local and regional events in the evenings and on weekends.

As for the network schedule itself, almost without exception the programs responsible for our 10-year audience leadership are all continuing. And the vital CBS special events and public affairs programs are a key factor of current and future operations.

So the new CBS Radio Network is structured like this. By strengthening the stations of the network, we strengthen the network. By consolidating the network schedule, we make it possible to maintain and extend the most widely acclaimed programming in the business. By devising a new financial structure, we enable both network and stations to function more profitably. And by virtue of all of the above, we make it possible for advertisers on the CBS Radio Network to realize the vast new potentials of modern network radio.

**PC**

**P** CBS Radio's Program Consolidation Plan is the most significant forward step in network radio in years. Logically, it was developed first on this network. Where leadership is a *constant*. Where advertisers reach the largest audiences when they talk.<sup>①</sup> Where listeners find most of the programs they most want to hear.<sup>②</sup> Where critics favor more programs than on the other three networks combined.<sup>③</sup> Bank on PCP to produce an even greater margin of leadership—and even more effective advertising for you—on the

## **CBS RADIO NETWORK**

**1** *42 per cent larger audiences per commercial minute than on the next network; Nielsen Radio Index; September 1957—December 1958.*

**2** *226 quarter-hour wins out of a possible 237 in all the quarter-hours in which CBS Radio programs compete with those of at least one other network in ten or more of the top 26 markets; Network Radio Pulse; 1958 monthly average.*

**3** *29 out of 50 honors in the 11 program categories voted on by 465 critics in the Radio-Television Daily Annual Poll for 1958.*

# CBS RADIO





# NETWORK



# COLUMBIA

## BROADCASTING SYSTEM, INC.

### CBS RADIO DIVISION

#### *Executives and Staff*

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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| I. S. Becker . . . . .          | Vice President in Charge<br>of Business Affairs          |
| Jules Dundes . . . . .          | Vice President in Charge of<br>Station Administration    |
| Lucian Davis . . . . .          | Executive Producer of<br>Network Programs, Hollywood     |
| Horace R. Guillothe . . . . .   | Vice President in<br>Charge of Operations                |
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| Anne Nelson . . . . .      | Director of Business Affairs,<br>Hollywood |

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|--------------------|----------|

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Robert Dunne.....Asst. General Attorney

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Gerald Maulsby.....Manager of Network Broadcasts  
Harlan Dunning.....Program Supervisor  
James Fasset.....Supervisor of Music  
Charles Monroe.....Director, Program Writing

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Ben S. Lochridge.....Network Sales Manager  
William W. Firman.....Eastern Sales Manager

## Pacific Coast Office

G. E. Hurst.....Sales Manager

**Los Angeles Office, 6120 Sunset Blvd.**

G. E. Hurst.....Manager

**Chicago Office, 410 Michigan Ave.**

Roger K. Huston.....Manager

## Detroit Office, Fisher Bldg.

Cornelius V. S. Knox, Jr.....Manager

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John F. Day.....Director of News

Irving Gitlin.....Director of Public Affairs

George Crothers.....Dir. of Public Service Broadcasts

Robert Skedgell...Assistant Director of News, Radio

Ben Flynn.....Exec. Producer of Radio Public Affairs Programs

Theodore Koop.....Director of News and Public Affairs, Washington

William C. MacPhail.....Director of Sports

Lewis Shollenberger.....Director of Special Events, Washington

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Arthur G. Peck...Manager of Network Operations

Davidson Vorhes.....Manager, Technical Operations and Chief Engineer, WCBS

Julius Mattfield.....Manager, Music Library

Lucile Singleton.....Manager of Record and Script Library

W. C. Harrington...Manager, Music Clearance

Lawrence Gumbinner.....Traffic Manager

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Sid Garfield.....Director

Melvin Spiegel.....Assistant Director

Lloyd Brownfield.....Director of Press Information, Hollywood

Phil Cohan.....Trade News Editor

Anne Harding.....Manager, Service Division

## CBS-OWNED STATIONS

### WCBS and WCBS-FM

**485 Madison Ave., New York 22**

Sam Slate.....General Manager

Thomas J. Swafford.....Sales Manager

Allen Ludden.....Program Manager

Dave Driscoll.....Director of News and Special Events

Richard Stahlberger...Sales Promotion Manager

Milton Rich.....Director of Publicity

### KCBS and KCBS-FM

**Palace Hotel, San Francisco 5**

Maurie Webster.....General Manager

Seymour Whitelaw.....Sales Manager

Mrs. E. Deggendorfer.....Promotion Manager

E. W. Whitney.....Program Director

Don Mozley.....Director of News and Public Affairs

## KMOX

**Ninth & Sidney Sts., St. Louis 2**

Robert Hyland.....General Manager

Foster Brown, Jr.....Sales Manager

Larry Cooper.....Program Manager

Alice Koch.....Promotion Manager

Frank Zwygart.....News Director

### KNX and KNX-FM and

### Columbia Pacific Network

**6121 Sunset Blvd., Los Angeles 28**

Fred Ruegg.....General Manager

Gordon F. Mason.....Sales Manager

Robert Sutton.....Program Director

(Continued on Next Page)

Phil Hillman . . . . . Promotion Manager  
John Beck . . . . . News Director

### WBBM and WBBM-FM

630 N. McClurg Court, Chicago 11

H. Leslie Atlass . . . . . Vice President in Charge  
of Central Division, General Manager of WBBM  
E. H. Shomo . . . . . Assistant General Manager  
William Connelly, Jr. . . . . Sales Manager  
Arthur Thorsen . . . . . Program Director  
Loren Hal'enbaeck . . . . . Promotion Manager  
C. W. Doebler . . . . . Executive Assistant  
William Garry . . . . . News Director

### WCAU and WCAU-FM

City & Monument Aves., Phila. 31

Joseph Connolly . . . . . General Manager  
John S. deRussy . . . . . Sales Manager  
Fred Birnbaum . . . . . Promotion Manager  
Charles Shaw . . . . . News Director

### WEEI and WEEI-FM

182 Tremont St., Boston 11

Thomas Korman . . . . . General Manager  
Robert Sinnott . . . . . Sales Manager  
Ken Ovenden . . . . . Program Director  
Joseph Cullinane . . . . . Promotion Manager  
Arthur King . . . . . Director of News and  
Public Affairs

### HOUSEWIVES' PROTECTIVE LEAGUE

Edward W. Wood Jr. . . . . General Manager

### CBS RADIO SPOT SALES

Milton F. Allison . . . . . General Manager  
of Radio Spot Sales  
George Swearingen . . . . . Eastern Sales Manager  
Edward O'Berst . . . . . Research Manager  
Henry Poster . . . . . Sales Promotion Manager

Chicago Office, 630 N. McClurg Ct.

Thomas Peterson . . . . . Sales Manager  
Gilbert Christeon . . . . . Sales Development

Atlanta Office, 800 Peachtree St.

George R. Swearingen, Jr. . . . . Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr. . . . . Sales Manager  
John S. Logan . . . . . Sales Development

Los Angeles Office, Columbia Square

Roland H. McClure . . . . . Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson . . . . . Sales Manager

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers . . . . . Sales Manager

### Research

Harper Carraine . . . . . Director of Research  
Edward Reeve . . . . . Sales and Promotion  
Research Manager  
Howard Miller . . . . . Manager, Coverage and  
Marketing Research

### Sales Promotion and Advertising

Louis Dorfsman . . . . . Director of Art, Advertising  
and Promotion  
William S. Brower . . . . . Manager of Program,  
Promotion & Merchandising  
Robert Rafelson . . . . . Director, Station Promotion  
Service  
Leon Luxenberg . . . . . Director, Network Sales  
Presentations  
Edward Kaylin . . . . . Assoc. Director of Network  
Sales Presentations  
Naomi Andrews . . . . . Network Copy Chief  
Joseph Tole . . . . . Production Manager

### Affiliate Relations

William A. Schudt, Jr. . . . . Vice President in Charge  
Eric Salline . . . . . Manager

### CBS Inc., Broadcast Service Dept. Building Operations—Ticket Div.

James Swenson . . . . . Manager, Building Operations  
John L. Page . . . . . Manager, Building Services  
Laurette Banks . . . . . Manager, Ticket Bureau

### General Purchasing

John E. Forsander . . . . . Director of Purchases  
Edward C. Drewes . . . . . Purchasing Agent

### Office Services Department

A. H. Bryant . . . . . Manager  
Maude Stubner . . . . . Supervisor, Program Typing

### Personnel Relations

Robert Kalaidjian . . . . . Director  
Dr. Jack Nelson . . . . . Director of Medical Office  
Charles Burt . . . . . Salary and Policy Administrator  
John Anderson . . . . . Manager of Employee Benefits  
Richard Stanley . . . . . Employment Manager

### Photographic

Walter I. Seigal . . . . . Manager

### Special Projects Department of CBS News

William C. Ackerman . . . . . Director  
May Dowell . . . . . Manager  
Esther Dobbins . . . . . Manager, Program Information  
Dorothy Boyle . . . . . Manager, Program Statistics

# THE PRESENT STATE OF LOCAL RADIO

## ... It's Enjoying Robust Health

By SIDNEY J. WOLF

President, Keystone Broadcasting System, Inc.



FOR the second year in succession the Keystone Broadcasting System has enjoyed the most successful year in its eighteen year history. And the reason for our continuing growth is self-evident. The dramatic recovery of radio in 1957 was something much deeper and enduring than a passing phase or a superficial trend. The two intervening years have amply demonstrated the basic strength and practical flexibility of our medium in the field of mass communications. Radio is here to stay as a powerful and enduring influence on the American way of life, with nearly one hundred forty seven million sets currently in use.

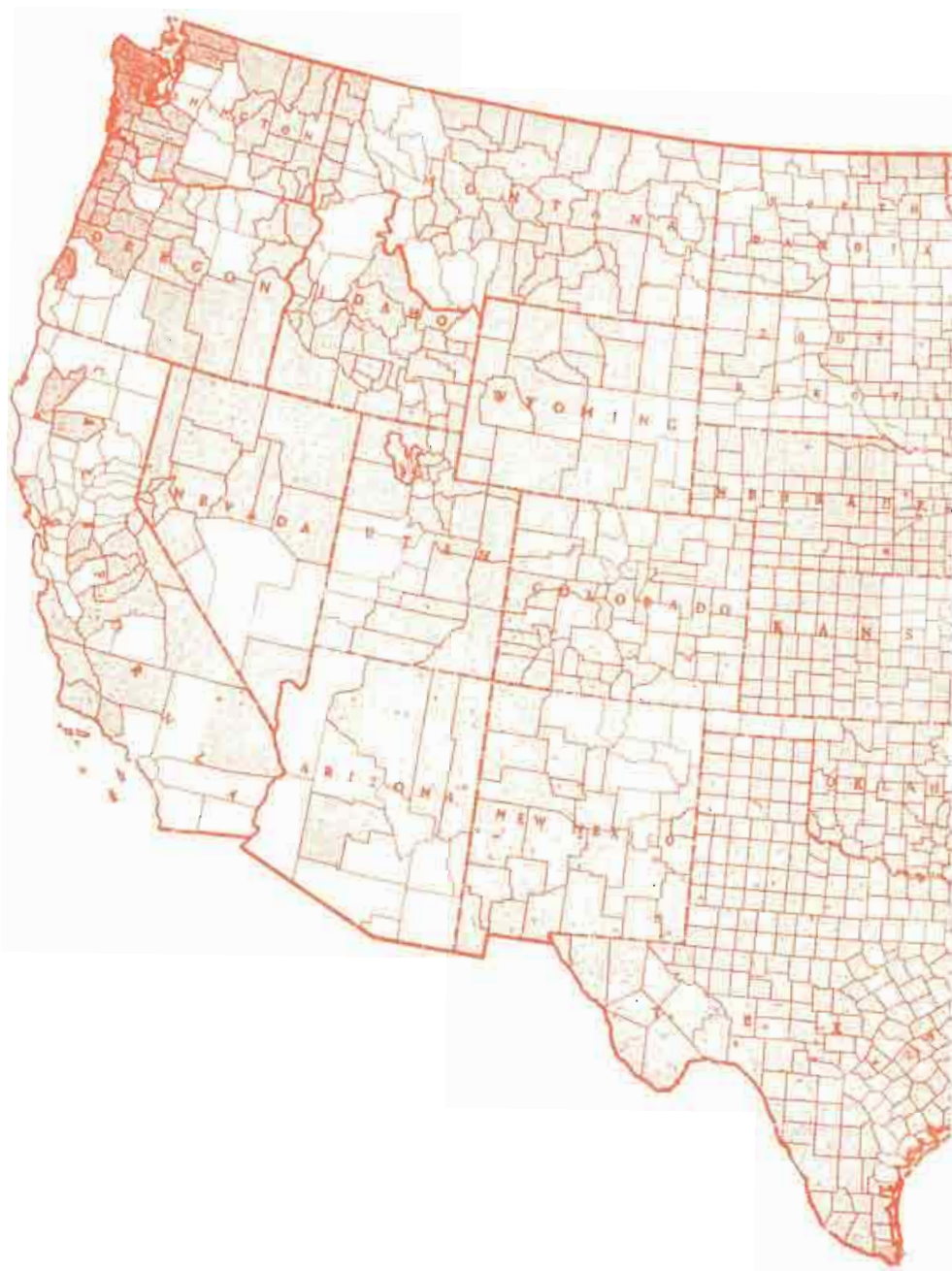
If further proof of radio's robust health is needed, one has only to remark last year's all time high local billings reported by radio stations throughout the country. Radio on the local level at the point of sale has consistently been a dominating selling weapon in our small town and rural markets, where it has become almost traditional for local retailers and wholesalers to rely on the Broadcast impact of the local stations to move goods and merchandise within those stations' coverage areas. This is one of the main reasons why an efficient and resourceful station operator who programs and caters to the local tastes invariably prospers, even in comparatively small communities. Another important factor is that the average local community is principally interested in the affairs and prosperity of its own particular bailiwick, and outside influences being of secondary importance "St. Louis or Cleveland or Wichita Falls is fine but I haven't been

there in a couple of years." Because of this natural preoccupation with its own locale, the community is predominantly loyal to the local station, keeps tuned in to it and is only remotely concerned with the happenings of larger communities beyond its own immediate periphery. Hence local news takes precedence over a continual stream of national intelligence. The local business man is very much aware of these conditions and depends chiefly upon the local radio outlets to sell his goods. He also knows that the signals of outside radio stations have much less influence upon the actual listening habits of his community than is generally proclaimed.

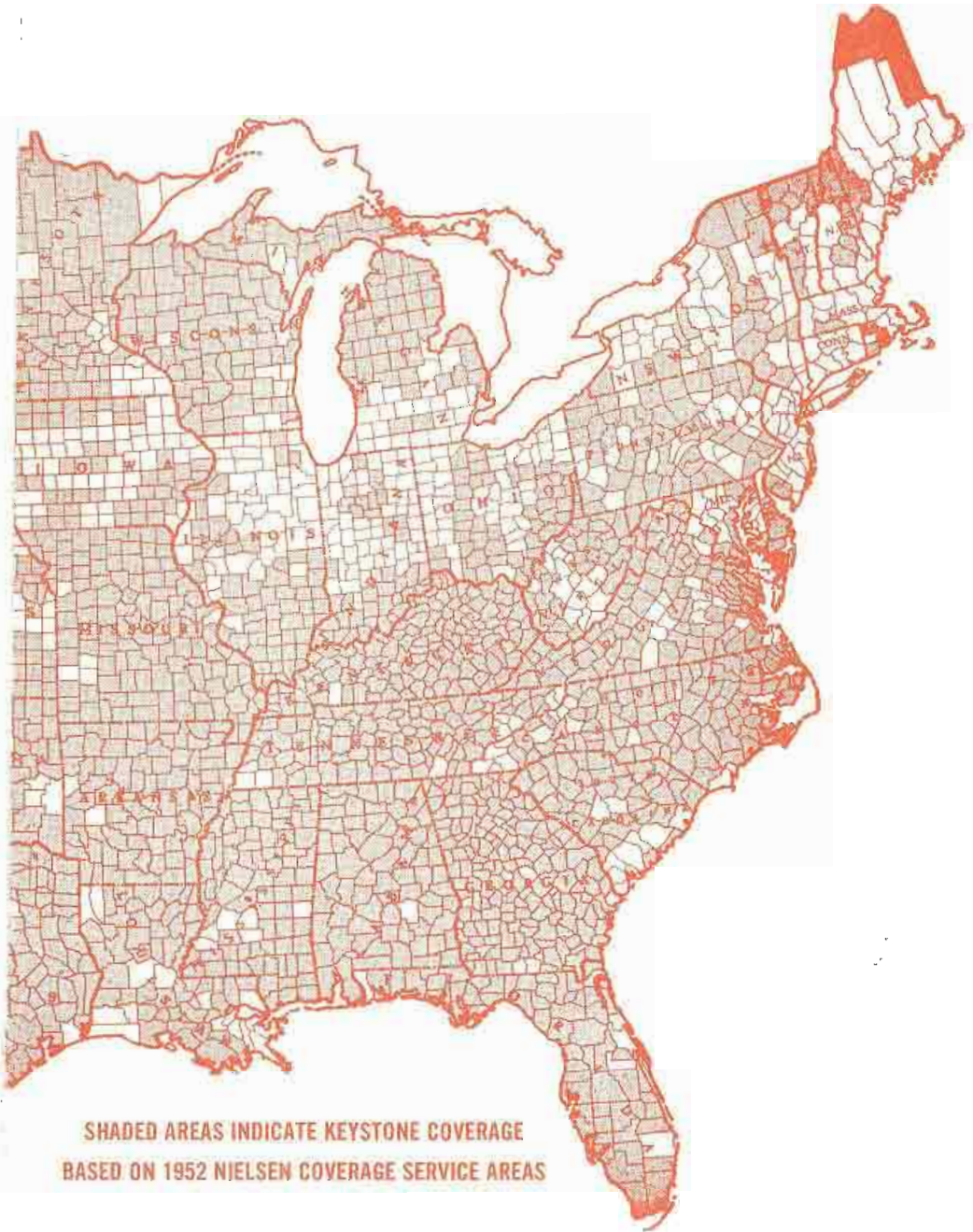
In essence, the Keystone Broadcasting System with 1061 affiliates, and comprising an audience of nearly one hundred million listeners, constitutes itself as local radio on a network basis. It serves the national advertisers and advertising agencies in offering them the same effective and profitable broadcast promotion at low economical cost, as that enjoyed by local advertisers on the local level at the point of sale. It is indeed gratifying to note that in 1958 over 80 national advertisers used the Keystone facilities to reach the local consumer with strong local level impact, an impact that local advertisers have always found most rewarding in the matter of sales returns. It is further most heartening to know that a great many national advertisers have regularly bought time on Keystone over the years and are now strong advocates of the power of local radio.



# KEYSTONE BROAD



# CASTING SYSTEM



# KEYSTONE BROAI

## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WACA Bay Minette  
 WEUR Birmingham  
 WEBJ Brewton  
 WRAG Carrollton  
 WKLF Clanton  
 WKUL Cullman  
 WMSL Decatur  
 WXAL Demopolis  
 W00F Dothan  
 WIRB Eatergrass  
 WULA Eufaula  
 WBLO Evergreen  
 WWWW Fayette  
 WZ0B Fort Payne  
 WE10 Gadsden  
 WGEA Geneva  
 WGYV Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WERH Hamilton  
 WBHF Huntsville  
 WPBB Jackson  
 WWWW Jasper  
 WJAM Marion  
 WM0Z Mobile  
 WMFC Montevallo  
 WCRD Openta  
 WJHO Opelika  
 WP10 Piedmont  
 WELR Roanoke  
 WWR Russellville  
 WH0S Scottsboro  
 WHBB Selma  
 WFLB Sylacauga  
 WHTB Talladega  
 WJ0B Thomasville  
 WTBF Troy  
 WTCS Tuscaloosa  
 WTUS Tuskegee  
 WETU Wetumpka

## ARIZONA

KCKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 K0J1 Holbrook  
 K0G6 Nogales  
 KRIZ Phoenix  
 KZ0K Prescott  
 KVCN Winslow  
 K0FA Yuma

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 K8BA Benton  
 KTCN Berryville  
 KAMH Camden  
 K0CN Conway  
 KAGH Crossett  
 K0GN De Queen  
 KELD El Dorado  
 KXJK Forrest City  
 KTC5 Fort Smith  
 KH0Z Harrison  
 KFA Helena  
 KXAR Hope  
 KBHS Hot Springs  
 KBTM Jonesboro  
 KGH1 Little Rock  
 KB0K Malvern  
 KTM1 Marked Tree  
 K0VA McGehee  
 KENA Mena  
 KHBM Monticello  
 KTL0 Mountain Home  
 K0SE Osceola  
 K0RS Paragould  
 K0TN Pine Bluff  
 KP0C Pearchontas  
 KXJH Russellville  
 KCWB Searcy  
 K0UA Silvan Springs  
 K0RS Springdale  
 K0AK Stuttgart  
 KRLW Walnut Ridge  
 KWRF Warren  
 KWYN Wayne

## CALIFORNIA

KAHI Auburn  
 KIBS Bishop  
 KIBX Coalinga  
 KRBU Dinuba  
 KX0 El Centro  
 K0AC Fort Bragg  
 KGST Fresno  
 KPER Gilroy  
 KRKC Kiap City  
 KCVR Lodi  
 KNEZ Lompoc

KYSS Merced  
 KVON Napa  
 K0EE Nevada  
 K0ES Palm Springs  
 KIBE Palo Alto  
 KPFL Paso Robles  
 K0FR Petaluma  
 KRKS Ridgetop  
 K0U0 San Bernardino  
 KLRB San Diego  
 (Tijuana, Mexico)  
 KR0G Sonora  
 K0SL Suisunville  
 KKRK Tall  
 K0EN Tulare  
 K0UR Turlock  
 KWS0 Wasco  
 KAGR Yuba City

## COLORADO

KGIW Animas  
 K0LN Canon City  
 KYSN Colorado Springs  
 KVFV Cortez  
 KRAI Craig  
 KLRB Denver  
 KIUP Durango  
 KFI M Fort Morgan  
 KY0D Greeley  
 KBNZ La Junta  
 KLMR Lamar  
 KLCV Leadville  
 KLVV Loveland  
 KSLV Monte Vista  
 K0BC Montrose  
 KDA La Poudre  
 KVRH Salida  
 KCLR Sterling  
 KCR1 Trinidad

## FLORIDA

WAPG Arcadia  
 WIRL Bradenton  
 WKTS Breakersville  
 WAN Clearwater  
 WK00 Cocoa  
 WCNU Crestview  
 WDCF Ocala City  
 W0SP De Funiak Springs  
 W000 DeLand  
 WDBF Delray Beach  
 WBBF Fernandina Beach  
 WINK Fort Myers  
 WARB Fort Pierce  
 WGGG Gainesville  
 W0MA Hollywood  
 WZRD Jacksonville Beach  
 WKWF Key West  
 WWRB Kissimmee  
 WDSR Lake City  
 WIFC Lake Wales  
 WLBE Leesburg  
 W0EB Live Oak  
 W0MF Madison  
 WYYS Marianna  
 WNOG Naples  
 W0SB New Smyrna Beach  
 WJMC Orala  
 WKIS Orlando  
 W0PF Palatka  
 WDLR Panama City  
 W0FA Pensacola  
 WPRY Perry  
 WPLA Plant City  
 WFOY St. Augustine  
 WTRR Saurter  
 WKXY Sarasota  
 WJCM Sebring  
 W0GR Starke  
 WSTU Stuart  
 W0EN Tallahassee  
 W0TB Tampa  
 WAXE Vero Beach  
 WAUC Verochola

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 WC0S Alma  
 WDEC Americus  
 WD0L Athens  
 W0IA Augusta  
 W0GR Bainbridge  
 WHAB Bayley  
 WM0G Branswick  
 WDMF Buford  
 WGRA Cairo  
 WCLB Camilla  
 WCHK Canton  
 W0TB Dalton  
 W0HF Cartersville  
 W0GA Dalton  
 WCLA Dalton  
 WMJM Cordele  
 W0FS Covington

WBLL Dalton  
 W0WD Dawson  
 W0BG Douglas  
 W0LJ Dunwo  
 W0TJ East Point  
 W0SV Eudora  
 W0FR Fitzgerald  
 W0FM Fort Valley  
 W0GA Gainesville  
 W0RE Griffin  
 W0EE Hawkinsville  
 W0GR Jesup  
 W0LA Lafayette  
 W0AG La Grange  
 W0TH Madison  
 W0DR Manchester  
 W0M Marietta  
 W0AX Merce  
 W0VG Milledgeville  
 W0SB Millen  
 W0KE Monroe  
 W0MA Moultrie  
 W0BN Perry  
 W0SB Quitman  
 W0RA Rome  
 W0SN Sandersville  
 W0LH Senoia  
 W0NS Statesboro  
 W0YL Sylvana  
 W0GT Thomason  
 W0TA Thomson  
 W0WG Tifton  
 W0ET Tocon  
 W0VJ Verochola  
 W0VP Vidalia  
 W0YX Waycross  
 W0RD Waynesboro  
 W0LW West Point  
 W0MO Winder

## HAWAII

K0LA Hilo  
 K0AIM Honolulu

## IDAHO

K0EM Boise  
 K0AR Burley  
 K0ID Caldwell  
 K0NI Coeur d'Alene  
 K0RT Grangeville  
 K0FI Idaho Falls  
 K0PL Moscow  
 K0IO Payette  
 K0YE Pocatello  
 K0PT Preston  
 K0RX Rexburg  
 K0ST Sandpoint  
 K0ZD Shoshone Falls  
 K0EP Twin Falls

## ILLINOIS

WBYS Canton  
 W0IC Charleston  
 W0QN Duquoin  
 W0LW Fairchild  
 W0E0 Harrisburg  
 W0PF Herrin  
 W0J5 Jacksonville  
 W0KFI Keaweenaw  
 W0RS Orlando  
 W0AI Macomb  
 W0DK Metropolis  
 W0NI Murphysboro  
 W0AY Robinson

## INDIANA

W0CB Anderson  
 W0BN Booneville  
 W0CM Elkhart  
 W0L0 Frankfort  
 W0LJ Huntington  
 W0EZ Jasper  
 W0TO Linton  
 W0RX Madison  
 W0PC Mount Vernon  
 W0PW Portland  
 W0SL Salem  
 W0G0 Spencer  
 W0CJ Tell City  
 W0MW Washington

## IOWA

KLGA Algona  
 KAS1 Ames  
 KJAN Anlanir  
 KWBG Boone  
 K0CG Centerville  
 K0CA Charles City  
 K0HE Cherokee  
 K0LJ Council Bluffs  
 K0SB Creston  
 K0EC Decora  
 K0LJ Estherville  
 K0GI Fort Madison  
 K0RN Grinnell

KXIC Iowa City  
 KLEM Le Mars  
 K0SM Mason City  
 K0EE Ottumwa  
 K0YL Storm Lake  
 K0JF Webster City

## KANSAS

KARE Chanute  
 K0RU Chanute  
 K0NK Concordia  
 K0VE Emporia  
 K0DU Fort Scott  
 K0LJ Garden City  
 K0LR Goodland  
 K0YS Hays  
 K0WB Hutchinson  
 K0ND Independence  
 K0JK Junction City  
 (Fort Riley)  
 K0LW Leavenworth  
 K0AN Manhattan  
 K0NO Marysville  
 K0NE McPherson  
 K0RG Newton  
 K0KC Parsons  
 K0SK Pratt  
 K0SW Russell  
 K0HSL Russell  
 K0TP Topeka

## KENTUCKY

W0NY Albany  
 W0BT Bardonia  
 W0LJ Benton  
 W0LJ Bowling Green  
 W0CU Campbellsville  
 W0NS Central City  
 W0IN Columbia  
 W0CT Corbin  
 W0ZP Covington  
 W0LJ Cynthiana  
 W0CM Cumberland  
 W0YN Cynthiana  
 W0IR Danville  
 W0EL Elizabethtown  
 W0ST Elizabethtown  
 W0LJ Frankfort  
 W0KN Frankfort  
 W0KY Glasgow  
 W0LN Harlan  
 W0BN Harrodsburg  
 W0IC Hazard  
 W0DN Henderson  
 W0KA Hopkinsville  
 W0LN Lebanon  
 W0TL Leitchfield  
 W0LJ Lexington  
 W0FM Madisonville  
 W0XL Manchester  
 W0NG Mayfield  
 W0TM Maysville  
 W0IK Middleboro  
 W0LW Monticello  
 W0DR Morehead  
 W0NK Neon  
 W0MI Owensboro  
 W0SP Paintsville  
 W0LJ Paris  
 W0PE Pikeville  
 W0PT Prestonsburg  
 W0PY Princeton  
 W0KY Richmond  
 W0LJ Russellville  
 W0LJ Scottsville  
 W0SF Somerset

## LOUISIANA

K0BS Alexandria  
 K0RY Bastrop  
 W0ND Baton Rouge  
 W0LJ Bogalusa  
 W0RB Covington  
 K0SG Crowley  
 K0LA De Ridder  
 K0LJ De Ridder  
 W0FB Hammond  
 W0LJ Homer  
 K0LH Houma  
 W0JE Jennings  
 K0NY Jonesville  
 K0LJ Lake Providence  
 K0LA Leesville  
 K0BC Mansfield  
 W0LJ Marksfield  
 K0LJ Monroe  
 K0MC Morgan City  
 K0NC Natchitoches  
 K0NE New Iberia  
 K0RH Oakfield  
 K0LJ Opelousas  
 K0LP Rayville  
 K0RS Ruston  
 K0BS Springhill  
 K0KS Sulphur  
 K0LJ Tallulah

KVPI Ville Platte  
 KEVL Vicksburg  
 K0CL Winfield  
 K0MR Winsboro

## MAINE

WRUM Rumor  
 W0HM Skowhegan

## MARYLAND

W0AB Annapolis  
 W0AE Baltimore  
 W0EM Cambridge  
 W0LX Lexington Park  
 W0CO Salisbury  
 W0LH Westminster  
 W0DN Wheaton

## MASSACHUSETTS

W0RE Holyoke  
 (Springfield)  
 W0RC Milford  
 W0EC Pittsfield  
 W0YM Springfield  
 W0WE Ware

## MICHIGAN

W0LM Albion  
 W0WE Allegan  
 W0LW Bay City  
 W0CM Bay City  
 W0RN Big Rapids  
 W0RP Flint  
 W0FC Freeport  
 W0PL Hancock  
 W0HL Hasling  
 W0SE Hillsdale  
 W0KB Iron River  
 W0MS Ironwood  
 W0JD Ishpeming  
 W0LA Lufington  
 W0LJ Mackinac  
 W0MJ Marquette  
 W0AG Menominee  
 W0EN Mt. Pleasant  
 W0AB Musking  
 W0US Muskegon  
 W0LJ Niles  
 W0LS Port Huron

## MINNESOTA

K0AM Alban  
 K0KA Alexandria  
 K0NO Anoka  
 K0UN Bemidji  
 K0BM Benson  
 K0BM Breckenridge  
 W0LJ Cloquet  
 W0LJ Duluth-Superior  
 K0HX Crookston  
 K0LM Detroit Lakes  
 W0LJ Ely  
 W0VE Eveleth  
 K0ZY Grand Rapids  
 K0UJ Hutchinson  
 CF0B International Falls  
 K0LJ Little Falls  
 K0NU New Ulm  
 K0FO Owatonna  
 W0LJ Pine City  
 K0AM St. Cloud  
 W0VN Stillwater  
 K0GE Winona

## MISSISSIPPI

W0MY Amory  
 W0LE Batesville  
 W0CM Biloxi-Gulfport  
 W0BP Booneville  
 W0MB Brookhaven  
 W0UB Canton  
 W0LC Centerville  
 W0RX Clarksdale  
 W0LD Cleveland  
 W0CU Columbia  
 W0CB Columbus  
 W0MA Hattiesburg  
 W0AG Forest  
 W0JR Greenwood  
 W0GR Greenwood  
 W0AG Grenada  
 W0RH Hattiesburg  
 W0DC Hattiesburg  
 W0PC Houston  
 W0LA Indianola  
 W0KZ Kosciusko  
 W0ML Laurel  
 W0BC Macon  
 W0SJ Magee  
 W0LJ Meridian  
 W0NX Meridian  
 W0IS Natchez  
 W0AU New Albany  
 W0SH Oxford  
 W0PM Pascagoula



# CASTING SYSTEM

WHOC Philadelphia  
 WRJW Piquette  
 WSSD Starkville  
 WELO Tupelo  
 WQBC Vicksburg  
 WABO Waynesboro  
 WR0B West Point  
 WONA Winona  
 WAZF Yazoo City

## MISSOURI

KBHM Branson  
 KGMO Cape Girardeau  
 KDMO Carthage  
 KCRV Caruthersville  
 KCHR Charleston  
 KCHI Chillicothe  
 KBIA Columbia  
 KDEX Dexter  
 KREI Farmington  
 KWOS Jefferson City  
 KIRX Kirksville  
 KLWT Lebanon  
 KGB Malden  
 KNIM Maryville  
 KNCM Moberly  
 KRMO Monett  
 KLRS Mountain Grove  
 KBTN Neosho  
 KNEM Nevada  
 KKC Poplar Bluff  
 KTRR Rolla  
 KSGM Ste. Genevieve  
 KRES St. Joseph  
 KSMO Salem  
 KDRO Sedalia  
 KICK Springfield  
 KAM Taylor  
 KTTN Trenton  
 KLPW Union  
 KOKO Warrensburg  
 KWRE Warrenton  
 KWPM West Plains

## MONTANA

KBMY Billings  
 KBMN Bozeman  
 KBOW Butte  
 KUDI Great Falls  
 KOJM Havre  
 KXLL Helena  
 KGEZ Kalispell  
 KOTL Libby  
 KPRK Livingston  
 KATL Miles City  
 KBTK Missoula  
 KVCK Wolf Point

## NEBRASKA

KOOV Alliance  
 KCSR Chadron  
 KJSK Columbus  
 KHUB Fremont  
 KHAS Hastings  
 KUVR Holdrege  
 KGFW Kearney  
 KCLS Lincoln  
 KBRB McCook  
 KODY North Platte  
 KOGA Ogallala  
 KOOO Omaha  
 KBRX O'Neill  
 KSID Sidney  
 KAWL York

## NEVADA

KPTL Carson City  
 KVLV Fallon  
 KRAM Las Vegas  
 KATO Reno

## NEW HAMPSHIRE

WKXL Concord  
 WLNH Laconia

## NEW JERSEY

WNNJ Newton

## NEW MEXICO

KALG Alamogordo  
 KHAM Albuquerque  
 KSPV Artesia  
 KAYE Carlsbad  
 KLWX Clayton  
 KCLV Clovis  
 KOTN Deming  
 KMJN Grants  
 KKEW Hobbs  
 KOBE Las Cruces  
 KRSN Los Alamos  
 KENM Portales  
 KOTN Raton  
 KBIM Roswell  
 KSLI Silver City  
 KSRC Socorro

KCHS Truth or  
 Consequences  
 KTNM Tucumcari

## NEW YORK

WMBO Auburn  
 WBRV Boonville  
 (Home-Utica)  
 WFLR Dundee  
 WDEE Dunkirk  
 WOSC Fulton  
 WJOC Jamestown  
 WLHF Little Falls  
 WICY Malone  
 WIRY Plattsburgh  
 WGGO Salamanca  
 WBY Saratoga Lake  
 WRSA Saratoga Springs  
 WDLA Watton

## NO. CAROLINA

WRCS Ahsokie  
 WABZ Albemarle  
 WQWR Asheboro  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WDCJ Edenton  
 WNCB Elizabeth City  
 WBNA Elizabethtown  
 WAI Fayetteville-  
 Fort Bragg  
 WBBO Forest City  
 WFSO Franklin  
 WVFV Fuquay Springs  
 (Raleigh)  
 WLTC Gastonia  
 WJMC Goldsboro  
 WKDX Hamlet  
 WHNC Henderson  
 WHKP Hendersonville  
 WHPE High Point  
 WJNC Jacksonville  
 WJLS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBUY Lexington  
 WTSB Lumberton  
 WMMH Marshall  
 WJAP Monroe  
 WHIP Mooresville  
 WMRL Morehead City  
 WMNC Morganton  
 WPAQ Mount Airy  
 WRNB New Bern  
 WUNC Newton  
 WKBC No. Wiltshero  
 WFRS Reidsville  
 WCBT Roanoke Rapids  
 WCEC Rockv Mount  
 WSTP Salisbury  
 WJGP Sanford  
 WJMS Shelby  
 WEEB Southern Pines  
 WMSI Sylva  
 WATN Tryon  
 WADY Wadeboro  
 WLSF Wallace  
 WOOV Washington  
 WHPC Waynesville  
 WENG Whiteville

## NO. CAROLINA

WRCS Ahsokie  
 WABZ Albemarle  
 WQWR Asheboro  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WDCJ Edenton  
 WNCB Elizabeth City  
 WBNA Elizabethtown  
 WAI Fayetteville-  
 Fort Bragg  
 WBBO Forest City  
 WFSO Franklin  
 WVFV Fuquay Springs  
 (Raleigh)  
 WLTC Gastonia  
 WJMC Goldsboro  
 WKDX Hamlet  
 WHNC Henderson  
 WHKP Hendersonville  
 WHPE High Point  
 WJNC Jacksonville  
 WJLS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBUY Lexington  
 WTSB Lumberton  
 WMMH Marshall  
 WJAP Monroe  
 WHIP Mooresville  
 WMRL Morehead City  
 WMNC Morganton  
 WPAQ Mount Airy  
 WRNB New Bern  
 WUNC Newton  
 WKBC No. Wiltshero  
 WFRS Reidsville  
 WCBT Roanoke Rapids  
 WCEC Rockv Mount  
 WSTP Salisbury  
 WJGP Sanford  
 WJMS Shelby  
 WEEB Southern Pines  
 WMSI Sylva  
 WATN Tryon  
 WADY Wadeboro  
 WLSF Wallace  
 WOOV Washington  
 WHPC Waynesville  
 WENG Whiteville

## NORTH DAKOTA

KDLR Devils Lake  
 KNDX Dickinson  
 KIDC Hattinger  
 KEYJ Jamestown  
 KOVC Valley City

## OHIO

WATG Ashland  
 WLE Cambridge  
 WBE Chillicothe  
 WIER Dover  
 WJEH Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WI-MJ Jackson  
 WTIG Massillon  
 WPTW Piquette  
 WCHO Washington  
 Court House  
 WKVO Wellston  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KHHW Aftus  
 KVSQ Ardmore  
 KLTR Blackwell  
 KWOD Chickasha  
 KWPR Claremore  
 KWOC Clinton  
 KUSH Cushing  
 KRHD Duncan

KASA Elk City  
 KCRC Enid  
 KTAT Frederick  
 IKWWR Guthrie  
 KGYN Guymon  
 KTJS Hobart  
 KIHN Hugo  
 KTCMC McAlester  
 KGLC Miami  
 KBIX Muskogee  
 KNOR Norman  
 KBYE Oklahoma City  
 KHGB Okmulgee  
 KVLH Pauls Valley  
 KCLCO Poteau  
 KOLS Pryor  
 KTLQ Tahlaquah  
 KWSH Tri-City  
 (Wewaka-Seminole-  
 Holdenville)  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KAST Astoria  
 KBKR Baker  
 KBND Bend  
 KRNS Burns  
 KWRO Coquille  
 KPLK Dallas  
 KASH Eugene  
 KUIK Hillsboro  
 (Portland)  
 KCFJ Klamath Falls  
 KCLBM La Grande  
 KQIK Lakeview  
 KGAL Lebanon  
 KCMC McMinnville  
 KBOY Medford  
 KNPT Newport  
 KBOH Oceanlake  
 WHIN Ontario  
 KWRC Pendleton  
 KLIQ Portland  
 KODL The Dalles

## PENNSYLVANIA

WNCC Barnesboro  
 WFDL Bedford  
 WBRX Berwick  
 WLOA Braddock  
 (Pittsburgh)  
 WISR Butler\*\*  
 WDDL Carbondale  
 (Scranton)  
 WHYL Carlisle  
 WESA Charleroi  
 WCVI Connollsville  
 WOTR Cory  
 WFAF Farrell  
 (Youngstown, Ohio)  
 WHUN Huntingdon  
 WAD Indiana  
 WADP Kane  
 WACB Kittanning  
 WAKU Latrobe  
 WITT Lewisburg  
 WMGW Meadville  
 WKRC Oil City  
 WPAZ Pottstown  
 WPMPE Punxsutawney  
 WKMC Roaring Spring  
 WATS Sayre  
 WMAJ State College  
 WAYZ Waynesboro  
 WLYC Williamsport

## SO. CAROLINA

WABV Abbeville  
 WAKN Aiken  
 WAIM Anderson  
 WBAW Barnwell  
 WELR Batesburg  
 WBEU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WHAN Charleston  
 WCRE Cheraw  
 WGCN Chester  
 WCCG Clinton  
 WDSC Dillon  
 WELP Easley  
 WOLS Florence  
 WFGN Gaffney  
 WGTN Georgetown  
 WGSW Greenwood  
 WEAAB Greer (Greenville)  
 WBHC Hampton  
 WHSC Hartsville  
 WDKD Lancaster  
 WLCM Lexington  
 WJMB Manning  
 WJAY Mullins  
 WMYB Myrtle Beach  
 WKDK Newberry  
 WTND Orangeburg

WRHI Rock Hill  
 WSNW Seneca  
 WTHE Spartanburg  
 WFIG Sumter  
 WBCU Union  
 WALD Walterboro

## SOUTH DAKOTA

KABR Aberdeen  
 KBRK Brookings  
 KOBH Hot Springs  
 KIJV Huron  
 KOLY Mobridge  
 KPSX Pierre  
 KFSX Sioux Falls  
 KWAT Watertown  
 KWYR Winner  
 KYNT Yankton

## TENNESSEE

WEAG Alcoa  
 WLAR Athens  
 WFHG Bristol  
 (Bristol, Tenn.-Va.)  
 WMFS Chattanooga\*\*  
 WJCH Church Hill  
 WJZM Clarksville  
 WCLE Cleveland  
 WKRM Columbia  
 WHUB Cookeville  
 WLSB Copperhill  
 WKBL Covington  
 WKEB Crossville  
 WONT Dayton  
 WDKN Dickson  
 WDSG Dyersburg  
 WEMR Erwin  
 WEMB Fayetteville  
 WAGG Franklin  
 WHIN Gallatin  
 WGRV Greeneville  
 WHBT Harriman  
 WIRJ Humboldt  
 WDXI Jackson  
 WCLC Jamestown  
 WKXV Knoxville  
 WLFA La Follette  
 WDXE Lawrenceburg  
 WCOR Lebanon  
 WLIL Lenoir City  
 WJMM Lewisburg  
 WDXL Lexington  
 WMMT McMinnville  
 WHEY Millington  
 WCRK Morristown  
 WGNB Murfreesboro  
 WNAH Nashville  
 WLJK Newport  
 WKEO Oak Ridge  
 WTPR Paris  
 WTRB Ripley  
 WORM Savannah  
 WEPG South Pittsburg  
 WDBL Springfield  
 WDEH Sweetwater  
 WJIG Tullahoma  
 WENK Union City  
 WCOT Winchester

## TEXAS

KVLF Alpine  
 KZIP Amarillo  
 KACT Andrews  
 KBUD Athens  
 KALT Atlanta  
 KRUN Ballinger  
 KIOX Bay City  
 KREL Baytown  
 KBLT Big Lake  
 KBYG Big Spring  
 KFFN Bonham  
 KBBB Borger  
 KNEB Brady  
 KSTB Breckenridge  
 KWH Branchburg  
 KBOR Brownsville  
 KBWD Brownwood  
 WTAW Bryan  
 KBEN Carrizo Springs  
 KGAS Carriaga  
 KCTG Childress  
 KCGR Clarksville  
 KVLB Cleveland  
 KSTA Coleman  
 KVMC Colorado City  
 KAND Corsicana  
 KIVY Crockett  
 KKIT Dalfort  
 KDLE Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KEDS Eagle Pass  
 KERC Eastland  
 KPSV Elgin  
 KFLD Floydada  
 KFST Ft. Stockton  
 KNAF Fredericksburg

KBRZ Freeport  
 KGAF Gainesville  
 KCTI Gonzales  
 KSWA Graham  
 KBOS Grand Prairie  
 KGLV Greenville  
 IKCL Hamilton  
 KWRB Henderson  
 KPAN Houston  
 KHDR Hillsboro  
 KSAM Huntsville  
 KEBE Jacksonville  
 KTXJ Jasper  
 KMBL Junction  
 KAML Kenedy-  
 Karnes City  
 KERB Kermit  
 KOCV Kerrville  
 KCCA Kilgore  
 KLEN Killeen  
 KPET Lamesa  
 KVOZ Laredo  
 KLVT Levelland  
 KVOW Littlefield  
 KFTO Livingston  
 KREO Longview  
 IKLL Lubbock  
 KAMA Lufkin  
 KMHY Marshall  
 KCMR McCarney  
 KBUS Mexia  
 KJBC Midland  
 KORG Mineral Wells  
 KIRT Mission  
 KWKM Monahans  
 KIMP Mt. Pleasant  
 KZOL Muleshoe  
 KEEC Naegodoches  
 KGNB New Braunfels  
 KRIG Odessa  
 KGGT Orange  
 KNET Palestine  
 KHHH Pampa  
 KFTV Paris  
 KIUN Pecos  
 KVOP Plainview  
 KBOP Pleasanton  
 KPOS Post  
 KOLJ Quanah  
 KTXL San Angelo  
 KBAL San Saba  
 KSMI Seminole  
 KSEY Seymour  
 KEVA Shamrock  
 KDSX Sherman  
 (Denison)  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stephenville  
 KSSU Sulphur Springs  
 KXOX Sweetwater  
 KTAE Taylor  
 KFTS Texarkana  
 KTLW Texas City  
 KTUE Tutia  
 KCTB Tyler  
 KVUL Uvalde  
 KVEN Vanhook  
 KVIC Victoria  
 KBEC Waxahachie

## UTAH

KBUB Brigham City  
 KVVU Logan  
 KKOG Ogden  
 KOAL Prica  
 KEYV Provo  
 KDXU St. George  
 KSOP Salt Lake City  
 KTUT Tuleo City  
 KVEL Vernal

## VIRGINIA

WKLY Blackstone  
 WINA Charlottesville  
 WBCR Charlestonburg  
 WKCY Covington  
 WCVL Culpeper  
 WEVA Emoria  
 WFAF Falls Church  
 WYFR Fairfax  
 WFWA Fredericksburg  
 WFRV Front Royal  
 WBOB Galax  
 WDDY Gloucester  
 WMNA Gretna  
 WHAF Hopewell  
 WKEL Lexington  
 WBRG Lynchburg  
 WMEV Marion  
 WMVA Martinsville  
 WSWG Mount Jackson  
 WNVN Norton  
 WYSA Orange  
 WPPA Petersburg  
 WPIIV Pilaski  
 (Continued on Next Page)

\*\* Associated Station (Carrying KBS Commercials on Special Working Agreement).

# KEYSTONE 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

527 Madison 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: DUnkirk 3-2910

|                      |                   |
|----------------------|-------------------|
| William Bayer.....   | Vice-President    |
| Henry G. Eschen..... | Account Executive |

### San Francisco

75 Post Street, San Francisco, Calif.  
Phone: SUtter 1-7440

|                 |                   |
|-----------------|-------------------|
| J. Holtman..... | Account Executive |
|-----------------|-------------------|

(Cont. from Page 237)

WRIC Richlands  
WHYE Roanoke  
WYTI Rocky Mount  
WHLF South Boston  
WLPM Suffolk  
WESR Taslev  
WBOF Virginia Beach  
WEER Warren  
WNTT Warsaw  
WAYB Waynesboro  
WINC 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)  
KEDO Longview  
KSEM Moses Lake  
KGY Olympia  
KRSC Othello  
KPKW Pasco  
KONP Port Angeles  
KARY Prosser  
KAYE Puyallup  
KAPA Raymond  
KENE Tonpenish  
KKEY Vancouver  
KTEL Walla Walla  
KUEN Wenatchee

#### WEST VIRGINIA

WTIP Charleston

WHAR Clarkshurg  
WDNE Elkins  
WTCS Fairmont  
WKYR Keyser  
WDFW Logan  
WEPM Martinsburg  
WHJC Matewan  
WAJR Morgantown\*\*  
WMOD Moundsville  
(Wheeling)  
WETZ New Marlinsville  
WDFW Parkersburg  
WLOH Princeton  
WROD Ronceverte  
WELC Welch  
WHAW Weston

#### WISCONSIN

WHBY Appleton  
WATW Ashland  
WBEL Beloit  
(Rockford, Illinois)

WWIS Black River Falls  
WECL Eau Claire  
WDUZ Green Bay  
WTKM Hartford  
WFSM Hayward  
WLX La Crosse  
WLDY Ladysmith  
WIGM Medford  
WMNE Menomonie  
WDSH Oshkosh  
WFPF Park Falls  
WSW Platteville  
WPLY Plymouth  
(Sheboygan)  
WIBU Poynette  
WRDB Reedsburg  
WJMC Rice Lake  
WRCD Richland Center  
WTCH Shawano  
WCOW Sparta  
WSPT Stevens Point\*\*  
WDR Sturgeon Bay  
WTRW Two Rivers

WTTN Watertown  
WDUX Waupaca  
WHVF Wausau

#### WYOMING

KCBS Buffalo  
KATI Casper  
KWVO Cheyenne  
KWIV Dordlas  
KLUK Evanslon  
KIML Gillette  
KOVE Lander  
KOWB Laramie  
KASL Newcastle  
KPOW Powell  
KRAL Rawlins  
KVRB Rock Springs  
KWYO Sheridan  
KRTR Thermopolis  
KGOs Torrington  
KWOR Worland



# THE RADIO NETWORKING PATTERN, '59-69

## ... Will Crystalize During This Year

By BLAIR A. WALLISER  
Executive Vice President  
Mutual Broadcasting System



**T**HE pattern of radio network broadcasting for the next ten years will be set in 1959.

After two years of slow and sometimes painful re-appraisal, the major broadcasters have at last recognized that old-time radio, dedicated primarily to entertainment, is dead and cannot be revived.

But in place of mourning for the kind of programming that characterized radio's adolescence, the alert contemporary broadcaster rejoices in the new mature role of radio. Sales of sets are up and audiences are up, for Americans have recognized that radio serves its listeners in a manner unequalled by any other medium in the two areas of service and companionship.

In June of 1957, Mutual foresaw this trend and with characteristic realism and vigor jettisoned its old entertainment policy. In place of programming comedy, variety, soap opera and quiz programs, Mutual became a network of music for companionship and news, sports, special events and personalities. For service, Mutual went farther. The historic chain policy of setting a pattern of network conformity for every local station was dropped. We at MBS capitalized on the independence and community service status of our affiliates. Instead of superimposing a network programming schedule on the broadcast day of our affiliates, Mutual substituted a philosophy of complementary and augmentative service.

The function of the network, as Mutual sees it, is to provide the local station with the services it cannot get for itself—national and international news, sports, special events and name personalities.

We call this policy Dynamic Compatibility. It is dynamic because it creatively and constructively supplements the programming of the local station with an outside line to the entire world. It is compatible because we at Mutual have long since recognized that a few experts sitting behind desks in New York, no matter how capable, cannot master-mind the programming tastes of 453 markets ranging from small prairie towns to huge metropolitan areas.

The modern radio network serves its affiliates best by supplying them with the national and international facilities which will best aid them in becoming top community service stations in their areas. Mutual believes in providing this service even to the point of subordinating network identification to assure listening confidence and loyalty for the local station.

The transistor set has brought about an enormous increase in out-of-home listeners. The automobile radio is no longer a luxury but virtually standard equipment. Where 1958 saw sales in TV sets fall, sales of radio sets continued their steady long-term rise. Americans are conditioned to radio listening wherever they go—whatever they do.

# MUTUAL BROAD

**ALABAMA**  
 WZBH Birmingham  
 WMAL Mobile  
 WXAL Dothan  
 WTDG Dalton  
 WJLA Enterprise  
 WZLJ Phenix  
 WZBH Marietta  
 WHPH Huntsville  
 WAPX Montgomery  
 WZHO Opelika  
 WPEB Selma  
 WTRF Troy  
 WTDH Tuscaloosa

**ARIZONA**  
 KSNV Las Vegas  
 KSNV Flagstaff  
 KSNV Globe  
 KOTV Phoenix  
 KOLC Salt Lake  
 KTCU Tucson  
 KSNV Yuma

**ARKANSAS**  
 KAMD Camden  
 KFAV Fayetteville  
 KTVB Fort Smith  
 KFFA Helena  
 KHEB Hot Springs  
 KHTM Jonesboro  
 KJHT Little Rock  
 KXMA Magnolia  
 KOTV Pine Bluff  
 KCPA Silsbee Springs

**CALIFORNIA**  
 KSNB San Francisco  
 KPAT Chico  
 KXAT Eureka  
 KJEM Eureka  
 KSNB Fresno  
 KTLJ Los Angeles  
 KMYB Marysville  
 KJOS Merced  
 KSTB Paso Robles  
 KHEB Redding  
 KOTV Sacramento  
 KHDW Safford  
 KTVB San Bernardino  
 KTVB San Diego  
 KPTV San Francisco  
 KPTV San Jose  
 KPTV Santa Barbara  
 KSNB Stockton  
 KJOS Tulare  
 KSNB Yuba

**COLORADO**  
 KSNB Denver  
 KTVB Glenwood Springs  
 KHEX Grand Junction

**CONNECTICUT**  
 WYAB Hartford  
 WYAB New Britain  
 WYAB Torrington  
 WYAB Waterbury

**DISTRICT OF COLUMBIA**  
 WTTV Washington

**FLORIDA**  
 WTVT Tallahassee  
 WTVT Jacksonville  
 WTVT Orlando  
 WTVT Tampa  
 WTVT Miami  
 WTVT Ft. Myers  
 WTVT Panama City  
 WTVT Pensacola  
 WTVT St. Petersburg  
 WTVT Sarasota  
 WTVT Tallahassee  
 WTVT Tampa  
 WTVT Orlando  
 WTVT Ft. Myers  
 WTVT Panama City  
 WTVT Pensacola

**GEORGIA**  
 WZLX Atlanta  
 WZLX Augusta  
 WZLX Columbus  
 WZLX Dalton  
 WZLX Gainesville  
 WZLX Marietta  
 WZLX Savannah  
 WZLX Valdosta  
 WZLX Waynesboro  
 WZLX Macon

**IDAHO**  
 KSNB Boise

**ILLINOIS**  
 WISN Chicago  
 WISN Madison  
 WISN Peoria

**INDIANA**  
 WIBC Indianapolis  
 WIBC Evansville  
 WIBC Fort Wayne  
 WIBC Gary

**IOWA**  
 KSNB Des Moines  
 KSNB Ames  
 KSNB Cedar Rapids  
 KSNB Davenport  
 KSNB Dubuque  
 KSNB Keokuk  
 KSNB Ottumwa  
 KSNB Pella  
 KSNB Waterloo

**KANSAS**  
 KSNB Topeka  
 KSNB Lawrence  
 KSNB Overland Park  
 KSNB Shawnee  
 KSNB Wichita  
 KSNB Manhattan

**KENTUCKY**  
 KSNB Louisville  
 KSNB Lexington  
 KSNB Owensboro  
 KSNB Paducah  
 KSNB Richmond  
 KSNB Shelbyville  
 KSNB Versailles  
 KSNB Woodbury

**LOUISIANA**  
 KSNB Baton Rouge  
 KSNB Lake Charles  
 KSNB Lakeview  
 KSNB Lakeview  
 KSNB Lakeview  
 KSNB Lakeview  
 KSNB Lakeview  
 KSNB Lakeview

**MAINE**  
 WZLX Augusta  
 WZLX Bangor  
 WZLX Brewer  
 WZLX Calais  
 WZLX Calais  
 WZLX Calais

**MARYLAND**  
 WZLX Baltimore  
 WZLX Baltimore

**MASSACHUSETTS**  
 WZLX Boston  
 WZLX Fall River  
 WZLX Fall River  
 WZLX Fall River  
 WZLX Fall River  
 WZLX Fall River  
 WZLX Fall River  
 WZLX Fall River

**MICHIGAN**  
 WZLX Detroit  
 WZLX Detroit  
 WZLX Detroit  
 WZLX Detroit  
 WZLX Detroit  
 WZLX Detroit  
 WZLX Detroit  
 WZLX Detroit

**MINNESOTA**  
 WZLX Minneapolis  
 WZLX Minneapolis  
 WZLX Minneapolis  
 WZLX Minneapolis  
 WZLX Minneapolis  
 WZLX Minneapolis  
 WZLX Minneapolis  
 WZLX Minneapolis

**MISSISSIPPI**  
 WZLX Jackson  
 WZLX Jackson  
 WZLX Jackson  
 WZLX Jackson  
 WZLX Jackson  
 WZLX Jackson  
 WZLX Jackson  
 WZLX Jackson



WZLX Madison  
 WZLX Nashville  
 WZLX Tampa  
 WZLX Tallahassee  
 WZLX Tallahassee  
 WZLX Tallahassee

**MISSOURI**  
 KSNB St. Louis  
 KSNB St. Louis  
 KSNB St. Louis  
 KSNB St. Louis  
 KSNB St. Louis  
 KSNB St. Louis  
 KSNB St. Louis

**MONTANA**  
 KSNB Billings  
 KSNB Great Falls  
 KSNB Great Falls

**NEBRASKA**  
 KSNB Omaha  
 KSNB Omaha  
 KSNB Omaha  
 KSNB Omaha  
 KSNB Omaha  
 KSNB Omaha

**NEVADA**  
 KSNB Las Vegas  
 KSNB Las Vegas

**NEW JERSEY**  
 WZLX Newark  
 WZLX Newark

**NEW MEXICO**  
 KSNB Albuquerque  
 KSNB Albuquerque  
 KSNB Albuquerque  
 KSNB Albuquerque  
 KSNB Albuquerque  
 KSNB Albuquerque

**NEW YORK**  
 WZLX Albany  
 WZLX Albany  
 WZLX Albany  
 WZLX Albany  
 WZLX Albany  
 WZLX Albany  
 WZLX Albany  
 WZLX Albany

**NORTH CAROLINA**  
 WZLX Charlotte  
 WZLX Charlotte  
 WZLX Charlotte  
 WZLX Charlotte  
 WZLX Charlotte  
 WZLX Charlotte  
 WZLX Charlotte  
 WZLX Charlotte

**NORTH DAKOTA**  
 KSNB Grand Forks  
 KSNB Grand Forks  
 KSNB Grand Forks  
 KSNB Grand Forks  
 KSNB Grand Forks  
 KSNB Grand Forks

**OHIO**  
 WZLX Columbus  
 WZLX Columbus  
 WZLX Columbus  
 WZLX Columbus  
 WZLX Columbus  
 WZLX Columbus

**OKLAHOMA**  
 WZLX Oklahoma City  
 WZLX Oklahoma City  
 WZLX Oklahoma City  
 WZLX Oklahoma City  
 WZLX Oklahoma City  
 WZLX Oklahoma City  
 WZLX Oklahoma City  
 WZLX Oklahoma City

**OREGON**  
 WZLX Portland  
 WZLX Portland  
 WZLX Portland  
 WZLX Portland  
 WZLX Portland  
 WZLX Portland  
 WZLX Portland  
 WZLX Portland

**PENNSYLVANIA**  
 WZLX Philadelphia  
 WZLX Philadelphia  
 WZLX Philadelphia  
 WZLX Philadelphia  
 WZLX Philadelphia  
 WZLX Philadelphia  
 WZLX Philadelphia  
 WZLX Philadelphia

# CASTING SYSTEM



KDOP Coon Bay  
 KORB Eugene  
 KATH Grants Pass  
 KFBI Klamath Falls  
 KPMJ Portland  
 KRXI Roseburg  
 KSLM Salem

**PENNSYLVANIA**  
 WNCN Harrisburg  
 WJLM Honesdale  
 WCPA Philadelphia  
 WASH Harrisburg  
 WAZL Hazleton  
 WTRD Johnstown  
 WJAN Lancaster  
 WAKU Latrobe  
 WBPZ Lock Haven  
 WMSY New Castle  
 WIP Philadelphia  
 WMGK Pottsville  
 McKeesport

WFLA Pottsville  
 WKBH St. Mary's  
 WMJ State College  
 WTKS Tyrone-Altoona  
 WJPA Washington  
 WNET Wellsville  
 WJAX Wilkes-Barre

**RHODE ISLAND**  
 WRAN Providence  
 WERI Westerly

**SOUTH CAROLINA**  
 WABS Anderson

WISB Bennettsville  
 WJAX Charleston  
 WLAT Conway  
 WGTN Georgetown  
 WYRH Greenville  
 WISB Hartsville  
 WRHI Rock Hill  
 WTLH Spartanburg  
 WFGH Sumter  
 WALD Walterboro

**SOUTH DAKOTA**  
 KORN Mitchell  
 KWAT Watertown

**TENNESSEE**  
 WLAH Athens  
 WAGZ Chattanooga  
 WJZM Clarksville  
 WBAZ Cleveland  
 WBRK Fayetteville  
 WHBT Harrison  
 WETH Johnson City  
 WJMI Louisville  
 WLVN Livingston  
 WMMT McMinnville  
 WHBQ Memphis  
 WCHR Morristown  
 WQNS Murfreesboro  
 WNAH Nashville  
 WATO Oak Ridge

**TEXAS**  
 KAMQ Amarillo  
 KRYT Austin

KJON Bay City  
 KILYZ Bozger  
 KRWL Brownwood  
 KORA Bryan  
 WRH Dallas-Ft. Worth  
 KSET El Paso  
 KTRH Houston  
 KEBE Jacksonville  
 KLEN Kilbuck  
 KVOG Laredo  
 KLLZ Lubbock  
 KTRH Lufkin  
 KRIO McAllen  
 KRYM Midland  
 KEXR Odessa  
 KPSN Pampa  
 KEYE Perryton  
 KYOP Plainview  
 KPLP Fort Worth-Duncan  
 KMAC San Antonio  
 KBBY Sherman-Duncan  
 KSNY Snyder  
 KOSY Texarkana  
 KVIC Victoria  
 KWYS Waco  
 KBYD Wichita Falls

**UTAH**  
 KALL Salt Lake City

**VERMONT**  
 WSTH Rutland  
 WJDS Waterbury

**VIRGINIA**  
 WFMJ Bristol  
 WYIC Charlottesville  
 WCFY Clifton Forge  
 WCVL Culpeper  
 WDTA Danville  
 WPTB Front Royal  
 WWOD Lynchburg  
 WLOW Norfolk  
 WSSY Petersburg  
 WENL Richmond  
 WHBS Roanoke  
 WJPM Suffolk  
 WAYB Waynesboro

**WASHINGTON**  
 KELA Centralia-Chehalis  
 KEDJ Longview  
 KITY Olympia  
 KVI Seattle

**WEST VIRGINIA**  
 WNCN Wheeling  
 WTIP Charleston  
 WJAB Clarksburg  
 WTCN Fairmont  
 WTLH Huntington  
 WLOG Logan  
 WJON Mountaineer  
 WTLN Wheeling, Bolivar, D.  
 WPTB Wheeling

**WISCONSIN**  
 WDPQ Green Bay  
 WJBY Appleton  
 WBEZ Beloit  
 WBEZ Eau Claire  
 KFIZ Fond du Lac  
 WJSM Foxworth  
 WCLD Janesville  
 WISC Madison  
 WJOP Manitowish  
 WJBT Portage  
 WRIH Reedsburg  
 WJCB Rice Lake  
 WFTB Wisconsin Rapids  
 WFOK Wausaukee

**WYOMING**  
 KYWO Cheyenne



*st*

..... in modern radio network programming – News, Sports, Special Events – essentially non-competitive with TV. Mutual wins powerful listener-loyalty – and station acceptance – with the kind of shows that radio *and only radio* can do best.

..... in delivering listeners at the lowest cost per thousand of any network – Radio or Television. Ask us for proof!

..... in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network – now 453 stations.

*With more and more agencies, advertisers and stations  
the feeling of confidence*

*is*

# MUTUAL

BROADCASTING SYSTEM, INC. • WORLD'S LARGEST RADIO NETWORK

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill



# MUTUAL BROADCASTING SYSTEM, INC.

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1440 Broadway, New York 18, N. Y.

Telephone: BRyant 9-7600

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Regan, Goldfarb, Powell & Quian

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# USEFULNESS IS KEY TO WEB RADIO

## ... An Essential Of Successful Operation

By MATTHEW J. CULLIGAN

Executive Vice President  
in charge of the NBC Radio Network



**T**HERE is every reason for confidence in the improvement of network radio's economy in 1959, provided there is continued emphasis on its fundamental characteristic in all phases of its operation. That characteristic is usefulness. The NBC Radio Network recognized this basic value 26 months ago and began to reshape its structure accordingly. So successful were its efforts that NBC Radio enters the new year as leader of the industry.

While we view 1959 as a year of stiff competition for sales dollars, from television and the print media as well as other radio networks, we feel that our sound programming concepts and our aggressive selling and merchandising policies will enable NBC Radio to continue its ascent.

In building the new image of NBC Radio, our first concern was to make it more useful to its millions of listeners. As the keystone of its structure, therefore, we initiated the policy of "NBC News-on-the-Hour" broadcasts, utilizing the facilities of broadcasting's greatest news-gathering agency. Then, because news is no respecter of clocks and the big story may break at any moment, we added the "Hot Line" service to bring our listeners news reports within seconds after developments occur.

Events of 1958—the Middle East crisis, satellite launchings, the New York newspaper strike—proved the importance of strong news coverage to network radio's essential quality of service. This outstanding coverage, which only network radio can provide,

will become even more vital next year and in succeeding years as scientific advancements continue to speed civilization into a "Buck Rogers age."

Our next objective after making NBC Radio more useful was to make it more flexible. The pre-television image of radio had been shattered overnight. But gradually there came an awareness that the public had not abandoned radio when it made television its No. 1 entertainment medium. From 1949 to the present, 115 million radio sets were bought. Because the smaller sets manufactured were so inexpensive, families became multiple set owners. Moreover, the car radio, the portable and the transistor gave listeners mobility. It was found that although radio's huge nighttime audience had been cut sharply by television, radio's daytime and out-of-home audiences were growing phenomenally.

NBC Radio's "Monitor" is a prime example of the flexible programming structure devised to meet the nation's new listening habits. It proved so popular that it was extended to Friday night and, last Fall, to major holidays. Our "Star Dust" policy of presenting top stars in five-minute vignettes also has permitted the necessary flexibility in programming and at the same time has returned headline entertainers to radio. Present plans call for further expansion of "Star Dust" next year.

Proving the effectiveness of these innovations, the NBC Radio Network now has 48 per cent of all network radio sponsored air-time.

# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.  
Telephone: Circle 7-8300

Registered Telegraphic Address: **NATBROADCAST NEW YORK**

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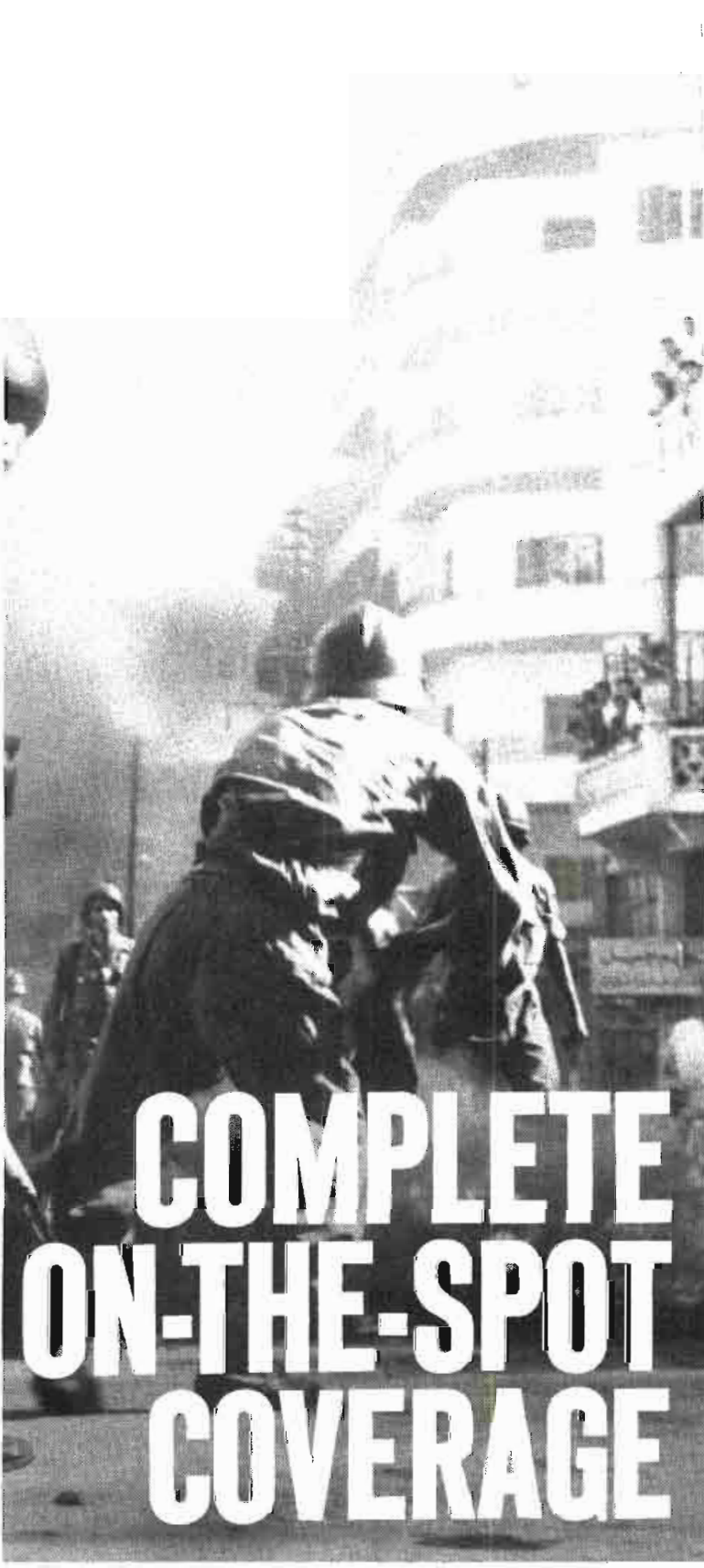
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Benjamin D. Raub.....Asst. General Attorney

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Richard Connell.....Manager, Organization  
Planning & Mgt. Development  
H. O. Lumb.....Director, Personnel

(Continued on Page 270)



# COMPLETE ON-THE-SPOT COVERAGE



## THE NBC RADIO NETWORK

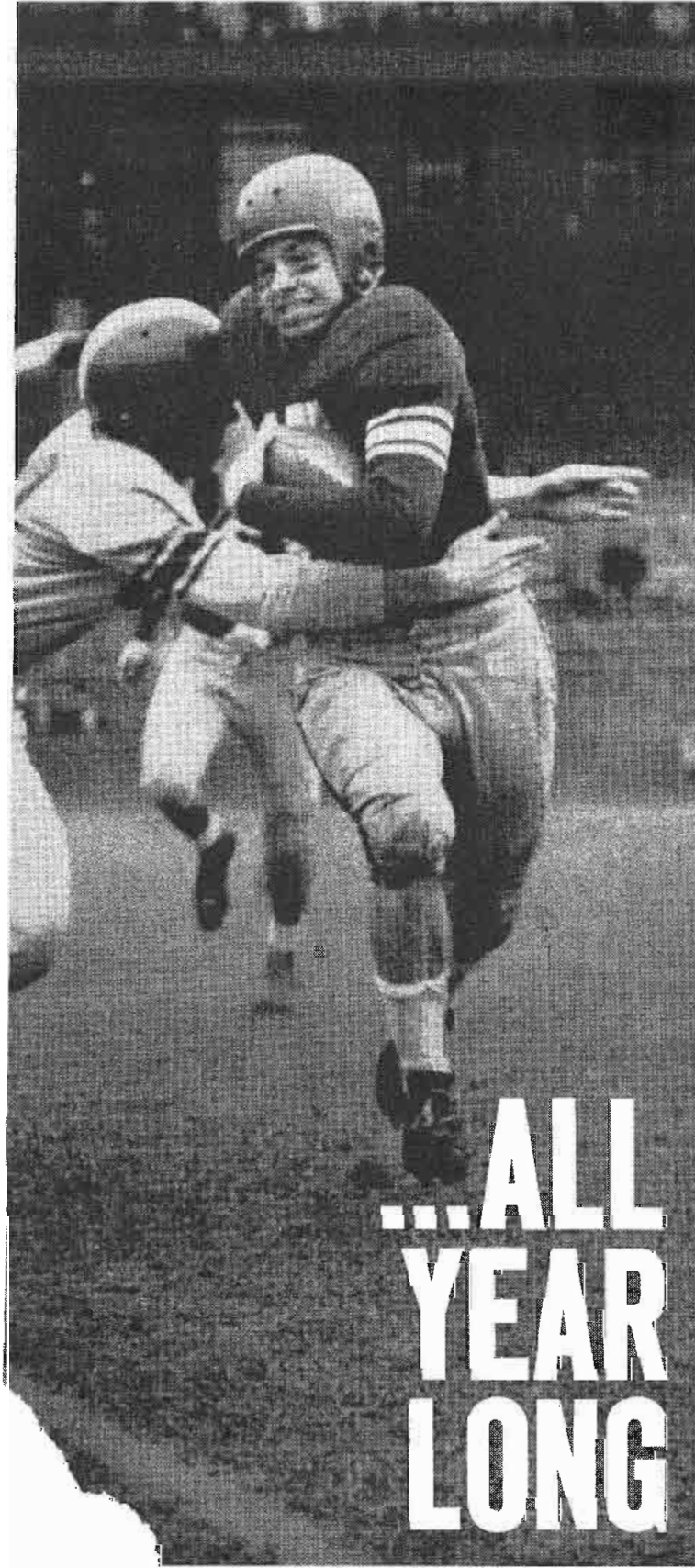
keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations

- Every hour, throughout the day and evening, NBC Radio's **NEWS OF THE HOUR** presents a complete news summary, featuring on-the-spot reports.
- At all times, NBC's **HOT LINE** is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens
- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network can bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*





...ALL  
YEAR  
LONG



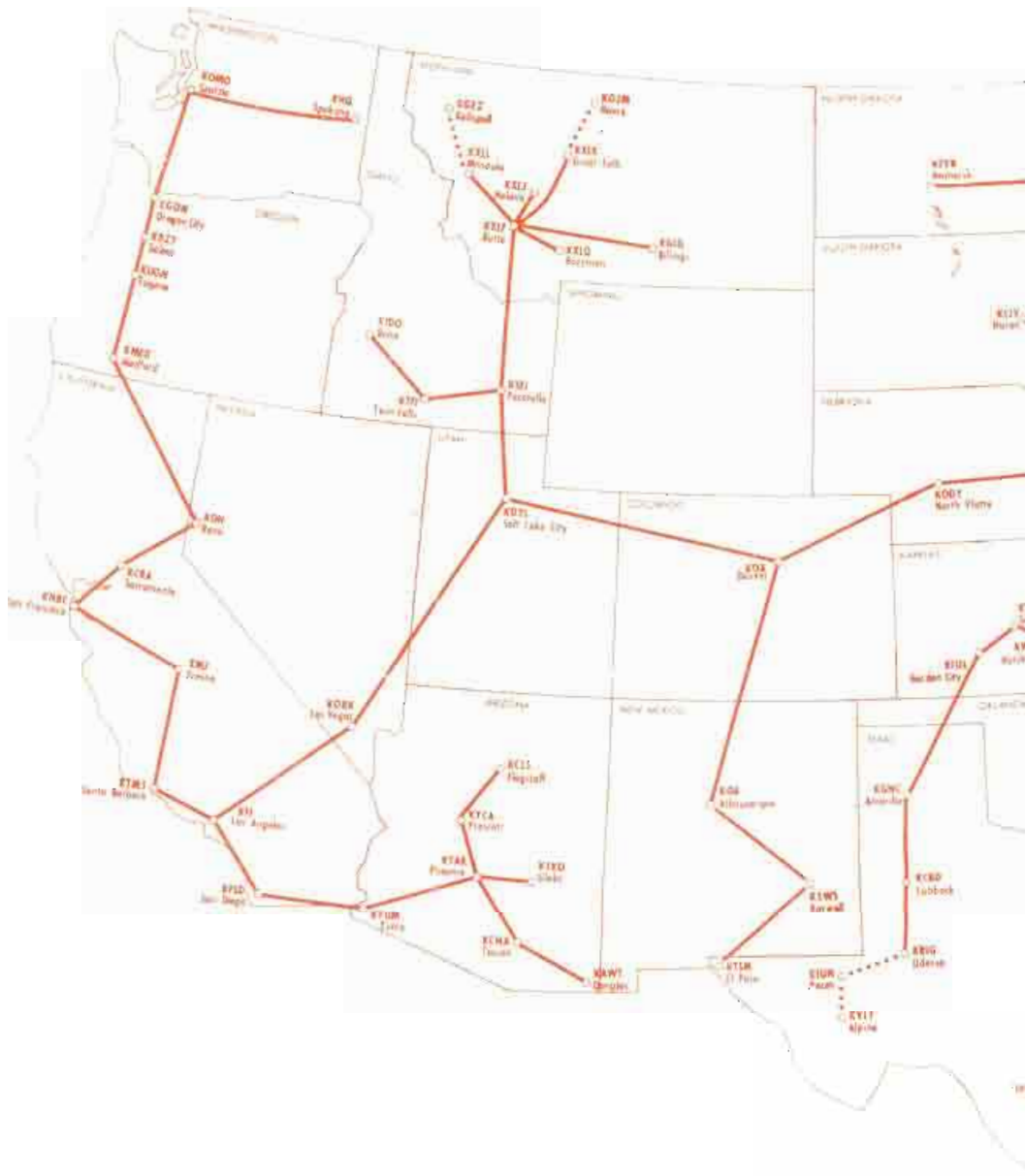
## THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on *MONITOR*, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*







# NETWORK



(Continued from Page 265)

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**California National Productions,  
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(Wholly-owned Subsidiary)

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 THornwald 5-7000

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 Thomas E. Knode . . . . . V.P., Station Relations  
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Anthony C. Krayer . . . . . Business Manager

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 Gustave Nathan . . . . . Mgr., Sales Devel.  
 Howard Wry . . . . . Promotion, Publicity Mgr.

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 Harry Karr..... Sales Manager  
 Ralph McCawley..... Adv. & Prom. Manager  
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 Chet Campbell..... Publicity Manager  
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 Lewis Johnson..... Sales Mgr.  
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 Mrs. Jane Morrison..... Mgr. of Adv., Prom.  
 & Publicity  
 William Cancilla..... Merchandising Mgr.  
 Jack Wagner..... Program Manager  
 Joe Hanrahan..... Sales Traffic Superv.  
 Bert Medar..... Business Manager

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 Public Relations  
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 Carl Watson..... Mgr., Continuity Acceptance

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 J. Donald Foley..... Mgr., Trade & NBC Owned  
 Stations Advertising  
 John Graham..... Art Director  
 Edwin Vane..... Mgr., Audience Adv. & Prom.

**Exploitation**

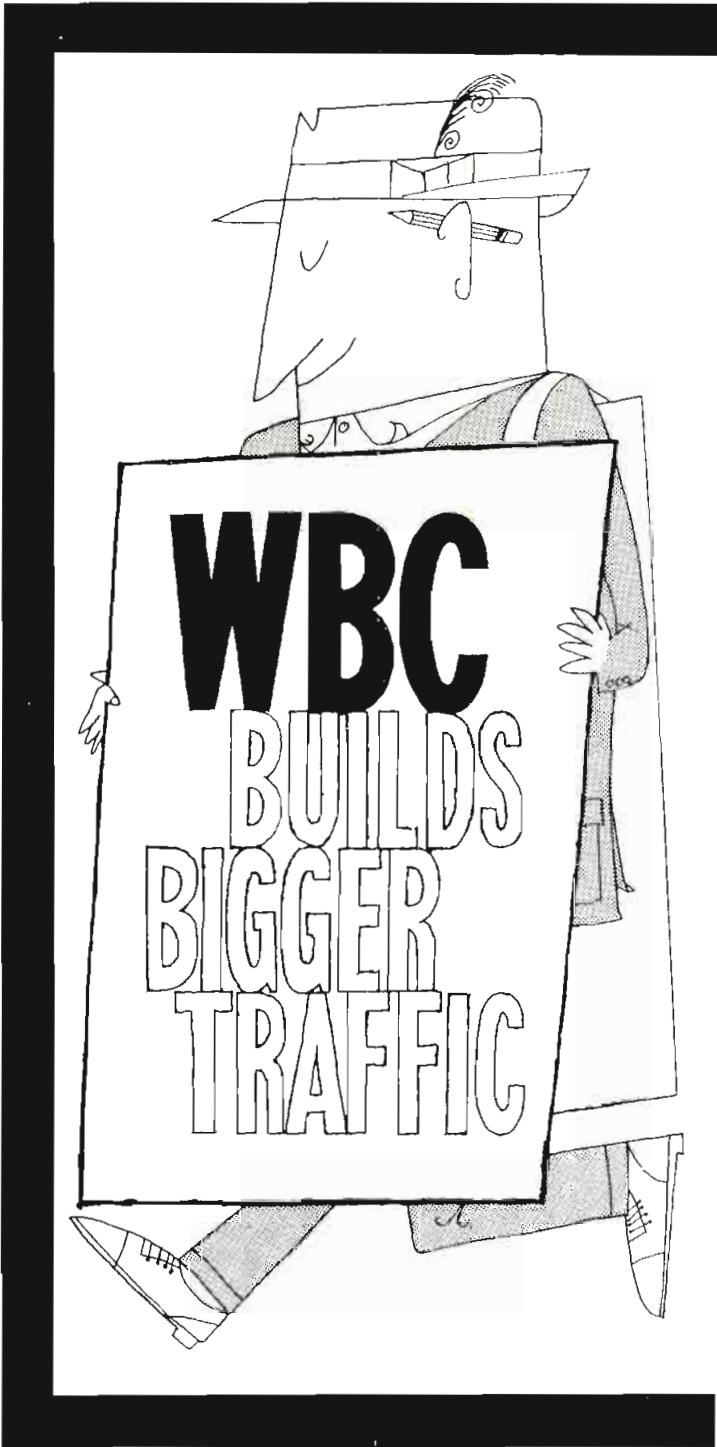
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 Peter M. Tintle..... Mgr., Guest Relations  
 John Scuoppo..... Mgr., Exploitation

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 Milton Brown..... Mgr., Program Publicity  
 Sidney Desfor..... Mgr., Photo Unit  
 Charles A. Henderson..... Mgr., Publicity, Radio  
 Net. Owned Stations & NBC Spot Sales  
 Joseph A. Ryan..... Mgr., Bus. & Trade Publicity  
 Kathryn Cole..... Manager, Information  
 Cornelius K. Sullivan..... Mgr., Services & Info.  
 William B. Miller..... Night Executive Officer

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 Albert L. Capstaff..... V.P., Radio Network  
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 George A. Graham..... V.P., Sales Planning  
 Norman S. Livingston... Dir., Radio Prog. Sales  
 William K. McDaniel... V.P., Radio Net. Sales  
 William F. Fairbanks... National Sales Mgr.  
 George Diefenderfer... Mgr., Central Sales  
 David A. Engles..... Mgr., Western Sales  
 Harry E. Hobbs..... Mgr., Eastern Sales  
 Frederic L. Horton... Gen. Sales Executive  
 Howard Gardner..... Mgr., Sales Development  
 Robert C. Hitchens... Mgr., Radio Sales  
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 Paul Mensing..... Mgr. Sales, Detroit  
 Ludwig W. Simmel... Mgr., Radio Sales  
 Service & Traffic  
 Theodore Zaer..... Dir., Bus. Affairs  
 Robert Wogan..... Mgr., Program Operations  
 Murray Heilweil... Marketing Director





## 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.

Effective July 1, 1959 all WBC radio stations will be represented  
by AM Radio Sales; all WBC television stations by Television  
Advertising Representatives, Inc.



# NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.

Phone: Decatur 2-9300

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*Secretary-Treasurer*

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**Thad H. Brown**  
*V.P. in Charge of Television*

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*in Charge of Joint Affairs*

**Donald N. Martin**, *Assistant to the Pres.*  
*in Charge of Public Relations*

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**Richard M. Allerton**, *Manager of Research*

**William Carlisle**, *Manager of Station Relations*

**Frederick H. Garrigus**, *Manager of Organizational Services Department*

**Edward H. Bronson**, *Director of Television Code Affairs*

**Charles H. Tower**, *Manager, Broadcast Personnel and Economics Depart.*

**Douglas A. Anello**, *Chief Attorney*

**La Rue M. Courson**, *Production Manager*

**A. Prose Walker**, *Mgr. of Engineering*

**Vincent T. Wasilewski**, *Mgr. of Government Relations*

## RADIO BOARD OF DIRECTORS

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

| Director                                           | District | States Comprising District                                                                                                            |
|----------------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------|
| Daniel W. Kops.....<br>WAVZ, New Haven, Conn.      | 1        | Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.                                                           |
| Simon Goldman.....<br>WJTN, Jamestown, N. Y.       | 2        | New York and New Jersey.                                                                                                              |
| John S. Booth.....<br>WCHA, Chambersburg, Pa.      | 3        | Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.                          |
| Jack S. Younts.....<br>WEEB, Southern Pines, N. C. | 4        | District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery. |
| Hugh M. Smith.....<br>WCOV, Montgomery, Ala.       | 5        | Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.                                                                            |
| F. C. Sowell.....<br>WLAC, Nashville, Tenn.        | 6        | Arkansas, Louisiana, Mississippi and Tennessee                                                                                        |
| Robert T. Mason.....<br>WMRN, Marion, Ohio         | 7        | Kentucky and Ohio.                                                                                                                    |
| J. M. Higgins.....<br>WTHI, Terre Haute, Ind.      | 8        | Indiana and Michigan.                                                                                                                 |
| William Holm.....<br>WLPO, LaSalle, Illinois       | 9        | Illinois and Wisconsin.                                                                                                               |

| Director                                     | District | States Comprising District                                                                                                                                                                                                                                                                                   |
|----------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ben Sanders .....                            | 10       | Iowa, Missouri and Nebraska.                                                                                                                                                                                                                                                                                 |
| KICD, Spencer, Iowa<br>Raymond V. Eppel..... | 11       | Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.                               |
| KORN, Mitchell, S. D.                        |          | Kansas and Oklahoma.                                                                                                                                                                                                                                                                                         |
| Robert L. Pratt.....                         | 12       |                                                                                                                                                                                                                                                                                                              |
| KGGF, Coffeyville, Kans.                     |          |                                                                                                                                                                                                                                                                                                              |
| Alex Keese .....                             | 13       | Texas.                                                                                                                                                                                                                                                                                                       |
| WFAA, Dallas, Texas<br>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 Corson. |
| KALL, Salt Lake City, Utah                   |          |                                                                                                                                                                                                                                                                                                              |
| Joe D. Carroll.....                          | 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.                                                       |
| KMYC, Marysville, Calif.                     |          |                                                                                                                                                                                                                                                                                                              |
| Robert J. McAndrews.....                     | 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.                                                    |
| KBIG, Avalon, Calif.                         |          |                                                                                                                                                                                                                                                                                                              |
| Thomas C. Bostic.....                        | 17       | Alaska, Oregon and Washington.                                                                                                                                                                                                                                                                               |
| KIMA, Yakima, Wash.                          |          |                                                                                                                                                                                                                                                                                                              |

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John H. DeWitt, Jr.  
WSN, Nashville, Tenn.

**Medium Stations**

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WDNC, Durham, North Carolina  
Frederick A. Knorr  
WKMh, Dearborn, Mich.

**Small Stations**

William C. Grove  
KFBC, Cheyenne, Wyoming  
J. R. Livesay  
WLBH, Mattoon, Illinois

**FM Stations**

Ben Strouse  
WWDC-FM, Washington, D. C.  
Merrill Lindsay  
WSOY-FM, Decatur, Illinois

**Network**

E. J. DeGray  
ABC Radio, New York, N. Y.  
Arthur Hull Hayes  
CBS-Radio, New York

Charles W. Godwin  
MBS, New York, N. Y.  
P. A. Sugg  
NBC-Radio, New York, N. Y.

**TELEVISION BOARD OF DIRECTORS**

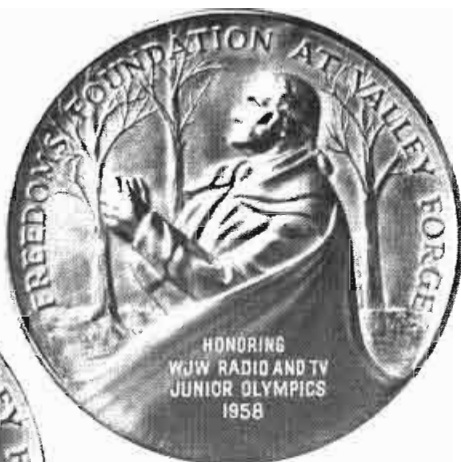
Joseph E. Baudino  
Westinghouse Broadcasting Co., Inc.  
Washington, D. C.  
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Payson Hall  
Meredith Publishing Co.  
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Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



## Storer Broadcasting Company

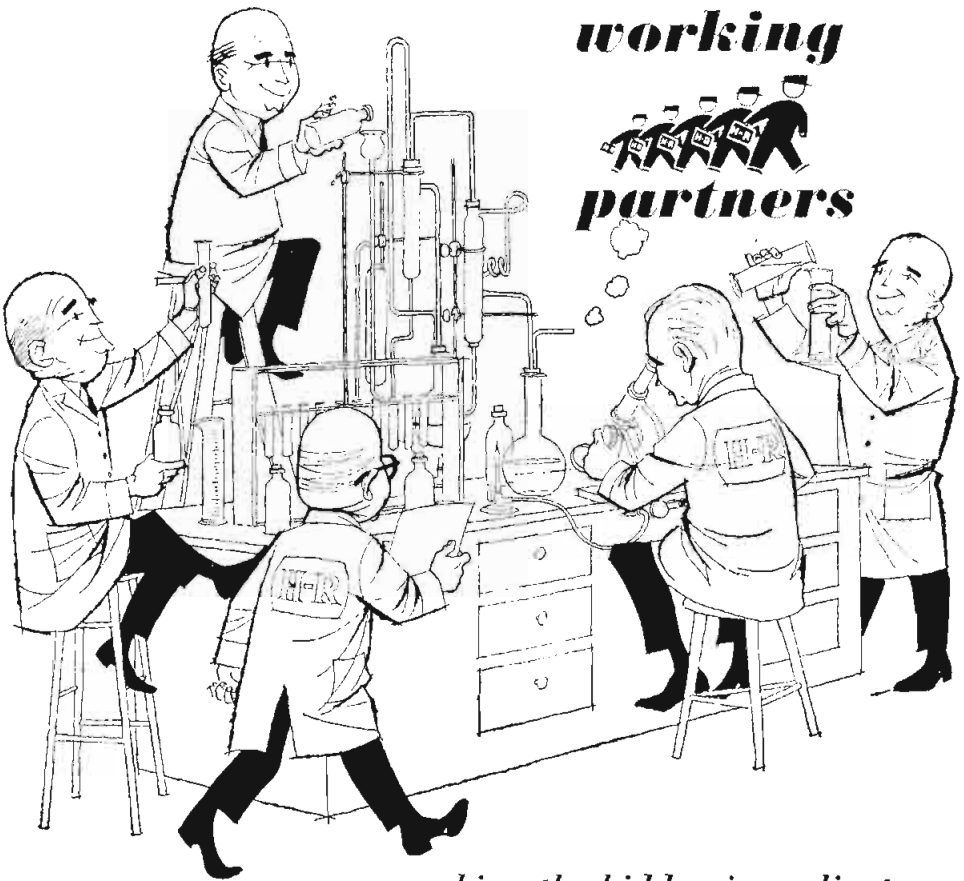
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|--------------------------|----------------------------|---------------------------|-----------------------------|-----------------------------|------------------------|----------------------|
| <b>WSPD-TV</b><br>Toledo | <b>WJW-TV</b><br>Cleveland | <b>WJBK-TV</b><br>Detroit | <b>WAGA-TV</b><br>Atlanta   | <b>WITI-TV</b><br>Milwaukee |                        |                      |
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National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

*working*



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*... seeking the hidden ingredient*

We have never been content to provide buyers with *only* the obvious facts and figures about our stations and the markets in which they operate.

From the day H-R was started by a group of Working Partners, we have sought for the "hidden ingredient" that distinguishes each station and makes it a more logical selection for important schedules.

The value of this persistent research and continuing market study

takes on added significance at H-R, because all of

the Working Partners and the men on our staff, have the

experience and ability to interpret these findings into *extra*

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**FRANK HEADLEY**, President  
**DWIGHT REED**, Vice President  
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*"We always send a man to do a man's job"*



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**1959**



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Behind the brow of the pilot, knowledge won through years of experience .. skill born of doing.

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INCORPORATED

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64 East Lake St., Chicago, Ill.  
Phone: SState 2-0460

Gen. Mgr. .... Joseph Kapps

## ALASKA RADIO & TV SALES

c/o Weed Television  
579 Fifth Ave., New York 17, N. Y.

## ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.  
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President. .... H. R. Carson  
V.P., Mgr. Dir. .... J. S. MacKay  
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 ..... K. A. Baker  
706 Electric Railway, Chamber 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

666 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-4567

President. .... Ralph L. Atlass  
Vice Pres. & Gen. Mgr. .... W. H. Losee

### Branch Offices

400 N. Michigan Ave., Chicago 14, Ill.  
Phone: MOhawk 4-6555

Exec. in charge. .... Jerry Glynn  
5939 Sunset Blvd., Los Angeles 36, Calif.  
Phone: HOLlywood 5-0695

Exec. in charge. .... Robert Block  
950 California St., San Francisco 9, Calif.

Exec. 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.  
Secy., Treas. .... Philip Schloeder, Jr.  
Assistant Treasurer. .... John J. Torney

## Branch Offices

3125 Prudential Plaza, Chicago 1, Ill.  
Phone: WHitehall 4-6869

Exec. V. P. .... J. W. Knodel  
235 Montgomery St., San Francisco 4, Calif.

Phone: YUkon 2-2053

Executive ..... David B. Meblin  
3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 5-6394

Executives. .... Douglas MacLatchie,  
W. E. Moore

41 Marietta St., N.W., Atlanta 3, Ga.  
Phone: JACkson 3-2545

Vice President. .... Charles C. Coleman, Jr.  
320 Fidelity Life Bldg., Dallas 1, Texas

Phone: RIverside 7-7761

Exec. in Charge. .... Wallis Ivy  
1446 Nat. Bank Bldg., Detroit 26, Mich.

Phone: WOODward 1-9607

## JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.

Phone: JACkson 5-0459

President ..... 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.

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Owner, Mgr. .... William A. Ayres

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5880 Hollywood Blvd., Hollywood, Calif.  
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Manager ..... Jack DeBar Smith  
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235 East 46th St., New York 17, N. Y.

Phone: PLaza 5-4262

## CHARLES BERNARD CO.

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President ..... Charles Bernard  
Asst. to President. .... Rita Hughes

Promotion Director. .... Leonard Kessler

### Branch Offices

New Howard Hotel, Baltimore 1, Md.  
Phone: LExington 9-1680

General Manager. .... Miss L. Wentworth  
1000 Main St., Dallas, Texas

Phone: RIverside 1-9217

Gen. Mgr. .... Diane Spiegel  
**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

### Branch Offices

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

Phone: LExington 2-3783

Geo. T. Hopewell, Joseph Cannon

## STATION REPRESENTATIVES

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 3-1250*  
President.....John P. Blair  
Exec. Vice-Pres.....Arthur H. McCoy  
Stations Oper. Mgr.....Wells Barnett  
Vice-President.....Ward Dorrell  
Secretary-Treasurer .....Blake Blair  
*Branch Offices*  
520 N. Michigan Ave., Chicago 11, Ill.  
*Phone: SU 7-2300*  
Vice-President.....Clifford J. Barborka, Jr.  
2502 Russ Bldg., San Francisco 4, Calif.  
*Phone: DOuglas 2-3188*

Manager.....Heber Smith, Jr.  
155 Sansome St., San Francisco, Calif.  
*Phone: DUmkirk 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.

115 Madi-on Ave., New York 17, N. Y.  
*Phone: TRAmpton 8-5800*  
President.....John P. Blair  
Exec. Vice-Pres.....Edward P. Shurick  
Vice Pres., E. Sales Mgr...John P. Denninger  
*Branch Offices*  
520 N. Michigan Ave., Chicago 11, Ill.  
*Phone: SUperior 7-2300*  
V. P., Manager.....Harry Smart  
2504 Russ Bldg., San Francisco 4, Calif.

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WJZ-TV—Baltimore . . . Channel 13 . . . ABC

KDKA-TV—Pittsburgh . . . Channel 2 . . . CBS

KYW-TV—Cleveland . . . Channel 3 . . . NBC

KPIX—San Francisco . . . Channel 5 . . . CBS

666 Fifth Avenue, New York 19, N.Y.

Offices in Detroit, Chicago, San Francisco, and Los Angeles

*Phone: YUkon 2-7068*

Manager ..... Ned Smith  
 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  
 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: KENmore 6-1472*

Manager ..... Bruce Pattyson  
 White-Henry-Stuart Bldg., Seattle, Wash.  
*Phone: MAIn 3-6270*

Manager ..... John Burr

**BLAIR TELEVISION ASSOCIATES,  
 INC.**

415 Madison Ave., New York 17, N. Y.  
*Phone: PLaza 1-1922*

President ..... John F. 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. .... Arthnr C. Stringer  
 3460 Wilshire Blvd., Los Angeles, Cal.  
*Phone: DUnkirk 1-3811*

Manager ..... David Lundy  
 2504 Russ Bldg., San Francisco, Cal.  
*Phone: YUkon 2-7068*

Manager ..... Edward Smith  
 617 Book Bldg., Detroit 26, Mich.  
*Phone: WOODward 1-6030*

Manager ..... Gabriel Dype  
 937 Paul Brown Bldg., St. Louis, Mo.  
*Phone: CHestnut 1-5686*

Manager ..... Richard Quigley  
 Rio Grande Nat'l. Bldg., Dallas, Tex.  
*Phone: RIVERSide 1-4228*

Manager ..... Steve Beard  
 118 Newbury St., Boston 16, Mass.  
*Phone: KENmore 6-1472*

Manager ..... Bruce Pattyson  
 1402 Barnett Bank Bldg., Jacksonville, Fla.  
*Phone: ELgin 6-5770*

Manager ..... Harry Cummings  
 White-Henry-Stuart Bldg., Seattle, Wash.  
*Phone: MAIn 3-6270*

Manager ..... John Burr

**BOGNER & MARTIN**

295 Madison Ave., New York 17, N. Y.  
*Phone: MU 9-2586*



**AM RADIO SALES CO.**

*Effective July 1, representing  
 the Westinghouse Broadcasting Company radio stations*

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 KDKA—Pittsburgh  
 KYW—Cleveland  
 WOWO—Fort Wayne  
 KEX—Portland

*Also representing*

WMCA—New York    WCKY—Cincinnati  
 WLOL—Minneapolis    (Midwest-West Coast only)  
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 WIND—Chicago    KSFO—San Francisco  
 WCAR—Detroit    KOLD—Tucson

666 Fifth Avenue, New York 19, N. Y.  
 Offices in Chicago, San Francisco, and Los Angeles



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*Branch Offices*

411 Glenn Bldg., Atlanta, Ga.

Phone: MU 8-3988

Exec. in Charge.....J. Whitehead

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Phone: Superior 7-6048

Exec. in Charge.....C. G. O'Neill, Jr.

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38 Hertford St., London W 1, England

Joint Mgr.....G. Everitt

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Manager.....J. C. Henriot

79 Blvd. Haussmann, Paris 8e, France

Manager .....G. Sebye

## THE BOLLING COMPANY, INC.

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Phone: YUkon 6-4545

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Vice Pres. (Radio).....Robert H. Bolling

Vice-President (TV).....G. Richard Swift

Sales Develop. Dept.....Morton A. Barrett

*Branch Offices*

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Phone: WH 3-2040

Mgr., V. P.....John D. Stebbins

Sales Manager.....Gale Blocki

204 S. Beverly Dr., Beverly Hills, Calif.

Phone: BR 2-0544

Manager.....George W. Bolling, III.

5 Third St., San Francisco, Calif.

Phone: GA 1-6740

Mgr.....John T. Coy

80 Boylston St., Boston 16, Mass.

Phone: HU 2-0346

Manager.....Richard A. Keating

Vaughn Bldg., Dallas 1, Tex.

Phone: RI 8-2172

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360 North Michigan Avenue, Chicago 1, Ill.

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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.

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*Phone: JACkson 6-2344*

Executive-in-Charge.....Sidney L. Nichols  
 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*

Manager .....Peter Childs  
 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 9-4685*

Executive-in-Charge .....Dan Gattoni

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*Branch Offices*

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*Phone: WAbash 2-5236*

2449 Larkin St., San Francisco, Cal.  
*Phone: PRospect 5-2725*

Manager .....Frank Crennan  
 Terminal Sales Bldg., Portland 5, Ore.  
*Phone: CApiTal 8-5191*

Manager .....Quenton Cox

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 Sales Dirs.....Sam Brownstein, Geo. Beavers, Norman Flynn, Peter Arnstein  
 Finance Director.....David Lieberman  
 Research Director.....Miss Joan Rogers

*Branch Offices*

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*Phone: State 2-1405*

Manager .....Earl Glickman  
 681 Market St., San Francisco 11, Calif.  
*Phone: SUTter 1-8656*

Manager .....Paul Kinsley  
 286 Penobscot Bldg., Detroit, Mich.  
*Phone: WOODward 5-7618*

Mid-West Manager.....John Hartigan  
 1540 N. Highland, Los Angeles 28, Cal.  
*Phone: HO 5-1755*

Manager .....Charles Hughes

**CLARKE BROWN COMPANY**

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*

1182 West Peachtree N.W., Atlanta, Ga.  
*Phone: TRINity 5-9539*

Exec. Vice President.....Bill McRae  
 3520 Montrose, Houston, Tex.  
*Phone: JACKson 8-1601*

Manager .....Jack Eisele  
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185 No. Wabash Ave.  
 Andover 3-5566

**LOS ANGELES**

1350 No. Highland Ave.  
 Hollywood 4-6017

## STATION REPRESENTATIVES

Phone: JAcKson 2-3917

Manager ..... Thomas J. Craig  
233 Guaranty Bank Bldg., Denver, Colo.

Phone: CH 4-8191

Manager ..... John McGuire

### 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 Pl., Los Angeles, Calif.

Phone: Dunkirk 2-3200

Mgr. .... Harlan G. Oakes

110 Sutter St., San Francisco 4, Calif.

Phone: Sutter 1-7971

Manager ..... William E. Gilmore

### 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. Clafey

### CBS RADIO SPOT SALES

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

Phone: PLaza 1-2345

Gen. Mgr. .... Gordon F. Hayes

Sales Manager, N.Y. .... Milton F. Allison

Research Manager. .... Edward Oberst

Client Relations Mgr. .... George Arnold

#### 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

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Service of CBS Television

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Phone: PLaza 1-2345

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General Manager. .... Bruce R. Bryant

Eastern Sales Mgr. .... Arthur C. Elliott

Business Manager. .... Ben Margolis

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WESH-TV—Orlando, Florida      WSBA-TV—York, Pa.

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**Phone:** Whitehall 4-6000

Midwestern Sales Mgr.....John H. White  
805 Peachtree Bldg., N.E., Atlanta, Ga.  
**Phone:** TRinity 5-6677

Manager.....H. H. Holtshouser  
932 Fisher Bldg., Detroit 2, Mich.  
**Phone:** Trinity 2-5500

Manager.....Howard H. Marsh  
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**Phone:** YUkon 2-7000

Manager.....Richard R. Loftus  
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Manager.....Edward A. Larkin

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Vice-President.....Irvin Gross

#### Branch Office

333 N. Michigan Ave., Chicago 1, Ill.  
**Phone:** CE 6-6357

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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.....Robert N. Cloutier  
972 Peachtree St. N.E., Atlanta, Ga.  
**Phone:** TR 5-9311

Manager.....Kirk Munroe

### THOMAS F. CLARK COMPANY, INC.

608 Fifth Ave., New York 20, N. Y.  
**Phone:** JUdson 2-1622

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Assistant Manager.....Madeleine E. Miklos

#### Branch Office

35 E. Wacker Drive, Chicago, Ill.  
**Phone:** State 2-1663

Manager.....Paul Elsberry  
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  
166 Geary St., San Francisco, Cal.  
**Phone:** YUkon 6-0621

Manager.....Don Pickens

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135 E. 42nd St., New York 17, N. Y.  
**Phone:** OXFord 7-0890

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Vice-president.....Robert R. Vanee, Jr.

#### Branch Office

(Rambean, Vance, Hopple, Inc.)  
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Manager.....R. Butche  
21st & Panama St., Philadelphia 3, Pa.

**Phone:** RIttenhouse 6-8139

Manager.....S. Marshall  
228 No. La Salle St., Chicago, Ill.

**Phone:** FRanklin 2-2095

Manager.....R. Olson

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**Phone:** JUdson 2-2727

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Asst. to Pres.....Dorothy McLaughlin

#### Branch Offices

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**Phone:** State 2-5096

Manager.....Hooper Jones  
111 N. La Cienega Blvd., Beverly Hills, Cal.

**Phone:** OLYmpia 2-1313

Manager.....Lee O'Connell  
166 Geary St., San Francisco, Cal.

**Phone:** YUkon 6-1681

Manager.....Donald Pickens

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**Phone:** PRospect 5-2725

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## MORTON LOWENSTEIN

Station Representative

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Philadelphia, Penn.

Phone: CH. 7-4510

# STATION REPRESENTATIVES

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## DEVNEY INCORPORATED

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### Branch Office

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612 S. Serrano Ave., Los Angeles 5, Calif.

Phone: DUnkirk 4-7352

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Manager.....William A. Ayres

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Phone: PLaza 3-8370

N. Y. Office.....Robert Dore

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Phone: FInancial 6-6828

Bob Alexander

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Phone: LAKeside 8-6368

E. Howard Goodwin

319 Broadway Mkt. Bldg., Detroit, Mich.

Phone: WOODward 3-2590

James Panagos

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Phone: HOLLYwood 2-1133

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Phone: YUkon: 6-2981

Manager.....William A. Ayres

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Phone: MAgnoIia 4582

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Phone: PLaza 9-7760

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Secy., Treas.....Irene Bolline

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## FINE MUSIC HI-FI BROADCASTERS

17 W. 44th St., New York 36, N. Y.

Phone: MUrray Hill 7-7040

Vice President.....J. P. Fairfax

## FM UNLIMITED

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451 N. LaCienega Blvd., Los Angeles, Calif.

Phone: OLeander 5-7755

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681 Market St., San Francisco, Cal.

Phone: Sutter 1-7569

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Executive-in-charge..... Franklin Dougherty

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Phone: TRinity 5-8458

Executive-in-Charge..... Frank B. Rice

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Executive-in-Charge..... Carter Knight

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Phone: WOodward 3- 0910

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Director..... Frank W. Miller, Jr.

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# STATION REPRESENTATIVES

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Phila. National Bank Bldg., Philadelphia, Pa.

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Executive-in-charge.....Robert S. Dome  
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Phone: CEntal 1-9151

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V. P. Radio.....Frank McCarthy  
Sales Manager TV.....Warren Nelson  
500 Fifth Ave., New York 36, N. Y.

Phone: OXFord 5-5560

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Pre-sident, TV.....Harry H. Wise, Jr.  
V.P., Television.....John I. Peterson  
Director Research.....Edward R. Eadeh  
134 Peachtree St., Atlanta 3, Georgia

Phone: JACkson 4-8081

V.P., Exec.-in-Chg.....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

V.P., Exec.-in-Chg.....George Lindman  
Tower Building, Seattle 1, Wash.

Phone: FEderal 3-0519

Executive-in-Charge.....Hugh Feltis

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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: YUkon 6-4390

Manager.....Ed Devney  
6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-2351

Manager.....Tracy Moore  
260 Kearney St., San Francisco 8, Calif.

Phone: EXbrook 2-6444

Manager.....John Funk

## GEORGE T. HOPEWELL, INC.

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

Phone: LE 2-3783

President.....George T. Hopewell

General Manager.....Joseph S. Cannon

### Branch Offices

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODward 2-7298

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OL 5-8326

1021 William Oliver Bldg., Atlanta, Ga.

Phone: JACkson 4-7088

## HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.

Phone: FEderal 9-7179

President.....Harry S. Hyett

## INDIE SALES, INC.

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Phone: MURray Hill 2-4813

President.....Jack Koste

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111 N. La Cienega Blvd., Los Angeles 48, Cal.

Phone: OLEander 5-8326

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Phone: WOODward 2-7298

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President.....Eugene Katz

Treasurer.....Morris J. Beck

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V.P., TV Sales.....Scott Donahue

V.P., Research, Prom.....Dan'l Denenholz

V.P., Radio Sls.....Morris Kellner

TV Sales Mgr.....Walter Nilson

### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MOhawk 4-7150

Vice President.....Roy Miller

V.P., TV Sales.....Wm. W. Joyce

Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-8420

Manager.....Arthur J. Underwood

**STATION REPRESENTATIVES**

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

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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 6, Ill.

Phone: SState 2-5096

Manager .....Hooper Jones

**KENTUCKY RADIO SALES**

1420 Eastern Parkway, Louisville, Ky.

Phone: HIGHLand 3779

President .....Harry McTigue

**KETTELL-CARTER, INC.**

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Phone: KENmore 6-1966

President .....Elmer Kettell

Secy.-Treas. ....Marjorie Carter

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Phone: MURray Hill 2-8276

President.....A. Lewis King

**NONA KIRBY CO.**

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Phone: HUBbard 2-6117

President .....Nona Kirby

Vice President.....Kay Chille

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INC.**

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Phone: TRinity 6-3726

President.....Bomar A. Lowrance

Vice President.....William M. Scruggs

*Branch Offices*

Fidelity Union Bldg., Dallas, Tex.

Phone: RANdolph 8206

Vice President.....Robert F. Keefe

**JACK MASLA & COMPANY, INC.**

40 East 49th St., New York 17, N. Y.

Phone: PLaza 3-8571

President .....Jack Masla

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Phone: SUPerior 7-6048

Manager .....Clem G. O'Neil

111 LaCienega Blvd., Los Angeles, Cal.

Phone: OLYmpia 2-1313

Manager.....Lee F. O'Connell

166 Geary St., San Francisco, Cal.

Phone: YUKon 6-0621

Manager.....Don R. Pickens

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Phone: YUKon 6-4112

President .....Daren F. McGavren

Exec. Vice President.....Donald J. Quinn

V.P., Sales Mgr.....Ralph Guild

Dir. Sales Devel.....Robert E. Galen

*Branch Offices*

60 East 56th., New York 22, N. Y.

Phone: PLaza 1-4650

Exec. V.P.....Donald J. Quinn

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

Manager .....William T. Heaton

2338 Dime Bldg., Detroit, Mich.

Phone: WOODward 1-1675

Manager .....Wendell Parmelee

1471 Ivar Ave., Los Angeles, Cal.

Phone: HOLLYwood 4-6146

Manager .....Walter Lake

101 Jones Bldg., Seattle, Wash.

Phone: MAINE 4-8133

Manager .....Fred Siegner

**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 Office*

P.O. Box 127, Bedford, Indiana

Phone: BEDford 9194

President .....Joseph H. McGillvra

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120 E. 56th St., New York 22, N. Y.

Phone: MU 8-4777

Exec. in Charge.....Edwin Scymour

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

Phone: MURray Hill 2-2170

President .....Bob Meeker

V.P., Sales Dir.....Edgar B. Filion

Eastern TV Sales Mgr.....Chuck Standard

Act. Executives.....George Olsen, Bob

Dudley, Claude Piano

Sales Prom. Dir.....Vic Piano

Research Director.....Mimi von Zelowitz

Office Manager.....Dottie Phillips

*Branch Offices*

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

Phone: CE 6-1742

Vice-president .....Carl Jewett

Act. Execs...Chas. Compton, Robt. Manning

Office Manager.....Peggy Heaton

928 Russ Building, San Francisco 4, Calif.

Phone: YU 6-4940

West Coast Mgr.....Don Pontius

Office Manager.....Lucille Riggs

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLLYwood 2-6501

Manager .....Don Palmer

Office Manager .....Judy Merryman

**CLYDE MELVILLE CO.**

Melba Bldg., Dallas 1, Tex.

Phone: RIVerside 8-5239

Pres. ....Clyde Melville

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### MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.  
Phone: Tiffany 6-2362

President.....Charles J. Sitta

### MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.  
Phone: Westport 1-322

Owners.....N. E. Paton, Jr., Ralph Meador  
Sales.....Norman Jack Smith

### ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.  
Phone: MU 2-3377

President.....Art Moore

#### Branch Office

Cascade Bldg., Portland 4, Ore.  
Phone: CA 8-7284

Manager.....Ed Henry

### TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HOLlywood 2-2351

Owner.....Tracy Moore

Manager.....Jerome A. Moore

#### Branch Office

260 Kearny St., San Francisco, Cal.  
Phone: EXbrook 2-6444

Manager.....John Funk

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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 Alpert

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

### NBC SPOT SALES

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Director, Radio Sales.....George Dietrich

Dir. Represented Stas.....Richard Close

Adv., Prom. Mgr.....Wilbur 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.....Frank DeRosa

Central TV Sales Mgr.....John Mulholland

Sunset & Vine, Hollywood 28, Calif.

Phone: THORnwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde

W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrel Sts., San Francisco 2, Cal.

Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay

TV Salesmen.....R. Anderson, Ken Johnson

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sls. Reps.....Wm. Buschges, Bob  
Anderson

TV Sales Representative.....John C. Treacy  
710 Peachtree St. N.E., Atlanta, Ga.

Phone: ELgin 3726

Sales Representative.....Bomar Lowrance  
Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVERSide 2-8206

Sales Representative.....Robert Keefe  
1422 New Britain Ave., W. Hartford 10, Conn.

Phone: JACKson 5-0801

New Eng. Sls. Rep.....David Scout

### HARLAN G. OAKES & ASSOCIATES

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.  
Phone: DU 2-3200

Manager.....Harlan Oakes

110 Sutter St., San Francisco 4, Cal.

Phone: SU 1-7971

William E. Gilmore

370 Lexington Ave., New York, N. Y.

Phone: MURray Hill 5-1300

Manager.....Arthur Gordon

### LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.  
Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

#### Branch Office

166 Geary St., San Francisco 8, Cal.

Phone: YUKon 6-0621

Don R. Pickens

### RICHARD O'CONNELL INC.

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

Phone: PLaza 5-7161

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.

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Representative.....Lee F. O'Connell

### OHIO STATIONS

#### REPRESENTATIVES

1900 Terminal Tower, Cleveland 13, O.

Phone: SUPERior 1-0036

General Manager.....Leonard F. Auerbach

### PAN AMERICAN BROADCASTING CO.

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

Phone: MURray Hill 5-1300

Manager.....Eugene Bernald

Sales Prom.....Al Alpert

#### 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.

## STATION REPRESENTATIVES

Phone: SUTter 1-7971  
Executive-in-Charge ..... William Gilmore

### JOHN E. PEARSON CO.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3366

Owner.....John E. Pearson  
Account Executives.....Russel Walker.  
William M. Wilson, Ray Henze, Jerry  
Smilo, Mort Coley

### 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 .....Clark Barnes  
58 Sutter St., San Francisco 4, Calif.  
Phone: DOuglas 2-7159

Manager .....John Palmer  
432 Des Moines Bldg., Des Moines 9, Iowa  
Phone: CHerry 4-7143

Manager .....Frank Frost  
Fidelity Union Bldg., Dallas, Texas  
Phone: RIVERSide 7-3723

Manager .....Ralph Widman  
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  
V.P., Dir. Sales Dev.....Geo. C. Castleman  
Manager .....Otis P. Williams  
V.P., TV.....John B. Sias  
Vice Pres.....William J. Tynan  
Asst. V.P., TV Prom. Mgr.....Lon King  
Asst. Sales Mgrs.....Arthur E. Muth,  
Chas R. Kinney

#### Radio Department

V.P., Sales Mgr.....John A. Thompson  
Sales Dev.....C. Lud Richards  
Prom., Research Dir.....Frank B. Woodruff

#### TV Department

V.P., Sales Dev.....George C. Castleman

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: RIVERSide 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 P. Haskell  
Russ Bldg., San Francisco 4, Cal.  
Phone: SUTter 1-3798

Radio Sales.....Frank A. Tessin, Jr.  
TV Sales Mgr.....Joseph L. Scanlan

### EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.  
Phone: MURray Hill 8-0200

#### Radio Department

Board Chairman.....Edward Petry  
President.....Edward E. Voynow  
Exec. Vice-Pres.....Martin L. Nierman  
V.P., Asst. Bd. Ch.....Ernest L. Jahncke, Jr.  
Vice-Pres.....William B. Maillefert  
Eastern Sales Mgr.....E. E. Eshleman  
Sales Prom. Mgr.....William Steese

#### 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).....William P. Pipher  
Sales Mgr. (TV).....Louis A. Smith  
645 Griswold St., Detroit 26, Mich.  
Phone: WOODward 3-0125

Sales Managers..William Cartwright (AM)  
Bruce Mayer (TV)  
101 Marietta St., Atlanta 3, Ga.  
Phone: Lamar 8-861

Sales Mgrs.....Joseph Sierer (AM)  
Richard Hughes (TV)  
Russ Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-3631

Sales Managers.....Lloyd McGovern (AM)  
George Ledell (TV)  
530 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)  
Fred Johnson (TV)  
801 Statler Bldg., Boston 16, Mass.  
Phone: HUBbard 2-6440

Sales Mgrs.....Frank Howard (AM)  
William D. Walsh (TV)  
211 N. Ervay Bldg., Dallas 1, Tex.  
Phone: RIVERSide 1-9454

Sales Mgrs.....David C. Milan (AM)  
Hugh O. Kerwin (TV)



## STATION REPRESENTATIVES

### RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.  
Phone: MU 8-4340

Board Chairman.....Harry Goodman  
President.....Peggy Stone  
Vice President.....Thomas Carroll

#### Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: FI 6-0982

Vice-President.....Edward Nickey  
111 No. LaCienega Blvd., Beverly Hills, Calif.  
Phone: OL 5-7597

Manager.....Lee O'Connell  
110 Sutter St., San Francisco, Calif.  
Phone: GARfield 1-6936

Manager.....John Pabner  
217 Glenn Bldg., Atlanta, Ga.  
Phone: JACKson 2-3872

Manager.....Gene Tibbett  
Statler Office Bldg., Boston 16, Mass.  
Phone: HUbbard 2-4845

Managers.....Foster, Creed  
Tower Bldg., Seattle 1, Wash.  
Phone: ELliott 1868

Managers.....Hugh Feltis & Assoc.

### 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.

405 Lexington Ave., New York 17, N. Y.  
Phone: OXford 7-0890

President.....Robert R. Vance, Jr.  
Vice President.....Edwards R. Hopple  
Sales Manager.....Don C. Waterbury

#### Branch Offices

185 N. Wahash Ave., Chicago 1, Ill.  
Phone: ANd. 3-5566

Asst. Executive.....Mary Rudd  
2449 Larkin St., San Francisco, Cal.  
Frank Crennan

### 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 7-4473

Executive V.P.....Fred C. Brokaw  
V.P., Radio Sales Mgr.....Clay E. Forker  
Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 3-0764

Executive-in-Charge.....Robert B. Rains  
1680 Vine St., Hollywood 28, Calif.  
Phone: HOllywood 2-2376

Manager.....John D. Gale  
Russ Bldg., San Francisco 4, 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

### WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.  
Phone: ANdover 3-6137

Exec. in Charge.....William J. Reilly

### W. DONALD ROBERTS

35 E. Wacker Dr., Chicago 1, Ill.  
Phone: DEarborn 2-2448

Manager.....Don Roberts

### DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.  
Phone: GARfield 1-7950

Owner.....D. A. Scott  
Branch Offices

1901 W. 8th St., Los Angeles 57, Calif.  
Phone: DUncirk 8-4151

Exec. in Charge.....P. Schulz

### 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

### SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 8-1850

Exec. in Charge.....Z. Golob

#### Branch Offices

7 E. Lexington St., Baltimore 3, Md.  
Phone: LExington 9-7805

Manager.....G. Shaffer  
6200 Broad Street Rd., Richmond 28, Va.  
Phone: ATLantic 8-2835

Exec. in Charge.....Larry Slon

### SIMMONS ASSOCIATES INC.

509 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-2821

President.....D. N. Simmons

#### Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-2375

Exec. in Charge.....G. Blocki, Jr.  
681 Market St., San Francisco 5, Calif.  
Phone: YUkon 2-7758

## STATION REPRESENTATIVES

Manager.....T. B. Hall  
1315 N. Highland Ave., Los Angeles, Calif.  
Phone: HOLlywood 7-6492

Manager .....J. Gates

### SKYLINE ADVERTISERS' SALES INDEX

1275 E. 17th St., Idaho Falls, Idaho  
Phone: JACkson 3-4567

President .....A. W. Schwieder  
General Manager.....C. N. Layne  
Assistant Manager.....Myrtle Asper

### SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.  
Phone: ATLantic 7535

President.....Harold A. Soderlund

### STARS NATIONAL, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 8-0555

President .....Benard Howard

#### 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

### STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.  
Phone: UNion 6-0211

Pres. Bd. Chmn.....George B. Storer  
Senior V.P.....J. Harold Ryan  
Executive V.P.....Lee B. Wailes  
V.P. Operations.....Stanton P. Kettler  
V.P. Radio Oper.....William E. Rine  
V.P. TV Oper.....George B. Storer, Jr.  
V.P. Plan., Fin., Secy.....John E. McCoy  
Treasurer .....Harry A. Steensen  
V.P. Engineering.....Glenn G. Boundy  
V.P., Prog. Dir.....Ewald Kockritz  
V.P. Adv. Sales Prom.....Arthur C. Schofield  
Asst. Secys.....Bertha C. Prestler, Abiah  
A. Church

#### 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

Mid-West TV Sales Mgr....Floyde E. Beaston

### STOVIN-BYLES, LIMITED

406 Jarvis St., Toronto 5, Ontario, Canada  
Phone: WALnut 4-5766

Chmn. of Bd.....H. N. Stovin  
President.....W. D. Byles  
Vice President.....Mrs. Brickee Stovin

TV Sales Mgr.....J. L. Raeburn  
Branch Offices

608 Keefer Bldg., Montreal, Quebec  
Phone: UNiversity 6-3392

Radio .....F. Calder  
TV .....J. R. Genin  
325 Portage Ave., Winnipeg, Manitoba  
Phone: WHitehall 2-5097

Manager .....D. Robertson  
615 West Pender St., Vancouver 2, B. C.  
Phone: MU 4-4831

Manager.....J. W. Stovin

### TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel  
Eastern Sales Manager.....Jack Mohler  
Business Manager.....R. M. Smith  
Dir. of Marketing,

Research.....Robert M. Hoffman

#### Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.  
Mid West Mgr.....Lamont L. Thompson  
Penohscot Bldg., Detroit 26, Mich.

### UNITED BROADCASTING CO.

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

### 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.....Peter Schulz  
85 Post St., San Francisco 4, Calif.  
Phone: GA 1-7950

Exec-in-Charge.....Duncan A. Scott  
1915 Elm St., Dallas 1, Tex.  
Phone: RLverside 8-5239  
Clyde Melville

### 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

#### 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

## STATION REPRESENTATIVES

- Manager.....George C. Bingham  
672 S. LaFayette Park Place, L. A., Calif.  
Phone: DUNKirk 2-3200
- Manager.....Harlan Oakes  
110 Sutter St., San Francisco, Calif.  
Phone: YUKon 6-5820
- Manager.....William Gilmore  
Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: JACKson 5-7841  
Clayton Cosse

### WAYNE-EVANS & ASSOCIATES

- 1410 Northwestern Bank Bldg.,  
Minneapolis 2, Minn.  
Phone: FEderal 8-7017
- President.....Evans A. Nord  
Exec. V.P., Gen. Mgr.....Calden P. Stitt  
Secy., Treas.....Larry Bentson  
Vice President.....Wayne H. Williams

### GRANT WEBB & CO.

- 509 Madison Ave., N. Y. 22, N. Y.  
Phone: MU 8-7550
- President.....Grant Webb  
Manager.....Jack Baker
- Branch Offices*
- 25 E. Washington St., Chicago 2, Ill.  
Phone: STate 2-3155
- Manager.....Mabel Lucas  
605 Market St., San Francisco 5, Cal.  
Phone: YUKon 2-3954
- Manager.....Bob Babcock  
1350 N. Highland Ave., Los Angeles 28, Cal.  
Phone: HOLLYwood 2-0967
- Manager.....Jim Lucas

### 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: WHitehall 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  
1001 Tower Bldg., Seattle, Wash.
- President.....William J. Wagner

### WEED TELEVISION CORP.

- 579 Fifth Avenue, New York 17, N. Y.
- Exec. V.P.....Edwin J. Fitzsimmons  
V.P.'s.....Neal Weed, Bernard P. Pearse  
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.)

### HARRY WHEELER & COMPANY

- Little Bldg., 80 Boylston St., Boston, Mass.  
Phone: LIBerty 2-6481
- Owner-Manager.....Harry Wheeler  
Office Manager.....Cay Swankin

### ADAM YOUNG, INC.

- 3 East 54th St., N. Y. 22, N. Y.  
Phone: PLaza 1-4848
- President.....Adam J. Young  
Executive V.P.....Stephen A. Machcinski, Jr.  
V.P., Pub. Asst. to Pres. William B. Crumley  
V.P., Chg. Research, Prom.....Frank G. Boehm  
Eastern Sales Mgr.....Harold M. Parks
- Branch Offices*
- Prudential Plaza, Chicago 1, Ill.  
Phone: MICHigan 2-6190
- Manager.....Richard J. Kelliher  
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
- Manager.....John B. Hetherington  
Russ Bldg., San Francisco, Calif.  
Phone: YUKon 6-6769
- Manager.....Frank A. Waters  
1182 W. Peachtree St., Atlanta, Ga.  
Phone: TRinity 3-2564  
2940 Book Bldg., Detroit 26, Mich.  
Phone: WOODward 3-6919
- Manager.....R. John Stella

### YOUNG TV CORP.

- 3 East 54th St., New York 22, N. Y.  
Phone: PLaza 1-4848
- President.....Adam Young  
Exec. V.P.....James F. O'Grady  
V.P. Pub. Asst. to Pres. William B. Crumley  
V.P. Research, Prom.....Frank G. Boehm  
Eastern Sales Mgr.....Harold M. Parks
- Branch Offices & Personnel*  
(Same as Adam Young, Inc.)

### 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 & Personnel*  
(Same as Adam Young, Inc.)

# FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.  
Phone: EXecutive 3-3620

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(Term Expires June 30, 1963)

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WILLIAM H. WATKINS

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(Term Expires June 30, 1965)

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HORACE E. SLONE

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(Term Expires June 30, 1960)

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(Term Expires July 1, 1962)

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*Secretary*

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(Continued on next page)

# FEDERAL COMMUNICATIONS COMMISSION

(Continued from preceding page)

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Schroeder, Wilson  
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Woehrmeyer, Hilda  
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WFBM, WFBM-TV,  
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Upp, Richard W.  
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Briggs, James T.  
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WOOD, WOOD-TV,  
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Halligan, V. L.  
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Kaufman, Clayton  
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KMBC, KMBC-TV,  
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Walker, Gordon N.  
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**T**HE most important single ingredient in the production of a successful TV series is people. The creativity and skill of those contributing to the film making process are the most vital resource of any TV producing organization.

Never have they been more vital than they will be in television's second decade. Now that television has achieved maturity as a medium with national saturation, we can no longer rely on the momentum of a new and growing communications force to carry us forward. The success of each new program will be accomplished on the basis of its merits, on the strength and uniqueness of its concept and the know-how and imagination with which it is produced.

In the coming year, we at Ziv will expand our corps of creative people. We have sought out the most talented men in all entertainment media. We have offered them the opportunity to conceive and develop their own program ideas. We have always sought to attract top creative people; we will now put even more emphasis on this effort. Our goal is to win and maintain the interest of the most brilliant men in the field, men who have created new series for us in 1958 such as Frank Pittman, Andy White, Ivan Tors, Mort Friedkin and David Fine. Among those joining this outstanding group of Ziv producers this year are Doug Heyes, Seton I. Miller

and Steve Fisher.

We will add more new names to this roster during the months ahead—names that are recognized as being the best in their field.

Each year, we at Ziv have increased our production facilities and the number of new programs in production. During 1958, we had nine new series before the camera. For 1959, the number will be even greater.

The significance of this growth is not merely quantitative. It bespeaks high advertiser interest in, and audience enthusiasm for, quality programming. Further, it signifies the arrival of an era in which our talent resources are strengthened to the point where we can move forward successfully on many new projects. Developing a new program is an expensive, time-consuming process. It takes months, and often years, to develop and test a program concept.

We need the right men, and the right climate—a climate which encourages creativity by welcoming new ideas and providing ample time and facilities for working them out. To have the men but not the climate is insufficient. There must be both.

Ziv will continue this search for talent for all phases of operation. We seek men of outstanding merit among actors, producers, directors and writers. This, we are convinced, is the key to the presentation of powerful and exciting new programs.

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois  
Urbana 7-6611, Ext. 3394

## OFFICERS FOR 1959 YEAR

### *President*

William Harley, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin

### *1st Vice President*

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

### *2nd Vice President*

Robert Schenckan, Station KUT-FM, University of Texas, Austin, Texas

### *3rd Vice President*

Graydon Ausmus, Director, Broadcasting Services, University of Alabama, University, Alabama

### *Treasurer*

Robert Coleman, 453 Rosewood, East Lansing, Michigan

### *Secretary*

Dr. Keith Engar, Station KUED, University of Utah, Salt Lake City, Utah

## DIRECTORS

### *Region I*

E. A. Hungerford, Jr., Metropolitan ETV Association, 345 E. 46th St., New York 17, N. Y.

### *Region II*

Raymond D. Hurlbert, Alabama Ed. TV Comm., 807 Protective Life Bldg., Birmingham, Alabama

### *Region III*

James S. Miles, Station WBAA, Purdue University, Lafayette, Ind.

### *Region IV*

John Schwarzwalder, Twin City Area Ed. TV Corp., University of Minnesota, St. Paul, Minn.

### *Past President*

Frank E. Schooley, Stations WILL AM-FM-TV, University of Illinois, Urbana, Illinois

### *Region V*

Duff Browne, Gen. Mgr. Station WYES, Greater New Orleans Ed. TV Foundation, 916 Navarre Ave., New Orleans, Louisiana

### *Region VI*

Kenneth Harwood, Dept. of Telecommunications, University of So. California, Los Angeles, California

### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

### *Associate Director*

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

### *Director at Large*

Mrs. Gertrude Broderick, Radio-TV Section, Office of Educ., U. S. Dept. of Health, Education & Welfare, Washington 25, D. C.

# 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              |
| <b>ARKANSAS</b>   |                    |                                           |                                             |
| State College     | KASU (FM)          | Ark. State College                        | Leland W. Pinnkett, Head of Journ.          |
| <b>CALIFORNIA</b> |                    |                                           |                                             |
| Berkeley          | KPFA (FM)          | Pacific Foundation                        | Harold Winkler, President                   |
| Los Angeles       | KUSC (FM)          | Univ. of Southern California              | Kenneth Harwood, Chairman                   |
| San Bernardino    | KVCR (FM)          | San Bernardino Valley College             | John E. Harder, Station Mgr.                |
| San Diego         | KSDS (FM)          | San Diego Jr. College & Vocational School | Chas. H. Parker, Program Director           |
| San Francisco     | KQED (TV)          | Bay Area ETV Assn.                        | James Day, General Mgr.                     |
| Sacramento        | KVIE (TV)          | Central Calif. TV, Inc.                   | John C. Crabbe, Gen. Mgr.                   |
| Stockton          | KCVN (FM)          | College of the Pacific                    | Richard B. Elliott, Director                |
| <b>COLORADO</b>   |                    |                                           |                                             |
| Colo. Springs     | KRCC (FM)          | Colorado College                          | Woodson Tyree, Dir., Radio                  |
| Colo. Springs     | KSHS (FM)          | 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       | WFSU (FM)          | Florida State University                  | Roy Flynn, Dir. Radio-TV                    |
| Tampa             | WFTU (FM)          | University of Tampa                       | John Von Szeliski, Dir.                     |
| Tampa             | WEDU (TV)          | Fla. West Coast ETV                       | Dan H. Smith, Gen. Mgr.                     |
| Winter Park       | WPRK (FM)          | Rollins College                           | M. P. Frutchey, Director of Radio           |
| <b>GEORGIA</b>    |                    |                                           |                                             |
| Atlanta           | WABE (FM)          | Board of Education                        | Haskell Boyter, Dir.                        |
| Atlanta           | WETV (TV)          | Board of Education                        | Haskell Boyter, Dir.                        |
| <b>ILLINOIS</b>   |                    |                                           |                                             |
| Carbondale        | WSRV (FM)          | Southern Ill. Univ.                       | B. C. Robbins, Dir. Bestg.                  |
| Chicago           | WREZ (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 Univ.                   | Robert Esmond, Dir., Radio                  |
| Elgin             | WEPS (FM)          | Elgin Public Schools                      | E. H. Hoke, Dir. Radio Education            |
| Evanston          | WNUR (FM)          | Northwestern Univ.                        | Donley Feddersen, Chairman                  |
| Macomb            | WWKS (FM)          | Western Ill. University                   | Jennette Terrill, Dir.                      |
| Urbana            | WILL (AM)          | Univ. of Illinois                         | Frank E. Schooley, Dir.                     |
| 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.                          |
| Evansville        | WEVC (FM)          | Evansville College                        | V. O. Logan, Chairman                       |
| Evansville        | WFSR (FM)          | School City of Evansville                 | C. B. Smith, Dir. Radio                     |
| Gary              | WGVE (FM)          | School City of Gary                       | Edwin Carmony, Supervisor                   |
| Greencastle       | WGRE (FM)          | DePauw University                         | Herold Ross, Manager                        |
| Huntington        | WVSH (FM)          | School City of Huntington                 | H. McCabe Day, Director                     |
| Indianapolis      | WIAN (FM)          | Indianapolis Pub. Schools                 | Nancy Hendricks, Dir., Radio-TV             |
| Lafayette         | WBAA (AM)          | Purdue Univ.                              | Jim Miles, Dir. of Broadcasting             |
| Muncie            | WWHI (FM)          | Wilson Jr. H.S.                           | John V. Maier, Principal and Dir.           |
| New Albany        | WNAS (FM)          | New Albany City Sch.                      | Vernon McKown, Director Audio-Visual Instr. |
| 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) and (TV) | 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                     | Tex Smiley, Dir., Radio-TV                  |

(Continued on next page)

# NAEB ACTIVE MEMBERS

(Continued from page 307)

| City                  | Call Letters | Licenses                                    | 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, Head                       |
| Manhattan             | KSDB (FM)    | Kansas State College                        | Ken Thomas                                 |
| Ottawa                | KTJO (FM)    | Ottawa University                           | W. D. Bemmels, Dean                        |
| Wichita               | KMUW (FM)    | Univ. of Wichita                            | G. D. Goodrich, Manager                    |
| <b>KENTUCKY</b>       |              |                                             |                                            |
| Lexington             | WRKY (FM)    | Univ. of Kentucky                           | Leonard Press, Acting Director             |
| Louisville            | WEPK (FM-TV) | 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.                     |
| New Orleans           | WNPS (AM)    | Orleans Parish Sch. Bd.                     | Jeanne Minge, Sta. Mgr.                    |
| <b>MARYLAND</b>       |              |                                             |                                            |
| Baltimore             | WBJC (FM)    | Baltimore Jr. College                       | Clarence T. DeHaven, Faculty Mgr.          |
| <b>MASSACHUSETTS</b>  |              |                                             |                                            |
| Amherst               | WAUA (FM)    | Univ. of Mass.                              | Janet P. Nichols, Manager                  |
| Amherst               | WEDK (FM)    | U. of Mass.                                 | Will Lewis, Sta. Mgr.                      |
| Boston                | WBUR (FM)    | Boston University                           | David Mackey, General Manager              |
| 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>       |              |                                             |                                            |
| Ann Arbor             | WUOM (FM-TV) | Univ. of Michigan                           | E. G. Burrows, Asst. Dir. Bestg.           |
| Detroit               | WDTR (FM)    | Board of Education                          | Kathleen N. Lardo, Mgr.                    |
| Detroit               | WDFT (FM)    | Wayne St. Univ.                             | Lee Dreyfus, Station Mgr.                  |
| Detroit               | WTVS (TV)    | Detroit Ed. TV Found.                       | Franklin Bouwsma, Executive Secretary      |
| East Lansing          | WKAR (AM)    | Michigan State Univ.                        | Lawrence Frynrie, Manager                  |
| East Lansing          | WKAR (FM)    | Michigan State Univ.                        | Lawrence Frynrie, Mgr.                     |
| East Lansing          | WKAR (TV)    | Michigan State Univ.                        | Armand L. Hunter, Director                 |
| Flint                 | WFBE (FM)    | Board of Education                          | Miss Ola Hiller                            |
| Highland Park         | WHFR (FM)    | School District of Highland Park            | Robert A. Stevens, Prog. Dir.              |
| Kalamazoo             | WMCR (FM)    | Western Michigan Univ.                      | Robert Dye, Dir. of Broadcasting           |
| Royal Oak             | WOAK (FM)    | School Dist. City of Royal Oak              | James L. Mead, Station Mgr.                |
| <b>MINNESOTA</b>      |              |                                             |                                            |
| Minneapolis           | KCOM (AM)    | Univ. of Minnesota                          | Sheldon Goldstein, Acting Dir.             |
| Northfield            | WCAL (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 Commission                 | Henry F. Chadesynce, Exec. Director        |
| St. Louis             | KSLH (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 Seannon, 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               |
| Albuquerque           | KNME (TV)    | U. of New Mexico & Albuquerque Bd. of Educ. | C. P. Mitchell, Co-Ord.                    |
| <b>NEW YORK</b>       |              |                                             |                                            |
| Albany                | WAMC (FM)    | Albany Med. College                         | Frank Woolsley, Jr. Assoc. Dean            |
| Bronx                 | WFUV (FM)    | Fordham Univ.                               | Rev. John A. St. George, S. J., Dir.       |
| Brooklyn              | WNXE (FM)    | Board of Education                          | James F. Macandrew, Dir. of Broadcasting   |
| Elmira                | WEGW (FM)    | Elmira College                              | David M. Crossman, Aud. Dir.               |
| Floral Park           | WSUS (FM)    | Sewanaka H.S.                               | W. A. Gregory, Director of Radio           |
| Ithaca                | WICR (FM)    | Ithaca College                              | Royal D. Colle, Chrmn., Radio-TV           |
| New York              | WKCR (FM)    | Columbia College                            | Jeffrey P. Kuklin, Gen. Mgr.               |
| New York              | WNYC (AM)    | Municipal Best. Sys.                        | Seymour N. Siegel, Director                |
| New York              | WNYC (FM)    | Municipal Best. Sys.                        | Seymour N. Siegel                          |
| Springville           | WSPE (FM)    | Griffith Instit. & School                   | Henry Bartkowskl, Director                 |
| Syracuse              | WAER (FM)    | Syracuse University                         | Kenneth G. Bartlett, Dean                  |
| Troy                  | WTAZ (AM)    | Rensselaer Polytechnic Institute            | Hiram D. Harris, Manager                   |
| Troy                  | WRPJ (FM)    | Rensselaer Polytechnic Institute            | Hiram D. Harris, Manager                   |
| <b>NORTH CAROLINA</b> |              |                                             |                                            |
| Chapel Hill           | WUNC (TV)    | Univ. of North Carolina                     | Wesley Wallace, Act. Chairman, Radio       |
| Chapel Hill           | WUNC (FM)    | Univ. of North Carolina                     | Donald Knoepfler, Manager                  |
| Greensboro            | WGFS (FM)    | Greensboro Public Sch.                      | R. Thorpe Jones, Dir. Audio-Visual Educa.  |
| Greenville            | WVWS (FM)    | E. Carolina College                         | Miss Rosalind Roulston, Sta. Mgr.          |
| High Point            | WHPS (FM)    | High Point H.S.                             | D. P. Whitley, Principal                   |



# NAEB ACTIVE MEMBERS

| City                  | Call Letters        | Licensee                                        | Executive                                      |
|-----------------------|---------------------|-------------------------------------------------|------------------------------------------------|
| <b>Grand Forks</b>    | <b>KFJM (AM)</b>    | <b>Univ. of North Dakota</b>                    | <b>Myron Curry, Director</b>                   |
| <b>NORTH DAKOTA</b>   |                     |                                                 |                                                |
| <b>Akron</b>          | <b>WAPS (FM)</b>    | <b>Akron Public Schools</b>                     | <b>Cyril Jones, Dir. Radio-TV Ed.</b>          |
| <b>Athens</b>         | <b>WOUI (FM)</b>    | <b>Ohio Univ.</b>                               | <b>Archie Greer, Supv. of Bestg.</b>           |
| <b>Athens</b>         | <b>WOUB (AM)</b>    | <b>Ohio University</b>                          | <b>Archie Greer, Supv. of Bestg.</b>           |
| <b>Bowling Green</b>  | <b>WBGU (FM)</b>    | <b>Bowling Green State U.</b>                   | <b>Sidney Stone, Director</b>                  |
| <b>Cincinnati</b>     | <b>WCET (TV)</b>    | <b>Greater Cincinnati TV Ed. Foundation</b>     | <b>Uberto Neely, General Mgr.</b>              |
| <b>Cleveland</b>      | <b>WBOE (FM)</b>    | <b>Board of Education</b>                       | <b>Katherine Matchett</b>                      |
| <b>Columbus</b>       | <b>WCBE (FM)</b>    | <b>Bd. of Educ., City School District</b>       | <b>John H. Sittig, Dir.</b>                    |
| <b>Columbus</b>       | <b>WOSU (AM)</b>    | <b>Ohio State Univ.</b>                         | <b>Richard B. Hull, Director</b>               |
| <b>Columbus</b>       | <b>WOSU (FM)</b>    | <b>Ohio State Univ.</b>                         | <b>Richard B. Hull</b>                         |
| <b>Columbus</b>       | <b>WOSU (TV)</b>    | <b>Ohio State University</b>                    | <b>Richard B. Hull</b>                         |
| <b>Delaware</b>       | <b>WSLN (FM)</b>    | <b>Ohio Wesleyan Univ.</b>                      | <b>Gerald Kroeger, Dir., Radio-TV</b>          |
| <b>Kent</b>           | <b>WKSU (FM)</b>    | <b>Kent State Univ.</b>                         | <b>Walton D. Clarke, Dir. of Radio</b>         |
| <b>Oxford</b>         | <b>WMUB (FM)</b>    | <b>Miami Univ.</b>                              | <b>Stephen C. Hathaway, Dir., Radio-TV</b>     |
| <b>Toledo</b>         | <b>WTDS (FM)</b>    | <b>Toledo Public Schools</b>                    | <b>Harry D. Lamb, Dir. Radio-TV</b>            |
| <b>Yellow Springs</b> | <b>WYSO (FM)</b>    | <b>Antioch College</b>                          | <b>Harold A. Roeth, Mgr.</b>                   |
| <b>OKLAHOMA</b>       |                     |                                                 |                                                |
| <b>Norman</b>         | <b>WNAD (AM)</b>    | <b>Univ. of Oklahoma</b>                        | <b>Hugh Mix, Dir., Educ. Bcst. Services</b>    |
| <b>Norman</b>         | <b>WNAD (FM)</b>    | <b>Univ. of Oklahoma</b>                        | <b>Hugh Mix</b>                                |
| <b>Oklahoma City</b>  | <b>KOKH (FM)</b>    | <b>Board of Education</b>                       | <b>Dr. Robert Shultz, Dir. Radio-TV</b>        |
| <b>Stillwater</b>     | <b>KAMC (FM)</b>    | <b>Oklahoma State University</b>                | <b>Robert M. Johnson, Chairman</b>             |
| <b>Tulsa</b>          | <b>KWGS (FM)</b>    | <b>Univ. of Tulsa</b>                           | <b>Edward S. Dumit, Dir., Radio-TV</b>         |
| <b>OREGON</b>         |                     |                                                 |                                                |
| <b>Corvallis</b>      | <b>KOAC (AM-TV)</b> | <b>Oregon State System of Higher Education</b>  | <b>James M. Morris, Program Director</b>       |
| <b>Eugene</b>         | <b>KEYM (FM)</b>    | <b>Eugene Pub. Schools</b>                      | <b>Roger J. Hougum, Mgr.-Dir.</b>              |
| <b>Eugene</b>         | <b>KWAX (FM)</b>    | <b>Univ. of Oregon</b>                          | <b>John E. Shepherd, Prod. Dir.</b>            |
| <b>Portland</b>       | <b>KBPS (AM)</b>    | <b>Portland Public Schools</b>                  | <b>Mrs. Patricia Swenson, Manager</b>          |
| <b>PENNSYLVANIA</b>   |                     |                                                 |                                                |
| <b>Grove City</b>     | <b>WSAJ (AM)</b>    | <b>Grove City College</b>                       | <b>Dale O. Smock, Manager</b>                  |
| <b>Philadelphia</b>   | <b>WPJT (FM)</b>    | <b>Philadelphia Wireless Tech. Instit.</b>      | <b>William W. Zerling</b>                      |
| <b>Philadelphia</b>   | <b>WHYY (FM-TV)</b> | <b>Metro. Phila. Educ. Radio &amp; TV Corp.</b> | <b>William J. McCarter, Jr., Prod. Mgr.</b>    |
| <b>Philadelphia</b>   | <b>WRTI (FM)</b>    | <b>Temple Univ.</b>                             | <b>John B. Roberts, Dir., Radio-TV</b>         |
| <b>Philadelphia</b>   | <b>WXPN (FM)</b>    | <b>Univ. of Pennsylvania</b>                    | <b>Ralph Thornton, Mgr.</b>                    |
| <b>Pittsburgh</b>     | <b>WBUQ (FM)</b>    | <b>Duquesne Univ.</b>                           | <b>B. Kendall Crane, Director</b>              |
| <b>Seranton</b>       | <b>WUSV (FM)</b>    | <b>Univ. of Seranton</b>                        | <b>Rev. Richard F. Grady, S.J., Director</b>   |
| <b>SOUTH CAROLINA</b> |                     |                                                 |                                                |
| <b>Columbia</b>       | <b>WUSC (FM)</b>    | <b>Univ. of S. Carolina</b>                     | <b>Alice Wyman, Dir.</b>                       |
| <b>SOUTH DAKOTA</b>   |                     |                                                 |                                                |
| <b>Vermillion</b>     | <b>KUSD (AM)</b>    | <b>Univ. of S. Dakota</b>                       | <b>Edward J. Slack, Mgr.</b>                   |
| <b>TENNESSEE</b>      |                     |                                                 |                                                |
| <b>Knoxville</b>      | <b>WUOT (FM)</b>    | <b>Univ. of Tennessee</b>                       | <b>Kenneth D. Wright, Dir. of Broadcasting</b> |
| <b>Memphis</b>        | <b>WKNO (TV)</b>    | <b>Memphis Comm. TV</b>                         | <b>Ernest C. Ball, Dir.</b>                    |
| <b>TEXAS</b>          |                     |                                                 |                                                |
| <b>Austin</b>         | <b>KUT (FM)</b>     | <b>Univ. of Texas</b>                           | <b>Robert Schenkkan, Dir.</b>                  |
| <b>Dallas</b>         | <b>KERA (TV)</b>    | <b>Area ETV Foundation</b>                      | <b>M. Campbell, Exec. Dir.</b>                 |
| <b>El Paso</b>        | <b>KVOF (FM)</b>    | <b>Texas Western College</b>                    | <b>Virgil C. Hicks, Director</b>               |
| <b>Houston</b>        | <b>KUHF (FM)</b>    | <b>Univ. of Houston</b>                         | <b>John Meaney, Dir.</b>                       |
| <b>Houston</b>        | <b>KUHT (TV)</b>    | <b>Univ. of Houston</b>                         | <b>John Meaney, Dir.</b>                       |
| <b>UTAH</b>           |                     |                                                 |                                                |
| <b>Logan</b>          | <b>KVSC (FM)</b>    | <b>Utah State University</b>                    | <b>Burrell F. Hansen, Chairman</b>             |
| <b>Salt Lake City</b> | <b>KUED (TV)</b>    | <b>University of Utah</b>                       | <b>Dr. Keith Engar, Mgr.</b>                   |
| <b>VIRGINIA</b>       |                     |                                                 |                                                |
| <b>Harrisonburg</b>   | <b>WEMC (FM)</b>    | <b>Eastern Mennonite College</b>                | <b>John R. Mumaw, Pres.</b>                    |
| <b>Norfolk</b>        | <b>WMTI (FM)</b>    | <b>William-Mary College</b>                     | <b>B. C. Dickerson, Head of Elec. Dept.</b>    |
| <b>Richmond</b>       | <b>WRFK (FM)</b>    | <b>Union Theol. Sem.</b>                        | <b>R. W. Kirkpatrick, Dir. A-V</b>             |
| <b>WASHINGTON</b>     |                     |                                                 |                                                |
| <b>Pullman</b>        | <b>KWSC (AM)</b>    | <b>State College of Wash.</b>                   | <b>Allen Miller, Manager</b>                   |
| <b>Seattle</b>        | <b>KCTS (TV)</b>    | <b>Comm. TV Service</b>                         | <b>Loren Stone, Mgr.</b>                       |
| <b>Seattle</b>        | <b>KUOW (FM)</b>    | <b>Univ. of Washington</b>                      | <b>Ken Kager, Mgr.</b>                         |
| <b>Tacoma</b>         | <b>KTOY (FM)</b>    | <b>Tacoma Public Schools</b>                    | <b>Merle Kimball, Program Mgr.</b>             |
| <b>WISCONSIN</b>      |                     |                                                 |                                                |
| <b>Appleton</b>       | <b>WLFM (FM)</b>    | <b>Lawrence College</b>                         | <b>Jos. Hopfensperger, Sta. Mgr.</b>           |
| <b>Madison</b>        | <b>WHA (AM)</b>     | <b>Univ. of Wisconsin</b>                       | <b>H. B. McCarty, Director</b>                 |
| <b>Madison</b>        | <b>WHA (FM)</b>     | <b>Univ. of Wisconsin</b>                       | <b>H. B. McCarty</b>                           |
| <b>Madison</b>        | <b>WHA (TV)</b>     | <b>Univ. of Wisconsin</b>                       | <b>H. B. McCarty, Director</b>                 |
| <b>Milwaukee</b>      | <b>WMVS (TV)</b>    | <b>Milwaukee Vocational &amp; Adult Schools</b> | <b>Paul K. Taft, Station Mgr.</b>              |
| <b>HAWAII</b>         |                     |                                                 |                                                |
| <b>Honolulu</b>       | <b>KUOH (FM)</b>    | <b>University of Hawaii</b>                     | <b>Louis Steed, Dir., Univ. Radio</b>          |
| <b>PUERTO RICO</b>    |                     |                                                 |                                                |
| <b>San Juan</b>       | <b>WIPR (AM)</b>    | <b>Oficina de Radio-emision Publica</b>         | <b>Francisco Arrivi, Manager</b>               |
|                       | <b>WIPR (TV)</b>    |                                                 | <b>Francisco Arrivi, Manager</b>               |

# THE ROLE OF MUSIC TRANSCRIPTIONS

## ... Keeps Growing For Radio Stations

By JOHN D. LANGLOIS

President, Lang-Worth Feature Programs, Inc.



**I**N recent weeks Lang-Worth has published as a service to its subscriber stations the second edition of a booklet called "Profitunes". The title naturally supports our contention that jingles such as L-W's "Radio Hucksters" service are profit-making tunes for the modern radio station. But as a handbook on the sales, production and promotion-merchandising techniques we have found most effective, it points out the many opportunities offered the station by a concept we might call "Radio Add-vertising".

These are the added ingredients of imagination and showmanship, of smartly competitive selling, of the creation of opportunities that so often distinguish the leader from the pack. It is radio's good fortune, with its human personality, to be more exploitable and merchandiseable than most other media, and we have found this true in the use of our own product "Radio Hucksters" jingles. What are some of the aspects of this local "Radio Add-vertising"? First, helping the sponsor merchandise his advertising. The radio station can take the driver's seat by suggesting coordination of advertising around the air theme, such as the punch line of a jingle. Its jingle service can serve as the base of planned Special Promotions for either an important local sponsor or group of stores allied by location and kindred interest in attracting customers.

In this way a jingle campaign could aim to encourage customers to deal at several stores and businesses in one area. To shop, for instance, at

a particular men's wear store; attend a particular motion picture theater a block or so away; and, finally, to select a late supper to carry home from a delicatessen right next to the theater. In this way, then, stores and businesses in one part of town will realize they have a potential stake in each other from this promotion standpoint.

The station, additionally, can become active in not only the local sponsors' copy problems (most do not have skilled admen or agencies) but in his week-to-week sales problems and opportunities.

Local advertising agencies, too, would have a ready-made production arm in a local station which maintains an extensive library of jingle transcriptions. A complete sound or musical effect, for instance, could be at the disposal of the agency to do a particular job for his client.

The station can and should keep an advanced eye on the calendar by which business and industry lives. It can romance the medium and the particular commercials series to the buyers at the department store, or the salesmen of branded merchandise lines which are franchised in town.

That the overall contribution of these services to stations, sponsors and advertising agencies is a material and growing one is evident from the increasing use of the services from recent year to year.

So says "Profitunes," which is more or less our Lang-Worth "Radio Hucksters" service's voice of experience in sales, production and merchandising.

# STATE BROADCASTERS ASSOCIATIONS

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama  
 Meetings: March and October  
 Elections: March meeting  
 Members: 68 Active, 18 Assoc.  
 Pres.....Wm. A. Mapes, WOWL, Florence  
 Vice-Pres.....John C. Cooper, WJRD,  
 Tuscaloosa  
 Secy.-Treas..Wm. S. Baskerville, Jr., WKRC,  
 Mobile  
 Exec. Secy.....Mrs. Angie M. Youngson

## **Arizona Broadcasters Association**

c/o President or Exec. Secy.  
 Meetings: November  
 Elections: November  
 Members: 41  
 Pres.....Arlo Woolery, KSUN, Bisbee  
 Vice Pres.....John Hogg, KOY, Phoenix  
 Secy., Treas.....Fred Vance, KVOA-TV,  
 Tucson  
 Exec. Secy.....Lncy Krug, KPHO, Phoenix

## **Arkansas Broadcasters Association**

Box 271, Stuttgart, Ark.  
 Meetings: March and August  
 Elections: August  
 Members: 50  
 President...C. R. Horne, KXRJ, Russellville  
 Vice-Pres.....Kermit Richardson, KBOK,  
 Malvern  
 Secy., Treas....Julian Haas, KGAH, Crossett  
 Stuttgart  
 Exec. Secy.....Mrs. June Spann, KWAK,

## **California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28, Cal.  
 Meetings: November (and on special call)  
 Elections: November  
 Members: 77  
 President.....George Whitney, KFMB,  
 San Diego  
 Vice-Pres. (Radio).....Lloyd Sigmon,  
 KMPC, Los Angeles  
 Vice-Pres. (TV)....Joe Drilling, KJEO-TV,  
 Fresno  
 Sec'y.-Treas.....Robert J. McAndrews,  
 KBIG, Hollywood  
 Exec. Secy.....Eleanor Henshaw

## **Colorado Broadcasters Association**

c/o President  
 Meetings: Semi-annual  
 Elections: June  
 Members: 49  
 Pres.....Harry Hoth, KRDO-AM-TV, Colo.  
 Springs

Vice Pres.....Al Ross, KGEK, Sterling  
 Secy.....Robt. S. Hix, KOA, Denver  
 Treas.....Ed Koepke, KDMR, Denver  
 Directors...Dennis Behand, KLMR, Lamar;  
 Robt. D. Ellis, KGHF, Pueblo; Abbott  
 Tesson, KEXO, Grand Junction

## **Connecticut Broadcasters Association**

c/o President  
 Meetings: Periodically  
 Elections: June  
 Members: 30  
 Pres.....Julian Schwartz, WSTC, Stamford  
 Vice-Pres.....Walter C. Johnson, WTIC,  
 Hartford  
 Secy.-Treas.....Peter B. Kenney, WNBC,  
 New Britain

## **Delaware Association of Broadcasters**

c/o President  
 Meetings: October  
 Elections: Annually  
 Members: 11  
 President.....Harvey C. Smith, WDEL,  
 Wilmington  
 Vice Pres.....Wayne Rollins, WAMS,  
 Wilmington  
 Secy., Treas.....Gordon MacIntosh,  
 WTUX, Wilmington

## **Florida Association of Broadcasters**

214 Center Bldg., Tallahassee  
 Meetings: Annually, plus regional  
 Elections: Annual  
 Members: 90  
 Pres....Chas. J. Fernandez, WKXY, Sarasota  
 1st Vice-Pres....Lawrence A. Rollins, WSIR,  
 Winter Haven  
 2nd Vice-Pres.....Tom S. Gilchrist, Jr.,  
 WESH-TV, Daytona Beach  
 Secy.-Treas....Frank W. Hazelton, WTNT,  
 Tallahassee  
 Exec. Secy., Gen. Counsel.....J. Kenneth  
 Ballinger

## **Georgia Association of Broadcasters**

c/o President  
 Meetings: August and January  
 Elections: August  
 Members: 65  
 Pres.....Frank Gaither, WSB, Atlanta  
 1st Vice-Pres....Ralpb N. Edwards, WWGS,  
 Tifton  
 2nd Vice-Pres.....Geo. Patton, WBML,  
 Macon  
 Secy., Treas.....Paul Reid, WBHB,  
 Fitzgerald  
 Pub. Rel. Dir.....John Outler, 1601 W.  
 Peachtree St., Atlanta 9

# STATE BROADCASTERS ASSN.

## **Hawaiian Association of Broadcasters**

P. O. Box 3110, Honolulu, Hawaii  
Meetings: First Fri. each month  
Elections: December  
Members: 10  
President..... Arthur Sprinkle, KONA-TV, Honolulu  
Vice Pres..... Harry En Chu, KAHU, Waipahu  
Secy., Treas..... Wm. O. Paine, KGU, Honolulu

## **Idaho Broadcasters Association**

c/o President  
Meetings: Annual (September)  
Elections: Annual  
Members: 28 Radio; 6 TV  
President... Gene Shumate, KRXX, Rexburg  
Vice-Pres.... Mervin Ling, KAYT, Rupert  
Sec.-Treas..... G. W. Mix, KRPL, Moscow

## **Illinois Broadcasters Association**

c/o President or Secy.-Treas.  
Meetings: May & October  
Elections: October  
Members: 68 Active; 8 Assoc.  
President..... R. Karl Baker, WLDS, Jacksonville  
Vice-Pres..... Vernon Nolte, WJBC, Bloomington  
Secy.-Treas..... M. H. Stuckwish, WSOY, Decatur

## **Indiana Broadcasters Association**

c/o Executive Secretary  
Meetings: 3 times a year  
Elections: March  
Members: 57 Radio; 16 TV  
President..... Carl W. Vandagriff, WOWO, Ft. Wayne  
Vice Pres. (AM).... Dee Coe, WWCA, Gary  
Vice Pres. (FM).... Elmer Snelzer, WFIU, Bloomington  
Vice Pres. (TV).... Neal Welch, WSBT-TV, South Bend  
Secy., Treas.... Roy L. Hickox, WLRP, New Albany  
Exec. Secy..... Mrs. Helen B. Huber, WIRE, Indianapolis  
Directors..... Lester G. Spencer, WKBV, Richmond; Daniel C. Park, WIRE, Indianapolis; Paul S. Brines, WSJV-TV, Elkhart; E. Berry Smith, WFIE-TV, Evansville; Robt. Harris, WLOI, Laporte; Neal B. Welch, WSBT, South Bend; W. C. Fowler, WBAT, Marion; R. McConnell, WISH, Indpls.; E. Campbell, WFBM, Indpls.; E. Jackson, WCNB, Connorsville; J. Douglas, WCSI, Columbus.

## **Iowa Broadcasters Association**

c/o President or Secy.-Treas.  
Meeting: Annual  
Elections: Annual

Members: 33  
President..... Geo. J. Volger, KWPC, Muscatine  
Vice-Pres... Wm. White, KFJB, Marshalltown  
Secy.-Treas... Glen Stanley, KBOE, Oskaloosa  
Directors..... Ernie Sanders, WOC, Davenport; Gene Claussen, KXIC, Iowa City; Ken Gordon, KDTH, Dubuque; Don Sullivan, KVTV, Sioux City

## **Kansas Association of Radio Broadcasters**

c/o President  
Meetings: May  
Elections: May  
Members: 38  
President... Arden Booth, KLWN, Lawrence  
Vice-Pres... Max Falkenstien, WREN, Topeka  
Secy., Treas.... Tom Bashaw, KFH, Wichita

## **Kentucky Broadcasters Association**

c/o Dee Huddleston, Secy.-Treas.  
WIEL, Elizabethtown  
Meetings: October and March  
Elections: October  
Members: 55  
President..... Al Temple, WKCT, Bowling Green  
First Vice-Pres..... Francke Fox, WHLN, Harlan  
2nd Vice-Pres..... Don Horton, WVLC, Lexington  
Secy.-Treas..... Dee Huddleston, WIEL, Elizabethtown  
Exec. Comm..... Jim Caldwell, WAVE, Louisville; W. T. Issac, WHIR, Danville; Katherine Peden, WHOP, Hopkinsville

## **Louisiana Association of Broadcasters**

Box 379, Baton Rouge, La.  
Meetings: September  
Elections: September  
Members: 75  
President... Clarence Faulk, KRUS, Ruston  
Radio Vice-Pres..... Tom Pears, KVOL, Lafayette  
TV Vice-Pres.... Paul Goldman, KNOE-TV, Monroe  
Treasurer... Gene Jones, KSLO, Opelousas  
Exec. Secy..... Rolfe McCollister, Box 379, Baton Rouge

## **Maine Assoc. of Broadcasters**

c/o Secretary-Treasurer  
Meetings: Annual (November)  
Elections: November  
Members: 23 Radio; 6 TV  
President... Donald Powers, WCSH, Portland  
Vice-Pres.... Elby Stevens, WFST, Caribou  
Secy.-Treas..... Norman G. Gallant, WFAU, Augusta

## **Maryland-D. C. Broadcasters Association**

c/o President or Secy.-Treas.  
Meetings: June and October  
Elections: October  
Members: 34 Active; 44 Assoc.  
President.... R. C. Embry, WITB, Baltimore  
Vice Pres..... Jason Pate, WASA, Havre

**Massachusetts Broadcasters Association, Inc.**

c/o President

Meetings: Annual  
 Elections: Annual  
 Members: 36  
 President.....W. C. Swartley, WBZ, Boston  
 Vice-Pres...Herb Krueger, WTAG, Worcester  
 Treasurer.....Richard Adams, WKOX, Framingham  
 Secretary...Thos. Y. Gorman, WEEL, Boston

**Michigan Association of Broadcasters**

c/o Executive Secretary

Meetings: May-September  
 Elections: September  
 Members: 69  
 President.....James Quello, WJR, Detroit  
 Vice-Pres.....Willard Schroeder, WOOD-AM-TV, Grand Rapids  
 Secy.-Treas.....Elmer Knopf, WFDF, Flint  
 Exec. Secy.....Robt. J. Coleman, 453 Rosewood, E. Lansing  
 Directors.....Gene Cahill, WBCK, Battle Creek; John Pomeroy, WILS, Lansing; Jas. Sumbler, WMTE, Manistee; Robt. Phillips, WSGW, Saginaw

**Minnesota Association of Broadcasters**

c/o Secretary-Treasurer

Meetings: Board, bi-annually; spec. mtgs. subj. to call by President  
 Elections: Annually  
 Members: 53  
 President...J. Thayer, WDGX, Minneapolis  
 1st Vice Pres.....Robt. DeHaven, KYSM, Mankato  
 2nd Vice Pres....James Hambacher, KBUN, Bemidji  
 Secy., Treas.....Sherman Headley, WCCO-TV, Minneapolis

**Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: April & September  
 Elections: Spring meeting  
 Members: 59  
 President...John E. Bell, WCMA, Corinth  
 Vice-Pres....Joe Carson, WOKK, Meridian  
 Vice-Pres....Joe Carson, WOKK, Meridan  
 Secy.-Treas....Harold B. McCarley, WBLE, Batesville

**Missouri Broadcasters Association**

c/o Executive Secretary

Meetings: Spring & Fall  
 Elections: Fall  
 Members: 76  
 President...A. E. Dahl, KLIK, Jefferson City  
 Vice-Pres. ....Clarence Breazeal, KCMO, Kansas City  
 Secy.-Treas.....Harold Douglas, KMMO, Marshall  
 Exec. Secy.....Eugenia Collins, WEW, St. Louis  
 Directors....Bruce Barrington, Don Daily,

F. L. Donze, Bob Hyland

**Montana Broadcasters Association**

c/o President

Meetings: August  
 Elections: Annual  
 Members: 23  
 President.....John Lyon, KIYI, Shelby  
 Vice Pres....Mrs. Charlotte Brader, KOJM, Havre  
 Secy., Treas.....Robert Warner, KMON, Great Falls

**Nebraska Broadcasters Association**

c/o President

c/o KFOR, Lincoln, Nebraska  
 Mtgs., Election: May 14-15  
 Members: 34  
 President....David W. Young, KSID, Sidney  
 Vice Pres.....Jack Gilbert, KHOL-TV, Holdredge  
 Secy.-Treas....Dick Chapin, KFOR, Lincoln

**New Hampshire Association of Broadcasters, Inc.**

c/o President or Secretary

Meetings: October  
 Elections: October  
 Members: 10  
 President...Frank B. Estes, WKXL, Concord  
 Vice Pres.....Bernie Mack, WGIR, Manchester  
 Secy., Treas.....Bill Visser, WLNH, Laconia

**New Jersey Broadcasters Association**

c/o President

Meetings: Semi-annually  
 Elections: October  
 Members: 28  
 Pres.....Fred E. Walker, WTFM, Trenton  
 Vice-Pres.....Kenneth A. Croy, WMTR, Morristown  
 Secy.-Treas.....Francis J. Matrangola, WCMC, Wildwood  
 Exec. Board.....Paul Alger, WSNJ, Bridgeton; Howard Green, WOND, Pleasantville; John Struckell, WKDN, Camden; James Vodges, WTOA, Trenton; Everett Rudloff, WJLK, Asbury Park.

**New Mexico Broadcasters Association**

c/o President

Meetings: April & August  
 Elections: April  
 Members: 28 Active; 4 Assoc.  
 Pres.....Jas. H. Duncan, KSIL, Silver City  
 Vice-Pres.....A. E. Mickel, KGGM, Albuquerque  
 Secy., Treas.....Virgil Parker, KRNS, Los Alamos  
 Leg. Chairman...Ivan Head, KVSF, Sante Fe

**New York State Association of Radio and Television Broadcasters**

Address: c/o President or Secretary



## STATE BROADCASTERS ASSN.

Meetings: April & Fall  
Elections: Fall  
Members: 100  
President.....Robt. J. Leder, WOR-AM-TV,  
N. Y. C.  
1st Vice-Pres.....Paul Adanti, WHEN-AM-  
TV, Syracuse  
2nd Vice-Pres.....H. Stillwell Brown, Rural  
Radio Network, Ithaca  
Secretary.....Elliott Stewart, WIBX, Utica  
Treasurer.....George Dunham, WNBF,  
Binghamton

### **North Carolina Association of Broadcasters Inc.**

c/o Secretary-Treasurer

Meetings: Spring & Fall  
Elections: October  
Members: 117  
Pres.....Jack P. Hankins, WELS, Kinston  
V.P., Radio.....Roht. Hilker, WCCG,  
Belmont  
V.P.-TV.....T. H. Patterson, WITN,  
Washington  
Secy., Treas.....Cecil B. Hoskins, WWNC,  
Asheville

### **North Dakota Broadcasters Association**

c/o Secretary-Treasurer

Meetings: October  
Elections: October  
Members: 24  
President...Bob Ingstad, KOVC, Valley City  
Vice-Pres.....John Boler, KXJB, Fargo  
Secy.-Treas.....Les Maupin, KPLM, Minot

### **Ohio Association of Broadcasters**

33 N. High St., Columbus

Meetings: Spring & Fall  
Elections: Spring meeting  
Members: 83  
Pres.....Jay Wagner, WLEC, Sandusky  
Vice-Pres. (Radio).....Tom Rogers, WCLT,  
Newark  
Vice-Pres. (TV).....Allan Land, WHIZ-TV,  
Zanesville  
Secy., Treas.....Carlton Dargusch, Jr.

### **Oklahoma Broadcasters' Association**

c/o President

Meetings: January and August  
Elections: January  
Members: 49  
President.....Pat Murphy, KCRC, Enid  
Secy., Treas.....Bill Brubaker, KRHD,  
Duncan  
Board of Directors... Bill Brubaker, KRHD  
Duncan; Jim Bellatti, KSPI, Stillwater;  
Eddie Peake, KLPR, Oklahoma City; John  
Mahoney, KWPR, Claremore; Bill Mor-  
gan, KNOR, Norman; Jack Pink, KWCO,  
Chickasha; Ray Van Hooser, KNED, Mc-  
Alester; Frank Lane, KRMG, Tulsa

### **Oregon State Broadcasters Association**

Mgr.: James W. Frost, Box 5025, Eugene

Meetings: November & April  
Elections: April  
Members: 47 Radio; 4 TV; 4 Assoc.  
President.....Carl Fisher, KUGN, Eugene  
Vice-Pres.....Ray Johnson, KMED, Medford  
Secy.-Treas.....C. S. Shulda, KERG, Eugene  
Leg. Chairman.....R. M. Brown, KPOJ,  
Portland

### **Pennsylvania Association of Broadcasters**

Box 606, Harrisburg

Meetings: May  
Elections: May  
Members: 106 Active; 25 Assoc.  
Pres.....Geo. A. Koehler, WFIL, Phila.  
1st Vice-Pres.....Cecil Woodland, WEJL,  
Scranton  
2nd Vice-Pres.....Milton Bergstein, WMAJ,  
State College  
Secy.....Thomas Metzger, WMRF, Lewistown  
Exec. Secy.....Miss Kaye Witmer, Box 606,  
Harrisburg  
Treas.....J. Robt. Gulick, WGAL, Lancaster

### **Puerto Rican Association of Broadcasters**

Box 1072, San Juan, Puerto Rico

Meetings: July & as called  
Elections: July  
Members: 20  
President.....Ralph Perez Perry, WKVM,  
San Juan  
Vice Pres.....Manuel Pirallo, WMIA,  
Arecibo  
Secretary.....Felix Bonnet Velez, WABA,  
Aguadilla  
Treasurer.....Julio Morales, WRIO,  
Rio Piedras  
Exec. Secy.....Carlos J. Pont

### **Rhode Island Broadcasters Association**

c/o WADK, Newport, R. I.

Meetings: Quarterly  
Elections: June  
Members: 13  
Pres.....Milton E. Mitler, WADK, Newport  
Vice-Pres.....Edward Bogoshian, WJAR,  
Providence  
Secy.-Treas..Zel Levin, WWON, Woonsocket

### **South Carolina Broadcasters Association**

c/o Secretary-Treasurer

Meetings: January & Summer  
Elections: January  
Members: 52 Radio; 7 TV  
President.....H. Moody McElveen, Jr.,  
WNOK-TV, Columbia  
Vice-Pres.....Edward L. B. Osborne, WBCU,  
Union  
Secy.-Treas....T. Doug Youngblood, WFIG,  
Sumter  
Directors.....John T. Cashion, WGCD; W.  
Frank Harden, WIS; Ross M. Holmes,  
WSPA; McElveen; Louis M. Neale, Jr.,  
WBEU; Osborne; Youngblood; W. Randal-  
dall Davidson, WAKN, Ex-officio

**South Dakota Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: Annual  
Elections: Annual  
Members: 15  
President...Ross E. Case, KWAT, Watertown  
Vice-Pres....Don Sullivan, WNAX, Yankton  
Secy., Treas....Jas. Slack, KUSD, Vermillion

**Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28

Meetings: 3rd Thrusday each month  
Elections: May  
Members: 63 (including 4 Networks)  
Chrmn. Bd.....Fred Ruegg, KNX  
Vice-Chairman...Ernest L. Spencer, KWIZ  
Secretary.....Herbert Comstock, KAVL  
Treasurer.....Cliff Gill, KBIG  
Managing Dir.....Robert M. Light

**Tennessee Association of Broadcasters**

14 Ayres Hall

Univ. Tennessee, Knoxville, Tenn.

Meetings: November  
Elections: November  
Members: 68 Active; 3 Assoc.  
President....F. C. Sowell, WLAC, Nashville  
Vice Pres.....Frank S. Proctor, WTJS, Jackson  
Secy., Treas.....Chas. Brewer, WHIN, Gallatin  
Exec. Secy.....Kenneth Wright, WUOT, Knoxville

**Texas Association of Broadcasters**

Box 8038, Univ. Sta., Austin, Tex.

Meetings: Semi-annual  
Elections: Fall  
Members: 173  
President....Albert D. Johnson, KENS-AM-TV, San Antonio  
Vice-Pres.....Joe Leonard, Jr., KGAF, Gainesville  
Sec.-Treas.....Geo. Tarter, KCBD-TV, Lubbock  
Office Manager.....Mrs. Shirley Austin, TAB, Univ. Sta., Austin  
Directors.....Jim Hairgrove, Dave Morris, Chas. Jordan, Leo Hackney, Gene Hendryx, Tony Bridge

**Utah Broadcasters Association**

c/o President

145 Social Hall Ave., Salt Lake City, Utah

Meetings: Annual  
Elections: Annual  
Members: 15  
President....J. Wright, KSL, Salt Lake City  
Vice-Pres.....Reed Bullen, KVNU, Logan  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

**Vermont Association of Broadcasters**

c/o President

Meetings: June  
Elections: June

Members: 14  
President...Stuart Martin, WCAX, Burlington  
Vice-Pres....Carlo Zezza, WCFR, Springfield  
Secy., Treas.....Craig S. Parker, WDEV, Waterbury

**Virginia Association of Broadcasters**

c/o Secretary-Treasurer

Meetings: June  
Elections: June  
Members: 62 Active; 7 Assoc.  
President.....Milton B. Henson, WREL, Lexington  
Vice-Pres.....Thos. C. Chisman, WVEC-AM-TV, Hampton  
Secy.-Treas.....Robt. C. Walker, WCHV, Charlottesville  
Leg. Chairman.....C. T. Lucy, WRVA, Richmond

**Washington State Association of Broadcasters**

White-Henry-Stuart Bldg., Seattle

Meetings: April and October  
Elections: April  
Members: 48 Radio; 10 TV; 6 Assoc.  
President.....James W. Wallace, KPQ, Wenatchee  
Vice-Pres....W. W. Warren, KOMO-AM-TV, Seattle  
Secy.-Treas....Allen Miller, KWSC, Pullman  
Mng. Dir., Counsel.....Ronald A. Murphy

**West Virginia Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: Spring and fall  
Elections: Spring  
Members: 44  
Pres.....Robt. Ferguson, WTRF-TV, Wheeling  
Vice-Pres.....C. Leslie Goliday, WEPM, Martinsburg  
Sec.-Treas.....John Shott, WHIS, Bluefield

**Wisconsin Broadcasters Association**

c/o President

Meetings: October & May  
Elections: October  
Members: 48  
President....Mig Figi, WAUX, Waukesha  
Vice-Pres....Donald Wirth, WNAM, Neenah  
Secy., Treas.....Carl Kolata, WTTN, Watertown  
Exec. Secy.....Mrs. Jaune Donald, WTCH, Shawano  
Attorney.....Henry Buslee, 202 Monona Ave., Madison

**Wyoming Association of Broadcasters**

c/o Secretary-Treasurer

Meetings: Annually  
Elections: Annually  
Members: 18  
President...Wm. C. Grove, KFBC, Cheyenne  
Vice Pres....Roy Marsh, KASL, Newcastle  
Secy., Treas.....Mildred V. Ernst, KRTR, Thermopolis

# "CULTURAL EXCHANGE"—HOME-STYLE

## ... Could Hypo Public Service Programs

By DONALD H. McGANNON

President, Westinghouse  
Broadcasting Company, Inc.



IN the past year, we have heard much about cultural exchange between the United States and the Soviet Union, and our broadcast entertainment has been enriched by the interchange of performing talent between East and West.

Perhaps this international exchange, undertaken for reasons of diplomacy, may serve a purpose beyond its original intention by suggesting another kind of cultural exchange—among broadcasters in the U. S. A.

In two industry-wide conferences on local public service programming, held under our company's auspices, we have been impressed by the great quantity and variety of excellent imaginative public service programming being done by radio and television stations across the country. At the same time, we have been concerned by the thought that many of these fine programs were seen and heard only within the coverage areas of the stations that originated them, though their messages had universal value and their method of presentation had general appeal.

Why don't broadcasters set up an inter-station exchange of good public service programming? The thought seems especially valid when you consider that many stations would like to schedule more informational and inspirational programming, but are limited by the amount that can be developed by their own production facilities. Given the opportunity to broadcast other stations' service efforts in return for permitting added exposure of their own programs, we think most stations would participate

gladly.

The mechanical means for interchange are available, and at moderate cost. Radio stations all have equipment for handling audio tape. Television programs can be exchanged on tape or on film.

The Westinghouse Broadcasting Company has practiced this idea to some extent, making its public service programming available without cost to educational and non-commercial stations. We'd like to explore the possibility of mutual exchanges with other radio and television stations.

Such a project would have far-reaching values, in increasing our audiences' familiarity with other communities, their problems and their points of pride. The east could learn more of the historical and cultural heritage of the west; the north might achieve a richer appreciation for the folklore of the south; people in urban areas would learn more about life in smaller communities, and vice versa.

Moreover, we as broadcasters would learn much from such an exchange. If, on a regular basis, we saw and heard what other stations in other cities were doing, we would find ideas and techniques we could adapt to our own uses, and perhaps in adapting improve on them. We would find new subjects for exploration, new yardsticks to apply to our own efforts. At the same time, there is a good chance we would provide similar help to others.

Perhaps cultural exchange, like charity, can make a good beginning at home.

**TELEVISION DAILY**

presents

***AM RADIO  
STATIONS***

**KEY PERSONNEL  
ADDRESSES & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES**

**1959**

# Bartell Family Radio

## Means

By any measurement, this radio is first  
in each Bartell market.  
Especially when figured in  
results . . . response . . . *buyership*.  
Your advertising reaches buyers  
(the best kind of audience!)  
Product of  
scholarship, showmanship, salesmanship.

*Bartell it . . . and sell it!*



## Greater Buyership

**BARTELL  
FAMILY  
RADIO**  
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.



# RADIO AND TV HOMES BY STATE

## POPULATION, NUMBER OF STATIONS BY STATE

| STATE             | Population         | Families          | Radio Homes       | TV Homes          | * Li-<br>censed<br>Radio<br>Stations | * Li-<br>censed<br>TV<br>Stations |
|-------------------|--------------------|-------------------|-------------------|-------------------|--------------------------------------|-----------------------------------|
| ALABAMA           | 3,345,000          | 864,000           | 819,000           | 614,000           | 106                                  | 11                                |
| ALASKA            | 221,000            | 64,000            | 63,000            | 42,000            | 13                                   | 5                                 |
| ARIZONA           | 1,215,000          | 339,000           | 330,000           | 267,000           | 47                                   | 9                                 |
| ARKANSAS          | 1,929,000          | 548,000           | 541,000           | 362,000           | 61                                   | 6                                 |
| CALIFORNIA        | 14,899,000         | 4,799,000         | 4,761,000         | 4,169,000         | 183                                  | 36                                |
| COLORADO          | 1,729,000          | 523,000           | 484,000           | 408,000           | 56                                   | 9                                 |
| CONNECTICUT       | 2,425,000          | 724,000           | 706,000           | 658,000           | 30                                   | 9                                 |
| DELAWARE          | 445,000            | 130,000           | 122,000           | 117,000           | 9                                    | 1                                 |
| DIST. OF COLUMBIA | 921,000            | 274,000           | 270,000           | 247,000           | 6                                    | 5                                 |
| FLORIDA           | 4,241,000          | 1,238,000         | 1,208,000         | 954,000           | 148                                  | 23                                |
| GEORGIA           | 3,809,000          | 1,003,000         | 999,000           | 744,000           | 124                                  | 13                                |
| IDAHO             | 666,000            | 201,000           | 194,000           | 145,000           | 33                                   | 6                                 |
| ILLINOIS          | 10,175,000         | 3,095,000         | 3,035,000         | 2,779,000         | 94                                   | 25                                |
| INDIANA           | 4,639,000          | 1,475,000         | 1,421,000         | 1,315,000         | 61                                   | 18                                |
| IOWA              | 2,875,000          | 884,000           | 876,000           | 776,000           | 65                                   | 12                                |
| KANSAS            | 2,275,000          | 724,000           | 672,000           | 571,000           | 47                                   | 10                                |
| KENTUCKY          | 3,209,000          | 883,000           | 865,000           | 617,000           | 78                                   | 9                                 |
| LOUISIANA         | 3,221,000          | 889,000           | 843,000           | 666,000           | 79                                   | 14                                |
| MAINE             | 959,000            | 279,000           | 270,000           | 242,000           | 23                                   | 7                                 |
| MARYLAND          | 3,030,000          | 842,000           | 795,000           | 731,000           | 35                                   | 6                                 |
| MASSACHUSETTS     | 5,125,000          | 1,559,000         | 1,529,000         | 1,418,000         | 58                                   | 12                                |
| MICHIGAN          | 8,099,000          | 2,329,000         | 2,289,000         | 2,095,000         | 95                                   | 19                                |
| MINNESOTA         | 3,325,000          | 969,000           | 946,000           | 814,000           | 63                                   | 11                                |
| MISSISSIPPI       | 2,259,000          | 585,000           | 569,000           | 334,000           | 72                                   | 11                                |
| MISSOURI          | 4,531,000          | 1,359,000         | 1,321,000         | 1,169,000         | 77                                   | 17                                |
| MONTANA           | 674,000            | 211,000           | 197,000           | 122,000           | 32                                   | 10                                |
| NEBRASKA          | 1,519,000          | 461,000           | 450,000           | 373,000           | 33                                   | 11                                |
| NEVADA            | 286,000            | 96,000            | 87,000            | 88,000            | 17                                   | 6                                 |
| NEW HAMPSHIRE     | 584,000            | 174,000           | 170,000           | 155,000           | 16                                   | 2                                 |
| NEW JERSEY        | 5,865,000          | 1,745,000         | 1,731,000         | 1,539,000         | 26                                   | 5                                 |
| NEW MEXICO        | 904,000            | 249,000           | 240,000           | 172,000           | 40                                   | 7                                 |
| NEW YORK          | 17,125,000         | 5,359,000         | 5,285,000         | 4,829,000         | 125                                  | 32                                |
| NORTH CAROLINA    | 4,740,000          | 1,224,000         | 1,198,000         | 905,000           | 135                                  | 17                                |
| NORTH DAKOTA      | 696,000            | 189,000           | 183,000           | 128,000           | 19                                   | 9                                 |
| OHIO              | 9,749,000          | 2,925,000         | 2,845,000         | 2,661,000         | 88                                   | 28                                |
| OKLAHOMA          | 2,378,000          | 739,000           | 718,000           | 676,000           | 55                                   | 14                                |
| OREGON            | 1,879,000          | 596,000           | 587,000           | 447,000           | 71                                   | 9                                 |
| PENNSYLVANIA      | 11,788,000         | 3,829,000         | 3,746,000         | 3,409,000         | 147                                  | 39                                |
| RHODE ISLAND      | 881,000            | 267,000           | 249,000           | 243,000           | 13                                   | 3                                 |
| SOUTH CAROLINA    | 2,510,000          | 623,000           | 605,000           | 454,000           | 70                                   | 11                                |
| SOUTH DAKOTA      | 732,000            | 205,000           | 198,000           | 129,000           | 20                                   | 9                                 |
| TENNESSEE         | 3,695,000          | 1,009,000         | 976,000           | 738,000           | 105                                  | 15                                |
| TEXAS             | 9,695,000          | 2,789,000         | 2,720,000         | 2,149,000         | 238                                  | 49                                |
| UTAH              | 861,000            | 239,000           | 232,000           | 206,000           | 26                                   | 5                                 |
| VERMONT           | 390,000            | 113,000           | 109,000           | 96,000            | 14                                   | 1                                 |
| VIRGINIA          | 3,897,000          | 1,009,000         | 959,000           | 787,000           | 93                                   | 15                                |
| WASHINGTON        | 2,872,000          | 886,000           | 866,000           | 716,000           | 80                                   | 14                                |
| WEST VIRGINIA     | 2,095,000          | 562,000           | 537,000           | 416,000           | 48                                   | 11                                |
| WISCONSIN         | 4,015,000          | 1,156,000         | 1,147,000         | 1,004,000         | 75                                   | 16                                |
| WYOMING           | 341,000            | 100,000           | 96,000            | 54,000            | 22                                   | 5                                 |
| <b>TOTAL</b>      | <b>179,738,000</b> | <b>53,335,000</b> | <b>52,059,000</b> | <b>44,750,000</b> | <b>3,271</b>                         | <b>647</b>                        |

\* Does not include CP's.  
\* FCC Figures.

Because it **works**,  
more advertisers  
use **WOR** radio  
than any other  
New York radio  
or **TV** station.

*Broadcast Advertisers Report, National Spot and Local Advertisers  
WOR - 1440 Broadway, New York 18, N. Y.*

A Division of  *Teleradio Pictures, Inc.*

# AM RADIO STATIONS

## Commercial Stations of the U. S., Territories and Possessions

| Station | City                        | State | Page | Station | City                    | State | Page |
|---------|-----------------------------|-------|------|---------|-------------------------|-------|------|
| CKLW    | Detroit, Mich.              |       | 479  | KASL    | Newcastle, Wyo.         |       | 669  |
| KAAA    | Kingman, Ariz.              |       | 361  | KASM    | Albany, Minn.           |       | 486  |
| KABC    | Los Angeles, Calif.         |       | 373  | KASO    | Minden, La.             |       | 459  |
| KABI    | Ketchikan, Alaska           |       | 359  | KAST    | Astoria, Ore.           |       | 577  |
| KABQ    | Albuquerque, N. M.          |       | 520  | KASY    | Auburn, Wash.           |       | 650  |
| KABR    | Aberdeen, S. D.             |       | 605  | KATE    | Albert Lea, Minn.       |       | 487  |
| KACE    | Riverside, Calif.           |       | 378  | KATI    | Casper, Wyo.            |       | 669  |
| KACT    | Andrews, Tex.               |       | 616  | KATL    | Miles City, Mont.       |       | 510  |
| KACY    | Port Hueneme, Calif.        |       | 377  | KATO    | Reno, Nev.              |       | 515  |
| KADA    | Ada, Okla.                  |       | 572  | KATR    | Corpus Christi, Tex.    |       | 619  |
| KADO    | Marshall, Tex.              |       | 630  | KATT    | Pittsburg, Calif.       |       | 377  |
| KADY    | St. Charles, Mo.            |       | 505  | KATY    | San Luis Obispo, Calif. |       | 381  |
| KAFP    | Petaluma, Calif.            |       | 377  | KATZ    | St. Louis, Mo.          |       | 505  |
| KAFY    | Bakersfield, Calif.         |       | 369  | KAUS    | Austin, Minn.           |       | 487  |
| KAGE    | Winona, Minn.               |       | 491  | KAVE    | Carlsbad, N. M.         |       | 520  |
| KAGH    | Crosett, Ark.               |       | 364  | KAVI    | Rocky Ford, Colo.       |       | 389  |
| KAGR    | Yuba City, Calif.           |       | 383  | KAVL    | Lancaster, Calif.       |       | 373  |
| KAGT    | Anacortes, Wash.            |       | 650  | KAVR    | Apple Valley, Calif.    |       | 369  |
| KAHI    | Auburn, Calif.              |       | 369  | KAWL    | York, Neb.              |       | 514  |
| KAHU    | Waipahu, Hawaii             |       | 421  | KAWT    | Douglas, Ariz.          |       | 360  |
| KAIM    | Honolulu, Hawaii            |       | 419  | KAYE    | Puyallup, Wash.         |       | 653  |
| KAIR    | Tucson, Ariz.               |       | 362  | KAYL    | Storm Lake, Iowa        |       | 444  |
| KAJO    | Grants Pass, Ore.           |       | 578  | KAYO    | Seattle, Wash.          |       | 654  |
| KAKC    | Tulsa, Okla.                |       | 576  | KAYS    | Hays, Kan.              |       | 446  |
| KAKE    | Wichita, Kan.               |       | 448  | KAYT    | Rupert, Idaho           |       | 423  |
| KAKI    | San Antonio, Tex.           |       | 634  | KBAL    | San Saba, Tex.          |       | 635  |
| KALB    | Alexandria, La.             |       | 455  | KBAM    | Longview, Wash.         |       | 652  |
| KALE    | Richland, Wash.             |       | 654  | KBAR    | Burley, Idaho           |       | 421  |
| KALG    | Alamogordo, N. M.           |       | 520  | KBBA    | Benton, Ark.            |       | 364  |
| KALI    | Pasadena, Calif.            |       | 376  | KBBB    | Borger, Tex.            |       | 618  |
| KALL    | Salt Lake City, Utah        |       | 640  | KBBC    | Centerville, Utah       |       | 639  |
| KALM    | Thayer, Mo.                 |       | 508  | KBBS    | Buffalo, Wyo.           |       | 668  |
| KALT    | Atlanta, Tex.               |       | 816  | KBCH    | Oceanlake, Ore.         |       | 580  |
| KALV    | Alva, Okla.                 |       | 572  | KBCL    | Bossier City, La.       |       | 457  |
| KAMD    | Camden, Ark.                |       | 364  | KBOS    | Grand Prairie, Tex.     |       | 626  |
| KAML    | Kenedy, Tex.                |       | 628  | KBEC    | Waxahachie, Tex.        |       | 638  |
| KAMO    | Rogers, Ark.                |       | 368  | KBEE    | Modesto, Calif.         |       | 375  |
| KAMP    | El Centro, Calif.           |       | 371  | KBEL    | Idabel, Okla.           |       | 574  |
| KAMQ    | Amarillo, Tex.              |       | 616  | KBEN    | Carrizo Springs, Tex.   |       | 619  |
| KANA    | Anaconda, Mont.             |       | 508  | KBHM    | Branson, Mo.            |       | 499  |
| KAND    | Corsicana, Tex.             |       | 621  | KBHS    | Hot Springs, Ark.       |       | 365  |
| KANE    | New Iberia, La.             |       | 459  | KBIA    | Columbia, Mo.           |       | 499  |
| KANI    | Kaneohe, Oahu, Hawaii       |       | 420  | KBIF    | Fresno, Calif.          |       | 372  |
| KANN    | Sinton-Corpus Christi, Tex. |       | 636  | KBIG    | Avalon, Calif.          |       | 369  |
| KANO    | Anoka, Minn.                |       | 487  | KBIM    | Roswell, N. M.          |       | 522  |
| KAOK    | Lake Charles, La.           |       | 458  | KBIS    | Bakersfield, Calif.     |       | 369  |
| KAPA    | Raymond, Wash.              |       | 653  | KBIX    | Muskogee, Okla.         |       | 574  |
| KAPB    | Marksville, La.             |       | 459  | KBIZ    | Ottumwa, Iowa           |       | 443  |
| KAPR    | Douglas, Ariz.              |       | 360  | KBKC    | Kansas City, Mo.        |       | 503  |
| KARE    | Atchison, Kan.              |       | 444  | KBKR    | Baker, Ore.             |       | 577  |
| KARK    | Little Rock, Ark.           |       | 366  | KBKW    | Aberdeen, Wash.         |       | 650  |
| KARM    | Fresno, Calif.              |       | 372  | KBLA    | Burbank, Calif.         |       | 370  |
| KARS    | San Antonio, Tex.           |       | 634  | KBLF    | Red Bluff, Calif.       |       | 377  |
| KART    | Jerome, Idaho               |       | 422  | KBLI    | Blackfoot, Idaho        |       | 421  |
| KARY    | Prosser, Wash.              |       | 653  | KBLO    | Hot Springs, Ark.       |       | 365  |
| KASA    | Elk City, Okla.             |       | 573  | KBLT    | Big Lake, Tex.          |       | 617  |
| KASH    | Eugene, Ore.                |       | 578  | KBMI    | Henderson, Nev.         |       | 514  |
| KASI    | Ames, Iowa                  |       | 439  | KBMN    | Bozeman, Mont.          |       | 509  |
| KASK    | Ontario, Calif.             |       | 376  | KBMO    | Benson, Minn.           |       | 487  |

## When Stations Change Hands —

Knowing where the buyers are solves half the problem for a seller.

Knowing where the sellers are solves half the problem for a buyer.

Those are the halves that we know.

The other half depends on telling us your situation so we can go to work for you.

## **ALLEN KANDER AND COMPANY**

**Negotiators for the Purchase and Sale of Important  
Radio and Television Stations**

**WASHINGTON** 1625 Eye Street N.W. **NAtional 8-1990**  
**NEW YORK** 60 East 42nd Street **MUrray Hill 7-4242**

| Station | City                  | State  | Page | Station | City           | State  | Page |
|---------|-----------------------|--------|------|---------|----------------|--------|------|
| KBMW    | Breckenridge          | Minn.  | 487  | KKCC    | San Bernardino | Calif. | 378  |
| KBMX    | Coolinga              | Calif. | 371  | KCKN    | Kansas City    | Kan.   | 446  |
| KBMY    | Billings              | Mont.  | 508  | KCKY    | Coolidge       | Ariz.  | 360  |
| KBND    | Bend                  | Ore.   | 577  | KCLA    | Pine Bluff     | Ark.   | 367  |
| KBNZ    | La Junta              | Colo.  | 387  | KCLE    | Cleburne       | Tex.   | 619  |
| KBOA    | Kennett               | Mo.    | 504  | KCLF    | Clifton        | Ariz.  | 360  |
| KBOE    | Oskaloosa             | Iowa   | 443  | KCLN    | Clinton        | Iowa   | 440  |
| KBOI    | Boise                 | Idaho  | 421  | KCLO    | Leavenworth    | Kan.   | 447  |
| KBOK    | Malvern               | Ark.   | 366  | KCLP    | Rayville       | La.    | 460  |
| KBOL    | Boulder               | Colo.  | 384  | KCLS    | Flagstaff      | Ariz.  | 360  |
| KBOM    | Bismarck-Mandan       | N. D.  | 561  | KCLV    | Clovis         | N. M.  | 521  |
| KBON    | Omaha                 | Neb.   | 513  | KCLW    | Hamilton       | Tex.   | 626  |
| KBOP    | Pleasanton            | Tex.   | 633  | KCLX    | Collax         | Wash.  | 651  |
| KBOR    | Brownsville           | Tex.   | 618  | KCMC    | Texarkana      | Tex.   | 637  |
| KBOW    | Butte                 | Mont.  | 509  | KCMJ    | Palm Springs   | Calif. | 376  |
| KBOX    | Dallas                | Tex.   | 622  | KCMO    | Kansas City    | Mo.    | 503  |
| KBOY    | Medford               | Ore.   | 579  | KCMR    | McCamey        | Tex.   | 630  |
| KBRC    | Mount Vernon          | Wash.  | 653  | KCMS    | Manitou Spring | Colo.  | 387  |
| KBRK    | Brookings             | S. D.  | 605  | KCNA    | Tucson         | Ariz.  | 362  |
| KBRL    | McCook                | Neb.   | 512  | KCNI    | Broken Bow     | Neb.   | 511  |
| KBRO    | Bremerton             | Wash.  | 651  | KCNO    | Alturas        | Calif. | 368  |
| KBRS    | Springdale            | Ark.   | 368  | KCNY    | San Marcos     | Tex.   | 635  |
| KBRV    | Soda Springs          | Idaho  | 423  | KCOB    | Newton         | Iowa   | 443  |
| KBRX    | O'Neill               | Neb.   | 513  | KCOG    | Centerville    | Iowa   | 440  |
| KBRZ    | Freeport              | Tex.   | 626  | KCOH    | Houston        | Tex.   | 627  |
| KBSF    | Springhill            | La.    | 461  | KCOK    | Tulare         | Calif. | 382  |
| KBST    | Big Spring            | Tex.   | 617  | KCOL    | Ft. Collins    | Colo.  | 386  |
| KBTA    | Batesville            | Ark.   | 364  | KCON    | Conway         | Ark.   | 364  |
| KBTK    | Missoula              | Mont.  | 510  | KCOR    | San Antonio    | Tex.   | 634  |
| KBTM    | Jonesboro             | Ark.   | 366  | KCOW    | Alliance       | Neb.   | 511  |
| KBTN    | Neosho                | Mo.    | 504  | KCOY    | Santa Maria    | Calif. | 382  |
| KBTO    | El Dorado             | Kan.   | 445  | KCRA    | Sacramento     | Calif. | 378  |
| KBUC    | Corona                | Calif. | 371  | KCRB    | Chanute        | Kan.   | 445  |
| KBUD    | Athens                | Tex.   | 616  | KCRC    | Enid           | Okla.  | 573  |
| KBUH    | Brigham City          | Utah   | 638  | KCRE    | Crescent City  | Calif. | 371  |
| KBUN    | Bemidji               | Minn.  | 487  | KCRG    | Cedar Rapids   | Iowa   | 440  |
| KBUR    | Burlington            | Iowa   | 439  | KCRS    | Midland        | Tex.   | 631  |
| KBUS    | Mexia                 | Tex.   | 631  | KCRT    | Trinidad       | Colo.  | 389  |
| KBUZ    | Phoenix               | Ariz.  | 361  | KCRV    | Caruthersville | Mo.    | 499  |
| KBVM    | Lancaster             | Calif. | 373  | KCSJ    | Pueblo         | Colo.  | 387  |
| KBWD    | Brownwood             | Tex.   | 618  | KCSR    | Chadron        | Neb.   | 511  |
| KBYE    | Oklahoma City         | Okla.  | 574  | KCTI    | Gonzales       | Tex.   | 626  |
| KBYG    | Big Spring            | Tex.   | 618  | KCTX    | Childress      | Tex.   | 619  |
| KBYR    | Anchorage             | Alaska | 359  | KCUB    | Tucson         | Ariz.  | 363  |
| KBZY    | Salem                 | Ore.   | 583  | KCUE    | Red Wing       | Minn.  | 490  |
| KCAL    | Redlands              | Calif. | 377  | KCVL    | Fort Worth     | Tex.   | 625  |
| KCAP    | Helena                | Mont.  | 510  | KCVL    | Colville       | Wash.  | 651  |
| KCAR    | Clarksville           | Tex.   | 619  | KCVR    | Lodi           | Calif. | 373  |
| KCBC    | Des Moines            | Iowa   | 441  | KCYL    | Lampasas       | Tex.   | 629  |
| KCBD    | Lubbock               | Tex.   | 630  | KDAC    | Fort Bragg     | Calif. | 372  |
| KCBQ    | San Diego             | Calif. | 379  | KDAL    | Duluth         | Minn.  | 487  |
| KCBS    | San Francisco         | Calif. | 379  | KDAN    | Eureka         | Calif. | 371  |
| KCCO    | Lawton                | Okla.  | 574  | KDAV    | Lubbock        | Tex.   | 629  |
| KCCT    | Corpus Christi        | Tex.   | 621  | KDAY    | Hollywood      | Calif. | 373  |
| KCEE    | Tucson                | Ariz.  | 362  | KDB     | Santa Barbara  | Calif. | 381  |
| KCFH    | Cuero                 | Tex.   | 621  | KDBC    | Mansfield      | La.    | 458  |
| KCHA    | Charles City          | Iowa   | 440  | KDBM    | Dillon         | Mont.  | 509  |
| KCHE    | Cherokee              | Iowa   | 440  | KDBS    | Alexandria     | La.    | 455  |
| KCHI    | Chillicothe           | Mo.    | 499  | KDDD    | Dumas          | Tex.   | 623  |
| KCHJ    | Delano                | Calif. | 371  | KDDW    | Kingstree      | S. C.  | 603  |
| KCHR    | Charleston            | Mo.    | 499  | KDEC    | Decorah        | Iowa   | 441  |
| KCHS    | Truth or Consequences | N. M.  | 523  | KDEF    | Albuquerque    | N. M.  | 520  |
| KCHV    | Coachella             | Calif. | 370  | KDEN    | Denver         | Colo.  | 385  |
| KCID    | Caldwell              | Idaho  | 421  | KDEO    | El Cajon       | Calif. | 371  |
| KCIJ    | Shreveport            | La.    | 461  | KDES    | Palm Springs   | Calif. | 376  |
| KCIL    | Houma                 | La.    | 458  | KDET    | Center         | Tex.   | 619  |
| KCIM    | Carroll               | Iowa   | 440  | KDEX    | Dexter         | Mo.    | 501  |
| KCJB    | Minot                 | N. D.  | 562  | KDGO    | Durango        | Colo.  | 386  |



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# “we’re going great with Radio Press”

This quote is from only one of many complimentary letters received from our subscriber stations; in this case Duncan Mounsey, Executive Vice President and General Manager of WPTR, Albany.

And these stations have come to recognize the advantages of **exclusive-in-the-market** RADIO PRESS service:

- Complete foreign, national and Washington coverage... at low cost... all in one quality package.
- Seven-days-a-week service, with round-the-clock standby for fast breaks; top quality transmission.
- Highest professional standards, backed by full-time news bureaus and experienced correspondents around the world.
- Stability of operation and policy in the face of an uncertain period in radio.

***Here's what some other RADIO PRESS subscribers say:***

“We have made capital... not only of spot news but also of your recent interviews with Errol Flynn and Ernest Hemingway... the sponsors of our newscasts have commented quite favorably... we freely credit the excellent service you are giving us.”

WWDC, Washington, D. C.

“...your excellent ‘voiced’ news service has gained favorable comment among our listeners.”

WGN, Chicago, Ill.

*For free audition record and further details, call, write or wire:*

**RADIO PRESS**

18 East 50th St., N. Y. 22, N. Y., PL 3-3822 • George Hamilton Combs, Pres.; Stewart Barthelmess, Vice-Pres.

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| Station | City            | State         | Page |
|---------|-----------------|---------------|------|
| KDHL    | Faribault,      | Minn.         | 488  |
| KDIO    | Ortonville,     | Minn.         | 490  |
| KDIX    | Dickinson,      | N. D.         | 561  |
| KDJI    | Holbrook,       | Ariz.         | 360  |
| KDKA    | Pittsburgh,     | Pa.           | 594  |
| KDKD    | Clinton,        | Mo.           | 499  |
| KDLA    | DeRidder,       | La.           | 457  |
| KDLK    | Del Rio,        | Tex.          | 623  |
| KDLM    | Detroit Lakes,  | Minn.         | 487  |
| KDLR    | Devils Lake,    | N. D.         | 561  |
| KDMA    | Montevideo,     | Minn.         | 489  |
| KDMO    | Carthage,       | Mo.           | 499  |
| KDMS    | El Dorado,      | Ark.          | 364  |
| KDNT    | Denton,         | Tex.          | 623  |
| KDOK    | Tyler,          | Tex.          | 637  |
| KDON    | Salinas,        | Calif.        | 378  |
| KDOT    | Reno,           | Nev.          | 515  |
| KDOV    | Medford,        | Ore.          | 580  |
| KDQN    | De Queen,       | Ark.          | 364  |
| KDRO    | Sedalia,        | Mo.           | 506  |
| KDRS    | Paragould,      | Ark.          | 367  |
| KDSJ    | Deadwood,       | S. D.         | 605  |
| KDSN    | Denison,        | Iowa          | 441  |
| KDSX    | Denison,        | Sherman, Tex. | 623  |
| KDTA    | Delta,          | Colo.         | 384  |
| KDTH    | Dubuque,        | Iowa          | 441  |
| KDUB    | Lubbock,        | Tex.          | 629  |
| KDUZ    | Hutchinson,     | Minn.         | 488  |
| KDWT    | Stamford,       | Tex.          | 636  |
| KDXU    | St. George,     | Utah          | 640  |
| KDYL    | Salt Lake City, | Utah          | 640  |
| KDZA    | Pueblo,         | Colo.         | 387  |
| KEAN    | Brownwood,      | Tex.          | 618  |

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|---------|---------------------|--------|------|
| KEAP    | Fresno,             | Calif. | 372  |
| KEBE    | Jacksonville,       | Tex.   | 628  |
| KECK    | Odessa,             | Tex.   | 632  |
| KEDO    | Longview,           | Wash.  | 652  |
| KEED    | Springfield,        | Ore.   | 583  |
| KEEL    | Shreveport,         | La.    | 461  |
| KEEN    | San Jose,           | Calif. | 380  |
| KEEP    | Twin Falls,         | Idaho  | 423  |
| KELA    | Centralia-Chehalis, | Wash.  | 651  |
| KELD    | El Dorado,          | Ark.   | 364  |
| KELK    | Elko,               | Nev.   | 514  |
| KELO    | Sioux Falls,        | S. D.  | 606  |
| KELP    | El Paso,            | Tex.   | 624  |
| KELY    | Ely,                | Nev.   | 514  |
| KENA    | Mena,               | Ark.   | 367  |
| KENE    | Toppenish,          | Wash.  | 656  |
| KENI    | Anchorage,          | Alaska | 359  |
| KENL    | Arcata,             | Calif. | 369  |
| KENM    | Portales,           | N. M.  | 522  |
| KENN    | Farmington,         | N. M.  | 521  |
| KENO    | Las Vegas,          | Nev.   | 514  |
| KENS    | San Antonio,        | Tex.   | 634  |
| KENT    | Shreveport,         | La.    | 461  |
| KENY    | Bellingham,         | Wash.  | 651  |
| KEPR    | Kennewick,          | Wash.  | 652  |
| KEPS    | Eagle Pass,         | Tex.   | 624  |
| KERB    | Kermit,             | Tex.   | 628  |
| KERC    | Eastland,           | Tex.   | 624  |
| KERG    | Eugene,             | Ore.   | 578  |
| KERN    | Bakersfield,        | Calif. | 369  |
| KERV    | Kerrville,          | Tex.   | 628  |
| KETX    | Livingston,         | Tex.   | 629  |
| KEUN    | Eunice,             | La.    | 457  |

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| KEVL    | — White Castle, La.     |       | 463  |
| KEVT    | — Tucson, Ariz.         |       | 333  |
| KEX     | — Portland, Ore.        |       | 580  |
| KEXO    | — Grand Junction, Colo. |       | 386  |
| KEYE    | — Perryton, Tex.        |       | 633  |
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| KEYV    | — Provo, Utah           |       | 639  |
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| KFAB    | — Omaha, Neb.           |       | 513  |
| KFAC    | — Los Angeles, Calif.   |       | 374  |
| KFAL    | — Fulton, Mo.           |       | 501  |
| KFAM    | — St. Cloud, Minn.      |       | 490  |
| KFAR    | — Fairbanks, Alaska     |       | 359  |
| KFAY    | — Fayetteville, Ark.    |       | 364  |
| KFBB    | — Great Falls, Mont.    |       | 509  |
| KFBC    | — Cheyenne, Wyo.        |       | 639  |
| KFBI    | — Wichita, Kan.         |       | 448  |
| KFBK    | — Sacramento, Calif.    |       | 378  |
| KFDA    | — Amarillo, Tex.        |       | 616  |
| KFDM    | — Beaumont, Tex.        |       | 617  |
| KFDR    | — Grand Coulee, Wash.   |       | 652  |
| KFEL    | — Pueblo, Colo.         |       | 389  |
| KFEQ    | — St. Joseph, Mo.       |       | 505  |
| KFFA    | — Helena, Ark.          |       | 365  |
| KFGO    | — Fargo, N. D.          |       | 561  |
| KFH     | — Wichita, Kan.         |       | 448  |
| KFHA    | — Lakewood, Wash.       |       | 652  |
| KFI     | — Los Angeles, Calif.   |       | 374  |
| KFIR    | — North Bend, Ore.      |       | 580  |
| KFIV    | — Modesto, Calif.       |       | 375  |

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| KFJB    | — Marshalltown, Iowa    |       | 442  |
| KFJI    | — Klamath Falls, Ore.   |       | 579  |
| KFJZ    | — Fort Worth, Tex.      |       | 625  |
| KFKA    | — Greeley, Colo.        |       | 386  |
| KFKF    | — Bellevue, Wash.       |       | 650  |
| KFLD    | — Floydada, Tex.        |       | 625  |
| KFLJ    | — Walsenburg, Colo.     |       | 389  |
| KFLW    | — Klamath Falls, Ore.   |       | 579  |
| K-FLY   | — Corvallis, Ore.       |       | 578  |
| KFMA    | — Davenport, Iowa       |       | 441  |
| KFMB    | — San Diego, Calif.     |       | 379  |
| KFMJ    | — Tulsa, Okla.          |       | 576  |
| KFML    | — Denver, Colo.         |       | 385  |
| KFMO    | — Flat River, Mo.       |       | 501  |
| KFNF    | — Shenandoah, Iowa      |       | 443  |
| KFNY    | — Ferriday, La.         |       | 457  |
| KFOR    | — Lincoln, Neb.         |       | 512  |
| KFOX    | — Long Beach, Calif.    |       | 373  |
| KFPW    | — Fort Smith, Ark.      |       | 365  |
| KFQD    | — Anchorage, Alaska     |       | 359  |
| KFRB    | — Fairbanks, Alaska     |       | 359  |
| KFRC    | — San Francisco, Calif. |       | 380  |
| KFRD    | — Rosenberg, Tex.       |       | 633  |
| KFRE    | — Fresno, Calif.        |       | 372  |
| KFRM    | — Concordia, Kan.       |       | 445  |
| KFRO    | — Longview, Tex.        |       | 629  |
| KFRU    | — Columbia, Mo.         |       | 501  |
| KFSA    | — Fort Smith, Ark.      |       | 365  |
| KFSB    | — Joplin, Mo.           |       | 501  |
| KFSK    | — Denver, Colo.         |       | 385  |
| KFSD    | — San Diego, Calif.     |       | 379  |
| KFST    | — Ft. Stockton, Tex.    |       | 625  |

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| Station | City           | State  | Page | Station | City             | State  | Page |
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| KFTM    | Fort Morgan    | Colo.  | 386  | KGFX    | Pierre           | S. D.  | 606  |
| KFTV    | Paris          | Tex.   | 632  | KGGF    | Coffeyville      | Kan.   | 445  |
| KFUN    | Las Vegas      | N. M.  | 522  | KGGM    | Albuquerque      | N. M.  | 520  |
| KFVS    | Cape Girardeau | Mo.    | 499  | KGHF    | Pueblo           | Colo.  | 389  |
| KFWB    | Hollywood      | Calif. | 373  | KGHI    | Little Rock      | Ark.   | 366  |
| KFXD    | Nampa          | Idaho  | 422  | KGHL    | Billings         | Mont.  | 508  |
| KFXM    | San Bernardino | Calif. | 379  | KGHM    | Brookfield       | Mo.    | 499  |
| KFYN    | Bonham         | Tex.   | 618  | KGIL    | San Fernando     | Calif. | 379  |
| KFYO    | Lubbock        | Tex.   | 630  | KGIW    | Alamosa          | Colo.  | 384  |
| KFYR    | Bismarck       | N. D.  | 561  | KGKB    | Tyler            | Tex.   | 637  |
| KGA     | Spokane        | Wash.  | 655  | KGKL    | San Angelo       | Tex.   | 634  |
| KGAF    | Gainesville    | Tex.   | 626  | KGKO    | Dallas           | Tex.   | 622  |
| KGAK    | Gallup         | N. M.  | 521  | KGLC    | Miami            | Okla.  | 574  |
| KGAL    | Lebanon        | Ore.   | 579  | KGLN    | Glenwood Springs | Colo.  | 386  |
| KGAN    | Bastrop        | La.    | 456  | KGLO    | Mason City       | Iowa   | 443  |
| KGAS    | Carthage       | Tex.   | 619  | KGLU    | Safford          | Ariz.  | 362  |
| KGAY    | Salem          | Ore.   | 583  | KGMB    | Honolulu         | Hawaii | 419  |
| KGB     | San Diego      | Calif. | 379  | KGMC    | Englewood        | Colo.  | 386  |
| KGBC    | Galveston      | Tex.   | 626  | KGMO    | Cape Girardeau   | Mo.    | 499  |
| KGBT    | Harlingen      | Tex.   | 626  | KGMS    | Sacramento       | Calif. | 378  |
| KGBX    | Springfield    | Mo.    | 507  | KGNB    | New Braunfels    | Tex.   | 631  |
| KGCX    | Sidney         | Mont.  | 511  | KGNC    | Amarillo         | Tex.   | 616  |
| KGDE    | Fergus Falls   | Minn.  | 488  | KGNO    | Dodge City       | Kan.   | 445  |
| KGDN    | Edmonds        | Wash.  | 651  | KGO     | San Francisco    | Calif. | 380  |
| KGEE    | Bakersfield    | Calif. | 369  | KGOL    | Golden           | Colo.  | 386  |
| KGEK    | Sterling       | Colo.  | 389  | KGON    | Oregon City      | Ore.   | 580  |
| KGEM    | Boise          | Idaho  | 421  | KGOS    | Torrington       | Wyo.   | 670  |
| KGEN    | Tulare         | Calif. | 383  | KGPC    | Grafton          | N. D.  | 561  |
| KGER    | Long Beach     | Calif. | 373  | KGRI    | Henderson        | Tex.   | 626  |
| KGEZ    | Kalispell      | Mont.  | 510  | KGRN    | Grinnell         | Iowa   | 442  |
| KGFF    | Shawnee        | Okla.  | 575  | KGRO    | Gresham          | Ore.   | 579  |
| KGfJ    | Los Angeles    | Calif. | 374  | KGRT    | Las Cruces       | N. M.  | 521  |
| KGFL    | Roswell        | N. M.  | 522  | KGST    | Fresno           | Calif. | 372  |
| KGFW    | Kearney        | Neb.   | 512  | KGU     | Honolulu         | Hawaii | 419  |



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|---------|---------------------------|-------|------|---------|---------------------------|-------|------|
| KGVL    | Greenville, Tex.          |       | 626  | KINE    | Kingsville, Tex.          |       | 629  |
| KGVO    | Missoula, Mont.           |       | 510  | KING    | Seattle, Wash.            |       | 654  |
| KGW     | Portland, Ore.            |       | 581  | KINS    | Eureka, Calif.            |       | 371  |
| KGWA    | Enid, Okla.               |       | 573  | KINY    | Juneau, Alaska            |       | 359  |
| KGY     | Olympia, Wash.            |       | 653  | KIOA    | Des Moines, Iowa          |       | 441  |
| KGYN    | Guymon, Okla.             |       | 573  | KIOX    | Bay City, Tex.            |       | 617  |
| KHAM    | Albuquerque, N. M.        |       | 520  | KIPA    | Hilo, Hawaii              |       | 419  |
| KHAS    | Hastings, Neb.            |       | 512  | KIRO    | Seattle, Wash.            |       | 654  |
| KHAT    | Phoenix, Ariz.            |       | 361  | KIRT    | McAllen-Mission, Tex.     |       | 630  |
| KHBC    | Hilo, Hawaii              |       | 419  | KIRX    | Kirksville, Mo.           |       | 504  |
| KHBG    | Okmulgee, Okla.           |       | 575  | KISD    | Sioux Falls, S. D.        |       | 606  |
| KHBM    | Monticello, Ark.          |       | 367  | KIST    | Santa Barbara, Calif.     |       | 381  |
| KHBR    | Hillsboro, Tex.           |       | 627  | KIT     | Yakima, Wash.             |       | 657  |
| KHCD    | Clifton, Ariz.            |       | 360  | KITE    | San Antonio, Tex.         |       | 634  |
| KHEM    | Big Spring, Tex.          |       | 618  | KITI    | Chehalis-Centralia, Wash. |       | 651  |
| KHEN    | Henryetta, Okla.          |       | 574  | KIIN    | Olympia, Wash.            |       | 653  |
| KHEP    | Phoenix, Ariz.            |       | 361  | KITO    | San Bernardino, Calif.    |       | 379  |
| KHEY    | El Paso, Tex.             |       | 624  | KIUL    | Garden City, Kan.         |       | 445  |
| KHFH    | Sierra Vista, Ariz.       |       | 362  | KIUN    | Pecos, Tex.               |       | 633  |
| KHHH    | Pampa, Tex.               |       | 632  | KIUP    | Durango, Colo.            |       | 386  |
| KHIL    | Brighton, Colo.           |       | 384  | KIVY    | Crockett, Tex.            |       | 621  |
| KHIT    | Walla Walla, Wash.        |       | 656  | KIWW    | San Antonio, Tex.         |       | 634  |
| KHJ     | Los Angeles, Calif.       |       | 374  | KIXL    | Dallas, Tex.              |       | 622  |
| KHMO    | Hannibal, Mo.             |       | 501  | KIXX    | Provo, Utah               |       | 639  |
| KHOB    | Hobbs, N. M.              |       | 521  | KIYI    | Shelby, Mont.             |       | 511  |
| KHOG    | Fayetteville, Ark.        |       | 365  | KJAN    | Atlantic, Iowa            |       | 439  |
| KHON    | Honolulu, Hawaii          |       | 419  | KJAY    | Topeka, Kan.              |       | 448  |
| KHOT    | Madera, Calif.            |       | 374  | KJBC    | Midland, Tex.             |       | 631  |
| KHOW    | Denver, Colo.             |       | 385  | KJBS    | San Francisco, Calif.     |       | 380  |
| KHOZ    | Harrison, Ark.            |       | 365  | KJCF    | Festus, Mo.               |       | 501  |
| KHQ     | Spokane, Wash.            |       | 655  | KICK    | Junction City, Kan.       |       | 446  |
| KHSL    | Chico, Calif.             |       | 370  | KJEF    | Jennings, La.             |       | 458  |
| KHUB    | Fremont, Neb.             |       | 511  | KJET    | Beaumont, Tex.            |       | 617  |
| KHUZ    | Borger, Tex.              |       | 618  |         |                           |       |      |
| KHVH    | Honolulu, Hawaii          |       | 419  |         |                           |       |      |
| KIBE    | Palo Alto, Calif.         |       | 376  |         |                           |       |      |
| KIBH    | Seward, Alaska            |       | 359  |         |                           |       |      |
| KIBL    | Beeville, Tex.            |       | 617  |         |                           |       |      |
| KIBS    | Bishop, Calif.            |       | 370  |         |                           |       |      |
| KICA    | Clovis, N. M.             |       | 521  |         |                           |       |      |
| KICD    | Spencer, Iowa             |       | 444  |         |                           |       |      |
| KICK    | Springfield, Mo.          |       | 507  |         |                           |       |      |
| KICO    | Calexico, Calif.          |       | 370  |         |                           |       |      |
| KID     | Idaho Falls, Idaho        |       | 422  |         |                           |       |      |
| KIDD    | Monterey, Calif.          |       | 375  |         |                           |       |      |
| KIDO    | Boise, Idaho              |       | 421  |         |                           |       |      |
| KIEM    | Eureka, Calif.            |       | 371  |         |                           |       |      |
| KIEV    | Glendale, Calif.          |       | 372  |         |                           |       |      |
| KIFI    | Idaho Falls, Idaho        |       | 422  |         |                           |       |      |
| KIFN    | Phoenix, Ariz.            |       | 361  |         |                           |       |      |
| KIFW    | Sitka, Alaska             |       | 359  |         |                           |       |      |
| KIHN    | Hugo, Okla.               |       | 574  |         |                           |       |      |
| KIHO    | Sioux Falls, S. D.        |       | 606  |         |                           |       |      |
| KIHR    | Hood River, Ore.          |       | 579  |         |                           |       |      |
| KIJV    | Huron, S. D.              |       | 606  |         |                           |       |      |
| KIKI    | Honolulu, Hawaii          |       | 420  |         |                           |       |      |
| KIKK    | Bakersfield, Calif.       |       | 369  |         |                           |       |      |
| KIKO    | Globe-Miami, Ariz.        |       | 360  |         |                           |       |      |
| KIKS    | Sulphur-Lake Charles, La. |       | 461  |         |                           |       |      |
| KILA    | Hilo, Hawaii              |       | 419  |         |                           |       |      |
| KILO    | Grand Forks, N. D.        |       | 561  |         |                           |       |      |
| KILT    | Houston, Tex.             |       | 627  |         |                           |       |      |
| KIMA    | Yakima, Wash.             |       | 657  |         |                           |       |      |
| KIML    | Gillette, Wyo.            |       | 669  |         |                           |       |      |
| KIMM    | Denver, Colo.             |       | 385  |         |                           |       |      |
| KIMO    | Independence, Mo.         |       | 501  |         |                           |       |      |
| KIMP    | Mount Pleasant, Tex.      |       | 631  |         |                           |       |      |
| KIND    | Independence, Kan.        |       | 446  |         |                           |       |      |

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| KLIF    | — Dallas,          | Tex.   | 622  |
| KLIK    | — Jefferson City,  | Mo.    | 501  |
| KLIL    | — Estherville,     | Iowa   | 442  |
| KLIN    | — Lincoln,         | Neb.   | 512  |
| KLIQ    | — Portland,        | Ore.   | 581  |
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| KLMR    | — Lamar,           | Colo.  | 387  |
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| KLMX    | — Clayton,         | N. M.  | 521  |
| KLO     | — Ogden,           | Utah   | 639  |
| KLOG    | — Kelso,           | Wash.  | 652  |
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| KLOK    | — San Jose,        | Calif. | 381  |
| KLOO    | — Corvallis,       | Ore.   | 578  |
| KLOQ    | — Yakima,          | Wash.  | 657  |
| KLOS    | — Albuquerque,     | N. M.  | 520  |
| KLOU    | — Lake Charles,    | La.    | 458  |
| KLOV    | — Loveland,        | Colo.  | 387  |
| KLPL    | — Lake Providence, | La.    | 458  |
| KLPM    | — Minot,           | N. D.  | 562  |
| KLPR    | — Oklahoma City,   | Okla.  | 575  |
| KLPW    | — Union,           | Mo.    | 508  |
| KLRA    | — Little Rock,     | Ark.   | 366  |
| KLRS    | — Mountain Grove,  | Mo.    | 504  |
| KLTF    | — Little Falls,    | Minn.  | 488  |
| KLTI    | — Longview,        | Tex.   | 629  |
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| KLVC    | — Leadville,      | Colo.  | 387  |
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| KLX     | — Oakland,        | Calif. | 375  |
| KLYD    | — Bakersfield,    | Calif. | 369  |
| KLYK    | — Spokane,        | Wash.  | 655  |
| KLYN    | — Amarillo,       | Tex.   | 616  |
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| KMCM    | — McMinnville,    | Ore.   | 579  |
| KMCO    | — Conroe,         | Tex.   | 619  |
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| KMED    | — Medford,        | Ore.   | 580  |
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| KMHT    | — Marshall,       | Tex.   | 630  |
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| KPMC    | Bakersfield         | Calif. | 369  | KRLN    | Canon City      | Colo.  | 384  |
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| KPOJ    | Portland            | Ore.   | 581  | KRMG    | Tulsa           | Okla.  | 576  |
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| KPRB    | Redmond             | Ore.   | 581  | KRNY    | Kearney         | Neb.   | 512  |
| KPRC    | Houston             | Tex.   | 627  | KROC    | Rochester       | Minn.  | 490  |
| KPRK    | Livingston          | Mont.  | 510  | KROD    | El Paso         | Tex.   | 624  |
| KPRL    | Paso Robles         | Calif. | 377  | KROF    | Abbeville       | La.    | 455  |
| KPRO    | Riverside           | Calif. | 378  | KROG    | Sonora          | Calif. | 382  |
| KPRS    | Kansas City         | Mo.    | 503  | KROP    | Brawley         | Calif. | 370  |
| KPSO    | Falfurrias          | Tex.   | 625  | KROS    | Clinton         | Iowa   | 440  |
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| KPUG    | Bellingham          | Wash.  | 651  | KROY    | Sacramento      | Calif. | 378  |
| KPVA    | Camas               | Wash.  | 651  | KRPL    | Moscow          | Idaho  | 422  |
| KQDI    | Bismarck            | N. D.  | 561  | KRRV    | Sherman-Denison | Tex.   | 636  |
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| KRBA    | Lufkin              | Tex.   | 630  | KRWC    | Forest Grove    | Ore.   | 578  |
| KRBC    | Abilene             | Tex.   | 615  | KRXX    | Rexburg         | Idaho  | 423  |
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| KRDO    | Colorado Springs    | Colo.  | 384  | KSEW    | Salinas         | Calif. | 378  |
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| KREX    | Grand Junction      | Colo.  | 386  | KSEL    | Lubbock         | Tex.   | 630  |
| KRFO    | Owatonna            | Minn.  | 490  | KSEM    | Moses Lake      | Wash.  | 652  |
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| KRIO    | McAllen             | Tex.   | 630  | KSFO    | San Francisco   | Calif. | 380  |
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| KSIS    | Sedalia, Mo.                |       | 507  | KTHS    | Little Rock, Ark.        |       | 366  |
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| KSLM    | Salem, Ore.                 |       | 583  | KTJS    | Hobart, Okla.            |       | 574  |
| KSLQ    | Opelousas, La.              |       | 460  | KTKN    | Ketchikan, Alaska        |       | 359  |
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| KSNY    | Snyder, Tex.                |       | 636  | KTLO    | Tahlequah, Okla.         |       | 576  |
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| KSOO    | Sioux Falls, S. D.          |       | 606  | KTML    | Marked Tree, Ark.        |       | 366  |
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| KSPI    | Stillwater, Okla.           |       | 576  | KTNT    | Tacoma, Wash.            |       | 656  |
| KSPL    | Diboll, Tex.                |       | 624  | KTOE    | Mankato, Minn.           |       | 488  |
| KSPR    | Casper, Wyo.                |       | 669  | KTOH    | Lihue, Kauai, Hawaii     |       | 420  |
| KSPT    | Sandpoint, Idaho            |       | 423  | KTOK    | Oklahoma City, Okla.     |       | 575  |
| KSRC    | Socorro, N. M.              |       | 522  | KTOO    | Henderson, Nev.          |       | 514  |
| KSRO    | Santa Rosa, Calif.          |       | 382  | KTOP    | Topeka, Kan.             |       | 448  |
| KSRV    | Ontario, Ore.               |       | 580  | KTOW    | Oklahoma City, Okla.     |       | 575  |
| KSST    | Sulphur Springs, Tex.       |       | 636  | KTRB    | Modesto, Calif.          |       | 375  |
| KSTA    | Coleman, Tex.               |       | 619  | KTRC    | Santa Fe, N. M.          |       | 522  |
| KSIB    | Breckenridge, Tex.          |       | 618  | KTRE    | Lufkin, Tex.             |       | 630  |
| KSTL    | St. Louis, Mo.              |       | 506  | KTRF    | Thief River Falls, Minn. |       | 491  |
| KSTN    | Stockton, Calif.            |       | 382  | KTRH    | Houston, Tex.            |       | 628  |
| KSTP    | St. Paul-Minneapolis, Minn. |       | 491  | KTRI    | Sioux City, Iowa         |       | 444  |
| KSTR    | Grand Junction, Colo.       |       | 386  | KTRM    | Baumont, Tex.            |       | 617  |
| KSTT    | Davenport, Iowa             |       | 441  | KTRN    | Wichita Falls, Tex.      |       | 638  |
| KSTV    | Stephenville, Tex.          |       | 636  | KTRY    | Bastrop, La.             |       | 456  |
| KSUB    | Cedar City, Utah            |       | 638  | KISM    | El Paso, Tex.            |       | 625  |
| KSUE    | Susanville, Calif.          |       | 382  | KTTN    | Trenton, Mo.             |       | 508  |
| KSUM    | Fairmont, Minn.             |       | 488  | KTRR    | Rolla, Mo.               |       | 505  |
| KSUN    | Bisbee, Ariz.               |       | 360  | KTIS    | Springfield, Mo.         |       | 507  |
| KSVL    | Richfield, Utah             |       | 640  | KTUC    | Tucson, Ariz.            |       | 363  |
| KSVP    | Artesia, N. M.              |       | 520  | KTUE    | Tulsa, Tex.              |       | 637  |
| KSWA    | Graham, Tex.                |       | 626  | KTUL    | Tulsa, Okla.             |       | 576  |
| KSWI    | Council Bluffs, Iowa        |       | 440  | KTUR    | Turlock, Calif.          |       | 383  |
| KSWO    | Lawton, Okla.               |       | 574  | KTUT    | Tooele City, Utah        |       | 641  |
| KSWS    | Roswell, N. M.              |       | 522  | KTW     | Seattle, Wash.           |       | 655  |
| KSYC    | Yreka, Calif.               |       | 383  | KTXJ    | Jasper, Tex.             |       | 628  |
| KSYD    | Wichita Falls, Tex.         |       | 638  | KTXL    | San Angelo, Tex.         |       | 634  |
| KSYL    | Alexandria, La.             |       | 456  | KTXO    | Sherman, Tex.            |       | 626  |
| KTAC    | Tacoma, Wash.               |       | 656  | KTYL    | Mesa, Ariz.              |       | 361  |
| KTAE    | Taylor, Tex.                |       | 636  | KTYM    | Inglewood, Calif.        |       | 373  |
| KTAR    | Phoenix, Ariz.              |       | 362  | KUAM    | Agana, Guam              |       | 670  |
| KTAT    | Frederick, Okla.            |       | 573  | KUBA    | Yuba City, Calif.        |       | 383  |
| KTBB    | Tyler, Tex.                 |       | 637  | KUBC    | Montrose, Colo.          |       | 387  |
| KTBC    | Austin, Tex.                |       | 616  | KUBE    | Pendleton, Ore.          |       | 580  |
| KTCB    | Malden, Mo.                 |       | 504  | KUDE    | Oceanside, Calif.        |       | 376  |
| KTCN    | Berryville, Ark.            |       | 364  | KUDI    | Great Falls, Mont.       |       | 509  |
| KTCS    | Fort Smith, Ark.            |       | 365  | KUDL    | Kansas City, Mo.         |       | 503  |
| KTEE    | Carmel, Calif.              |       | 370  | KUDU    | Ventura, Calif.          |       | 383  |
| KTEL    | Walla Walla, Wash.          |       | 656  | KUDY    | Littleton, Colo.         |       | 387  |
| KTEM    | Temple, Tex.                |       | 636  | KUEN    | Wenatchee, Wash.         |       | 657  |
| KTER    | Terrell, Tex.               |       | 637  | KUEQ    | Phoenix, Ariz.           |       | 362  |
| KTFI    | Twin Falls, Idaho           |       | 423  | KUGN    | Eugene, Ore.             |       | 578  |

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| KUJK    | Hillsboro,        | Ore.   | 579  | KVRH    | Salida,           | Colo.  | 389  |
| KUJN    | Grants Pass,      | Ore.   | 579  | KVRS    | Rock Springs,     | Wyo.   | 670  |
| KUI     | Walla Walla,      | Wash.  | 656  | KVSA    | McGehee,          | Ark.   | 366  |
| KUJKI   | Ukiah,            | Calif. | 383  | KVSE    | Santa Fe, N. M.   |        | 522  |
| KUKU    | Willow Springs,   | Mo.    | 578  | KVSO    | Ardmore,          | Okla.  | 572  |
| KULA    | Honolulu,         | Hawaii | 420  | KVWC    | Vernon,           | Tex.   | 637  |
| KULE    | Fehrata,          | Wash.  | 652  | KVWM    | Show Low,         | Ariz.  | 362  |
| KULP    | El Campo,         | Tex.   | 624  | KVWO    | Chevenne,         | Wyo.   | 669  |
| KUMA    | Pendleton,        | Ore.   | 580  | KWAD    | Wadena, Minn.     |        | 491  |
| KUNO    | Corpus Christi,   | Tex.   | 621  | KWAK    | Suttgart,         | Ark.   | 368  |
| KUOA    | S'loam Springs,   | Ark.   | 388  | KWAL    | Kellogg-Wallace,  | Idaho  | 422  |
| KUPI    | Idaho Falls,      | Idaho  | 422  | KWAT    | Watertown,        | S. D.  | 606  |
| KURA    | Moab,             | Utah   | 639  | KWBB    | Wichita,          | Kan.   | 448  |
| KURV    | Edinburg,         | Tex.   | 624  | KWBE    | Beatrice,         | Neb.   | 511  |
| KURY    | Brookings,        | Ore.   | 577  | KWRG    | Boone,            | Iowa   | 439  |
| KUSB    | Cushing,          | Okla.  | 573  | KWBR    | Oakland,          | Calif. | 376  |
| KUSN    | St. Joseph,       | Mo.    | 505  | KWRW    | Hutchinson,       | Kan.   | 446  |
| KUTI    | Yakima,           | Wash.  | 657  | KWRV    | Colorado Springs, | Colo.  | 384  |
| KUTV    | Palmdale,         | Calif. | 376  | KWCB    | Searcy,           | Ark.   | 368  |
| KUVR    | Holdrege,         | Neb.   | 512  | KWCL    | Oak Grove,        | La.    | 460  |
| KVZN    | West Monroe,      | La.    | 493  | KWCO    | Chickasha,        | Okla.  | 573  |
| KVAN    | Vancouver,        | Wash.  | 656  | KWDM    | Des Moines,       | Iowa   | 441  |
| KVAS    | Astoria,          | Ore.   | 577  | KWER    | Rochester,        | Minn.  | 490  |
| KVCK    | Wolf Point,       | Mont.  | 511  | KWFD    | Sequin,           | Tex.   | 635  |
| KVCL    | Winnfield,        | La.    | 463  | KWEI    | Weiser,           | Idaho  | 423  |
| KVCV    | Redding,          | Calif. | 377  | KWFI    | M'ldand,          | Tex.   | 631  |
| KVEC    | San Luis Obispo,  | Calif. | 381  | KWEM    | Memphis,          | Tenn.  | 612  |
| KVEI    | Vernal,           | Utah   | 641  | KFEW    | Hobbs,            | N. M.  | 521  |
| KVEN    | Ventura,          | Calif. | 383  | KWFC    | Hot Springs,      | Ark.   | 365  |
| KVET    | Austin,           | Tex.   | 617  | KWFR    | San Angelo,       | Tex.   | 634  |
| KVEC    | Cortez,           | Colo.  | 384  | KWFT    | Wichita Falls,    | Tex.   | 638  |
| KVED    | Fl. Dodge,        | Iowa   | 442  | KWGC    | Sto-k'on,         | Calif. | 382  |
| KVGB    | Great Bend,       | Kan.   | 445  | KWGB    | Goodland,         | Kan.   | 446  |
| KVHL    | Homer,            | La.    | 458  | KWHI    | Brenham,          | Tex.   | 618  |
| KVI     | Seattle,          | Wash.  | 655  | KWHY    | Hutchinson,       | Kan.   | 446  |
| KVIC    | Victoria,         | Tex.   | 639  | KWHN    | Fort Smith,       | A-k.   | 365  |
| KVIM    | New Iberia,       | La.    | 459  | KWHO    | Salt Lake City,   | Utah   | 641  |
| KVIN    | Vinita,           | Okla.  | 576  | KWHW    | Altus,            | Okla.  | 572  |
| KVIP    | Redding,          | Calif. | 377  | KWIC    | Salt Lake City,   | Utah   | 641  |
| KVIM    | Monahans,         | Tex.   | 631  | KWKI    | Pocatello,        | Idaho  | 423  |
| KVIR    | Cleveland,        | Tex.   | 619  | KWII    | Albany,           | Ore.   | 577  |
| KVLC    | Little Rock,      | Ark.   | 366  | KWIN    | Ashland,          | Ore.   | 577  |
| KVLF    | Aloine,           | Tex.   | 616  | KWJP    | Merced,           | Calif. | 375  |
| KVPH    | Pouls Valley,     | Okla.  | 575  | KWIQ    | Moses Lake,       | Wash.  | 652  |
| KVPL    | Fallon,           | Nev.   | 514  | KWIV    | Douglas,          | Wyo.   | 669  |
| KVMA    | Maconia,          | Ark.   | 366  | KWIZ    | Santa Ana,        | Calif. | 381  |
| KVMC    | Colorado City,    | Tex.   | 619  | KWTB    | Globe,            | Ariz.  | 360  |
| KVNA    | Flagstaff,        | Ariz.  | 360  | KWII    | Portland,         | Ore.   | 581  |
| KVNC    | Winslow,          | Ariz.  | 363  | KWK     | St. Louis,        | Mo.    | 506  |
| KVNI    | Coeur d'Alene,    | Idaho  | 421  | KWPC    | Abilene,          | Tex.   | 615  |
| KVNI    | Logan,            | Utah   | 639  | KWKH    | Shreveport,       | La.    | 461  |
| KVOC    | Casper,           | Wyo.   | 669  | KWKW    | Pasadena,         | Calif. | 376  |
| KVOD    | Emporia,          | Kan.   | 445  | KWTM    | Willmar,          | Minn.  | 491  |
| KVOD    | Oaden,            | Utah   | 639  | KWMT    | Fl. Dodge,        | Iowa   | 442  |
| KVOL    | Lafayette,        | La.    | 458  | KWNA    | Winnemucca,       | Nev.   | 515  |
| KVOM    | Morrilton,        | A-k.   | 367  | KWNO    | Winona,           | Minn.  | 491  |
| KVON    | Napa,             | Calif. | 375  | KWOA    | Worthington,      | Minn.  | 491  |
| KVCO    | Tulsa,            | Okla.  | 576  | KWOC    | Poplar Bluff,     | Mo.    | 505  |
| KVOP    | Plainview,        | Tex.   | 633  | KWOE    | Clinton,          | Okla.  | 573  |
| KVOR    | Colorado Springs, | Colo.  | 384  | KWON    | Bartlesville,     | Okla.  | 573  |
| KVOS    | Rollingham,       | Wash.  | 651  | KWOR    | Worldand,         | Wyo.   | 670  |
| KVOH    | Uvalde,           | Tex.   | 627  | KWOS    | Jefferson City,   | Mo.    | 501  |
| KVOW    | Littlefield,      | Tex.   | 629  | KWOW    | Pomona,           | Calif. | 377  |
| KVOX    | Moorhead,         | Minn.  | 489  | KWPC    | Muscataine,       | Iowa   | 443  |
| KVOY    | Yuma,             | Ariz.  | 363  | KWPM    | West Plains,      | Mo.    | 508  |
| KVOZ    | Laredo,           | Tex.   | 629  | KWPR    | Claremore,        | Okla.  | 573  |
| KVPI    | Ville Platte,     | La.    | 463  | KWRC    | Pendleton,        | Ore.   | 580  |
| KVRC    | Arkadelphia,      | Ark.   | 364  | KWRD    | Henderson,        | Tex.   | 626  |

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| KWRE    | Warrenton, Mo.          |       | 508  |
| KWRF    | Warren, Ark.            |       | 368  |
| KWRL    | Riverton, Wyo.          |       | 670  |
| KWRO    | Coquille, Ore.          |       | 578  |
| KWRT    | Boonville, Mo.          |       | 499  |
| KWRW    | Guthrie, Okla.          |       | 573  |
| KWSD    | Mt. Shasta, Calif.      |       | 375  |
| KWSH    | Wewoka, Okla.           |       | 577  |
| KWSK    | Pratt, Kan.             |       | 447  |
| KWSO    | Wasco, Calif.           |       | 383  |
| KWTC    | Barstow, Calif.         |       | 370  |
| KWTO    | Springfield, Mo.        |       | 507  |
| KWTX    | Waco, Tex.              |       | 638  |
| KWVY    | Waverly, Iowa           |       | 444  |
| KWWL    | Waterloo, Iowa          |       | 444  |
| KWYK    | Farmington, N. M.       |       | 521  |
| KWYN    | Wynne, Ark.             |       | 368  |
| KWYO    | Sheridan, Wyo.          |       | 670  |
| KWYR    | Winner, S. D.           |       | 606  |
| KXA     | Seattle, Wash.          |       | 655  |
| KXAR    | Hope, Ark.              |       | 365  |
| KXEL    | Waterloo, Iowa          |       | 444  |
| KXEO    | Mexico, Mo.             |       | 504  |
| KXGI    | Ft. Madison, Iowa       |       | 442  |
| KXGN    | Glendive, Mont.         |       | 509  |
| KXIC    | Iowa City, Iowa         |       | 442  |
| KXIT    | Dalhart, Tex.           |       | 622  |
| KXJK    | Forrest City, Ark.      |       | 365  |
| KXL     | Portland, Ore.          |       | 581  |
| KXLA    | Pasadena, Calif.        |       | 377  |
| KXLE    | Ellensburg, Wash.       |       | 651  |
| KXLF    | Butte, Mont.            |       | 509  |
| KXLJ    | Helena, Mont.           |       | 510  |
| KXLK    | Great Falls, Mont.      |       | 510  |
| KXLL    | Missoula, Mont.         |       | 511  |
| KXLO    | Lewiston, Mont.         |       | 510  |
| EXLQ    | Bozeman, Mont.          |       | 509  |
| KXLR    | North Little Rock, Ark. |       | 367  |
| KXLW    | St. Louis, Mo.          |       | 506  |
| KXLY    | Spokane, Wash.          |       | 656  |
| KXO     | El Centro, Calif.       |       | 371  |
| KXOA    | Sacramento, Calif.      |       | 378  |
| KXOK    | St. Louis, Mo.          |       | 506  |
| KXOL    | Fort Worth, Tex.        |       | 625  |
| KXOX    | Sweetwater, Tex.        |       | 636  |
| KXRA    | Alexandria, Minn.       |       | 487  |
| KXRJ    | Russellville, Ark.      |       | 368  |
| KXRO    | Aberdeen, Wash.         |       | 650  |
| KRRX    | San Jose, Calif.        |       | 381  |
| KXXX    | Colby, Kan.             |       | 445  |
| KXYZ    | Houston, Tex.           |       | 628  |
| KYA     | San Francisco, Calif.   |       | 380  |
| KYCA    | Prescott, Ariz.         |       | 362  |
| KYES    | Roseburg, Ore.          |       | 583  |
| KYJC    | Medford, Ore.           |       | 580  |
| KYME    | Boise, Idaho            |       | 421  |
| KYNG    | Coos Bay, Ore.          |       | 577  |
| KYNO    | Fresno, Calif.          |       | 372  |
| KYNT    | Yankton, S. D.          |       | 607  |
| KYOK    | Houston, Tex.           |       | 628  |
| KYOR    | Blythe, Calif.          |       | 370  |
| KYOS    | Merced, Calif.          |       | 375  |
| KYOU    | Greeley, Colo.          |       | 386  |
| KYSM    | Mankato, Minn.          |       | 488  |
| KYSN    | Colorado Springs, Colo. |       | 384  |
| KYTE    | Pocatello, Idaho        |       | 423  |
| KYUM    | Yuma, Ariz.             |       | 363  |
| KYW     | Cleveland, Ohio         |       | 567  |

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| KZEE    | Weatherford, Tex.           |       | 638  |
| KZFY    | Tyler, Tex.                 |       | 637  |
| KZIP    | Amarillo, Tex.              |       | 616  |
| KZOK    | Prescott, Ariz.             |       | 362  |
| KZOL    | Muleshoe, Tex.              |       | 631  |
| KZUM    | Farmington, N. M.           |       | 521  |
| KZUN    | Spokane, Wash.              |       | 656  |
| WAAA    | Winston-Salem, N. C.        |       | 560  |
| WAAB    | Worcester, Mass.            |       | 475  |
| WAAP    | Chicago, Ill.               |       | 425  |
| WAAG    | Adel, Ga.                   |       | 408  |
| WAAY    | Huntsville, Ala.            |       | 355  |
| WABA    | Aguaquilla, P. R.           |       | 671  |
| WABB    | Mobile, Ala.                |       | 355  |
| WABC    | New York, N. Y.             |       | 531  |
| WABG    | Greenwood, Miss.            |       | 493  |
| WABI    | Bangor, Me.                 |       | 463  |
| WABJ    | Adrian, Mich.               |       | 475  |
| WABL    | Amite, La.                  |       | 456  |
| WABM    | Houlton, Me.                |       | 464  |
| WABO    | Waynesboro, Miss.           |       | 497  |
| WABR    | Winter Park, Fla.           |       | 408  |
| WABV    | Abbeville, S. C.            |       | 599  |
| WABY    | Albany, N. Y.               |       | 524  |
| WABZ    | Albemarle, N. C.            |       | 549  |
| WACA    | Camden, S. C.               |       | 600  |
| WACB    | Kittanning, Pa.             |       | 589  |
| WACE    | Chicopee-Springfield, Mass. |       | 471  |
| WACK    | Newark, N. Y.               |       | 528  |
| WACL    | Waycross, Ga.               |       | 418  |
| WACO    | Waco, Tex.                  |       | 638  |
| WACR    | Columbus, Miss.             |       | 493  |
| WACT    | Tuscaloosa, Ala.            |       | 358  |
| WADA    | Shelby, N. C.               |       | 558  |
| WADC    | Akron, Ohio                 |       | 562  |
| WADE    | Wadesboro, N. C.            |       | 559  |
| WADK    | Newport, R. I.              |       | 598  |
| WADP    | Kane, Pa.                   |       | 589  |
| WADS    | Ansonia-Derby, Conn.        |       | 389  |
| WAEB    | Allentown, Pa.              |       | 583  |
| WAEL    | Mayaguez, P. R.             |       | 671  |
| WAEW    | Crossville, Tenn.           |       | 608  |
| WAFC    | Staunton, Va.               |       | 649  |
| WAGA    | Atlanta, Ga.                |       | 409  |
| WAGC    | Chattanooga, Tenn.          |       | 607  |
| WAGE    | Leesburg, Va.               |       | 645  |
| WAGF    | Dothan, Ala.                |       | 353  |
| WAGG    | Franklin, Tenn.             |       | 609  |
| WAGM    | Presque Isle, Me.           |       | 465  |
| WAGN    | Menominee, Mich.            |       | 484  |
| WAGR    | Lumberton, N. C.            |       | 555  |
| WAGS    | Bishopville, S. C.          |       | 600  |
| WAHL    | Hastings, Mich.             |       | 482  |
| WAHR    | Miami Beach, Fla.           |       | 401  |
| WAIL    | Baton Rouge, La.            |       | 456  |
| WAIM    | Anderson, S. C.             |       | 599  |
| WAIN    | Columbia, Ky.               |       | 449  |
| WAIP    | Prichard, Ala.              |       | 357  |
| WAIR    | Winston-Salem, N. C.        |       | 560  |
| WAIT    | Chicago, Ill.               |       | 425  |
| WAJF    | Decatur, Ala.               |       | 353  |
| WAJR    | Morgantown, W. Va.          |       | 660  |
| WAKE    | Atlanta, Ga.                |       | 409  |
| WAKN    | Aiken, S. C.                |       | 599  |
| WAKO    | Lawrenceville, Ill.         |       | 429  |
| WAKR    | Akron, Ohio                 |       | 562  |
| WAKU    | Latrobe, Pa.                |       | 590  |
| WALA    | Mobile, Ala.                |       | 355  |



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| WALB    | Albany, Ga.               |       | 408  | WAUG    | Augusta, Ga.                  |       | 410  |
| WALD    | Wallerboro, S. C.         |       | 605  | WAUX    | Waukesha, Wis.                |       | 668  |
| WALE    | Fall River, Mass.         |       | 471  | WAVE    | Louisville, Ky.               |       | 452  |
| WALK    | Patchogue, N. Y.          |       | 544  | WAVI    | Dayton, Ohio                  |       | 568  |
| WALL    | Middletown, N. Y.         |       | 528  | WAVL    | Apollo, Pa.                   |       | 585  |
| WALM    | Albion, Mich.             |       | 475  | WAVN    | Stillwater, Minn.             |       | 491  |
| WALT    | Tampa, Fla.               |       | 406  | WAVO    | Avondale Estates, Ga.         |       | 410  |
| WALY    | Herkimer-Ilion, N. Y.     |       | 527  | WAVP    | Avon Park, Fla.               |       | 395  |
| WAMD    | Aberdeen, Md.             |       | 466  | WAVU    | Albertville, Ala.             |       | 351  |
| WAME    | Miami, Fla.               |       | 400  | WAVY    | Portsmouth, Va.               |       | 647  |
| WAMI    | Opp, Ala.                 |       | 356  | WAVZ    | New Haven, Conn.              |       | 391  |
| WAML    | Laurel, Miss.             |       | 495  | WAWK    | Kendallville, Ind.            |       | 436  |
| WAMM    | Flint, Mich.              |       | 480  | WAXE    | Vero Beach, Fla.              |       | 407  |
| WAMO    | Homestead-Pittsburgh, Pa. |       | 589  | WAXX    | Chippewa Falls, Wis.          |       | 662  |
| WAMP    | Pittsburgh, Pa.           |       | 593  | WAYB    | Waynesboro, Va.               |       | 650  |
| WAMS    | Wilmington, Del.          |       | 393  | WAYE    | Dundalk, Md.                  |       | 467  |
| WAMV    | East St. Louis, Ill.      |       | 428  | WAYN    | Rockingham, N. C.             |       | 558  |
| WAMW    | Washington, Ind.          |       | 439  | WAYS    | Charlotte, N. C.              |       | 550  |
| WAMY    | Amory, Miss.              |       | 492  | WAYX    | Waycross, Ga.                 |       | 418  |
| WANA    | Anniston, Ala.            |       | 351  | WAYZ    | Waynesboro, Pa.               |       | 597  |
| WANB    | Waynesburg, Pa.           |       | 597  | WAZA    | Bainbridge, Ga.               |       | 410  |
| WAND    | Canton, Ohio              |       | 563  | WAZF    | Yazoo City, Miss.             |       | 499  |
| WANE    | Ft. Wayne, Ind.           |       | 434  | WAZL    | Hazleton, Pa.                 |       | 589  |
| WANN    | Annapolis, Md.            |       | 466  | WBAB    | Babylon, N. Y.                |       | 524  |
| WANS    | Anderson, S. C.           |       | 599  | WBAC    | Cleveland, Tenn.              |       | 608  |
| WANT    | Richmond, Va.             |       | 647  | WBAL    | Baltimore, Md.                |       | 466  |
| WANY    | Albany, Ky.               |       | 449  | WBAM    | Montgomery, Ala.              |       | 356  |
| WAOK    | Atlanta, Ga.              |       | 409  | WBAP    | Fort Worth, Tex.              |       | 625  |
| WAOV    | Vincennes, Ind.           |       | 439  | WBAR    | Bartow, Fla.                  |       | 395  |
| WAPA    | San Juan, P. R.           |       | 672  | WBAT    | Marion, Ind.                  |       | 437  |
| WAPE    | Jacksonville, Fla.        |       | 398  | WBAW    | Barnwell, S. C.               |       | 600  |
| WAPF    | McComb, Miss.             |       | 496  | WBAX    | Wilkes-Barre, Pa.             |       | 597  |
| WAPG    | Arcadia, Fla.             |       | 394  | WBAY    | Green Bay, Wis.               |       | 663  |
| WAPI    | Birmingham, Ala.          |       | 351  | WBBA    | Pittsfield, Ill.              |       | 432  |
| WAPI    | Appleton, Wis.            |       | 662  | WBBB    | Burlington, N. C.             |       | 550  |
| WAPO    | Chattanooga, Tenn.        |       | 607  | WBBC    | Flint, Mich.                  |       | 480  |
| WAPX    | Montgomery, Ala.          |       | 356  | WBBF    | Rochester, N. Y.              |       | 544  |
| WAQE    | Towson, Md.               |       | 469  | WBBI    | Abingdon, Va.                 |       | 642  |
| WARA    | Attleboro, Mass.          |       | 469  | WBBM    | Chicago, Ill.                 |       | 425  |
| WARB    | Covington, La.            |       | 457  | WBBN    | Perry, Ga.                    |       | 416  |
| WARC    | Milton, Pa.               |       | 591  | WBBO    | Forest City, N. C.            |       | 552  |
| WARD    | Johnstown, Pa.            |       | 589  | WBBQ    | Augusta, Ga.                  |       | 410  |
| WARE    | Ware, Mass.               |       | 475  | WBBW    | Youngstown, Ohio              |       | 572  |
| WARF    | Jasper, Ala.              |       | 355  | WBBZ    | Ponca City, Okla.             |       | 575  |
| WARK    | Hagerstown, Md.           |       | 468  | WBCA    | Bay Minette, Ala.             |       | 351  |
| WARI    | Arlington, Va.            |       | 642  | WBCE    | Levittown-Fairless Hills, Pa. |       | 590  |
| WARM    | Scranton, Pa.             |       | 595  | WBCK    | Battle Creek, Mich.           |       | 477  |
| WARN    | Fort Pierce, Fla.         |       | 397  | WBCM    | Bay City, Mich.               |       | 477  |
| WARU    | Peru, Ind.                |       | 438  | WBCE    | Christiansburg, Va.           |       | 643  |
| WASA    | Havre De Grace, Md.       |       | 468  | WBCU    | Union, S. C.                  |       | 605  |
| WASK    | Lafayette, Ind.           |       | 436  | WBEC    | Pittsfield, Mass.             |       | 473  |
| WATA    | Boone, N. C.              |       | 550  | WBEE    | Chicago, Ill.                 |       | 425  |
| WATC    | Gaylord, Mich.            |       | 481  | WBEJ    | Elizabethton, Tenn.           |       | 609  |
| WATE    | Knoxville, Tenn.          |       | 611  | WBEL    | Beloit, Wis.                  |       | 662  |
| WATH    | Athens, Ohio              |       | 563  | WBEN    | Buffalo, N. Y.                |       | 525  |
| WATK    | Antigo, Wis.              |       | 661  | WBET    | Brockton, Mass.               |       | 471  |
| WATM    | Atmore, Ala.              |       | 351  | WBEU    | Beaufort, S. C.               |       | 600  |
| WATN    | Watertown, N. Y.          |       | 549  | WBEV    | Beaver Dam, Wis.              |       | 662  |
| WATO    | Oak Ridge, Tenn.          |       | 614  | WBEX    | Chillicothe, Ohio             |       | 565  |
| WATP    | Marion, S. C.             |       | 603  | WBFC    | Fremont, Mich.                |       | 481  |
| WATR    | Waterbury, Conn.          |       | 392  | WBFD    | Bedford, Pa.                  |       | 585  |
| WATS    | Sayre, Pa.                |       | 595  | WBGC    | ChIPLEY, Fla.                 |       | 395  |
| WATT    | Cadillac, Mich.           |       | 477  | WBGR    | Jesup, Ga.                    |       | 414  |
| WATW    | Ashland, Wis.             |       | 662  | WBHB    | Fitzgerald, Ga.               |       | 413  |
| WATZ    | Alpena, Mich.             |       | 477  | WBHC    | Hampton, S. C.                |       | 603  |
| WAUB    | Auburn, N. Y.             |       | 524  | WBHF    | Cartersville, Ga.             |       | 411  |
| WAUC    | Wauchula, Fla.            |       | 407  | WBHP    | Huntsville, Ala.              |       | 355  |
| WAUD    | Auburn, Ala.              |       | 351  | WBIA    | Augusta, Ga.                  |       | 410  |

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| WBIE    | — Marietta, Ga.        |       | 415  | WBUZ     | — Fredonia, N. Y.              |       | 526  |
| WBIG    | — Greensboro, N. C.    |       | 553  | WBVL     | — Barboursville, Ky.           |       | 449  |
| WBIL    | — Leesburg, Fla.       |       | 399  | WBVP     | — Beaver Falls, Pa.            |       | 585  |
| WEIP    | — Booneville, M. ss.   |       | 492  | WBYS     | — Canton, Ill.                 |       | 424  |
| WFIR    | — Knoxville, Tenn.     |       | 610  | WEZ-WEZA | — Boston-Springfield, Mass.    |       | 469  |
| WB'S    | — Bristol, Conn.       |       | 390  | WBZY     | — Torrington, Conn.            |       | 392  |
| WB'W    | — Bedford, Ind.        |       | 433  | WCAE     | — Pittsburgh, Pa.              |       | 594  |
| WB'Z    | — Eau Claire, Wis.     |       | 662  | WCAM     | — Camden, N. J.                |       | 518  |
| WBKH    | — Hattiesburg, Miss.   |       | 494  | WCAO     | — Baltimore, Md.               |       | 467  |
| WB'N    | — Newton, Miss.        |       | 497  | WCAP     | — Lowell, Mass.                |       | 473  |
| WB'V    | — West Bend, Wis.      |       | 668  | WCAR     | — Detroit, Mich.               |       | 479  |
| WBLA    | — Elizabethtown, N. C. |       | 552  | WCAS     | — Gadsden, Ala.                |       | 354  |
| WBLE    | — Batesville, Miss.    |       | 492  | WCAT     | — Orange, Mass.                |       | 473  |
| WBLF    | — Bellefonte, Pa.      |       | 585  | WCAU     | — Philadelphia, Pa.            |       | 591  |
| WBLG    | — Lexington, Ky.       |       | 451  | WCAW     | — Charleston, W. Va.           |       | 658  |
| WBLJ    | — Dalton, Ga.          |       | 412  | WC'X     | — Burlington, Vt.              |       | 641  |
| WBLO    | — Evergreen, Ala.      |       | 353  | WCAZ     | — Cayce, S. C.                 |       | 600  |
| WB'LR   | — Batesburg, S. C.     |       | 600  | WCAZ     | — Carthage, Ill.               |       | 424  |
| WB'LT   | — Bedford, Va.         |       | 642  | WCBA     | — Corning, N. Y.               |       | 526  |
| WFLJ    | — Sta'em, Va.          |       | 649  | WCPC     | — Anderson, Ind.               |       | 433  |
| WBLY    | — Springfield, Ohio    |       | 571  | WCBD     | — Zion, Ill.                   |       | 433  |
| WBMA    | — Beaufort, N. C.      |       | 550  | WCBG     | — Chambersburg, Pa.            |       | 586  |
| WBMC    | — McMinnville, Tenn.   |       | 612  | WCFI     | — Columbus, Miss.              |       | 493  |
| WBMD    | — Baltimore, Md.       |       | 467  | WCBL     | — Banton, Ky.                  |       | 449  |
| WBMK    | — West Point, Ga.      |       | 418  | WCPM     | — Baltimore, Md.               |       | 467  |
| WBML    | — Macon, Ga.           |       | 414  | WCBS     | — New York, N. Y.              |       | 537  |
| WBNC    | — Conway, N. H.        |       | 516  | WCBT     | — Roanoke Rapids, N. C.        |       | 558  |
| WBNL    | — Boonville, Ind.      |       | 434  | WCBY     | — Cheboygan, Mich.             |       | 479  |
| WBNS    | — Columbus, Ohio       |       | 567  | WCCC     | — Hartford, Conn.              |       | 390  |
| WB'NX   | — New York, N. Y.      |       | 535  | WCCM     | — Lawrence, Mass.              |       | 472  |
| WB'NY   | — Buffalo, N. Y.       |       | 525  | WCCN     | — Neillsville, Wis.            |       | 656  |
| WBOB    | — Galax, Va.           |       | 644  | WCCO     | — Minneapolis, Minn.           |       | 488  |
| WBOC    | — Salisbury, Md.       |       | 469  | WCCP     | — Savannah, Ga.                |       | 416  |
| WBOF    | — Virginia Beach, Va.  |       | 649  | WCDJ     | — Edenton, N. C.               |       | 551  |
| WBOK    | — New Orleans, La.     |       | 459  | WCBL     | — Carbondale, Pa.              |       | 586  |
| WBOP    | — Pensacola, Fla.      |       | 403  | WCDT     | — Winchester, Tenn.            |       | 615  |
| WBOS    | — Boston, Mass.        |       | 471  | WCEC     | — Rocky Mount, N. C.           |       | 558  |
| WBOW    | — Terre Haute, Ind.    |       | 438  | WCED     | — Dubois, Pa.                  |       | 587  |
| WBOY    | — Clarksburg, W. Va.   |       | 658  | WCEF     | — Parkersburg, W. Va.          |       | 660  |
| WBPD    | — Orangeburg, S. C.    |       | 624  | WCEH     | — Hawkinsville, Ga.            |       | 414  |
| W'PZ    | — Lock Haven, Pa.      |       | 590  | WCEM     | — Cambridge, Md.               |       | 467  |
| WB'RB   | — Mount Clemens, Mich. |       | 485  | WCEN     | — Mt. Pleasant, Mich.          |       | 485  |
| WBRC    | — Birmingham, Ala.     |       | 351  | WCER     | — Charlotte, N. C.             |       | 479  |
| WB'RD   | — Bradenton, Fla.      |       | 395  | WCFL     | — Chicago, Ill.                |       | 425  |
| WB'RE   | — Wilkes-Barre, Pa.    |       | 597  | WCFV     | — Clifton Forge, Va.           |       | 643  |
| WB'RG   | — Lynchburg, Va.       |       | 645  | WCGA     | — Calhoun, Ga.                 |       | 411  |
| WB'RK   | — Pittsfield, Mass.    |       | 474  | WCGC     | — Belmont, N. C.               |       | 550  |
| WB'RM   | — Marion, N. C.        |       | 556  | WCHA     | — Chambersburg, Pa.            |       | 586  |
| WB'RN   | — Big Rapids, Mich.    |       | 477  | WCHB     | — Inkster, Mich.               |       | 482  |
| WB'RO   | — Waynesboro, Ga.      |       | 418  | WCHI     | — Chillicothe, Ohio            |       | 565  |
| WB'RT   | — Padstown, Ky.        |       | 449  | WCHJ     | — Brookhaven, Miss.            |       | 492  |
| WB'RV   | — Booneville, N. Y.    |       | 525  | WCHK     | — Canton, Ga.                  |       | 411  |
| WB'RX   | — Berwick, Pa.         |       | 585  | WCHL     | — Chapel Hill, N. C.           |       | 550  |
| WB'RY   | — Waterbury, Conn.     |       | 392  | WCHN     | — Norwich, N. Y.               |       | 543  |
| WB'SC   | — Bennettsville, S. C. |       | 600  | WCHO     | — Washington Court House, Ohio |       | 571  |
| WB'SF   | — Hillsdale, M'ch.     |       | 482  | WCHS     | — Charleston, W. Va.           |       | 658  |
| WB'SM   | — New Bedford, Mass.   |       | 473  | WCHV     | — Charlottesville, Va.         |       | 643  |
| WB'SR   | — Pensacola, Fla.      |       | 403  | WCIL     | — Carbondale, Ill.             |       | 424  |
| WB'T    | — Charlotte, N. C.     |       | 550  | WCIN     | — Cincinnati, Ohio             |       | 565  |
| WB'TA   | — Batavia, N. Y.       |       | 524  | WCJU     | — Columbia, Miss.              |       | 493  |
| WB'TH   | — Williamson, W. Va.   |       | 661  | WCKB     | — Dunn, N. C.                  |       | 551  |
| WB'TM   | — Danville, Va.        |       | 643  | WCKI     | — Greer, S. C.                 |       | 603  |
| WB'TN   | — Bennington, Vt.      |       | 641  | WCKR     | — Miami, Fla.                  |       | 400  |
| WB'TO   | — Linton, Ind.         |       | 437  | WCKY     | — Cincinnati, Ohio             |       | 565  |
| WB'UD   | — Trenton, N. J.       |       | 519  | WCLA     | — Claxton, Ga.                 |       | 411  |
| WB'UT   | — Butler, Pa.          |       | 586  | WCLB     | — Camilla, Ga.                 |       | 411  |
| WB'UX   | — Doylestown, Pa.      |       | 587  | WCLC     | — Jamestown, Tenn.             |       | 610  |
| WB'UY   | — Lexington, N. C.     |       | 555  | WC'LD    | — Cleveland, Miss.             |       | 492  |

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| WCLE    | Cleveland        | Tenn.  | 608  |
| WCLG    | Morgantown       | W. Va. | 660  |
| WCLI    | Corning          | N. Y.  | 526  |
| WCLO    | Janesville       | Wis.   | 663  |
| WCLS    | Columbus         | Ga.    | 411  |
| WCLT    | Newark           | Ohio   | 570  |
| WCLW    | Mansfield        | Ohio   | 570  |
| WCMA    | Corinth          | Miss.  | 493  |
| WCMB    | Harrisburg       | Pa.    | 588  |
| WCMC    | Wildwood         | N. J.  | 519  |
| WCME    | Brunswick        | Me.    | 464  |
| WCMI    | Ashland          | Ky.    | 449  |
| WCMN    | Arecibo          | P. R.  | 671  |
| WCMP    | Pine City        | Minn.  | 490  |
| WCMR    | Elkhart          | Ind.   | 434  |
| WCMS    | Norfolk          | Va.    | 646  |
| WCMT    | Martin           | Tenn.  | 611  |
| WCMW    | Canton           | Ohio   | 565  |
| WCMY    | Ottawa           | Ill.   | 431  |
| WCNB    | Connersville     | Ind.   | 434  |
| WCNC    | Elizabeth City   | N. C.  | 552  |
| WCNG    | Canonsburg       | Pa.    | 586  |
| WCNH    | Quincy           | Fla.   | 404  |
| WCNR    | Bloomsburg       | Pa.    | 585  |
| WCNT    | Centralia        | Ill.   | 424  |
| WCNU    | Crestview        | Fla.   | 396  |
| WCNX    | Middletown       | Conn.  | 390  |
| WCOA    | Pensacola        | Fla.   | 403  |
| WCOC    | Meridian         | Miss.  | 496  |
| WCOG    | Greensboro       | N. C.  | 553  |
| WCOH    | Newnan           | Ga.    | 415  |
| WCOJ    | Coatesville      | Pa.    | 587  |
| WCOL    | Columbus         | Ohio   | 568  |
| WCOM    | Parkersburg      | W. Va. | 660  |
| WCON    | Cornelia         | Ga.    | 412  |
| WCOP    | Boston           | Mass.  | 469  |
| WCOR    | Lebanon          | Tenn.  | 611  |
| WCOS    | Columbia         | S. C.  | 601  |
| WCOU    | Lewiston         | Me.    | 464  |
| WCOV    | Montgomery       | Ala.   | 356  |
| WCOW    | Sparta           | Wis.   | 667  |
| WCOY    | Columbia         | Pa.    | 587  |
| WCPA    | Clearfield       | Pa.    | 586  |
| WCPC    | Houston          | Miss.  | 494  |
| WCPH    | Etowah           | Tenn.  | 609  |
| WCPM    | Cumberland       | Ky.    | 450  |
| WCPO    | Cincinnati       | Ohio   | 565  |
| WCPS    | Tarboro          | N. C.  | 559  |
| WCQS    | Alma             | Ga.    | 408  |
| WCRA    | E'fingham        | Ill.   | 428  |
| WCRB    | Boston           | Mass.  | 470  |
| WCRE    | Cheraw           | S. C.  | 601  |
| WCRF    | Springfield      | Vt.    | 642  |
| WCRI    | Scottsboro       | Ala.   | 357  |
| WCRK    | Morristown       | Tenn.  | 613  |
| WCRL    | Oneonta          | Ala.   | 356  |
| WCRO    | Johnstown        | Pa.    | 589  |
| WCRR    | Corinth          | Miss.  | 493  |
| WCRS    | Greenwood        | S. C.  | 603  |
| WCRT    | Birmingham       | Ala.   | 352  |
| WCRV    | Washington       | N. J.  | 519  |
| WCRW    | Chicago          | Ill.   | 425  |
| WCRY    | Macon            | Ga.    | 414  |
| WCSC    | Charleston       | S. C.  | 600  |
| WCSE    | Portland         | Me.    | 465  |
| WCSE    | Columbus         | Ind.   | 434  |
| WCSS    | Amsterdam        | N. Y.  | 524  |
| WCST    | Berkeley Springs | W. Va. | 657  |

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| WCTA    | Andalusia      | Ala.   | 351  |
| WCTC    | New Brunswick  | N. J.  | 519  |
| WCTT    | Corbin         | Ky.    | 450  |
| WCUB    | Manitowoc      | Wis.   | 664  |
| WCUE    | Akron          | Ohio   | 563  |
| WCUM    | Cumberland     | Md.    | 467  |
| WCVA    | Culpeper       | Va.    | 643  |
| WCVI    | Connellsville  | Pa.    | 587  |
| WCVP    | Murphy         | N. C.  | 556  |
| WCVS    | Springfield    | Ill.   | 432  |
| WCWC    | Ripon          | Wis.   | 667  |
| WCYB    | Bristol        | Va.    | 643  |
| WCYN    | Cynthiana      | Ky.    | 450  |
| WDAD    | Indiana        | Pa.    | 589  |
| WDAE    | Tampa          | Fla.   | 406  |
| WDAF    | Kansas City    | Mo.    | 503  |
| WDAK    | Columbus       | Ga.    | 412  |
| WDAL    | Meridian       | Miss.  | 496  |
| WDAN    | Danville       | Ill.   | 427  |
| WDAS    | Philadelphia   | Pa.    | 591  |
| WDAT    | South Daytona  | Fla.   | 405  |
| WDAX    | McRae          | Ga.    | 415  |
| WDAY    | Fargo          | N. D.  | 561  |
| WDBC    | Escanaba       | Mich.  | 480  |
| WDBF    | Delray Beach   | Fla.   | 396  |
| WDBJ    | Roanoke        | Va.    | 648  |
| WDBL    | Springfield    | Tenn.  | 615  |
| WDBM    | Statesville    | N. C.  | 559  |
| WDBO    | Orlando        | Fla.   | 402  |
| WDBQ    | Dubuque        | Iowa   | 442  |
| WDCI    | Dade City      | Fla.   | 396  |
| WDCL    | Tarpon Springs | Fla.   | 407  |
| WDCR    | Hanover        | N. H.  | 516  |
| WDDT    | Greenville     | Miss.  | 493  |
| WDDY    | Gloucester     | Va.    | 644  |
| WDEC    | Americus       | Ga.    | 408  |
| WDEF    | Chattanooga    | Tenn.  | 607  |
| WDEH    | Sweetwater     | Tenn.  | 615  |
| WDEL    | Wilmington     | Del.   | 393  |
| WDEV    | Waterbury      | Vt.    | 642  |
| WDEW    | Westfield      | Mass.  | 475  |
| WDGY    | Minneapolis    | Minn.  | 489  |
| WDIA    | Memphis        | Tenn.  | 612  |
| WDIG    | Dothan         | Ala.   | 353  |
| WDIX    | Orangeburg     | S. C.  | 604  |
| WDKN    | Dickson        | Tenn.  | 609  |
| WDLA    | Walton         | N. Y.  | 547  |
| WDLB    | Marshfield     | Wis.   | 664  |
| WDLCP   | Port Jervis    | N. Y.  | 544  |
| WDLF    | Panama City    | Fla.   | 403  |
| WDMF    | Buford         | Ga.    | 411  |
| WDMG    | Douglas        | Ga.    | 413  |
| WDMJ    | Marquette      | Mich.  | 484  |
| WDNC    | Durham         | N. C.  | 551  |
| WDNE    | Elkins         | W. Va. | 658  |
| WDNG    | Anniston       | Ala.   | 351  |
| WDNT    | Dayton         | Tenn.  | 608  |
| WDOB    | Canton         | Miss.  | 492  |
| WDOC    | Prestonsburg   | Ky.    | 454  |
| WDOD    | Chattanooga    | Tenn.  | 607  |
| WDOE    | Dunkirk        | N. Y.  | 526  |
| WDOG    | Marine City    | Mich.  | 484  |
| WDOK    | Cleveland      | Ohio   | 566  |
| WDOL    | Athens         | Ga.    | 408  |
| WDON    | Wheaton        | Md.    | 469  |
| WDOR    | Sturgeon Bay   | Wis.   | 667  |
| WDOS    | Oneonta        | N. Y.  | 543  |
| WDOT    | Burlington     | Vt.    | 641  |

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| WDOV    | Dover, Del.                      |       | 393  | WELL    | Battle Creek, Mich.        |       | 477  |
| WDQN    | Du Quoin, Ill.                   |       | 428  | WELM    | Elmira, N. Y.              |       | 526  |
| WDRC    | Hartford, Conn.                  |       | 390  | WELC    | Tupelo, Miss.              |       | 497  |
| WDRF    | Chester, Pa.                     |       | 586  | WELP    | Easley, S. C.              |       | 602  |
| WDSC    | Dillon, S. C.                    |       | 601  | WELR    | Roanoke, Ala.              |       | 357  |
| WDSG    | Dyersburg, Tenn.                 |       | 609  | WELS    | Kinston, N. C.             |       | 555  |
| WDSK    | Cleveland, Miss.                 |       | 493  | WELY    | Ely, Minn.                 |       | 488  |
| WDSM    | Superior, Wis.                   |       | 667  | WEMB    | Erwin, Tenn.               |       | 609  |
| WDSP    | De Funiac Springs, Fla.          |       | 396  | WEMP    | Milwaukee, Wis.            |       | 664  |
| WDSR    | Lake City, Fla.                  |       | 399  | WENA    | Bayamon, P. R.             |       | 671  |
| WDSU    | New Orleans, La.                 |       | 459  | WENC    | Whiteville, N. C.          |       | 560  |
| WDUN    | Gainesville, Ga.                 |       | 413  | WEND    | Baton Rouge, La.           |       | 456  |
| WDUX    | Waupaca, Wis.                    |       | 668  | WENE    | Binghamton, N. Y.          |       | 524  |
| WDUZ    | Green Bay, Wis.                  |       | 663  | WENK    | Union City, Tenn.          |       | 615  |
| WDVA    | Danville, Va.                    |       | 644  | WENN    | Birmingham, Ala.           |       | 352  |
| WDVH    | Gainesville, Fla.                |       | 397  | WENO    | Nashville, Tenn.           |       | 613  |
| WDVL    | Vineland, N. J.                  |       | 519  | WENT    | Gloversville, N. Y.        |       | 527  |
| WDVM    | Pocomoke City, Md.               |       | 468  | WENY    | Elmira, N. Y.              |       | 526  |
| WDWD    | Dawson, Ga.                      |       | 413  | WEOA    | Evansville, Ind.           |       | 434  |
| WDWS    | Champaign, Ill.                  |       | 424  | WEOK    | Poughkeepsie, N. Y.        |       | 544  |
| WDXB    | Chattanooga, Tenn.               |       | 607  | WEOL    | Elyria-Lorain, Ohio        |       | 569  |
| WDXE    | Lawrenceburg, Tenn.              |       | 611  | WEPG    | So. Pittsburgh, Tenn.      |       | 615  |
| WDXI    | Jackson, Tenn.                   |       | 609  | WEPM    | Martinsburg, W. Va.        |       | 659  |
| WDXL    | Lexington, Tenn.                 |       | 611  | WERC    | Erie, Pa.                  |       | 588  |
| WDXN    | Clarksville, Tenn.               |       | 608  | WERD    | Atlanta, Ga.               |       | 409  |
| WDXR    | Paducah, Ky.                     |       | 454  | WERE    | Cleveland, Ohio            |       | 566  |
| WDZ     | Decatur, Ill.                    |       | 428  | WERH    | Hamilton, Ala.             |       | 354  |
| WEAB    | Greer, S. C.                     |       | 603  | WERI    | Westerly, R. I.            |       | 599  |
| WEAG    | Alcoa, Tenn.                     |       | 607  | WESA    | Charleroi, Pa.             |       | 586  |
| WEAM    | Arlington, Va.                   |       | 642  | WESB    | Bradford, Pa.              |       | 585  |
| WEAN    | Providence, R. I.                |       | 598  | WESC    | Greenville, S. C.          |       | 602  |
| WEAS    | Decatur, Ga.                     |       | 413  | WESO    | Southbridge-Webster, Mass. |       | 474  |
| WEAT    | West Palm Beach, Fla.            |       | 407  | WESR    | Tasley, Va.                |       | 649  |
| WEAU    | Eau Claire, Wis.                 |       | 662  | WEST    | Easton, Pa.                |       | 587  |
| WEAV    | Plattsburg, N. Y.                |       | 544  | WESX    | Salem, Mass.               |       | 474  |
| WEAW    | Evanston, Ill.                   |       | 428  | WESY    | Leland-Greenville, Miss.   |       | 495  |
| WEBB    | Baltimore, Md.                   |       | 467  | WETB    | Johnson City, Tenn.        |       | 610  |
| WEBC    | Duluth, Minn.                    |       | 488  | WETC    | Wendell-Zebulon, N. C.     |       | 560  |
| WEBJ    | Brewton, Ala.                    |       | 352  | WETO    | Gadsden, Ala.              |       | 354  |
| WEBO    | Owego, N. Y.                     |       | 543  | WETU    | Weiumpka, Ala.             |       | 358  |
| WEBQ    | Harrisburg, Ill.                 |       | 429  | WETZ    | New Martinsville, W. Va.   |       | 660  |
| WEBR    | Buffalo, N. Y.                   |       | 525  | WEUP    | Huntsville, Ala.           |       | 355  |
| WEBY    | Milton, Fla.                     |       | 402  | WEVA    | Emporia, Va.               |       | 644  |
| WECL    | Eau Claire, Wis.                 |       | 662  | WEVD    | New York, N. Y.            |       | 541  |
| WEDC    | Chicago, Ill.                    |       | 425  | WEVE    | Eveleth, Minn.             |       | 488  |
| WEDO    | McKeesport, Pa.                  |       | 590  | WEW     | St. Louis, Mo.             |       | 506  |
| WEDR    | Birmingham, Ala.                 |       | 352  | WEWO    | Laurinburg, N. C.          |       | 555  |
| WEEB    | Southern Pines, N. C.            |       | 559  | WEXL    | Ferndale, Mich.            |       | 480  |
| WEED    | Rocky Mount, N. C.               |       | 558  | WEYE    | Sanford, N. C.             |       | 558  |
| WEEL    | Boston, Mass.                    |       | 470  | WEZB    | Birmingham, Ala.           |       | 352  |
| WEEK    | Peoria, Ill.                     |       | 431  | WEZE    | Boston, Mass.              |       | 471  |
| WEEP    | Pittsburgh, Pa.                  |       | 594  | WEZL    | Richmond, Va.              |       | 647  |
| WEER    | Warrenton, Va.                   |       | 650  | WEZN    | Elizabethtown, Pa.         |       | 587  |
| WEU     | Reading, Pa.                     |       | 595  | WEZY    | Cocoa, Fla.                |       | 395  |
| WEEX    | Easton, Pa.                      |       | 587  | WFAA    | Dallas, Tex.               |       | 621  |
| WEGO    | Concord, N. C.                   |       | 551  | WFAH    | Alliance, Ohio             |       | 563  |
| WEHH    | Elmira Heights-Horseheads, N. Y. |       | 526  | WFAI    | Fayetteville, N. C.        |       | 552  |
| WEIC    | Charleston, Ill.                 |       | 425  | WFAR    | Farrell, Pa.               |       | 588  |
| WEIM    | Fitchburg, Mass.                 |       | 472  | WFAS    | White Plains, N. Y.        |       | 547  |
| WEIR    | Weirton, W. Va.                  |       | 661  | WFAU    | Augusta, Me.               |       | 463  |
| WEJL    | Scranton, Pa.                    |       | 595  | WFAX    | Falls Church, Va.          |       | 644  |
| WEKR    | Fayetteville, Tenn.              |       | 609  | WFBC    | Greenville, S. C.          |       | 602  |
| WEKY    | Richmond, Ky.                    |       | 455  | WFBF    | Fernandina Beach, Fla.     |       | 397  |
| WEKZ    | Monroe, Wis.                     |       | 666  | WFBG    | Altoona, Pa.               |       | 584  |
| WELC    | Welch, W. Va.                    |       | 661  | WFBL    | Syracuse, N. Y.            |       | 546  |
| WELD    | Fisher, W. Va.                   |       | 659  | WFBM    | Indianapolis, Ind.         |       | 435  |
| WELI    | New Haven, Conn.                 |       | 391  | WFBR    | Baltimore, Md.             |       | 467  |
| WELK    | Charlottesville, Va.             |       | 643  | WFBS    | Ft. Walton Beach, Fla.     |       | 397  |

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| WFCR    | Fairfax, Va.            |       | 644  | WGAL    | Lancaster, Pa.            |       | 589  |
| WFDF    | Flint, Mich.            |       | 480  | WGAN    | Portland, Me.             |       | 465  |
| WFDR    | Manchester, Ga.         |       | 415  | WGAP    | Maryville, Tenn.          |       | 611  |
| WFEA    | Manchester, N. H.       |       | 517  | WGAR    | Cleveland, Ohio           |       | 566  |
| WFEB    | Sylacauga, Ala.         |       | 357  | WGAU    | Athens, Ga.               |       | 409  |
| WFEC    | Miami, Fla.             |       | 400  | WGAV    | Amsterdam, N. Y.          |       | 524  |
| WFGM    | Fitchburg, Mass.        |       | 472  | WGAW    | Gardner, Mass.            |       | 472  |
| WFGN    | Gaffney, S. C.          |       | 602  | WGAY    | Silver Spring, Md.        |       | 469  |
| WFHG    | Bristol, Va.            |       | 643  | WGBA    | Columbus, Ga.             |       | 412  |
| WFHK    | Pell City, Ala.         |       | 356  | WGBB    | Freeport, N. Y.           |       | 526  |
| WFHR    | Wisconsin Rapids, Wis.  |       | 668  | WGBF    | Evansville, Ind.          |       | 434  |
| WFIG    | Sumter, S. C.           |       | 605  | WGBG    | Greensboro, N. C.         |       | 553  |
| WFIL    | Philadelphia, Pa.       |       | 591  | WGBI    | Scranton, Pa.             |       | 595  |
| WFIN    | Findlay, Ohio           |       | 569  | WGBR    | Goldsboro, N. C.          |       | 553  |
| WFIS    | Fountain Inn, S. C.     |       | 602  | WGBS    | Miami, Fla.               |       | 400  |
| WFIW    | Fairfield, Ill.         |       | 428  | WGCB    | Red Lion, Pa.             |       | 595  |
| WFKN    | Franklin, Ky.           |       | 450  | WGCD    | Chester, S. C.            |       | 601  |
| WFKY    | Frankfort, Ky.          |       | 450  | WGCM    | Gulfport, Miss.           |       | 494  |
| WFLA    | Tampa, Fla.             |       | 406  | WGEA    | Geneva, Ala.              |       | 354  |
| WFLB    | Fayetteville, N. C.     |       | 552  | WGEE    | Indianapolis, Ind.        |       | 435  |
| WFLN    | Philadelphia, Pa.       |       | 593  | WGEM    | Quincy, Ill.              |       | 432  |
| WFLQ    | Farmville, Va.          |       | 644  | WGES    | Chicago, Ill.             |       | 427  |
| WFLR    | Dundee, N. Y.           |       | 525  | WGET    | Gettysburg, Pa.           |       | 588  |
| WFLW    | Monticello, Ky.         |       | 457  | WGEZ    | Beloit, Wis.              |       | 662  |
| WFMC    | Goldsboro, N. C.        |       | 553  | WGFS    | Covington, Ga.            |       | 412  |
| WFMD    | Frederick, Md.          |       | 468  | WGGA    | Gainesville, Ga.          |       | 413  |
| WFMH    | Cullman, Ala.           |       | 353  | WGGG    | Gainesville, Fla.         |       | 398  |
| WFMJ    | Youngstown, Ohio        |       | 572  | WGGH    | Marion, Ill.              |       | 430  |
| WFMO    | Fairmont, N. C.         |       | 552  | WGGO    | Salamanca, N. Y.          |       | 545  |
| WFMW    | Madisonville, Ky.       |       | 452  | WGH     | Norfolk-Newport News, Va. |       | 646  |
| WFNC    | Fayetteville, N. C.     |       | 552  | WGHM    | Skowhegan, Me.            |       | 466  |
| WFNM    | De Funiac Springs, Fla. |       | 396  | WGHN    | Grand Haven, Mich.        |       | 481  |
| WFNS    | Burlington, N. C.       |       | 550  | WGIG    | Brunswick, Ga.            |       | 411  |
| WFOB    | Fostoria, Ohio          |       | 569  | WGIL    | Galesburg, Ill.           |       | 428  |
| WFOM    | Marietta, Ga.           |       | 415  | WGIR    | Manchester, N. H.         |       | 517  |
| WFOR    | Hattiesburg, Miss.      |       | 494  | WGIV    | Charlotte, N. C.          |       | 550  |
| WFOX    | Milwaukee, Wis.         |       | 664  | WGKA    | Atlanta, Ga.              |       | 409  |
| WFOY    | St. Augustine, Fla.     |       | 404  | WGL     | Ft. Wayne, Ind.           |       | 434  |
| WFPA    | Ft. Payne, Ala.         |       | 354  | WGLC    | Centreville, Miss.        |       | 492  |
| WFPG    | Atlantic City, N. J.    |       | 517  | WGLI    | Babylon, N. Y.            |       | 524  |
| WFPM    | Fort Valley, Ga.        |       | 413  | WGMA    | Hollywood, Fla.           |       | 398  |
| WFPR    | Hammond, La.            |       | 457  | WGML    | Hinesville, Ga.           |       | 414  |
| WFRA    | Franklin, Pa.           |       | 588  | WGMS    | Washington, D. C.         |       | 393  |
| WFRC    | Reidsville, N. C.       |       | 557  | WGN     | Chicago, Ill.             |       | 427  |
| WFRL    | Freeport, Ill.          |       | 428  | WGNC    | Gastonia, N. C.           |       | 552  |
| WFRM    | Coudersport, Pa.        |       | 587  | WGNI    | Wilmington, N. C.         |       | 560  |
| WFRO    | Fremon, Ohio            |       | 569  | WGNS    | Murfreesboro, Tenn.       |       | 613  |
| WFRP    | Savannah, Ga.           |       | 416  | WGNV    | Newburgh, N. Y.           |       | 528  |
| WFRX    | West Frankfort, Ill.    |       | 433  | WGOA    | Winter Garden, Fla.       |       | 408  |
| WFSC    | Franklin, N. C.         |       | 552  | WGOL    | Goldsboro, N. C.          |       | 553  |
| WFST    | Caribou, Me.            |       | 464  | WGOR    | Georgetown, Ky.           |       | 450  |
| WFTC    | Kinston, N. C.          |       | 555  | WGOV    | Valdosta, Ga.             |       | 418  |
| WFTG    | London, Ky.             |       | 452  | WGPA    | Bethlehem, Pa.            |       | 585  |
| WFTL    | Fort Lauderdale, Fla.   |       | 397  | WGPC    | Albany, Ga.               |       | 408  |
| WFTM    | Maysville, Ky.          |       | 453  | WGR     | Buffalo, N. Y.            |       | 525  |
| WFTR    | Front Royal, Va.        |       | 644  | WGRA    | Cairo, Ga.                |       | 411  |
| WFTW    | Ft. Walton Beach, Fla.  |       | 397  | WGRC    | Louisville, Ky.           |       | 452  |
| WFUL    | Fulton, Ky.             |       | 450  | WGRD    | Grand Rapids, Mich.       |       | 481  |
| WFUN    | Huntsville, Ala.        |       | 355  | WGRM    | Greenwood, Miss.          |       | 493  |
| WFUR    | Grand Rapids, Mich.     |       | 481  | WGRO    | Lake City, Fla.           |       | 399  |
| WFVA    | Fredericksburg, Va.     |       | 644  | WGRV    | Greeneville, Tenn.        |       | 609  |
| WVFG    | Fuquay Springs, N. C.   |       | 552  | WGRY    | Gary, Ind.                |       | 435  |
| WFYC    | Alma, Mich.             |       | 477  | WGSA    | Ephrata, Pa.              |       | 587  |
| WGAA    | Cedartown, Ga.          |       | 411  | WGSM    | Huntington, N. Y.         |       | 527  |
| WGAC    | Augusta, Ga.            |       | 410  | WGSR    | Millen, Ga.               |       | 415  |
| WGAD    | Gadsden, Ala.           |       | 354  | WGST    | Atlanta, Ga.              |       | 409  |
| WGAF    | Valdosta, Ga.           |       | 418  | WGSV    | Guntersville, Ala.        |       | 354  |
| WGAI    | Elizabeth City, N. C.   |       | 552  | WGSW    | Greenwood, S. C.          |       | 603  |

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| WGTA    | Summersville, Ga.               |       | 417  | WHIR    | Danville, Ky.         |       | 450  |
| WGTC    | Greenville, N. C.               |       | 554  | WHIS    | Bluefield, W. Va.     |       | 658  |
| WGTL    | Kannapolis, N. C.               |       | 555  | WHIT    | New Bern, N. C.       |       | 556  |
| WGTM    | Wilson, N. C.                   |       | 560  | WHIY    | Orlando, Fla.         |       | 402  |
| WGTN    | Georgetown, S. C.               |       | 672  | WHIZ    | Zanesville, Ohio      |       | 572  |
| WGTO    | Cypress Gardens, Fla.           |       | 396  | WHIB    | Greensburg, Pa.       |       | 588  |
| WGUS    | North Augusta, S. C.            |       | 674  | WHIC    | Matewan, W. Va.       |       | 659  |
| WGUY    | Bangor, Me.                     |       | 463  | WHK     | Cleveland, Ohio       |       | 566  |
| WGVA    | Geneva, N. Y.                   |       | 527  | WHKK    | Akron, Ohio           |       | 563  |
| WGVM    | Greenville, Miss.               |       | 493  | WHKP    | Hendersonville, N. C. |       | 554  |
| WGWC    | Selma, Ala.                     |       | 357  | WHKY    | Hickory, N. C.        |       | 554  |
| WGWR    | Ashboro, N. C.                  |       | 549  | WHLB    | Vir'gin'a, Minn.      |       | 491  |
| WGY     | Schenectady, N. Y.              |       | 545  | WHLD    | Niagara Falls, N. Y.  |       | 543  |
| WGYV    | Greenville, Ala.                |       | 354  | WHLF    | South Boston, Va.     |       | 649  |
| WHAB    | Baxley, Ga.                     |       | 410  | WHLI    | Hempstead, N. Y.      |       | 527  |
| WHAI    | Greenfield, Mass.               |       | 472  | WHLL    | Wheeling, W. Va.      |       | 661  |
| WHAK    | Rogers City, Mich.              |       | 486  | WHLM    | Bloomsburg, Pa.       |       | 585  |
| WHAI    | Shelbyville, Tenn.              |       | 615  | WHLN    | Harlan, Ky.           |       | 451  |
| WHAM    | Rochester, N. Y.                |       | 545  | WHLP    | Centerville, Tenn.    |       | 607  |
| WHAN    | Charleston, S. C.               |       | 690  | WHIS    | Port Huron, Mich.     |       | 485  |
| WHAP    | Hopewell, Va.                   |       | 645  | WHIT    | Huntington, Ind.      |       | 435  |
| WHAR    | Clarksburg, W. Va.              |       | 658  | WYMA    | Anniston, Ala.        |       | 351  |
| WHAS    | Louisville, Ky.                 |       | 452  | WHMI    | Howell, Mich.         |       | 482  |
| WHAT    | Philadelphia, Pa.               |       | 593  | WHMP    | Northampton, Mass.    |       | 473  |
| WHAV    | Haverhill, Mass.                |       | 472  | WHMS    | Charlesten, W. Va.    |       | 658  |
| WHAW    | Weston, W. Va.                  |       | 661  | WHNC    | Henderson, N. C.      |       | 554  |
| WHAY    | New Britain, Conn.              |       | 390  | WHNY    | McComb, Miss.         |       | 496  |
| WHB     | Kansas City, Mo.                |       | 503  | WHO     | Des Moines, Iowa      |       | 441  |
| WHRB    | Selma, Ala.                     |       | 357  | WHOA    | San Juan, P. R.       |       | 672  |
| WHBC    | Canton, Ohio                    |       | 565  | WHOC    | Philadslphia, Pa.     |       | 497  |
| WHBF    | Rock Island, Ill.               |       | 432  | WHOY    | Lancaster, Ohio       |       | 569  |
| WHRG    | Harrisonburg, Va.               |       | 645  | WHOL    | Allentown, Pa.        |       | 583  |
| WHBI    | Newark, N. J.                   |       | 518  | WHOM    | New York, N. Y.       |       | 531  |
| WHRL    | Sheboygan, Wis.                 |       | 667  | WFOO    | Orlando, Fla.         |       | 402  |
| WHBN    | Harrodsburg, Ky.                |       | 451  | WHOP    | Hopkinsville, Ky.     |       | 451  |
| WHBO    | Tampa, Fla.                     |       | 406  | WHCS    | Decatur, Ala.         |       | 353  |
| WHBQ    | Memphis, Tenn.                  |       | 612  | WHOT    | Campbell, Ohio        |       | 563  |
| WHBT    | Harriman, Tenn.                 |       | 609  | WFOW    | Clinton, Ill.         |       | 427  |
| WHBU    | Anderson, Ind.                  |       | 473  | WHP     | Harrisburg, Pa.       |       | 588  |
| WHFY    | Appleton, Wis.                  |       | 662  | WHPB    | Belton, S. C.         |       | 630  |
| WHCC    | Waynesville, N. C.              |       | 559  | WHPE    | High Point, N. C.     |       | 554  |
| WHCO    | Sparta, Ill.                    |       | 432  | WHRT    | Hartselle, Ala.       |       | 355  |
| WHCU    | Ithaca, N. Y.                   |       | 527  | WHRV    | Ann Arbor, Mich.      |       | 477  |
| WHDF    | Houghton, Mich.                 |       | 482  | WHSC    | Hartsville, S. C.     |       | 603  |
| WHDH    | Boston, Mass.                   |       | 470  | WHSM    | Hayward, Wis.         |       | 663  |
| WHDL    | Olean, N. Y.                    |       | 543  | WHSY    | Hattiesburg, Miss.    |       | 494  |
| WHDM    | McKenzie, Tenn.                 |       | 611  | WHYB    | Talladega, Ala.       |       | 357  |
| WHEB    | Pertsmouth, N. H.               |       | 517  | WHTC    | Holland, Mich.        |       | 482  |
| WHEC    | Rochester, N. Y.                |       | 545  | WHTG    | Asbury Park, N. J.    |       | 517  |
| WHEE    | Washington, N. C.               |       | 559  | WHTN    | Huntington, W. Va.    |       | 659  |
| WHEF    | Martinsville, Va.               |       | 645  | WHUB    | Cookeville, Tenn.     |       | 608  |
| WHFN    | Syracuse, N. Y.                 |       | 546  | WHUC    | Hudson, N. Y.         |       | 527  |
| WHEP    | Foley, Ala.                     |       | 354  | WHUM    | Reading, Pa.          |       | 595  |
| WHER    | Memphis, Tenn.                  |       | 612  | WHUN    | Huntingdon, Pa.       |       | 589  |
| WHEY    | Millington, Tenn.               |       | 612  | WHVF    | Wausau, Wis.          |       | 668  |
| WHFB    | Benton Harbor-St. Joseph, Mich. |       | 477  | WHVH    | Henderson, N. C.      |       | 554  |
| WHFC    | Chicago, Ill.                   |       | 427  | WHVR    | Hanover, Pa.          |       | 588  |
| WHGB    | Harrisburg, Pa.                 |       | 588  | WHWB    | Rutland, Vt.          |       | 641  |
| WHGR    | Houghton Lake, Mich.            |       | 482  | WHXY    | Bogalusa, La.         |       | 457  |
| WHHH    | Warren, Ohio                    |       | 571  | WHYE    | Roanoke, Va.          |       | 648  |
| WHHM    | Memphis, Tenn.                  |       | 612  | WHYL    | Carlisle, Pa.         |       | 586  |
| WHHY    | Montgomery, Ala.                |       | 356  | WHYN    | Springfield, Mass.    |       | 474  |
| WHIE    | Griffin, Ga.                    |       | 414  | WHYS    | Ocala, Fla.           |       | 402  |
| WHIL    | Medford-Boston, Mass.           |       | 473  | WIAC    | San Juan, P. R.       |       | 673  |
| WHIM    | Providence, R. I.               |       | 599  | WIAM    | Williamston, N. C.    |       | 560  |
| WHIN    | Gallatin, Tenn.                 |       | 609  | WIBA    | Madison, Wis.         |       | 663  |
| WHIO    | Dayton, Ohio                    |       | 568  | WIBB    | Macon, Ga.            |       | 414  |
| WHIP    | Mooreville, N. C.               |       | 556  | WIBC    | Indianapolis, Ind.    |       | 435  |



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| WIBG    | Philadelphia, Pa.          |       | 593  | WIS     | Columbia, S. C.      |       | 601  |
| WIEM    | Jackson, Mich.             |       | 483  | WISC    | Madison, Wis.        |       | 664  |
| WIBR    | Baton Rouge, La.           |       | 456  | WISE    | Asheville, N. C.     |       | 549  |
| WIBU    | Poynette, Wis.             |       | 666  | WICH    | Indianapolis, Ind.   |       | 436  |
| WIBV    | Belleville, Ill.           |       | 424  | WISK    | St. Paul, Minn.      |       | 491  |
| WIBW    | Topeka, Kan.               |       | 448  | WISL    | Shamokin, Pa.        |       | 596  |
| WIBX    | Utica, N. Y.               |       | 547  | WISN    | Milwaukee, Wis.      |       | 665  |
| WICA    | Ashtabula, Ohio            |       | 563  | WISO    | Ponce, P. R.         |       | 671  |
| WICC    | Bridgeport, Conn.          |       | 389  | WISP    | Kinston, N. C.       |       | 555  |
| WICE    | Providence, R. I.          |       | 599  | WISR    | Bulter, Pa.          |       | 586  |
| WICH    | Norwich, Conn.             |       | 391  | WIST    | Charlotte, N. C.     |       | 550  |
| WICK    | Scranton, Pa.              |       | 595  | WISV    | Viroqua, Wis.        |       | 668  |
| WICO    | Salisbury, Md.             |       | 469  | WITA    | San Juan, P. R.      |       | 673  |
| WICU    | Erie, Pa.                  |       | 588  | WITH    | Baltimore, Md.       |       | 467  |
| WICY    | Malone, N. Y.              |       | 528  | WITT    | Lewisburg, Pa.       |       | 590  |
| WIDE    | Biddeford, Me.             |       | 464  | WITY    | Danville, Ill.       |       | 427  |
| WIEL    | Elizabethtown, Ky.         |       | 450  | WITZ    | Jasper, Ind.         |       | 436  |
| WIFM    | Elkin, N. C.               |       | 552  | WIVI    | Christiansted, V. I. |       | 673  |
| WIGM    | Medford, Wis.              |       | 664  | WIVK    | Knoxville, Tenn.     |       | 610  |
| WIIN    | Atlanta, Ga.               |       | 409  | WIVY    | Jacksonville, Fla.   |       | 398  |
| WIKB    | Iron River, Mich.          |       | 483  | WIZE    | Springfield, Ohio    |       | 571  |
| WIKC    | Bogalusa, La.              |       | 457  | WIZZ    | Streator, Ill.       |       | 433  |
| WIKE    | Newport, Va.               |       | 641  | WJAC    | Johnstown, Pa.       |       | 589  |
| WIKY    | Evansville, Ind.           |       | 434  | WJAG    | Norfolk, Neb.        |       | 512  |
| WIL     | St. Louis, Mo.             |       | 506  | WJAK    | Jackson, Tenn.       |       | 609  |
| WILA    | Danville, Va.              |       | 643  | WJAM    | Marion, Ala.         |       | 355  |
| WILD    | Boston, Mass.              |       | 470  | WJAR    | Providence, R. I.    |       | 599  |
| WILE    | Cambridge, Ohio            |       | 563  | WJAT    | Swainsboro, Ga.      |       | 417  |
| WILI    | Williamantic, Conn.        |       | 392  | WJAX    | Jacksonville, Fla.   |       | 398  |
| WILK    | Wilkes-Barre, Pa.          |       | 597  | WJAY    | Mullins, S. C.       |       | 604  |
| WILM    | Wilmington, Del.           |       | 393  | WJAZ    | Albany, Ga.          |       | 408  |
| WILO    | Frankfort, Ind.            |       | 435  | WJBB    | Haleyville, Ala.     |       | 354  |
| WILS    | Lansing, Mich.             |       | 484  | WJBC    | Bloomington, Ill.    |       | 424  |
| WILZ    | St. Petersburg Beach, Fla. |       | 404  | WJBD    | Salem, Ill.          |       | 432  |
| WIMA    | Lima, Ohio                 |       | 569  | WJBK    | Detroit, Mich.       |       | 479  |
| WIMO    | Winder, Ga.                |       | 418  | WJBL    | Holland, Mich.       |       | 482  |
| WIMS    | Michigan City, Ind.        |       | 437  | WJBO    | Baton Rouge, La.     |       | 457  |
| WINA    | Charlottesville, Va.       |       | 643  | WJBS    | DeLand, Fla.         |       | 396  |
| WINC    | Winchester, Va.            |       | 650  | WJBW    | New Orleans, La.     |       | 459  |
| WIND    | Chicago, Ill.              |       | 427  | WJCD    | Seymour, Ind.        |       | 438  |
| WINE    | Buffalo, N. Y.             |       | 525  | WJCM    | Sebring, Fla.        |       | 405  |
| WINF    | Manchester, Conn.          |       | 390  | WIDA    | Quincy, Mass.        |       | 474  |
| WING    | Dayton, Ohio               |       | 568  | WIDB    | Thomasville, Ala.    |       | 358  |
| WINI    | Murphysboro, Ill.          |       | 431  | WIDX    | Jackson, Miss.       |       | 494  |
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| WMYB    | Myrtle Beach  | S. C. | 604  |
| WMYN    | Madison       | N. C. | 556  |
| WMYR    | Ft. Myers     | Fla.  | 397  |
| WNAB    | Bridgeport    | Conn. | 389  |
| WNAC    | Boston        | Mass. | 471  |
| WNAE    | Warren        | Pa.   | 597  |
| WNAG    | Grenada       | Miss. | 494  |
| WNAH    | Nashville     | Tenn. | 613  |
| WNAK    | Wilkes-Barre  | Pa.   | 597  |
| WNAM    | Neech         | Wis.  | 666  |
| WNAR    | Norristown    | Pa.   | 591  |
| WNAT    | Natchez       | Miss. | 496  |
| WNAU    | New Albany    | Miss. | 496  |
| WNAV    | Annapolis     | Md.   | 466  |
| WNAX    | Yanckton      | S. D. | 607  |
| WNBK    | Binghamton    | N. Y. | 525  |
| WNBH    | New Bedford   | Mass. | 473  |
| WNBK    | Newburyport   | Mass. | 473  |
| WNBS    | Murray        | Ky.   | 453  |
| WNBT    | Wellsboro     | Pa.   | 597  |
| WNBE    | Saranac Lake  | N. Y. | 545  |
| WNCA    | Silver City   | N. C. | 558  |
| WNCC    | Barnsboro     | Pa.   | 585  |
| WNCO    | Ashland       | Ohio  | 563  |
| WNDB    | Daytona Beach | Fla.  | 396  |
| WNDR    | Syracuse      | N. Y. | 546  |
| WNDU    | South Bend    | Ind.  | 438  |
| WNEB    | Worcester     | Mass. | 475  |
| WNEG    | Toccoa        | Ga.   | 417  |
| WNEL    | Caguas        | P. R. | 671  |
| WNER    | Live Oak      | Fla.  | 400  |
| WNES    | Central City  | Ky.   | 449  |
| WNEW    | New York      | N. Y. | 541  |
| WNEX    | Macon         | Ga.   | 415  |
| WNGO    | Mayfield      | Ky.   | 453  |
| WNHC    | New Haven     | Conn. | 391  |
| WNIA    | Buffalo       | N. Y. | 525  |
| WNIL    | Niles         | Mich. | 485  |
| WNJR    | Newark        | N. J. | 518  |
| WNKY    | Neon          | Ky.   | 453  |
| WNLA    | Indianola     | Miss. | 494  |
| WNLC    | New London    | Conn. | 391  |
| WNLK    | Norwalk       | Conn. | 391  |
| WNMP    | Evanston      | Ill.  | 428  |
| WNNC    | Newton        | N. C. | 557  |
| WNNJ    | Newton        | N. J. | 519  |
| WNNT    | Warsaw        | Va.   | 650  |
| WNOR    | New Orleans   | La.   | 460  |
| WNOG    | Naples        | Fla.  | 402  |
| WNOK    | Columbia      | S. C. | 601  |
| WNOP    | Newport       | Ky.   | 453  |
| WNOF    | Norfolk       | Va.   | 646  |

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| WNOS    | High Point     | N. C.  | 554  |
| WNOW    | York           | Pa.    | 598  |
| WNOX    | Knoxville      | Tenn.  | 610  |
| WNPT    | Tuscaloosa     | Ala.   | 358  |
| WNRG    | Grundy         | Va.    | 644  |
| WNRI    | Woonsocket     | R. I.  | 599  |
| WNRV    | Narrows        | Va.    | 646  |
| WNSL    | Laurel         | Miss.  | 495  |
| WNSM    | Valparaiso     | Fla.   | 407  |
| WNTA    | Newark         | N. J.  | 518  |
| WNVA    | Norton         | Va.    | 646  |
| WNXT    | Portsmouth     | Ohio   | 570  |
| WOAI    | San Antonio    | Tex.   | 635  |
| WOAP    | Owosso         | Mich.  | 485  |
| WOAY    | Oak Hill       | W. Va. | 660  |
| WOBS    | Jacksonville   | Fla.   | 398  |
| WOBT    | Rhineland      | Wis.   | 667  |
| WOC     | Davenport      | Iowa   | 441  |
| WOCB    | West Yarmouth  | Mass.  | 475  |
| WOCH    | North Vernon   | Ind.   | 438  |
| WOHI    | East Liverpool | Ohio   | 569  |
| WOHO    | Toledo         | Ohio   | 571  |
| WOHP    | Bellefontaine  | Ohio   | 563  |
| WOHS    | Shelby         | N. C.  | 558  |
| WOIA    | Saline         | Mich.  | 486  |
| WOIC    | Columbia       | S. C.  | 601  |
| WOKE    | Oak Ridge      | Tenn.  | 614  |
| WOKJ    | Jackson        | Miss.  | 495  |
| WOKK    | Meridian       | Miss.  | 496  |
| WOKO    | Albany         | N. Y.  | 524  |
| WOKY    | Milwaukee      | Wis.   | 665  |
| WOKZ    | Alton          | Ill.   | 424  |
| WOL     | Washington     | D. C.  | 394  |
| WOLF    | Syracuse       | N. Y.  | 547  |
| WOLS    | Florence       | S. C.  | 602  |
| WOMI    | Owensboro      | Ky.    | 453  |
| WOMT    | Manitowoc      | Wis.   | 664  |
| WOND    | Pleasantville  | N. J.  | 519  |
| WONE    | Dayton         | Ohio   | 568  |
| WONG    | Oneida         | N. Y.  | 543  |
| WONN    | Lakeland       | Fla.   | 399  |
| WONW    | Defiance       | Ohio   | 568  |
| WOOD    | Grand Rapids   | Mich.  | 482  |
| WOOF    | Dothan         | Ala.   | 353  |
| WOOK    | Washington     | D. C.  | 394  |
| WOOO    | DeLand         | Fla.   | 396  |
| WOPA    | Oak Park       | Ill.   | 431  |
| WOPI    | Bristol        | Tenn.  | 607  |
| WOR     | New York       | N. Y.  | 539  |
| WORA    | Mayaguez       | P. R.  | 671  |
| WORC    | Worcester      | Mass.  | 475  |
| WORD    | Spartanburg    | S. C.  | 604  |
| WORK    | York           | Pa.    | 598  |
| WORL    | Boston         | Mass.  | 471  |
| WORM    | Savannah       | Tenn.  | 614  |
| WORX    | Madison        | Ind.   | 437  |
| WOSA    | Wausau         | Wis.   | 668  |
| WOSC    | Fulton         | N. Y.  | 526  |
| WOSH    | Oshkosh        | Wis.   | 666  |
| WOTR    | Corry          | Pa.    | 587  |
| WOTW    | Nashua         | N. H.  | 517  |
| WOV     | New York       | N. Y.  | 541  |
| WOW     | Omaha          | Neb.   | 513  |
| WOWL    | Florence       | Ala.   | 354  |
| WOWO    | Fl. Wayne      | Ind.   | 435  |
| WOXF    | Oxford         | N. C.  | 557  |
| WOZK    | Ozark          | Ala.   | 356  |
| WPAB    | Ponce          | P. R.  | 672  |

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| WPAC    | Patchogue       | N. Y.  | 544  |
| WPAD    | Paducah         | Ky.    | 454  |
| WPAG    | Ann Arbor       | Mich.  | 477  |
| WPAL    | Charleston      | S. C.  | 600  |
| WPAM    | Pottsville      | Pa.    | 594  |
| WPAQ    | Mt. Airy        | N. C.  | 556  |
| WPAT    | Parkersburg     | W. Va. | 660  |
| WPAT    | Paterson        | N. J.  | 519  |
| WPAW    | Pawtucket       | R. I.  | 598  |
| WPAX    | Thomasville     | Ga.    | 417  |
| WPAY    | Portsmouth      | Ohio   | 570  |
| WPAZ    | Pottstown       | Pa.    | 594  |
| WPBB    | Jackson         | Ala.   | 355  |
| WPBC    | Minneapolis     | Minn.  | 489  |
| WPCC    | Clinton         | S. C.  | 601  |
| WPCF    | Panama City     | Fla.   | 403  |
| WPCO    | Mount Vernon    | Ind.   | 437  |
| WPCT    | Putnam          | Conn.  | 392  |
| WPDM    | Potsdam         | N. Y.  | 544  |
| WPDQ    | Jacksonville    | Fla.   | 398  |
| WPDR    | Portage         | Wis.   | 666  |
| WPDY    | Clarksburg      | W. Va. | 658  |
| WPEG    | Jacksonville    | Fla.   | 398  |
| WPEL    | Montrose        | Pa.    | 591  |
| WPEN    | Philadelphia    | Pa.    | 593  |
| WPEO    | Peoria          | Ill.   | 432  |
| WPEP    | Taunton         | Mass.  | 475  |
| WPET    | Greensboro      | N. C.  | 554  |
| WPFA    | Pensacola       | Fla.   | 404  |
| WPFB    | Middletown      | Ohio   | 570  |
| WPDF    | Darlington      | S. C.  | 601  |
| WPFJ    | Park Falls      | Wis.   | 666  |
| WPGC    | Washington      | D. C.  | 394  |
| WPGW    | Portland        | Ind.   | 438  |
| WPHB    | Philipsburg     | Pa.    | 593  |
| WPIC    | Sharon          | Pa.    | 596  |
| WPID    | Piedmont        | Ala.   | 357  |
| WPIK    | Alexandria      | Va.    | 642  |
| WPIN    | St. Petersburg  | Fla.   | 404  |
| WPIT    | Pittsburgh      | Pa.    | 594  |
| WPKE    | Pikeville       | Ky.    | 454  |
| WPKO    | Waverly         | Ohio   | 571  |
| WPKY    | Princeton       | Ky.    | 454  |
| WPLA    | Plant City      | Fla.   | 404  |
| WPLH    | Huntington      | W. Va. | 659  |
| WPLM    | Plymouth        | Mass.  | 474  |
| WPLY    | Plymouth        | Wis.   | 666  |
| WPME    | Punxsutawney    | Pa.    | 594  |
| WPMP    | Pascagoula      | Miss.  | 497  |
| WPNC    | Plymouth        | N. C.  | 557  |
| WPNF    | Brevard         | N. C.  | 550  |
| WPNX    | Phenix City     | Ala.   | 357  |
| WPOM    | Pompano Beach   | Fla.   | 404  |
| WPON    | Pontiac         | Mich.  | 485  |
| WPOP    | Hartford        | Conn.  | 390  |
| WPOR    | Portland        | Me.    | 465  |
| WPOW    | New York        | N. Y.  | 541  |
| WPPA    | Pottsville      | Pa.    | 594  |
| WPRA    | Mayaguez        | P. R.  | 671  |
| WPRC    | Lincoln         | Ill.   | 429  |
| WPRE    | Prarie Du Chien | Wis.   | 666  |
| WPRO    | Providence      | R. I.  | 598  |
| WPRP    | Ponce           | P. R.  | 672  |
| WPRS    | Paris           | Ill.   | 431  |
| WPRT    | Prestonsburg    | Ky.    | 454  |
| WPRW    | Manassas        | Va.    | 645  |
| WPRY    | Perry           | Fla.   | 404  |
| WPTF    | Raleigh         | N. C.  | 557  |



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| WPTR    | — Albany, N. Y.         |       | 523  |
| WPTS    | — Pittston, Pa.         |       | 594  |
| WPTW    | — Piqua, Ohio           |       | 570  |
| WPTX    | — Lexington Park, Md.   |       | 468  |
| WPUV    | — Pulaski, Va.          |       | 647  |
| WPVA    | — Petersburg, Va.       |       | 647  |
| WPVL    | — Painesville, Ohio     |       | 570  |
| WQAM    | — Miami, Fla.           |       | 401  |
| WQBC    | — Vicksburg, Miss.      |       | 497  |
| WQIC    | — Meridian, Miss.       |       | 496  |
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| WQOK    | — Greenville, S. C.     |       | 602  |
| WQSN    | — Charleston, S. C.     |       | 601  |
| WQUA    | — Moline, Ill.          |       | 430  |
| WQUB    | — Galesburg, Ill.       |       | 429  |
| WQXI    | — Atlanta, Ga.          |       | 409  |
| WQXQ    | — Ormond Beach, Fla.    |       | 403  |
| WQXR    | — New York, N. Y.       |       | 543  |
| WQXT    | — Palm Beach, Fla.      |       | 403  |
| WRAC    | — Racine, Wis.          |       | 666  |
| WRAD    | — Radford, Va.          |       | 647  |
| WRAG    | — Carrollton, Ala.      |       | 352  |
| WRAJ    | — Anna, Ill.            |       | 424  |
| WRAK    | — Williamsport, Pa.     |       | 597  |
| WRAL    | — Raleigh, N. C.        |       | 557  |
| WRAM    | — Monmouth, Ill.        |       | 431  |
| WRAP    | — Norfolk, Va.          |       | 646  |
| WRAW    | — Reading, Pa.          |       | 595  |
| WRAY    | — Princeton, Ind.       |       | 438  |
| WRBC    | — Jackson, Miss.        |       | 495  |
| WRBL    | — Columbus, Ga.         |       | 412  |
| WRBS    | — Tuscaloosa, Ala.      |       | 358  |
| WRC     | — Washington, D. C.     |       | 394  |
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| WRCD    | — Dalton, Ga.           |       | 412  |
| WRCO    | — Richland Center, Wis. |       | 667  |
| WRCS    | — Ahsokie, N. C.        |       | 549  |
| WRCV    | — Philadelphia, Pa.     |       | 593  |
| WRDB    | — Reedsburg, Wis.       |       | 666  |
| WRDO    | — Augusta, Me.          |       | 463  |
| WRDW    | — Augusta, Ga.          |       | 410  |
| WREB    | — Holyoke, Mass.        |       | 472  |
| WREC    | — Memphis, Tenn.        |       | 612  |
| WREL    | — Lexington, Va.        |       | 645  |
| WREM    | — Remsen, N. Y.         |       | 544  |
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| WREV    | — Reidsville, N. C.     |       | 557  |
| WRFB    | — Tallahassee, Fla.     |       | 405  |
| WRFC    | — Athens, Ga.           |       | 409  |
| WRFD    | — Worthington, Ohio     |       | 572  |
| WRF5    | — Alexander City, Ala.  |       | 351  |
| WRGA    | — Rome, Ga.             |       | 416  |
| WRGR    | — Starke, Fla.          |       | 405  |
| WRGS    | — Rogersville, Tenn.    |       | 614  |
| WRHC    | — Jacksonville, Fla.    |       | 399  |
| WRHI    | — Rock Hill, S. C.      |       | 604  |
| WRIB    | — Providence, R. I.     |       | 598  |
| WRIC    | — Richlands, Va.        |       | 647  |
| WRIG    | — Wausau, Wis.          |       | 668  |
| WRIM    | — Pahoee, Fla.          |       | 403  |
| WRIO    | — Rio Piedras, P. R.    |       | 672  |
| WRIP    | — Rossville, Ga.        |       | 416  |
| WRIS    | — Roanoke, Va.          |       | 649  |
| WRIT    | — Milwaukee, Wis.       |       | 665  |
| WRIV    | — Riverhead, N. Y.      |       | 544  |
| WRJN    | — Racine, Wis.          |       | 666  |
| WRJW    | — Picayune, Miss.       |       | 497  |
| WRKD    | — Rockland, Me.         |       | 465  |

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| WRKH    | — Rockwood, Tenn.         |       | 614  |
| WRLD    | — West Point, Ga.         |       | 418  |
| WRMA    | — Montgomery, Ala.        |       | 356  |
| WRMF    | — Titusville, Fla.        |       | 407  |
| WRMN    | — Elgin, Ill.             |       | 428  |
| WRNB    | — New Bern, N. C.         |       | 556  |
| WRNL    | — Richmond, Va.           |       | 647  |
| WROA    | — Gulfport, Miss.         |       | 494  |
| WROB    | — West Point, Miss.       |       | 497  |
| WROD    | — Daytona Beach, Fla.     |       | 396  |
| WROK    | — Rockford, Ill.          |       | 432  |
| WROM    | — Rome, Ga.               |       | 416  |
| WRON    | — Ronceverte, W. Va.      |       | 661  |
| WROS    | — Scottsboro, Ala.        |       | 357  |
| WROV    | — Roanoke, Va.            |       | 649  |
| WROW    | — Albany, N. Y.           |       | 523  |
| WROX    | — Clarksdale, Miss.       |       | 492  |
| WROY    | — Carmi, Ill.             |       | 424  |
| WRPB    | — Warner Robbins, Ga.     |       | 418  |
| WRR     | — Dallas, Tex.            |       | 622  |
| WRRF    | — Washington, N. C.       |       | 559  |
| WRRR    | — Rockford, Ill.          |       | 432  |
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| WRSA    | — Saratoga Springs, N. Y. |       | 545  |
| WRSW    | — Warsaw, Ind.            |       | 439  |
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| WRUM    | — Rumford, Me.            |       | 465  |
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| WRUS    | — Russellville, Ky.       |       | 455  |
| WRVA    | — Richmond, Va.           |       | 648  |
| WRVK    | — Renfro Valley, Ky.      |       | 454  |
| WRVM    | — Rochester, N. Y.        |       | 545  |
| WRWB    | — Kissimmee, Fla.         |       | 399  |
| WRWJ    | — Selma, Ala.             |       | 357  |
| WRXO    | — Roxboro, N. C.          |       | 558  |
| WSAC    | — Ft. Knox, Ky.           |       | 450  |
| WSAI    | — Cincinnati, Ohio        |       | 565  |
| WSAL    | — Logansport, Ind.        |       | 437  |
| WSAM    | — Saginaw, Mich.          |       | 486  |
| WSAN    | — Allentown, Pa.          |       | 584  |
| WSAR    | — Fall River, Mass.       |       | 472  |
| WSAT    | — Salisbury, N. C.        |       | 558  |
| WSAU    | — Wausau, Wis.            |       | 668  |
| WSAV    | — Savannah, Ga.           |       | 416  |
| WSAY    | — Rochester, N. Y.        |       | 545  |
| WSAZ    | — Huntington, W. Va.      |       | 659  |
| WSB     | — Atlanta, Ga.            |       | 409  |
| WSBA    | — York, Pa.               |       | 598  |
| WSBB    | — New Smyrna Beach, Fla.  |       | 402  |
| WSBC    | — Chicago, Ill.           |       | 427  |
| WSBS    | — Great Barrington, Mass. |       | 472  |
| WSBT    | — South Bend, Ind.        |       | 438  |
| WSCR    | — Scranton, Pa.           |       | 596  |
| WSDB    | — Homestead, Fla.         |       | 398  |
| WSDR    | — Sterling, Ill.          |       | 433  |
| WSEN    | — Baldwinsville, N. Y.    |       | 524  |
| WSEV    | — Sevierville, Tenn.      |       | 615  |
| WSFB    | — Quitman, Ga.            |       | 416  |
| WSFC    | — Somerset, Ky.           |       | 455  |
| WSFT    | — Thomaston, Ga.          |       | 417  |
| WSGA    | — Savannah, Ga.           |       | 416  |
| WSGC    | — Elberton, Ga.           |       | 413  |
| WSGN    | — Birmingham, Ala.        |       | 352  |
| WSGW    | — Saginaw, Mich.          |       | 486  |
| WSIC    | — Statesville, N. C.      |       | 559  |
| WSID    | — Baltimore, Md.          |       | 467  |
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| WSIR    | Winter Haven, Fla.      |       | 408  | WTAG    | Worcester, Mass.     |       | 475  |
| WSIV    | Pekin, Ill.             |       | 431  | WTAL    | Tallahassee, Fla.    |       | 406  |
| WSIX    | Nashville, Tenn.        |       | 613  | WTAN    | Clearwater, Fla.     |       | 395  |
| WSIZ    | Douglas, Ga.            |       | 413  | WTAO    | Boston, Mass.        |       | 471  |
| WSJC    | Magee, Miss.            |       | 496  | WTAQ    | La Grange, Ill.      |       | 429  |
| WSJM    | Saint Joseph, Mich.     |       | 486  | WTAR    | Norfolk, Va.         |       | 646  |
| WSJS    | Winston-Salem, N. C.    |       | 560  | WTAW    | Bryan, Tex.          |       | 619  |
| WSKI    | Montpelier, Vt.         |       | 641  | WTAX    | Springfield, Ill.    |       | 433  |
| WSKN    | Saugerties, N. Y.       |       | 545  | WTAY    | Robinson, Ill.       |       | 432  |
| WSKP    | Miami, Fla.             |       | 401  | WTBC    | Tuscaloosa, Ala.     |       | 358  |
| WSKY    | Asheville, N. C.        |       | 549  | WTBF    | Troy, Ala.           |       | 358  |
| WSLB    | Ogdensburg, N. Y.       |       | 543  | WTBO    | Cumberland, Md.      |       | 467  |
| WSLI    | Jackson, Miss.          |       | 495  | WTCB    | Flomont, Ala.        |       | 353  |
| WSLM    | Salem, Ind.             |       | 438  | WTCH    | Shawano, Wis.        |       | 667  |
| WSLS    | Roanoke, Va.            |       | 649  | WTCJ    | Tell City, Ind.      |       | 438  |
| WSM     | Nashville, Tenn.        |       | 614  | WTCM    | Traverse City, Mich. |       | 486  |
| WSMB    | New Orleans, La.        |       | 460  | WTCN    | Minneapolis, Minn.   |       | 489  |
| WSME    | Sanford, Me.            |       | 466  | WTCO    | Campbellsville, Ky.  |       | 449  |
| WSMI    | Litchfield, Ill.        |       | 430  | WTCR    | Ashland, Ky.         |       | 449  |
| WSMN    | Nashua, N. H.           |       | 517  | WTCS    | Fairmont, W. Va.     |       | 659  |
| WSMT    | Sparta, Tenn.           |       | 615  | WTCW    | Whitesburg, Ky.      |       | 455  |
| WSNJ    | Bridgeton, N. J.        |       | 518  | WTEL    | Philadelphia, Pa.    |       | 593  |
| WSNT    | Sandersville, Ga.       |       | 416  | WTHE    | Spartanburg, S. C.   |       | 604  |
| WSNW    | Seneca, S. C.           |       | 604  | WTHI    | Terre Haute, Ind.    |       | 439  |
| WSNY    | Schenectady, N. Y.      |       | 546  | WTHR    | Panama City, Fla.    |       | 403  |
| WSOC    | Charlotte, N. C.        |       | 551  | WTIC    | Hartford, Conn.      |       | 390  |
| WSON    | Henderson, Ky.          |       | 451  | WTIF    | Tifton, Ga.          |       | 417  |
| WSOO    | Sault Ste. Marie, Mich. |       | 486  | WTIG    | Massillon, Ohio      |       | 570  |
| WSOY    | Decatur, Ill.           |       | 428  | WTIK    | Durham, N. C.        |       | 551  |
| WSPA    | Spartanburg, S. C.      |       | 605  | WTLI    | Mayaguez, P. R.      |       | 671  |
| WSPB    | Sarasota, Fla.          |       | 405  | WTIM    | Taylorville, Ill.    |       | 433  |
| WSPD    | Toledo, Ohio            |       | 571  | WTIP    | Charleston, W. Va.   |       | 658  |
| WSPN    | Saratoga Springs, N. Y. |       | 545  | WTIV    | Titusville, Pa.      |       | 596  |
| WSPR    | Springfield, Mass.      |       | 474  | WTIX    | New Orleans, La.     |       | 460  |
| WSPT    | Stevens Point, Wis.     |       | 667  | WTJH    | East Point, Ga.      |       | 413  |
| WSRA    | Milton, Fla.            |       | 402  | WTJS    | Jackson, Tenn.       |       | 610  |
| WSRC    | Durham, N. C.           |       | 551  | WTKM    | Hartford, Wis.       |       | 683  |
| WSRO    | Marlborough, Mass.      |       | 473  | WTKO    | Ithaca, N. Y.        |       | 527  |
| WSRS    | Cleveland Heights, Ohio |       | 567  | WTLB    | Utica, N. Y.         |       | 547  |
| WSRW    | Hillsboro, Ohio         |       | 569  | WTLG    | Bowling Green, Ohio  |       | 563  |
| WSSB    | Durham, N. C.           |       | 551  | WTLS    | Tallassee, Ala.      |       | 358  |
| WSSC    | Sumter, S. C.           |       | 605  | WTMA    | Charleston, S. C.    |       | 600  |
| WSSO    | Starkville, Miss.       |       | 497  | WTMC    | Ocala, Fla.          |       | 402  |
| WSSV    | Petersburg, Va.         |       | 647  | WTMJ    | Milwaukee, Wis.      |       | 665  |
| WSTA    | St. Thomas, V. I.       |       | 673  | WTMP    | Tampa, Fla.          |       | 407  |
| WSTC    | Stamford, Conn.         |       | 392  | WTMT    | Louisville, Ky.      |       | 452  |
| WSTL    | Eminence, Ky.           |       | 450  | WTNC    | Thomasville, N. C.   |       | 559  |
| WSTN    | St. Augustine, Fla.     |       | 404  | WTND    | Orangeburg, S. C.    |       | 604  |
| WSTP    | Salisbury, N. C.        |       | 558  | WTNJ    | Trenton, N. J.       |       | 519  |
| WSTR    | Sturgis, Mich.          |       | 486  | WTNS    | Coshocton, Ohio      |       | 568  |
| WSTU    | Stuart, Fla.            |       | 405  | WTNT    | Tallahassee, Fla.    |       | 466  |
| WSTV    | Steubenville, Ohio      |       | 571  | WTOB    | Winston-Salem, N. C. |       | 560  |
| WSUB    | Groton, Conn.           |       | 390  | WTOC    | Savannah, Ga.        |       | 417  |
| WSUH    | Oxford, Miss.           |       | 497  | WTOD    | Toledo, Ohio         |       | 571  |
| WSUN    | St. Petersburg, Fla.    |       | 404  | WTOE    | Spruce Pine, N. C.   |       | 559  |
| WSUX    | Seaford, Del.           |       | 393  | WTOL    | Toledo, Ohio         |       | 571  |
| WSUZ    | Palatka, Fla.           |       | 403  | WTON    | Staunton, Va.        |       | 649  |
| WSVA    | Harrisonburg, Va.       |       | 645  | WTOP    | Washington, D. C.    |       | 394  |
| WSVS    | Crewe, Va.              |       | 643  | WTOR    | Torrington, Conn.    |       | 392  |
| WSWN    | Belle Glade, Fla.       |       | 395  | WTOU    | Marianna, Fla.       |       | 400  |
| WSWW    | Platteville, Wis.       |       | 666  | WTPR    | Paris, Tenn.         |       | 614  |
| WSYB    | Rutland, Vt.            |       | 642  | WTPS    | New Orleans, La.     |       | 460  |
| WSYD    | Mount Airy, N. C.       |       | 556  | WTRA    | Latrobe, Pa.         |       | 590  |
| WSYL    | Sylvania, Ga.           |       | 417  | WTRB    | Ripley, Tenn.        |       | 614  |
| WSYR    | Syracuse, N. Y.         |       | 547  | WTRC    | Elkhart, Ind.        |       | 434  |
| WTAB    | Tabor City, N. C.       |       | 559  | WTRL    | Bradenton, Fla.      |       | 395  |
| WTAC    | Flint, Mich.            |       | 480  | WTRN    | Tyrone, Pa.          |       | 596  |

| Station | City                 | State  | Page | Station | City                  | State  | Page |
|---------|----------------------|--------|------|---------|-----------------------|--------|------|
| WTRO    | — Dyersburg,         | Tenn.  | 609  | WWCO    | — Waterbury,          | Conn.  | 392  |
| WTRP    | — La Grange,         | Ga.    | 414  | WWDC    | — Washington,         | D. C.  | 394  |
| WTRR    | — Sanford,           | Fla.   | 405  | WWES    | — New Rochelle,       | N. Y.  | 528  |
| WTRU    | — Muskegon,          | Mich.  | 485  | WWEZ    | — New Orleans,        | La.    | 460  |
| WTRW    | — Two Rivers,        | Wis.   | 657  | WWGP    | — Sanford,            | N. C.  | 558  |
| WTRX    | — Bellaire-Wheeling, | Ohio   | 563  | WWGS    | — Tifton,             | Ga.    | 417  |
| WTRY    | — Troy,              | N. Y.  | 547  | WWHG    | — Hornell,            | N. Y.  | 527  |
| WUSA    | — Brattleboro,       | Vt.    | 641  | WWIL    | — Fort Lauderdale,    | Fla.   | 397  |
| WTSB    | — Lumberton,         | N. C.  | 555  | WWIN    | — Baltimore,          | Md.    | 467  |
| WTSL    | — Hanover,           | N. H.  | 516  | WWIS    | — Black River Falls,  | Wis.   | 662  |
| WTSN    | — Dover,             | N. H.  | 516  | WWIT    | — Canton,             | N. C.  | 550  |
| WTSP    | — St. Petersburg,    | Fla.   | 404  | WWJ     | — Detroit,            | Mich.  | 480  |
| WTSV    | — Claremont,         | N. H.  | 516  | WWJB    | — Brookville,         | Fla.   | 395  |
| WTTB    | — Vero Beach,        | Fla.   | 407  | WWKY    | — Winchester,         | Ky.    | 455  |
| WTHH    | — Port Huron,        | Mich.  | 485  | WWL     | — New Orleans,        | La.    | 460  |
| WTL     | — Madisonville,      | Ky.    | 452  | WWNC    | — Asheville,          | N. C.  | 549  |
| WTIM    | — Trenton,           | N. J.  | 519  | WWNH    | — Rochester,          | N. H.  | 517  |
| WTIN    | — Watertown,         | Wis.   | 668  | WWNS    | — Statesboro,         | Ga.    | 417  |
| WTR     | — Westminster,       | Md.    | 469  | WWNY    | — Watertown,          | N. Y.  | 549  |
| WTTS    | — Bloomington,       | Ind.   | 434  | WWOD    | — Lynchburg,          | Va.    | 645  |
| WTUC    | — Union City,        | Tenn.  | 615  | WWOK    | — Charlotte,          | N. C.  | 551  |
| WTUP    | — Tupelo,            | Miss.  | 497  | WWOL    | — Buffalo,            | N. Y.  | 525  |
| WTUS    | — Tuskegee,          | Ala.   | 358  | WWON    | — Woonsocket,         | R. I.  | 599  |
| WTUX    | — Wilmington,        | Del.   | 393  | WWNR    | — Beckley,            | W. Va. | 657  |
| WTVB    | — Coldwater,         | Mich.  | 479  | WWPA    | — Williamsport,       | Pa.    | 597  |
| WTVL    | — Waterville,        | Me.    | 466  | WWPF    | — Palatka,            | Fla.   | 403  |
| WTVN    | — Columbus,          | Ohio   | 568  | WWRI    | — West Warwick,       | R. I.  | 599  |
| WTWA    | — Thomson,           | Ga.    | 417  | WWRL    | — New York,           | N. Y.  | 543  |
| WTWB    | — Auburndale,        | Fla.   | 395  | WWSC    | — Glens Falls,        | N. Y.  | 527  |
| WTWN    | — St. Johnsbury,     | Vt.    | 642  | WWSR    | — St. Albans,         | Vt.    | 642  |
| WXXL    | — West Springfield,  | Mass.  | 474  | WWST    | — Wooster,            | Ohio   | 572  |
| WTYC    | — Rock Hill,         | S. C.  | 604  | WWSW    | — Pittsburgh,         | Pa.    | 594  |
| WTYM    | — Springfield,       | Mass.  | 474  | WWTB    | — Tampa,              | Fla.   | 407  |
| WYYN    | — Tryon,             | N. C.  | 559  | WWVA    | — Wheeling,           | W. Va. | 661  |
| WYLS    | — Marianna,          | Fla.   | 400  | WWVB    | — Jasper,             | Ala.   | 355  |
| WULA    | — Eufaula,           | Ala.   | 353  | WWWF    | — Fayette,            | Ala.   | 353  |
| WUSJ    | — Lockport,          | N. Y.  | 528  | WWWR    | — Russellville,       | Ala.   | 357  |
| WUST    | — Washington,        | D. C.  | 394  | WWWV    | — Rio Piedras,        | P. R.  | 672  |
| WVAM    | — Altoona,           | Pa.    | 584  | WWXL    | — Manchester,         | Ky.    | 453  |
| WVCG    | — Coral Gables,      | Fla.   | 395  | WWYO    | — Pineville,          | W. Va. | 660  |
| WVCH    | — Chester,           | Pa.    | 586  | WXAL    | — Demopolis,          | Ala.   | 353  |
| WVEC    | — Hampton,           | Va.    | 644  | WXGI    | — Richmond,           | Va.    | 648  |
| WVET    | — Rochester,         | N. Y.  | 545  | WXLI    | — Dublin,             | Ga.    | 413  |
| WVIM    | — Vicksburg,         | Miss.  | 497  | WXLW    | — Indianapolis,       | Ind.   | 436  |
| WVIP    | — Mt. Kisco,         | N. Y.  | 528  | WXOK    | — Baton Rouge,        | La.    | 457  |
| WVJP    | — Caquas,            | P. R.  | 671  | WXRF    | — Guayama,            | P. R.  | 671  |
| WVJS    | — Owensboro,         | Ky.    | 453  | WXXX    | — Hattiesburg,        | Miss.  | 494  |
| WVKO    | — Columbus,          | Ohio   | 568  | WXYZ    | — Detroit,            | Mich.  | 480  |
| WVLR    | — Lexington,         | Ky.    | 451  | WYCL    | — York,               | S. C.  | 605  |
| WVLN    | — Olney,             | Ill.   | 431  | WYDE    | — Birmingham,         | Ala.   | 352  |
| WVMC    | — Mount Carmel,      | Ill.   | 431  | WYLD    | — New Orleans,        | La.    | 460  |
| WVMI    | — Biloxi,            | Miss.  | 492  | WYMB    | — Manning,            | S. C.  | 603  |
| WVNA    | — Tusculum,          | Ala.   | 358  | WYNN    | — Florence,           | S. C.  | 602  |
| WVNI    | — Newark,            | N. J.  | 518  | WYOU    | — Newport News,       | Va.    | 646  |
| WVOK    | — Birmingham,        | Ala.   | 352  | WYRN    | — Louisville,         | N. C.  | 555  |
| WVOL    | — Nashville,         | Tenn.  | 614  | WYSE    | — Lakeland,           | Fla.   | 399  |
| WVOP    | — Vidalia,           | Ga.    | 418  | WYSR    | — Franklin,           | Va.    | 644  |
| WVOS    | — Liberty,           | N. Y.  | 528  | WYTH    | — Madison,            | Ga.    | 415  |
| WVOT    | — Wilson,            | N. C.  | 560  | WYTI    | — Rocky Mount,        | Va.    | 649  |
| WVOW    | — Logan,             | W. Va. | 659  | WYVE    | — Wytheville,         | Va.    | 650  |
| WVPO    | — Stroudsburg,       | Pa.    | 596  | WYZE    | — Atlanta,            | Ga.    | 410  |
| WVSC    | — Somerset,          | Pa.    | 596  | WZIP    | — Cincinnati,         | Ohio   | 566  |
| WVVW    | — Grafton-Fairmont,  | W. Va. | 659  | WZKY    | — Ahsokie,            | N. C.  | 549  |
| WWBC    | — Bay City,          | Mich.  | 477  | WZOB    | — Ft. Payne,          | Ala.   | 354  |
| WWBD    | — Bamberg,           | S. C.  | 600  | WZOK    | — Jacksonville,       | Fla.   | 399  |
| WWBZ    | — Vineland,          | N. J.  | 519  | WZRO    | — Jacksonville Beach, | Fla.   | 399  |
| WWCA    | — Gary,              | Ind.   | 435  | WZYX    | — Cowan,              | Tenn.  | 608  |
| WWCC    | — Bremen,            | Ga.    | 410  |         |                       |        |      |

# DEE-JAY



# Grapevine

## WE SUPPLY THE GIFTS— YOU BUILD AUDIENCES!

Here you see a facsimile of the format of the *Dee-Jay Grapevine*, a publication begun in January, 1959, by Al Petker, the Contest Man, Beverly Hills, California.

It is dedicated to the Disc-Jockey, the "Dee-Jay," and it goes to more than 7500 of them each month. It is *their* paper. And you can make it *you* free medium in which you can exchange views, ideas and opinions — contest plans, boners, and even advertise — at no cost — for a new job or a new transmitter.

In its first month, the *Dee-Jay Grapevine* was so fantastically accepted that it tripled its circulation. Thus, in the "Contest Man's" office, we feel we have fulfilled a need.

We also feel that we fulfill a few other needs. We supply gifts whereby Dee-Jays build their audiences — build them for profit to themselves and their stations.

Dee-Jays might also feel a need for the young lady to our right, here. But that's something we can't fulfill. They're on their own as far as she is concerned. That's Miss Georgia Clancy, our Executive V.P. But she'll gladly correspond with you and fulfill all your needs in *Gifts For Listeners*.

Write her in care of Al Petker, The Contest Man, Beverly Hills, California.



THE  
CONTEST  
MAN



## GIFTS FOR LISTENERS



Pop.: 3,345,000  
Families: 864,000  
Radio Homes: 819,000

# Alabama

Stations in State: 106  
TV Homes: 614,000  
TV Stations: 11

## 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. Independent  
Pres., Gen. Mgr. Pat M. Courington  
Comm. Prom. Mgr. Bill Hagler  
Chief Engineer. James B. Harling

## WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By. Piedmont Service Corp.  
Business-Studio Address. 138 Main St.  
Tel.: Adams 4-2566. KBS  
Representative. Sears & Ayers, Dixieland  
General Mgr. Jim Whatley

## WCTA—Andalusia—1946

Frequency: 920 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By. Andalusia Bcstg. Co., Inc.  
Address. Sanford Rd., P. O. Box 29  
Tel.: 1340. KBS  
Pres., Gen. Mgr. J. Dige Bishop  
Sales Comm. Mgr. Donald Cooke  
Program Director. Jeanette Powell

## WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned. Gadsden Radio Co.  
Address. Box 509  
Tel.: AD 7-1627. KBS  
Representative. McGillivra, Inc.  
Owner. C. L. Graham  
General Mgr. Mac M. Thomas

## WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By. Southland Bcstg Co.  
Address. Box 1280  
Tel.: Adams 6-8291. Independent  
General Mgr. Ralph M. Allgood  
Promotion Mgr. Jim Shackelford  
Program Dir. Beatie R. Ferguson  
Chief Engineer. R. G. Olm

## WHMA—Anniston—1938

Frequency: 1390 Kc. Pw: 5000 d.; 1000 Kw. n.  
Owned-Operated By. Anniston Bcstg. Co., Inc.  
Business-Studio Address. Radio Bldg.  
Tel.: AD 6-7545. ABC  
Newspaper Affil. Anniston Star  
Representative. Walker-Rowatt Co.  
President. Harry M. Ayers  
Gen.-Sta. Mgr. Malcolm Street  
Commercial Manager. George Rutledge  
Program Director. Rosamond Ponder  
Publicity Director. E. Cody Hall  
Sales Prom. Mgr. 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. P.O. Box 386  
Tel.: 565. Independent  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Program Dir. Robt. V. Dunnivant  
Chief Eng. William G. Mitchell

## WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By. Southland Bcstg. Co.  
Address. P. O. Box 59  
Tel.: 50. Independent  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Comm. Mgr. Julia Miniard  
Program Director. Jimmie Crews

## WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. Auburn Bcstg. Co.  
Address. Box 391  
Tel.: 1240. ABC  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Mgr. Bonn Sanders  
Program Director. Jean Jetton  
Publicity Director. Elmer Salter  
Chief Engineer. George Murphy

## WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.  
Owned. SW Alabama Bcstg. Co., Inc.  
Address. Box 426  
Tel.: 2281. KBS  
Newspaper Affiliation. Baldwin Times  
Representative. Continental  
President. J. H. Faulkner  
Gen. Mgr. Jim Stewart  
Prog. Dir. Al Perkins  
Chief Engineer. R. A. Switzer

## WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50,000 Watts  
Oper. By. Alabama Bcstg. Sys. Inc.  
Address. P. O. Box 2553  
Tel.: FAirtax 3-6141. ABC-NBC  
Newspaper Affil. Birmingham News  
Representative. Henry I. Christal  
V.P., Gen. Mgr. Charles F. Grisham  
Program Director. Ray A. Furr  
Sales Dir. Albert J. Gillen  
Promotion Director. James Chenoweth  
Chief Engineer. J. V. Sanderson

## WBRC—Birmingham—1925

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By. WBRC, Inc.  
Address. 1729 2nd Ave., N.  
General Manager. Lloyd Taft  
Sales Manager. W. O. Mogge

# ALABAMA

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. .... ABC  
General Commercial Manager. .... W. R. Kennedy  
Sta. Prog. Dir. .... G. K. Chapman  
Publicity Director. .... Frances Coyle  
Chief Engineer. .... Ben Nixon

## 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. .... KBS  
Representative. .... Dore  
Owner. .... Edwin H. Estes  
Gen. Mgr. .... Joe E. Osborn

## WENN—Birmingham—1949

Frequency: 1450 Kc. .... Power: 250 d.; n.  
Owned By. .... John McLendon & Assoc.  
Business Address. .... Box 1469  
Tel.: HAmilton 5-344. .... Independent  
Representative. .... John E. Pearson Co.  
President, General Manager. .... John McLendon  
Station Manager. .... William Anderson  
Commercial Manager. .... Cy Steiner  
Sales Promotion Manager. .... Patsy Hartley  
Program Director. .... Erskine Faush  
Chief Engineer. .... Carl Martens

## WEZB—Birmingham—1953

Frequency: 1320 Kc. .... Power: 1 Kw. d.  
Owned: .... Gene Newman Radio, Inc.  
Address. .... Dinkler-Tutwiler Hotel  
Tel.: FA 2-4641. .... Independent  
Pres. Gen. Mgr. .... Gene Newman  
Commercial Mgr. .... Gaines Allen  
Chief Engineer. .... V. Cicero

## WJLD—Birmingham—1942

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By. .... Johnston Bcstg. Co.  
Business Address. .... P.O. Box 5767  
Tel.: FA 4-3466. .... Independent  
Representative. .... Forjoe  
President. .... George Johnston, Jr.  
Gen. Manager. .... James Connolly  
Program Director. .... Mary Vail  
Sales Prom. Comm. Mgr. .... Otis Dodge  
Pub. Dir. .... Nell Pitts  
Chief Engineer. .... Cliff Goggans

## WLBS—Birmingham—1947

Frequency: 900 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... WLBS, Inc.  
Address. .... 710 S. 22nd St.  
Tel.: FA 4-2541. .... Independent  
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

Frequency: 610 Kc. Power: 5Kw. d., 1 Kw. n.  
Owned. .... Winston-Salem Broadcasting Co.  
Address. .... 2320 7th Avenue South  
Tel.: FA 2-3434. .... Independent  
Rep. .... Venard, Rintoul & McConnell; Ayers  
President. .... James W. Coan  
Gen. Mgr. .... Ben K. McKinnon  
Prog. Dir. .... Horace D. Pumphrey  
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. .... Independent  
Representative. .... Radio-TV Reprs., Inc.  
Pres., Gen., Sta. Mgr. .... Iralee W. Bennis  
Comm., Sales Mgr., Prog., Pub. Dir., Ira Leslie  
Chief Engineer. .... R. G. Blaskow

## WYDE—Birmingham—1946

Frequency: 850 Kc. Power: 10 Kw. d.; 1 Kw. n.  
Owned-Oper By. .... Bartell Broadcasters, Inc.  
Address. .... 1901 Montgomery Hi-Way  
Tel.: FAirfax 2-4511. .... Independent  
Representative. .... Adam Young  
President. .... Gerald A. Bartell  
General Manager. .... Morton J. Wagner  
Station Manager. .... Tom Whitley  
Program Director. .... Dick Deason  
Publicity Director. .... Danny Martin  
Chief Engineer. .... James Gray

Owners of: WOKY, Milwaukee; WAKE, Atlanta; KCBQ, San Diego, Calif.; KYA, San Francisco.

## WEBJ—Brewton—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Brewton Bcstg. Co.  
Business Address. .... Brewton, Ala.  
Tel.: 1000. .... KBS  
Representative. .... Dora-Clyton  
Gen. Mgr. Chief Eng. .... J. Wesley Gardner  
Program Director. .... Catherine C. Gardner

## WRAG—Carrollton—1951

Frequency: 590 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Pickens County Bcstg. Co.  
Address. .... Box 71  
Tel.: 2364. .... KBS  
Representative. .... Continental  
President. .... R. E. Hook  
General Mgr. .... J. C. Sauceman

## WKLF—Clanton—1947

Frequency: 980 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... Southeastern Bcstg. Co.  
Address. .... P. O. Box 110  
Tel.: 448. .... KBS  
Representative. .... Continental Radio Sales  
General Mgr. .... L. L. Hudson  
Program Director. .... Helen Parrish



**WFMH—Cullman—1949**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Operated By... The Voice of Cullman  
 Address... 206 Second Ave. West  
 Tel.: 910... Independent  
 General Commercial Manager... B. C. Eddins  
 Program Director... V. E. Waters

**WKUL—Cullman—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Hudson C. Millar, Jr.  
 Address... Drawer 620  
 Tel.: 864... KBS  
 Pres., Gen. Sta. Mgr... Hudson C. Millar, Jr.  
 Program Director... Charles Richard  
 Chief Eng... Art Bachman

**WJFJ—Decatur—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... J. B. Fall, Jr.  
 Business Address... 112 Grant St.  
 Tel.: Elgin 3-9231... Independent  
 Station Representative... Dixieland  
 Owner... J. B. Fall, Jr.  
 Gen. Comm. Mgr... E. Williford

**WHOS—Decatur—1948**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned... John H. & Jeffie Jones  
 Address... Box 1127  
 Tel.: EL 3-1810... Independent  
 Representative... T. F. Clark  
 General Station Manager... Louis C. Blizzard  
 Commercial Manager... Ross Hawkins  
 Program Director... Mime Jones  
 Chief Engineer... Ed. Buxton

**WMSL—Decatur—1935**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Tennessee Valley Bcstg. Co.  
 Address... 701 Banks St.  
 Tel.: 802... KBS-MBS  
 Representative... Masla-Clark  
 Pres. Gen. Mgr... Frank Whisenant  
 Program Director... Elice Mullican  
 Chief Engineer... Alvin Millwood

**WXAL—Demopolis—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Demopolis Bcstg. Co.  
 Address... Radio Bldg., U.S. Hwy. 80  
 Tel.: 1400... MBS-KBS  
 Pres. Gen. Mgr... W. M. Jordan  
 Chief Engineer... B. W. Collins

**WAGF—Dothan—1933**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By... Dothan Bcstg. Co.  
 Address... 204½ E. Main Street  
 Pres., Gen. Mgr... Frank Whisenant  
 Tel.: 2-9100... Independent  
 Representative... Sears & Ayer  
 General Manager... Julian C. Smith  
 Station Manager... Fred C. Moseley

**WDIG—Dothan—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Houston Bcstns.  
 Business-Studio Address... 208 N. Oates St.  
 Tel.: 3-4100... MBS  
 Representative... Hil F. Best  
 Gen. Mgr... Jess Swicegood  
 Prog. Dir... M. McGowen

**WOOF—Dothan—1946**

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... The WOOF Trust  
 Business-Studio Address... Columbia Hi-Way  
 Tel.: 3-0560... KBS  
 Representative... Thomas F. Clark  
 General Manager... R. A. Dowling  
 Program Director... Truman Duckett  
 Chief Engineer... Jim Rutledge

**WIRB—Enterprise—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Wiregrass Bcstg. Co.  
 Address... Dothan Highway  
 Tel.: Enterprise... KBS  
 Gen. Mgr... R. E. James  
 Comm. Mgr... Fred S. Watson

**WULA—Eufaula—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... Dixie Radio Inc.  
 Address... Box 301  
 Tel.: 744-5... MBS-KBS  
 Representative... Bob Dore Assoc.  
 President... Charles A. McClure  
 Station Commercial Manager... Ray Butts  
 Sales Promotion Manager... Johnny Lingo  
 Chief Engineer... Jack Collinsworth

**WBLO—Evergreen—1957**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned... Clayton W. Mapoles  
 Address... Box 187  
 Tel.: 500... KBS  
 Sta. Program Dir... J. M. Raines, Jr.  
 Chief Engineer... James Street

**WWWF—Fayette—1949**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address... 505 Temple Ave.  
 Tel.: Fayette... KBS  
 Gen. Mgr... Jack Black  
 Chief Engineer... P. Slatton

**WTCB—Flomaton—1955**

Frequency: 990 Kc. Power: 500 Watts d.  
 Owned... Tri-City Broadcasting Co., Inc.  
 Address... P. O. Box 386  
 Tel.: 246... Independent  
 Representative... Hil F. Best  
 President... Andrew J. Lee  
 General Manager... Ben Haskew  
 Commercial Manager... Fred L. Higgins  
 Chief Engineer... Hoyt Bonds

# ALABAMA

## WJOI—Florence—1945

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Florence Bcstg. Co., Inc.  
Address... 624 S. Chestnut  
Tel.: AT 2-8121... MBS-KBS  
Pres., Comm. Mgr... Joe T. Van Sandt  
Prog. Dir... G. Manush  
Chief Engineer... Paul Shannon

## WOWL—Florence—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Muscle Shows  
Business Address... 840 Cypress Mill Rd.  
Tel.: AT 2-7711... ABC  
Representative... Rambeau, Vance, Hopple  
President... Richard B. Biddle  
General Mgr... R. S. Walker, Sr.  
Program Director... Bill Wynne  
Sales Prom. Public... Pat Bradley  
Chief Engineer... Mel G. Hunt

## WHEP—Foley—1953

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Southwest Ala. Bcstg. Co., Inc.  
Address... P. O. Drawer F  
Tel.: WH 3-7131... Independent  
Newspaper Alliliation... Baldwin Times  
Representative... Continental  
President... J. H. Faulkner  
General Manager... Jim Stewart

## WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts  
Owned... Gothberg Community Bdcstg.  
Address... Box 391  
Tel.: 643... Independent  
Representative... Hill F. Best  
Pres... George Gothberg  
Gen. Mgr... Ozelle Gothberg  
Sta. Mgr... W. D. Holderfield  
Program Director... Robert Pardua

## WZOB—Ft. Payne—1950

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By... Glenn M. Gravitt  
Address... P. O. Box 126  
Tel.: 1250... KBS  
General Manager... Glenn M. Gravitt  
Comm. Mgr... N. B. Haston  
Program Dir... Jack C. Dobbs  
Chief Engineer... Jess R. Moore

## WCAS—Gadsden—1947

Frequency: 570 Kc. Power: 5 Kw., d.  
Owned-Oper. By... Etowah Bdcstrs., Inc.  
Address... 750 Forest Ave.  
Tel.: LI 6-6301... MBS  
Representative... Raimbeau, Vance, Hopple  
Gen. Mgr... E. F. MacLeod

## WETO—Gadsden—1950

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By... Gadsden Radio Co.  
Address... 722 S. 12th St.  
Tel.: Lliberty 6-9201... KBS

Representative... McGillvra  
Owner... Cary L. Graham  
General Mgr... Mac Thomas  
Program Director... William Davis  
Chief Engineer... Calvin C. Williamson

## WGAD—Gadsden—1947

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.  
Owned-Oper. By... Coosa Bcstg. Co., Inc.  
Address... Box 351  
Tel.: LI 6-1611... ABC  
Representative... Walker-Rawalt-D. Clayton  
President, General Manager... Ed. Z. Carrell  
Comm. Sales Prom. Mgr... Jack Kirby  
Prog. Public Dir... Bob Main  
Chief Engineer... H. Williams

## WGEA—Geneva—1952

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned... Radio South Alabama, Inc.  
Address... P. O. Box S  
Tel.: Murray 4-2271... KBS  
Representative... Cont. Radio Sales, D. Clayton  
President... Howard Pill  
Gen. Mgr... Emery Evans  
Program, Pub. Dir... Jimmy Helms

## WGYV—Greenville—1948

Frequency: 1390 Kc. Power: 1000 Kw., d.  
Owned-Oper. By... Greenville Bcstg. Corp.  
Business Address... P. O. Box 227  
Tel.: 585... KBS  
Representative... Sears and Ayer  
Station Manager... W. H. Miller

## WGSV—Guntersville—1950

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By... Guntersville Bcstg. Co.  
Address... P. O. Box 32  
Tel.: JU 2-4131... KBS  
Representative... Dora Clayton  
President... H. E. Moore  
Gen. Comm. Ch. Eng... Lavelle Jackson  
Sales Promotion Manager... Myles Leach

## WJBB—Haleyville—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Haleyville Bcstg. Co.  
Address... Box 191  
Tel.: HU 6-3720... MBS-KBS  
Representative... DixieLand  
President... W. P. Thellens  
Gen. Sta. Mgr... J. L. Slatton  
Comm. Mgr... Otis Williams  
Program Director... Pat Slatton  
Chief Engineer... Paul E. Kelly

## WERH—Hamilton—1950

Frequency: 970 Kc. Power: 5000 Watts d.  
Owned-Oper. By... Hugh J. Fite  
Address... P. O. Box 187  
Tel.: 3481... KBS  
Representative... Hill F. Best Co.  
Pres. Gen. Mgr... Kate F. Fite  
Comm. Mgr... Kermit Minga  
Publ., Prog. Dir... Edgar L. Clayton  
Chief Engineer... Johnnie Lott

**WHRT—Hartselle—1956**

Frequency: 860 Kc. Power: 250 Watts; d.  
Owned By.....Dorsey E. Newman  
Address.....Radio Bldg.  
Tel.: Spruce 3-7370.....Independent  
Pres. Gen. Mgr.....D. G. Newman  
Chief Engineer.....F. D. Boster

**WAAY—Huntsville—1947**

Freq.: 1550 Kc. Power: 5000 W. d.; 500 W. n.  
Owned By.....Smith Bcstg. Inc.  
Business Address.....P. O. Box 986  
Tel.: Jefferson 2-8471.....ABC  
Representative.....Walker-Rowalt  
President.....M. D. Smith III  
General Station Manager.....M. D. Smith III  
Program Director.....Dewey Webb  
Chief Engineer.....Richard Esner

**WBHP—Huntsville—1937**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Wilton H. Pollard  
Bus-Studio Address.....Fifth Avenue  
Tel.: Huntsville.....KBS  
Manager.....Fred Still  
Program Dir.....Mary A. Wheatly

**WEUP—Huntsville—1958**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned By.....Garrett Broadcasting  
Business Address.....902 Oakwood Ave.  
Tel.: Jefferson 6-8538.....Independent  
President Station Manager.....Leroy Garrett  
Program Director.....Viola Garrett  
Chief Engineer.....Euple Palmer

**WFUN—Huntsville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Huntsville Bcstg. Co., Inc.  
Address.....410 W. Holmes  
Tel.: JE 2-5641.....Independent  
President.....J. B. Falt, Jr.  
Sta. Mgr. Ch. Eng.....John Garrison

**WPBB—Jackson—1950**

Frequency: 1280.....Power: 1000 Watts d.  
Owned-Operated By.....Jackson Bcstg. Co.  
Address.....Jackson, Ala.  
Tel.: 2413.....KBS  
Representative.....Sears & Ayer  
Pres., Gen. Mgr.....T. H. Gaillard, Jr.

**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.....Jim Atkins  
Program Ch. Eng.....Wayne Sims  
Promotion Dir.....B. Clark

**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.....KBS  
Representative.....Hil F. Best  
President.....W. W. Bankhead  
Gen. Mgr.....William C. Edgemon  
Program, Ch. Eng.....C. C. Watts, Jr.

**WRLD—Lanett—1940**

(See West Point, Ga.)

**WJAM—Marion—1951**

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....Neely Bcstg. Co.  
Address.....Marion, Ala.  
Tel.: MU 3-7111.....Independent  
Representative.....Keller  
President.....Elizabeth H. Neely  
Gen. Mgr.....George B. Warren  
Sta. Mgr. Chief Eng.....Lamar Manghan  
Comm. Mgr.....Joe Richardson  
Program Director.....Mrs. Lamar Mangham

**WABB—Mobile—1948**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Oper. By.....Northern Virginia Bcstg. Inc.  
Business Address.....P. O. Box 1476  
Tel.: Glendale 6-7686.....ABC  
Representative.....Branham Co.  
President.....C. Blumenthal  
General Manager.....Robert E. Cobbins  
Program Director.....Tom Reeder  
Chief Engineer.....Stephen J. Hart

**WALA—Mobile—1930**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By.....Pape TV Co., Inc.  
Bus-Studio Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Representative.....H-R  
President.....W. O. Pape  
General Station Manager.....W. B. Pape  
Commercial Manager.....Jim McNamara  
Sales Promotion Publicity.....Chuck Thompson  
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.....Independent  
Representative.....Venard, Rintoul & McConnell  
President.....John Hopkinson  
Sta. Mgr.....George Hopkinson  
Nat. Sales Mgr.....Quentin C. Sturm  
Program Director.....J. T. Jackson

**WKRK—Mobile—1946**

Freq.: 710 Kc. Power: 1000 Kw. d.; 500 W. n.  
Owned-Operated By.....WKRK-TV, Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-6789.....CBS  
Newspaper Affiliation.....Mobile Press Register  
Representative.....Avery-Knodel  
President.....Kenneth R. Giddens  
Gen. Mgr.....W. S. Baskerville, Jr.

# ALABAMA

## WMOZ—Mobile—1952

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Edwin H. Estes  
Address: St. Stephen Road  
Tel.: GA 6-3456 KBS  
Representative: John E. Pearson  
Pres. Gen. Mgr.: Edwin H. Estes  
Prog. Dir.: Dorothy F. Benjamin  
Chief Engineer: Vernon Floyd

## WMFC—Monroeville—1952

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Monroe Bdcstg. Co.  
Address: Monroeville, Ala.  
Tel.: 1360. KBS  
Newspaper Affiliation: Monroe Journal  
Representative: Keystone  
President, General Manager: W. M. Stewart  
Commercial Manager: Al Goree  
Chief Engineer: Harold Harris

## WAPX—Montgomery—1947

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By: Southland Bcstg. Co.  
Business, Studio Address: 118 Catoma St.  
Tel.: AM 3-7569 ABC-MBS  
Representative: Walker Co.  
Pres., Gen., Sta. Mgr.: Thomas E. Martin  
Commercial Mgr.: W. W. Hunt  
Program Dir.: Lee Gooch  
Chief Engineer: David Morris

## WBAM—Montgomery—1953

Frequency: 740 Kc. Power: 50 Kw. d.  
Owned: Deep South Bcstg. Co.  
Address: Montgomery, Ala.  
Tel.: AMherst 2-3851 Independent  
Representative: Radio-TV Reps.  
President, General Manager: W. J. Brennan  
Commercial Manager: Felix Robinson, Jr.  
Chief Engineer: C. G. Brennan

## WCOV—Montgomery—1939

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By: Southern Bcstg. Co.  
Address: Adrian Lane  
Tel.: AMherst 5-3561 CBS  
Representative: Venard, Rintoul & McConnell  
President: Oscar P. Covington  
General Manager: Hugh M. Smith  
Commercial Manager: Charles Gardner  
Program Director: Wes Britt  
Chief Engineer: W. D. Weatherly

## WHY—Montgomery—1930

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 NBC  
Representative: Headley-Reed  
Manager: Robert Robinson  
Program Mgr.: Tom Doron  
Comm. Mgr.: Bill Stewart

## WMGY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.

Owned-Operated By: Radio Montgomery Inc.  
Address: 358 N. Capitol Pkwy.  
Tel.: AM 2-5245 Independent  
Rep.: Clark, Stars National  
General Mgr.: L. D. Hargreaves  
Commercial Mgr.: Joe Petranka

## WRMA—Montgomery—1953

Frequency: 950 Kw. Power: 1000 Watts d.  
Owned-Oper. By: WRMA Bcstg. Co.  
Business Address: 135 Commerce St.  
Tel.: Independent  
Representative: Everett-McKinney  
Exec. V.P. & Gen. Mgr.: Gene Tibbett  
Commercial Mgr.: Ed Creech  
Chief Engineer: C. E. Bryan

## 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 Independent  
Rep.: Hil F. Best  
Pres., Gen. Mgr.: John M. Latham  
Sales Mgr.: Jerry Watson

## WCRL—Oneonta—1952

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper.: Blount County Bcstg. Serv., Inc.  
Address: H'way 75  
Tel.: CB 4-2289 KBS  
General Mgr.: L. D. Bentley, Jr.  
Commercial Mgr.: Max G. Bynum  
Program Dir.: Annette King

## WJHO—Opelika—1940

Frequency: 1400 Kc. Power: 250 Watts  
Owned Oper. By: Opelika-Auburn Bcstg. Co.  
Address: 1400 Auburn Road  
Tel.: AU 1800 MBS-KBS  
Representative: Indie Sales  
Gen. Mgr., Ch. Eng.: John E. Smollon  
Comm. Mgr.: Lurline M. Smollon  
Program Director: Gene Gray  
Sales Prom. Mgr.: Bernard Barker  
Publicity Dir.: Jimmy Kilpatrick

## WAMI—Opp—1953

Frequency: 860 Kw. Power: 1000 Watts d.  
Owned-Oper. By: Opp Bcstg. Co.  
Business Address: Box 169  
Tel.: 659 Independent  
Gen. Mgr.: Bert F. Moore  
Chief Engineer: R. Page

## WOZK—Ozark—1953

Frequency: 900 Kw. Power: 1000 Watts d.  
Owned-Oper. By: Ozark Bcstg. Corp.  
Address: Box 742  
Tel.: 655 Independent  
President: Douglas Brown  
General Mgr.: Howard Parrish, Jr.  
Commercial Mgr.: Wade Sullivan  
Program Dir.: Miriam B. Miller  
Chief Eng.: H. Parrish, Jr.

## WFHK—Pell City—1956

Frequency: 1430 Kc. Power: 1Kw; d.

Owned By..... Clair Bcstg. System  
 Address..... P. O. Box 68  
 Tel.: Edgewood 8-2238..... Independent  
 President..... F. L. Gossett  
 Sta. Comm. Mgr..... F. Blackwood  
 Program Dir..... F. L. Kelley

**WPNX—Phenix City—1952**

Freq.: 1460 Kc... Power: 5000 W. d.: 1000 W. n.  
 Owned-Oper. By..... Community Bdcstg. Co.  
 Address..... P. O. Box 831  
 Tel.: CY 8-8787..... ABC  
 Representative..... Clark  
 President, General Manager..... Roy M. Greene  
 Station Commercial Manager..... Sam W. Keel  
 Program Director..... J. Ralph Burgess  
 Chief Engineer..... Arnold White

**WPID—Piedmont—1952**

Frequency: 1280 Kw... Power: 1000 watts d.  
 Owned-Oper. By..... C. L. Graham  
 Address..... Atlanta Hwy.  
 Tel.: Piedmont..... KBS  
 President..... C. L. Graham  
 Gen. Comm. Mgr..... Hank Smith  
 Program Director..... Frances Howren

**WAIP—Prichard—1954**

Frequency: 1270 Kc... Power: 1000 Watts d.  
 Owned-Operated By..... Prichard Bcstg. Co.  
 Address..... 74 Main St., P. O. Box 3065  
 Tel.: GL 2-2202..... Independent  
 Representative..... Walker-Rawalt  
 President..... G. V. Dismukes  
 General Station Manager..... Eugene Miller  
 Comm. Sales Prom. Mgr..... John C. Smith  
 Program Director..... Henry T. Bailey  
 Publicity Director..... Hubert Grant  
 Chief Engineer..... Jack H. Cowart

**WELR—Roanoke—1949**

Frequency: 1360 Kc... Power: 1000 Watts d.  
 Owned-Operated By..... Roanoke Bcstg. Co.  
 Address..... 801 N. Main St.  
 Tel.: Roanoke..... KBS  
 Pres., Gen. Mgr..... J. W. Buttram  
 Chief Eng..... G. Worth Jordan

**WWR—Russellville—1949**

Frequency: 920 Kc... Power: 1000 Watts d.  
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.  
 Address..... P. O. Box 47  
 Tel.: 647..... KBS  
 Rep..... Hil F. Best  
 President..... W. W. Bankhead  
 Gen. Mgr..... Hal Kirby  
 Publicity Dir..... Mable Hyde  
 Prog. Dir. Ch. Eng..... Jim Elliott

**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..... Independent  
 Gen. Mgr..... Jim Thompson  
 Program Director..... Larry Garner  
 Chief Engineer..... Charles Wann

**WROS—Scottsboro—1952**

Frequency: 1330 Kw... Power: 1000 Watts d.  
 Owned-Oper. By..... Rose M. Kirby  
 Business Address..... 717 Scott St.  
 Tel.: 156..... KBS  
 Gen., Com. Mgr..... Rose M. Kirby  
 Program Dir..... Jerry Gentle  
 Comm. Ch. Eng..... Bill Prickett, Jr.

**WGWC—Selma—1946**

Frequency: 1340 Kc... Power: 250 Watts  
 Owned-Oper. By..... Dallas Broadcasters, Inc.  
 Address..... Box 686  
 Tel.: TR 4-6687..... CBS  
 Representative..... Hal Holman, Ayers  
 President..... Judge W. E. Farrar  
 Station Manager..... W. L. Rowland, Sr.  
 Commercial Manager..... R. L. Ware  
 Program Director..... Dorothy Herzog  
 Chief Eng..... Stanley Smith

**WHBB—Selma—1935**

Frequency: 1490 Kc... Power: 250 Watts  
 Owned-Operated By..... Selma Bcstg., Inc.  
 Business Address..... P. O. Box 26  
 Tel.: Selma..... KBS  
 Representative..... Dixieland  
 Pres., Gen. Mgr..... John F. Townshead

**WRWJ—Selma—1956**

Frequency: 1570 Kc... Power: 1 Kw. d.  
 Owned..... Central Alabama Bcstg. Co.  
 Address..... Hotel Albert Bldg.  
 Tel.: TR 4-9062..... Independent  
 Representative..... Clark  
 Owned & Mgr..... Roland Jordan, Jr.  
 Comm. Mgr..... John Frasier

**WFEB—Sylacauga—1945**

Frequency: 1340 Kc... Power: 250 Watts  
 Owned-Operated By..... Alabama Bcstg. Co.  
 Address..... 527 No. Broadway  
 Tel.: CHapel 5-3281..... MBS-KBS  
 President..... J. M. Forbes  
 Gen. Mgr..... G. W. Carr  
 Commercial Manager..... Paul Helms  
 Program Director..... Kit Carson  
 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..... Independent  
 Representative..... Best  
 Pres., Gen. Manager..... Curtis O. Liles  
 Commercial Manager..... Marion W. McEwen  
 Chief Engineer..... Walter Welch

**WHTB—Talladega—1945**

Frequency: 1230 Kc... Power: 250 Watts  
 Owned-Operated By... Voice of Talladega, Inc.  
 Address..... Fort Lashley Ave.  
 Tel.: EMerson 2-2205..... KBS  
 Newspaper Affiliation... Talladega Daily Home  
 Representative..... Continental

## ALABAMA

General Mgr. . . . . Cecil Hornady  
Sta. Comm. Mgr. . . . . David Karlhom  
Chief Engineer . . . . . Lamar Mangham

### WJHB—Talladega—1956

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . Confederate Broadcasting Co., Inc.  
Address . . . . . 104 West Battle Street  
Tel.: EM 2-4965 . . . . . Independent  
Representative . . . . . McGillvra  
Pres., General Mgr. . . . . Ned Butler  
Station Manager . . . . . James Hemphill  
Commercial Manager . . . . . W. K. Johnston  
Program Director . . . . . Wallace Hobgood

### WTLS—Tallassee—1954

Frequency: 1300 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Confederate Bcstg. Co.  
Address . . . . . Hwy 14  
Tel.: 8535 . . . . . Independent  
Gen. Mgr. . . . . Ned Butler

### WJDB—Thomasville—1956

Frequency: 630 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . WJDB Radio Inc.  
Address . . . . . Box 757  
Tel.: 3438 . . . . . KBS  
Pres., Gen. Mgr. . . . . Cecil Goodreau  
Chief Engineer . . . . . Virgil Moore

### WTBF—Troy—1946

Freq.: 970 Kc. . . . . Power: 5 Kw. d., 500 W., n.  
Owned-Operated By . . . . . Troy Bcstg. Corp.  
Address . . . . . College Drive  
Tel.: 980 . . . . . MBS-KBS  
Pres. . . . . J. Roy Crow  
Gen. Mgr. . . . . Jess Jordan  
Comm. Mgr. . . . . Robert Tolbert  
Prod. Mgr. . . . . Asa Dudley  
Ch. Eng. . . . . Joe Gilchrist

### WACT—Tuscaloosa—1958

Frequency: 1420 Kc. . . . . Power: 5,000 W rits  
Owned By . . . . . New South Radio  
Business Address . . . . . P. O. Box 112  
Tel.: Plaza 9-5786 . . . . . Independent  
Station Representation . . . . . Grant Webb  
President . . . . . F. E. Holladay  
General Manager . . . . . Joseph W. Carson  
Station Manager . . . . . A. N. Kitchens  
Commercial Manager . . . . . Jo Stephens  
Program Director . . . . . H. Hollman  
Chief Engineer . . . . . Boyd Cagel

### WJRD—Tuscaloosa—1936

Freq.: 1150 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Wilhelmina Echols  
Business-Studio Address . . . . . 2216½ Broad St.  
Tel.: PL 4-4464 . . . . . Independent  
Representative . . . . . Dore  
Owner . . . . . Wilhelmina Echols  
General Manager . . . . . John C. Cooper Jr.  
Station Manager . . . . . Mercer L. King  
Chief Engineer . . . . . Percy Sexton

### WNPT—Tuscaloosa—1951

Freq.: 1280 Kc. Power: 5000 Kw. d.: 500 W. n.

Owned-Oper. By . . . . . W. Alabama Bdcstg. Co.  
Address . . . . . P. O. Box 487  
Tel.: PL 8-3311 . . . . . ABC  
Representative . . . . . Rambeau  
President, General Manager . . . . . Ruth Harris  
Commercial Mgr. . . . . Lehman M. Mayer  
Station Manager . . . . . Joe Langston  
Sales Promotion Manager . . . . . Clyde Price  
Program Director . . . . . Herbert Rosenblum  
Publicity Director . . . . . James Allday  
Chief Engineer . . . . . William G. Harris

### WRBS—Tuscaloosa—1958

Frequency: 790 Kc. . . . . Power: 500 Watts; d.  
Owned By . . . . . Better Radio Sta. Co.  
Address . . . . . P. O. Box 33  
Tel.: Plaza 2-0293 . . . . . Independent  
Station Rep. . . . . Walker-Rawalt  
General Mgr. . . . . Kermit E. Tullos  
Station Mgr. . . . . F. M. Rosemore  
Commercial Mgr. . . . . V. Banks  
Promotion Mgr. . . . . James Knox  
Chief Engineer . . . . . W. R. Pruitt

### WTBC—Tuscaloosa—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Tuscaloosa Bcstg. Co.  
Address . . . . . Radio Center  
Tel.: PL 8-5523 . . . . . MBS-KBS  
Representative . . . . . Sears & Ayer, Forje  
General Station Manager . . . . . Bert Bank  
Comm. Mgr. . . . . E. E. Manning, Jr.  
Program Director . . . . . Stan Siegal  
Chief Engineer . . . . . Alvin D. Sisk

### WVNA—Tuscumbia—1955

Frequency: 1590 Kc. . . . . Power: 5 Kw. d.  
Owned-Oper. By . . . . . Elton H. Darby  
Address . . . . . 112 S. Main St.  
Tel.: EV 3-2727 . . . . . Independent  
Representative . . . . . Masla  
Gen. Manager . . . . . Eulus O. Whitehead  
Sales Manager . . . . . Stanley Walters  
Promotion Manager . . . . . Jean Pollard

### WTUS—Tuskegee—1952

Frequency: 580 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Andalusia Bcstg.  
Address . . . . . Union Springs Road  
Tel.: 580 . . . . . KBS  
Representative . . . . . Cont. Radio Sales  
General Station Manager . . . . . J. A. Bowers  
Commercial Program Director . . . . . Mac McNair  
Sales Promotion Manager . . . . . Don Mitchell  
Publicity Director . . . . . Bud Reynolds  
Chief Engineer . . . . . Oscar E. Lanman

### WETU—Wetumpka—1954

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
Owned . . . . . Elmore Service Corp.  
Address . . . . . Rockford Road  
Tel.: 7369 . . . . . KBS  
Station Rep. . . . . Sears & Ayers, Dixieland  
President . . . . . Lem Coley  
General Mgr. . . . . Ed Morgan  
Sales Director . . . . . James W. Whatley  
Chief Engineer . . . . . David Conley



Pop.: 221,000  
Families: 64,000  
Radio Homes: 63,000

# Alaska

Stations in State: 13  
TV Homes: 42,000  
TV Stations: 5

## 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 Independent  
Representative. Pan-American Bcstg. Co.  
President. J. C. Gordon  
General Manager. E. Pournelle

## KENI—Anchorage—1948

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By. Midnight Sun Bcstg. Co.  
Address. Box 1160  
Tel.: 2-0301 MBS-ABN-NBC  
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

Frequency: 730 Kc. Power: 10,000 Watts  
Owned. Anchorage Broadcasters, Inc.  
Address. Box 1040  
Tel.: 2-4101 CBS  
Representative. Weed-Alaska R-TV Sales  
President. Ken A. Sheppard  
Gen., Comm. 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

Frequency: 660 Kc. Power: 10,000 Watts  
Owned-Operated By. Midnight Sun Bcstg. Co.  
Business-Studio Address. Box 910  
Tel.: 2125 MBS-NBC-ABC  
Representative. Fletcher, Del Day  
President. Harry J. Hill  
Manager. Alvin O. Bramstedt  
Comm. Mgr. Ralph L. Crider

## KFRB—Fairbanks—1948

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By. Fairbanks Radio Bcstrs, Inc.  
Business Address. 556 2nd Ave.; Box 950  
Tel.: 2155 CBS  
Station Representative. National Time Sales  
President. J. Chester Gordon  
General Manager. E. "Doc" Pournelle  
Station Mgr. Richard H. Garvin  
Commercial Manager. Cathy Abbee  
Program Director. Elmer "Buck" Emery  
Chief Engineer. Richard Shoup

## KINY—Juneau—1934

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Operated By. Alaska Bcstg. System  
Business Address. 231 S. Franklin St.  
Tel.: 6-1800 CBS  
Station Rep. Alas. Radio TV Sales; Weed  
President. William J. Wagner  
Station Manager. Jerry McKinley  
Sales Promotion Manager. Frank Shannon  
Program Director. Richard Peter  
Chief Engineer. Franklin Butte

## KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
Owned-Operated By. Baranof Bcstrs, Inc.  
Address. Box 2231  
Tel.: 6-3630 ABC-MBS-NBC  
Representative. Day, Fletcher  
Pres., Gen. Mgr. Joe Mangan  
Program Director. Dave Vincent  
Publicity Director. Dodie Wheeler  
Chief Engineer. Roderick Hughes

## KABI—Ketchikan—1952

Freq.: 580 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Oper. By. Midnight Sun Bcstg. Co.  
Representative. Day, Fletcher  
President. Harry J. Hill  
Manager. George Placentia

## KTKN—Ketchikan—1942

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By. Robert C. Mehan  
Address. Box 1308  
Tel.: 2191 CBS  
Representative. Alaska Radio-TV Sales  
Gen. Mgr. Robert C. Mehan

## KIBH—Seward—1949

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

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Sitka Broadcasting  
Business Address. 7th & Olive, Seattle  
Tel.: SE 6333 CBS  
Representative. Alaska Radio-TV Sales  
Pres., Gen. Mgr. William J. Wagner  
Sta. Mgr., Ch. Engr. Harry C. Lanz  
Program Director. Alvin B. Larson  
Publicity Director. Rex King

## KSEW—Sitka—1954

Frequency: 1400 Kc. Power: 260 Watts  
Owned-Oper. Voice of Sheldon Jackson, Inc.  
Address. Box 258  
Tel.: 67 Independent  
Rep. Midnight Sun Bcstg. Co.  
President. Brian Cleworth

Pop.: 1,215,000  
Families: 339,000  
Radio Homes: 330,000

# Arizona

Stations in State: 47  
TV Homes: 267,000  
TV Stations: 9

## KSUN—Bisbee—1933

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Carleton W. Morris  
Address: Drawer C, Lowell St.  
Tel.: HE 2-2277  
Representative: MBS  
Ayres, Bob Dore  
President: C. W. Morris  
General Station Manager: Arlo Woolery  
Program Director: Jack Jaquay  
Commercial Manager: Eddie Evans  
Sales Promotion Manager: Jeanne Clear

## KPIN—Casa Grande—1956

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned: Pinal County Bcstg. Service  
Address: Box 66  
Tel.: TE 6-7427  
Independent  
Representative: Fred Crawford, Jr.  
President, General Manager: John W. Parham  
Commercial Manager: Ted Anson  
Sales Promotion Manager: Jim Ogle  
Program, Publicity Director: Bettie Parham  
Chief Engineer: John Griffith

## KCLF—Clifton—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Gila Bcstg. Co.  
Address: Box 1446  
Tel.: UN 4-4114  
NBC  
Gen. Mgr.: Paul Merrill  
Sta. Mgr.: Tom Moore

## KHCD—Clifton—1956

Frequency: 1450 Kc. Power: 250 Watts  
Owned: Darwin Broadcasting Co.  
Address: P.O. Box 608  
Tel.: UN 4-4185  
Independent  
Representative: Grant Webb  
Sta. Mgr.: Chet Darwin  
Prog. Dir.: Jack Campbell

## KCKY—Coolidge—1948

Frequency: 1150 Kc. Power: 1,000 Watts  
Owned-Oper. By: Gila Bcstg. Co., Inc.  
Address: Box 1438  
Tel.: PA 3-5341  
CBS  
Representative: Hil F. Best  
President: Louis F. Long  
General Manager: Bill Parady  
Comm. Prog. Director: Chuck Clemans  
Chief Engineer: Ron Tomion

## KAWT—Douglas—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Carlton W. Morris  
Address: Drawer 1118  
Tel.: Douglas  
KBS  
Representative: Best  
Sta. Mgr.: Ed Williams

## KAPR—Douglas—1958

Frequency: 930 Kc. Power: 1000 Watts

Owned By: Copper State Enterprises  
Business Address: Gadsden Hotel  
Tel.: EMpire 4-8403  
Independent  
President: David Harman  
Gen. Mgr. Sales Prom.: H. H. Packard  
Commercial Manager: Earle Fulton  
Program Director: Lowell Hulfman  
Chief Engineer: Henry Griffiths

## KCLS—Flagstaff—1950

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Operated By: Saunders Bcstg. Co.  
Address: Box 1677  
Tel.: PProspect 4-2581  
NBC  
Pres., Gen. Mgr.: Charles J. Saunders  
Sta. Mgr.: Dorothy J. Saunders  
Program Director: Donn Brown  
Sales Prom. Mgr.: Bill Mitchell  
Chief Engineer: Miles Shepherd

## KVNA—Flagstaff—1950

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By: Frontler Television Co., Inc.  
Address: P. O. Box 2671  
Tel.: AL 8-8181  
MBS  
President: John L. Hogg  
Sta. Mgr.: Oliver G. Coburn  
Comm., Prom. Mgr.: Anthony P. Scrivano  
Prog. Dir.: Marlin A. Saline

## KWJB—Globe—1938

Frequency: 1240 Kc. Power: 250 Watts, d.  
Owned-Operated By: Gila Bcstg. Co., Inc.  
Address: P. O. Box 2343  
Tel.: GA 5-4483  
ABC-MBS  
Representative: Raymer  
President: L. F. Long  
General Commercial Manager: U. E. Simonton  
Program Director: Lee Holiday  
Publicity Director: Tony Andretta  
Chief Engineer: Jimmy C. Weldon

## KIKO—Globe-Miami—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Willard Shoecraft  
Address: Copper Hills Motor Hotel  
Tel.: GA 5-4471  
NBC  
Representative: Avery-Knodel  
Gen. Sales Prom. Mgr.: Willard Shoecraft  
Commercial Manager: Darrell Tucker  
Program Director: Bob Early  
Publicity Dir.: Don Stewart  
Chief Engineer: Frank C. Hancock

## KDJI—Holbrook—1955

Frequency: 1270 Kc. Power: 1000 W. d.  
Owned-Oper. By: H. J. Arnoldus  
Address: 1041 West Hopi Drive  
Tel.: 40  
KBS  
Representative: Moore  
General Manager: Herbert E. Jepko  
Commercial Mgr.: Robert Kahle  
Program Dir.: Douglas McDougal  
Chief Engineer: John Ganns

**KAAA—Kingman—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Stonybrook Broadcasting Co.  
 Business Address. P. O. Box 1208  
 Tel.: BL 462. Independent  
 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. Independent  
 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**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Carleton W. Morris  
 Address. Box 1681  
 Tel.: ATwater 7-2882. ABC-MBS-KBS  
 Representative. Best, Oakes  
 President. Carl Morris  
 General Manager. Arlo Woolley  
 Station Chief Engineer. Ralph Anderson  
 Publicity Director. Len Pachman

**KHAT—Phoenix—1958**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned By. KHAT Radio Inc.  
 Business Address. 337 W. Maryland  
 Tel.: CR 9-2321. Independent  
 Station Representatives. Stars National, Grant  
 President, Chief Engineer. Jeff Lapping  
 General Station Manager. Ray Odom  
 Comm. Sales Prom. Mgr. John S. Wise  
 Program Director. Neil Leavitt  
 Publicity Director. Jennie Ramsperger

**KHEP—Phoenix—1956**

Frequency: 1480 Kc. Power: 1000 Watts, d.  
 Owned. Grand Canyon Bcstrs., Inc.  
 Address. 3883 N. 38th Ave.  
 Tel.: AP 8-5555. Independent  
 President. Rhinold Zwar  
 General Manager. Frank Porter  
 Bus. Manager. John Hocksema  
 Program Dir. Gale Erbe  
 Publicity Dir. Margie Erbe  
 Chief Engineer. Don Bradley

**KIFN—Phoenix—1949**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Western Bcstg. Co.  
 Address. 1975 S. Central. Box 430  
 Tel.: AL 3-6155. Independent  
 Station Representative. Harlan Oakes, NTS  
 President. Frank P. Redfield  
 General Station Manager. John K. Redfield  
 Chief Engineer. Jose O. Armendariz

**KONI—Phoenix—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned. Anjo Bdcstrs. & Telecstrs. Inc.  
 Address. 2300 N. Central Ave.  
 Tel.: AL 8-8044. Independent  
 Pres. Gen. Mgr. James T. Ownby  
 Station Mgr. Mary Jane Phillippi  
 Chief Engineer. Joe Roder

**KOOL—Phoenix—1947**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By. KOOL Radio-TV Inc.  
 Business-Studio Address. 511 W. Adams  
 Tel.: AL 3-3121. CBS  
 Representative. AM Radio Sales  
 Board Chairman. Gene Austry  
 Pres., Gen. Mgr. Tom Chauncey  
 Station Manager. Carlos Montano  
 Program Director. Al McCoy  
 Chief Engineer. Nelson Nichols

**KBUZ—Phoenix—1958**

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.  
 Owned By. Greater Phoenix Bcstg. Co.  
 Address. Sands Hotel, P. O. Box 5333  
 Tel.: BRidge 5-4466. Independent  
 President. Sherwood R. Gordon  
 General Manager. George H. Bush  
 Commercial Manager. William Dixon  
 Program Director. Frank Kalil  
 Publicity Director. Mary Bush  
 Chief Engineer. Louis Sabo

**KOY—Phoenix—1922**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. N.  
 Owned-Oper. By. KOY Bcstg. Co.  
 Address. 840 N. Central Ave.  
 Tel.: ALpine 8-8181. ABC-MBS  
 Representative. John Blatz  
 Pres., Gen. Mgr. John L. Hogy  
 Comm. Mgr. James W. Ross  
 Program Dir. Jack 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. Independent  
 Representative. Katz  
 Gen. Mgr. Richard B. Rawls  
 Station Mgr. Gene Spry  
 Commercial Mgr. John R. Crowley  
 Sales Prom. Mgr. Jo Hitchcock  
 Owners of: KCMO, Kansas City, Mo.; WOW,  
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,  
 Tulsa, Okla.

(See Page 498)

**KRIZ—Phoenix—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Radio Phoenix  
 Address-Trans. Loc. 2345 Westward Blvd.  
 Tel.: AL 4-8436. KBS  
 Representative. Radio Repr. Inc.  
 Pres., Gen., Manager. Richard B. Wheeler  
 Station, Commercial Manager. Sheldon Engel  
 Program Director. Jim Kithcart

**ARIZONA** .....

Publicity Director.....Andy Lane  
Chief Engineer.....Bob Pond

**KRUX—Phoenix—1947**

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.  
Owned-Oper. By.....Owsley Broadcasters  
Bus.-Studio Address.....417 N. 1st St.  
Tel.: AL 8-1551.....Independent  
Representative.....McGavren-Quinn  
President.....Don G. Owsley  
Commercial Manager.....Ira Lavin  
Program Director.....Lucky Lawrence  
Chief Engineer.....Joe Brandt

**KTAR—Phoenix—1922**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By.....KTAR Bcstg. Co.  
Business Studio Address.....1101 North Central  
Tel.: AL 4-4161.....NBC  
Representative.....Avery-Knodel  
Chrmn. of the Board.....John J. Louis  
Pres., Gen. Mgr.....Richard O. Lewis  
V.P. in Chg. Sales.....Ray G. Smucker  
Prog. Director.....Jack Willis  
Chief Engineer.....Harold Haughawout

**KUEQ—Phoenix—1958**

Frequency: 740 Kc. Power: 1 Kw., d.  
Owned.....Q Bcstg. Co., Inc.  
Address.....2960 E. Van Buren St.  
Tel.: BR 5-7003.....Independent  
Pres., Gen. Mgr.....Frank S. Barc, Jr.  
Comm. Pub. Dir.....M. Z. Moore  
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.....Independent  
Representative.....Masla, O'Connell  
Pres., Gen. Mgr.....Roy L. Albertson, Jr.  
Commercial Director.....Paul Inkman  
Program Dir.....Harold L. Sanner  
Chief Engineer.....P. E. Brown

**KYCA—Prescott—1940**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Southwest Bcstg. Co.  
Business-Studio Address.....East Gurley St.  
Tel.: 244.....NBC  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Harold Ritter  
Program Dir. Sales Prom.....W. Norman  
Publicity Director.....Byron McCall  
Chief Engineer.....George Eitel

**KZOK—Prescott—1958**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By.....Northern Ariz. Aircasters  
Address.....P. O. Box 1033  
Tel.: 112.....KBS  
President.....Dick Gilbert  
General Mgr.....James Shepler  
Commercial Mgr.....Gordon Sloan  
Program, Prom, Mgr.....C. R. Allen

**KGLU—Safford—1938**

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By.....Gila Bcstg. Co.  
Business-Studio Address.....520 Main St.  
Tel.: 15.....MBS  
Newspaper Affil.....Graham County Guardian  
Representative.....Paul H. Raymer  
President.....Louis F. Long  
General Mgr.....Paul Merrill  
Station, Commercial Manager.....Harl Barnett  
Program Director.....Lester McBride  
Chief Engineer.....Henry Hudson

**KPOK—Scottsdale—1956**

Frequency: 1440 Kc. Power: 5 Kw.  
Owned.....Scottsdale Bcstg. Co.  
Address.....Box 182  
Representative.....Forjoe  
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.....Independent  
Pres., Gen. Mgr.....S. J. Woodworth  
Program Dir.....Dorothy L. Woodworth  
Chief Engineer.....S. J. Woodworth

**KHFH—Sierra Vista—1957**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned.....C. W. Morris  
Address.....Box 472, Sierra Vista  
Tel.: Gladstone 8-3379.....Independent  
President.....Carleton W. Morris  
General Manager.....Arlo Woolery  
Station Manager.....John Bonnet, Jr.  
Commercial Manager.....Eddie Evans  
Sales Promotion Manager.....Gene Espinosa

**KAIR—Tucson—1956**

Frequency: 1490 Kc. Power: 250 Watts  
Owrsd By.....Griffith & McCauley  
Business Address.....109 S. Scott  
Tel.: MAIn 4-0401.....Independent  
Representative.....McGavren-Quinn  
President, General Manager.....Joe Du Mond, Sr.  
Sta. Mgr., Prog. Dir.....Joe Du Mond, Jr.  
Chief Engineer.....Paul Gomes

**KCEE—Tucson—1958**

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Assoc. Bcstrs. Inc.  
Address.....Box 5803  
Tel.: MA 2-7788.....Independent  
President.....David S. Dribeck  
General, Station Manager.....Ray Owen  
Comm. Sales Prom. Mgr.....Jesse Veach  
Chief Engineer.....Don Bateman

**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  
 Tel.: MA 2-4664.....Independent  
 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 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Tucson Radio Inc.  
 Business Address.....57 W. Congress  
 Tel.: MA 4-5588.....Independent  
 Representative.....Oakes, Nat. Time Sls.  
 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.....Independent  
 Representative.....Star National; W. S. Grant  
 Pres., Gen. Mgr.....Dick Jacobson  
 Exe. V.P.....Howard Kalmenson  
 Commercial Mgr.....James Johnson  
 Program Dir.....Bob Wolfe  
 Publicity Dir.....Dorothy Gallagher  
 Chief Engineer.....Ray Holsclaw

**KOLD—Tucson—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Old Pueblo Bcstg. Co.  
 Business Address.....115 W. Drachman St.  
 Tel.: MA 4-2511.....CBS  
 Representative.....Nat. AM Radio Sales  
 President.....Tom Chancey  
 General, Station Manager.....E. S. Mittendorf  
 Commercial Manager.....Bernie Perlin  
 Sales Promotion Manager.....E. R. McKane  
 Program Director.....Ed Tucker  
 Chief Engineer.....Vern Cinmiyotti

**KTKT—Tucson—1949**

Frequency: 990 Kc.....Power: 10,000 W., d.  
 Owned-Operated By.....Copper State Bcstg.  
 Business-Studio Address.....Box 5585  
 Tel.: MAIn 267-11.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Thomas J. Wallace  
 Station Manager.....George Wallace  
 Chief Eng.....Nat Talpis

**KTUC—Tucson—1929**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tucson Bcstg. Co.  
 Address.....1511 E. 16th St.  
 Tel.: MA 2-3344.....MBS

Representative.....Radio TV Reps. Inc.  
 V.P., Gen., Sta. Mgr.....C. Van Haadten  
 Commercial Manager.....Robert Lebsock  
 Sales Prom. Mgr.....George Bradley  
 Program Director.....Robert Brown  
 Chief Engineer.....Robert Lebsock

**KCUB—Tucson—1929**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned By.....Gordon Broadcasting Co.  
 Business Address.....219 W. Elm St.  
 Tel.: MAIn 3-4323.....Independent  
 Station Representative.....Adam Young  
 President.....Sherwood R. Gordon  
 General Manager.....Gene Ackerley  
 Program Director.....Dick Venturino  
 Chief Engineer.....Ray H. Holsclaw

**KVNC—Winslow—1952**

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Gla Bdcstg. Co.  
 Address.....Box 373  
 Tel.: 1010.....ABC-MBS-KBS  
 Gen. Mgr.....Paul Merrill  
 Sta., Comm. Mgr.....Chuck Mizner  
 Program Dir.....Warner Stensland  
 Pub. Director.....Connie Mizner  
 Sales Prom. Ch. Eng.....Jerry Graham

**KOFA—Yuma—1953**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Broadcasters, Inc.  
 Address.....P. O. Box 1430  
 Tel.: SU 3-8341.....KBS  
 President.....Henry Schechert  
 General Manager.....Russ Wonnacott

**KVOY—Yuma—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KYMA-YUMA, Inc.  
 Address.....P. O. Box 671  
 Tel.: SU 3-7841.....MBS  
 Representatives.....Radio-TV Reps.  
 Pres., Gen. Mgr.....William L. Lindsey  
 Station Manager.....Lee A. Newsome, Jr.  
 Commercial Manager.....John Ghiotto  
 Sales Prom. Mgr.....Lee A. Newsome, Jr.  
 Program Director.....Bob Nimmo  
 Chief Engineer.....Gary Raymond

**KYUM—Yuma—1940**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Yuma Bcstg. Co.  
 Business Address.....P.O. Box 352  
 Tel.: SU 3-3305.....NBC  
 Representative.....Paul H. Raymer  
 President.....R. O. Lewis  
 General Manager.....Leonard P. Burkland  
 Sales Promotion Manager.....Rose Ann Pelger  
 Program Director.....Fred A. Pelger  
 Chief Engineer.....Maurice W. Higgins

Pop.: 1,929,000  
Families: 548,000  
Radio Homes: 541,000

# Arkansas

Stations in State: 61  
TV Homes: 362,000  
TV Stations: 6

## KVRC—Arkadelphia—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Arkadelphia Bcastg. Co.  
Business-Studios Address: 320 S. 3rd St.  
Tel.: CHapel 6-4561  
Representative: Hill F. Best  
Gen. Sta. Mgr.: Bill Deaton  
Chief Engineer: John Riggle

## KBTA—Batesville—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned: White River Valley Bcsts. Co.  
Address: Batesville, Ark.  
Tel.: 1112  
Representative: Best  
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 Bcastg. Service  
Business Address: Box 294  
Tel.: SP 8-2690  
Tel.: SP 8-2690  
General Manager: Lavelle Langley  
Commercial Manager: Preston Bridges  
Program Director: Jim Landers  
Chief Engineer: Preston Bridges

## KTCN—Berryville—1958

Frequency: 1480 Kc. Power: 1 Kw; d.  
Owned By: Ozark Radio-Equip. Co.  
Address: P. O. Box 191  
Tel.: 385  
President: T. W. Rogers  
Gen., Comm. Mgr.: Mel Lymbery  
Promotion Mgr.: Louise Lymbery  
Chief Engineer: Fred Ward

## KLCN—Blytheville—1922

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Operated By: Harold L. Sudbury  
Address: Sudbury Bldg., Main St.  
Tel.: POplar 2-2093  
Station Representative: John E. Pearson  
Gen., Sta. Mgr.: Harold L. Sudbury  
Sales Prom., Pub. Dir.: J. T. Sudbury  
Chief Engineer: Joe Nearns

## KLYR—Clarksville—1957

Frequency: 1360 Kc. Power: 500 Watts  
Owned By: Clarksville Radio Broadcasters  
Business Address: P. O. Box 489  
Tel.: PLeasant 4-3092  
Gen. Sta. Chg. Eng.: Roy Forrester  
Comm. Sales Prom. Mgr.: Reece Adkison  
Prog. Pub. Dir.: Wayne Bradley

## KAMD—Camden—1946

Freq.: 910 Kc. Power: 1 Kw. d., 500 W. n.

Owned-Operated By: Camden Radio Inc.  
Address: P. O. Box 5859  
Tel.: TE 6-5091  
President: MBS-KBS  
Walter E. Hussman  
Gen., Comm. Mgr.: Donald Carthey  
Prog. Dir.: Cal Carter  
Chief Engineer: J. W. Pope

## KCON—Conway—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Conway Bcastg. Co.  
Address: ASTC Campus  
Tel.: 189  
Representative: Best  
Gen. Mgr.: James E. Clayton  
Program Dir.: S. F. Morehead  
Chief Engineer: Edwin McClendon

## KAGH—Crosett—1951

Frequency: 800 Kc. Power: 250 Watts, d.  
Owned-Operated By: Julian Haas  
Address: 900 Main  
Tel.: FO 4-2181  
Representative: Clyde Melville  
Gen. Mgr.: Julian Haas  
Chief Engineer: Preston Derryberry

## KDQN—De Queen—1956

Frequency: 1390 Kc. Power: 500 Watts, d.  
Owned: R. G. McKeever  
Address: 1923 S. Fourth St.  
Tel.: JU 4-2446  
Representative: Clyde Melville Co.  
General Station Manager: Glen D. Hammons  
Program Director: Jerry A. Hammons  
Chief Engineer: R. G. McKeever

## KDMS—El Dorado—1950

Frequency: 1290 Kc. Power: 5000 Watts d.  
Owned-Oper. By: El Dorado Bcastg. Co.  
Address: 208 N. Cleveland  
Tel.: UN 3-5121  
Representative: Rambeau  
General Manager: J. A. West, Jr.  
Commercial Manager: Rodney Smith  
Program Dir.: Bob Russel

## KELD—El Dorado—1935

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Radio Enterprises, Inc.  
Business-Studio Address: Radio Center Bldg.  
Tel.: UN 3-6126  
Representative: ABC-KBS  
Walker-Rawall  
Pres., Gen. Mgr.: W. N. McKinney  
Comm. Mgr.: J. R. Duerson  
Sales Prom., Prog. Dir.: Jerome Orr  
Chief Engineer: Troy B. Eddins

## KFAY—Fayetteville—1957

Frequency: 1250 Kc. Power: 500 Watts  
Owned: Stamps Radio Bcastg. Co.  
Address: Box 112



# ARKANSAS

Tel.: Hillcrest 2-9859.....MBS  
 Station Representative.....Bob Dore  
 Gen. Mgr.....H. Weldon Stamps  
 Commercial Manager.....Chas. E. Siefert  
 Program Director.....Joanne Herndon  
 Chief Engineer.....Richard Osborne

## KHOG—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.....Independent  
 Station Representative.....Walker-Rawalt  
 President.....Hayden Mellroy  
 Gen. Mgr.....Fred J. Stevenson  
 Comm. Sls. Prom. Mgr.....Ed. Gideon  
 Program, Publicity Director...Steve Starwyck  
 Chief Engineer.....Harold Lindsey

## KXJK—Forrest City—1949

Frequency: 950 Kc.....Power: 5000 Watts, d.  
 Owned By.....Forrest City Bcstg. Co., Inc.  
 Address.....Natl. Bank Bldg.  
 Tel.: ME 3-1252.....KBS  
 Representative.....Burn-Smith  
 Gen., Sta. Mgr.....William Fogg  
 Sls., Comm. Mgr.....James Pearson  
 Chief Engineer.....Walter Smith, Jr.

## KFPW—Fort Smith—1930

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Tulsa Bcstg. Co.  
 Business Address.....Sta. B Box 98  
 Tel.: SU 3-4105.....CBS  
 Representative.....Avery-Knodel  
 Station Mgr.....Charles E. Jones

## KFSA—Fort Smith—1947

Frequency: 950 Kc., Power: 1 Kc. d., 500 W. n.  
 Owned By.....Southwestern Operating Co.  
 Address.....920 Rogers Ave.  
 Tel.: SU 2-9125.....ABC, CBS, NBC  
 Newspaper Affiliation.....Times Record  
 Representative..Venard, Rintoul & McConnell  
 President.....Donald W. Reynolds  
 General Manager.....J. W. Slates  
 Comm. Sales Prom. Mgr..James E. Fesperman  
 Program Director.....Harry Freeman  
 Chief Engineer.....Robert W. Platt, Jr.

## KTCS—Fort Smith—1956

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned By.....H. Weldon Stamps  
 Business Address.....4120 Towson Ave.  
 Tel.: SUNset 2-3049.....MBS-KBS  
 Station Representative.....Bob Dore  
 General Manager.....H. Weldon Stamps  
 Sta. Prog. Dir.....Mrs. Evelyn Britt  
 Comm. Sales Prom. Mgr.....George Swanson  
 Chief Engineer.....Cecil Stamps

## KWHN—Ft. Smith—1947

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By...KWHN Bcstg. Co., Inc.  
 Address.....North 5th and Garrison  
 Tel.: SU 3-8967.....Independent  
 Representative.....Rambeau

General Manager.....J. H. Friedman  
 Station Mgr.....Glenn A. O'Neal  
 Chief Engineer.....Raymond Armstrong

## KHOZ—Harrison—1946

Frequency: 900 Kc.....Power: 250 Watts, d.  
 Owned-Operated by...Harrison Bcstg. Corp.  
 Address.....P. O. Box 120  
 Tel.: EMpire 5-2301.....KBS  
 Station Representative.....Walker-Rawalt  
 Gen. Mgr.....Robert S. Wheeler, Jr.  
 Sta., Comm. Mgr.....Everett Horton  
 Prom. Mgr.....Marc Williams  
 Chief Engineer.....Carl Martin

## KFFA—Helena—1941

Frequency: 1360.....Power: 1,000 Watts  
 Owned-Operated By.....Helena Bcstg. Co.  
 Address.....215 York St.  
 Tel.: HI 4-2361.....MBS-KBS  
 Representative.....Best  
 General, Station Manager...Sam W. Anderson  
 Sales Prom. Mgr.....Katherine M. Kizer  
 Prog. Dir., Ch. Engr.....Earl Hodges  
 Publicity Dir.....Randolph Tardy

## KXAR—Hope—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Address.....P. O. Box 138  
 Tel.: 7-3601.....KBS  
 Gen. Mgr.....L. B. Tooley  
 Comm. Mgr.....Wes Ninemire

## KBHS—Hot Springs—1953

Frequency: 590 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By...Resort Bcstg. Co., Inc.  
 Address.....113 Thrd St.  
 Tel.: NA 3-6661.....KBS  
 Sta. Rep.....Clark  
 President.....A. M. McGregor  
 V.P., General Mgr.....Gene Kelley  
 Station, Sales Prom. Mgr.....Ed Appller  
 Program Director.....Forrest Eddy  
 Chief Engineer.....Clint Norman

## KBLO—Hot Springs—1953

Frequency: 1470.....Power: 1000 Watts d.  
 Owned-Oper. By...Hot Springs Bcstg., Inc.  
 Address.....1011 Central  
 Tel.: NA 3-2553.....MBS  
 Representative.....Rambeau  
 Pres., Gen. Mgr.....C. J. "Gus" Dickson  
 Station Mgr.....Harry Ladass  
 Program Dir.....Jack R. Ridgeway  
 Publicity Dir.....Hank Sanders  
 Chief Engineer.....R. G. King

## KWFC—Hot Springs—1941

Freq.: 1350 Kc.....Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By.....Phoenix Co.  
 Business-Studio Address.....Box 1038  
 Tel.: NA 4-1225.....ABC  
 Representative..Venard, Rintoul & McConnell  
 President.....Harman I. Mosely II  
 Comm. Mgr.....T. Dickson  
 Chief Engineer.....C. Mathis

**ARKANSAS** ~~~~~

**KBTM—Jonesboro—1930**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Patteson Brothers  
 Address: WBTM Bldg.  
 Tel.: WE 5-5597 MBS-KBS  
 General Manager: Alan Patteson, Jr.  
 Sta. Mgr.: Clarence Adams  
 Chief Engineer: Norman Bowman

**KNEA—Jonesboro—1950**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Radio Jonesboro, Inc.  
 Address: Citizens Bank Bldg.  
 Tel.: WE 2-8381 Independent  
 Representative: Gill-Perna  
 President: Ernest Farabee  
 Gen., Sta. Mgr.: Harold Gregson  
 Comm. Mgr.: Bob Blackwood  
 Program Director: Ed Goetze  
 Chief Eng.: Wesley Bell

**KARK—Little Rock—1928**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Oper. By: Arkansas Radio & Equip. Co.  
 Address: 10th & Spring Sts.  
 Tel.: FR 6-2481 NBC  
 Representative: Edward Petry  
 Exec V.P., Gen. Mgr.: T. K. Barton  
 V.P., Sta. Mgr.: Douglas Romine  
 Program Director: Ernest M. Howard  
 Commercial Mgr.: Ernest Howard  
 Prom. Dir.: Shirley Kennedy

**KGHI—Little Rock—1927**

Freq.: 1250 Kc. Power: 1 Kw. d., 500 w n.  
 Owned-Oper. By: Radio Arkansas  
 Address: P. O. Box 3099  
 Tel.: FR 2-0166 KBS  
 Representative: Burn-Smith  
 Gen. Mgr.: Harold E. King  
 Station Mgr.: Alfred E. Shirley  
 Sales Prom. Mgr.: Winnifred Shanks  
 Program Dir.: Marvin Heffington  
 Publicity Dir.: Barbara Park  
 Chief Engineer: Bill Gabbert

**KLRA—Little Rock—1926**

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By: KLRA, Inc.  
 Business-Studio Address: Box 550  
 Tel.: FRanklin 5-3206 ABC  
 Representative: Bob Dore; Clark Brown  
 President, General Manager: Leonard Coe  
 Sta., Comm. Mgr.: Kermit F. Tracy  
 Program Director: Hal Webber  
 Publicity Director: Anne Lumpkin  
 Chief Engineer: Art Beem

**KOKY—Little Rock—1956**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Ebony Radio  
 Address: P. O. Box 1956  
 Tel.: FR 2-0391 Independent  
 Representative: John E. Pearson  
 Pres., Gen. Mgr.: John M. McLendon

Station Manager: Ed Phelan  
 Commercial Manager: Jim Loflin  
 Program Director: Myron Turvey  
 Chief Engineer: G. C. Tuley, Jr.

**KTHS—Little Rock—1924**

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 CBS  
 Representative: Christal  
 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

**KVLC—Little Rock—1948**

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Operated By: Southwestern Bcstg. Co.  
 Address: 319 West 2nd Street  
 Tel.: FR 5-5321 Independent  
 Representative: Richard O'Connell  
 Gen., Sta. Mgr.: Dale D. Mahurin  
 Program Director: Charles R. Sims  
 Chief Engineer: Ed H. Summers

**KVMA—Magnolia—1948**

Frequency: 630 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Magnolla Bcstg. Co.  
 Business-Studio Address: 212 N. Jefferson St.  
 Tel.: 630 MBS  
 Representative: John E. Pearson  
 President: Dr. J. F. Rushton  
 Gen. Mgr.: William M. Bigley  
 Comm. Mgr.: Norman Hunneycutt

**KBOK—Malvern—1951**

Frequency: 1310 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Malvern Bcstg. Co.  
 Address: Highway 270 West  
 Tel.: 1800 KBS  
 Representative: Devney, Melville  
 Pres., Gen. Mgr.: Kermit L. Richardson  
 Commercial Manager: W. D. Stroud  
 Prog. Dir., Ch. Engr.: Robert Padgett  
 Publicity Director: William R. Moore

**KTML—Marked Tree—1956**

Frequency: 1580 Kc. Power: 250 Watts. d.  
 Owned By: Poinsett Radio Bcstg. Co.  
 Address: Box 17  
 Tel.: 1580 KBS  
 Station Representative: Continental  
 Gen. Mgr.: Carlton Garner  
 Commercial Manager: Leon Howard  
 Program Director: Gail Johnson  
 Publicity Director: Mack Howerton  
 Chief Engineer: Jim Weston

**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 KBS

Representative ..... Best  
 Pres., Gen. Mgr. .... Abbott F. Kinney

**KENA—Mena—1955**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... E. M. Hoge  
 Address ..... S. Reine St.  
 Tel.: 944 ..... KBS  
 Representative ..... Hil F. Best  
 General Mgr. .... Larry Shephard  
 Comm. Mgr. .... Bill Hughes  
 Ch. Eng. .... O. D. Frederick

**KHBM—Monticello—1956**

Frequency: 1430 Kc. .... Power: 1 Kw. d.  
 Owned-Operated By ..... Baker Bcstg. Co.  
 Address ..... Box 446  
 Tel.: 91 ..... KBS  
 President ..... J. R. Baker  
 Program Director ..... Pat McGinnis  
 Publicity Director ..... Evelyn H. Baker  
 Sales Promo. Mgr. .... Bill Millwood  
 Chief Engineer ..... John Bailey

**KVOM—Morrilton—1952**

Frequency: 800 Kw. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Morrilton Bcstg. Co.  
 Address ..... P. O. Box 541  
 Tel.: 506 ..... Independent  
 Gen. Mgr. .... J. C. Willis  
 Comm Mgr. .... Bill Harper  
 Prog. Director ..... Hugh C. Jones

**KTLO—Mountain Home—1953**

Frequency: 1490 Kw. .... Power: 250 Watts  
 Owned-Oper. By ..... Mountain Home Bcstg. Corp.  
 Address ..... Hwy 5, N.  
 Tel.: 1490 ..... KBS  
 Representative ..... Best  
 Pres., Gen. Mgr. .... A. Stricklen  
 Commercial Mgr. .... Bob Pratt

**KNBY—Newport—1949**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Newport Bcstg. Co.  
 Business Address ..... Box 218  
 President ..... Harold Sudbury  
 General Station Manager ..... Gene Howe  
 Program Director ..... Jerry Grojean  
 Chief Engineer ..... Anson Clark

**KNLR—North Little Rock  
 1957**

Frequency: 1380 Kc. .... Power: 1 Kw.  
 Owned-Oper. By ..... Arkansas Valley Bcstg. Co.  
 Address ..... 16th & Main; Box 423  
 Tel.: FR 6-1997 ..... Independent  
 Representative ..... W. S. Grant  
 Pres., Gen. Mgr. .... Chester H. Pierce  
 Commercial Manager ..... Philip Sklar  
 Program Director ..... Ed Bailey  
 Publicity Director ..... Rita Newsom  
 Chief Engineer ..... Ken Copeland

**KXLR—North Little Rock  
 1946**

Frequency: 1150 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Sanders Ark. Bcstg.  
 Address ..... P. O. Box 89  
 Tel.: FR 2-2155 ..... Independent  
 Representative ..... Stars National  
 President ..... J. M. Sanders  
 General Manager ..... George B. Faulder  
 Commercial Manager ..... Jim Gatens  
 Program Director ..... Hugh Brown  
 Chief Engineer ..... V. O. Vandusen

**KOSE—Osceola—1949**

Frequency: 860 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Osceola Bcstg. Corp.  
 Business Address ..... P. O. Box 311  
 Tel.: LO 3-2641 ..... KBS  
 Representative ..... Cont. Radio Sales  
 President ..... H. F. Ohlendorf  
 General Station Manager ..... Don Whitney  
 Program Director ..... Edythe Bandy  
 Chief Engineer ..... Harold Jones

**KDRS—Paragould—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Progressive Bcstg. Co.  
 Business Address ..... Box 491  
 Tel.: CE 2-7627 ..... KBS  
 General Manager ..... Ted Rand  
 Business Manager ..... T. M. Self  
 Commercial Manager ..... Doayne F. Bateman  
 Program Director ..... Wilman Wheelis  
 Chief Engineer ..... W. 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 ..... Independent  
 Station Representative ..... Hil Best  
 General Mgr. .... Kenneth Kesterson  
 Commercial Manager ..... Clyde Martin  
 Prog.; Ch. Eng. .... Charles Penix

**KOTN—Pine Bluff—1934**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Universal Bcstg. Corp.  
 Address ..... Simmons Bank Bldg.  
 Tel.: JE 4-8732 ..... MBS-KBS  
 Representative ..... Walker  
 Pres., Gen. Mgr., Chief Engr. .... B. J. Parrish  
 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-Operated By ..... Radio Pine Bluff  
 Address ..... 1607 W. 6th Ave.; Box 33  
 Tel.: JE 4-1523 ..... Independent  
 Representative ..... Devney, Inc.  
 President ..... W. L. Kent  
 Gen., Sta. Mgr. .... Howard M. Peters

## ARKANSAS-CALIFORNIA

Program Director.....Howard Watson  
Chief Engineer.....Robert M. Mador

### KPOC—Pocahontas—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.  
Owned-Operated By...Pocahontas Radio, Inc.  
Address.....P. O. Box 250  
Tel.: TW 2-5234.....KBS  
General Mgr.....Adrian L. White  
Program Dir.....Bill Nicholson  
Sales Mgr.....Virgil Pace

### KAMO—Rogers—1954

Ferquency: 1390 Kc....Power: 1000 Watts  
Owned.....KAMO, Inc.  
Business Address...American Natl. Bank Bldg.  
Tel.: MEIrose 6-4611.....Independent  
Station Rep.....Walker  
Pres., Gen. Mgr.....G. Don Thompson  
Sta., Comm. Mgr.....W. E. Dacus  
Program Director.....Charles A. Davis  
Chief Engineer.....Bud Williams

### KXRJ—Russellville—1947

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Oper. By...The Valley Broadcasters  
Address.....Second and Commerce  
Tel.: 299, 123.....KBS  
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

Frequency: 1300 Kc....Power: 1000 Watts d.  
Owned By.....C. R. Horne  
Address.....P. O. Box 95  
Tel.: 1281.....KBS  
Representative.....Hil F. Best  
Comm. Mgr.....Don P. Jones  
Chief Eng.....Roy K. Cole

### KUOA—Siloam Springs—1923

Frequency: 1290 Kc....Power: 5,000 Watts d.  
Owned-Operated By.....Kuoa, Inc.  
Business-Studio Address.....Siloam Springs  
Tel.: 777.....MBS-KBS  
President.....John E. Brown, Jr.  
Gen. Mgr.....Cecil Smith  
Program Director.....Ralph Kennedy, Jr.  
Chief Engineer.....Cecil E. Smith

### KBRS—Springdale—1949

Frequency: 1340 Kc....Power: 250 Watts

Owned-Oper...Northwest Ark. Bcstg. & TV Co.  
Address.....P. O. Box 29  
Tel.: 1-4675, 1-4676.....ABC-KBS  
Newspaper Affiliation...Southwest American  
Representative.....Hil F. Best  
President.....Donald W. Reynolds  
General Manager.....Phil H. Phillips  
Commercial Manager.....Curtis C. Hornor, Jr.  
Program Director.....Jim G. Wilkerson  
Chief Engineer.....Virgil Smith

### KWAK—Stuttgart—1948

Frequency: 1240 Kc....Power: 250 Watts  
Owned-Operated By...Stuttgart Bcstg. Corp.  
Business Address.....Stuttgart  
Tel.: WA 2-5212.....KBS  
Representative.....C. K. Beaver Assoc.  
President.....Belolt Taylor  
Gen. Manager.....Melvin P. Spann  
Station Mgr.....June S. Spann  
Chief Engineer.....C. R. Sandine

### KOSY—Texarkana—1951

Freq: 790 Kc....Power: 1 Kw. d., 500 w. n.  
Owned-Operated By...Gateway Bcstg. Co.  
Address.....State Line Ave.  
Representative.....Pearson  
Gen. Manager.....Tom E. Dillahunty  
Sales Manager.....Herman Cecil

### KRLW—Walnut Ridge—1951

Frequency: 1320 Kc....Power: 1000 Watts d.  
Owned-Oper. By...Lawrence Co. Bcstg. Co.  
Address.....Walnut Ridge  
Tel.: 980.....KBS  
Gen. Mgr.....Wm. H. Cate

### KWRF—Warren—1953

Frequency: 860 Kc....Power: 250 Watts d.  
Owned.....Weldon & Sledge  
Address.....Box 480  
Tel.: 353-354.....KBS  
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.....P. O. Box 225  
Tel.: 1188.....KBS  
Representative.....Continental  
President.....J. L. Shaver, Jr.  
Gen., Sta. Mgr.....Raymond O. Raley  
Comm. Mgr.....Hiram Mayo  
Prog., Ch. Eng.....Art Rogers

Pop.: 14,899,000  
Families: 4,799,000  
Radio Homes: 4,761,000

## California

Stations in State: 183  
TV Homes: 4,169,000  
TV Stations: 36

### KCNO—Alturas—1951

Frequency: 570 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Stulor Corp.  
Address.....P. O. Box 1358

Tel.: 2531.....Independent  
Representative.....O'Connell Palmer  
Pres., Gen. Mgr.....Stewart Wilbon  
Sta. Mgr., Chief Engineer.....Dick Barrett

**KAVR—Apple Valley—1954**

Frequency: 960 Kc.....Power: 5 Kw. d.  
 Owned.....Apple Valley Bcstg. Co.  
 Address.....Apple Valley  
 Tel.: VI 7-7251.....Independent  
 Representative.....W. S. Grant  
 President.....Newton T. Bass  
 Managing Dir.....J. C. Thomas  
 Commercial Mgr.....Ken Barton  
 Program Director.....Lou Rossi  
 Chief Engineer.....Dean Kiner

**KENL—Arcata—1956**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Humboldt Bcstrs.  
 Address.....KENL Bldg.  
 Tel.: VA 2-2941.....Independent  
 Representative.....W. S. Grant  
 Pres., Gen. Mgr.....Mel Marshall  
 Sta. Mgr.....Jerry Rhoades  
 Comm. Mgr.....Jim Vanglie  
 Program Director.....Roger Ferrier  
 Chief Engineer.....Harry Shelby

**KAH1—Auburn—1957**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned.....Placer County Bcstg.  
 Address.....Box 950  
 Tel.: TU 5-5636.....KBS  
 Representative.....Ayres  
 Pres.....Don C. Reeves  
 Gen. Mgr.....Gene Ragle  
 Sales Prom. Mgr.....Ray Lewis  
 Program Director.....Stan Cooper  
 Publicity Director.....Frank Benny  
 Chief Engineer.....Donnelly Reeves

**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.....Independent  
 Representative.....Weed  
 President, Gen. Mgr.....John Poole  
 Sta. Comm. Mgr.....Robert J. McAndrews  
 Oper. Program Dir.....Alan Lisser  
 Sales Prom. Publicity.....R. J. McAndrews  
 Chief Engineer.....Beull Dalton

**KAFY—Bakersfield—1946**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned.....Paschall, Tullis & Hearne  
 Address.....P.O. Box 6128  
 Tel.: Empire 6-4411.....Independent  
 Representative.....McGavren-Quinn  
 Gen. Mgr.....Glenn D. Lockhart  
 Comm. Mgr.....Roy Licordell  
 Sales Promotion Manager.....Dick Brown  
 Program Director.....Al Anthony  
 Chief Engineer.....Bob Fee

**KLYD—Bakersfield—1958**

Frequency: 1350 Kc.....Power: 1000 Watts;d.  
 Owned By.....Uerner Broadcasting Co.  
 Business Address.....1709 30th Street  
 Tel.: FAirview 7-4831.....Independent

Station Representative.....Grant  
 Gen. Sta. Mgr.....Edward E. Uerner  
 Commercial Manager.....Dave Maxwell  
 Program Director.....Dan Speare  
 Sales Prom. Publ. Dir.....Mary L. Bender  
 Chief Engineer.....Vernon G. Tucker

**KIKK—Bakersfield—1958**

Frequency: 800 Kc.....Power: 250 Watts; d.  
 Owned By.....Valley Bcstg. Co.  
 Address.....910 Chester  
 Tel.: FAirview 7-4401.....Independent  
 Sta. Representative.....Bolling  
 President.....Dawkins Espy  
 General Mgr.....Donald MacLachlan  
 Program Dir.....Dan Gates

**KBIS—Bakersfield—1950**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Eastern Electrosonic Industries  
 Studio Address.....2013 Chester Ave.  
 Tel.: FAirview 4 6093.....Independent  
 Representative.....Weed  
 Station Mgr.....Hal Brown

**KERN—Bakersfield—1932**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....McClatchy Bdcstg. Co.  
 Business Address.....1535 17th St.  
 Tel.: FA 5-7475.....CBS  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Sta. Mgr.....Tom Flynn  
 Chief Engineer.....Don Gatz

**KGEE—Bakersfield—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Marterto Corp.  
 Business-Studio Address.....1415 17th Street  
 Tel.: FA 7-3587.....Independent  
 Representative.....Hollingbery  
 President.....Danny Thomas  
 Gen. Sta. Mgr.....C. Dexter Haymond  
 Comm. Mgr.....Jess Land  
 Program Director.....Thad Bulkeley  
 Sales Prom. Mgr.....Rick Terry  
 Publicity Director.....Dave Hildebran  
 Chief Engineer.....Ed. Andress

**KMAP—Bakersfield—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....KMAP, Inc.  
 Address.....P.O. Box 693  
 Tel.: FA 7-3541.....MBS  
 Representative.....Forjoe  
 Pres., Gen. Mgr.....Clifford E. Ball  
 Program Director.....Jack Shefrin

**KPMC—Bakersfield—1932**

Frequency: 1560 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Pioneer Mercantile Co.  
 Address.....20th & N Sts.  
 Tel.: FA 7-8581.....ABC  
 Representative.....Headley-Reed  
 President.....F. G. R. Schamblin  
 Gen., Sta. Mgr.....L. A. Schamblin

## CALIFORNIA

Comm. Mgr. .... Paul R. Biermann  
Chief Eng. .... Leo P. Jarvis

### KPAS—Banning—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Stevens Bcstg. Inc.  
Address. .... 4425 W. Ramsey St.  
Tel.: VI 9-4557. .... Independent  
Representative. .... Grant Webb  
Gen. Manager. .... Edwin J. Stevens  
Commercial Mgr. .... Lewis F. Shank

### KWTC—Barstow—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. Mojave Valley Bcstg. Co.  
Address. .... Box 697  
Tel.: 4001. .... Independent  
Representative. .... O'Connell  
Pres., Gen. Mgr. .... W. T. Brown  
Sta. Prog. Dir. .... R. F. Cruse  
Commercial Mgr. .... Wilma Walker  
Sales Prom Mgr. .... Jean McAdams  
Chief Engineer. .... Bill Schultz

### 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. .... Independent  
Representative. .... W. S. Grant  
General Mgr. .... Arthur Westlund  
Sta. Mgr. .... Don Hambly  
Prog. Dir. .... Les Avery  
Chief Engineer. .... Robert K. Morrison

### KOWL—Bijou—1956

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Tahoe Broadcasters, Inc.  
Address. .... Box 756 Tahoe Valley  
Tel.: KI 4-2400. .... Independent  
Representative. .... Palmer  
Pres., Gen. Mgr. .... Ed. French  
Sta. Comm. Mgr. .... John J. Murphy  
Program Director. .... Terry Ward  
Publicity Director. .... Bea Paizs  
Chief Engineer. .... Keith Mealey

### KIBS—Bishop—1953

Frequency: 1230 Kw. .... Power: 250 Watts  
Owned-Oper. By. .... Inyo Bcstg. Co.  
Address. .... Box 757  
Tel.: 4411. .... KBS  
Representative. .... Broadcast Time Sales  
Pres., Gen. Mgr., Pub. Dir. .... J. Oliver  
Commercial Mgr., Prom. Mgr. .... R. S. Deming

### KYOR—Blythe—1947

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned. .... Imperial Broadcasting Systems, Inc.  
Address. .... Box 668  
Tel.: 2231. .... ABC  
Representative. .... John E. Pearson  
President, Gen. Mgr. .... Frank K. Danzig  
V.P., Gen. Sales Mgr. .... A. Bartlett Ross, Jr.  
Station Mgr. .... Vic Lundberg  
Commercial Mgr. .... Sam Christie  
Program Dir. .... Lee Young

Chief Engineer. .... Carl S. Johnson

### KROP—Brawley—1946

Frequency: 1300 Kc. .... 1000 Watts d., 500 n.  
Owned-Oper. By. .... Imperial Bcstg. System  
Address. .... 6331 Hollywood Blvd.  
Tel.: 1300. .... ABC  
Representative. .... John E. Pearson Co.  
Station Manager. .... Ed Silvera  
Program Dir. .... Chap Rollins

### KBLA—Burbank—1952

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Bdcstrs. of Burbank  
Address. .... 11516 Oxnard St., N. Hollywood  
Tel.: EL 2-1490. .... Independent  
Station Representative. .... Grant Webb

### KICO—Calexico—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Charles R. Love  
Address. .... Barbara Worth Hotel, El Centro  
Tel.: FI 2-0141. .... CBS  
Representative. .... Broadcast Time Sales  
Owner. .... Charles R. Love  
General Manager. .... W. L. Gleeson

### KTEE—Carmel—1957

Frequency: 1410 Kc. .... Power: 500 Watts; d.  
Owned By. .... Seaside Electronic Assoc.  
Address. .... P. O. Box 2050  
Tel.: MAYfair 4-1215. .... Independent  
Pres. Gen. Mgr. .... Paul F. Hanson  
Commercial Mgr. .... Stanley F. Simpson  
Promotion Mgr. .... D. Metzger  
Program Dir. .... William Warren  
Chief Engineer. .... Joly Boynton

### KHSL—Chico—1935

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Operated. .... Golden Empire Bcstg. Co.  
Address. .... Box 1041  
Tel.: Flreside 2-0141. .... CBS  
Representative. .... McGavren-Quinn  
Pres., Gen. Mgr. .... Mrs. Mickey McClune  
Station Manager. .... Charles H. Kinsley, Jr.  
Commercial Mgr. .... Brian Loughran  
Program Dir. .... Tim Armstrong  
Sales, Public Dir. .... Don Miller  
Chief Engineer. .... Russell Pope

### KPAY—Chico—1949

Frequency: 1060 Kc. .... Power: 10,000 Watts  
Owned. .... J. Ned. Richardson  
Address. .... P.O. Box 523  
Tel.: Flreside 2-4211. .... MBS  
Representative. .... Hollingberry  
Gen. Mgr. .... J. Ned Richardson  
Comm. Mgr. .... Robert Campbell  
Sales Prom. Mgr. .... Ned Tollinger  
Chief Engineer. .... William Pope

### KCHV—Coachella—1954

Frequency: 970 Kc. .... Power: 1 Kw., d.  
Owner. .... Coachella Valley Bcstg. Co.  
Address. .... Avenue 50



Tel.: EXpress 8-5534.....Independent  
 Representative.....Moore & Assoc.  
 Pres.....Edward Gorges  
 Gen. Mgr.....I. E. Staples  
 Comm. Mgr.....Doug Caplette  
 Sales Prom. Mgr.....Bob Steward  
 Program Director.....Graham Alexander  
 Chief Eng.....Bill Buckingham

**KBMX—Coalinga—1950**

Frequency: 1470 Kc.....Power: 500 W. d.  
 Owned-Oper. By.....Sheldon Anderson  
 Address.....Box 1179  
 Tel.: 136.....KBS  
 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 K-Buc, Inc.  
 Business Address.....Box 368  
 Tel.: RE 7-1370.....Independent  
 Representative.....Jones; Crennan  
 President.....James F. Hadlock  
 V.P., Gen. Mgr.....Naum Healy  
 Nat. Sales Mgr.....Gerald O. Jones  
 Program Dir.....Bob Lake  
 Sales Prom. Mgr.....Sally Linville  
 Publicity Dir.....Florence Archer  
 Chief Engineer.....Walter Rees

**KCRE—Crescent City—1950**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Norte Bcstg. Co.  
 Address.....Box 248  
 Representative.....Ayres  
 Pres., Gen. Mgr., Sta. Mgr.. Robert E. Grey  
 Business Mgr.....Peggy B. Gray

**KCHJ—Delano—1951**

Freq.: 1010 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Charles Herman Johns  
 Address.....P.O. Box 966  
 Tel.: 8676.....Independent  
 Representative.....Radio Spot Sales  
 Pres., Gen. Mgr.....Charles H. Johns  
 Sta. Mgr.....Jean G. Johns  
 Comm. Mgr.....Jim Turner  
 Program Dir.....Joe McFolin  
 Sales Prom. Mgr.....Bob Scott  
 Publicity Director.....Cec Vergano

**KRDU—Dinuba—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Dinuba Co.  
 Business-Studio Address.....Box 157  
 Tel.: DI 500.....KBS  
 Representative.....W. Ayres, Cont. Radio Sales  
 Pres., Gen., Sta. Mgr.....Egon A. Hofer  
 V.P.....Dave Hofer, Jr.

**KDEO—El Cajon—1955**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Operated By.....Dandy Bcstg. Corp.  
 Address.....Town & Country Hotel, San Diego  
 Tel.: CY 8-8371.....ABC

Representative.....Bolling  
 President.....Robert E. Sharon  
 Station Manager.....Leonard W. Lundmark  
 Program Director.....Sam Babcock  
 Sales Prom. Mgr.....Tony Day  
 Publicity Director.....Donna Powers  
 Chief Engineer.....Ed Murphree

**KAMP—El Centro—1958**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned By.....El Centro Radio, Inc.  
 Address.....Box 1018  
 Tel.: ELgin 2-2277.....Independent  
 Representative.....Harlan Oakes  
 Pres., Gen. Mgr.....A. E. Andreotti  
 Station Mgr.....Wm. H. Ellison  
 Commercial Mgr.....Chap Rollins  
 Program Dir.....Bob Weaver  
 Sales Prom. Mgr.....Bob Baker  
 Publicity Dir.....Kay Ogg  
 Chief Engineer.....Arch Thistle

**KXO—El Centro—1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valradio Inc.  
 Business Address.....Box 140  
 Tel.: EL 2-1230.....CBS-MBS-KBS  
 Representative.....Paul H. Raymer  
 P.es., Gen. Mgr.....Riley R. Gibson  
 Commercial Manager.....Marc Hanan  
 Program Director.....Tony Temple  
 Chief Engineer.....Maurice Hill

**KOWN—Escondido—1958**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Palomar Broadcasting Co.  
 Address.....1226 Hale Ave.  
 Tel.: SHerwood 5-5811.....Independent  
 Pres., Gen. Mgr.....Julie G. Owen  
 Commercial Mgr.....Thurston S. Holmes  
 Program Dir.....James H. Hill  
 Chief Engineer.....Joseph Dessert

**KDAN—Eureka—1956**

Frequency: 790 Kc.....Power: 5 Kw.  
 Owned.....W. H. Hansen  
 Address.....Box 903  
 Tel.: HI 2-0611.....Independent  
 Representative.....Bcst. Time Sales, Hall  
 Mgr.....W. H. Hansen  
 Comm. Mgr.....Earl Madray

**KINS—Eureka—1958**

Freq.: 980 Kc.....Power: 5 Kw., c., 500 W. n.  
 Owned-Oper. By.....Eureka Bcstg.  
 Address.....Box 1015  
 Tel.: HI 2-5744.....CBS  
 Representative.....Weed  
 Pres., Gen. Mgr.....Wendell Adams  
 Comm. Sta. Mgr.....Tim Crowley  
 Prog.-Publicity.....Doyle Seely  
 Chief Engineer.....Dean Elliott

**KIEM—Eureka—1933**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.  
 Address.....6th at E. Sts.

## CALIFORNIA

Tel.: HI 3-1621.....MBS  
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**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Mendocino Coast Bcstg. Co.  
Address.....Box 616  
Tel.: YO 4-3251.....KBS  
Owner.....Edward Merkle  
General Manager.....Craig N. Smith  
Sales Prom. Mgr.....Matthew V. Huber

### **KARM—Fresno—1938**

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....H. & G. Harm  
Address.....7535 N. Van Ness Ave.  
Tel.: BA 24441.....ABC  
Representative.....Hollingbery  
Pres.....Hattie Harm  
Gen. Mgr.....George Harm  
Comm. Sale Prom. Mgr.....Gordon Jacobs  
Program Director.....Bill Dallas  
Publicity Director.....Don Felsler  
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.....Independent  
Representative.....Weed  
Pres., Gen. Mgr.....David T. Harris  
Program, Publicity Dir.....Jim Bailey  
Chief Engineer.....Bob Love

### **KEAP—Fresno—1957**

Frequency: 980 Kc.....Power: 500 W. d.  
Owned By.....KEAP Broadcasting Co. Inc.  
Address.....2344 S. Railroad Ave.  
Tel.: AD 7-1871.....Independent  
Representative.....McGavern-Quinn  
Pres., Gen. Mgr.....Herbert J. Edelman  
Chief Engineer.....Elbert Dean

### **KFRE—Fresno—1936**

Frequency: 940 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Triangle Publications  
Business-Studio Address.....T. W. Patterson Bldg.  
Tel.: AM 8-6441.....CBS  
Representative.....John Blair  
Station Manager.....Robert F. Klein  
Program Dir.....Robert Fulton  
V. P. Eng.....Keith L. Mealey

### **KGST—Fresno—1949**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Delle Broadcasting Co.  
Address.....1244 'O' St.  
Tel.: AM 6-9901.....KBS  
Representative.....Nat'l Time Sales, Hall, Gates  
Gen. Mgr.....Jeanne Bacher

Program Director.....Larry Walters  
Chief Engineer.....A. Kasparian

### **KMAK—Fresno—1953**

Frequency: 1340 Kw.....Power: 250 Watts  
Owned-Oper. By.....McMahan Bcstg. Co.  
Address.....2020 McKinley  
Tel.: AM 6-9448.....Independent  
Representative.....Forjoe  
President.....R. O. McMahan  
Gen., Sta. Mgr.....Coyle Chambers  
Chief Engineer.....Ed Nickels

### **KMJ—Fresno—1925**

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Operated By.....McClatchy Bcstg. Co.  
Business-Studio Address.....1515 Van Ness Ave.  
Tel.: AM 8-5771.....NBC  
Representative.....Paul H. Haymer  
Station Manager.....Ramsey G. Elliott  
Sales Mgr.....Roy Swanson  
Program Dir.....Jeff Nagle  
Chief Engineer.....William Wallace

### **KYNO—Fresno—1947**

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio KYNO  
Address.....2125 N. Barton Ave.  
Tel.: CL 5-8383.....MBS  
Representative.....Headley-Reed  
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 Swanston Lane  
Tel.: VI 2-3155.....KBS  
Representative.....Lucas & Assoc.  
General Manager.....Geo. F. Schaefer  
Sales Prom. Mgr.....Ben Guterrez  
Program Director.....Jean Emard  
Publicity Director.....Tom Carr  
Chief Engineer.....Don Bernard

### **KIEV—Glendale—1933**

Frequency: 870 Kc.....Power: 250 Watts  
Owned-Operated By.....Cannon System, Ltd.  
Address.....102 N. Glendale Ave.  
Tel.: CI 1-1133.....Independent  
President.....David H. Cannon  
Station Mgr.....Cal Cannon

### **KNGS—Hanford—1948**

Freq: 620 Kc.....Power: 1 Kw., d.; 1 Kw., n.  
Owned-Oper. By.....KNGS  
Business Address.....P.O. Box 620  
Tel.: LUDlow 2-0361.....Independent  
Representative.....Hall Co., Oakes  
Co-owners & Gen. Mgrs. E. Peck & A. J. Krisik  
Comml. Pub. Dir.....Mel Vierra  
Sales Promotion Mgr.....A. J. Scott  
Prog. Chief Engineer.....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.....Independent  
 Representative.....Blair  
 Pres., Gen. Mgr.....Robert M. Purcell  
 Commercial Mgr.....Milton Klein  
 Prog. Dir.....Chuck Blore  
 Publicity Dir.....Blanche E. Butler  
 Chief Engineer.....Leonard Hayden

**KDAY—Hollywood—1956**

Frequency: 1580 Kc. Power: 50 Watts; d.  
 Owned By.....Radio California, Inc.  
 Address.....1549 No. Vine St.  
 Tel.; HO 1-9981.....Independent  
 Representative.....McGavren-Quinn  
 President.....J. Elroy McCaw  
 Gen. Sta. Mgr.....Irving C. Phillips  
 Program Dir.....Jim Hawthorne  
 Publicity Dir.....John Gunn  
 Chief Engineer.....Bob Dye

**KLAC—Hollywood—1924**

Freq.: 570 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By...Hall Broadcasting Co.  
 Address.....6363 Sunset Blvd  
 Tel.: HO 2-7271.....Independent  
 Representative.....Adam J. Young  
 President.....M. W. Hall  
 V.P., Sta. Operations.....Felix Adams  
 Gen. Sales Manager.....Morton Sidley  
 Mdsq. Dir.....Armand La Pointe

**KREO—Indio—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned...Imperial Broadcasting System, Inc.  
 Address.....Caihoun Dr.  
 Tel.: 7-3403.....ABN  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....Frank K. Danzig  
 V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.  
 Station Mgr.....Douglas Caplette  
 Commercial Mgr.....Bill Gibeau  
 Program Director.....Don Retz  
 Chief Engineer.....Cliff Lantz

**KRKC—King City—1958**

Frequency: 1570 Kc. Power: 250 Watts; d.  
 Owned By.....Somoco Bcstg. Co.  
 Address.....P. O. Box 107  
 Tel.: 1070.....KBS  
 Pres. Ch. Eng.....James H. Rose  
 General Manager.....Howard E. Slagle  
 Commercial Mgr.....Hazel M. Rose  
 Program Dir.....Helen M. Slagle

**KTYM—Inglewood—1958**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned By.....Trans-American Bcstg.  
 Address.....125 S. Grevillea Ave.  
 Tel.: ORegon 8-6400.....Independent  
 Representative.....Grant  
 Pres. Sta. Mgr.....Albert J. Williams

**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.....Independent  
 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.....Brokaw Broadcasting Co.  
 Address.....112 East Avenue "J"  
 Tel.: WH 2-8461.....Independent  
 Representative.....Weed  
 President.....Hal Brown  
 General Manager.....Jack J. Bankson  
 Sta. Comm. Mgr.....Frank Onstott  
 Program Director.....Geo. McCammon  
 Chief Engineer.....Geo. Patterson

**KCVR—Lodi—1946**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Lloyd Burlingham  
 Business Address.....P. O. Box 600  
 Tel.: EN 8-0628.....KBS  
 Station Representative.....Wm. Ayres  
 General Mgr.....Lloyd Burlingham  
 Station Mgr.....Dedah Corlett  
 Program Dir.....Harry Eden  
 Chief Engineer.....George Sampson

**KNEZ—Lompoc—1958**

Frequency: 960 Kc. Power: 500 Watts  
 Owned By.....KNEZ, Inc.  
 Business Address.....P.O. Box 338  
 Tel.: Lompoc 2965.....KBS  
 Station Representative.....Ayres  
 President.....Thomas B. Friedman  
 Gen. Mgr., Ch. Eng.....Thomas J. Wallace, Jr.

**KFOX—Long Beach—1924**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By.....KFOX Inc.  
 Address.....220 E. Anaheim Street  
 Tel.: HE 6-7281.....Independent  
 President.....Kenyon Brown  
 Gen. Mgr.....Jack de Mello  
 Chief Engineer.....Robert Garner

**KGER—Long Beach—1926**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By...John Brown Schools of Calif., Inc.  
 Business-Studio Address.....3745 Atlantic  
 Tel.: GARfield 7-7907.....Independent  
 President.....Dr. John E. Brown  
 Gen., Sta., Comm. Mgr.....E. William George  
 Sales Prom. Mgr.....Cornelius Lee  
 Program Dir.....Irene Cook  
 Chief Engineer.....Luke Crumbaugh

**KABC—Los Angeles—1929**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By.....AB-PT, Inc.

Address.....1539 N. Vine St.  
 Tel.: NO 3-3311.....ABC  
 Representative.....Katz  
 President.....James G. Riddell  
 Gen. Comm. Mgr.....John N. Pace  
 Sales Prom. Mgr.....Roy Drushall  
 Pub. Directors...Virginia West; D. Nowinson  
 Program Director.....Dresser Dahlstead  
 Chief Engineer.....Ralph Denechaud

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Los Angeles Bcstg. Co., Inc.  
 Bus.-Studio Address...5773 Wilshire Blvd.  
 Tel.: WE 8-0181.....Independent  
 Representative.....Bolling  
 Pres.-Gen.-Sta. Mgr.....Calvin J. Smith  
 Publicity Dir.....Paul Price  
 Program Director.....Howard Rhines  
 Chief Engineer.....Ron Oakley

**KFI—Los Angeles—1922**

Frequency: 840 Kc.....Power: 50,000 Watts  
 Owned-Operated By...Earle C. Anthony, Inc.  
 Business-Studio Address...141 N. Vermont Ave.  
 Tel.: DU 2-2121.....NBC  
 Representative.....Henry I. Christal  
 Pres., Gen. Mgr.....Earle C. Anthony  
 Asst. to Pres.....Charles E. Hamilton  
 Program Director.....Pat Kelly  
 Publicity Director.....Ed 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.....Independent  
 Representative.....Star National  
 General. Station Manager...Thelma Kirchner  
 Sales Mgr.....Molly C. Low  
 Program Director.....Jim Randolph  
 Publicity Dir.....Tom Hawkins  
 Sales Prom. Mgr.....Juanita McCuroy  
 Chief Engineer.....Homer Obuchon

**KHJ—Los Angeles—1922**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Address.....1313 N. Vine St., Hollywood  
 Tel.: HO 2-3133.....MBS  
 Representative.....H-R Reps.  
 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—1928**

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By.....Golden West Bcsters.  
 Address.....5939 Sunset Boulevard  
 Tel.: HOLlywood 9-5341.....Independent  
 Representative.....AM Radio Sales  
 Ch. of Board.....Gene Aubry  
 President.....Robert O. Reynolds  
 Gen. Sales Mgr.....Stanley Spero

Mgr., Sls. Prom.....John M. Asher  
 Prog. Dir.....Robert H. Forward  
 Publicity Dir.....John Dickson  
 Chief Engineer.....L. C. Sigmon

**KNX—Los Angeles—1920**

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Business-Studio Address...6121 Sunset Blvd.  
 Tel.: HO 9-1212.....CBS  
 Pres.....Arthur H. Hayes  
 Gen. Mgr.....Fred Ruegg  
 Commercial Mgr.....Gordon Mason  
 Prog. Dir.....Robert Sutton  
 Promotion Mgr.....Phil Hillman  
 Pub. Dir.....Lloyd Brownfield  
 Chief Engineer.....Ted Denton

**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.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer  
 Program, Sale, Prom. Mgr.....Robertson Scott  
 Chief Engineer.....Floyd Hall

**KPOP—Los Angeles—1924**

Frequency: 1020 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Storer Bcstg.  
 Business-Studio Address...338 S. Western Ave.  
 Tel.: DU 8-2345.....Independent  
 Representative...Broadcast Time; Dora Clayton  
 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.....Independent  
 President.....Frank Oxarart  
 Gen. Mgr.....Jack Feldmann  
 Gen. Sales Rep.....Bob Fox  
 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.....Independent  
 Representative.....Ayres  
 Mgr.....Bob L. Moran  
 Sales Mgr.....Don L. Edwards

**KMYC—Marysville—1940**

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.....MBS  
 Representative.....Hall & Gates

**President**.....H. E. Thomas  
**Gen.-Station Manager**.....Joe D. Carroll  
**Comm. Mgr.**.....L. E. Walker  
**Program Director**.....Ralph Swift  
**Publicity Dir.**.....James Parrish  
**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.....Independent  
**Representative**.....McGavren-Quinn  
**Pres., Gen. Mgr.**.....Joseph E. Gamble  
**Sta. Mgr.**.....Jack Blake  
**Comm. Mgr.**.....Reg Streeter  
**Program Director**.....Jerry O'Neill  
**Chief Engineer**.....Mal Beavers

**KYOS—Merced—1936**

**Frequency:** 1480 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....KYOS, Inc.  
**Business Address**.....1735 "L" St.  
**Tel.:** RA 2-6251.....MBS  
**Representative**.....Headley-Reed  
**Pres., Gen., Sta. Mgr.**.....Frank Flynn  
**Commercial Manager**.....Donald Brandt  
**Program Director**.....James R. Stoke  
**Chief Engineer**.....Dwayne D. Caldwell

**KBEE—Modesto—1951**

**Frequency:** 970 Kc.....**Power:** 1000 Watts  
**Owned**.....McClatchy Bcstg. Co.  
**Address**.....14th & 1 Sts., P.O. Box 3131  
**Tel.:** LA 3-7756.....Independent  
**Newspaper Affil.**.....McClatchy Newspaper  
**Representative**.....Paul Raymer  
**President**.....Eleanor McClatchy  
**Station Manager**.....Hugh Shelley

**KFIV—Modesto—1950**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Modesto Bcstg.  
**Address**.....Box 1360  
**Tel.:** LA 4-1360.....ABC  
**President**.....Ruth Finley  
**Gen. Mgr.**.....Ted Wolf  
**Comm. Manager**.....Judd Sturtevant  
**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.....Independent  
**Representative**.....McGavren-Quinn  
**Pres.-Gen.-Station Mgr.**.....William H. Bates, Jr.  
**Comm., Sales Prom. Mgr.**.....Richard Brown  
**Program Dir.**.....Cal Purviance  
**Publicity Dir.**.....Chas. McEwen  
**Chief Engineer**.....W. H. Bates

**KIDD—Monterey—1955**

**Frequency:** 630 Kc.....**Power:** 1 Kw.  
**Owned By**.....Monterey Pen Bcstg. Inc.  
**Address**.....546 Hartnell Plaza

**Tel.:** FRontier 2-8154.....Independent  
**Representative**.....Hollingberry  
**President**.....Robert Sherry  
**Gen. Sta. Mgr.**.....Al J. Madden  
**Sales Prom. Mgr.**.....Richard Maguire  
**Publicity Director**.....Jack Hamilton  
**Chief Engineer**.....Herman Stalberg

**KMBY—Monterey—1947**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....KMBY Bcstg. Co.  
**Business Address**.....468 Calle Principal  
**Tel.:** FR 2-4541.....CBS  
**Station Representative**.....Pearson  
**Pres., Gen., Sta. Mgr.**.....B. P. Timothy  
**Comm. Mgr.**.....James T. Timothy  
**Prog. Dir.**.....Florence Timothy  
**Publicity Director**.....Jack Eliassen  
**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.....Independent  
**Representative**.....Continental, McGavren  
**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.  
**Tel.:** Baldwin 6-2023.....KBS  
**Representative**.....J. Palmer & J. Pearson  
**Owner, Gen. Mgr.**.....J. L. Powell  
**Sales Prom. Mgr.**.....Burke Riley  
**Program Director**.....Jim Parker  
**Publicity Director**.....Beryle Gonzales  
**Chief Engineer**.....Don Brown

**KSFE—Needles—1952**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Needles Bcstg. Co.  
**Address**.....P. O. Box C-2  
**Tel.:** 1234.....KBS  
**Station Representative**.....Continental  
**Owner, Mgr.**.....B. J. Fitzpatrick

**KLX—Oakland—1922**

**Frequency:** 910 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Tribune Building Co.  
**Business Address**.....2150 Franklin St.  
**Tel.:** TEmplebar 6-0910.....Independent  
**Newspaper Affiliation**.....Oakland Tribune  
**Representative**.....Weed  
**President**.....J. R. Knowland, Jr.  
**General Mgr.**.....Wilson K. Foster  
**Prog. Dir.**.....Bill Laws  
**Sales Prom. Mgr.**.....Jack MacDonald  
**Chief Eng.**.....Roswell S. Smith

**KROW—Oakland—1925**

**Frequency:** 960 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....KROW, Inc.  
**Address**.....464 19th St.

# CALIFORNIA

Tel.: TW 3-9600.....Independent  
Newspaper Affil.....Coos Bay World  
Representative.....Raymer  
President.....Sheldon F. Sackett  
General Manager.....Jack Irvine  
Comm. Mgr.....Robert Weimann  
Program Director.....Ray Yeager  
Chief Engineer.....Fred Gwynn

## KWBR—Oakland—1920

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned.....E. N. Warner-1st Western Bk.  
Business-Studio Address.....327 22nd St.  
Tel.: HI 4-1212.....Independent  
Station Rep.....Walker-Rawalt  
Pres., Gen. Mgr.....E. N. Warner  
Station Manager.....F. Wellington Morse  
Program Director.....Lillian A. Barnett  
Chief Engineer.....Logan Z. Edwards

## KUDE—Oceanside—1956

Frequency: 1320 Kc.....Power: 500 Watts  
Owned.....Dolph-Petty Bcstg.  
Address.....Box 779  
Tel.: SA 2-8294.....Independent  
Representative.....Grant  
President.....Walter N. Nelskog  
Gen. Prom. Mgr.....Darrell R. Anderson  
Commercial Mgr.....Pat Walsh  
Chief Engineer.....Clye Bond

## KASK—Ontario—1947

Frequency: 1510 Kc.....Power: 1000 Watts  
Owned-Operated By.....The Daily Report Co.  
Business-Studio Address.....212 East "B" St.  
Tel.: YUkon 2 8888.....Independent  
Representative.....Hil F. Best  
President.....Mrs. Jerene A. Harnish  
General Mgr.....Edward J. Jansen  
Chief Engineer.....Manual Barraza

## KMOR—Oroville—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Oroville Bcstrs.  
Address.....Arla Rhine Dr.  
Tel.: LE 3-0334.....Independent  
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.....Independent  
Representative.....Tracy Moore  
Pres., Chief Eng.....Paul R. Schneider  
Station Mgr.....Charles A. Farmer  
Comm., Sales Prom. Mgr.....J. Alan Rinehart

## KUTY—Palmdale—1957

Frequency: 1470 Kc.....Power: 1 Kw.  
Owned.....Harold C. Singleton  
Address.....Box 5  
Tel.: Windsor 7-3107.....Independent

Representative.....W. S. Grant  
General Mgr.....Wm. A. Hoftzyer  
Sales Prom.....W. Lee Roddy  
Program Director.....Gordon Benson  
Chief Engineer.....Don Reitzke

## KCMJ—Palm Springs—1946

Frequency: 1010 Kc.....1 Kw., d.; 500 W., n.  
Owned-Operated By.....KCMJ, Inc.  
Business Address.....Box KK  
Tel.: FA 5-2253.....CBS  
Representative.....Stanley  
Pres., Gen. Mgr.....Robert D. Blashek  
Sta., Comm. Mgr.....Norman W. Loftus  
Program Director.....Arthur Sipherd  
Chief Engineer.....John Bush

## KDES—Palm Springs—1956

Frequency: 920 Kc.....Power: 1000 Watts  
Owned.....Cameron Bcstg. Co.  
Address.....Box 2898  
Tel.: FA 4-1212.....Independent  
Newspaper Affiliation.....Desert Sun  
Representative.....W. S. Grant  
President.....George Cameron  
Gen. Sta. Mgr.....John Michel  
Comm. Mgr.....Harry Voelker  
Prog. Ch. Eng.....Cliff Miller

## KPAL—Palm Springs—1954

Frequency: 1450 Kc.....Power: 250 Watts  
Owner.....KPAL Bcstg. Corp.  
Address.....Desert Inn Hotel  
Tel.: 9171.....Independent  
Rep.....Radio-TV Reps  
Gen. Mgr.....Al Yallen

## KIBE—Palo Alto—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.  
Owned-Oper. By.....Sundal Bcstg. Corp.  
Address.....P.O. Box 1151  
Tel.: DA 3-1341.....KBS  
Rep.....Good Music Bcstrs.  
General Mgr.....Edward Davis  
Program Director.....Martin Cantisano

## KALI—Pasadena—1950

Frequency: 1430 Kc.....Power: 5000 W., d.  
Owned.....Tele-Broadcasters of Calif, Inc.  
Address.....758 E. Colorado Blvd.  
Tel.: RY 1-7148.....Independent  
Representative.....O'Connell; Crennon  
President.....H. Scott Kilgore  
Gen. Mgr.....James Coyle  
Chief Engineer.....Willis Freitag

## 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.....Independent  
Representative.....Nat'l Time Sales  
President.....Marshall S. Neal  
General Manager.....William J. Beaton  
Comm. Sales Prom. Mgr.....Dan Curtin  
Prog., Publicity Dir.....Bob Griffin  
Chief Engineer.....Robert Fisher



**KXLA—Pasadena—1941**

Frequency: 1110 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Donald R. Cooke  
 Business.....1401 So. Oak Knell Ave.  
 Tel.: RY 1-6991.....Independent  
 Representative.....Bcst. Time Sales  
 President-Gen. Sta. Mgr.....Loyal K. King  
 Sales Prom. Mgr.....Armond Lamont  
 Chief Engineer.....Jack Reeder

**KPRL—Paso Robles—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....D. J. & Bernard Schwartz  
 Business-Studio Address.....32nd & Oak Sts.  
 Tel.: 204.....MBS-KBS  
 Representative.....W. S. Grant  
 Gen., Sta., Mgr., Chief Eng.....Dale Schwartz  
 Mdsq. Mgr.....Bernard Schwartz  
 Comm. Mgr.....Dorothy Schwartz

**KAFP—Petaluma—1950**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Bcst. Assoc., Inc.  
 Address.....Box 590  
 Tel.: PO 3-1505.....KBS  
 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.....Independent  
 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 Bdcstg. Co.  
 Business-Studio Address.....So. Mills & Olive  
 Tel.: LY 2-1293.....Independent  
 Representative.....W. S. Grant  
 General Mgr.....Dean H. Wickstrom  
 Comm., Prom. Mgr.....Jim Robertson  
 Chief Engineer.....Jim Flint

**KTIP—Porterville—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ralph F. Miller  
 Business-Studio Address.....Box 1312  
 Tel.: SU 4-1450.....ABC  
 Representative.....O'Connell  
 Gen. Mgr., Owner.....Ralph F. Miller  
 Chief Engineer.....Bill White

**KACY—Port Hueneme—1958**

Frequency: 1520 Kc.....Power: 250 Watts  
 Owned By.....Coast Broadcasters  
 Business Address.....P. O. Box 1520, Oxnard  
 Tel.: HUNter 3-1520.....Independent  
 Representative.....Ayres  
 Gen. Mgr., Chief Eng.....Ted Meadows  
 Commercial Mgr.....John Baker

Program Dir.....Mel Hall  
 Merch. Dir.....Bob Jones

**KBLF—Red Bluff—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tehama Broadcasting Co.  
 Address.....Box 431  
 Tel.: 880.....Independent  
 Representative.....Tracy Moore  
 President.....W. W. Boone  
 Station Mgr.....W. F. Baumgarten

**KRDC—Redding—1956**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Redding Broadcasting Co.  
 Address.....1214 Locust Street  
 Tel.: CH 3-0343.....MBS  
 Representative.....Tracy Moore  
 Gen. Mgr., Chief Eng.....Howard N. Martineau  
 Comm. Manager.....John Luck  
 Program Director.....Edith Martineau  
 Sales Prom. Mgr.....Joe LaLonde

**KSDA—Redding—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Van C. Newkirk  
 Address.....Box 1400  
 Tel.: CH 1-2626.....Independent  
 General Mgr.....P. Farrelle  
 Commercial Mgr.....Jerome Dreher  
 Prog. Dir.....Ronald S. Rose

**KVCV—Redding—1939**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Golden Empire Bcstg. Co.  
 Address.....Box 511  
 Tel.: CH 3-1515.....CBS  
 Representative.....McGavren-Quinn  
 Pres., Gen. Mgr.....Mrs. Hugh McClung  
 Station Manager.....Fred M. Stuepsnagel  
 Commercial Mgr.....H. E. McCarty  
 Program Dir.....Lyle Mathys  
 Sales Prom. Mgr.....Charles Hess  
 Publicity Dir.....Vince Lambert  
 Chief Engineer.....Russ Pope

**KVIP—Redding—1957**

Frequency: 540 Kc.....Power: 1 Kw.  
 Owned.....Shasta Bcstg. Corp.  
 Address.....Box 919  
 Tel.: CHestnut 1-5540.....Independent  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....George C. Fleharty  
 Sta. Mgr.....Ted Dooley  
 Chief Engineer.....Lynn Olson

**KCAL—Redlands—1954**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owner.....Southwest Bcstg. Co., Inc.  
 Address.....P. O. Box 390  
 Tel.: PYramid 3-2358.....ABC  
 Representative.....Pearson  
 President.....Dr. M. Corran  
 Gen., Sta. Mgr.....Homer Griffith  
 Commercial Mgr.....Earl Pollock  
 Prog., Chief Eng.....Dick Klitsing

**KRCK—Ridgecrest—1956**

Frequency: 1360 Kc. Power: 1 Kw.  
 Owned. Victor M. Farel  
 Address. 350 W. Ridgecrest Blvd.  
 Tel.: RI 8-4061. Independent  
 Representative Pearson  
 Owner. Victor M. Farel  
 General Manager. Robert Gadbois  
 Commercial Manager. Joe Gallagher  
 Program Director. Norman Woodruff  
 Chief Engineer. Maurice Hamm

**KRKS—Ridgecrest—1956**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned. Gilson Broadcasting, Inc.  
 Address. Box 696  
 Tel.: RI 8-9211. KBS  
 President. Leland Gillette  
 General Manager. L. M. Laby  
 Sta. Mgr. H. Carvalho  
 Chief Engineer. Frank Carlson

**KACE—Riverside—1957**

Frequency: 1570. Power: 1 Kw., d.  
 Owned. KACE Radio, Inc.  
 Address. 7351 Lincoln Ave.  
 Tel.: OV 8-1570. Independent  
 Representative. Harlan G. Oakes  
 Pres., Gen. Mgr. Ray Lapica  
 Asst. Mgr. Hugh Wallace  
 Prog., Chief Eng. Jack Wiseley  
 Publicity Dir. Ollie Sherban

**KPRO—Riverside—1941**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned. Imperial Broadcasting System, Inc.  
 Address. 3401 Russell Street  
 Tel.: OV 6-0260. Independent  
 Rep. O'Connell; Palmer; Everett-McKinney  
 President. Frank Danzig  
 General Mgr. Frank Crane  
 Station Mgr. Jim Robinson  
 Program Dir. Earl McRoberts  
 Chief Engineer. David Matton

**KCRA—Sacramento—1945**

Freq.: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By. KCRA, Inc.  
 Business Studio Address. 310 Tenth St.  
 Tel.: Hickory 4-7300. NBC  
 Representative. Pety  
 President-General Mgr. Ewing C. Kelly  
 Comm. Mgr. Raymond J. Smith  
 Sta. Mgr. Fred C. Beckwith  
 Prog. Dir. Bill Baldwin  
 Sales Prom. Mgr. Ted Hardy  
 Chief Engineer. W. Herbert Hartman

**KFBK—Sacramento—1922**

Frequency: 1530 Kc. Power: 50,000 Watts  
 Owned-Operated By. McClatchy Bcstg. Co.  
 Business Studio Address. Twenty-First & Q  
 Tel.: GI 2-5011. ABC  
 Newspaper Affiliation. McClatchy Newspapers  
 Representative. Paul H. Raymer  
 President. Eleanor McClatchy  
 Station Manager. Frank Devaney

Sales Mgr. A. C. Williams  
 Program Manager. James McBride  
 Chief Engineer. Stam Sronce

**KGMS—Sacramento—1952**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By. Capitol Radio Enterprises  
 Address. 13th & H. Sts.  
 Tel.: GI 1-3133. MBS  
 Representative. Forjoe Co.  
 General Manager. Irving J. Schwartz  
 Station Manager. J. Matranga  
 Comm. Mgr. Steve George  
 Sales Prom. Mgr. William Esterley  
 Program Director. Jack Nelson  
 Chief Engineer. Bob LaRue

**KROY—Sacramento—1937**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. KROY, Inc.  
 Business-Studio Address. 1010 11th St.  
 Tel.: GI 3-2525. CBS  
 Representative. Hollingbery  
 President. Robert D. Dunn  
 Gen., Sta. Mgr. A. J. Richards  
 Prog., Sales Prom. Mgr. Dick Hill  
 Chief Engineer. Bill Overhauser

**KXOA—Sacramento—1945**

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned-Oper. By. Cal-Val Radio  
 Business Address. Box 3094  
 Tel.: WA 5-2717. Independent  
 Representative. McGavren, Quinn  
 President. Riley R. Gibson  
 General Mgr. Howard Haman  
 Prog. Dir. Jack Lawson  
 Chief Engineer. Ewald Berger

**KDON—Salinas—1935**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By. KDON, Inc.  
 Business Address. 933 N. Main St.  
 Tel.: HA 2-8464. Independent  
 Representative. Pearson  
 Pres., Gen. Mgr. Richard Bott  
 Comm., Sales Prom. Mgr. W. J. Bott  
 Program Director. Shirley Bott  
 Publicity Director. Edith Bott  
 Chief Engineer. Ralph Clich

**KSBW—Salinas—1947**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By. Salinas Valley Bcstg. Corp.  
 Business Address. 238 John St.  
 Tel.: HA 2-7484. MBS  
 Representative. McGavren-Quinn  
 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

**KCKC—San Bernardino—1947**

Frequency: 1350 Kc. Power: 500 Watts  
 Owned-Oper. By. M. V. W. Radio Corp.

**Business Address**.....770 Mill St.  
**Tel.**: TU 8-0245.....Independent  
**Representative**.....W. S. Grant; Moore  
**President**.....Raymond T. McKenzie  
**Station Mgr.**.....Clair A. Weidenaar  
**Commercial Mgr.**.....Lee Batch  
**Program Dir.**.....Al Daneri  
**Sales Prom. Mgr.**.....Eugene Dryden  
**Chief Engineer**.....James Blaine

**KFXM—San Bernardino—1929**

**Frequency**: 590 Kc.....**Power**: 1000 Watts  
**Owned**.....KFXM Broadcasting Co.  
**Address**.....512 Fifth Street  
**Tel.**: TU 9-3636.....Independent  
**Representative**.....McGavren-Quinn  
**Sales Prom. Mgr.**.....Norman Keats  
**Prog. Dir., Chief Engineer**.....Lyle Kilgore

**KITO—San Bernardino—1947**

**Frequency**: 1290 Kc.....**Power**: 5000 Watts  
**Owned By**.....Roff, Lerner & Feldman  
**Address**.....Box 889  
**Tel.**: Glenview 8-8183.....MBS, KBS  
**Representative**.....Hollingbery  
**President**.....Marshall S. Neal  
**Ex. V.P.**.....William Beaton  
**Station Mgr.**.....Willard R. Hasbrook  
**Comm. Sales Prom. Mgr.**.....Joe Klaas  
**Program Director**.....Frank Russell

**KRNO—San Bernardino—1948**

**Frequency**: 1240 Kc.....**Power**: 250 Watts  
**Owned**.....Western Empire Broadcasters, Inc.  
**Address**.....990 Colton Ave  
**Tel.**: TU 8-0771.....Independent  
**Representative**.....Bolling  
**Pres., Gen. Mgr.**.....Norman H. Rogers  
**Sta. Mgr., Chief Eng.**.....George W. Brock  
**Sls. Prom., Comm. Mgr.**.....John Staples  
**Program Director**.....Chuck Palmer  
**Publicity Director**.....John Quimby

**KCBQ—San Diego—1946**

**Freq.**: 1170 Kc.....**Power**: 50 Kw. d; 5 Kw. n.  
**Owned-Oper. By**.....KCBQ, Inc.  
**Business Address**.....7th Ave. at Ash  
**Tel.**: BE 2-7161.....Independent  
**Representative**.....Young  
**Pres., Mgr. Dir.**.....Lee Bartell  
**Program Director**.....Allen Heacock  
**Publicity Director**.....James Neill  
**Chief Engineer**.....Morris Jones

Owners of: WOKY, Milwaukee; WAKE, Atlanta; WYDE, Birmingham, KYA, San Francisco.

**KFMB—San Diego—1941**

**Frequency**: 540 Kc.....**Power**: 5 Kw.  
**Owned By**.....Marietta Broadcasting Inc.  
**Bus. Studio Address**.....1405 Fifth Ave.  
**Tel.**: BE 2-2114.....CBS  
**Representative**.....Petry  
**President**.....Jack Wrather  
**V.P., Gen. Mgr.**.....George Whitney  
**Gen. Sales Mgr.**.....Donald R. Evkes  
**Program Director**.....Dom French  
**Promotion Dir.**.....Dan Bellus  
**Chief Engineer**.....Charles Abel

**KFSD—San Diego—1925**

**Frequency**: 600 Kc.....**Power**: 5000 Watts  
**Owned-Operated By**.....KFSD, Inc.  
**Business Address**.....P.O. Box 628  
**Tel.**: CO 2-2421.....NBC  
**Representative**.....Katz Agency  
**President**.....James G. Rogers  
**Exec V.P., Gen. Mgr.**.....W. E. Goetze  
**Prog. Dir.**.....Lee Ellis  
**Comm. Sales Prom.**.....Ray Baker  
**Publicity Director**.....Frank Reynolds  
**Chief Engineer**.....Leroy Bellwood

**KGB—San Diego—1922**

**Frequency**: 1360 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**.....KGB, Inc.  
**Address**.....1017 First Ave.  
**Tel.**: BE 3-6151.....MBS  
**Representative**.....H-R  
**President**.....Marion R. Harris  
**Vice-Pres., Sales Mgr.**.....Leonard W. Lundmark  
**Program Director**.....Robert S. Regan  
**Chief Engineer**.....Norman Duncan

**KSDO—San Diego—1947**

**Freq.**: 1130 Kc.....**Power**: 5000 Wts. d.  
**Owned-Operated By**.....San Diego Bcstg. Co.  
**Bus Studio Address**.....304 U.S. Natl. Bank Bldg.  
**Tel.**: BE 2-2041.....Independent  
**Representative**.....McGavren-Quinn  
**President**.....C. A. Smith  
**Gen. Mgr.**.....Wilson Edwards  
**Sta. Mgr., Chief Eng.**.....Vern Milton  
**Comm. Mgr.**.....Peter McMahan  
**Program Director**.....Alfred Hunter  
**Publicity Director**.....Ruth Fair

**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.....Independent  
**Representative**.....Headley-Reed  
**President**.....Jack O. Gross  
**General Manager**.....L. Gross  
**Business Mgr.**.....Era Lewis  
**Comm. Mgr.**.....Joseph Wolfman  
**Sales Prom. Mgr.**.....Bruce Parker  
**Program Director**.....Ted Porter  
**Publicity Director**.....Ted Beebe  
**Chief Engineer**.....Jack Rabell

**KGIL—San Fernando—1947**

**Frequency**: 1260 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....Pierce Brooks Bcstg. Corp.  
**Address**.....13325 Van Nuys Blvd.  
**Tel.**: STANley 7-3467.....Independent  
**Representative**.....Branham  
**President**.....P. P. Brooks  
**Gen., Sta. Mgr.**.....Howard P. Gray  
**Program Dir.**.....Jean Baker  
**Comm. Mgr.**.....Harold B. Arkoff  
**Chief Engineer**.....Jay Rice

**KCBS—San Francisco—1921**

**Frequency**: 740 Kc.....**Power**: 50,000 Watts  
**Owned-Operated By**.....CBS

# CALIFORNIA

Address.....Sheraton Palace Hotel  
 Tel.: YU 2-7000.....CBS  
 Representative.....CBS Radio Spot Sales  
 President (CBS).....Frank Stanton  
 President (CBS Radio).....Arthur Hull Hayes  
 Gen. Sta. Mgr.....Maurie E. Webster  
 Sales Manager.....Seymour Whitelaw  
 Program Director.....Pede Worth  
 Sales Prom. Public.....Evelyn Clark  
 Chief Engineer.....Alan Cormack

Tel: YUkon 2-9771.....Independent  
 Representative.....Petry  
 Pres., Gen. Mgr.....David M. Segal  
 Station Mgr.....Joe Miller  
 Sales Prom. Mgr.....Jerry Friedman  
 Program Director.....Bobby Beers  
 Chief Engineer.....Veikko West

## KFRC—San Francisco—1924

Frequency: 810 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business Address.....415 Bush St.  
 Tel.: YUkon 2-9200.....MBS  
 Representative.....H.R.  
 President.....Thomas F. O'Neil  
 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

## KSAN—San Francisco—1922

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Golden Gate Broadcasting Corp.  
 Address.....1111 Market Street  
 Tel.: MA 1-8171.....Independent  
 Representative.....Stars National, J. E. Pearson  
 President.....Sherwood H. Patterson  
 General Manager.....Norwood Patterson  
 Station Manager.....Dawn Patterson  
 Comm. Mgr.....Buddy Niles  
 Program Director.....Shirley O'Hara  
 Publicity Dir.....John Wilks  
 Chief Engineer.....John Robb

## KGO—San Francisco—1924

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....ABC-PT  
 Business Address.....277 Golden Gate Ave.  
 Tel.: UNderhill 3-0077.....ABC  
 Representative.....John Blair  
 V.P., Gen. Mgr.....John H. Mitchell  
 Exec. Mgr., Dir. Sales.....Allan Gilman  
 Sales Prom. Mgr., Pub. Dir.....George T. Rodman  
 Program Director.....Edward Smith  
 Chief Engineer.....Harry N. Jacobs

## KSAY—San Francisco—1957

Frequency: 1010 Kc.....Power: 10 Kw.  
 Owned.....KSAY Broadcasting Co.  
 Address.....1550 California St.  
 Tel.: PRespect 6-6337.....Independent  
 Representative.....Hollingbery  
 Pres., Chief Eng.....Grant Wrathall  
 General Mgr.....Clair G. Halverson  
 Commercial Mgr.....Stanley G. Breyer  
 Program Dir.....Robert Byrne  
 Sales Prom. Mgr.....Hal H. Hoffman

## 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.....Independent  
 Representative.....McGavren-Quinn  
 Gen. Mgr.....Robert Kindred  
 Comm. Mgr.....Stanley G. Breyer  
 Merchand. Dir.....Carol Walker  
 Prog., Pub. Dir.....Charles F. Pendleton  
 Chief Engineer.....Roger Roberts

## KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Golden West Bcstrs.  
 Business Address.....950 California St.  
 Tel.: YU 2-5500.....Independent  
 Representative.....AM Radio Sales  
 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

## KNBC—San Francisco—1922

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Bcstg. Co.  
 Address.....420 Taylor St.  
 Tel.: GR 4-8700.....NBC  
 Representative.....NBC Spot Sales  
 President (NBC).....Robert Kintner  
 Gen. Sta. Mgr.....George W. Fuerst  
 Comm. Mgr.....Richard H. Gravett  
 Program Director.....Jack Wagner  
 Publicity Director, Prom. Mgr.....Jane Morrison  
 Chief Engineer.....J. W. Baker

## KYA—San Francisco—1926

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Golden State Broadcasting, Inc.  
 Business Address.....1 Nob Hill Circle  
 Tel.: DO 2-2536.....Independent  
 Representative.....Adam Young  
 President.....Lee Bartell  
 Gen. Mgr.....Morton J. Wagner  
 Comm. Mgr.....Ronald J. Kahn  
 Sales Prom. Publicity.....Robert Anderson  
 Program Director.....William C. Jones  
 Chief Engineer.....Paul Beck

## KOBY—San Francisco—1956

Frequency: 1550 Kc.....Power: 10 Kw.  
 Owned-Oper. By.....Mid-America Bcstrs., Inc.  
 Address.....340 Mason St.

Owners of: WOKY, Milwaukee; WAKE,  
 Atlanta; KCBQ, San Diego, Calif.; WYDE,  
 Birmingham, Ala.

## KEEN—San Jose—1947

Frequency: 1370 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....Unlted Bcstg. Co.  
 Business Studio Address.....Hotel De Anza  
 Tel.: CY 4-0344.....Independent

**Representative** ..... Hollingbery  
**President** ..... George M. Mardikian  
**Gen. Mgr.** ..... Floyd Farr  
**Commercial Mgr.** ..... Robert I. Blum  
**Sales Prom. Mgr.** ..... Phil Philley  
**Publicity Director** ..... Ray Hollingsworth  
**Prog. Dir., Chief Eng.** ..... George Snell

**KLOK—San Jose—1946**

**Freq.:** 1170 Kc. .... **Power:** 10 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Radio KLOK, Inc.  
**Business Address** ..... P. O. Box 327B  
**Tel.:** CY 5-7313 ..... Independent  
**Representative** ..... O'Connell; Pickens  
**President** ..... E. L. Barker  
**Gen., Sta. Mgr.** ..... R. E. Ryan  
**Program Director** ..... Ruth P. Fish  
**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 3-0803 ..... Independent  
**Representative** ..... Pearson  
**Pres., Gen. Mgr.** ..... Norman Paul  
**Comm. Sales Prom. Mgr.** ..... Earle Russell  
**Prog. Dir.** ..... Frank Darien  
**Publicity Dir.** ..... Barbara Waitzman  
**Chief Engineer** ..... Ernest McDaniel

**KRRX—San Jose—1948**

**Frequency:** 1500 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... San Jose Bcstg. Co.  
**Address** ..... Box 187  
**Tel.:** CY 2-5080 ..... Independent  
**Representative** ..... McGavren-Quinn  
**Pres., Gen. Mgr.** ..... Joe E. Levitt  
**Program Director** ..... Frank G. Kilpatrick  
**Publicity Director** ..... Helen McDonald  
**Chief Engineer** ..... Jack Duemler

**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 ..... Independent  
**Representative** ..... Meeker, Moore  
**Pres., Gen., Sta., Comm. Mgr.** ..... M. F. Marquardt  
**V.P.** ..... G. O. Porter  
**Prog. Dir.** ..... Clay Coldwell

**KVEC—San Luis Obispo—1937**

**Frequency:** 920 Kc. **Power:** 1 Kw. d., 500 w. n.  
**Owned By** ..... John C. Cohan  
**Address** ..... Motel Inn  
**Tel.:** LI 3-0920 ..... MBS  
**Representative** ..... McGavren-Quinn  
**Pres., Gen. Mgr.** ..... John C. Cohan  
**Sta., Comm. Mgr.** ..... Bob Brown  
**Program Director** ..... Don Barnett  
**Chief Engineer** ..... Charlie Mitchell

**KOFY—San Mateo—1946**

**Frequency:** 1050 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Intercontinental Bcstg. Corp.  
**Address** ..... 212 Hillsdale Mall

**Tel.:** Fireside 5-9030 ..... Independent  
**Representative** ..... Charles Bernard  
**President** ..... Frank Oxarat  
**V.P., General Mgr.** ..... John McRae  
**Station Mgr.** ..... Sherman A. Kusin  
**Sales Mgr.** ..... Jack W. Stahle  
**Program Dir.** ..... Jack G. Carnegie  
**Merchandising Mgr.** ..... Arthur Abell  
**Chief Engineer** ..... Carl Rolliff

**KTIM—San Rafael—1947**

**Frequency:** 1510 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Marin Bcstg. Co., Inc.  
**Business Address** ..... 1040 B Street  
**Tel.:** GL 3-6880 ..... Independent  
**Newspaper Affil.** ..... S. R. Independent Journal  
**Representative** ..... Hil F. Best  
**President** ..... Roy A. Brown  
**Gen. Mgr., Chief Eng.** ..... Hugh 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 ..... Independent  
**Representative** ..... Grant  
**Pres., Gen Mgr.** ..... Ernest L. Spencer  
**Exec. V.P.** ..... Ben Paschall  
**Comm. Sta. Mgr.** ..... W. J. Taylor  
**Program Director** ..... Ed Nix  
**Chief Engineer** ..... Roy Morriss

**KDB—Santa Barbara—1921**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... KDB Broadcasting Co.  
**Business-Studio-Transmitter** ..... Radio Square  
**Tel.:** WO 4131 ..... Independent  
**Representative** ..... McGavren-Quinn  
**General Mgr.** ..... Jim Harford  
**Sales Manager** ..... Len Menard  
**Program Director** ..... Claire Behan

**KIST—Santa Barbara—1946**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Western States Radio  
**Business-Studio Address** ..... Balboa Bldg.  
**Tel.:** WO 3981 ..... Independent  
**Representative** ..... George P. Hollingbery  
**Pres., Gen. Mgr.** ..... Karl A. Rembe  
**Commercial Mgr.** ..... James S. Blomfield  
**Program Dir.** ..... Richard Logran  
**Publicity Dir.** ..... Robert Olson  
**Chief Engineer** ..... Raymond Kubly

**KTMS—Santa Barbara—1937**

**Frequency:** 1250 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Santa Barbara News-Press  
**Business-Studio Address** ..... de la Guerra Plaza  
**Tel.:** WO 3911 ..... ABC-MBS  
**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.

## CALIFORNIA

**Owned-Operated By**..... Radio Santa Cruz  
**Business Address**..... P. O. Box 1080  
**Tel.**: GR 5-1080..... Independent  
**Representative**..... BTS  
**Gen. Mgr., Chief Eng.**..... Charles 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..... Independent  
**Representative**..... Best, McGavren-Quinn  
**Pres., Gen., Sta. Mgr.**..... James H. Ronger  
**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..... Independent  
**Sta. Rep.**..... Tracy Moore  
**Managers**..... James M. Hagerman, John I. Groom

### KSPA—Santa Paula—1948

**Frequency**: 1400 Kc..... **Power**: 250 Watts  
**Owned-Operated By**..... KSPA Radio  
**Business-Studio Address**..... 110 Middle Rd.  
**Tel.**: Jackson 5-6395..... Independent  
**General Manager**..... Frank James

### KSRO—Santa Rosa—1935

**Frequency**: 1350 Kc..... **Power**: 1000 Watts  
**Owned-Oper. By**..... Finley Bcstg. Co.  
**Business Address**..... P.O. Box 1597  
**Tel.**: LI 5-3313..... Independent  
**Representative**..... McGavren-Quinn  
**President**..... E. L. Finley  
**General Manager**..... Frank W. McLaurin  
**Pub. Dir.**..... Greg Prichard  
**Sales Prom. Mgr.**..... Paul Corbin  
**Prog. Dir.**..... Al E. Pearson  
**Chief Engineer**..... Hilmar Cann

### KROG—Sonora—1949

**Frequency**: 1450 Kc..... **Power**: 250 Watts  
**Owned**..... John & Charlotte Robbins  
**Address**..... Box 967  
**Tel.**: JE 2-7426..... KBS  
**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..... Independent  
**Representative**..... McGavren  
**President**..... J. E. Gamble  
**Gen., Sta., Comm. Mgr.**..... Ort Loftilus  
**Prog. Dir.**..... Paul Wagner  
**Chief Engineer**..... James Tracewell

### KRAK—Stockton-Sacramento 1925

**Frequency**: 1140 Kc..... **Power**: 5000 Watts

**Owned**..... Golden Valley Bcstg. Co., Inc  
**Address**..... Hotel Wolf, Stockton  
**Tel.**: HO 4-4551..... Independent  
**Representative**..... Headley-Reed  
**Pres., Co-Owner**..... Gene Chenault  
**Gen. Mgr., Co-Owner**..... Alan Torbet  
**Station Mgr.**..... Bob Murray  
**Sales Prom. Mgr.**..... Jacqueline Burton  
**Program Dir.**..... Bob Brannon

### KSTN—Stockton—1949

**Frequency**: 1420 Kc..... **Power**: 1000 Watts  
**Owned-Operated By**..... San Joaquin Bcstg. Co.  
**Business Address**..... Clark Hotel  
**Tel.**: HOward 4-7338..... Independent  
**Representative**..... Hollingbery  
**President**..... Knox La Rue  
**Station Manager**..... Jay Watson  
**Program Director**..... Ellis Lind  
**Chief Engineer**..... Lynn Johnson

### KWG—Stockton—1922

**Frequency**: 1230 Kc..... **Power**: 250 Watts  
**Owned By**..... KWG Broadcasting Co.  
**Address**..... Weber & E. Sts.  
**Tel.**: HO 5-5728..... ABC-MBS  
**Representative**..... Bolling Co.  
**President**..... O. R. Reichenbach  
**Gen. Sta. Mgr.**..... Bob McVay  
**Comm. Mgr.**..... Bill O'Hara  
**Sales Prom. Mgr.**..... Bob Wise  
**Program Director**..... Bob Mulroy  
**Publicity Director**..... Jerry Weaver  
**Chief Engineer**..... Bob Sampson

### KSUE—Susanville—1948

**Frequency**: 1240 Kc..... **Power**: 250 Watts  
**Owned By**..... Radio Station KSUE  
**Business Address**..... P.O. Box 501  
**Tel.**: 2020..... KBS  
**Representative**..... Tracy Moore  
**Pres., Gen. Mgr.**..... James E. McKahan  
**Program Director**..... Ernest W. Moffett  
**Chief Engineer**..... Harold C. Houston

### KTKR—Taft—1948

**Frequency**: 1310 Kc..... **Power**: 500 Watts d.  
**Owned-Oper. By**..... L. & G. Mann  
**Business Address**..... P.O. Box "WW"  
**Tel.**: ROger 5-6101..... KBS  
**Pres., Gen. Mgr.**..... Kenneth Aitken  
**Comm. Mgr.**..... Jack Smith  
**Prog. Dir.**..... Daisy Mae Sherman  
**Sales Prom. Mgr.**..... Ralph Chenhall  
**Chief Engineer**..... K. Aitken

### KCOK—Tulare—1945

**Frequency**: 1270 Kc..... **Power**: 1000 Watts  
**Owned-Oper. By**..... KCOK, Inc.  
**Business Address**..... P. O. Box 119  
**Tel.**: MU 6-2866..... MBS  
**Representative**..... Pearson  
**Pres., Gen. Mgr.**..... Keith Munger  
**Comm. Sales Prom. Mgr.**..... Dene Simpson  
**Program Director**..... Mike Kirmeyer  
**Chief Engineer**..... Russ Schwamb



**KGEM—Tulare—1957**

Frequency: 1370 Kc. Power: 1 Kw.  
 Owned By.....R Street Corp.  
 Address.....Box 444  
 Tel.: MURdock 6-4306.....KBS  
 Representative.....Forjoe  
 President.....R. O. McMahan  
 Sta. Mgr.....Denman Whitney

**KTUR—Turlock—1949**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By.....Turlock Bcstg. Corp.  
 Address.....P. O. Box 1390  
 Tel.: ME 2-1390.....KBS  
 Representative.....O'Connell  
 President.....Wallace Lindskoog  
 Gen., Sta., Comm. Sls. Mgr.....H. A. McMillen  
 Program Director.....B. McMillen  
 Chief Engineer.....Maxon Sayre

**KUKI—Ukiah—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....M. E. Sims  
 Address.....P. O. Box 638  
 Tel.: HO 2-4771.....Independent  
 Representative.....Grant  
 Gen., Comm. Mgr.....John Franklin  
 Sls. Promotion Mgr.....Phil Trine  
 Program Dir.....Lyle Jones  
 Publicity Director.....Frank Lay  
 Chief Engineer.....John Franklin

**KNBA—Vallejo—1947**

Frequency: 1190 Kc. Power: 250 Watts d.  
 Owned.....M. Elizabeth Ashbacker-Gunberg  
 Business Address.....Box 142  
 Tel.: MI 4-8944.....Independent  
 Representative.....Hall  
 Station Manager.....Robert M. Bruce  
 Commercial Manager.....Fred Russell  
 Sales Prom. Mgr.....J. Hannon  
 Program Director.....R. Morgan  
 Publicity Director.....H. Engebretson  
 Chief Engineer.....William Roberts

**KUDU—Ventura—1948**

Frequency: 1590 Kc. Power 1000 Watts  
 Owned.....Tri-Counties Public Service  
 Business Address.....Box 1411  
 Tel.: MILLer 2-2125.....Independent  
 Representative.....McGavren-Quinn  
 President.....Ed Hallor  
 Station Manager.....John McCormick  
 Program Director.....Jim Williams  
 Chief Engineer.....Dick Johnston

**KVEN—Ventura—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Coast Ventura Co.  
 Address.....Box 1611  
 Tel.: MI 3-8675.....MBS  
 Representative.....Grant Webb  
 President.....Carroll Hauser  
 Gen. Mgr., Sta. Mgr.....Sid Held  
 Commercial Mgr.....Les Leslie  
 Sales Prom. Mgr.....John Strobel

Publicity Director.....Mike Thomas  
 Program-Chief Eng.....Fred Hall

**KONG—Visalia—1949**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Airwaves, Inc.  
 Address.....Box 1429  
 Tel.: RE 4-5811.....Independent  
 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.....KBS  
 Representative.....Bcst. Time Sales  
 President.....E. J. Peters  
 Station Mgr.....Robert T. Bann  
 Program Dir.....Norm Berg  
 Chief Engineer.....Herbert J. Ratzlaff

**KOMY—Watsonville—1937**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....F. T. Crennan  
 Business Address.....40 Atkinson Lane  
 Tel.: PARKway 4-5644.....Independent  
 Representative.....W. S. Grant  
 President.....F. T. Crennan  
 Prog., Chief Eng.....Merle Rossman

**KSYC—Yreka—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Siskiyou Cty. Bcstg. Co., Inc.  
 Address.....Lawrence Lane, S. Oregon St.  
 Tel.: VI 2-4158.....ABC  
 Representative.....T. Moore  
 President.....E. G. Milbourne  
 General Manager.....D. C. Holfinger  
 Sta., Comm. Manager.....Holt C. Wardrip  
 Program Director.....Wesley Meyers  
 Chief Engineer.....W. R. Maginnis

**KAGR—Yuba City—1953**

Frequency: 1450 Kc. Power: 100 Watts  
 Owner.....James E. Jaeger  
 Address.....Box 247  
 Tel.: SH 3-7343.....KBS  
 Representative.....Scott  
 President.....James E. Jaeger  
 Gen. Mgr., Chief Eng.....James E. Walley  
 Program Director.....Jeri Doeden

**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.....Independent  
 Representative.....Ayres; Continental  
 Pres., Co-Owner.....C. V. Ullon  
 Gen. Mgr., Co-Owner.....Roger R. Hunt  
 Comm. Mgr.....Lloyd Klemp  
 Prog. Dir.....Erika E. Ryan  
 Pub. Dir.....Donald D. Brown  
 Chief Engineer.....Orval M. Pond

Pop. 1,729,000  
Families: 523,000  
Radio Homes: 484,000

# Colorado

Stations in State: 56  
TV Homes: 408,000  
TV Stations: 9

## KGIW—Alamosa—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: D. L. & Katholeen Allen  
Address: Alamosa  
Tel.: 26 MBS KBS  
Rep.: Avery-Knodel  
Gen. Sta., Ch. Eng.: D. L. Allen  
Comm. Manager: Katholeen Allen  
Program Director: Kyle McClagherty  
Pub., Sales Prom. Mgr.: Dave Melton

## KBOL—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Boulder Radio KBOL, Inc.  
Address: Box 146  
Tel.: HI 2-2242 Independent  
Station Rep.: Holman  
Pres., Gen. Mgr.: Russel Shaffer  
Sales Manager: Gene Palm  
Program Dir.: Fred Hobbs  
Chief Engineer: Blair Dobbins

## KHIL—Brighton—1956

Frequency: 800 Kc. Power: 500 Watts  
Owned By: John H. Babcock  
Business Address: Box 357  
Tel.: Atlas 8-0956 Denver  
President: John Babcock  
Station Mgr.: George Wilson  
Commercial Mgr.: Hal Peirce  
Program Dir.: Sandra Sarkees

## KRLN—Canon City—1946

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Royal Gorge Bcstrs., Inc.  
Business-Studio Address: Box 858  
Tel.: CANon City KBS  
Pres./Gen. Sta. Mgr.: Ray M. Beckner  
Chief Engineer: Ed Wood

## 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 Independent  
Representative: Charles Bernard  
Gen. Mgr.: Ralph Cery  
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 Independent  
Representative: John E. Pearson  
Pres., Gen. Sta. Mgr.: Harry W. Hoth  
Chief Engineer: C. Upton

## KVOR—Colorado Springs—1924

Frequency: 1300 Kc. Power: 1000 Watts

Owned-Oper. By: Dunbar Bcstg.  
Address: 512 So. Tejon  
Tel.: ME 2-3536 CBS  
Representative: Venard  
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 Independent  
Representative: Radio-TV Reps., Inc.  
President: John L. Buchanan  
Station Manager: Jack C. Wallace  
Prog. Dir.: George Salem  
Chief Engineer: Kenneth Metzger

## KYSN—Colorado Springs—1956

Freq.: 1460 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Operated By: General Brcstg. Corp.  
Address: P.O. Box 762  
Tel.: MEIrose 3-2608 MBS, KBS  
Representative: Avery-Knodel  
President: Kenneth E. Palmer  
Commercial Manager: Wayne Costner  
Sales Promotion Mgr.: Robert Donner, Jr.  
Program Director: Pat Brown  
Publicity Director: Janet Morrissey  
Chief Engineer: Harold Clemens

## KVFC—Cortez—1956

Frequency: 740 Kc. Power: 1 Kw.  
Owned-Oper. By: KVFC, Inc.  
Address: Box 1718  
Tel.: LO 5-3463 KBS  
Representative: Best  
Gen. Sta. Mgr.: Jack Hawkins  
Comm. Mgr.: George Fender  
Chief Engineer: Jim Hawkins

## 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 KBS  
Representative: Grant Webb  
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 Independent

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. .... Independent  
 Representative. .... Breen & Ward  
 Pres., Sta. Mgr. .... E. E. Koepke  
 General Manager. .... Frank E. Amole, Jr.  
 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. .... Independent  
 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. .... Independent  
 Representative. .... Oakes, National Time Sales  
 President. .... F. V. Sanchez  
 Gen. Mgr. .... Levi Beall  
 Comm. Mgr. .... Joseph E. Flynn

**KHOW—Denver—1925**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Western Brcstg. Enterprises  
 Address. .... Petroleum Club Bldg.  
 Tel.: AMherst 6-2611. .... ABC  
 Representative. .... Peters, Griffin, Woodward  
 President. .... Robert L. Howsam  
 General Manager. .... Robert S. Hix  
 Comm. Mgr. .... John J. McEniry  
 Program Dir. .... Harvey Ellsworth  
 Publicity Dir. .... Matt McEniry  
 Chief Engineer. .... Fred Everett

**KIMM—Denver—1923**

Frequency: 950 kc. .... Power: 5 kw.  
 Owned. .... KIMM, Inc.  
 Address. .... 5350 W. 20th Ave.  
 Tel.: BE 7-2734. .... Independent  
 Station Representative. .... Avery-Knodel, Inc.  
 Gen. Mgr. .... George B. Morgan  
 Nat. Sales Mgr. .... Kenneth E. Palmer  
 Commercial Manager. .... Dan Markham  
 Chief Engineer. .... George Vogel

**KLIR—Denver—1953**

Frequency: 990 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... G. B. Anderson

Address. .... 6535 W. Jewell  
 Tel.: WA 2-1189. .... KBS  
 Representative. .... Best, Biddick  
 Owner-Gen., Mgr. .... G. B. Anderson  
 Commercial Mgr. .... L. L. Tracy  
 Bus. Mgr. .... H. G. Kincaid  
 Chief Engineer. .... D. M. Smith

**KLZ—Denver—1922**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned. .... Time, Inc.  
 Business-Studio Address. .... 131 Speer Blvd.  
 Tel.: MA 3-4271. .... CBS  
 Representative. .... Katz  
 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. .... Empire Bcstg. Inc.  
 Address. .... 814 14th St.  
 Tel.: AMherst 6-3706. .... Independent  
 Representative. .... Adam Young  
 President. .... Don W. Burden  
 General Manager. .... Charles Crabtree  
 Commercial Manager. .... Charles Vais  
 Program Director. .... Gene Price  
 Chief Engineer. .... Joe Finch

**KOA—Denver—1924**

Frequency: 850 Kc. .... Power: 50,000 Watts  
 Owned-Operated By. .... Metropolitan TV Co.  
 Address. .... 1625 California St.  
 Tel.: MAin 3-6211. .... NBC  
 Representative. .... Christal  
 Pres., Gen. Mgr. .... William W. Grant  
 Station Mgr. .... Ralph Radetsky  
 Sales Prom., Pub. Dir. .... Orville Rennie  
 Program Director. .... George S. Truesdell  
 Chief Engineer. .... Sid Davidson

**KOSI—Denver—1954**

Freq.: 1430 Kc. .... Power: 5 Kw. d.; 500 W. n.  
 Owned-Oper. By. .... Mid-America Bcstg. Co.  
 Address. .... Box 98  
 Tel.: EM 6-2895. .... Independent  
 Representative. .... Petry  
 Pres., Gen. Mgr. .... David M. Segal  
 Station Mgr. .... Vernon Wickre  
 Program Director. .... Sam Blessing  
 Chief Engineer. .... Jim McLellan

**KTLN—Denver—1948**

Frequency: 1280 Kc. .... Power: 5 Kw.  
 Owned-Operated By. .... Radio-Denver, Inc.  
 Address. .... 431 W. Colfax  
 Tel.: AC 2-4811. .... Independent  
 Representative. .... John Blair  
 Pres., Gen. Mgr. .... Richard B. Wheeler  
 Sales Promotion Mgr. .... Betty R. Salzman  
 Program Director. .... George Singer  
 Chief Engineer. .... Norman Peterson

**COLORADO** 

**KDGO—Durango—1958**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Basin Bcstg. Co.  
 Address.....3112 Main Ave.  
 Tel.: CHerry 7-1407.....MBS  
 Pres., Gen. Mgr.....Henry M. Lomg  
 Chief Engineer.....W. H. Boulden

**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.....KBS  
 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

**KGMC—Englewood—1952**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned By.....MacLee Radio, Inc.  
 Address.....3355 S. Broadway  
 Tel.: SU 1-4481.....Independent  
 Representative.....Radio TV Reps.  
 Pres., Publ. Dir.....Robert B. McWilliams  
 V.P., Comm. Mgr.....Lee Mehlig  
 Chief Engineer.....D. F. White

**KCOL—Ft. Collins—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By....Northern Colo. Bcstg. Co.  
 Address.....P.O. Box 547  
 Tel.: HU 2-5991.....MBS  
 Representative.....Devney  
 President.....Herb Hollister  
 Station Manager.....Ellis Atteberry  
 Comm. Manager.....Orm Sherwood  
 Program Director.....Kent Miller  
 Chief Engineer.....Harry Winter

**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.....KBS  
 Pres., Gen., Sta. Mgr.....R. H. Dolph  
 Comm. Mgr.....Lloyd Walker  
 Sales Prom. Mgr.....Sam Kerr  
 Program Dir.....J. Dawson Jelinek  
 Chief Engineer.....James W. Doggett

**KGLN—Glenwood Spgs.—1950**

Frequency: 980 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By.....KGLN, Inc.  
 Address.....P. O. Box C  
 Tel.: WH 5-6501.....MBS  
 Representative.....Holman  
 President.....Rex Howell  
 Gen. Mgr.....Jerry Fitch  
 Program Director.....Marcie Fitch  
 Chief Engineer.....Al Maggard

**KGOL—Golden—1956**

Frequency: 1250 Kc. Power: 1 Kw.  
 Owned.....Golden Radio, Inc.  
 Address.....Box 202  
 Tel.: CR 9-3378.....Independent  
 President.....Bill Finch  
 V.P. & Prog. Dir.....Conrad F. Schader  
 Comm. Mgr.....Frank Schader

**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.....Independent  
 Representative.....Harlan Oakes  
 President.....D. Spencer Grow  
 Vice Pres., Gen. Manager...Abbott Tessman

**KREX—Grand Junction—1926**

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.....MBS  
 Representative.....Hal Holman  
 Pres., Gen. Mgr.....Rex Howell  
 Sta., Comm. Mgr.....Robert McMahan  
 Chief Engineer.....James Meyer

**KSTR—Grand Junction—1957**

Frequency: 620 Kc. Power: 5 Kw., d.  
 Owned.....Mountain States Bcstg. Corp.  
 Address.....Box 1110  
 Tel.: CH 3-1722.....Independent  
 Representative.....W. S. Grant  
 President, Gen. Mgr.....E. Anson Thomas  
 Comm., Sales Prom. Mgr.....Roy Hawkins  
 Program Director.....Ralph Seeley  
 Publicity Director.....Bill Orr  
 Chief Engineer.....Charles C. Hay

**KFKA—Greeley—1921**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By....Mid-Western Radio Corp.  
 Business-Studio Address.....620—8th Ave.  
 Tel.: ELgin 2-4421.....Independent  
 Newspaper Affil....Record-Spockman, Denver  
 Representative.....Hal Holman  
 President.....H. E. Green  
 Gen. Mgr., Pub. Dir.....Ralph H. Green  
 Comm. Mgr.....Virginia Sears  
 Program Dir.....June Groves  
 Chief Engineer.....Harry Brower

**KYOU—Greeley—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Meroco Bcstg. Co.  
 Address.....2424 Sixth Ave.  
 Tel.: EI 2-0262.....MBS, KBS  
 Representative.....Continental  
 President, Comm. Mgr.....Elwood H. Meyer  
 Gen. Mgr., Prom. Mgr.....Everett Shupe  
 Prog., Pub. Dir.....Donald Dilley  
 Chief Eng.....Roland Reed

**KBZ—La Junta—1937**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Otero Broadcasting Co.  
 Address.....117 W. Third St.  
 Tel.: 985.....MBS, KBS  
 Representative.....Indie Sales  
 President.....M. S. Morrison  
 General Manager.....Fred Abernathy  
 Comm. Mgr., Prog. Dir.....John A. Doenges  
 Sales Promotion Mgr.....Zack Hernandez  
 Publicity Director.....Nick Alger

**KLAK—Lakewood—1955**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper.....Lakewood Bcstg Service, Inc.  
 Address.....1315 Oak St.  
 Tel.: BE 3-5525.....Independent  
 Representative.....Charles Bernard  
 Pres., Gen., Sta. Mgr.....Maurice J. DeVolt  
 Business Manager.....Julia W. DeVolt  
 Program Director.....Edythe G. Sweeney

**KLMR—Lamar—1948**

Freq.: 920 Kc...Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By.....SE Colorado Bcstg. Co.  
 Address.....P. O. Box 632  
 Tel.: 804.....MBS-KBS  
 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.  
 Tel.: 880.....KBS  
 President.....Raymond T. Roberts  
 Sta. Mgr., Chief Eng.....Kent Roberts  
 Commercial Manager.....Margaret Dice  
 Program Director.....Bill Jacobson

**KUDY—Littleton—1957**

Frequency: 1510 Kc.....Power: 1000 Watts  
 Owned By.....Skyline Broadcasting, Inc.  
 Address.....140 Woodlawn Center  
 Tel.: PYramid 4-4211.....Independent  
 Representative.....W. S. Grant  
 Pres., Gen. Mgr.....Dean D. Jarvis  
 Comm., Publ. Dir.....Ted Haas  
 Program Dir.....Tony Larson  
 Sales Prom. Mgr.....Ken Brothers  
 Chief Engineer.....Walt Wilson

**KLMO—Longmont—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned By.....Radio Longmont, Inc.  
 Address.....Box 799  
 Tel.: PProspect 6-2323.....Independent  
 President.....Judson Rosebush  
 Gen. Sta. Mgr.....Larry Dietz  
 Program Dir.....F. L. Dwyer  
 Chief Engineer.....Henry Ankeny

**KLOV—Loveland—1955**

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Vogel & Smock  
 Address.....1440 E. 6th St.  
 Tel.: NO 7-3950.....KBS  
 General Mgr.....William R. Vogel  
 Program Director.....Charles Gerrard  
 Comm Mgr.....William O. Corrick  
 Publicity Director.....Gregg Guinan  
 Chief Engineer.....Tom Burgess

**KCMS—Manitou Spring—1956**

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned By.....Garden of Gods Bcstg. Co.  
 Address.....Box 592  
 Tel.: MULberry 5-5776.....Independent  
 Pres., Chief Eng.....C. M. Edmonds  
 Commercial Mgr.....Cecil Seavy  
 Program Dir.....Mrs. C. M. Edmonds

**KSLV—Monte Vista—1954**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Colorado Network  
 Business Address.....109 Adams St.  
 Tel.: 554.....KBS  
 Representative.....Bolling  
 President.....George O. Cory  
 Gen., Sta. Mgr.....D. Lee DeMoss  
 Commercial Manager.....Darrell Leach  
 Program Director.....Bill McLellan  
 Chief Engineer.....Jack Barlow

**KUBC—Montrose—1947**

Freq.: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....Uncompaghre Bcstg. Co.  
 Business-Studio Address.....P. O. Box 279  
 Tel.: CHerry 9-4546.....KBS  
 Representative.....Bolling  
 President.....Dr. Ross C. McCafferty  
 Gen. Sta. Mgr.....George O. Cory  
 Commercial Mgr.....Leo Bendon  
 Sales Prom. Mgr.....Russell Bible  
 Program Dir.....Ed DeJulio  
 Publicity Dir.....Don Gallardo  
 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.....Independent  
 Representative.....John E. Pearson  
 Station Mgr.....Cliff Hendrix  
 Comm. Mgr.....Howard Myers  
 Chief Engineer.....Marion Cunningham

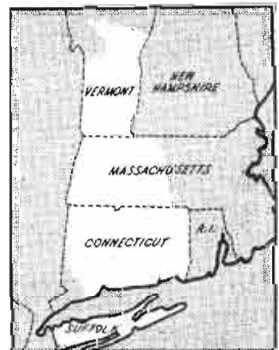
**KDZA—Pueblo—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pueblo Radio Co.  
 Address.....3011 Elizabeth  
 Tel.: LI 4-5646.....KBS  
 Representative.....Devney  
 Pres., Gen. Mgr., Chief Eng.....D. B. Crouch  
 Comm. Prog. Dir.....William H. Beck

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## COLORADO-CONNECTICUT

### KFEL—Pueblo—1956

Frequency: 970 Kc. Power: 1000 Watts  
 Owned KFEL, Inc.  
 Address 4411 Goodnight Ave.  
 Tel.: LI 2-6884 Independent  
 Representative Continental, W. S. Grant  
 Owner, Mgr. Frank Donald Hall  
 Chief Eng., Asst. Mgr. John T. Roscos  
 Sales Mgr. J. M. Johns

### KGHF—Pueblo—1928

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By Gifford Phillips  
 Address Box 293  
 Tel.: LI 2-5570 ABC-MBS  
 Representative Gill-Perna, Inc., IMN  
 President Gifford Phillips  
 General Manager John C. Lee  
 Oper. Dir. Robert D. Ellis  
 Program Director Ross Adkins  
 Chief Engineer Roy Gallagher

### KAVI—Rocky Ford—1955

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned Arkansas Valley Broadcasting Co.  
 Address P. O. Box 632  
 Tel.: 248 Independent  
 Representative John E. Pearson, McGuire  
 President Ray Williams  
 Station Mgr. R. M. Cardwell  
 Commercial Mgr. Lorraine C. Spaid  
 Program Dir. Bill Howard  
 Chief Engineer Dale Redlingschafer

### KVRH—Salida—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By Loveland Broadcasters  
 Address P. O. Box 166  
 Tel.: 1494 KBS  
 Station, Sales Prom. Mgr. Bill Corrick  
 Commercial Mgr. Jim Hill  
 Program Dir. Paul Williamson

Pop.: 2,425,000  
 Families: 724,000  
 Radio Homes: 706,000

## Connecticut

Stations in State: 30  
 TV Homes: 658,000  
 TV Stations: 9

### WADS—Ansonia-Derby—1956

Freq.: 690 Kc. Power: 500 Watts d.  
 Owned By Valley Broadcasting Co.  
 Address 290 Main St.  
 Tel.: RE 5-4606 Independent  
 Representative Walker  
 Pres., Gen., Sta. Mgr. Sydney E. Byrnes  
 Sales Prom. Mgr. Larry Brand  
 Program Director Wes Hobby  
 Publicity Director Barbara Criscuolo  
 Chief Engineer Lisle Dorrican

### WICC—Bridgeport—1926

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Conn.-N. Y. Broadcasters

Publicity Dir. Mildred Graver  
 Chief Engineer Fred Conklin

### KGEK—Sterling—1925

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Elmer G. Beehler  
 Address Fleming Road  
 Tel.: LA 2-1607 KBS  
 Pres., Chief Eng. E. G. Beehler  
 Sta., Comm. Mgr. Al Ross  
 Program Dir. Al Casey

### KOLR—Sterling—1955

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Sterling Broadcasting Corp.  
 Address 114 Main St.  
 Tel.: LA 2-1740 MBS  
 Representative Hal Holman  
 President Eugene Dodd  
 General Mgr. Kerm Kath  
 Sta. Comm. Mgr. Robert J. Duffy  
 Chief Engineer J. Duffy

### KCRT—Trinidad—1946

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By KCRT, Inc.  
 Address 100 Fisher Drive; Box 772  
 Tel.: VI 6-3212 MBS, KBS  
 Representative Indie Sales  
 Pres., Gen. Mgr. E. M. Cooper  
 Sales Promotion Mgr. Mrs. Francis Hayes  
 Program Director Pete Deluca  
 Chief Engineer E. M. Cooper

### KFLJ—Walsenburg—1957

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned Floyd Jeter, Pres.  
 Address Box 593  
 Tel.: 111 Independent  
 Gen. Mgr. Floyd Jeter  
 Prog. Dir. Lee Jeter  
 Chief Engineer Johnny Fical

Address Box 9140  
 Tel.: AM 8-1601 Independent  
 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

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WNAB, Inc.  
 Business-Studio Address 991 Broad St.  
 Tel.: ED 3-3112 ABC-MBS  
 Representative McGavren-Quinn  
 President Harold Thomas

## CONNECTICUT

Station Mgr. .... John Ellinger  
Prog. Director. .... Harry Luke  
Sales Prom. Manager. .... Vin Lawford  
Chief Engineer. .... Norman Howard

### WBIS—Bristol—1948

Frequency: 1440 Kc. .... Power: 500 Watts  
Owned-Oper. By. .... The Bristol Bcastg. Corp.  
Business-Studio Address. .... 183 Main St.  
Tel.: LU 3-9265  
Independent Representative. .... Rambeau, Vance, Hopple  
President. .... Eric Hatch  
Gen., Sales Prom. Mgr. .... Richard C. Kilbourn  
Program Director. .... Joseph Barbarette  
Publicity Director. .... Mary Lou Jankoski  
Chief Engineer. .... Justin Tarnowski

### WLAD—Danbury—1947

Frequency: 800 Kc. .... Power: 250 Watts d.  
Owned-Operated By. .... Berkshire Bcastg. Corp.  
Business-Studio Address. .... 207 Main St.  
Tel.: PL 8-3565  
Independent Representative. .... Indie Sales  
President. .... John P. Previdi  
Gen., Comm. Mgr. .... Sol Robinson  
Program Director. .... Paul Baker  
Chief Engineer. .... Rudi Cehak

### WSUB—Groton—1958

Frequency: 980 Kc. .... Power: 1000 Watts  
Owned By. .... Lawrence A. Reilly, Jas. L. Spates  
Business Address. .... 119 Bridge St.  
Tel.: Hilltop 5-2494  
Independent Representative. .... Walker-Rawalt  
Gen. Mgr., Prog. Dir. .... Lawrence A. Reilly  
Commercial Manager. .... Warren F. Haas  
Chief Engineer. .... James L. Spates

### WCCC—Hartford—1947

Frequency: 1290 Kc. .... Power: 500 Watts, d.  
Owned-Oper. By: Greater Hartford Bcastg. Co. Inc.  
Address. .... 338 Asylum St.  
Tel.: JA 5-6648  
Independent Station Rep. .... Walker  
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

Frequency: 1380 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... The Connecticut Bcastg. Co.  
Business-Studio Address. .... 869 Blue Hills Ave.  
Tel.: CH 2-5596  
Representative. .... Paul H. Raymer  
President. .... Franklin M. Doolittle  
General Manager. .... Walter B. Haase  
V.P., Sales. .... William F. Malo  
Program. Sales Prom. Mgr. .... C. Parker  
V.P., Public. Dir. .... Harvey Olson  
Chief Engineer. .... Henry M. Broderlck, Jr.

### WPOP—Hartford—1935

Frequency: 1410 Kc. .... Power: 5,000 Watts  
Owned. .... Tele-Broadcasters of Conn., Inc.  
Business-Studio Address. .... 600 Asylum Ave.  
Tel.: JA 7-9131  
Representative. .... MBS-ABC  
Adam Young  
Pres., Gen. Mgr. .... H. Scott Killgore  
Commercial Mgr. .... Phillip Zoppi

### WTIC—Hartford—1925

Frequency: 1080 Kc. .... Power: 50,000 Watts  
Owned-Oper. By. .... Travelers Bcastg. Service  
Business-Studio Address. .... 26 Grove St.  
Tel.: JA 5-0801  
Representative. .... NBC  
Christal  
President. .... Paul W. Morency  
V.P., Gen. Mgr. .... Walter C. Johnson  
General 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  
(See Page 388)

### WINF—Manchester—1958

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned By. .... Manchester Broadcasting Co.  
Business Address. .... P.O. Box 946  
Tel.: Mitchell 3-2491  
Independent Gen., Comm. Mgr. .... John Deme  
Operations Mgr. .... Joe Girard  
Publicity Director. .... Robert W. Andrews  
Chief Engineer. .... Henry L. Roberts

### WMMW—Meriden—1947

Frequency: 1470 Kc. .... Power: 1000 Watts, d.  
Owned. .... Silver City Crystal Company  
Address. .... 99 Colony St.  
Tel.: BE 5-5747  
Independent Representative. .... Thomas F. Clark  
President. .... C. A. Schultz  
General Manager. .... G. A. Kruttschnitt  
Commercial Manager. .... Jack Durkin  
Program Director. .... Les Fox  
Chief Engineer. .... John Roache

### WCNX—Middletown—1948

Frequency: 1150 Kc. .... Power: 500 Watts  
Owned-Oper. By. .... Middlesex Bcastg. Co.  
Business-Studio Address. .... 460 Main St.  
Tel.: 7-2565  
Representative. .... ABC  
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. Bcastg. Co.  
Business Address. .... 22 Grove Hill  
Tel.: BA 3-2721  
Independent Representative. .... Pearson; Kirby  
President. .... Patrick Goode  
General Mgr. .... Aldo DeDominicis  
Sta., Comm. Mgr. .... Charles Bell  
Program Director. .... Gene Orland

## CONNECTICUT

Pub. Dir. . . . . Carole Ginsburg  
 Chief Engineer . . . . . Hillis W. Holt

Program Director . . . . . Lee Manson  
 Chief Engineer . . . . . Howard W. Wessenberg  
 Owners of: WFIL, Philadelphia; WFBG,  
 Altoona, Pa.

### WKNB—New Britain—1956

Frequency: 840 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . New Brit. Bcstg., Subsid. of NBC  
 Address . . . . . 1422 New Britain Ave.  
 Tel.: AD 3-8551 . . . . . Independent  
 Representative . . . . . McGavren-Quinn; Wheeler  
 V.P., Gen. Mgr. . . . . Peter B. Kenney  
 Program Director . . . . . Robert W. Bray  
 Sales Prom. Mgr. . . . . Gustave Nathan  
 Publicity Dir. . . . . Howard Wry  
 Chief Engineer . . . . . John Shipley

### WNLC—New London—1936

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Thames Bcstg. Corp.  
 Business-Studio Address . . . . . 281 State St.  
 Tel.: GI 2-4365 . . . . . MBS  
 Representative . . . . . Kettell-Carter  
 Pres., Sta. Mgr. . . . . Gerald J. Morey  
 Comm. Mgr. . . . . Edwin H. Schweitzer  
 Sales Prom., Prog. Dir. . . . . William Hoffman  
 Chief Engineer . . . . . Randolph Barrett

### 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 . . . . . Independent  
 Representative . . . . . Hollingbery, Kettell Carter  
 Board Chairman . . . . . Victor W. Knauth  
 Pres., Gen. Mgr. . . . . Daniel W. Kops  
 V.P., Comm. Mgr. . . . . Richard J. Monahan  
 Sales Promotion Mgr. . . . . Marvin Rosenblatt  
 Program Director . . . . . E. J. Markle  
 Publicity Director . . . . . S. L. Barstein  
 Chief Engineer . . . . . Frederick Brill

### WNLK—Norwalk—1948

Frequency: 1350 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Norwalk Bcstg. Co., Inc.  
 Address . . . . . 11 Wall St.  
 Tel.: TE 8-5566 . . . . . Independent  
 Pres., Gen. Mgr. . . . . James Stolcz  
 Program Director . . . . . Richard Bounerba  
 Chief Engineer . . . . . Clarence Burnham

### 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 . . . . . Independent  
 Representative . . . . . H. R. Reys., Wheeler  
 Pres., Sta., Gen. Mgr. . . . . Richard W. Davis

### 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 . . . . . Independent  
 Representative . . . . . Everett-McKinney, R. C. Foster  
 Pres., Gen. Mgr. . . . . D. Lasser  
 Sta., Comm. Manager . . . . . Richard Reed  
 Sls. Prom. Mgr. . . . . Edward Adler  
 Program Dir. . . . . H. Arthur Bouldin  
 Chief Engineer . . . . . Alexander Dubenetsky

### WNHC—New Haven—1944

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Triangle Publications, Inc.  
 Business-Studio Address . . . . . 46th and Market Sts.  
 Tel.: EVERgreen 2-4700 . . . . . ABC  
 Representative . . . . . McGavren-Quinn  
 General Mgr. . . . . George Carroll  
 Commercial Manager . . . . . William Gallagher

### WLIS—Old Saybrook—1956

Frequency: 1420 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Long Island Sound Radio Corp.  
 Address . . . . . Conn. Turnpike  
 Tel.: EV 8-3546 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Joseph P. Trantino  
 Commercial Mgr. . . . . Alex Pernal  
 Program Dir. . . . . Donald Hansen  
 Chief Engineer . . . . . Hillis Holt

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# CONNECTICUT

## 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. Independent  
President: Roland A. Goyette, Sr.  
Gen. Mgr.: Henry E. Breault  
Program Director: Frank Carroll  
Publicity Director: L. J. Kelly  
Chief Engineer: Lester Phillips

## WSTC—Stamford—1941

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: W. Conn. Bcstg. Co.  
Business-Studio Address: 270 Atlantic St.  
Tel.: DA 4-7575. ABC  
Newspaper Affiliation: Stamford Advocate  
Representative: Everett-McKinney, Foster  
President: Kingsley Gillespie  
Gen. Manager: Julian Schwartz  
Program Director: Michael Hauptman  
Chief Eng.: R. A. Reynolds

## WBZY—Torrington—1947

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned By: Pioneer States Bcstg. Inc.  
Business-Studio Address: 127 Main St.  
Tel.: HU 9-4173. Independent  
President: Albert L. Capstaff  
General Manager: Donald Russell  
Sta., Comm. Mgr.: Joe Storm  
Prog., Publicity Dir.: Dan Field  
Chief Engineer: Don Morrison

## WTOR—Torrington—1948

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Oper. By: Torrington Bcstg. Co., Inc.  
Business-Studio Address: 93 Perkins St.  
Tel.: HU 9-4181. MBS  
Representative: R. V. & H.; Walker-Rawalt  
Pres., Gen. Mgr.: Edmund W. Waller  
Sta., Comm. Mgr.: Alfred G. Eyre  
Program Director: Alan Field  
Chief Engineer: David M. Eller

## WATR—Waterbury—1934

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By: WATR, Inc.  
Business-Studio Address: 440 Meadow St.  
Tel.: PL 5-1121. ABC, MBS  
Representative: McGavren-Quinn  
President: Harold Thomas  
Gen., Sta. Mgr.: Sam R. Elman  
Sales Prom. Mgr.: Fred Erwin  
Prog. Director: Jordan Kaplan  
Publicity Director: Paul Chamberlain  
Chief Engineer: Andrew Toross

## WBRY—Waterbury—1934

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Oper. By: WBRY Bcstg. Corp.  
Business-Studio Address: P. O. Box 1627  
News. Affil.: American-Republican  
Tel.: PL 3-1125. CBS  
Rep.: Avery-Knodel, Kettel-Carter

President: William J. Pape  
Pub. Dir., Sls. Prom. Mgr.: Robert Holczer  
Program Director: Walter O. Howard  
Chief Engineer: Frank B. Hales

## WWCO—Waterbury—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper.: WWCO, Inc.  
Business-Studio Address: 65 Bank St.  
Tel.: 4-5141. MBS  
Representative: Jack Masla  
President: Herbert Bloomberg  
General Manager: Gene Valentino  
Program Director: Charles Day  
Chief Engineer: Martin Miller

## WMMM—Westport—1959

Frequency: 1260 Kc. Power: 1000 Watts  
Owned By: Westport Broadcasting Co.  
Business Address: 163 Main St.  
Tel.: CApital 7-1822. Independent  
General Manager: Norman J. Bernstein

## WILI—Willimantic—1957

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Windham Bcstg. Co.  
Address: Box 32  
Tel.: HA 3-1621. Independent  
Pres., Gen. Mgr.: Roland A. Goyette, Sr.  
Sta., Prog. Dir.: Les Douglas  
Comm. Sales Prom.: William Lackenbauer  
Chief Engineer: Thomas Pollitt, Jr.

*Buying  
Connecticut?*

**TOPS** in

- Ratings
- Air
- Personalities
- Merchandising
- Helps

**WBRY**

CBS—5,000 Watts

Ask the Avery-Knodel Man

Pop.: 445,000  
Families: 130,000  
Radio Homes: 122,000

## Delaware

Stations in State: 9  
TV Homes: 117,000  
TV Stations: 1

### 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.: RE 4-5797 . . . . . Independent  
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.: Georgetown 2567 . . . . . Independent  
Representative . . . . . Rollins, Grant  
President . . . . . O. Wayne Rollins  
General Manager . . . . . Charles R. Maillet  
Program Director . . . . . John C. Calhoun  
Chief Engineer . . . . . Edward Marzoc

### WKSB—Milford—1953

Frequency: 930 Kc. Power: 500 Watts d.  
Owned-Oper. By . . . . . Kent-Sussex Bcstg. Co.  
Address . . . . . Box 444  
Tel.: MI 8881 . . . . . Independent  
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 . . . . . Independent  
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 . . . . . Independent  
Station Representative . . . . . Eastman  
President . . . . . O. Wayne Rollins  
General Manager . . . . . Charles W. Stone  
Commercial Mgr. . . . . Roger Holmes  
Chief Engineer . . . . . Fitzgerald McDaniel

### WDEL—Wilmington—1922

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By . . . . . Delmarva Bcstg. Co., Inc.  
Business-Studio Address . . . . . 10th & King St.  
Tel.: OL 8-7268 . . . . . NBC  
Representative . . . . . Robert Meeker  
Station Executive . . . . . Clair R. McCollough  
Station Manager . . . . . Harvey C. Smith  
Gen. Sales Mgr. . . . . J. Robert Gulick  
Natl. Sales Mgr. . . . . Thomas R. Nunan, Jr.  
Technical Director . . . . . J. E. Mathiot  
Owners of: WGAL, Lancaster; WKBO, Har-  
risburg; WORK, York; WRAW, Reading;  
WEST, Easton; WRAC, Williamsport, all Pa.

### WILM—Wilmington—1922

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By . . . . . Delaware Bcstg. Co.  
Business-Studio Address . . . . . 920 King St.  
Tel.: OL 4-7771 . . . . . ABC  
Representative . . . . . Bolling Co.  
President . . . . . Ewing B. Hawkins  
General Manager . . . . . Jackson F. Lee  
Program Director . . . . . Richard B. Holmes  
Chief Engineer . . . . . Eugene Szymanski  
Chief Engineer . . . . . H. Edwin Kennedy

### WTUX—Wilmington—1947

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Port Frere Bcstg. Co., Inc.  
Address . . . . . 1400 Market St.  
Tel.: OL 5-8821 . . . . . Independent  
Representative . . . . . Walker-Rawalt  
Pres., Gen. Mgr. . . . . Gordon K. MacIntosh  
Comm. Mgr. . . . . William S. Ewing  
Sales Prom. Mgr. . . . . Henry Cook  
Program Director . . . . . Donald Mathewson  
Publicity Dir. . . . . Robert Darby  
Chief Engineer . . . . . Don Clifton

Pop.: 921,000  
Families: 274,000  
Radio Homes: 270,000

## Dist. of Columbia

Stations in State: 6  
TV Homes: 247,000  
TV Stations: 5

### WEAM—Washington, D. C.

(SEE ARLINGTON, VA.)

### WGMS—Washington, D. C.—1946

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By . . . . . RKO Teleradio Pictures, Inc.

Address . . . . . Hotel Harrington  
Tel.: EXecutive 3-8676 . . . . . Independent  
Representative . . . . . Avery-Knodel  
President . . . . . Thomas F. O'Neil  
General Manager . . . . . Ray F. Kohn  
Sales Manager . . . . . Perry S. Ury

## DIST. OF COLUMBIA-FLORIDA

Program Director.....Chas. D. Wood  
Public Rel. Dir.....Sol Hurwitz  
Chief Engineer.....Roger B. Holt

### WMAL—Washington, D. C. 1925

Freq.: 630 Kc.....Power: 5,000 Watts  
Owned.....Evening Star Bcstg. Co., Inc.  
Address.....4461 Connecticut Ave., N.W.  
Tel.: KE 7-1100.....ABC  
Newspaper Affiliation.....The Evening Star  
Representative.....H-R  
President.....John W. Thompson, Jr.  
General Manager.....Fred S. Houwink  
Station Manager.....Kenneth Carter  
Prom. Mgr., Prog. Dir.....Rupe Werling  
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.....Independent  
Representative.....Headley-Reed  
Pres., Gen. Mgr.....Henry Rau  
Sta. Mgr., Prog. Dir.....Maxwell Marvin  
Commercial Manager.....Robert Richards  
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.....Independent  
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. 1954

Frequency: 1580 Kc.....Power: 10,000 Watts d.  
Owned-Operated By.....WPGC, Inc.  
Business Address.....4421 Southern Ave., SE  
Tel.: Jordan 8-6677.....Independent  
Representative.....Forjoe  
President.....M. E. Richmond  
Gen., Sta. Mgr.....Gene Winters  
Program Director.....Bob Bartel  
Chief Engineer.....Ronald Gettle

### WRC—Washington, D. C.—1923

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By National Bcstg. Co.,  
Address.....4001 Nebraska Ave., NW  
Tel.: EM 2-4000.....NBC  
President (NBC).....Robert Kintner  
General Manager.....Carleton D. Smith  
Station Mgr.....Joseph W. Goodfellow  
Commercial Mgr.....Harry A. Karr, Jr.  
Sales Prom., Pub. Dir.....William Coyle  
Prog. Mgr.....William Grayson  
Chief Engineer.....John Rogers

### WTOP—Washington, D. C. 1927

Frequency: 1500 Kc.....Power: 50,000 Watts  
Owned-Oper.....Washington Post Bcst. Div.  
Address.....Broadcast House  
Tel.: EM 2-9300.....CBS  
Representative.....CBS Radio Spot Sales  
Pres., Bcst. Div.....John S. Hayes  
V.P. Radio.....Lloyd Dennis  
Comm. Mgr.....R. W. Schellenberg  
Sls. Prom. Mgr., Pub. Dir.....W. J. Wiggins  
Prog. Dir.....P. A. Seairight  
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.....Independent  
Representative.....Star National  
President.....Milton Diemer  
Gen., Comm. Mgr.....Jackson Lowe  
Program Mgr.....Georgette Leighton  
Publicity Dir.....Ruth Weaver  
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.....Independent  
Representative.....Blair  
Pres., Gen. Mgr.....Ben Strouse  
Comm. Manager.....Herman Paris  
Program Director.....Norman Reed  
Sales Prom. Mgr.....Jo Willson  
Publicity Director.....Harriet Kogod  
Chief Engineer.....Ross H. Beville

Pop: 4,241,000  
Families: 1,238,000  
Radio Homes: 1,278,000

## Florida

Stations in State: 148  
TV Homes: 954,000  
TV Stations: 23

### WAPG—Arcadia—1956

Frequency: 1480 Kc.....Power: 1000 Watts d.  
Owned.....Arcadia-Punta Gorda Bcstg. Co.  
Address.....Box 676

Tel.: WA 8-6111.....KBS  
President.....H. D. Ryals  
Gen. Mgr., Chief Eng.....Paul Howell  
Comm., Prog. Dir.....Bert G. Erickson



**WTKX—Atlantic Beach—1958**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned Ocean Beach Bcstg. Co.  
Address 1611 Atlantic Blvd.  
Tel.: CH 6-3695 Independent  
President W. H. Adams, Jr.  
Gen. Mgr., Chief Eng. Robert K. Lynch  
Program Dir. Bernie Adams

**WTWB—Auburndale—1956**

Frequency: 1570 Kc. Power: 1 Kw., d.  
Owned By L. M. Hughey  
Address P. O. Box 7  
Tel.: WOODLAWN 7-1129 Independent  
Gen. Mgr., Program Dir. Richard Boyce  
Commercial Mgr. W. L. Bain  
Chief Engineer D. A. Brien

**WAVP—Avon Park—1956**

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned-Operated By John B. Marshall  
Address Jacaranda Hotel  
Tel.: GL 2-6001 Independent  
Representative Hil F. Best  
General Manager Albert B. Gale  
Program Director Ilda E. Gale  
Publicity Director Douglas L. Way  
Chief Engineer Tom Moore

**WBAR—Bartow—1953**

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By WBAR, Inc.  
Address Box 820, Lakeland Hwy.  
Tel.: 3-5111 Independent  
Gen. Mgr. Avera Wynne  
Station Manager John F. BURGREN  
Prog. Dir. Kenneth E. Shroyer  
Publicity Director Francis Pipes  
Chief Engineer J. A. Duncan

**WSWN—Belle Glade—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By Seminole Bcstg. Co.  
Address Scarborough Bldg.  
Tel.: 6-2183 Independent  
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.: 6-2183 Independent  
Representative Meeker  
Pres., Gen. Mgr. Robert R. Nelson  
Commercial Manager Hal Meyer  
Program Director B. F. Nelson  
Chief Engineer Marlen J. Hager

**WTRL—Bradenton—1946**

Frequency: 1490 Kc. Power: 250 Watts  
Owned By Blue Skies Bcstg. Corp.  
Address Memorial Pier

Tel.: 6-1107 KBS  
Representative Hil Best  
Pres., Gen. Mgr. Lockwood R. Doty II  
Comm. Mgr. Ken McKendree  
Program Director Tom Gillies  
Chief Engineer Dick Lundy

**WWJB—Brookville—1958**

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Brookville Bstg. Service  
Address 30 E. Liberty St.  
Tel.: BROOKVILLE 2020 Independent  
General Manager W. W. Johnson  
Station Mgr. Charles Grant  
Prog. Dir. Joseph S. Gall  
Chief Engineer Eugene L. Sheldon

**WBGC—Chipley—1956**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By Tri-County Radio Bcst.  
Address P. O. Box 605  
Tel.: MERCURY 8-1505 Independent  
Owner-Chief Eng. E. C. Allmon  
General Mgr. Karl M. Richards  
Program Dir. L. D. Hart, Jr.

**WTAN—Clearwater—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Clearwater Radio, Inc.  
Business Address 200 Pierce Blvd.  
Tel.: 3-3084 KBS  
Representative McGillyvra  
Pres., Gen. Mgr. H. Dennison Parker  
Prog. Dir., Eng. G. A. Robinson

**WEZY—Cocoa—1957**

Frequency: 1480 Kc. Power: 1 Kw.  
Owned Irving Braun  
Business Address 803 Forrest Ave.  
Tel.: Newton 6-4411 Independent  
President Irving Braun  
Station Mgr. Jay School  
Commercial Manager Kelly Smith, Jr.  
Program Director Richard Olson  
Chief Engineer John Shelton

**WKKO—Cocoa—1953**

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned By John B. Cook, Jr.  
Address Box 1308  
Tel.: 1020 KBS  
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 377 Alhambra Circle  
Tel.: HI 8-7411 Independent  
Representatives Clark, Good Music Bcstrs.  
President-General Mgr. George W. Thorpe  
Asst. Sta. Mgr. Barbara Binns  
Comm. Mgr. Timothy Carney  
Chief Engineer Thomas Middleton

**WCNU—Crestview—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By Gulf Shores Bcstg. Co.  
Business-Studio Address Box 518  
Tel.: MU 2-2330. KBS  
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. Independent  
Pres., Gen. Mgr. Everett M. McCrary  
Commercial Manager Joel Hughes  
Program Director Cordel Whitlock  
Chief Engineer Russ White

**WGTO—Cypress Gardens  
1955**

Frequency: 540 Kc. Power: 50,000 Watts  
Owned-Operated By KSTP, Inc.  
Address Box 123  
Tel.: CY 3-4103. Independent  
Representative Edard Petry  
President Stanley E. Hubbard  
Station Manager Max Kimbrel  
Program Director G. M. Kimbrel  
Sales Prom. Mgr., Pub. Dir. Gary Miller  
Chief Engineer Dave Schick

**WDCF—Dade City—1954**

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned Pasco Bcstg. Co.  
Address Box 1077  
Tel.: LO 7-3879. KBS  
Pres., Sta. Mgr. Stuart Picard  
Commercial Manager Thelma Picard  
Publicity Director Margrete Francisco  
Chief Engineer John Andre

**WMFJ—Daytona Beach—1935**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By WMFJ, Inc.  
Business Address P.O. Box 5606  
Tel.: CL 2-6491. Independent  
Representative Jack Masla  
President Emil J. Arnold  
Gen. Mgr. Dale S. Phares  
Sta. Mgr. Dick Clark  
Sales Promotion Manager L. L. McGrath  
Program Director Kenny Mercer  
Chief Engineer Jack Siegel

**WNDB—Daytona Beach—1948**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
Owned-Operated By News-Journal Corp.  
Business-Studio Address 128 Orange Ave.  
Tel.: CL 2-1511. ABC  
Newspaper Affil. News-Journal Corp.  
Representative Clark  
President Julius Davidson  
Gen., Sta. Mgr. R. Y. Huffman  
Comm. Mgr. Daniel F. Carroll

Sales Promotion Manager John Pitts  
Prog. Dir. Ken Lueck  
Publicity Dir. M. E. Hagman  
Chief Engineer F. A. Scott

**WROD—Daytona Beach—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned Daytona Beach Bcstg. Corp.  
Business Address Box 991  
Tel.: CL 2-4626. NBC  
Representative Pearson  
Pres., Gen. Mgr. Eugene D. Hill  
Commercial Manager Carl Abel  
Sales Promotion Manager Ken Brown  
Prog. Dir., Ch. Engr. James F. McDonough  
Publicity Director James Crist

**WDSP—De Funiak Springs  
1956**

Frequency: 1280 Kc. Power: 500 Watts  
Owned By Euchee Valley Bcstg. Co.  
Business Address 8th & 18th St.  
Tel.: TW 4-8361. KBS  
Pres., Gen. Mgr. Mrs. Marie F. Douglass  
Sta. Mgr., Ch. Engr. Laverne Foster  
Program Director Bayne Hill  
Publicity Director John Adkison

**WFNM—De Funiak Springs  
1955**

Frequency: 1460 Kc. Power: 1 Kw. d.  
Owned-Oper. By Leonard Zepp  
Address Box 387  
Gen. Mgr. Mel Wheeler  
Manager Leonard Knighton  
Program Director William Wood

**WJBS—DeLand—1948**

Frequency: 1490 Kc. Power: 250 Watts  
Owned James Ayers, Chas. Britt  
Address P. O. Box 808  
Tel.: RE 4-1725. NBC  
Representative Donald Cooke  
President Dr. J. Ollie Edmunds  
General Mgr., Prog. Dir. R. H. Westervelt  
Commercial Manager Ken Brown

**WOOO—DeLand—1956**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned Trio Bcstg. Co., Inc.  
Business Address P.O. Box 694  
Tel.: RE 4-3422. KBS  
Rep. Charles Bernard  
President Herbert A. Saxe  
Gen., Sta. Mgr. Wally King  
Commercial Manager A. H. Beckwith  
Sales Promotion Manager O. Silverman  
Publicity Director Jerry Florence  
Program Director Brian Tolby  
Chief Engineer Edwin Carson

**WDBF—Delray Beach—1954**

Frequency: 1420 Kc. Power: 500 Watts d.  
Owned Boca Raton Bible Conf. Grds., Inc.

Address.....Bon Aire Hotel  
 Tel.: CR 6-7311.....KBS  
 President.....Ira Lee Eshelman  
 Sta., Comm. Mgr.....Patrick W. Larkin  
 Program Dir.....Jean S. Larkin

**WMEG—Eau Gallie—1955**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned.....Mel-Eau Broadcasting Corp.  
 Address.....Box 98  
 Tel.: AL 4-2282.....Independent  
 Pres., Gen. Mgr.....A. V. Catterton  
 Sta. Mgr., Prog. Dir.....Victoria C. Martin  
 Chief Engineer.....James A. Thomas

**WLCO—Eustis—1955**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Radio Station WLCO  
 Address.....Box 1505  
 Owner, Gen. Mgr.....Floyd W. Hess  
 Sta., Comm. Mgr.....Marlon C. Cook  
 Sales Prom. Mgr.....Barbara A. Riddlebaugh  
 Program Dir.....Thomas W. Osborne  
 Publicity Dir.....W. B. Croke  
 Chief Engineer.....Robert Blynn

**WFBF—Fernandina Beach  
 1955**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned.....Murray Bcstg.  
 Address.....118 Atlantic Ave.  
 Tel.: 3667.....KBS  
 Representative.....Ted Steele  
 President.....Edward G. Murray  
 General Mgr.....Dave Davis  
 Comm. Sales Prom.....Q. D. Davis  
 Prog., Chief Eng.....Bob Chasse  
 Publicity Dir.....Johnny Gerdon

**WFTL—Fort Lauderdale—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Goze Publishing Co.  
 Address.....P. O. Box 131  
 Tel.: JA 3-2511.....Independent  
 Newspaper Affiliation.....Daily & Sunday News  
 Representative.....Sears & Ayers  
 Gen., Sta., Comm. Mgr.....R. L. Bowles  
 Chief Engineer.....Richard P. Northey

**WWIL—Ft. Lauderdale—1955**

Frequency: 1580 Kc.....Power: 1 Kw.  
 Owned.....S. Fla. Bcstg. Corp.  
 Address.....Box 8067  
 Tel.: JA 3-7639.....KBS  
 Representative.....Headley-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**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ft. Myers Bcstg. Co., Inc.  
 Address.....WINK Bldg.  
 Tel.: Ft. Meyers.....KBS  
 Representative.....Walker-Rawalt, J. S. Ayers  
 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.....Independent  
 Owner-Gen. Mgr.....Robert Hecksher

**WARN—Fort Pierce—1953**

Frequency: 1330 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Hurricane Bcstg. Service, Inc.  
 Address.....P. O. Box 1343  
 Tel.: 1330.....KBS  
 Representative.....Continental  
 Pres., Gen., Sta. Mgr.....Murray C. Tillman  
 Prog. Mgr.....Willis M. Shawver Jr.  
 Chief Engineer.....Al Stokes

**WIRA—Fort Pierce—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Indian River Bcstg. Co.  
 Business Address.....Melody Lane  
 Tel.: HOward 4-1400.....NBC  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....James L. Howe  
 Sta., Sales Prom. Mgr.....Sam Lawder  
 Commercial Manager.....J. Kingsley Butt  
 Program Director.....Anne Wilder  
 Publicity Director.....James Keyes  
 Chief Engineer.....Robert Money

**WFBS—Ft. Walton Beach  
 1956**

Frequency: 950 Kc.....Power: 1 Kw.  
 Owned.....W. Florida Bcstg. Service  
 Address.....Box 488  
 Tel.: CH 4-5685.....Independent  
 Pres., Gen. Mgr.....H. French Brown, Sr.  
 Prog. Dir.....Mrs. H. French Brown, Sr.  
 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.....Independent  
 President.....Wilbur R. Powell  
 Gen. Mgr.....Milford A. Reynolds  
 Program Director.....N. A. Munson, Jr.  
 Chief Engineer.....Jimmy Waits

**WDVH—Gainesville—1954**

Frequency: 980 Kc.....Power: 5 Kw. d.  
 Owned-Operated By.....WDVH, Inc.  
 Business Address.....Kincaid Rd.  
 Tel.: FR 2-2528.....Independent  
 Representative.....Clark  
 President.....R. A. Vaughn  
 Gen. Mgr., Chief Engr.....Tom Hanssen  
 Sales Promotion Manager.....Bill Marr  
 Program Director.....Robert Norris  
 Publicity Director.....Rick Hutto

# FLORIDA

## WGCG—Gainesville—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Gainesville Radio Inc.  
Business Address Box 501  
Tel.: 6-5791 ABC-KBS  
Representative Best: Dora Clayton  
Pres., Gen. Mgr. Thompson K. Cassel  
Station Manager Kenneth H. Brown  
Commercial Manager Leon Mims  
Program Director William Mansfield  
Chief Engineer R. M. Chamberlin

## WRUF—Gainesville—1928

Frequency: 850 Kc. Power: 5000 Watts  
Owned-Operated By Univ. of Fla.  
Business Address P.O. Box 2757  
Tel.: FRanklin 6-3261 NBC  
Representative Burn-Smith  
Director Kenneth F. Small  
Commercial Manager R. L. Black, III  
Program Director Pierre A. Bejane  
Chief Engineer Bertram MacNamara

## WGMA—Hollywood—1953

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned By Barry-Enright-Melody Music  
Address 109 Harrison St.  
Tel.: WA 2-2903 KBS  
Representative Cooke  
President Jack Barry  
Gen., Sta. Mgr. C. Edward Little  
Comm. Sales, Publicity Bill Day  
Program Dir. Kenneth Roth  
Chief Engineer Charles C. Castle

## WSDB—Homestead—1957

Frequency: 1430 Kc. Power: 500 Watts, d.  
Owned S. Dade Bcstg. Co.  
Business Address 507 N.W. 2nd St.  
Tel.: CI 7-2445 Independent  
President J. Abney Cox  
Gen., Sta. Mgr. Merritt Hilliard  
Comm. Sales Prom. Mgr. Hank Cutshall  
Program Director John Triplett  
Publicity Director Hap Henderson  
Chief Engineer Erwin Fuller

## WAPE—Jacksonville—1958

Frequency: 690 Kc. Power: 250 Watts, d.  
Owned By Brennan Bcstg. Co.  
Address P. O. Box 1103  
Tel.: CONgress 4-9555 Independent  
Station Rep. Radio-TV Reps.  
Pres., Gen. Mgr. William J. Brennan  
Commercial Mgr. F. Robinson, Jr.  
Program Dir. Dan Brennan  
Chief Engineer C. G. Brennan

## WIVY—Jacksonville—1948

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By WIVY, Inc.  
Address Box 228-A  
Tel.: PO 4-4545 Independent  
Representative Clarke Brown, Masla  
Pres., Gen. Mgr. Edward J. Oberle

Station Mgr. Larry Picus  
Local Sales Manager Fred H. Schilling

## WJAX—Jacksonville—1925

Frequency: 930 Kc. Power: 5,000 Watts  
Owned-Operated By City of Jacksonville, Fla.  
Business-Studio Address I Broadcast Pl.  
Tel.: EL 4-1681 NBC  
Rep. Headley Reed  
Commissioner in Charge J. D. Kennedy  
Acting Mgr. J. W. Douglass  
Prob. Sup. Publicity Mrs. Margarete Scott  
Chief Engineer Kenneth L. Kroier

## WMBR—Jacksonville—1927

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By WMBR, Inc.  
Business Address Hotel George Washington  
Tel.: ELgin 5-9001 CBS  
Representative CBS Radio Spot Sales  
President Ben Strouse  
Gen., Sta. Mgr. Sidney L. Beighley, Jr.  
Sales Prom., Pub. Dir. Lindy Freeman  
Program Director Edwin H. Chappellear  
Chief Engineer C. Roy King

## 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 Independent  
Station Representative Gil-Perna  
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

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By Jacksonville Bcstg. Corp.  
Studio Address Gulf Life Bldg.  
Tel.: EL 4-4421 ABC  
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

## WPEG—Jacksonville—1957

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By Regional Brcstg. Co.  
Business Address 936 Arlington Rd.  
Tel.: RAYmond 4-2188 MBS  
Pres., Gen. Mgr. Harold E. King  
Station Manager Tommy Tucker  
Commercial Manager Clayton Studstill  
Program Director Lynn Parks  
Chief Engineer Frank Grossholz

## WQIK—Jacksonville—1955

Frequency: 1280 Kc. Power: 1,000 Watts d.  
Owned-Operated By Rowland Bcstg. Corp.  
Address 121 E. 8th St.  
Tel.: ELgin 4-4501 Independent  
Rep. Charles Bernard  
Pres., Gen. Mgr. M. W. Rowland

Program Director.....Robert T. Rowland  
Sales Prom. Mgr.....Ed. Jordan  
Chief Engineer.....F. O. Thies

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WRHC, Inc.  
Address.....247 Margaret St.  
Tel.: EL 6-0461.....Independent  
President.....Harold S. Cohn  
Gen. Mgr.....Harold S. Cohn, 2nd  
Station Mgr.....Ronald H. Cohn  
Program Dir.....Adrian Knight

**WZOK—Jacksonville—1940**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned.....Radio Jax  
Business Address.....Seminole Hotel Bldg.  
Tel.: ELgin 6-1373.....Independent  
Pres., Gen. Mgr.....Carmen Macri  
Sales Promotion Mgr.....Kenneth C. Conner  
Program Dir.....Reed Gardner  
Chief Engr.....W. A. Cooper

**WZRO—Jacksonville Beach  
1947**

Frequency: 1010 Kc.....Power: 1 Kw. d.  
Owned By.....A. B. Letson  
Address.....Quincy, Fla.  
Tel.: (Quincy) MA 7-6700.....KBS  
President.....Andrew B. Letson  
Gen. Mgr.....Jim Kirk  
Station Mgr.....Roger Fricke

**WKWF—Key West—1945**

Frequency: 1600 Kc.....Power: 500 Watts  
Owned-Operated By.....John M. Spottswood  
Business Address.....P.O. Box 1300  
Tel.: CY 6-2222.....MBS-ABC  
Owner, Gen. Mgr.....John M. Spottswood  
Sta., Sales Prom. Mgr.....Ray A. Schoneck  
Comm. Mgr., Prog. Dir.....Mary S. Spottswood  
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 6-8891.....KBS  
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  
Business Address.....Gainesville Highway, S.  
Tel.: 525.....MBS, KBS  
Partner, Gen., Sta. Mgr.....Alfred H. Temple  
Commercial Manager.....Ivan E. Perry  
Program Director.....William M. Savitz  
Chief Engineer.....Pat Webster

**WGRO—Lake City—1958**

Frequency: 960.....Power: 500 Watts

Owned By.....Columbia County Bcstg. Co.  
Address.....30 N. Hernando St.  
Tel.: 3450.....Independent  
Representative.....Hopewell  
President.....George S. Walker Jr.  
Gen. Mgr., Prog. Dir.....Ray Starr  
Station Manager.....Bob Orrell  
Commercial Manager.....Bob Ferris  
Sales Prom. Mgr.....G. Mellichamp  
Publicity Director.....Gloria Charles  
Chief Engineer.....O. R. Buckler

**WLAK—Lakeland—1936**

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Florida Central Bcstg. Co.  
Business Address.....P. O. Box 1211  
Tel.: MU 2-1431.....NBC  
Station Representative.....John E. Pearson  
Pres., Gen. Mgr.....Frank W. Nesbitt  
Commercial Manager.....Powell Adams  
Program Director.....Garland Burt  
Chief Engineer.....William P. Lee

**WONN—Lakeland—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Noyes Enterprises, Inc.  
Business Address.....Lake Hunter Drive  
Tel.: MU 5-1171.....MBS  
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.....207½ E. Main St.  
Tel.: MU 9-0551.....Independent  
Representative.....Clark  
President.....W. H. Martin  
Gen. Man., Chief Eng.....Tom Barber  
Program Dir.....George Hayward

**WIPC—Lake Wales—1951**

Frequency: 1280 Kc.....Power: 1000 Watts  
Owned.....Imperial Polk Bcstg. Corp.  
Address.....P. O. Box 712  
Tel.: 2-9831.....KBS  
Representative.....Hil F. Best  
President.....K. H. Berkeley  
V.P., Gen. Mgr.....Charles D. Bishop  
Comm. Mgr.....W. W. Van Steenburgh  
Prog., Pub. Dir.....Eleanor Pryor  
Chief Engineer.....William Johnson

**WBIL—Leesburg—1957**

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned By.....WBIL, Inc.  
Address.....P. O. Box 638  
Tel.: SState 7-2313.....Independent  
Representative.....Cooke  
Owners.....D. F. McConnell & C. T. Hodgson  
Gen. Mgr., Chief Eng.....Duane F. McConnell  
Program Director.....Jay Shepherd

**WLBE—Leesburg—1949**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By: WLBE, Inc.  
 Address: Box 790  
 Tel.: 790 MBS, KBS  
 Representative: Best, Keystone  
 President: Paul A. Husebo  
 Program Director: Richard R. Coleman  
 Chief Engineer: Martin Kirkland

**WNER—Live Oak—1949**

Frequency: 1250 Kc. Power: 1 Kw. d.  
 Owned: Norman O. Protsman  
 Business Address: P. O. Box 637  
 Tel.: F0rest 2-1250 KBS  
 Owner, Gen. Mgr.: Norman O. Protsman  
 Program Director: Faith Protsman  
 Chief Engineer: C. S. Parker

**WMAF—Madison—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Address: Box 621  
 Tel.: HU 3-6333 KBS  
 General Mgr.: Norman O. Protsman  
 Station Mgr.: Robert C. Lay  
 Program Dir.: Mary H. Weger  
 Chief Engineer: Eugene Ketring

**WTOT—Marianna—1958**

Frequency: 980 Kc. Power: 1 Kc.  
 Owned By: Chipola Corp.  
 Address: 111 Market St.  
 Tel.: HUdson 2-3046 Independent  
 President: C. Davis Turner  
 Gen. Mgr., Chief Eng.: John Boggett  
 Program Dir.: Bart Lincoln  
 Publicity Dir.: Art Larsen

**WTYS—Marianna—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: John H. Phipps Bcstg. Stas.  
 Address: Box 777  
 Tel.: HU 2-2131 MBS, KBS  
 Representative: Cummings  
 Owner: John H. Phipps  
 General Manager: L. H. Graves  
 Station Manager: Guy Hamilton

**WMMB—Melbourne—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Indian River Radio, Inc.  
 Business-Studio Address: Box 908  
 Tel.: PArkway 3-1661 MBS  
 President: H. G. Murrelle  
 General Manager: Howard L. Green  
 Sta., Comm. Mgr.: Richard I. Williams  
 Chief Engineer: Edward Murdoch

**WAME—Miami—1958**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned By: WAME Co.  
 Address: Chamber of Commerce Bldg.

Tel.: FRanklin 3-5533 Independent  
 General Manager: Ted Wilson  
 Sta., Comm. Mgr.: Murray Woroner  
 Program Dir.: Frank Ward  
 Publicity Dir.: Fred Hohl  
 Chief Engineer: Stan Brown

**WCKR—Miami—1956**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: Biscayne TV Corp.  
 Add.: 1401 N. Bay Causeway; P.O. Box 38-M  
 Tel.: PL 1-6692 NBC  
 Newspaper Affiliation: Miami Herald, News  
 Representative: Henry I. Christal  
 President: Niles Trammell  
 Station Manager: Owen F. Uridge  
 Comm. Manager: L. L. Zimmerman  
 Sales Prom., Pub. Dir.: John Hiser  
 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.  
 Tel.: PL 1-7534 Independent  
 Representative: Dore; Ayres  
 President: Harry Trenner  
 Gen., Sta. Mgr.: Herbert Schorr  
 Commercial Manager: Bert Noble  
 Sales Prom. Mgr.: Mrs. Edwena N. Mangum  
 Program Director: Mrs. Doris Sanford  
 Chief Engineer: William Reeder

**WCBS—Miami—1944**

Freq: 710 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned: Storer Bcstg. Co.  
 Address: 1605 Biscayne Blvd.  
 Tel.: FR 9-2401 CBS  
 Newspaper Affiliation: Miami Beach Sun  
 Station Representative: Katz Agency, Inc.  
 President: George B. Storer  
 General Manager: Bernard E. Neary  
 Comm. Mgr.: C. Bud Dailey  
 Prom. Mgr., Prog. Dir.: Sam Elber  
 Chief Engineer: Edward C. Lockwood  
 Owners of: WJBK, Detroit; WSPD, Toledo;  
 WAGA, Atlanta; WJW, Cleveland; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia.

**WINZ—Miami—1946**

Freq: 940 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By: Rand Bcstg. Co.  
 Business Address: Biscayne Terrace Hotel  
 Tel.: FR 1-6641 Independent  
 Representative: Pety  
 President: Rex Rand  
 General Manager: Robert E. Mitchell  
 Program Dir.: Ned Powers  
 Chief Engineer: William Hamrick

**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 Independent  
 Representative: Charles Bernard



President.....E. D. Rivers, Sr.  
 General Mgr.....Jack E. Nobles  
 Commercial Manager.....Lawrence Lunker  
 Program Director.....Douglas Hatton  
 Chief Engineer.....Russell Bennett

**WMMA—Miami**

Frequency: 1260 Kc.....Power: 5 Kw.  
 Owned By.....Stephany Wyszatycki  
 Address.....10701 N. W. 77th Ave.  
 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.....Storz Brcstg. Co.  
 Business-Studio Address...1723 duPont Bldg.  
 Tel.: FR 4-6121.....Independent  
 Representative.....John Blair  
 President.....Todd Storz  
 Gen., Sta., Comm. Mgr.....Jack Sandler  
 Program Dir.....Kent Burkhart  
 Publicity Dir.....Alan Courtney  
 Chief Engineer.....Morris Barwick  
 Owners of: WHB, Kansas City, Mo.; WTIX,  
 New Orleans; WDGY, Minneapolis.

**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.....Independent  
 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.....Independent  
 Representative.....O'Connell  
 Station Manager.....Marshall Simmons  
 Comm. Mgr.....Art Gordon

**WKAT—Miami Beach—1937**

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans.-Address.....1759 Bay Road  
 Tel.: JE 1-5711.....MBS-ABC  
 Representative.....Meeker  
 President.....A. Frank Katzentine  
 Gen. Comm. Mgr.....Fred W. Wagenvoord  
 Program Director.....Sidney Levin  
 Chief Engineer.....Arthur P. Smith

**WBBM—Miami Beach—1947**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned.....Rounsaville of Miami Beach, Inc.  
 Address.....MacArthur Causeway  
 Tel.: JE 1-5586.....Independent  
 Representatives..Gill-Perna, Dora-Clayton, Inc.  
 President, Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Arnold Kaufman  
 Program Director.....C. Kenneth Morris  
 Chief Engineer.....James Hall

**WMET—Miami Beach—1954**

Frequency: 1490 Kc.....Power: 250 Watts d.

**“MIAMI BEACH SALUTES** the  
 Radio and Television Industry for its  
 wonderful cooperation in bringing  
 the Miami Beach Story to the eyes  
 and ears of the nation.

**WARMEST THANKS** from the  
 warmest part of the nation.

**HANK MEYER**  
*Public Relations Consultant,*  
**CITY OF MIAMI BEACH”**

# FLORIDA

Owned By... Community Service Bcstrs. Inc.  
Business Address..... 814 First St.  
Tel.: Jefferson 8-0411..... Independent  
Station Representative..... Forjoe  
Ex. V.P., Gen. Mgr..... R. B. Baker  
Commercial Manager..... Steve Marko  
Publicity Director..... Barbara Baum  
Chief Engineer..... V. C. Roberts

## WEBY—Milton—1954

Frequency: 1330 Kc.....Power: 1 Kw.  
Owned.....C. W. Mapoles  
Address.....Ward Basin Rd.  
Tel.: 2591.....MBS  
Owner.....C. W. Mapole  
Station Mgr.....Earl Williford

## WSRA—Milton—1958

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Santa Rosa Bcstg. Co.  
Address.....31 Mohawk Trail, Pensacola  
President.....E. T. Sudduth

## WMDF—Mount Dora—1958

Frequency: 1580 Kc.....Power: 1 kw., d.  
Owned By.....Triangle Bcstg. Corp.  
Address.....Old Eustis Road  
Tel.: Evergreen 2-6621.....Independent  
General Mgr.....Francis Toomey  
Commercial Mgr.....Wayne Icenhour  
Program Dir.....Tom Osborne  
Chief Engineer.....Paul Seady

## WNOG—Naples—1954

Frequency: 1270 Kc.....Power: 500 Watts d.  
Owned and Oper. By.....Radio Naples Inc.  
Business Address.....S. Tamiami Trail  
Tel.: Midway 2-5127.....KBS  
Representative.....Hil F. Best  
President, Gen. Mgr.....William J. Ryan  
Station Manager.....David M. Pfaff  
Commercial Manager.....John E. Martin  
Program Director.....Mrs. Eileen Eilers  
Chief Engineer.....David S. Traer

## WSBB—New Smyrna Beach 1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Broadcasters, Inc.  
Business Address.....Box 125  
Tel.: GA 8-9091.....MBS  
President.....A. V. Tidmore  
General Manager.....G. Douglas Pidgeon  
Commercial Manager.....A. L. Pruitt  
Chief Engineer.....Sim Wagleson

## WHYS—Ocala—1957

Frequency: 1370 Kc.....Power: 1 Kw. d.  
Owned.....Marion Co. Bcstg. Co.  
Business Address.....P.O. Box 358  
Tel.: MA 2-8174.....Independent  
Pres., Gen. Mgr.....W. H. Martin  
Sta., Comm. Mgr.....John V. Martin  
Program Director.....Hazel A. Martin  
Chief Engineer.....Dick Strait

## WMOP—Ocala—1953

Frequency: 900 Kc.....Power: 1000 Watts  
Owner.....A. B. Letson  
Address.....P. O. Box 648  
Tel.: MArion 2-4118.....Independent  
President.....A. B. Letson  
General Mgr.....Jim Kirk  
Comm. Sls. Mgr.....Vernon Arnette  
Program Dir.....Gene Turner  
Publicity Dir.....Helen Helvenston  
Chief Engineer.....Lloyd Lutz

## WTMC—Ocala—1938

Frequency: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WTMC, Inc.  
Business Address.....Box 831  
Tel.: MA 2-4127.....NBC  
Representative.....Devney; Dora-Clayton  
President.....Ray Gunckel, Jr.  
Sta. Mgr.....Tom Catalano  
Comm. Mgr.....Bill Conover  
Program Director.....Don Baker  
Chief Engineer.....Bill Callahan

## WBBO—Orlando—1924

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Operated By.....Cherry Bcstg. Co.  
Business Address.....30 S. Ivanhoe Blvd.  
Tel.: CH 1-1491.....CBS  
Representative.....John Blair  
President.....Wm. S. Cherry, Jr.  
Gen. Mgr.....Harold P. Danforth  
Comm. Sales Prom. Mgr.....W. G. McBride  
Prog., Pub. Dir.....Rosalind Boggs  
Chief Engineer.....James E. Yarbrough

## WHIY—Orlando—1957

Frequency: 1270 Kc.....Power: 5 Kw. d.  
Owned.....Orlando Radio & TV Bcstg. Corp.  
Address.....Fl. Gatlin Hotel Bldg.  
Tel.: GA 2-6724.....Independent  
Representative.....Pearson  
President.....Gordon Sherman  
Gen., Sta., Comm. Mgr.....Carl F. Hallberg  
Program Dir.....Robert Irving  
Chief Engineer.....Arthur Lowery

## WHOO—Orlando—1947

Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....WHOO, Inc.  
Business Address.....465 N. Orange Ave.  
Tel.: GArden 5-3591.....Independent  
Representative.....Venard, Rintoul, McConnell  
Pres., Gen. Mgr.....John T. Rutledge  
Commercial Manager.....Red Weiss  
Sales Promotion Mgr.....Marvin Rothchild  
Publicity Director.....Roy Nilson  
Chief Engineer.....Charles Chrisman

## WKIS—Orlando—1946

Frequency: 740 Kc.....Power: 5 Kw. d.  
Owned-Oper. By.....Central Florida Bcstg. Co.  
Address.....P. O. Box 1353  
Tel.: GA 2-2451.....NBC  
Representative.....Bob Dore

Pres., Gen. Mgr. . . . . Naomi Murrell  
 Station Manager . . . . . William O. Murrell, Jr.  
 Comm., Sales Prom. Mgr. . . . . 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 5756  
 Tel.: GArden 2-8162. . . . . Independent  
 Station Representative . . . . . Ayers  
 President . . . . . Joseph L. Broehner  
 Gen. Sta. Mgr. . . . . Howard S. Kester  
 Commercial Mgr. . . . . Gene Cook  
 Program Director . . . . . Ernie Legge  
 Sales Prom. Mgr. . . . . Douglas Coombs  
 Publicity Director . . . . . Thomas Doyle  
 Chief Engineer . . . . . W. Dodd Daniels

**WQXQ—Ormond Beach—1957**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Volusia County Bcstg. Corp.  
 Business Address . . . . . Avenue Calle Grande  
 Tel.: ORange 7-4122. . . . . Independent  
 Pres., Gen. Mgr. . . . . Lee W. Menard  
 Station Manager . . . . . Ben Taylor  
 Commercial Manager . . . . . William Seitz  
 Program Director . . . . . James Haupt  
 Sales, Publicity . . . . . Ann Hicks  
 Chief Engineer . . . . . L. W. Menard

**WRIM—Pahokee—1958**

Frequency: 1250 Kc. . . . . Power: 500 Watts  
 Owned By . . . . . Garden of Glades, Inc.  
 Address . . . . . 30 Ackley Rd., Greenville, S. C.  
 Tel.: CE 2-0953. . . . . Independent  
 President . . . . . Max E. Mace  
 Gen., Sta. Mgr. . . . . A. B. Robinson  
 Sales, Prom. Mgr. . . . . Mrs. Natalie Hunt  
 Publicity Dir. . . . . Lewis Poole  
 Chief Engineer . . . . . James Roper

**WSUZ—Palatka—1957**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Raymond P. McMillin  
 Business Address . . . . . P.O. Box 668  
 Tel.: EAst 5-3844. . . . . Independent  
 Station Representative . . . . . Hll F. Best  
 General Manager . . . . . R. P. McMillin  
 Sta. Mgr., Chief Eng. . . . . Geo. J. Duck  
 Commercial Manager . . . . . Robert E. James  
 Program Director . . . . . Betty McMillin

**WWPF—Palatka—1947**

Freq.: 1260 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By . . . . . Hall Bcstg. Co.  
 Address . . . . . 900 Block River St.  
 Tel.: EA 5-4555. . . . . KBS  
 Owner . . . . . George W. Hall  
 Gen. Mgr. . . . . William R. Terry  
 Sta., Program Dir. . . . . James N. Jobs  
 Commercial Manager . . . . . Herb Young  
 Sales, Publicity Dir. . . . . Dick Unger  
 Chief Engineer . . . . . Isaac Lee

**WQXT—Palm Beach—1957**

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned By . . . . . Flame R-TV Co.  
 Address . . . . . 3000 S. Ocean Blvd.  
 Tel.: JU 2-7401. . . . . ABC  
 Representative . . . . . Stars National  
 Gen. Mgr., Chief Engr. . . . . David L. Lyndon  
 Comm. Mgr., Pub. Dir. . . . . Art Rivers  
 Program Dir. . . . . John Sowers

**WDLP—Panama City—1940**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Panama City Bcstg. Co.  
 Address . . . . . 323 West Beach Drive  
 Tel.: PO 3-1777. . . . . NBC-KBS  
 Representative . . . . . Hollingsbery  
 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**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Bay County Bcstg. Co.  
 Address . . . . . 300 E. 15th St.  
 Tel.: SU 5-6176. . . . . MBS  
 Representative . . . . . Walker, Dora-Clayton  
 Pres., Gen., Sta. Mgr. . . . . E. L. DuKate  
 Program Director . . . . . Larry Meehan  
 Chief Engineer . . . . . Robert E. McConnell

**WTHR—Panama City—1957**

Frequency: 1480 . . . . . Power: 500 Watts, d.  
 Owned . . . . . Regional Bcstg. Co.  
 Address . . . . . P.O. Box 788  
 Tel.: ADams 4-2781. . . . . Independent  
 Representative . . . . . Burn-Smith  
 Gen. Mgr. . . . . Harold E. King  
 Sta. Mgr. . . . . Rex Parnell

**WBOP—Pensacola—1956**

Frequency: 980 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Tri-Cities Brcstg. Co.  
 Business Address . . . . . 431 West Belmont  
 Tel.: HE 8-7543. . . . . Independent  
 Representative . . . . . ForJoe  
 President . . . . . E. O. Roden  
 Gen., Sta. Mgr. . . . . Bruce Gresham  
 Commercial Manager . . . . . Frank Lewis  
 Prog., Pub. Director . . . . . Dennis Hancock, Jr.  
 Chief Engineer . . . . . Robert Mahoney

**WBSR—Pensacola—1946**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WBSR, Inc.  
 Business Address . . . . . 1603 N. Pace Blvd.  
 Tel.: HE 2-6173. . . . . CBS  
 Representative . . . . . Vernard, Rintoul, McConnell  
 Pres., Gen. Mgr. . . . . Don J. Lynch  
 Comm. Mgr. . . . . Bo Mitchell  
 Program Director . . . . . Jim Young  
 Chief Engineer . . . . . Glenn Nichols

**WCOA—Pensacola—1926**

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Dixie Radio, Inc.  
 Address . . . . . Box 1669

# FLORIDA

Tel.: HE 2-4111.....NBC  
Representative.....Hollingberry  
President.....Denver Brannen  
Gen. Mgr., Sta. Mgr.....L. H. Thesmar  
Prom. Mgr., Pub. Dir.....Sally Henderson  
Prog. Dir.....Clarine Porter  
Chief Engineer.....Frank McKinney

## WPFA—Pensacola—1954

Frequency: 790 Kc.....Power: 1,000 Watts d.  
Owned-Operated By.....WPFA Bcstg. Co.  
Address.....Box 27  
Tel.: HE 3-1141.....KBS  
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

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Taylor Co. Bcstg. Co.  
Address.....P. O. Box 67  
Tel.: 540.....KBS  
Representative.....Continental Radio Sales  
President.....E. P. Martin  
General Manager.....Alpha Martin  
Sta., Comm. Mgr.....C. E. Roye  
Program Director.....B. J. Roye  
Chief Engineer.....W. H. McHargue

## WPLA—Plant City—1949

Frequency: 910 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....WPLA Bcstg. Co.  
Address.....1570 S. Collins St.  
Tel.: 2-1551.....KBS  
Station Representative.....Best  
President.....W. A. Smith  
Gen. Mgr., Chief Eng.....George Friend  
Comm. Mgr.....Al Berry  
Program Director.....Jack Rushing  
Sales, Prom. Mgr.....Terry Nichols  
Publicity Dir.....Joe Wilson

## WPOM—Pompano Beach—1958

Frequency: 1470 Kc.....Power: 5000 Watts d.  
Owned By.....Gold Coast Broadcasters, Inc.  
Business Address.....P.O. Box 1470  
Tel.: LU 3-1470.....Independent  
President.....James C. Dean  
General Manager.....William A. Knight  
Program Director.....William Smith  
Publicity Director.....Michael Thomas  
Chief Engineer.....C. G. Huey

## WCNH—Quincy—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Quincy Bcstg. Corp.  
Address.....602 W. Jefferson St.  
Tel.: MA 7-6700.....Independent  
Pres., Gen. Mgr.....A. B. Letson  
Comm., Sls. Prom. Mgr.....W. B. Taylor

## WFOY—St. Augustine—1936

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ponce de Leon Bcsting

Address.....Fountain of Youth Gardens  
Tel.: VA 9-3416.....CBS, KBS  
Pres., Gen. Mgr.....John E. Bernhard, Jr.  
Sta. Mgr., Prog. Dir.....Frankie C. Walker  
Sales Prom. Manager.....Julian Fant  
Publicity Director.....Alberta Dillin  
Chief Engineer.....Ernest Raistrick

## WSTN—St. Augustine—1954

Frequency: 1420 Kc.....Power: 1 Kw. d.  
Owned.....Stanmark, Inc.  
Address.....900 Anastasia Blvd.  
Tel.: VA 9-9094.....Independent  
Station Rep.....Gil Perna  
Pres., Gen. Mgr.....Larry Picus  
Sta., Program Dir.....Bob Mack  
Comm., Publicity Dir.....Jack Cowden  
Sales Prom. Mgr.....Shirley Cowden  
Chief Engineer.....Don Browning

## WPIN—St. Petersburg—1947

Frequency: 680 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Fla. W. Coast Bcstr., Inc.  
Business Address.....28th St. N. at Wash. Blvd.  
Tel.: HEMlock 5-6161.....Independent  
Representative.....Walker-Rawalt  
President.....Dr. Charles Farrington  
General Manager.....Arthur Mundorff  
Commercial Manager.....Richard Marsh  
Sales Prom., Prog. Dir.....James Carley  
Chief Engineer.....John Walker

## WSUN—St. Petersburg—1927

Frequency: 620 Kc.....Power: 5000 Watts  
Owned-Operated By.....City of St. Petersburg  
Business Address.....Million Dollar Pier  
Tel.: 5-4121.....ABC  
Representative.....Vernard, Rintoul, McConnell  
General Manager.....Fred P. Shawn  
Commercial Manager.....Jack Weldon  
Sales Prom. Mgr.....Jerry Baker  
Program Director.....Harry Williams  
Publicity Director.....Jean Miller  
Chief Engineer.....William C. Coddling

## WTSP—St. Petersburg—1939

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WTSP, Inc.  
Address.....11450 Gandy Blvd.  
Tel.: HE 5-2131.....Independent  
Representative.....Weed  
President.....N. Joe Rahall  
General Manager.....O. R. Davies  
Station Mgr.....Marshall S. Cleaver  
Commercial Manager.....Tom Underwood  
Sales Promotion Mgr.....Le Leslie  
Publicity Director.....Martin Morgan  
Chief Engineer.....Neil Spencer  
Owners of: WKAP, Allentown, Pa.; WNAR,  
Norristown, Pa.; WNNR, Beckley, W. Va.;  
WFEA, Manchester, N. H.

(See Page 584)

## 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.....Independent  
 Representative.....Jack Masla  
 President.....E. A. Spence  
 Gen. Mgr., Prog. Dir.....Jack Faulkner  
 Commercial Manager.....Ed Paro  
 Chief Engineer.....W. D. Mangold

**WIOD—Sanford—1956**

Frequency: 1360 Kc.....Power: 500 Watts  
 Owned.....Sanford Bcstg. Co.  
 Address.....Box 679  
 Tel.: FA 2-5314.....Independent  
 Representative.....Jack Masla  
 Membership.....RAB  
 Gen. Mgr.....Kenneth J. Crosthwait  
 Comm. Mgr.....Frank L. Jones

**WTRR—Sanford—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station WTRR  
 Business Address.....Box 1541  
 Tel.: FA 2-6112.....KBS  
 General Manager.....Myron A. Reck  
 Commercial Manager.....Garfield L. Fox  
 Program Director.....Nicholas W. Pfeifauf  
 Chief Engineer.....James S. Williamson, Jr.

**WKXY—Sarasota—1949**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sarasota Bcstg. Co.  
 Address.....2500 Tenth St.  
 Tel.: RI 7-1151.....KBS  
 Representative.....Clark  
 General Manager.....A. G. Fernandez  
 Station Mgr.....Charles Fernandez  
 Chief Eng.....Robert L. Kohlmeier

**WSPB—Sarasota—1939**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Bcstg. Corp.  
 Business Address.....Box 1110, City Island  
 Tel.: FU 8-2121.....CBS  
 Representative.....John E. Pearson  
 President.....Robert C. Jones, Jr.  
 V. P. Gen. Mgr.....Hamilton M. Woodle  
 Station Mgr.....John B. Browning  
 Comm. Mgr.....D. L. Fleischman  
 Program Director.....David Hale  
 Pub. Dir.....Emylu Richards  
 Chief Engineer.....G. W. McGougan

**WJCM—Sebring—1950**

Frequency: 960 Kc.....Power: 1 Kw.  
 Owned-Operated By.....Progressive Publ. Co.  
 Business Add.....Assembly Pt. on Dinner Lake  
 Tel.: 5-1811.....KBS  
 Gen. Mgr.....A. J. Frank  
 Commercial Mgr.....Ken Bowers

**WDAT—South Daytona—1957**

Frequency: 1590 Kc.....Power: 1 Kw.  
 Owned.....Tom Carr  
 Address.....Box 4277  
 Tel.: CL 2-8222.....Independent  
 Gen. Mgr.....Bill Packham  
 Representative.....Dixieland

**WRGR—Starke—1957**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....R. M. Chamberlin  
 Business Address.....945 Temple Ave.  
 Tel.: WO 4-5001.....KBS  
 Pres., Ch. Eng.....R. W. Chamberlin  
 Gen., Comm. Mgr.....Sam Zack  
 Sales Prom. Mgr.....Al Garner  
 Program Director.....Chuck Dent  
 Publicity Director.....Sandra Norman

**WSTU—Stuart—1954**

Frequency: 1450 Kc.....Power: 750 Watts  
 Owned-Oper. By.....Blue Water Bcstg. Co.  
 Address.....Bin 29  
 Tel.: Stuart 1450.....MBS, KBS  
 Pres., Gen. Mgr.....Lester M. Combs  
 Station Manager.....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.....KBS  
 Representative.....Weed & Co.  
 President.....B. F. J. Timm  
 Station Manager.....Don C. Price  
 Program Director.....Marv Ray  
 Chief Engineer.....K. C. McNaron

**WRFB—Tallahassee—1959**

Frequency: 1580 Kc.....Power: 5000 Watts, d.  
 Owned By.....Emerson W. Browne  
 Address.....Lake Shore Road  
 Pres., Chief Eng.....Emerson W. Browne

**Ap News  
 Is Preferred**

... by Stations — because it  
 adds both profits and prestige.

**Ap**

**Preferred**

50 Rockefeller Plaza • New York 20, N. Y.

**FLORIDA**

**WTAL—Tallahassee—1935**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By: WTAL, Inc  
 Business Address: Drawer "A"  
 Tel.: 2-1270 MBS  
 Representative: Meeker, Cummings  
 President: Victor C. Diehm  
 Gen. Mgr., Chief Eng.: Arthur Deters  
 Sales Superv.: Paul Meyers, Jr.  
 Sales Prom. Mgr.: William Nichols  
 Program Director: Ron Martin  
 Publicity Dir.: Joan Culpepper  
 Owners of: WAZL, Hazelton, Pa.; WHOL,  
 Allentown, Pa.; and WHLM, Bloomsburg, Pa.

**WTNT—Tallahassee—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Tallahassee Appl. Corp.  
 Business-Studio Address: Duval Hotel  
 Tel.: 2-1450 CBS  
 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 Independent  
 Representative: Avery-Knodel  
 General Manager: Robert Wasdon

Station Manager: George W. Fee  
 Publicity Director: Lucille Laughinghouse  
 Chief Engineer: Jack Siegel

**WDAE—Tampa—1922**

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By: Tampa Times Co.  
 Business Address: Franklin at Washington  
 Tel.: 2-0404 CBS  
 Representative: Katz  
 President: David E. Smiley  
 General Manager: L. Spencer Mitchell  
 Nat. Adv. Mgr.: Robert M. Weeks  
 Program Director: Van Wilson  
 Chief Engineer: William P. Moore

**WFLA—Tampa—1924**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By: Tribune Co.  
 Business Address: 905 Jackson St.  
 Tel.: 2-0131 NBC  
 Newspaper Affiliation: Tampa Tribune-Times  
 Representative: John Blair  
 President: John C. Council  
 General Manager: George W. Harvey  
 Sta. Comm. Mgr.: John Alexander  
 Prog. Director: Edward C. Walker  
 Publicity Director: Byron Taggart  
 Chief Engineer: Joseph Mitchell

**WHBO—Tampa—1948**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned By: Gateway Broadcasters, Inc.



*Vic Diehm says . . .*

*In This Big Northern*

*Florida Market*

**Everywhere You Go There's wTAL Radio**

*"The Voice of Progress"*

Everywhere you hear WTAL—selling the big tuned-in audience of northern Florida-southern Georgia. Cover this Third-of-Billion-Dollar income market thoroughly and profitably with WTAL . . . newest member of the "Vic" Diehm Radio Group.

|              |               |
|--------------|---------------|
| Population   | 337,100       |
| Income       | \$341,912,000 |
| Retail Sales | \$290,452,000 |

|                              |              |
|------------------------------|--------------|
| METROPOLITAN TALLAHASSEE     |              |
| Florida's Newest Metro. Area |              |
| \$6,047                      | \$5,234      |
| Family Income                | Family Soles |

5000 WATTS  
 1270 on the Dial

**WTAL TALLAHASSEE, FLORIDA**

Represented Nationally by  
 Robert Meeker Associates, Inc.



Business Address.....11,011 Florida Ave.  
 Tel.: WE 5-3171.....Independent  
 Rep.....Charles Bernard  
 President.....John A. Boling  
 Gen. Mgr.....Bob A. Martin  
 Commercial Manager.....Bob Ross  
 Program Director.....Bonita Fishback  
 Chief Engineer.....Bill Polk

**WWTB—Tampa—1950**

Frequency: 1300 Kc.....Power: 5 Kw. d.  
 Owned By.....Tison Bcstg. Co.  
 Address.....113 E. La Fayette St.  
 Tel.: 28-024.....KBS  
 Representative.....John E. Pearson  
 Pres., Gen. Mgr.....W. Walter Tison  
 Sales Prom., Pub. Dir.....Nick Stemmler  
 Program Director.....Bill Beatty  
 Chief Engineer.....J. B. Tison

**WTMP—Tampa—1954**

Frequency: 1150 Kc.....Power: 5000 Watts d.  
 Owned.....Rounsaville Radio Stations  
 Address.....Box 1101, Washington Blvd.  
 Tel.: 4-1109.....Independent  
 Reprs.....Gill-Perna  
 President.....R. W. Rounsaville  
 Sta. Mgr.....Jack Everbach  
 Sales Mgr.....Harold Walker  
 Sales Prom. Mgr.....David McLain  
 Chief Engineer.....Warren Kauffman

**WDCL—Tarpon Springs—1954**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Clearwater Bcstg. Corp.  
 Address.....Box 1558, Clearwater  
 Tel.: CL 8-5411.....KBS  
 Newspaper Affil.....Democrat Times  
 Station Rep.....Rambeau  
 President.....Hodding Carter  
 General Mgr.....Ross Charles  
 Comm., Sales Prom. Mgr.....C. Art Roach  
 Station Mgr.....Jim Garrett  
 Program Dir.....John Stage  
 Chief Engineer.....Ted Seaman

**WRMF—Titusville—1957**

Frequency: 1050 Kc.....Power: 500 Watts  
 Owned-Operated By.....WRMF, Inc.  
 Address.....Box 666  
 Tel.: 1029.....Independent  
 President.....Richard M. Fairbanks  
 Gen., Sta. Mgr.....Robert L. Bright  
 Sales Promotion Mgr.....Denver Westerfield  
 Program Director.....Sanford Paul  
 Publicity Director.....Tony Fairbanks  
 Chief Engineer.....G. K. Fulk

**WNSM—Valparaiso—1958**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Bay Bcstg. Co.  
 Address.....Box 608  
 General Mgr.....K. M. Richards  
 Chief Engineer.....E. C. Allmon

**WAXE—Vero Beach—1954**

Frequency: 1370 Kc.....Power: 1 Kw.

Owned.....WNTM, Inc.  
 Address.....P. O. Box 397  
 Tel.: 5405.....KBS  
 Rep.....Hollingbery  
 Gen. Mgr.....W. Eccles Huff  
 Sales Manager.....James H. Driscoll

**WTTB—Vero Beach—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tropics, Inc.  
 Address.....1536 20th St.  
 Tel.: Jordan 2-5454.....MBS  
 President.....Sen. Merrill P. Barber  
 Gen., Sta. Mgr.....Earl Stockmeier  
 Commercial Manager.....James Cinque  
 Sales Prom., Prog. Dir.....Wm. E. Turner  
 Chief Engineer.....Stanley E. Wood

**WJOE—Ward Ridge—1956**

Frequency: 1570 Kc.....Power: 250 Watts, d.  
 Owned By.....Vacationland Bcstg. Co.  
 Address.....P. O. Box 996, Port St. Joe  
 Tel.:.....BAL 7-2426  
 President.....W. R. Powell  
 Station Mgr.....Martin Bagley

**WAUC—Wauchula—1958**

Frequency: 1310 Kc.....Power: 500 Watts, d.  
 Owned By.....Hardee Bcstg. Co.  
 Address.....Cemetery Road  
 Tel.: Prospect 3-4271.....KBS  
 President.....R. S. Taylor  
 Gen., Comm. Mgr.....Claude White  
 Chief Engineer.....Robert Ford

**WEAT—West Palm Beach  
1948**

Frequency: 850 Kc.....Power: 1 Kw. d. n.  
 Owned.....WEAT-TV Inc.  
 Address.....P. O. Box 70  
 Tel.: TE 3-9668.....NBC  
 Representative.....Weed  
 President.....Rex Rand  
 V.P., Gen. Mgr.....Bertram Lebhar, Jr.  
 Commercial Mgr.....Godfrey M. Lebhar III  
 Program Dir.....Peter F. Cola  
 Chief Engineer.....J. Ross McPherson

**WIRK—West Palm Beach  
1947**

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.....MBS  
 Representative.....T. F. Clark  
 Pres., Gen. Mgr.....Joseph S. Field, Jr.  
 Sales & Operations Mgr.....Rome Hartman  
 Chief Engr.....William Heitzman

**WJNO—West Palm Beach  
1936**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WJNO, Radio

## FLORIDA-GEORGIA

Bus. Address... 1500 N. Flagler Dr., Box 189  
 Tel.: TE 2-3638 ..... CBS  
 Representative ..... Meeker  
 Gen., Comm. Mgr. .... H. V. McMillan  
 Station Manager..... Harvey D. Murphy  
 Chief Eng. .... Curtis Brinson

### WGOA—Winter Garden—1958

Frequency: 1600 Kc. .... Power: 1 Kw.  
 Owned By..... E. V. Price  
 Business Address..... P. O. Winter Garden  
 Tel.: OLYmpic 6-3709..... Independent  
 Station Mgr..... E. V. Price  
 Prog. Dir..... Nathan Price  
 Chief Engineer..... Ed Lockwood

### WINT—Winter Haven—1958

Frequency: 1360 Kc. .... Power: 1 kw., d.  
 Owned By..... Winter Haven Bcstg. Co.  
 Address ..... Dundee Road  
 Manager..... A. L. Fazzari

Commercial Mgr..... E. E. Sturgeon  
 Program Dir..... M. P. Savas

### WSIR—Winter Haven—1947

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..... MBS  
 Representative..... Devney & Co.  
 Pres., Gen. Mgr..... Lawrence Rollins  
 Commercial Manager..... Harry Carroll  
 Program Director..... Richard Eyrich  
 Chief Engineer..... L. Orden Craig

### WABR—Winter Park—1954

Frequency: 1440 Kc. .... Power: 5 Kw.  
 Owned By..... Contemporary Bcstg. Co.  
 Address..... P. O. Box 7547  
 Tel.: 5-7631..... Independent  
 Sta. Rep. .... Rambeau, Dora-Clayton  
 Gen. Manager..... Tom Sawyer  
 Chief Engineer..... J. R. Campbell

Pop.: 3,809,000

Families: 1,003,000

Radio Homes: 999,000

## Georgia

Stations in State: 124

TV Homes: 744,000

TV Stations: 13

### WAAG—Adel—1955

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By..... Cook County Bcstg. Co.  
 Address..... P. O. Box 508  
 Tel.: 8571..... KBS  
 President..... W. M. Forshee  
 Gen., Sta. Mgr..... Esther Shepherd  
 Comm. Mgr., Prog. Dir..... Don H. Wingate  
 Sales Prom. Mgr..... Robert Barker  
 Publicity Director..... Jim Wiley  
 Chief Engineer..... E. R. Ridenour

### 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..... KBS  
 Representative..... Thomas F. Clark  
 President..... James S. Rivers  
 Gen. Mgr..... Richard B. Smith  
 Station Mgr..... R. V. Rogers

### WCQS—Alma—1957

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By..... Queen City Bcstg. System  
 Business Address..... P.O. Box 304  
 Tel.: 4681..... KBS  
 Station Representative..... Harry Cannon  
 Gen. Sta. Mgr..... Dane Bruce  
 Comm. Pub. Dir..... Joyce Holton  
 Sales Prom. Mgr..... Tom Owens, Jr.  
 Program Director..... Bill Harrison  
 Chief Engineer..... Mervin Hill

### WALB—Albany—1941

Frequency: 1590 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... Herald Publishing Co.  
 Address ..... Stuart Ave.  
 Tel.: HE 5-8386..... Independent  
 Newspaper Affiliation ..... Herald  
 Representative ..... Burn-Smith  
 President..... James H. Gray  
 Gen. Sta. Mgr..... Raymond E. Carow  
 Commercial Mgr..... Joseph E. Davis  
 Program Dir..... Roger Mansfield  
 Chief Engineer..... Bruce Singleton

### WDEC—Americus—1947

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... The Americus Bcstg. Co.  
 Business-Studio Address..... Rembert Bldg.  
 Tel.: 3681..... KBS  
 Representative..... Dora-Clayton, Indie Sales  
 Pres., Gen. Mgr..... Charles C. Smith  
 Chief Engineer..... Raymond C. LaPrade

### WGPC—Albany—1933

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Albany Bcstg. Co.  
 Business-Studio Address..... New Albany Hotel  
 Tel.: HE 2-1277..... CBS  
 Representative..... George P. Hollingbery  
 President..... J. W. Woodruff, Jr.  
 Gen., Comm. Mgr..... L. M. George  
 Program Director..... Walter H. Flint  
 Chief Engineer..... Redus Carlton

### WDOL—Athens

Frequency: 1470 Kc. .... Power: 1 Kw. d.  
 Owned..... S.E. Bcstg. System  
 Address ..... Box 429

Tel.: LI 8-1354.....KBS  
 Representative.....Clark  
 President.....James S. Rivers  
 Program Director.....Chuck Goddard  
 Publicity Director.....Bob Patrick  
 Chief Engineer.....Bill Wilson

**WGAU—Athens—1938**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clarke Bcstng. Corp.  
 Address.....Bobbin Mill Rd.  
 Tel.: LI 6-6575.....CBS  
 Representative.....Pearson  
 Pres., Gen., Sta. Mgr.....H. Randolph Holder  
 Comm. Mgr.....J. Thomas Lloyd  
 Program Director.....Mary Betts  
 Chief Engineer.....Les Brooks

**WRFC—Athens—1948**

Freq.: 960 Kc.....Power: 5000 Wts. d., 500 ni.  
 Owned-Operated By.....Radio Athens, Inc.  
 Business-Studio Add.....279½ N. Lumpkin St.  
 Tel.: LI 3-3411.....Independent  
 Representative.....Bob Dore  
 Pres., Gen. Mgr.....L. H. Christian  
 Commercial Manager.....Claude Williams, Jr.  
 Sales Prom., Pub. Dir.....Ed Thilenius  
 Program Director.....Ed Sharpe  
 Chief Engineer.....Lucius D. Drewry

**WAGA—Atlanta—1937**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storer Bcstg. Co.  
 Bus.-Studio Address.....1018 W. Peachtree St.  
 Tel.: TR 2-3553.....CBS  
 Representative.....Katz  
 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  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WJW, Cleveland; WVVVA, Wheeling, W. Va.; WIBG, Philadelphia.

**WAKE—Atlanta—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WAKE Broadcasters, Inc.  
 Address.....Georgian Terrace Hotel  
 Tel.: TR 5-8511.....Independent  
 Representative.....Adam Young  
 President.....Gerald A. Bartlett  
 General Manager.....Morton J. Wagner  
 Station Manager.....Mrs. Jayne Swain  
 Program Director.....Gene Blaine  
 Chief Engineer.....Robert G. Appling  
 Owners of: WOKY, Milwaukee; KCBO, San Diego, Calif.; WYDE, Birmingham; KYA, San Francisco.

**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.....Independent

Representative.....Forjoe  
 Pres., Comm. Mgr.....Stan Raymond  
 Station Mgr.....Dorothy Davis  
 Prog. Dir.....Zenas Sears  
 Chief Engineer.....Eathel Howell

**WERD—Atlanta—1948**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Studio Address.....330 Auburn Ave., N.E.  
 Tel.: JA 4-0666.....Independent  
 Representative.....Interstate  
 General Manager.....J. B. Blayton, Jr.  
 Comm. Mgr.....Albert H. Saddler  
 Program Director.....Preston Moblely  
 Chief Eng.....William F. Kennedy

**WGKA—Atlanta—1955**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Glenkaren Associates, Inc.  
 Address.....1140 Peachtree St., N.E.  
 Tel.: TR 6-6228.....Independent  
 Representative.....Good Music Bcstrs.  
 President.....Locke E. Glenn  
 General Manager.....John P. Culver  
 Comm. Mgr.....E. Lee Nance  
 Chief Engineer.....J. J. Killinsworth

**WGST—Atlanta—1923**

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.....ABC  
 Representative.....Venard, Rintoul & McConnell  
 Gen., Sta. Manager.....Jack Collins  
 Commercial Mgr.....Bill Estes  
 Prod. Mgr.....Peter Thomas  
 Sales Prom. Mgr.....Agnes Gaines  
 Ch. Eng.....John M. Van Horn

**WIIN—Atlanta—1957**

Frequency: 970 Kc.....Power: 5 Kw.  
 Owned-Operated By.....WIIN, Inc.  
 Address.....Atlanta Biltmore Arcade  
 Tel.: TR 5-8453.....Independent  
 Representative.....Weed and Co.  
 President.....Emil J. Arnold  
 General Manager.....Dale S. Phares  
 Program Director.....Don Meyers  
 Chief Engineer.....Jerry Norman

**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.....Independent  
 Station Rep.....Gill-Perna, Inc.  
 Pres., Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Frank Erwin  
 Commercial Manager.....Lee Smith  
 Program Dir.....Joyce Monroe  
 Chief Engineer.....Elton B. Chick

**WSB—Atlanta—1922**

Frequency: 750 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Atlanta Newspapers, Inc.

# GEORGIA

Business Address.....1601 W. Peachtree N.E.  
Tel.: TRinity 5-7221.....NBC  
Newspaper Affiliation.....Journal, Constitution  
**Representative**.....**Edward Pezry**  
President.....James M. Cox, Jr.  
Gen. Manager.....Frank Gaither  
Exec. Dir.....J. Leonard Reinsch  
Commercial Manager.....Lee Morris  
Sales Promotion Manager.....Holt Gewinner  
Prog. Dir.....Elmo Ellis  
Pub. Dir.....Walter Paschall  
Ch. Eng.....R. H. Holbrook

## WYZE—Atlanta—1956

Frequency: 1480 Kc.....Power: 5 Kw. d.  
Owned.....Atlanta Bcstg. Co., Inc.  
Business Address.....200 Henry Grady Bldg.  
Tel.: JA 4-1953.....MBS  
Representative.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....George C. Nicholson  
Station Manager.....Roy V. Harris  
Commercial Manager.....Maurie Rich  
Program Director.....Larry Morris  
Chief Engineer.....Lawson Leake

## WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned.....Garden City Bcstg.  
Address.....Bon Air Hotel  
Tel.: REgent 3-4441.....Independent  
Sta. Rep.....Rambeau, Clarke Brown  
Gen. Mgr.....Geo. C. Nicholson  
Sta., Comm. Mgr.....J. Louie Solomon  
Program Director.....Wm. F. Atwood, Jr.  
Chief Engineer.....J. C. Atkinson

## WBBQ—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Savannah Valley Bcstg. Inc.  
Address.....515 15th St.  
Tel.: PArk 4-5441.....MBS  
Representative.....Everett-McKinney, Inc., For Joe  
President.....George Weiss  
Gen., Sta., Comm. Mgr.....Edward H. Dunbar  
Prom. Mgr.....William Kirchheim  
Program Director.....George W. Fisher  
Chief Engineer.....Kenneth Freeman

## WBIA—Augusta—1946

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Augusta Broadcasting Co.  
Address.....15-Eighth Street  
Tel.: PArk 4-2421.....NBC-KBS  
Representative.....Dixieland; Walker-Rawalt  
President, Gen. Mgr.....W. Ray Ringson  
Sta., Comm. Mgr.....J. R. Owens, Jr.  
Program Director.....Frank Doyle  
Chief Engineer.....C. M. Callicott

## WAVO—Avondale Estates 1958

Frequency: 1420 Kc.....Power: 500 Watts  
Owned By.....Great Commission Gospel Assoc.  
Business Address.....P.O. Box 25  
Tel. DRake 8-8808.....Independent  
Pres., Gen. Mgr.....L. E. Latham  
Program Director.....Joy Simpson  
Chief Engineer.....J. Carl Meeks

## WGAC—Augusta—1940

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.....ABC  
**Representative**.....**Avery Knodel**  
Pres., Gen. Mgr.....A. D. Willard, Jr.  
Commercial Mgr.....Martin E. White  
Program Dir.....Ben Mayo  
Chief Engineer.....R. F. Bobo

## WRDW—Augusta—1930

Frequency: 1480 Kc.....Power: 5000 Watts  
Owned By.....Southeastern Newspapers, Inc.  
Business Address.....News Bldg.  
Tel.: TA 4-5432.....CBS  
Newspaper Affiliation.....Chronicle; Herald  
Representative.....Branham  
General Manager.....J. W. Hicks  
Sta., Comm. Mgr.....Cliff W. Bowers  
Program Director.....Paul T. Reidy  
Publicity Director.....Don Shepherd  
Chief Engineer.....Joseph P. Gill

## WAZA—Bainbridge—1958

Frequency: 1360 Kc.....Power: 1000 Watts, d.  
Owned By.....Radio Bainbridge, Inc.  
Business Address.....108 E. Broughton St.  
Tel.: 838.....Independent  
Station Representative.....Dora-Clayton  
Pres., Gen. Mgr.....Joe Grollman  
Comm., Sta. Mgr.....Joe Hill  
Sales Prom. Mgr.....Edna Nix  
Program Director.....Ray Read  
Publicity Director.....Audrey Cliett  
Chief Engineer.....Royce Plummer

## WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.  
Owned-Operated By.....Decatur Bcstg. Co.  
Address.....Box 375  
Tel.: 776.....KBS  
Representative.....Grant Webb  
Pres., Gen. Mgr.....John A. Dowdy  
Sta. Mgr., Ch. Engr.....Walter Freeman  
Commercial Manager.....Paul L. Brigham  
Sales Prom., Pub. Dir.....Doug Cutts  
Program Director.....Lewis F. Johnson

## WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Tri-City Bcstg. Sys.  
Address.....Box 265  
Tel.: 3000.....KBS  
Pres., Gen. Mgr.....Farnell O'Quinn  
Sta. Mgr., Chief Eng.....Max McKenzie  
Comm. Mgr.....Joan O'Quinn  
Prog. Dir.....Danny Rattliff  
Publicity Director.....Jerry Allnock

## WWCC—Bremen—1957

Frequency: 1440 Kc.....Power: 500 Watts  
Owned By.....W. Georgia Bcstg. Co.  
Address.....111 Parkway Circle  
Tel.: LE 7-3275.....Independent  
President.....J. J. Manghan, Jr.

Gen., Sta. Mgr. .... Tom W. Smith, Jr.  
 Commercial Mgr. .... Lee Williams  
 Program Dir. .... Lou Smith  
 Sales Prom. Mgr. .... W. A. Pierce, Jr.  
 Publicity Dir. .... Blanche Manghan  
 Chief Engineer. .... James E. McKay

**WGIG—Brunswick—1949**

Frequency: 1440 Kc. .... Power: 5 Kw.  
 Owned-Operated By ... Brunswick Bcstg. Corp.  
 Business-Studio Address. .... 1514 Union St.  
 Tel.: 2714. .... ABC  
 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**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Radio Brunswick Inc.  
 Business Address. .... Torras Causeway  
 Tel.: AMherst 5-5980. .... KBS  
 Representative. .... Indie Sales  
 President. .... Allen Woodall  
 General Manager. .... Tom Doughty  
 Comm. Mgr. .... Lew Carter  
 Sales Promotion Mgr. .... John Vroman  
 Pub. Dir. .... Mary J. McEvan  
 Chief Engineer. .... Cecil Tankersley

**WDMF—Buford—1956**

Frequency: 1460 Kc. .... Power: 1 Kw.  
 Owned. .... Lanier Broadcasting Co.  
 Address. .... Harmony Rd.  
 Tel.: 3555. .... KBS  
 President. .... Robert L. Schuessler  
 Gen., Comm. Mgr. .... William P. Coulter  
 Chief Engineer. .... Clinton Provoat

**WGRA—Cairo—1950**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Grady Mitchell Bcstg. Co.  
 Address. .... Bainbridge Rd.  
 Tel.: 2-4392. .... KBS  
 Station Rep. .... Indie  
 Gen. Mgr. .... Lowell E. Takles  
 Prom. Mgr. .... Bernice Portas

**WCGA—Calhoun—1953**

Frequency: 900 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Gordon Cty. Bcstg. Co.  
 Address. .... 112½ Court Street  
 Tel.: 2111. .... Independent  
 Rep. .... Indie Sales  
 General Manager. .... R. R. Magill  
 Sales Manager. .... Judy Magill  
 Program Director. .... Richard Bowman

**WCLB—Camilla—1954**

Frequency: 1220 Kc. .... Power: 1000 Watts  
 Owned. .... Capel Bcstg. Co.  
 Address. .... P. O. Box 147  
 Tel.: 2776. .... KBS  
 General Mgr. .... Russell A. Browne

Commercial Mgr. .... Charlie Browne  
 Chief Engineer. .... Dan O'Keefe

**WCHK—Canton—1957**

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
 Owned. .... Cherokee Bcstg. Co., Inc.  
 Business Address. .... Canton, Ga.  
 Tel.: GREENwood 9-2101. .... KBS  
 Representative. .... Dixieland  
 President. .... C. A. McClure  
 Sta. Mgr. .... Mike McDougald  
 Comm. Mgr. .... Bob Peterson  
 Sales Promotion Mgr. .... Gene Mikell  
 Publicity Director. .... Byron Dobbs  
 Chief Engineer. .... Jim Axel

**WLBB—Carrollton—1946**

KBS

Frequency: 1100 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Carroll Bcstg. Co., Inc.  
 Business-Studio Address. .... Bremen Road  
 Tel.: TE 2-7041. .... KBS  
 Representative. .... Indie Sales  
 Pres., Gen., Sta. Mgr. .... Thomas K. Vassy  
 Comm. Mgr. .... J. D. Norton, Jr.

**WBHF—Cartersville—1946**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... W. R. Frier  
 Address. .... Box 71  
 Tel.: 1200. .... MBS-KBS  
 Newspaper Affiliation. .... Barton Herald  
 General Manager. .... W. R. Frier  
 Commercial Manager. .... Richard J. Sjablom  
 Prog. Dir. .... Roland Brooks  
 Ch. Eng. .... Horace E. Bridges

**WGAA—Cedartown—1941**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned. .... Polk County Bcstg. Co.  
 Business-Studio Address. .... P. O. Box 807  
 Tel.: 777. .... KBS  
 Representative. .... Dora-Clayton  
 Sta. Mgr. .... Frank Proctor

**WCLA—Claxton—1958**

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Evans County Bcstg. Co.  
 Business Address. .... P.O. Box 431  
 Tel.: 970. .... KBS  
 Representative. .... Harry J. Cannon  
 Pres., Ch. Engr. .... Howard C. Gilreath  
 Gen., Sta. Mgr. .... Lowell L. Register  
 Program Director. .... Janice J. Register

**WCLS—Columbus—1955**

Frequency: 1580 Kc. .... Power: 1,000 Watts, d.  
 Owned-Oper. By. .... Muscoage Bcstg. Co.  
 Address. .... 1028½ Broadway  
 Tel.: FA 7-3648. .... Independent  
 Representative. .... Walker-Rawalt; Clayton  
 Pres., Gen. Mgr. .... Charlie H. Parish, Jr.  
 Commercial Manager. .... Billy Freeman

# GEORGIA

## WDAK—Columbus—1943

Freq.: 540 Kc. Power: 5000 Watts d., 500 n.  
 Owned-Operated By... Radio Columbus, Inc.  
 Business-Studio Address... Martin Bldg.  
 Tel.: FA 2-5447. NBC  
 Station Representative... Headley Reed  
 Pres., Gen. Mgr... Allen M. Woodall  
 Commercial Manager... William Massie  
 Sales Promotion Mgr... Allen M. Woodall, Jr.  
 Program Director... Lamar Lynn  
 Publicity Director... Norman Bishop  
 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. MBS  
 Representative... Bob Dore  
 Pres., Gen. Mgr... C. A. McClure  
 Station Manager... Carolyn Milstead  
 Commercial Manager... Mary Louise Reese  
 Sales Promotion Manager... R. H. Ruppel  
 Prog. Dir... W. L. Bowick Jr.  
 Publicity Director... Bud Bryant  
 Chief Engineer... F. Keith Brown

## WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

## WRBL—Columbus—1928

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By... Columbus Bdcstg. Co.  
 Business-Studio Address... 1350-13th Ave.  
 Tel.: FA 2-0601. CBS  
 Newspaper Affil... Page Corp.  
 Sta. Rep... Hollingbery  
 Pres., Gen. Mgr... J. W. Woodruff Jr.  
 Sta., Comm. Mgr... Walter Graham  
 Sales Prom. Mgr... Eleanor Whitelaw  
 Prog. Dir... David Lea  
 Pub. Dir... G. Brougham  
 Chief Engineer... Joseph Gamble

## WJJC—Commerce—1957

Frequency: 1270 Kc. Power: 1 Kw.  
 Owned-Operated By... Jackson County Bcstg. Co.  
 Address... Box 239  
 Tel.: FEderal 5-3155. Independent  
 Newspaper Affiliation... Commerce News  
 President... Albert S. Hardy  
 Gen., Comm. Mgr... Grady Cooper  
 Sales Promotion Manager... Jim Mowry  
 Program Director... Elizabeth Layton  
 Publicity Director... Bill Anderson  
 Chief Engineer... William J. Evans

## WMJM—Cordele—1940

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Southeastern Bcstg. System  
 Business-Studio Address... 20th Ave. & B St.  
 Tel.: 666. MBS-KBS  
 Representative... T. F. Clark  
 President... James S. Rivers  
 General Mgr... William E. Blizard, Jr.  
 Comm. Manager... Willard Belote

## WCON—Cornelia—1953

Frequency: 1450 Kw. Power: 250 Watts  
 Owned-Oper. By... Habersham Bcstg. Co.  
 Address... Burrell St.  
 Tel.: 1450. Independent  
 Representative... Indie Sales, Inc.  
 Pres., Gen. Mgr... Jack Bradley  
 Sta., Comm. Mgr... Billy C. Massey  
 Publicity Director... Mrs. Janet Davison  
 Chief Engineer... Eugene F. Hayes

## WGFS—Covington—1953

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned... R. William & Betty J. Hoffman  
 Address... P. O. Box 869  
 Tel.: 2337. KBS  
 Representative... Sears & Ayer  
 Gen., Comm. Mgr... Bill Hoffman  
 Program Dir... David Snodgrass  
 Publicity Director... Grier Stephenson

## WBLJ—Dalton—1940

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Dalton Bdcstg. Corp.  
 Business Address... River Bend Rd.  
 Tel.: Broadway 8-3300. MBS, KBS  
 Pres., Gen. Mgr... L. C. McCall  
 Commercial Mgr... James L. Clark

## WRCD—Dalton—1954

Frequency: 1430 Kc. Power: 1000 Watts

**Big  
Johnny  
Reb**

**540 KC**

**5000 24-Hour  
Watts Operation**

Pop. .... 1,446,600  
 E.B.I. .... \$1,905,247,000  
 Source: Sales Management  
 Survey of Buying Power

Call  
 Headley-Reed  
 or  
 James Ayers



**COLUMBUS, GEORGIA**

*First on the Dial in Dixie*



**Owned-Oper. By**.....Whitefield Bcstg. Co.  
**Address** .....104 Pentz Street  
**Tel.:** 1892.....Independent  
**Representative**.....Dora-Clayton  
**General Manager**.....Jim Honey  
**Comm. Manager**.....Ed Jordan  
**Program Director**.....Patty Hampton

**WDWD—Dawson—1948**

**Frequency:** 990 Kc.....**Power:** 1000 Watts D.  
**Owned-Operated By**.....Dawson Bdcstg. Co.  
**Trans.-Bus.-Studio Address**.....Box 390  
**Tel.:** 416.....KBS-MBS  
**Representative**.....Indie Sales  
**General Manager**.....W. C. Woodall, Jr.  
**Program Director**.....Barney Parnacott

**WEAS—Decatur—1947**

**Frequency:** 1010 Kc.....**Power:** 50 Kw. d.  
**Owned**.....WEAS, Inc.  
**Business Address**.....Decatur, Ga.  
**Tel.:** DR 3-2521.....Independent  
**Representative**.....Stars National  
**Station Manager**.....Warren Roberts  
**Commercial Manager**.....Dewey May  
**Program Director**.....Bob Prather  
**Chief Engineer**.....Malcolm Moore

**WDMG—Douglas—1947**

**Frequency:** 860 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....WDMG, Inc.  
**Business Address**.....Box 590  
**Tel.:** 1150.....KBS  
**Representative**.....Dora-Clayton  
**President**.....B. F. J. Timm  
**General Mgr.**.....Mary Jarrard  
**Comm. Mgr.**.....Roy L. Jones

**WSIZ—Douglas—1957**

**Frequency:** 1310 Kc....**Power:** 1000 Watts d.  
**Owned**.....Fernandina Beach Bcstrs.  
**Address**.....P. O. Box 202  
**Tel.:** 1140.....Independent  
**President**.....Marshall W. Roland  
**Gen., Sta. Mgr.**.....Joe Vincent Trankina  
**Commercial Manager**.....Ed Lund  
**Program Director**.....Laverne Hall  
**Chief Engineer**.....Earl McRae

**WMLT—Dublin—1945**

**Frequency:** 1330 Kc.....**Power:** 1 Kw.  
**Owned-Operated By**.....Dublin Bdcstg. Co.  
**Business Address**.....Franklin St.  
**Tel.:** 871.....MBS-KBS  
**General Manager**.....W. Newton Morris  
**Sta. Mgr.**.....Frank Floyd Jr.

**WXLJ—Dublin—1958**

**Frequency:** 1440 Kc.....**Power:** 1 kw., d.  
**Owned By**.....Radio South, Inc.  
**Address**.....P. O. Box 826  
**President**.....J. A. Belling  
**Gen., Prom. Mgr.**.....J. M. Holland  
**Comm., Chief Eng.**.....W. C. Courson  
**Program Dir.**.....H. F. Lomanac

**WTJH—East Point—1949**

**Frequency:** 1260 Kc.....**Power:** 5000 Watts d.  
**Owned-Operated By**.....James S. Rivers  
**Address**.....2146 Dodson Drive  
**Tel.:** DI 4-2233.....KBS  
**President**.....James S. Rivers  
**Station Manager**.....James A. Davenport  
**Sales Promotion Mgr.**.....Ray Kinnamon  
**Program Director**.....Claude V. Jones  
**Publicity Director**.....Elizabeth Hall  
**Chief Engineer**.....William J. Hill III

**WSGC—Elberton—1946**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Elberton Bcstg. Co.  
**Address**.....Elberton  
**Tel.:** Elberton.....KBS  
**Representative**.....Continental  
**Manager**.....Melvin C. Gorman

**WBHB—Fitzgerald—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Ben Hill Bdcstg. Corp.  
**Address**.....Box 472  
**Tel.:** 2077.....MBS-KBS  
**Representative**.....Dora-Clayton  
**President**.....Otto Griner  
**Gen. Mgr.**.....Paul E. Reid  
**Commercial Manager**.....Tony Carter  
**Program Director**.....Janet Willingham  
**Chief Engineer**.....Mike Pelton

**WFPM—Fort Valley—1951**

**Frequency:** 1150 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Peach Belt Bcstg. Co.  
**Address**.....Atlantic Highway  
**Tel.:** TA 5-5547.....KBS  
**Representative**.....Indie Sales, Keystone  
**President**.....E. J. Young  
**Gen. Sta. Mgr.**.....Harris H. Hafer  
**Program Director**.....Fantroy Fore  
**Chief Engineer**.....James Varner

**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.....Independent  
**Representative**.....Thomas F. Clark, Dixieland  
**Pres., Gen. Manager**.....John W. Jacobs, Jr.  
**Comm. Mgr.**.....Claire Palmour  
**Chief Engineer**.....Gilmer Hulsey

**WGGA—Gainesville—1941**

**Frequency:** 550 Kc. **Power:** 5 Kw. d.; 500 W. n.  
**Owned-Operated By**.....Blue Ridge Bdcstg. Co.  
**Business Address**.....Press-Radio Center  
**Tel.:** LE 2-6211.....MBS-KBS  
**Newspaper Affil.**.....Daily Times  
**Representative**.....Rambeau, Vance, Hopple  
**President**.....Charles A. Smithgall  
**General Manager**.....Robert Schwab  
**Commercial Manager**.....James A. Hartley  
**Program Dir.**.....William A. Sellers  
**Publicity Director**.....Ed Storie  
**Chief Engineer**.....Wilbert Darracott

**WLAB—Gainesville—1956**

Frequency: 1580 Kc. Power: 5 Kw., d.  
Owned. Hall County Bcstg. Co.  
Business Address. 117½ W. Washington St.  
Tel.: LE 2-6331 Independent  
Representative Dora-Clayton  
Pres., Gen. Mgr. Ernest H. Reynolds, Jr.  
Sta. Mgr., Prog. Dir. Jim Stevenson  
Comm. Sales Prom. Mgr. Larry Latham  
Publicity Director Gene Robinson

**WHIE—Griffin—1952**

Frequency: 1320 Kw. Power: 1000 Watts d.  
Owned-Oper. By. Telerad, Inc.  
Address Box 971  
Tel.: 9451 Independent  
Representative Dixieland; ForJoe  
Pres., Comm. Mgr. John T. Williams  
Sta., Program Dir. Fred L. Watkins  
Publicity Dir. Mrs. Genie Keene

**WKEU—Griffin—1934**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Radio Station WKEU  
Address Macon Rd.  
Tel.: 5507 MBS-KBS  
General Manager A. W. Marshall Jr.

**WKLY—Hartwell—1947**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By. WKLY Bcstg. Co.  
Business Address P.O. Box 430  
Tel.: FR 6-2222 Independent  
Newspaper Affil. Hartwell Sun  
Representative Harry J. Cannon  
Pres., Gen. Mgr. Max G. Pfander  
Commercial Manager Burch Griffin  
Program Director Ken Winchester  
Chief Engineer Broadus McLane

**WCEH—Hawkinsville—1952**

Frequency: 610 Kc. Power: 500 Watts  
Owned. Tri-County Bcstg. Co., Inc.  
Address Box 134  
Tel.: TW 3-3381 KBS  
Station Representative Gannon, Clark  
President D. R. Jackson  
Gen., Sta. Mgr. J. D. Popwell  
Sales Prom. Public R. Jackson  
Program Director Jerry Conrad  
Chief Engineer Robert Singleton

**WGML—Hinesville—1958**

Frequency: 990 Kc. Power: 250 Watts  
Owned By. Liberty Bcstg. Co., Inc.  
Address Box 15  
Tel.: TR 6-3599 Independent  
President Roscoe Denmark  
Gen., Comm. Mgr. Don Kordecki  
Program Dir. Bill Scott  
Chief Engineer James M. Wilder

**WBGR—Jesup—1949**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By. Altamaha Bcstg. Co.

Address P. O. Box 147  
Tel.: GA 7-2444 KBS  
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**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Oper. By. Radio Dixie, Inc.  
Business Address 41-B N. Main St.  
Tel.: 4-7676 KBS  
Representative Harry Cannon  
President J. A. Gallimore  
Gen., Sta. Mgr. C. W. Gwyn  
Chief Engineer Charles M. Lowry Jr.

**WLAG—La Grange—1941**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By. LaGrange Bcstg. Co.  
Business Address WLAG Bldg.  
Tel.: TUXedo 2-3505 MBS, KBS  
Newspaper Affil. Daily News  
Rep. Indie Sales; Dixieland Stations  
President Roy C. Swank  
General Manager Edwin Mullinax  
Program Director Faye Scarborough  
Chief Engineer James McKay

**WTRP—LaGrange—1953**

Frequency: 620 Kw. Power: 1000 Watts  
Owned. Chattahoochee Bcstg. Co., Ltd.  
Address Hammitt Bldg.  
Tel.: 9877 Independent  
Transcription Service Thesaurus  
Representative McGillvra  
Partner, Gen. Mgr. Byron H. Hurst, Jr.  
Sta., Comm. Mgr. George Pettlett

**WBML—Macon—1940**

Frequency: 1240 Kc. Power: 250 Watts  
Owned. Middle Georgia Bcstg. Co.  
Business Address 230 Second St.; Box 1325  
Tel.: Sherwood 3-5454 Independent  
Representative ForJoe  
President C. R. Rader  
Gen., Sta. Mgr. Georg W. Patton  
Program Director Don King  
Chief Engineer C. L. Wilder

**WCRY—Macon—1957**

Frequency: 900 Kc. Power: 250 Watts, d.  
Owned-Operated By. Bill Keller  
Address 1230 Cowan Street  
Tel.: SHerwood 3-9348 Independent  
President Bill Keller  
Gen. Sta. Mgr. Robert V. Rogers  
Chief Engineer Frank Huff

**WIBB—Macon—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Peach State Bcstg. Co., Inc.  
Business Address Professional Bldg.  
Tel.: SHerwood 2-2505 Independent  
Representative Walker-Rawalt; Clayton  
Pres., Gen. Mgr. Thomas H. Maxwell  
Commercial Manager Donald C. Frost

**WMAZ—Macon—1922**

Freq.: 940 Kc. Power: 50,000 Wts. d., 10,000 n.  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Address.....Bankers Insurance Bldg.  
 Tel.: SHerwood 2-7373.....CBS  
 Representative.....Avery-Knodel  
 Pres., Ch. Engr.....George P. Rankin, Jr.  
 General Manager.....Wilton E. Cobb  
 Commercial Mgr.....Frank Crowther  
 Sales Prom., Pub. Dir.....Joe Andrews

**WNEX—Macon—1945**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Macon Bcstg. Co.  
 Business-Studio Address...2254 Rogers Place  
 Tel.: SH 5-3301.....ABC, MBS  
 Newspaper Affil..Macon Telegraph Pub. Co.  
 Representative.....Bramham  
 President.....E. M. Lowe  
 Gen., Sta. Mgr.....Alfred Lowe  
 Program Director.....Mary A. Thompson  
 Ch. Eng.....E. Farber

**WYTH—Madison—1955**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Madison Bcstg. Co.  
 Business Address...Beacon Heights; Box 29  
 Tel.: 761.....KBS  
 Station Representative.....Continental  
 Pres., Comm. Mgr.....Henry W. Lanham  
 Gen., Sta. Mgr.....Wayne Foster  
 Sales Promotion Mgr.....Dorris Clark  
 Program Director.....Jim Crosley

**WFDR—Manchester—1957**

Frequency: 1370 Kc.....Power: 1 Kw. d.  
 Owned.....Radio Manchester, Inc.  
 Address.....Box 447  
 Tel.: TH 6-2490.....KBS  
 President.....Elmer Loftin  
 Gen. Mgr.....Oecil 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.....Independent  
 Pres., Comm. Mgr.....Dudley D. McCaskill  
 Gen. Mgr., Chief Eng.....James Wilder  
 Program Dir.....Don Kordecki

**WFOM—Marietta—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wootum, Inc.  
 Address.....Box 131  
 Tel.: 8-3396.....MBS, KBS  
 President.....Albert L. Jones  
 Station Manager.....Gerow Carr  
 Chief Engineer.....Jean Ludwick

**WDAX—McRae—1957**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned.....Radio Telfair, Inc.

Address.....McRae, Ga.  
 Tel.: 6006.....KBS  
 Representative.....Indie Sales  
 President.....Allen M. Woodall  
 Sta. Mgr.....G. Ed Snyder  
 Commercial Manager.....Robert D. Feaster  
 Program Dir.....Lucy C. Jacobs  
 Publicity Dir.....Bruce Bostwick

**WMVG—Milledgeville—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Michael T. Landy  
 Business Address.....P.O. Box 476  
 Tel.: 2250.....MBS-KBS  
 Representative.....Harry Cannon  
 President.....Michael T. Landy  
 Sta. Mgr., Ch. Engr.....Joseph S. Boone  
 Program Director.....Josephine Ragsdale

**WGRS—Millen—1958**

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned By.....Jenkins Broadcasting Sys.  
 Business Address.....P.O. Box 773  
 Tel.: 1080.....KBS  
 President.....W. Herbert Brannen  
 Gen. Comm. Mgr., Ch. Eng...Jack V. LoPresti

**WMRE—Monroe—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Walton Bcstg. Co.  
 Address.....Box 191  
 Tel.: 8-1711.....KBS  
 Pres., Gen. Mgr.....Warren G. Gilpin  
 Station Manager.....Derral Morris  
 Prog. Dir.....Mary Jane Campbell  
 Chief Engineer.....Hamilton Masters

**WMGA—Moultrie—1939**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WMGA  
 Business Address.....Tifton Highway  
 Tel.: YU 5-5770.....ABC-KBS  
 Representative.....James S. Ayers  
 Gen. Mgr.....John F. Pidcock  
 Sta., Comm. Mgr.....Roy F. Zess  
 Program Director.....Everett Griner  
 Chief Engineer.....Lamar Beaty

**WMTM—Moultrie—1953**

Frequency: 1300 Kc.....5 Kw. d.  
 Owned-Oper. By.....Colquitt Bcstg. Co.  
 Address.....P. O. Box 531  
 Tel.: YU 5-4517.....Independent  
 Representative.....T. F. Clark  
 President.....N. B. Mills  
 Sta. Mgr., Chief Engr.....D. J. Turner

**WCOH—Newnan—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Newnan Bcstg. Co.  
 Address.....Line Street  
 Tel.: ALpine 3-4636.....MBS  
 Representative.....Cannon  
 Pres., Gen. Mgr.....James O. Hardin, Jr.  
 Comm., Sales Prom. Mgr.....J. T. Williams, Jr.  
 Chief Engineer.....Harold Ward

**WBBN—Perry—1956**

Frequency: 980 Kc. Power: 500 Watts d.  
Owned: Gateway Broadcasting Co.  
Address: Highway 41 South  
Tel.: GA 9-2980. KBS  
Representative: Thomas F. Clark  
Gen., Sta., Comm. Mgr.: Al H. Evans  
Program Director: Jim Lee  
Publicity Director: Lyndol C. Evans  
Chief Engineer: Marvin D. Strickland

**WSFB—Quitman—1955**

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Quitman Broadcasting Co.  
Address: P. O. Box 632  
Tel.: 2681. KBS  
Gen., Sta. Mgr.: Emerson W. Browne  
Program Director: Margie Bowman  
Chief Engineer: Emerson W. Browne

**WLAQ—Rome—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By: Mitchell Melof  
Address: Box 228  
Tel.: 7767. ABC  
President: Mitchell Melof  
General Manager: Don Mitchell  
Chief Engineer: Jean Ludwick

**WRGA—Rome—1929**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Operated By: Rome Bcstg. Corp.  
Business Address: P.O. Box 1187  
Tel.: 9742. MBS, KBS  
Newspaper Affil.: Gainesville Daily Times  
Representative: Walker-Rawalt  
Pres., Gen. Mgr.: Mather Payne  
Secretary-treasurer: Charles Smithgall  
Station Manager: Clarence Salmon  
Commercial Manager: Ben Lucas  
Sales Promotion Mgr.: Rube Jackson  
Program Director: Jim Roberts  
Publicity Director: Lee Mowry  
Chief Engineer: R. A. Starr

**WROM—Rome—1946**

Frequency: 710 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Coosa Valley Radio Co.  
Business-Studio Address: P. O. Drawer 473  
Tel.: 2-0833. Independent  
Representative: McGillvra  
Comm. Mgr.: Dean Covington  
Gen. Mgr.: Edward N. McKay  
Program Director: Charlie Doss

**WRIP—Rossville—1958**

Frequency: 980 Kc. Power: 500 Watts  
Owned By: Southern Broadcasting  
Address: Ellis Road  
Tel.: WYman 8-3346. Independent  
President: I. Jay Sadow  
General Mgr.: Roy Morris  
Program Dir.: Nell Woods  
Chief Engineer: John Andrews

**WSNT—Sandersville—1956**

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Washington Bcstg. Co., Inc.  
Business Address: Morningside Dr., Box 150  
Tel.: 3174. KBS  
Representative: Dixieland, Continental  
President: Herschel L. Webster  
Gen. Mgr.: John C. Foster  
Station Manager: Robert A. Kilgore  
Program Director: Mrs. Iola J. Daniel  
Publicity Director: Frank M. Roughton  
Chief Engineer: John L. Cooper

**WCOP—Savannah—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Carter C. Peterson  
Bus.-Studio Address: Georgia State Bank Bldg.  
Tel.: AD 2-4182. MBS  
Representative: Walker  
Pres., Gen. Mgr.: Carter C. Peterson  
Sta., Comm. Mgr.: Weldon Herrin

**WFRP—Savannah—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Fisher Bcstg. Co.  
Bus. Address: 219 E. Charlton St., Box 336  
Tel.: Adams 3-0478. ABC, KBS  
Representative: Everett, McKinney, Inc.  
Gen., Sta. Mgr.: John G. Williams  
Sales Prom., Pub. Dir.: Bruce Lapp  
Chief Engineer: Harvey Thackston

**WJIV—Savannah—1950**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By: WJIV, Inc.  
Business Address: 128 W. Taylor St.; Box 737  
Tel.: AD 4-7264. Independent  
Representative: Stars Natl.  
Chrmn. of Bd.: E. D. Rivers  
President: Marie B. Rivers  
Station Manager: James L. Woods  
Commercial Manager: Abram Eisenman  
Program Director: Ray G. "Danny" Clark  
Chief Engineer: J. Allen Brimmer

**WSAV—Savannah—1939**

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By: WSAV, Inc.  
Bus.-Studio Address: Liberty Natl. Bank Bldg.  
Tel.: AD 6-0303. NBC  
Representative: Eastman; Ayers  
Pres., Gen. Mgr.: Harben Daniel  
Comm. Mgr.: Robert Ward  
Sales Prom., Public. Dir.: Mrs. Shirley Slater  
Program Dir.: Burl Womack  
Chief Engineer: Byron Strong

**WSGA—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. Independent  
Representative: George P. Hollingbery  
Pres., Gen. Mgr.: Donald K. Jones  
Commercial Manager: John M. Williams

Program Director.....Robert Banks  
Chief Engineer.....Kenneth Orchard

**WTOC—Savannah—1929**

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By....Savannah Bcstg. Co.  
Business-Studio Address.....516 Abercorn St.  
Tel.: AD 2-0127.....CBS  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....William T. Knight, Jr.  
Commercial Manager.....Ben Williams  
Program Director.....Dwight J. Bruce  
Sls. Prom. Mgr., Pub. Dir...Frank S. Bryson, Jr.  
Chief Engineer.....Kyle E. Goodman

**WWNS—Statesboro—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....WWNS, Inc.  
Address.....P. O. Box 146  
Tel.: PO 4-5446.....KBS  
Representative.....Harry J. Cannon  
Pres., Gen. Mgr.....Don McDougald  
Commercial Manager.....Jim H. Watson  
Sales Promotion Mgr.....Eloise Ware  
Program Director.....Worth McDougald  
Publicity Dir.....J. Horace McDougald  
Chief Engineer.....John Carlisle

**WGTA—Summerville—1950**

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Tri-State Bcstg. Co.  
Business Address.....Holland Rd.  
Tel.: 295-6.....Independent  
Representative.....Stars National; Forje  
General Manager.....William B. Farrar  
Program Director.....Rogers Allison  
Chief Engineer.....James S. Stowers

**WJAT—Swainsboro—1950**

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....WJAT, Inc.  
Address.....Covena Rd., Box 371  
Tel.: Belmont 7-2011.....Independent  
General Manager.....James R. Denny  
Sta., Sales Prom. Mgr.....John J. Bailes  
Commercial Manager.....Doris M. Lewis  
Program Director.....Sandra Thompson  
Chief Engineer.....John H. All, Jr.

**WSYL—Sylvania—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Sylvania Bcstg. Sys.  
Tel.: LO 4-6601.....KBS  
Gen., Sta. Mgr.....Edwin H. Bass  
Sales Prom. Mgr.....Mildred E. Bass  
Program Director.....Shirley Scott

**WSFT—Thomaston—1947**

Frequency: 1220 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Thomaston Bcstg. Co.  
Business-Studio Address.....WSFT Bldg.  
Tel.: 5421.....KBS  
Representative.....Dora-Clayton  
Gen. Mgr.....S. J. Carswell  
Sta. Mgr., Pro. Dir.....Bill Haule  
Comm. Mgr.....Claude Thamez  
Chief Eng.....Walt MacTammany

**WKTG—Thomasville—1947**

Frequency: 730 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....John H. Phipps  
Address.....P. O. Box 358  
Tel.: CA 6-5343.....Independent  
Representative.....Thomas F. Clark  
President.....John H. Phipps  
Gen. Mgr.....L. Herschel Graves  
Comm., Chief Engineer.....Leon Lloyd  
Program Dir.....Ray Smith

**WPAX—Thomasville—1934**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....H. Wimpy  
Business-Studio Address...117 Remington Ave.  
Tel.: 909.....Independent  
Owner.....H. Wimpy  
Commercial Manager.....Al Felner

**WTWA—Thomson—1948**

Frequency: 1240 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Hickory Hill Bcstg. Co., Inc.  
Business Address.....127 Journal St.  
Tel.: 141.....MBS-KBS  
Newspaper Affiliation.....McDuffie Progress  
Pres., Gen. Mgr.....Frank F. Hash  
Station Mgr., Chief Eng.....Gene D. Hardin  
Commercial Mgr.....H. E. Buffington, Jr.

**WTIF—Tifton—1957**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....WTIF, Inc.  
Address.....P. O. Box 260  
Tel.: 2400.....Independent  
Station Rep.....Dora-Clayton  
Pres., Gen. Mgr.....C. N. Todd  
Program Dir.....Carl Wendell  
Chief Engineer.....H. C. Clarke, Jr.

**WWGS—Tifton—1946**

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Tifton Bcstg. Corp.  
Address.....800 S. Main St.  
Tel.: 1430.....KBS  
Representative.....Thomas F. Clark  
Pres., Gen. Mgr.....Ralph N. Edwards  
Station Mgr.....W. E. Sides  
Comm. Mgr.....Evelyn K. Edwards

**WLET—Toccoa—1941**

Frequency: 1420 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....R. G. LeTourneau  
Address.....423 Prather Bridge Rd.  
Tel.: TU 6-2191.....KBS  
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

**WNEG—Toccoa—1956**

Frequency: 1320 Kc.....Power: 1 Kw.  
Owned.....Stephens County Bcstg. Co.  
Address.....108 E. Savannah St.  
Tel.: TU 6-3131.....Independent

# GEORGIA

Pres., Gen. Mgr. Charles H. Gaines  
Sta., Comm. Mgr. Roy E. Gaines  
Program Director Jim Marquardt  
Sales Prom. Mgr. Ray Shader  
Publicity Director Betty Faye Stowe  
Chief Engineer Thomas Shockley

## WGAF—Valdosta—1951

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Operated By Valdosta Bcstg. Co.  
Address 116 W. Hill Ave.  
Tel.: CH 5521 Independent  
Rep. John E. Pearson  
President George B. Cook  
Program Dir. Willard Belote  
Chief Engineer E. W. Green

## WGOV—Valdosta—1940

Frequency: 950 Kc. Power: 5 Kc. d., 1 Kc. n.  
Owned-Oper. Georgia-Florida Radio & TV Co.  
Bus. Address Quilman Highway; Box 1182  
Tel.: CH 2-4513 MBS  
Representative Stars Nat'l., Dora-Clayton  
President W. H. Keller, Jr.  
Sta. Mgr. A. B. Smith  
Commercial Manager Mrs. A. B. Smith  
Chief Engineer Irvin F. Key

## WJEM—Valdosta—1955

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By Lowndes County Br'dcasters  
Address Hwy. 84, Box 368  
Tel.: CH 2-1565 KBS  
Representative Dixieland  
General Mgr. J. E. Massey, Jr.  
Sales Prom. Mgr. J. C. Johnson  
Program Dir. Bob Wickus  
Chief Engineer Gerald Weeks

## WVOP—Vidalia—1946

Frequency: 970 Kc. Power: 5 Kw., d.  
Owned-Operated By Vidalia Bcstg. Co.  
Address Box 391  
Tel.: 3029 KBS  
Pres., Gen., Sta. Mgr. Howard C. Gilreath  
Pub. Dir. R. E. Ledford  
Prog. Dir. Mrs. Ruby Bryant  
Chief Engineer Loren Dorough

## WRPB—Warner Robbins 1954

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. Warner Robbins Bcstg. Co., Inc.  
Bus. Address Commercial Circle; Box 727  
Tel.: WA 3-2121 Independent  
Rep. Cont. Radio Sales  
Pres., Ch. Engr. Edgar M. Nobles  
General Manager Lloyd W. Harris  
Commercial Manager Charles G. Hill, Jr.  
Program Director Don Powers  
Publicity Director Lil Nobles

## WKLE—Washington—1955

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Oper. By Radio Station WKLE

Address Berkshire Dr.  
Tel.: 4081 Independent  
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

## WACL—Waycross—1951

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Teletronics Inc.  
Business Address P.O. Box 858  
Tel.: Atlas 3-4660 Independent  
Representative Thomas Clark  
President James S. Rivers  
General Manager James S. Rivers, Jr.  
Commercial Manager M. L. Dixon  
Program Director Mrs. June Smith  
Chief Engineer L. E. McKinney

## WAYX—Waycross—1936

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Radio WAYX, Inc.  
Business-Studio Address 1600 Carswell Ave.  
Tel.: AT 3-7100 MBS, KBS  
Newspaper Affil. Waycross Journal American  
Representative Hal Holman  
Gen. Mgr. Ed. L. Von Nordeck  
Commercial Manager Frank Walton  
Prog. Dir. R. Williamson  
Chief Eng. Milt Lovus

## WBRO—Waynesboro—1954

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned Burke County Broadcasting Co.  
Address Box 151  
Tel.: 2139 KBS  
Pres., Gen., Sta. Mgr., Eng. C. Pugh  
Comm. Mgr. J. Kennon McNutt

## WBMK—West Point—1958

Frequency: 1310 Kc. Power: 1000 Watts  
Owned By Radio Valley, Inc.  
Address P. O. Box 427  
Tel.: 5-3061 KBS  
President J. Didge Bishop  
Gen., Sta. Mgr. Jim Murphy  
Commercial Mgr. Sam Price, Jr.  
Program Dir. Bill Scott  
Chief Engineer Albert Stanoel

## WRLD—West Point—1940

Frequency: 1480 Kc. Power: 250 Watts  
Owned-Oper. By Valley Bcstg. Co., Inc.  
Business Address 602 N. Cherry Dr.  
Tel.: 2-2771 ABC  
Pres., Gen. Mgr. J. C. Henderson  
Station Manager J. M. Driskill  
Commercial Manager Stanley Ward  
Sales Promotion Manager Dorothy Forrester  
Program Director Aileen Love  
Chief Engineer Jim McLester

## WIMO—Winder—1952

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Operated By Winder-Monroe Bcstg.



## GEORGIA-HAWAII

Business Address..... P. O. Box 526  
 Tel.: 4831.....KBS  
 Representative.....Hil F. Best  
 President.....W. C. Woodall, Jr.

Gen., Comm., Sta., Sls. Mgr.....C. H. Grider  
 Program Director.....Ethel Grider  
 Publicity Director.....Laverne Hogan  
 Chief Engineer.....D. E. Stafford

Pop.: 569,500  
 Families: 143,300  
 Radio Homes: 128,800

# Hawaii

Stations in State: 15  
 TV Homes: 104,700  
 TV Stations: 7

### **KHBC—Hilo—1936**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hialand Deve. Corp.  
 Address.....Piihonua, Hilo  
 Newspaper Affiliation.....Honolulu Star Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta., Sales Rep.....Melvin B. Wright

### **KILA—Hilo—1951**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....James E. Jaeger  
 Address.....Box 1497  
 Tel.: Hilo 4-372.....KBS  
 Station Representative.....Young  
 Gen. Mgr., Ch. Eng.....James E. Jaeger  
 Commercial Manager.....Lillian Isa  
 Program Director.....Freddie Win

### **KIPA—Hilo—1947**

Frequency: 1110 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Big Island Bcstg. Co., Ltd.  
 Business-Studio Address.....P. O. Box 1602  
 Tel.: 40225.....MBS  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....A. Harper Pollock  
 Program Dir.....Larry Tavares  
 Chief Engineer.....R. W. Jaderstrom

### **KAIM—Honolulu—1956**

Frequency: 870 Kc.....Power: 1 Kw.  
 Owned.....Christian Bcstg. Assoc.  
 Address.....1136 12th Avenue  
 Tel.: Honolulu.....KBS  
 Representative.....Best, Moore  
 President.....Robert C. Loveless  
 Gen. Mgr.....Cornelius Keur  
 Comm. Mgr.....E. Henry Fallert

### **KGMB—Honolulu—1929**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned By.....Hialand Deve. Corp.  
 Address.....1534 Kapiolani Blvd.  
 Tel.: 9-2011.....CBS  
 Newspaper Affiliation.....Star-Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta. Mgr.....Melvin B. Wright

### **KGU—Honolulu—1922**

Frequency: 760 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Advertiser Pub. Co., Ltd.  
 Address.....Advertisers Bldg.

Tel.: 5-2977.....NBC  
 Representative.....NBC Spot Sales  
 Newspaper Affil.....Advertiser  
 President.....Lorrin P. Thurston  
 General Mgr.....William C. Paine  
 Comm. Mgr.....George C. Mansfield

### **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.....Independent  
 Gen. Mgr.....Richard H. Lee  
 Sls. Prom. Mgr.....Donald Wesler

### **KHVH—Honolulu—1957**

Frequency: 1040 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Kaiser Hawaiian Vil. Radio  
 Business Address.....1280 Ala Moana Blvd.  
 Tel.: 5-3991.....Independent  
 Station Representative.....Young  
 President.....Henry J. Kaiser, Sr.

**AP** News  
 Is Preferred

... by Sponsors — because it  
 insures a day-to-day association  
 with quality.

**AP**

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50 Rockefeller Plaza · New York 20, N. Y.

**HAWAII** .....

General Manager.....Richard C. Block  
 Sales Promotion Manager.....Dan Kawakami  
 Program Director.....Hal Boudreau  
 Chief Engineer.....Sakai Kimata

Tel.: 6-3666 ..... Independent  
 Station Representative ..... McGavren-Quinn  
 General Manager.....Jack A. Burnett  
 Station Manager.....John DeMarco  
 Commercial Manager.....Charles Powers

**KIKI—Honolulu—1951**

Frequency: 830 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 Tel.: 6-3456 ..... Independent  
 Representative ..... Grant  
 Pres., Chief Eng.....Royal V. Howard  
 Gen., Sta. Mgr.....Angelo J. Rossi

**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 ..... Independent  
 President ..... Merrill K. Riley  
 Manager ..... Don Carter

**KPOA—Honolulu—1946**

Frequency: 650 Kc...Power: 10,000 Watts d.  
 Owned-Operated By.....Radio Hawaii, Inc.  
 Business Address.....575 Kamoku St.  
 Tel.: 9-5236 ..... MBS  
 Representative ..... George P. Hollingbery  
 President ..... Harold Anderson  
 Comm. Mgr.....Perry W. Carle  
 Sales Promotion Manager.....Harry Soria  
 Program Director.....Ron Jacobs  
 Chief Engineer.....Bob Lang

**KTOH—Lihue, Kauai—1940**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Garden Island Publ., Ltd.  
 Address.....Box 1748  
 Tel.: LI 2061.....NBC  
 Rep.....NBC Spot Sales  
 General Mgr.....Charles J. Fern  
 Station Mgr.....Tadashi Eto

**KULA—Honolulu—1947**

Frequency: 690 Kc. ....Power: 10,000 Watts  
 Owned-Operated By...Burnett Bcstg. Co., Inc.  
 Business Address.....P.O. Box 1479

**KMVI—Wailuku-Maui—1947**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Maui Publ. Co., Ltd.  
 Business Address.....Box 374  
 Tel.: 33-981 ..... NBC  
 Newspaper Affil.....Maui News  
 Representative ..... Thomas A. Clarke  
 President.....J. Walter Cameron

**KPOA**  
**RADIO**  
**DOMINATES!**

**ALL OF HAWAII with**  
**10,000 WATTS**

**AT 650 ON THE DIAL**

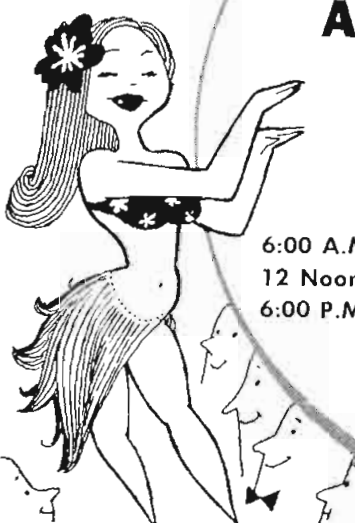
... and the **MOST** in listeners, too

|                           |     |       |
|---------------------------|-----|-------|
| 6:00 A.M. — 12 Noon.....  | 19% | (Mon. |
| 12 Noon — 6:00 P.M.....   | 16% | thru  |
| 6:00 P.M. — Midnight..... | 20% | Sun.) |

(LATEST PULSE of Honolulu's 10 stations)

**THE POWERHOUSE OF**  
**THE PACIFIC**

Vice-Pres. — Fin Hollinger



## HAWAII-IDAHO

General Manager..... Ezra J. Crane  
 Sta., Asst. Gen. Mgr..... Richard E. Mawson  
 Commercial Manager..... Frank Kovacic  
 Sales Prom., Pub. Dir..... W. J. Belknap  
 Chief Engineer..... Spencer Shirashi

### **KAHU**—Waipahu—1950

Frequency: 920 Kc..... Power: 1000 Watts

Owned-Oper. By..... Rural Bcstg. Co., Ltd.  
 Business Address..... 94-1088 Farrington Hwy.  
 Tel.: 273121..... Independent  
 Station Representative..... Palmer  
 President..... Dr. Timothy Wee  
 General Manager..... Harry En Chu  
 Program Director..... John Livingston  
 Chief Engineer..... Robert Pearson

Pop.: 666,000  
 Families: 201,000  
 Radio Homes: 194,000

## Idaho

Stations in State: 33  
 TV Homes: 145,000  
 TV Stations: 7

### **KBLI**—Blackfoot—1951

Frequency: 690 Kc..... Power: 1 Kw.  
 Owned-Oper. By..... KBLI, Inc.  
 Address..... Box 192  
 Tel.: 780..... Independent  
 Station Representative..... Forjoe  
 President..... Howard Johnson  
 Gen., Sta. Mgr..... Tom Thompson  
 Prog. Dir..... Bruce Allen  
 Commercial Mgr..... Gloria Dillard  
 Publicity Director..... Keith Martindale  
 Chief Engineer..... Don Clark

### **KBOI**—Boise—1947

Frequency: 950 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Boise Valley Bcstrs., Inc.  
 Bus.-Studio Address..... 1007 W. Jefferson  
 Tel.: 3-2511..... CBS  
 Rep..... Peters, Griffin, Woodward, Inc.  
 Pres., Gen. Mgr..... Westerman Whillock  
 Sta., Comm. Mgr..... Earl Glade, Jr.  
 Sales Prom. Mgr..... Vestal Baker  
 Publicity Director..... Hank Curtis  
 Chief Engineer..... James Johntz, Jr.

### **KGEM**—Boise—1946

Frequency: 1140 Kc..... Power: 10,000 Watts  
 Owned..... Idaho Bcstg. & TV Corp.  
 Address..... Box 4158  
 Tel.: 4-3511..... MBS, KBS  
 Representative..... Avery-Knodel  
 President..... Cecil Heftel  
 Gen. Mgr..... David Miles  
 Program Director..... James Cowan  
 Commercial Mgr..... Robert Weisenburger  
 Chief Engineer..... Robert V. Beadles

### **KIDO**—Boise—1928

Frequency: 630 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Mesabi Western Corp.  
 Address..... Chamber of Commerce Bldg.  
 Tel.: 2-4611..... NBC  
 Representative..... John Blair  
 President..... William E. Boeing  
 Commercial Mgr..... John Young  
 Prog. Dir..... Vern Moore  
 Chief Engineer..... Harold Toedtmeier

### **KYME**—Boise—1955

Frequency: 740 Kc..... Power: 500 Watts

Owned-Operated By..... Keith & Ellen Patterson  
 Address..... P. O. Box 2794  
 Tel.: 2-3575..... Independent  
 Representative..... Meeker Co.  
 Pres., Gen. Mgr..... Keith E. Patterson  
 Comm. Mgr..... Lou Clemens  
 Prog. Dir..... Richard Sybert

### **KBAR**—Burley—1946

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KBIO, Inc.  
 Business-Studio Address..... P. O. Box 461  
 Tel.: OR 8-2244..... ABC-KBS  
 Rep..... Art Moore; Lee O'Connell  
 President..... Jessica L. Longston  
 General Mgr..... Robert E. Pollock  
 Station Mgr..... E. Dennis Skoglund  
 Commercial Mgr..... Keith Conner  
 Sales Prom. Mgr..... Charles Gropp  
 Program Dir..... Eileen Shumway  
 Publicity Dir..... Frank Burke  
 Chief Engineer..... Terry Carter

### **KCID**—Caldwell—1946

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Caldwell Bcstg. Co.  
 Address..... 819 Main St.  
 Tel.: 9-3608..... KBS  
 Station Rep..... Harlan G. Oakes  
 Pres., Gen. Mgr..... Clair B. Hull  
 Sta., Comm. Mgr..... Duane D. Wolfe  
 Program Director..... Howard F. Shaw  
 Chief Engineer..... James L. Young

### **KVNI**—Coeur D'Alene—1946

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Rexard Co.  
 Business-Studio Address..... Blackwell Island  
 Tel.: MOhawk 4-2196..... Independent  
 Pres., Sta. Mgr..... Rex Koury  
 Program Dir..... Dex Dexter  
 Sales Prom. Mgr..... Bernard Merriman  
 Chief Engineer..... Ed Baker

### **KORT**—Grangeville—1954

Frequency: 1230 Kc..... Power: 250 Watts d.  
 Owner..... Kebco, Inc.  
 Address..... Box 72  
 Tel.: 51..... KBS  
 Representative..... Keystone

## IDAHO

Pres., Comm. Mgr. .... Ed. M. Brainard  
General Mgr. .... Kay Brainard  
Chief Engineer. .... Robert C. Gordon

### KID—Idaho Falls—1928

Freq.: 590 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. .... Idaho Radio Corp.  
Address. .... Amond Road  
Tel.: Jackson 2-5100 ..... CBS  
Representative. .... Walker Rawalt  
President. .... A. W. Schwieder  
General Mgr. .... C. N. Layne  
Sta., Comm. Mgr. .... Leonard Wasden  
Program Dir. .... Leo Higham  
Sales Prom. Mgr. .... Lorin Ward  
Publicity Dir. .... Mel Richardson  
Chief Engineer. .... Carroll Sechrist

### KIFI—Idaho Falls—1946

Frequency: 1260 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By. .... E. Idaho Bcstg. & TV Co.  
Business-Studio Address. .... Box 581  
Tel.: JA 3-1171 ..... ABC-MBS-KBS  
Newspaper Affil. .... Post. Register  
Representative. .... Avery Knodel  
Pres., Gen. Mgr. .... J. M. Brady  
Sta. Mgr. .... Dewain Silvester  
Comm. Sales Prom. Mgr. .... Dan Markam  
Prog. Dir. .... Jim Harold  
Publicity Director. .... Muriel Smith  
Chief Engineer. .... Verno Sulier

### KUPI—Idaho Falls—1957

Frequency: 980 Kc. .... Power: 1000 Watts d.  
Owned. .... J. Ronald Bayton  
Address. .... Box 370  
Tel.: JA 2-1101 ..... Independent  
Rep. .... W. S. Grant  
Owner. .... J. Ronald Bayton  
Comm. Mgr. .... Allen Mabry  
Sales Prom. Mgr. .... John Fulmer  
Program Director. .... Bill Goodhope  
Chief Engineer. .... B. J. Bayton

### KART—Jerome—1956

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned. .... KART  
Address. .... L'Herisson Bldg.  
Tel.: EA 4-2321 ..... Independent  
Pres., Gen. Mgr. .... K. Clark  
Commercial Mgr. .... Noel Brittain  
Public-Program Director. .... Marian Clark  
Chief Engineer. .... Bob Phillips

### KWAL—Kellogg-Wallace 1938

Frequency: 620 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Metals Bcstg. Co.  
Address. .... Box R, Osborn, Ida.  
Tel.: 1-6101 ..... Independent  
Representative. .... Holman, Art Moore  
Pres., Gen. Mgr. .... R. Lee Black  
Commercial Mgr. .... J. C. Campbell  
Prog. Publicity Dir. .... Wesley Roberts  
Chief Engineer. .... Robert Tremblay

### 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 ..... Independent  
Representative. .... Gil-Perna, Feltis, Jacobson  
Gen. Mgr., Co-Owner. .... J. H. Matlock  
Sta. Mgr., Co-Owner. .... E. A. Hamblin  
Commercial Mgr. .... Bill Wippel  
Sales Prom. Mgr. .... Jim D. Kime  
Program Director. .... By Taylor  
Publicity Director. .... Doug Woodall  
Chief Engineer. .... Tim Waide

### KRLC—Lewiston—1935

Freq.: 1350 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned By. .... Donald A. Thomas  
Address. .... P. O. Box 287  
Tel.: SH 3-1551 ..... Independent  
Representative. .... Forjoe, Art Moore  
Gen. Mgr. .... Donald Thomas  
Program Director. .... Alben Nelson  
Chief Engineer. .... Harold Holbrook

### KRPL—Moscow—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned. .... KRPL, Inc.  
Address. .... Box 396  
Tel.: TU 2-1283 ..... KBS  
Representative. .... Moore, Hil F. Best  
Pres., Gen. Mgr. .... Gale Mix  
Comm. Mgr. .... James Sanberg  
Sales Prom. Mgr. .... Shirley Mix  
Program Director. .... Bob Gese  
Publicity Director. .... Dave La Favour  
Chief Engineer. .... Dale Bobbitt

### 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 ..... Independent  
Representative. .... Holman  
Co-Owner, Gen. Mgr. .... Ken Kilmner  
Sta. Comm. Manager. .... Doyle Chain  
Prog. Dir. .... Shirl Black  
Sales Promotion Mgr. .... John Beudreau  
Publicity Director. .... Ellis Whitt  
Chief Engineer. .... G. M. Rose

### KLER—Orofino—1958

Frequency: 950 Kc. .... Power: 500 Watts d.  
Owned By. .... Clearwater Broadcasting Co.  
Address. .... Orofino, Ida.  
Tel.: Granite 3-2502 ..... Independent  
Station Representative. .... Feltis, Jacobson  
Co-Owners. .... J. H. Matlock, E. A. Hamblin  
Station Manager. .... John Mix  
Chief Engineer. .... Dick Gohlman

### KPID—Payette—1957

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned By. .... E. F. Hash  
Address. .... 35 S. 8th St.  
Tel.: Midway 2-3351 ..... KBS  
President. .... Earl F. Hash

Gen. Mgr., Chief Engineer.....D. L. Dodd  
 Commercial Mgr.....Joe Lyle  
 Program Dir.....James Williams  
 Promotion Mgr.....Jo Lynn Warner

**KSEI—Pocatello—1926**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pioneer Bcstrs. Corp.  
 Business-Studio Address.....Box 31  
 Tel.: Cedar 3-2121.....NBC  
 Representative.....Weed; Art Moore  
 Pres., Gen. Mgr.....Henry H. Fletcher  
 Commercial Mgr.....John R. Taylor  
 Program Director.....Ruthe A. Fletcher  
 Publicity Director.....Olive L. Greene  
 Chief Engineer.....Ellis W. Call

**KWIK—Pocatello—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Pocatello Radio, Inc.  
 Address.....1140 Yellowstone  
 Tel.: 1240.....MBS-KBS  
 Representative.....Avery-Knodel  
 President.....Don W. Burden  
 General Manager.....R. W. Burden  
 Comm. Mgr.....Bill Adelstein  
 Program Director.....Lee Parsons  
 Chief Engineer.....Del Chapman

**KYTE—Pocatello—1956**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned.....Pocatello Bcstg. Co.  
 Address.....355 Yellowstone Ave.  
 Tel.: 1290.....KBS  
 Representative.....Ayes  
 President.....Thomas R. Becker  
 Station Manager.....Al Stuetzle  
 Sales Prom. Mgr.....Roy Nicholson  
 Program Director.....P. McKissen  
 Publicity Director.....M. Doyle  
 Chief Engineer.....Dwight L. Zundel

**KPST—Preston—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of The Rockies, Inc.  
 Address.....Preston  
 Tel.: 600.....KBS  
 Representative.....Continental  
 President.....Leo R. Hawkes  
 Gen. Mgr., Chief Eng.....D. A. Nash, Jr.  
 Program Dir.....Ruby Nash

**KRXK—Rexburg—1951**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Snake River Radio & TV Co., Inc.  
 Address.....445 S. 2nd East  
 Tel.: EL 6-5488.....KBS  
 Station Representative.....BTS  
 Pres., Gen. Mgr.....Gene Shumate  
 Comm. Mgr.....Wes Lawrence  
 Prog. Dir., Chief Eng.....Jim Clawson

**KAYT—Rupert—1955**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Inland Bcstg. Co.  
 Address.....Rupert  
 Tel.: HE 6-3746.....Independent  
 Representatives.....Feltis, Jacobson

Pres., Gen. Mgr.....Mervin V. Ling  
 Sta. Comm. Mgr.....George McDonald  
 Chief Engineer.....E. C. Miller

**KSPT—Sandpoint—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bauer Bcstg. Co.  
 Address.....P. O. 431  
 Tel.: CO 3-2179.....KBS  
 Sta. Rep.....Art Moore  
 General Mgr.....Norman Bauer  
 Comm. Mgr.....I. M. Rossmiller

**KBRV—Soda Springs—1957**

Frequency: 540 Kc.....Power: 500 Watts, d.  
 Owned By.....Caribou Broadcasting Co. Inc.  
 Business Address.....Box 1267, Pocatello  
 Tel.: Soda Springs 775.....KBS  
 Station Representative.....Feltus  
 President.....Wendell P. Marshall  
 General Manager.....Glen S. Marshall  
 Station Manager.....R. Dale Dunn  
 Program Director.....Curtis Empey  
 Chief Engineer.....Paul Haviland

**KEEP—Twin Falls—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Radio Sales Corp.  
 Address.....P. O. Box 511  
 Tel.: RE 3-7512.....KBS  
 Station Rep.....Gill-Perna  
 President.....Frank C. McIntyre  
 Comm. Mgr.....Wayne Douglas  
 Prog. Dir.....Lenny Hesterman  
 Chief Engineer.....Walt Snow

**KLIX—Twin Falls—1946**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned.....Southern Idaho Bcstg. & TV Co.  
 Business Address.....Eastland & Elizabeth Ave.  
 Tel.: BE 3-5840.....Independent  
 Rep.....Avery-Knodel  
 President.....A. L. Glasmann  
 V.P., Gen. Sta. Mgr.....G. O. Glasmann  
 Sales Prom. Mgr.....Junecu Shinn  
 Program Director.....Dave Eardley  
 Chief Engineer.....John Maxson

**KTFI—Twin Falls—1928**

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By.....Radio Bcstg. Corp.  
 Address.....241 Main Ave. W.  
 Tel.: 2400.....NBC  
 Representative.....Weed  
 Pres., Gen., Sta. Mgr.....F. M. Gardner  
 Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker  
 Chief Engineer.....Allen Lee

**KWEI—Weiser—1947**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Inland Bcat. Co.  
 Business-Studio Address.....Box 791  
 Tel.: 700.....Independent  
 Station Representative.....Jacobson, Feltis  
 Pres., Gen. Mgr.....M. V. Ling  
 Sta., Comm., Sls. Mgr., Prog. Dir.....D. Quigley  
 Chief Engineer.....Edwin C. Miller

Pop.: 10,175,000  
Families: 3,095,000  
Radio Homes: 3,035,000

# Illinois

Stations in State: 94  
TV Homes: 2,799,000  
TV Stations: 25

## WOKZ—Alton—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.  
Owned-Oper. By: Palen Bcstg. Corp.  
Address: Godfrey Road  
Tel.: 5-2525 Independent  
Rep.: Sears & Ayer  
Pres., Gen. Sta. Mgr.: Edward N. Palen  
Comm., Sales Prom. Mgr.: H. Bunyan  
Program Director: Russ Benson  
Publicity Dir.: Jim Palem  
Chief Engineer: Nicholas Bono

## WRAJ—Anna—1957

Frequency: 1440 Kc. Power: 500 Watts  
Owned: Anna Bcstg. Co., Inc.  
Address: Anna Hotel  
Tel.: 1113 Independent  
Representative: Stars National  
President: Pierce E. Lackey  
Sta., Comm. Mgr.: Robert P. Joseph  
Prog. Dir., Ch. Engr.: Donald C. Michel

## WMRO—Aurora—1938

Frequency: 1280 Kc. Power: 250 Watts, d.  
Owned-Oper. By: V. G. Coley & B. A. Oswald  
Business-Studio Address: 184 River St.  
Tel.: 7-4215 Independent  
Prog. Dir.: Jeanne M. Doran  
Managers: Coffey; 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 Independent  
Representative: Indie Sales  
President: John W. Lewis  
Gen., Sta. Mgr.: William C. Bailey  
Comm., Sales Prom. Mgr.: Robert Bohn  
Program Director: Lee W. Coffee  
Chief Engineer: Marvin M. Mollring

## WJBC—Bloomington—1924

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Bloomington Bcstg. Corp.  
Address: 209 E. Washington  
Tel.: 5-2078 ABC  
Newspaper Affil.: Daily Pantagraph  
Representative: John E. Pearson  
President: Loring C. Merwin  
Exec. V.P., Gen. Mgr.: Vernon A. Nolle  
Commercial Manager: 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 Independent  
Gen. Station-Comm. Mgr.: Merrill C. Currier

## WBYS—Canton—1947

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned-Operated By: Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter: East Linn Limits  
Tel.: 1877 ABC  
President: Harriett B. Winsor  
General Manager: Charles E. Wright  
Program Director: Elizabeth Sawyer  
Chief Engineer: William I. Wortman

## WCIL—Carbondale—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.  
Owned-Operated By: Southern Illinois Bcstg.  
Business-Studio Address: 218 W. Main St.  
Tel.: 2160 Independent  
Sta. Mgr., Ch. Engr.: Paul F. McRoy  
Sales Promotion Mgr.: Larry Doyle

## WROY—Carmi—1948

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Carmi Bcstg. Co.  
Address: U. S. Route 460  
Tel.: 1461 Independent  
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.  
Tel.: 520 Independent  
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 Independent  
Representative: Bob Dore  
President: C. W. Rodgers  
Gen., Sta. Mgr.: Richard O. Bieser  
Sales Promotion Mgr.: Celia Mainer  
Program Director: Errol Hubbard  
Chief Engineer: R. Millmaker

## WDWS—Champaign—1937

Frequency: 1400 Kc. Power: 250 Watts  
Owner: The Champaign News Gazette, Inc.  
Business Address: 48 Main St.  
Tel.: FLEetwood 6-1855 CBS  
Newspaper Aff.: News-Gazette  
Representative: The Meeker Co.  
President: Mrs. Helen M. Stevick  
Gen., Sta. Mgr.: Larry Stewart  
Program Dir.: Constance Vogt  
Chief Engineer: Robert Brown



**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.....Independent  
Representative.....John E. Pearson  
President.....Donald T. Harding  
V.P., Gen. Mgr.....Robert F. Meskill  
Ch. Eng.....George Scharf

**WEIC—Charleston—1954**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned.....The Friendly City Bcstrs.  
Address.....Box 107  
Tel.: DI 5-2149.....KBS  
Rep.....Sears & Ayer  
Pres., Gen. Mgr.....Jack Owens  
Commercial Manager.....Betty Owens  
Sales Promotion Mgr.....Hugh Birdsong  
Prog., Pub. Dir.....Bill Carmody  
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.  
Tel.: RA 6-1932.....Independent  
Newspaper Affil.....Drovers Journal  
Representative.....For Joe  
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.  
Tel.: FR 2-0660.....Independent  
Station Rep.....Avery-Knodel  
Gen. Mgr., Prog. Dir.....Robert O. Miller  
Sales Promotion Mgr.....Louis "Tex" Frenkel  
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.....Independent  
Representative.....Rollins, Grant  
President.....O. Wayne Rollins  
Gen. Mgr.....Robert A. Wencel  
Dir. Sales.....A. R. Lanphear  
Dir. Pub. Rel.....Tim Crow  
Dir. Eng.....G. R. Chambers  
Chief Engineer.....J. R. Burdeau

**WBBM—Chicago—1923**

Frequency: 780 Kc. ....Power: 50,000 Watts  
Owned-Operated By.....CBS, Inc.  
Address.....630 N. McClurg Ct.  
Tel.: WH 4-6000.....CBS

Sta. Rep.....CBS Spot Sls.  
General Manager.....H. Leslie Atlass  
Asst. Gen. Mgr.....E. H. Shomo  
Executive Ass't.....C. W. Doebler  
Sales Manager.....W. J. Connelly  
Sales Prom. Mgr.....Loren R. Hollenbaek  
Publicity Director.....George Condon  
Program Director.....Arthur Thorsen  
Production Manager.....Kenneth Carbonel  
Chief Engineer.....J. J. Beloungy

**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.....Independent  
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.  
Tel.: .....DI 8-4440

**WEDC—Chicago—1926**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Emil Denmark, Inc.  
Address.....3860 W. Ogden Ave.  
Tel.: CR 7-4100.....Independent  
President.....Emil Denmark  
Sta., Comm. Mgr.....Bill Mack  
Chief Engineer.....Richard Tomaszewicz

**SPECIALIZED SELLING  
PAYS OFF —**

MORE THAN 500  
DIFFERENT NATIONAL  
ACCOUNTS ARE BUYING  
FROM **B. T. S.** . . . TODAY!

TAPE PLAYBACKS BRING  
OUR STATIONS 'IN PERSON'

**BROADCAST TIME  
SALES**

'DAZZLES  
'EM WITH  
FOOTWORK'



# How do you measure **Chicago** **Radio Stations?**

*Here are two "yardsticks" that show  
how WGN RADIO measures up!*

## NIELSEN COVERAGE SERVICE No. 2

|                                     |                     |                      |
|-------------------------------------|---------------------|----------------------|
| Total Radio Homes in Area . . . . . | 4,939,780 . . . . . | WGN leads by 975,540 |
| Homes Reached Day or Night—         |                     |                      |
| Monthly . . . . .                   | 1,663,050 . . . . . | WGN leads by 336,450 |
| Weekly . . . . .                    | 1,497,710 . . . . . | WGN leads by 268,930 |
| Daytime Circulation—                |                     |                      |
| Weekly . . . . .                    | 1,349,700 . . . . . | WGN leads by 221,420 |
| Daily . . . . .                     | 826,580 . . . . .   | WGN leads by 20,810  |
| Nighttime Circulation—              |                     |                      |
| Weekly . . . . .                    | 850,440 . . . . .   | WGN leads by 224,000 |
| Daily . . . . .                     | 465,440 . . . . .   | WGN leads by 109,430 |

## NIELSEN, SEPTEMBER-NOVEMBER 1958 NSI REPORT\*

|                                                      |         |
|------------------------------------------------------|---------|
| Quarter Hour Firsts (Entire Week) . . . . .          | WGN 1st |
| Average Quarter Hour Audiences: . . . . .            | WGN 1st |
| Entire Week (6:00 A.M.-12 Midnight) . . . . .        | WGN 1st |
| Afternoons (12 Noon-6:00 P.M. Entire Week) . . . . . | WGN 1st |
| Nighttime (6:00 P.M.-Midnight-Entire Week) . . . . . | WGN 1st |
| Weekends (Sat.-Sun., 6:00 A.M.-7:00 P.M.) . . . . .  | WGN 1st |

**Reaching More Homes Than  
Any Other Chicago Radio Station**



# WGN-radio Chicago

441 N. Michigan Ave., Chicago 11, Illinois

**WGES—Chicago—1924**

Frequency: 1390 Kc. Power: 5000 Watts d.  
 Bus. Address: 2708 W. Washington Blvd.  
 Tel.: SA 2-1700 Independent  
 General Manager: John A. Dyer  
 Commercial Mgr.: Elizabeth M. Hinsman  
 Sales Promotion Manager: K. P. Freda  
 Program Director: Herbert Rudolph  
 Chief Engineer: William Shunk

**WGN—Chicago—1924**

Frequency: 720 Kc. Power: 50,000 Watts  
 Owned-Operated By: Tribune Co.  
 Bus. Studio Address: 441 N. Michigan Ave.  
 Newspaper Affiliation: The Chicago Tribune  
 Tel.: MI 2-7600 Independent  
 Representative: Edward Petry  
 President: J. Howard Wood  
 Gen. Sta. Mgr.: Ward L. Quaal  
 Gen. Sales Mgr.: Chas. E. Gates  
 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.  
 Tel.: CL 4-7411 Independent  
 Rep.: Charles Bernard  
 General Manager: Richard W. Hoffman  
 Commercial Mgr.: Florence Summers

**WIND—Chicago—1927**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Westinghouse Bcstg. Co.  
 Business Address: 400 N. Michigan Ave.  
 Tel.: WHitehall 4-2170 Independent  
 Representative: AM Radio Sales  
 V.P., Gen. Mgr.: Ralph L. Atlas  
 Program Dir.: Don Quinn  
 Sales Prom. Mgr.: David Croninger  
 Publicity Director: Lynn Mahoney  
 Chief Engineer: Kenneth C. Shirk  
 Owners of: WBZ-WBZA, Boston-Springfield,  
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
 WOWO, Fort Wayne, Ind.; KEX, Portland, Ore.

**WJJD—Chicago—1934**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Plough Bcstg. Co.  
 Bus. Studio Address: 230 N. Michigan Ave.  
 Tel.: ST 2-5466 Independent  
 Representative: Radio-TV Representatives, Inc.  
 President: Harold R. Krelstein  
 Gen., Sta. Mgr.: Frederick G. Harm  
 Commercial Mgr.: Lloyd Webb  
 Sales Prom., Pub. Dir.: Fred Livingston  
 Program Dir.: Ralph Blank  
 Chief Eng.: Walter F. Myers  
 Owners of: WMPS, Memphis, Tenn.; WCOP,  
 Boston; WCAO, Baltimore, Md.

**WLS—Chicago—1924**

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned-Oper. By: WLS, Inc.  
 Business Address: 1230 Washington Blvd.  
 Tel.: MO 6-9700 ABC  
 Representative: John Blair  
 President: James E. Edwards  
 Gen. Sta. Mgr.: Glenn Snyder  
 Sales Manager: Arch Madsen  
 Sales Prom., Pub. Dir.: Roland Sack  
 Program Director: Harold Safford  
 Chief Engineer: Thomas Rowe

**WMAQ—Chicago—1922**

Frequency: 620 Kc. Power: 50,000 Watts  
 Owned-Operated By: National Bcstg. Co., Inc.  
 Business-Studio Address: Merchandise Mart  
 Tel.: SU 7-8300 NBC  
 Representative: NBC Radio Spot Sales  
 President (NBC): Robert E. Kintner  
 V.P. (NBC), Gen. Mgr.: Lloyd E. Yoder  
 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 Independent  
 Representative: Devney  
 President: Louis B. Lee  
 Comm. Mgr.: Marge Strasser  
 Program Dir.: Richard D. Lane

**WHOW—Clinton—1947**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cornbelt Bcstg. Co.  
 Business Address: 401 1/2 S. Side Sq.  
 Tel.: 305 Independent  
 Representative: Holman  
 President: J. R. Livesay  
 Gen Mgr., Chief Eng.: Rolland O. Looper  
 Comm. Sales Prom. Mgr.: Jim Williams

**WDAN—Danville—1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Northwestern Pub. Co.  
 Address: 1500 N. Washington  
 Tel.: 1700 CBS  
 Representative: Everett-McKlinney, Inc.  
 General Manager: Robert J. Burow  
 Sta. Mgr.: Max Shaffer  
 Program Dir.: Honore Ronan  
 Chief Engineer: Norlyn Dossey

**WITY—Danville—1953**

Frequency: 980 Kc. Power: 1 Kw.  
 Owned: Vermillion Bcstg. Corp.  
 Address: P. O. Box 142  
 Tel.: 1312 Independent  
 Representative: Burn-Smith  
 President: Gilbert E. Metzger

**ILLINOIS** .....

Gen., Sta. Mgr. .... Elzer Marks  
Comm., Sales Prom. Mgr. .... William O'Toole  
Publicity Director. .... Cathy Scheurich  
Chief Engineer. .... Taylor Clawson

**WDZ—Decatur—1921**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... Mid-States Bcstg. Co.  
Business-Studio Address. .... 265 S. Park St  
Tel.: 3-9744. .... Independent  
Representative. .... Peters, Griffin, Woodward  
Pres., Gen. Mgr. .... Frank C. Schroeder, Jr.  
Commercial Manager. .... Clark O. Whitman  
Program Director. .... Harry Michaels  
Chief Engineer. .... Willard F. Hall

**WSOY—Decatur—1925**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Illinois Bcstg. Co.  
Address. .... 1100 E. Pershing Road  
Tel.: 5371. .... CBS  
Representative. .... Weed  
President. .... Frederick W. Schaub  
Gen. Mgr. .... M. H. Stuckwisch  
Comm. Mgr. .... Dale E. Eyman  
Prog., Pub. Dir. .... Robert B. King  
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. .... Independent  
Representative. .... Sears & Ayer  
Pres., Gen. Mgr. .... George C. Biggar  
Commercial Manager. .... Richard Meier  
Program Director. .... R. C. Brown  
Publicity Dir. .... Fran Booton  
Chief Engineer. .... W. Dean Clayton

**WDQN—Du Quoin—1951**

Frequency: 1580 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... DuQuoin Bcstg. Co.  
Address. .... Music Center  
Tel.: LI 2-3894. .... KBS  
Representative. .... Devney  
Pres., Gen. Mgr. .... M. R. Lankford  
Comm. Sales Prom. Mgr. .... Gene Showalter  
Program, Ch. Eng. .... E. Neil Pike

**WAMV—East St. Louis—1935**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Radio Missouri Corp.  
Business-Studio Address. .... Broadview Hotel  
Tel.: BR 1-4626. .... ABC  
Representative. .... Weed & Co.  
President. .... Robert W. Day  
General Mgr. .... Elmer Willrich  
Program, Sales Prom. Mgr. .... Dan Stengle  
Publicity Dir. .... Ray Nelson  
Chief Engineer. .... Earle White

**WCRA—Effingham—1947**

Frequency: 1090 Kc. .... Power: 250 Watts, d.  
Owned-Operated By. .... Effingham Bcstg. Co.

Address. .... 110 N. Banker St.  
Tel.: 1090. .... Independent  
Representative. .... Devney  
President. .... Joseph E. McNaughton  
Gen. Mgr. .... George Walker  
Program Director. .... R. E. Woody

**WRMN—Elgin—1949**

Frequency: 1410 Kc. .... Power: 500 Watts  
Owned-Oper. By. .... The Elgin Bcstg Co.  
Address. .... 156 Division St.  
Tel.: SH 1-7700. .... Independent  
News Affil. .... Pekin Times, Yuma Sun  
Representative. .... Devney  
Pres., Gen. Mgr. .... J. Richard Sutter  
Prog. Dir., Ch. Engr. .... Floyd Brown  
Publicity Director. .... Pearl Reynolds

**WEAW—Evanston—1946**

Frequency: 1330 Kc. .... Power: 1000 Watts  
Owned. .... No. Shore Bcstg. Co., Inc.  
Address. .... Box 1330  
Tel.: UN 4-7600. .... Independent  
Rep. .... Good Music Bctrs., Grant Webb  
Pres., Gen. Sta. Mgr. .... Edward A. Wheeler  
Commercial Manager. .... Don Springgate  
Sales Promotion Mgr. .... Robert Cronin  
Pub. Dir. .... Doris Peterson  
Program Director. .... Mike Locigno

**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. .... Independent  
Representative. .... Devney  
President. .... Angus D. Pfaff  
Chief Engineer. .... Thomas Mills

**WFIW—Fairfield—1953**

Frequency: 1390 Kw. .... Power: 500 Watts d.  
Owned-Oper. By. .... Wayne County Bcstg. Co.  
Address. .... Box 72  
Tel.: 2159. .... KBS  
Representative. .... Grant Webb  
Co-Owner, Gen. Mgr. .... Thomas S. Land  
Co-Owner. .... Bryon Davidson  
Commercial Mgr. .... Garnet Williams  
Program Director. .... Darrell Linne  
Chief Engineer. .... Gil Wallace

**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 436. .... Independent  
Representative. .... Headley-Reed  
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. .... Independent

Newspaper Affiliation...Daily Register Mail  
 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: 5000 Watts d.  
 Owned.....Knox County Bcstg. Corp.  
 Address.....36 Park Plaza  
 Tel.: Dickens 2-3161.....Independent  
 Representative .....Hollingbery  
 President .....G. Laverne Flambo  
 Exec. V.P. & Gen. Mgr....W. E. McClenahan  
 Sales Promotion Manager.....E. P. Davis  
 Program Director.....Jack Davis  
 Publicity Director.....Sally Mathers  
 Chief Engineer.....Douglas Horner

**WEBQ—Harrisburg—1923**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By.....First Trust Association  
 Business-Studio-Transmitter...100 E. Poplar St.  
 Tel.: 3-7282.....KBS  
 Gen.-Station-Comm. Mgr.....Ingls 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**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By.....Egyptian Bcstg. Co.  
 Business-Studio Address.....P. O. Box 179  
 Tel.: 381-382.....MBS  
 Representative .....Holman  
 President.....Maybelle J. Lyerla  
 Gen., Sta. Mgr.....Charles R. Cook  
 Sales Promotion Manager.....Fred Simmons  
 Program Director.....Louise Samuel  
 Publicity Director.....Frank Samuel  
 Chief Engineer.....Ben E. Orf

**WLDS—Jacksonville—1941**

Frequency: 1180 Kc....Power: 1000 Watts d.  
 Owned..Jacksonville Radlo & TV Bcstg. Corp.  
 Business Address.....Fox Theatre Bldg.  
 Tel.: CH 5-7171.....KBS  
 Newspaper Affil.....Journal-Courier  
 Representative .....Hal Holman  
 President .....Robert Fay  
 Gen., Sta. Mgr.....R. Karl Baker  
 Program Director.....T. J. Fairburn  
 Chief Engineer.....G. J. Cassens

**WJOL—Joliet—1929**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Operated By.....WJOL, Inc.  
 Business-Studio-Transmitter...601 Walnut St.  
 Tel.: 6-4761.....Independent  
 Representative .....John Pearson

Pres., Gen. Mgr.....Joseph F. Novy  
 Station Manager.....J. F. Cerny  
 Prog. Dir.....Eileen Caron  
 Chief Engineer.....Frank Woodcroft

**WKAN—Kankakee—1947**

Frequency: 1320 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..Kankakee Daily Journal Co.  
 Business-Studio Address..180 N. Schuyler Ave.  
 Tel.: Wells 3-6633.....Independent  
 Representative .....Sears-Ayer  
 President .....Burrell Small  
 General Manager.....Bruce Brown  
 Station Manager.....Robert Hawkins  
 Program Director.....Orren Allain  
 Chief Engineer.....Richard Eckels

**WKEI—Kewanee—1952**

Frequency: 1450 Kc....Power: 100 Watts  
 Owned-Operated By.....WKEI Bcstg. Co.  
 Address.....202½ N. Tremont  
 Tel.: 4471.....KBS  
 Representative.....H. F. Best  
 Pres., Gen. Mgr., Chf. Engr....E. D. Scandrett  
 Prog., Pub. Dir.....Paul Messplay

**WTAQ—La Grange—1950**

Frequency: 1300 Kc....Power: 500 Watts n.  
 Owned-Oper. By.....S & S Bcstg. Co.  
 Address.....Box 408  
 Tel.: FL 2-1300.....Independent  
 Representative.....W. Donald Roberts  
 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 Schlamen  
 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.: CApitol 3-3100.....Independent  
 Newspaper Affiliation...Daily News Tribune  
 Representative .....Grant Webb  
 President .....Peter Miller  
 Gen. Mgr.....William Holm  
 Program Director.....Dan Dunlap  
 Publicity Director.....Laverne Waltman  
 Chief Engineer.....Lawrence McCann

**WAKO—Lawrenceville—1959**

Frequency: 910 Kc....Power: 500 Watts, d.  
 Owned By.....Lawrenceville Bcstg. Co.  
 Address.....Box 210  
 Tel.: 910.....Independent  
 Partner.....Ray J. Lankford

**WPRC—Lincoln—1947**

Frequency: 1370 Kc....Power: 500 Watts d.  
 Owned-Oper. By.....Prairie Radio Corp.  
 Address.....P. O. Box 37  
 Tel.: 1370.....KBS  
 Representative .....Sears & Ayer

**ILLINOIS** .....

Pres., Gen. Mgr. .... Ray F. Knochel  
Comm. Manager. .... Paul E. Rankin  
Program Director. .... Earle Layman  
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. .... Independent  
Representative. .... Hill Best  
Pres., Gen. Mgr. .... Hayward L. Talley

**WKAI—Macomb—1947**

Frequency: 1510 Kc. .... Power: 250 Watts d.  
Owned-Operated By. .... WKAI Bcstg. Co.  
Address. .... 113 E. Carroll St.  
Tel.: TEMple 3-4129. .... KBS  
Newspaper Affiliation. .... Daily Journal  
President. .... William H. Rudolph  
General Manager. .... Robert E. Douglas  
Business Manager. .... Verna M. Frye  
Program Director. .... J. Jean Marconnet

**WGGH—Marion—1949**

Frequency: 1150 Kc. .... Power: 5000 Watts d.  
Owned-Operated By. .... Marion Bcstg. Co.  
Business Address. .... P. O. Box 311  
Tel.: WYandotte 3-8101. .... Independent  
Representative. .... Sears & Ayer  
Pres., Chief Eng. .... George W. Dodds  
Gen., Sta., Comm. Mgr. .... Jim Duncan

**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. .... Independent  
Representative. .... Holman  
President, Gen.-Station Mgr. .... J. R. Livesay  
Commercial Manager. .... Ken Wooddell  
Sales Prom. Mgr. .... Robert Veech  
Program Director. .... Robert Guess  
Chief Engineer. .... Ray Livesay

**WMOK—Metropolis—1951**

Frequency: 920 Kc. .... Power: 1,000 Watts d.  
Owned-Oper. By. .... Fort Massac Bcstg. Co.  
Business Address. .... National State Bank Bldg.  
Tel.: 2106. .... KBS  
Representative. .... Holman  
Gen. Mgr. .... James H. Firmin  
Commercial Manager. .... Virgil E. Smith  
Program Director. .... Fleeta Firmin  
Chief Engineer. .... Carlos M. Steele

**WQUA—Moline—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... WQUA, Inc.  
Address. .... 1319 1/2th Ave.  
Tel.: 4-6727. .... ABC  
Representative. .... Geo. P. Hollingberry Co.  
President. .... G. LaVerne Flambo  
V.P., Gen. Mgr. .... J. Maxim Ryder  
Commercial Manager. .... Lester Johnson  
Production Manager. .... Robert Nelson  
Chief Engineer. .... Howard Elliott



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**... by Listeners .. because it is  
dependable as well as interesting.**

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**WRAM—Monmouth—1957**

Frequency: 1330 Kc. Power: 1 Kw.  
 Owned Prarieland Bcstrs.  
 Address First & Main St.  
 Tel.: 666 Independent  
 Representative Pearson  
 Gen. Mgr. Stephen P. Bellinger  
 Comm. Mgr. Richard V. Taber  
 Program Dir. Jack Edsel  
 Chief Engineer. Fred Hoy

**WVMC—Mount Carmel—1948**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned WVMC  
 Business Address Box 450  
 Tel.: 1360 Independent  
 President Stephen P. Bellinger  
 Gen., Comm. Mgr. Charles H. Green  
 Sales Prom. Mgr. R. L. Knutstrom  
 Program Director David K. Naber  
 Publicity Director Albert Freedman  
 Chief Engineer Eugene Garrett

**WMIX—Mt. Vernon—1946**

Frequency: 940 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.  
 Address 121½ N. 9th Street  
 Tel.: 3500 Independent  
 Representative John E. Pearson Co.  
 President John Russell Mitchell  
 General Manager R. J. Cheney  
 Comm. Mgr. C. Schoch  
 Chief Engineer Robert MacConnell

**WINI—Murphysboro—1954**

Frequency: 1420 Kc. Power: 500 Watts d.  
 Owned-Oper. By Martha D. & Robert M. Rapp  
 Business Address 1602 Elm  
 Tel.: 282 KBS  
 Representative Hil F. Best  
 Gen., Sta. Mgr. Lew Barwick  
 Chief Engineer Lester D. Bilderback

**WOPA—Oak Park—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Village Bcstg. Co.  
 Address 408 S. Oak Park Ave.  
 Tel.: VI 8-5760 Independent  
 Representative Stars National  
 General Manager E. Sonderling  
 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 Independent  
 Pres. Fred W. Schaub  
 Exec. V.P. M. Lindsay  
 Gen. Mgr. E. C. Dorsey  
 Comm. Mgr. Charles R. Griggs  
 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 Independent  
 Pres., Gen. Mgr., Ch. Eng. Carl H. Meyer  
 Comm. Mgr. D. M. Meyer  
 Sta. Mgr., Prog. Dir. Robert Meyer

**WPRS—Paris—1951**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Operated By Paris Bcstg. Corp.  
 Address Box 262  
 Tel.: 5-0153 Independent  
 Pres., Gen. Mgr. Adlai C. Ferguson, Jr.  
 Commercial Mgr. James D. Savoye  
 Prog. Dir. John Powell  
 Publicity Dir. Gene Tyler  
 Chief Engineer Harry Hubbert

**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 Independent  
 Representative Sears & Ayer  
 Pres., Gen. Mgr. W. Kenneth Patterson  
 Sta. Mgr., Pub. Dir. George C. Udry  
 Comm., Sales Prom. Mgr. William Hill  
 Program Director Roland Struhbar  
 Chief Engineer Lowell Lovely

**WEEK—Peoria—1946**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By West Central Bcstg. Co.  
 Bus. Add. 2907 Springfield Rd.  
 Tel.: 9-3961 NBC  
 Representative Headley Reed  
 President Robert S. Kerr  
 V.P., Gen. Mgr. Fred C. Mueller  
 Commercial Manager Coleman Scott  
 Program Director Bill Dorn  
 Pub. Dir. Albert Knapp  
 Ch. Eng. Wayne Lovely

**WIRL—Peoria—1948**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By Frudeger Bcstg. Co.  
 Bus.-Studio Address 121 N.E. Jefferson Ave.  
 Tel.: 4-9239 Independent  
 Representative H-R  
 President Robert W. Frudeger  
 General Mgr. Howard H. Frederick  
 Program Director Robyn Weaver  
 Chief Engineer Ray Schneider

**WMBD—Peoria—1927**

Frequency: 1470 Kc. Power 5000 Watts  
 Owned-Oper. By WMBD, Inc.  
 Address 212 S.W. Jefferson Ave.  
 Tel.: 6-0711 CBS  
 Reps. Peters, Griffin, Woodward, Inc.  
 Pres. Charles C. Caley

# ILLINOIS

Vice Pres. . . . . Robert O. Runnerstrun  
Station Mgr. . . . . Hal Sunberg  
Program Dir. . . . . Bill Mayer  
Publicity Dir. . . . . R. James Bateman  
Chief Engineer. . . . . George Pyle

## WPEO—Peoria—1946

Frequency: 1020 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Radio One Corp.  
Address . . . . . 614-A Main St.  
Tel.: 4-9249 . . . . . Independent  
Representative . . . . . Bolling  
Gen. Mgr. . . . . K. R. Greenwood  
Commercial Manager . . . . . Guy Fowler  
Sales Promotion Manager . . . . . Ken Baugh  
Program Director . . . . . Harry Harrison  
Chief Engineer . . . . . Jerald Devore

## WBBA—Pittsfield—1954

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned . . . . . Pike Broadcasting Co.  
Address . . . . . Pittsfield  
Tel.: 650 . . . . . Independent  
Representative . . . . . Continental Radio Sales  
President . . . . . G. B. Meyer  
Sta. Mgr., Chief Eng. . . . . Frank Luepke

## WGEM—Quincy—1947

Frequency: 1440 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Quincy Bcstg. Co.  
Business-Studio Address . . . . . Hotel Quincy  
Tel.: BA 2-6840 . . . . . ABC  
Newspaper Affiliation . . . . . Quincy Herald Whig  
Representative . . . . . Young Reprs., 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

## WTAD—Quincy—1927

Freq.: 930 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Lee Bcstg., Inc.  
Address . . . . . 510 Maine St.  
Tel.: BA 2-6200 . . . . . CBS  
Newspaper Affiliation . . . . . Hannibal Courier Post  
Representative . . . . . Weed & Co.  
President . . . . . Lee P. Loomis  
Gen., Nat'l Sales Mgr. . . . . Walter J. Rothschild  
Asst. Natl. Sls., Comm. Mgr. . . . . Wayne W. Cribb  
Sales Prom. Mgr., Pub Dir. . . . . Dick Moore  
Program Director . . . . . Robert Eickmeyer  
Chief Engineer . . . . . J. E. Gray

## WTAY—Robinson—1956

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Ann Broadcasting Corp.  
Business Address . . . . . P.O. Box 266  
Tel.: 1373 . . . . . KBS  
Representative . . . . . Hil F. Best  
Pres., Gen. Mgr. . . . . Kathryn A. Duncan  
Comm., Sales Prom. Mgr. . . . . James L. Foster  
Program Director . . . . . Thelma Dorsey  
Publicity Director . . . . . Jack Weber  
Chief Engineer . . . . . Danny Doss

## WROK—Rockford—1929

Freq.: 1440 Kc. . . . . Power: 1 Kw. d.; 500 W. n.  
Owned-Operated By . . . . . Winnebago News, Inc.  
Bus.-Studio Address . . . . . Rockford News Tower  
Tel.: 2-6621 . . . . . ABC  
Representative . . . . . H-R  
President . . . . . E. K. Todd  
Gen., Sta. Mgr. . . . . John J. Dixon  
Commercial Manager . . . . . David Salisbury  
Sls. Prom. Mgr., Pub. Dir. . . . . Betty L. Thro  
Program Director . . . . . Maurice P. Owens  
Chief Engineer . . . . . Maurice H. Nelson

## WRRR—Rockford—1953

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
Owned-Operated by . . . . . Radio Rockford, Inc.  
Address . . . . . 113 S. Court St.  
Tel.: 8-1869 . . . . . Independent  
Representative . . . . . Radio-TV Reprs.  
President . . . . . Burrell L. Small  
General Manager . . . . . William R. Walker  
Comm., Sls. Prom. Mgr. . . . . Don Hoover  
Program Director . . . . . H. Irving Tingley  
Publicity Director . . . . . William Kelsey  
Chief Engineer . . . . . George Reynolds

## WHBF—Rock Island—1925

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Rock Island Bcstg. Co.  
Business-Studio Address . . . . . 231 18th St.  
Tel.: RI 6-5441 . . . . . CBS  
Newspaper Affiliation . . . . . Rock Island Argus  
Representative . . . . . Hyett, Avery-Knodel  
President . . . . . Ben H. Potter  
V.P., Gen., Sta. Mgr. . . . . Leslie C. Johnson  
Asst. Mgr., Dir. Sales . . . . . Maurice Corken  
Merchandising Mgr. . . . . Heber Darton  
Program Dir. . . . . Frank S. Hicks  
Publicity Dir. . . . . Fern Hawks  
Chief Engineer . . . . . Robert J. Sinnett

## WJBD—Salem—1956

Frequency: 1350 Kc. . . . . Power: 500 Watts, d.  
Owned . . . . . Salem Bcstg. Co.  
Address . . . . . 121 S. Walnut St.  
Tel.: 2000 . . . . . Independent  
Representative . . . . . Grant Webb  
Gen., Sales Mgr. . . . . Bryan Davidson  
Prog. Dir. . . . . Coley Cowan  
Chief Engineer . . . . . Bryan Davidson

## WHCO—Sparta—1955

Frequency: 1230 Kc. . . . . Power 250 W.  
Owned . . . . . Hirsch Communication Eng. Corp.  
Address . . . . . 324 Broadway, Cape Girardeau, Mo.  
Tel.: SP 333 . . . . . Independent  
President . . . . . Robert O. Hirsch  
General Manager . . . . . James F. Collins  
Station Sls. Prom. Manager . . . . . Buford L. Mabrey

## WCVS—Springfield—1926

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WPFA Radio, Inc.  
Business-Studio Address . . . . . P. O. Box 1088  
Tel.: 4-9855 . . . . . Independent

President.....J. William O'Connor  
 Station Manager.....Al Evans  
 General Manager.....Ed Smith  
 Commercial Manager.....Ken Spengler  
 Sales Promotion Mgr.....Bob Tefentiller  
 Program Director.....Jim McKinney  
 Publicity Director.....Carol Dewing

**WMAY—Springfield—1950**

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By.....Lincoln Bcstg. Corp.  
 Address.....711 Myers Bldg.  
 Tel.: 4-1766.....NBC  
 Representative.....John E. Pearson  
 Pres., Gen. Sta., Comm. Mgr..Gordon Sherman  
 Prom., Pub. Dir.....Joan Meisner  
 Program Director.....Syl Binkin  
 Chief Engineer.....Melvin Feldman

**WTAX—Springfield—1930**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Business Address.....712 S. 31st St.  
 Tel.: 2-4441.....CBS  
 Representative.....Weed  
 Pres., Gen. Mgr.....Oliver 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. Swaringen

**WSDR—Sterling—1949**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Blackhawk Bdcstg. Co.  
 Address.....Lawrence Bldg.  
 Tel.: MA 3400.....Independent  
 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 Bcstg. Co.  
 Address.....Box 377  
 Tel.: 2-2947.....Independent  
 Representative.....John E. Pearson  
 General Manager.....Vernon R. Nunn  
 Comm. Mgr.....Jack Hallstrom  
 Program Director.....Kes Pollock  
 Chief Engineer.....Verne Buland

**WTIM—Taylorville—1949**

Frequency: 1410 Kc.....Power: 1000 Watts d  
 Owned-Operated By.....Moyer Bcstg. Co.  
 Address.....Radio Rd.  
 Tel.: DE 6-7900.....Independent  
 Representative.....Continental  
 President.....Roger Moyer  
 General Manager.....James C. Hilderbrand

**WKRS—Waukegan—1949**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....News-Sun Bcstg. Co.  
 Business Address.....P. O. Box 500  
 Tel.: DElta 6-7900.....Independent  
 Representative.....Devney  
 Gen., Comm. Mgr.....Alfred F. Sorenson  
 Chief Engineer.....Stanley G. Chadwick

**WFRX—West Frankfort—1951**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned.....Pyramid Radio Bcstg. & TV Corp.  
 Address.....1300 S. Logan  
 Tel.: 3-5321.....KBS  
 Representative.....Hal Holman  
 President.....Dr. Guy W. Lambert  
 Gen. Mgr.....Walter C. Schatler

**WCBD—Zion—1947**

Frequency: 820 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Michael J. Mintern  
 Business Address.....2700 Enoch Ave.  
 Managng Director.....Michael J. Mintern  
 Commercial Manager.....Carl Q. Lee

Pop.: 4,639,000  
 Families: 1,475,000  
 Radio Homes: 1,421,000

**Indiana**

Stations in State: 61  
 TV Homes: 1,315,000  
 TV Stations: 18

**WCBC—Anderson—1946**

Frequency: 1470 Kc. ....Power: 1000 Watts d.  
 Owned-Operated By.....Civic Bdcstg Corp.  
 Address.....Box 350  
 Tel.: 3-5321.....KBS  
 Station Rep.....Hil Best  
 President.....Paul E. Billheimer  
 General Manager.....Gordon Beck  
 Sales Manager.....Raymond Pettis

**WBU—Anderson—1923**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Anderson Bcstg. Corp.  
 Business-Studio.....640 Citizens Bank Bldg.

Tel.: 7791.....CBS  
 Representative.....Walker  
 President.....C. Bruce McConnell  
 General Manager.....John R. Atkinson  
 Chief Engr.....W. J. Hecht

**WBIW—Bedford—1948**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Bedford Bcstg. Co.  
 Address.....P. O. Box 127  
 Tel.: BRowning 5-7555.....Independent  
 Representative.....McGillvra  
 Co-owners.....A. L. & J. H. McGillvra  
 Chief Engineer.....Carl J. Finger

**WTTS—Bloomington—1949**

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..... ABC  
 Representative ..... Meeker  
 Membership ..... NAB  
 President ..... Sarkes Tarzian  
 Gen. Mgr., Prog. Dir..... Glenn Van Horn  
 Sales Mgr..... Ray Bartlett

**WBNL—Boonville—1950**

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Boonville Bcstg. Co.  
 Address ..... Lynnville Road  
 Tel.: 980..... KBS  
 Pres., Chief Eng..... H. C. Sanders  
 Gen., Program Dir..... Norman Hall  
 Comm., Sales Prom. Mgr..... David B. Gentry  
 Publicity Dir..... Olus Justus

**WCSI—Columbus—1950**

Frequency: 1010Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... White River Bcstg.  
 Address ..... Box 469  
 Tel.: Drexel 6-7411..... Independent  
 Representative ..... Clark  
 President ..... R. L. Heminger  
 Gen. Mgr..... Jack E. Douglas  
 Commercial Mgr..... J. F. Kauper  
 Program Dir..... Bob Edwards  
 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..... Independent  
 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  
 Business Address ..... Box 261  
 Tel.: 3-4567..... KBS  
 Representative ..... Hil F. Best  
 President ..... Clarence C. Moore  
 Gen., Sta. Mgr..... Paul R. Deck  
 Comm., Sales Prom. Mgr..... Don Freed  
 Publicity Director..... C. C. Moore  
 Chief Engineer..... Kent Ragsdale

**WTRC—Elkhart—1931**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Truth Radio Corp.  
 Business-Studio Address.... Box 636  
 Tel.: 3-1960..... NBC  
 Newspaper Affiliation..... Elkhart Truth  
 Representative ..... H-R Reps  
 President ..... John F. Dille, Jr.  
 Gen. Mgr..... Paul C. Brines  
 Commercial Mgr..... Gerard Maloney  
 Asst. Mgr..... Edwin J. Lasko

Prog. Dir..... Edwin Huot  
 Sales Prom., Publicity Dir..... Ken Owens  
 Chief Engineer..... Lester Zellmer

**WEOA—Evansville—1936**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... WEHT, Inc.  
 Business-Studio Address.... Box 395  
 Tel.: HA 4-9215..... CBS  
 Representative ..... Gill-Perna  
 President ..... Edwin G. Richter, Jr.  
 General Manager..... William R. Hight  
 Prog. Dir..... Peter Dooley  
 Publicity Director..... Priscilla Finberg  
 Chief Engineer..... William Schultz

**WGBF—Evansville—1923**

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..... NBC  
 Representative ..... Weed & Co.  
 President ..... Henry B. Walker  
 Ex. V.P., Gen., Sta. Mgr..... Martin L. Leich  
 Program Director..... Mrs. Pat Roper  
 Publicity Dir..... Gene Crawford  
 Chief Engineer..... Erwin P. Schoeny

**WIKY—Evansville—1947**

Frequency: 820 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... South Central Bcstg. Corp.  
 Address ..... Box 148  
 Tel.: 4-8284..... Independent  
 Representative ..... John E. Pearson Co.  
 Pres., Gen.-Sta. Mgr..... John A. Engelbrecht  
 Chief Engineer..... George F. Stoltz

**WJPS—Evansville—1948**

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By ..... WJPS, Inc.  
 Business-Studio Address.... 208 Main St.  
 Tel.: HArrison 4-6946..... ABC  
 Representative ..... Bolling  
 President ..... Robert S. Davis  
 Gen., Sta. Mgr..... Verne Paule  
 Sales Manager..... R. L. Byers  
 Prom. Mgr., Prog. Dir... Charles H. Caldwell  
 Chief Engineer..... James Jared

**WANE—Ft. Wayne—1948**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Indiana Broadcasting Corp.  
 Address ..... 2915 W. State Blvd.  
 Tel.: ANthony 9411..... CBS  
 Representative ..... Petry  
 President ..... C. Wrede Petersmeyer  
 Station Mgr..... Reid G. Chapman  
 Program Dir..... James Holston  
 Chief Engineer..... C. E. Wallace  
 Owners of: WISH, Indianapolis.

**WGL—Ft. Wayne—1924**

Frequency: 1250 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... News-Sentinel Bcstg. Co., Inc.  
 Bus. Studio Address.... 201½ W. Jefferson St.

Tel.: EA 3366.....ABC  
 Newspaper Affiliation.....News-Sentinel  
 Representative.....Headley-Road  
 President.....Helene R. Foellinger  
 Gen., Sta., Comm. Mgr.....Merrill C. Johnson  
 Sales Prom. Mgr., Pub. Dir.....Patricia McDowell  
 Program Director.....William Hausman  
 Chief Engineer.....Damon Wilson

**WKJG—Ft. Wayne—1947**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owner.....WKJG, Inc.  
 Business-Studio Add.....220 E. Jefferson St.  
 Tel.: ANthony 2295.....NBC  
 Representative.....H-R  
 President.....John F. Dille, Jr.  
 Gen. Sta. Mgr.....Edward G. Thoms  
 Commercial Manager.....Carleton Evans  
 Program Dir.....Calo Mahlock  
 Sales Prom. Mgr.....Wilson Schroeder  
 Chief Eng.....Eugene A. Chase

**WOWO—Ft. Wayne—1925**

Frequency: 1190 Kc.....Power: 50 Kw.  
 Owner...Westinghouse Broadcasting Co., Inc.  
 Bus. Studio Address...124 W. Washington St.  
 Tel.: AN 9436.....Independent  
 Sta. Rep.....Peters, Griffin, Woodward  
 After July 1.....AM Radio Sales  
 President.....Donald H. McGannon  
 Gen., Sta. Mgr.....Carl W. Vandagriff  
 Commercial Manager.....Tom Longworth  
 Sales Prom. Mgr.....Paul Lindsay  
 Program Dir.....Cal Bollwinkel  
 Publicity Dir.....Hilda C. Woehrmeyer  
 Chief Engineer.....Hal Brokaw  
 Owners of: WBZ-WBZA, Boston-Springfield,  
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
 KEX, Portland, Ore.; WIND, Chicago, Ill.

**WILO—Frankfort—1953**

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned.....Lake Erie Radio & TV Corp.  
 Address.....52½ E. Washington St.  
 Tel.: 3338.....Independent  
 Station Rep.....Hil Best  
 President.....Theodore M. Nelson  
 Gen. Mgr.....Howard G. Pearcy  
 Commercial Manager.....Phil Wise  
 Program Director.....James Cronkright  
 Chief Engineer.....David Bodley

**WGRY—Gary—1950**

Frequency: 1370 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....WGRY, Inc.  
 Address.....3669 B'way  
 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.....Independent  
 Station Rep.....John E. Pearson Co.

Pres., Gen., Mgr.....Dee O. Coe  
 Sta. Mgr.....Joseph A. Haas  
 Sales Prom. Mgr.....Thomas B. March  
 Program Director.....Gerry Grainger  
 Chief Engineer.....Victor Voss

**WKAM—Goshen—1954**

Frequency: 1460 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By...Kosciusko Bcastg. Corp.  
 Address.....Hotel Goshen  
 Tel.: 3-2219.....Independent  
 Representative.....Rambeau  
 President.....William N. Udell  
 General Mgr.....C. J. Pajakowski  
 Program Dir.....Robert Harris  
 Chief Engineer.....Henry Weaver

**WJOB—Hammond—1928**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...South Shore Bcastg. Corp.  
 Address.....6405 Olcott  
 Tel.: TI 4-1230.....Independent  
 Representative.....Rambeau  
 Pres., Gen. Mgr.....R. C. Adair  
 Station Manager.....Len Ellis  
 Sales Promotion Mgr.....Bill Murphy  
 Program Director.....Jerry Mitchell  
 Publicity Director.....Hugh Pieron  
 Chief Engineer.....Carl Hayworth

**WHLT—Huntington—1957**

Frequency: 1300 Kc.....Power: 500 Watts  
 Owned-Operated By...Radio Huntington, Inc.  
 Business Address.....Hotel LaFontaine  
 Tel.: 3404.....Independent  
 Pres., Gen. Mgr.....William J. Warren  
 Chief Engineer.....Charles Yelverton

**WFBM—Indianapolis—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned By.....Time, Inc.  
 Address.....1330 N. Meridian St.  
 Tel.: MEIrose 4-8521.....ABC  
 Representative.....Katz  
 President.....W. C. Pullen, Jr.  
 V.P., Gen. Mgr.....Eldon Campbell  
 Nat. Sales Mgr.....Hugh L. Kirby  
 Comm. Mgr.....Frank Small  
 Prom. Mgr.....John F. Hurlbut  
 Program Dir.....Robert Yeager  
 Asst. Promotion Manager...Keith C. Strange  
 Chief Engineer.....Kelly Robbins

**WCEE—Indianapolis—1956**

Frequency: 1590 Kc.....Power: 5 Kw. d.  
 Owned.....Rollins Bcastg. Co.  
 Address.....4800 E. Raymond St.  
 Tel.: FL 9-5591.....Independent  
 Representative.....Rollins, Grant  
 President.....O. Wayne Rollins  
 Gen., Comm. Mgr.....Arnold C. Johnson  
 Chief Engineer.....Edgar Bouchard

**WIBC—Indianapolis—1938**

Freq. 1070 Kc.....Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By.....WIBC, Inc.

## INDIANA

Business-Studio Address.....2835 N. Illinois  
Tel.: WA 4-2661.....Independent  
Representative.....John Blair  
President, Gen. Mgr.....Richard M. Fairbanks  
V.P., Commercial Manager.....Gilbert I. Berry  
Promotion Director.....Robert W. Bidlack  
Prog. Dir.....William L. Dean  
Chief Engineer.....Robert W. Minton

### WIRE—Indianapolis—1924

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Indianapolis Bcstg., Inc.  
Business-Studio Add.....307 N. Pennsylvania St.  
Tel.: ME 5-1541.....NBC  
Representative.....Peters, Giriffin & Woodward  
President.....Eugene C. Pulliam  
Gen., Sta. Mgr.....William C. Worcester  
Comm. Manager.....Daniel C. Park  
Sales Prom., Pub. Dir.....Richard Clester  
Prog. Dir.....Donald Bruce  
Chief Eng.....Eugene E. Alden

### WISH—Indianapolis—1941

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.....CBS  
Representative.....Petty  
President.....C. Wrede Petersmeyer  
Gen., Sta. Mgr.....Robert B. McConnell  
Comm. Manager.....Robert Ohleyer  
Sales Prom. Mgr., Pub. Dir.....Ray Reisinger  
Program Director.....William E. Frosch, Jr.  
Chief Engineer.....Stokes Gresham, Jr.  
Owners of: WANE, Fort Wayne, Ind.

### WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.  
Owned-Oper. By.....Radio Indianapolis, Inc.  
Address.....3003 Kessler Blvd.  
Tel.: WA 5-6494.....Independent  
Representative.....John Pearson Co.  
President.....Lyman S. Ayres  
General Manager.....Robert D. Enoch  
Assistant Manager.....Eugene W. Strack  
Program Director.....Greg Smith  
Chief Engineer.....Bert Goetzinger

### WITZ—Jasper—1948

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Jasper on the Air Inc.  
Address.....P. O. Box 167  
Tel.: 678.....KBS  
President.....Dr. Gilbert E. Metzger  
General Manager.....Dennis J. Keller  
Commercial Manager.....Al Farber  
Sales Prom. Mgr.....Don Bohnert  
Program Director.....John Williamson  
Publicity Director.....Pat Pinnick  
Chief Engineer.....Peter Russo

### WAWK—Kendallville—1955

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Noble DeKalb Bcstg. Co.  
Address.....Box 47  
Tel.: 764.....Independent

V.P., General Manager.....Paul L. King  
Commercial Manager.....Weldon Cornell  
Program Director.....Fred Mamahan  
Chief Engineer.....John Riddle

### WIOU—Kokomo—1949

Frequency: 1350 Kc.....Power: 1000 Watts  
Owner.....Booth Broadcasting  
Business Address.....210½ North Main St.  
Tel.: GL 7-1194.....CBS  
Representative.....Weed  
President.....John L. Booth  
Gen. Sta. Mgr.....John Carl Jeffrey  
Commercial Manager.....Richard Schuler  
Prog. Dir.....Hugo J. DiSalvo  
Pub. Dir.....Dorothy Overton  
Chief Engineer.....Elvin Cunningham

### WASK—Lafayette—1942

Frequency: 1450 Kc.....Power: 250 watts  
Owned.....Lafayette Bcstg., Inc.  
Business-Studio Address.....McCarthy Lane  
Tel.: 27306.....MBS  
Representative.....Wm. G. Rambeau  
President.....E. Joseph Bannon  
General Manager.....Henry Rosenthal  
Comm. Mgr.....Dick Pittenger  
Program Dir.....Sid Knight  
Chief Engineer.....Richard Cochran

### WLOI—La Porte—1948

Frequency: 1540 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....La Porte County Bcstg. Co.

**Ap** News  
Is Preferred

... by Sponsors — because it  
insures a day-to-day association  
with quality.

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50 Rockefeller Plaza · New York 20, N. Y.



Address.....P. O. Box 385  
 Tel.: 4144.....Independent  
 Sta. Rep. .... Pearson  
 President.....Dee O. Coe  
 Gen. Mgr.....Robert L. Harris  
 Sales Prom. Mgr.....Thomas B. March  
 Chief Engineer.....Victor Voss

**WBTO—Linton—1953**

Frequency: 1600 Kw.....Power: 500 Watts d.  
 Owned-Oper. By.....The Linton Bcstg. Co.  
 Business Address...Highway 54 W., Box 231  
 Tel.: 63 .....KBS  
 President.....H. C. Sanders  
 General Manager.....H. D. Boardman

**WSAL—Logansport—1949**

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By..Logansport Bcstg. Corp.  
 Address .....P. O. Box 399  
 Tel.: 3111.....MBS  
 President.....Glenn L. Miller  
 Gen., Sta. Mgr.....Richard E. Jackson  
 Comm. Mgr.....Joe Wiler  
 Sales Prom., Pub. Dir.....Carol Zimmerman  
 Program Director.....Gene A. Waters  
 Chief Engineer.....Raymond A. Olson

**WORX—Madison—1953**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By .....WORX  
 Address .....Telegraph Hill  
 Tel.: 1270.....KBS  
 Representative.....Hil F. Best Co.  
 Pres., Chief Eng.....C. E. Henson  
 General Manager.....Dick Witty  
 Comm. Mgr.....Lloyd L. Walker

**WBAT—Marion—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By .... Marlon Radio Corp.  
 Business-Studio Address...303½ S. Adams St.  
 Tel.: 5500.....CBS  
 Representative .....Everett-McKinney  
 President.....Lester G. Spencer  
 V. P., Gen. Mgr.....William Fowler  
 Comm. Mgr.....A. G. Von Dielingen

**WMRI—Marion—1955**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned By.....WMRI, Inc.  
 Business Address.....610 S. Adams St.  
 Tel.: 5705 .....Independent  
 Newspaper Affil....Chronicle Leader-Tribune  
 Representative.....Sears & Ayer  
 President.....Gardner Thomas  
 Gen. Mgr.....Robert Fincannon  
 Comm. Sales Prom. Mgr.....Robert Wright  
 Program Director....James Landry, Jr.  
 Publicity Director.....Don Tillman  
 Chief Engineer.....Robert Shively

**WIMS—Michigan City—1947**

Freq.: 1420 Kc...Power: 1 Kw. d.; 500 Wts. n.  
 Owned.....Northern Indiana Bcsters., Inc.  
 Business-Studio Address....Old Chicago Road

Tel.: TR 4-5245.....Independent  
 Representative.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....William N. Udell  
 Comm. Mgrs.....Al Hlaus-S. C. McDonnell  
 Program Dir.....Robert E. Pfister  
 Sale Prom. Mgr.....Howard Heckner  
 Publicity Dir.....Sam Searfoss  
 Chief Engineer.....Robert E. Schilling

**WPCO—Mount Vernon—1955**

Frequency: 1590 Kc.....Power: 500 Watts d.  
 Owned.....Mt. Vernon Broadcasting Co.  
 Address .....Box 231  
 Tel.: PO 3-4484.....KBS  
 Pres., Gen. Mgr.....H. C. Sanders  
 Sta., Comm. Mgr.....F. Courtney Smith  
 Chief Engineer.....Ervin White

**WLBC—Muncie—1926**

Frequency: 1340 Kc ..... Power: 250 Watts  
 Owned-Operated By .. Tri City Radio Corp.  
 Business Address.....Box 271  
 Tel.: AT 8-4403.....CBS  
 Representative .....Hal Holman  
 Pres., Gen. Sta. Mgr.....D. A. Burton  
 Commercial Prom. Mgr.....Bill Craig  
 Program Director.....Lee Allerton  
 Chief Engineer.....Pat Finnegan

**WLRP—New Albany—1949**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By ..Ohio Valley Bcstg., Inc.  
 Business Address...1570 Clifton Ave., Box 526

**W**

**MADISON,  
INDIANA**

**O**

**Your  
Prescription  
For  
Sure-Fire  
Sales**

**Rx**

# INDIANA

Tel.: WH 4-2235.....Independent  
 Station Rep.....Hil F. Best Co.  
 Pres., Gen., Sta. Mgr.....Roy L. Hickox  
 Comm., Sales Prom. Mgr.....Ronald Watson  
 Program Director.....Jerry Fordyce  
 Publicity Dir.....Bill Gillum  
 Chief Engineer.....Robert Metzler

## WOCH—North Vernon—1955

Frequency: 1460 Kc.....Power: 500 Watts  
 Owned.....Dorrell Ochs  
 Address.....P. O. Box 46  
 Tel.: FI 9-8421.....Independent  
 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

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Wabash-Peru Bcstg Co., Inc.  
 Address.....Hwy. 24  
 Representative.....McGillvra  
 President, Gen. Mgr.....Dr. Wendell Hansen  
 Station Manager.....Howard Roby  
 Chief Engineer.....Bob Bassett

## WPGW—Portland—1950

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Glenn West  
 Address.....Box 608  
 Tel.: 1094.....KBS  
 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.....Independent  
 Representative.....Devney  
 Gen., Sta. Mgr.....M. R. Lankford  
 Commercial Mgr.....D. T. Critchfield  
 Program Director.....Stuart Lankford  
 Chief Engineer.....John S. Sanders

## WKBV—Richmond—1926

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Central Bcstg. Corp.  
 Address.....W. Main St.  
 Tel.: 3-1156.....ABN  
 Representative.....Robert Meeker  
 Pres., Gen., Sta. Mgr.....Lester G. Spencer  
 Comm., Sls.....Roland L. Nusbaum  
 Sales Prom. Mgr.....C. E. Stevens  
 Publicity Director.....W. Woehrmann  
 Program Director.....Marie Robbins  
 Chief Engineer.....L. J. Duning

## WSLM—Salem—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Don H. Martin  
 Address.....Radio Ridge  
 Tel.: 700.....KBS  
 Representative.....Hil F. Best

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

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Dr. Azra C. Baker  
 Address.....1534 Ewing St.  
 Tel.: JACKSON 2-1390.....Independent  
 Representative.....Kentucky Sales  
 Station Mgr.....Bob Shippee  
 Program Dir.....Fred Osborne  
 Chief Engineer.....Arthur T. Kindell

## WJVA—South Bend—1947

Frequency: 1580 Kc.....Power: 1000 Watts, d.  
 Owned By.....Booth Broadcasting Co.  
 Address.....Box 179  
 Tel.: CE 4-1111.....MBS  
 Representative.....Rambeau, Vance, Hopple  
 President.....John L. Booth  
 Managing Dir.....M. G. Creel  
 Commercial Mgr.....Charles Sharpless  
 Program Dir.....Al Waters  
 Publicity, Sales Prom. Mgr.....Jack Picton  
 Chief Engineer.....Louis Ellis

## WNDU—South Bend—1944

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Michiana Telecasting Corp.  
 Address.....Box 989  
 Tel.: CE 3-7111.....ABC  
 Representative.....Edward Petry  
 Pres.....Rev. Theodore M. Hesburgh  
 Gen. Manager.....Bernard C. Barth  
 Station Manager.....W. T. Hamilton  
 Commercial Manager.....Daniel Martin  
 Program Director.....Wm. Etherton  
 Sales Prom. Mgr.....Evelyn Manuszak  
 Chief Engineer.....Bazil O'Hagan

## WSBT—South Bend—1921

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Bus-Studio Address.....300 W. Jefferson Blvd.  
 Tel.: CE 3-3141.....CBS  
 Newspaper Affiliation.....South Bend Tribune  
 Representative.....Paul H. Raymer  
 President.....Franklin D. Schurz  
 General Manager.....Neal B. Welch  
 Commercial Manager.....Will R. Darch  
 Promotion Manager.....James Halpin  
 Program Dir.....Robert Drain  
 Chief Engineer.....Arthur R. O'Neill

## WTCJ—Tell City—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....James R. Brewer  
 Address.....Tell City  
 Tel.: 740.....KBS  
 Owner, Manager.....James R. Brewer

## WBOW—Terre Haute—1927

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio WBOW, Inc.

**Business-Studio Address**.....303 S. 6th St.  
**Tel.:** CR 5034.....NBC  
**Representative**.....Wood  
**President**.....J. W. O'Conner  
**Station Manager**.....Ralph Hargue  
**Commercial Manager**.....Karl Walwik  
**Program Director**.....Bill Roberts  
**Chief Engineer**.....Howard Stewart

**WMFT—Terre Haute—1958**

**Frequency:** 1300 Kc.....**Power:** 500 Watts d.  
**Owned**.....Citizens Bcstg. Co., Inc.  
**Business Address**.....641 Ohio St.; Box 894  
**Tel.:** C-9618.....Independent  
**Representative**.....Burn-Smith  
**Pres., Gen. Mgr.**.....Archie S. Mobley, Sr.  
**Comm., Sales Prom. Mgr.**.....Sigel A. Roush  
**Program Directo.**.....Pauline A. Mobley  
**Publicity Director**.....Mrs. Wilma Sapp  
**Chief Engineer**.....Don H. Causey

**WTHI—Terre Haute—1947**

**Frequency:** 1480 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By** Wabash Valley Bdg. Corp.  
**Address**.....918 Ohio St.  
**Tel.:** CR 9481.....CBS  
**Representative**.....Bolling  
**President**.....Anton Hulman, Jr.  
**Gen. Mgr.**.....Joseph M. Higgins  
**Sales Prom. Mgr.**.....Charles Cogan  
**Program Director**.....Ben Falber, Jr.  
**Chief Engineer**.....Russ Arnold

**WAOV—Vincennes—1940**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Vincennes Sun Co.

**Business Address**.....Grand Hotel  
**Tel.:** 787-788.....MBS  
**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  
**Newspaper Affil.**.....Times-Union  
**President**.....R. B. Williams  
**General Manager**.....C. R. Williams  
**Station Manager**.....William Mollenhour  
**Commercial Manager**.....Jack Essenberg  
**Sales Prom., Pub. Mgr.**.....William Long  
**Program Director**.....Marie Snyder

**WAMW—Washington—1955**

**Frequency:** 1580 Kc.....**Power:** 250 W., d.  
**Owned-Operated By** Washington Radio, Inc.  
**Address**.....615 S.E. 11th St.  
**Tel.:** 1810.....KBS  
**Newspaper Affil.**.....Wash. Herald  
**Representative**.....Hil F. Best  
**President**.....Mrs. H. B. Bausman  
**General Manager**.....Joe Edwards  
**Commercial Manager**.....Joe Floerke  
**Prog. Dir.**.....Gene Cabel  
**Chief Engineer**.....Joe Fox

Pap.: 2,875,000  
 Families: 884,000  
 Radio Homes: 876,000

**Iowa**

Stations in State: 65  
 TV Homes: 776,000  
 TV Stations: 12

**KLGA—Algona—1956**

**Frequency:** 1600 Kc.....**Power:** 5 Kw. d.  
**Owned**.....Kossuth County Bcstg.  
**Address**.....Box 47  
**Tel.:** CY 4-2475.....KBS  
**Representative**.....Walker-Rawalt  
**President**.....Frederick Epstein  
**Gen. Mgr., Ch. Engr.**.....James J. Wychor  
**Prog. Dir.**.....Elaine Hutchins

**KASI—Ames—1948**

**Frequency:** 1430 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By** Story County Bcstg. Co.  
**Business-Studio Address**.....328½ Main St.  
**Tel.:** CE 2-3152.....KBS  
**Representative**.....Hopewell  
**Pres., Gen. Mgr.**.....William Evans  
**Program Dir.**.....Carol Farmer  
**Chief Engineer**.....Bruce Thatcher

**KJAN—Atlantic—1950**

**Frequency:** 1220 Kc.....**Power:** 250 Watts d.

**Owned-Operated By** Nishna Valley Bcstg. Co.  
**Address**.....North Olive  
**Tel.:** 1717.....KBS  
**Pres., Comm. Mgr.**.....E. G. Faust  
**Co-Mgrs.**.....F. G. Miller-H. A. Preston  
**Program, Publicity Dir.**.....Robert Einhaus  
**Chief Engineer**.....Arnold E. Wilson

**KWBG—Boone—1950**

**Freq.:** 1590 Kc.....**Power:** 1 Kw. d.; 500 Wts. n.  
**Owned-Operated By** Boone Bcstg. Co.  
**Address**.....P. O. Box 36  
**Tel.:** 1590.....KBS  
**Newspaper Affil.**.....News-Republican  
**President**.....Mary G. Garvey  
**General Manager**.....H. A. Garvey  
**Program Director**.....Tom Quinlan  
**Comm., Sales Prom. Mgr.**.....Richard G. Canier  
**Chief Engineer**.....John W. Stribling

**KBUR—Burlington—1941**

**Frequency:** 1490.....**Power:** 250 Watts  
**Owned-Operated By** Burlington Bcstg. Co.

Business-Studio Address.....Roosevelt Ave.  
 Tel.: PL 2-2701.....ABC  
 Representative.....Rambeau  
 Pres., Gen. Mgr.....G. B. McDermott  
 Station Manager.....David H. Steinle  
 Commercial Manager.....Willis Schwartz  
 Sales Prom., Pub. Dir.....Ken Buehl  
 Program Director.....Richard Mosena  
 Chief Engineer.....Cletus Paul

**KCIM—Carroll—1950**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Carroll Broadcasting Co.  
 Address.....Radio Park  
 Tel.: 4321.....Independent  
 Representative.....Pearson  
 General Manager.....Leo R. Mayr  
 Commercial Manager.....Lee Sandberg  
 Program Director.....Neil Trobak  
 Chief Engineer.....Don Stanzky

**KCRG—Cedar Rapids—1947**

Frequency: 1600 Kc.....Power 5000 Watts  
 Owned-Oper. By.....Cedar Rapids TV Co.  
 Address.....104 1st St., S.W.  
 Tel.: EM 4-4194.....MBS  
 Newspaper Affil.....Gazette  
 Representative.....Everett McKinney  
 President.....Joseph F. Hladky, Jr.  
 General Manager.....Redd Gardner  
 Publicity Director.....Edna A. Herbst  
 Chief Engineer.....Ira McDaniel

**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.....Independent  
 Representative.....Devney  
 President.....John C. Kelly  
 Gen., Sta. Mgr.....James I. Mitchell  
 Commercial Manager.....James L. Stramel  
 Program Director.....Robert Carpenter  
 Chief Engineer.....Wayne C. Cornils

**WMT—Cedar Rapids—1922**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned.....American Bcstg. Stations, Inc.  
 Bus.-Studio Address.....Paramount Theater Bldg.  
 Tel.: EM 4-0171.....CBS  
 Representative.....Katz  
 President.....William B. Dolph  
 V.P., General Manager.....William B. Quarton  
 Manager.....Kenneth L. Hastie  
 Sales Mgr.....Beryl W. Starbuck  
 Promotion Mgr.....Jim Eowernmaster  
 Program Manager.....Dean Landfear  
 Publicity Director.....Chuck Worcester  
 Chief Engineer.....George Hixenbaugh

**KCOG—Centerville—1949**

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned.....Centerville Bcstg. Co.  
 Address.....1910 S. Main St.  
 Tel.: 407.....KBS  
 Newspaper Affil.....Daily Iowegian

President.....Robert K. Beck  
 Gen., Sta. Mgr.....Clyde Holbrook  
 Comm. Mgr., Ch. Eng.....W. H. Lemen  
 Program Director.....Richard King

**KCHA—Charles City—1949**

Frequency: 1580 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Radio Incorporated  
 Address.....300½ N. Main St.  
 Tel.: 787.....KBS  
 Pres., Gen. Mgr.....L. J. Bromberg  
 Commercial Manager.....Robert Brown  
 Program Director.....Richard Snyder  
 Publicity Director.....Kay Sullivan  
 Chief Engineer.....Vern Bromberg

**KCHE—Cherokee—1952**

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Cherokee Bcstg. Co.  
 Address.....219½ W. Main St.  
 Tel.: 51.....KBS  
 Representative.....Best  
 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.....Independent  
 V.P., Mgr.....Kenneth M. Parker  
 Comm. Mgr.....Kenneth A. Willis  
 Prog. Dir.....Cres Fluegel

**KROS—Clinton—1941**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clinton Bcstg Corp.  
 Address.....246 Fifth Avenue South  
 Tel.: CH 2-1252.....MBS  
 Representative.....Pearson  
 President, General Manager.....B. M. Jacobson  
 Oper. Dir., Ch. Eng.....G. A. Parker

**KSWI—Council Bluffs—1947**

Frequency: 1560 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Nonpareil Bcstg. Co.  
 Address.....120 S. Main  
 Tel.: Council Bluffs.....KBS  
 Newspaper Affil.....New Nonpareil  
 Representative.....Arthur Hagg & Assoc.  
 Gen., Sta. Mgr., Chief Eng.....Robert H. O'Brien  
 Commercial Manager.....C. D. Hoover  
 Sales Prom., Pub.....Marjorie W. Morris  
 Program Director.....R. M. Hallgren

**KSIB—Creston—1946**

Frequency: 1520 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Southwest Iowa Bcstg. Co.  
 Address.....Radio Center  
 Tel.: ST 2-2155.....KBS  
 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: Doralcar Assoc. Inc.  
 Address: 228 N. La Salle, Chicago  
 Tel.: FRanklin 2-6220 Independent  
 President: Howard Dorsey  
 Commercial Mgr.: Howard Fischer  
 Chief Engineer: Harold Higby

**KSTT—Davenport—1946**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Operated By: Quint Cities Bcstg. Co.  
 Address: 310 Harrison St.  
 Tel.: 6-2541 MBS  
 Representative: Walker-Rawalt  
 Pres., Gen. Mgr.: Frederick Epstein  
 Commercial Manager: William Parker  
 Program Director: Kenneth Draper  
 Publicity Director: Thomas Elkins  
 Chief Engineer: George Stephenson

**WOC—Davenport—1922**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By: Tri-City Bdcstg. Co.  
 Address: 805 Brady Street  
 Tel.: 3-3661 NBC  
 Representative: Peters, Griffin, Woodward  
 President: Col. B. J. Palmer  
 Station Manager: Ernest C. Sanders  
 Sales Manager: F. Pax Shaffer  
 Sales Prom. Mgr.: Richard Upp  
 Program Dir.: Raymond E. Guth  
 Chief Eng.: P. Arvidson

**KDEC—Decorah—1947**

Frequency: 1240 Kc. Power: 250 Watts d.  
 Owned-Operated By: Scenic Bcstg. Co.  
 Business-Studio Address: 308½ W. Water St.  
 Tel.: 1240 KBS  
 Pres., Gen. Mgr.: Verne Koenig  
 Commercial Mgr.: Kenneth Bjerke  
 Chief Engineer: Donald Jackson

**KDSN—Denison—1956**

Frequency: 1580 Kc. Power: 500 Watts  
 Owned By: Denison Bcstg. Co.  
 Address: Box 337  
 Tel.: 34 Independent  
 Pres., Gen. Mgr.: Walter F. Morrison  
 Prog., Chief Engineer: Jim A. Peterson

**KCBC—Des Moines—1946**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By: Fletcher-Mitchell Corp.  
 Address: Box 1404  
 Tel.: CRestwood 7-4483 ABC  
 Representative: Devney  
 President: James I. Mitchell  
 Gen., Sta. Mgr.: Claire E. Grant  
 Commercial Manager: Bob Bunce  
 Sales Prom. Mgr.: Don Purdy  
 Program Director: Bob Lutz  
 Chief Engineer: Robt. S. Brown

**KIOA—Des Moines—1948**

Freq.: 940 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned: Public Radio Corp.  
 Business Address: 5th and Park Sts.  
 Tel.: ATLantic 2-9191 Independent  
 Representative: Weed  
 President: Lester Kamin  
 Gen., Sta. Mgr.: James C. Dowell  
 Program Director: Don MacKinnon  
 Chief Engineer: Lyle W. Nolan

**KRNT—Des Moines—1935**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Operated By: Cowles Bcstg. Co.  
 Business Address: 9th & Pleasant Sts.  
 Tel.: CH 3-4141 CBS  
 Newspaper Affiliation: Register-Tribune  
 Station Representative: Katz  
 General-Station Manager: Bob Dillon  
 Commercial Manager: Paul Elliott  
 Business Mgr.: Richard Percival  
 Program Director: Dick Covey

**KSO—Des Moines—1921**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Operated By: KSO Inc.  
 Address: 1910 Ingersoll Ave.  
 Tel.: CH 3-0571 Independent  
 Representative: John E. Pearson  
 President: Lyman S. Ayres  
 General Manager: Raymond W. Baker  
 Chief Engineer: Samuel Mazza

**KWDM—Des Moines—1948**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By: Des Moines Bcstg. Corp.  
 Business-Studio Address: 419½ Locust  
 Tel.: AT 2-8363 MBS  
 Pres., Comm. Mgr.: George W. Webber  
 Gen., Sta. Mgr.: Robert L. Webber  
 Program Director: Edith D. Webber  
 Chief Engineer: Werner Schwarz

**WHO—Des Moines—1924**

Frequency: 1040 Kc. Power: 50,000 Watts  
 Owned-Operated By: Central Bcsta. Co.  
 Address: 1100 Walnut St.  
 Tel.: AT 8-6511 NBC  
 Representative: Peters, Griffin & Woodward  
 President: Col. B. J. Palmer  
 V. Pres. & Resident Mgr.: Paul A. Loyel  
 Exec. V. Pres.: Ralph Evans  
 Sales Manager: Robert H. Harter  
 Program Director: Cecil C. Huntzinger  
 Chief Engineer: Roy W. Pratt

**KDTH—Dubuque—1941**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owner: Dubuque Telegraph-Herald  
 Bus-Studio Address: Eighth Ave. & Bluff St.  
 Tel.: 3-7351 ABC  
 Station Representative: Pearson  
 President: Fred Woodward  
 General Manager: K. S. Gordon  
 Commercial Manager: A. C. Newburgh

# IOWA

Program Director.....Robert Gribbon  
Chief Engineer.....Donald Abitz

## WDBQ—Dubuque—1933

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WDBQ Bcstg. Co.  
Business Address.....2763 Pennsylvania Ave.  
Tel.: 3-8241.....MBS  
Representative.....Devney  
President.....Oswald Friend  
General Manager.....Philip T. Kelly  
Commercial Manager.....Patrick G. Fleming  
Program Director.....Terry Dorsey  
Chief Engineer.....Donald Heim

## KLIL—Estherville—1952

Frequency: 1340 Kc.....Power: 100 Watts  
Owned.....KLIL, Inc.  
Address.....Box 155  
Tel.: EMerson 2-3521.....KBS  
Pres., Gen. Mgr.....Jack Turnbull  
Commercial Manager.....Lucille Turnbull  
Program Director.....Don Gard  
Sales Prom. Mgr.....Al Howard  
Publicity Director.....George Turner  
Chief Engineer.....Wilbur Ralph

## KMCD—Fairfield—1958

Frequency: 1570 Kw.....Power: 250 Watts d.  
Owned-Oper. By.....Bcstng. Engineering Services  
Business Address.....Highway 34; Box 394  
Tel.: 345.....ABC  
Representative.....Rambeau, Vance, Hopple  
President.....G. B. McDermott  
Gen., Sta. Mgr.....William W. Hansen  
Program Director.....Robert H. Morrison  
Publicity Director.....Donald Picken  
Chief Engineer.....Cletus S. Paul

## KVFD—Ft. Dodge—1939

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Northwest Bcstg. Co.  
Business-Studio Address.....Warden Bldg.  
Tel.: 4-0351.....MBS  
Representative.....Pearson  
President, Gen., Sta., Mgr.....Edward Breen  
Comm., Sales Prom. Mgr.....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.  
Business Address.....Box 220  
Tel.: 7-2651.....Independent  
Representative.....Everett-McKinney  
President.....William B. Dolph  
Gen. Mgr.....Burns Nugent  
Program Director.....Don Rose  
Chief Engineer.....Earl Larson

## KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 1 Kw. Watts d.  
Owned-Oper. By.....C. & R. Gillespie  
Business-Studio Address.....Marquette Bldg.  
Tel.: 1360.....KBS

Representative.....Devney  
General Mgr.....John E. Armel  
Prog. Dir.....Jack Lee

## KGRN—Grinnell—1957

Frequency: 1410.....Power: 500 Watts d.  
Owned.....Grinnell Bcstg. Corp.  
Address.....P. O. Box 67  
Tel.: BE 6-5444.....KBS  
Pres., Gen. Mgr.....Jerroil Henry  
Commercial Mgr.....Vic Scyer  
Program Dir.....Robert Armstrong

## KXIC—Iowa City—1948

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Johnson County Bcstg. Corp.  
Business Address.....108½ E. Washington St.  
Tel.: 8-1181.....KBS  
Representative.....Pearson  
President.....Scott Swisher  
General Sta. Mgr.....Gene Claussen  
Commercial Mgr.....F. M. Broders  
Program Director.....Robert Shellady  
Chief Engineer.....Elliott Full

## KOKX—Keokuk—1947

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.  
Owned-Operated By.....Keokuk Bdcstg. Co.  
Business Address.....Hotel Iowa Bldg.  
Tel.: 3670.....Independent  
Representative.....John E. Pearson  
President.....H. W. Stadler  
General Manager.....Robert W. Erickson  
Commercial Manager.....Rudy Thompson  
Program Director.....John Husak  
Chief Engineer.....Joe Malkin

## KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....George M. De Ruyter  
Address.....Box 1410  
Tel.: 1410.....KBS  
Representative.....W. Donald Roberts  
Manager.....George M. DeRuyter  
Assistant Manager.....Robert Coddington

## KMAQ—Maquoketa—1958

Frequency: 1320 Kc.....Power: 500 Watts  
Owned By.....Jackson County Bcstg. Co.  
Business Address.....136½ S. Main St.  
Tel.: OLive 2-2426.....Independent  
Partners.....H. & R. Goetz and M. Meythaller  
Gen. Comm. Mgr.....Robert K. Brown  
Sales Prom. Manager.....Duane Willey  
Chief Engineer.....Raymond Shields

## KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts  
Operated By.....Marshall Electric Co.  
Address.....133 E. Main St.  
Tel.: 3361.....Independent  
Newspaper Affil.....Times-Republican  
Representative.....Pearson  
President.....John W. Norris  
General Manager.....Paul G. Norris, Jr.



Station Manager.....William P. White  
 Comm. Mgr.....William C. Doll  
 Prog., Pub. Dir.....Dale Smith  
 Chief Engineer.....Herbert Anderson

**KGLO—Mason City—1936**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Radio, Inc.  
 Bus. Studio Address.....2nd & Pennsylvania  
 Tel.: GArden 3-2540.....CBS  
 Representative.....Weed  
 President.....Lee P. Loomis  
 Exec. V.P., Gen. Mgr.....Herbert R. Ohrt  
 Nat. Sales Mgr.....Walter J. Rothschild  
 Commercial Manager.....Lloyd Loers  
 Program Director.....Bob Clausen  
 Chief Engineer.....Roger Sawyer

**KRIB—Mason City—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Broadcasting Co.  
 Address.....Mason City  
 Tel.: GArden 4-1276.....Independent  
 President.....Wm. T. Johns, Jr.  
 Gen., Sta. Mgr.....Chas. Loufck  
 Commercial Mgr.....Gordon Lund  
 Program, Publicity Dir.....Robert S. Hale  
 Chief Engineer.....Earle Fritz

**KSMN—Mason City—1948**

Frequency: 1010 Kc.....Power: 1000 W., d.  
 Owned-Oper. By.....H. Campbell-D. Blanchard  
 Address.....5 W. State  
 Representative.....Hil F. Best  
 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 Bcastg. Co.  
 Address.....Mulberry & Houser  
 Tel.: AM 3-2442.....Independent  
 Representative.....Pearson  
 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 By.....Richard C. Brandt  
 Address.....Box 190  
 Tel.: 2100.....Independent  
 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.....Independent

Representative.....Pearson  
 President.....C. W. Crahan  
 Gen., Sta. Mgr.....W. J. Telch  
 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 Bcastg. Co.  
 Address.....Box 518  
 Tel.: OR 3-3493.....Independent  
 Representative.....Pearson  
 President.....E. G. Wenrick  
 Gen., Sta., Comm. Mgr.....Glen Stanley  
 Program Director.....Lester Wright  
 Publicity Director.....John Halligan  
 Chief Engineer.....William Brubaker

**KBIZ—Ottumwa—1941**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Address.....209 E. Second St.  
 Tel.: MU 2-4535.....ABC  
 Representative.....W. D. Roberts  
 President.....James J. Conroy  
 Exec. V.P., Gen. Mgr.....Dale Cowle  
 Sales Prom. Mgr., Pub. Dir.....Kay Rea  
 Program Director.....Jim Bolen  
 Chief Engineer.....Loyd Hanson

**KLEE—Ottumwa—1954**

Frequency: 1480 Kc.....Power: 500 Watts d.  
 Owned.....Carroll H. Marts  
 Address.....425½ West 2nd St.  
 Tel.: MU 4-5425.....KBS  
 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.: 910 Kc.....Power: 1000 Wts. d., 500 n.  
 Owned-Operated By.....Capital Bcastg. Co.  
 Address.....405 Sycamore  
 Tel.: 1302.....Independent  
 Representative.....H-R  
 President.....Don Searle  
 General Station Manager.....K. C. Titus  
 Program Director.....Pete Howard  
 Chief Engineer.....Franz Cherny

**KMA—Shenandoah—1925**

Frequency: 960 Kc.....Power: 5 Kw. d.  
 Owned-Operated By.....May Bcastg. Co.  
 Address.....Kina Auditorium  
 Tel.: 192.....ABC  
 Representative.....Edward Petry  
 President.....Edward W. May  
 General Mgr.....Owen Saddler  
 Station Mgr.....Anthony Koelker  
 Commercial Mgr.....Cecil H. Hamilton, Jr.  
 Prog., Publicity Dir.....Duane Modrow  
 Program Director.....Dean Naven  
 Chief Engineer.....Don Burrichter

# IOWA-KANSAS

## KMNS—Sioux City—1949

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By: Siouxland Bcstg. Co.  
 Address: 620 Insurance Exchange Bldg.  
 Tel.: 8-0628 Independent  
 Representative: Pearson  
 President: James Stuart  
 General Manager: Jan Dellinger  
 Program Director: Donald Frost  
 Publicity Dir.: Nancy Burns  
 Chief Eng.: Philip Maher

## KSCJ—Sioux City—1927

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: Perkins Bros. Co.  
 Business-Studio Address: 415 Douglas St.  
 Tel.: 5-7993 ABC  
 Newspaper Affiliation: Journal-Tribune  
 Representative: George P. Hollingbery  
 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 Bcstg. Co.  
 Address: 400 Commerce Bldg.  
 Tel.: 8-0165 Independent  
 Representative: Everett-McKinney  
 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 Bcstg. Co.  
 Address: Highway 71, N.  
 Tel.: 1240 Independent  
 Representative: Pearson  
 Pres., Gen. Mgr.: Ben B. Sanders  
 Commercial Mgr.: Mary Lundt  
 Program, Oper. Mgr.: Mason Dixon  
 Chief Engineer: Eldon Kanago

## KAYL—Storm Lake—1948

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By: Cornbelt Bcstg. Co.  
 Address: Park Building

Tel.: RE 2-3520. KBS  
 President: O. J. Grau  
 Sta. Mgr., Prog. Dir.: Paul Benson  
 Commercial Manager: Aleda W. Horner  
 Publicity Director: Andy Lynn  
 Chief Engineer: Robert L. Lamb

## KWWL—Waterloo—1947

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Black Hawk Bdcstg Co.  
 Address: Insurance Bldg.  
 Tel.: AD 4-4404. MBS  
 Representative: Avery-Knodel, Inc.  
 President: Ralph J. McElroy  
 Gen., Sta. Mgr.: Bill C. Baldwin  
 Program, Publicity Dir.: Donald V. Abbott  
 Sales Prom. Mgr.: Douglas Chingo  
 Chief Engineer: T. W. Kirksey

## KXEL—Waterloo—1942

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Cy N. Bahakel  
 Address: Highway 20 East  
 Tel.: AD 3-3371. ABC  
 Representative: Bolling  
 President: Egmont Sonderling  
 V.P., Mgr.: Alan Henry  
 Commercial Manager: Al Laval  
 Comptroller: William E. Craig  
 Dir. of Operations: Don E. Kasser

## KWVY—Waverly—1958

Frequency: 1470 Kc. Power: 1 kw., d.  
 Owned By: Cedar Valley Bcstg. Co.  
 Address: 123 1st St. S.E.  
 Tel.: 1470 Independent  
 Pres., Gen. Mgr.: J. W. Talbott  
 Program Dir.: J. A. Meyer  
 Chief Engineer: B. N. Murphy

## KJFJ—Webster City—1950

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Triangle Bcstrs.  
 Address: Box 222  
 Tel.: Temple 2-1410. KBS  
 Representative: Hil F. Best  
 Pres., Comm. Mgr.: D. D. Trey  
 Sta. Mgr., Ch. Engr.: Glen Barnett  
 Program Director: G. D. Warland  
 Publicity Director: Cal Haworth

Pop.: 2,275,000  
 Families: 724,000  
 Radio Homes: 672,000

# Kansas

Stations in State: 47  
 TV Homes: 571,000  
 TV Stations: 10

## KSOK—Arkansas City—1947

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By: The KSOK Bdcstg. Co.  
 Address: P.O. Drawer 917  
 Tel.: 2666 Independent  
 President: Oscar S. Stauffer  
 Gen. Sta. Mgr.: S. C. Thompson  
 Commercial Manager: R. M. Potter

Program Director: Earl Clayton, Jr.  
 Chief Engineer: N. Wayne Owens

## KARE—Atchison—1939

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned-Oper. By: Griffith-Buenning Bdstg. Co.  
 Address: Fifth & Kansas Ave.  
 Tel.: 2477. KBS  
 Representative: Sears & Ayer

Co-Owners... J. M. Griffith, Paul H. Buening  
 Station Mgr..... James H. Griffith  
 Comm. Mgr..... Paul H. Buening  
 Program Director..... Ed Arthur  
 Chief Engineer..... L. H. Winegardner

**KCRB—Chanute—1952**

Frequency: 1460 Kc.....Power: 1000 Watts d.  
 Owned-Operated By... Midwest Bcstg System  
 Address..... P.O. Box 132  
 Tel.: 434.....KBS  
 Representative..... Best  
 President..... Cecil W. Roberts  
 Comm. Mgr..... Jack Smirl  
 Program Director..... Evelyn Beech  
 Station Manager..... Glen A. Halbe

**KGGF—Coffeyville—1930**

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.....ABC  
 News. Affil... Journal, Winfield Courier, Others  
 Representative..... Hollingsberry  
 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.....Independent  
 Rep.....H.R. Reys  
 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**

Frequency: 550 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Address.....KMBC Building  
 Tel.: HA 2650.....ABC-MBS  
 Representative.....Peters, Griffin & Woodward  
 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**

Frequency: 1390 Kc.....Power: 500 Watts d.  
 Owned.....General Bcstg. Co., Inc.  
 Address.....Concordia, Kans.  
 Tel.: 1414.....KBS  
 Pres., Gen., Sta. Mgr.....W. F. Danenbarger  
 Comm. Mgr., Prog. Dir.....Oscar W. Allen  
 Chief Engineer.....Lyle Fick

**KGNO—Dodge City—1930**

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.....MBS  
 Newspaper Affil.....Dodge City Daily Globe  
 Representative... Venard-Rintoul & McConnell  
 President.....J. C. Denious, Jr.  
 Gen., Station Mgr.....W. Elliott  
 Comm., Prom. Mgr.....Ruth Petersen  
 Program Director.....Don Mills  
 Chief Eng.....Bob Ellinger

**KBTO—El Dorado—1953**

Frequency: 1360 Kw.....Power: 500 Watts d.  
 Owned-Oper. By.....El Dorado Bcstg. Co.  
 Address.....205½ S. Main  
 Tel.: 130.....KBS  
 Representative.....Indie Sales  
 Owner.....O. A. Tedrick  
 General Manager.....Jim Platt  
 Sales Prom. Mgr.....Jay Pratt  
 Program Dir.....Bob Lutz

**KVOE—Emporia—1939**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bluestem Bcstg. Co., Inc.  
 Address.....Box 350  
 Tel.: 154.....KBS  
 Representative.....Clark  
 Pres., Gen. Mgr.....E. J. McKernan, Jr.  
 Commercial Mgr.....Robert Ruple  
 Sales Prom, Mgr.....Charles Putt  
 Operations Head.....Curt Stallings  
 Chief Engineer.....Charles Stark

**KMDO—Fort Scott—1954**

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned.....Ft. Scott Bcstg. Co.  
 Address.....Box 72  
 Tel.: 2545.....KBS  
 Pres., Gen. Mgr.....Lloyd C. McKenney  
 Comm., Sta. Mgr.....Jim McKenney  
 Program Dir.....Coanie Minnick  
 Sales Prom.....J. Morrey & C. Stevens  
 Publicity Dir.....Jim Ross  
 Chief Engineer.....Dale Holland

**KIUL—Garden City—1935**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIUL, Inc.  
 Address.....509 Main St.  
 Tel.: BRIDGE 6-3251.....NBC-KBS  
 Newspaper Affili.....Telegram  
 Representative.....Hal Holman  
 President, General Mgr.....Robert Wells  
 Commercial Manager.....Joe Weddle  
 Sales Prom. Mgr.....Lucille Kaiser  
 Program Dir.....Tony Jewell  
 Publicity Dir.....Mary Connors  
 Chief Eng.....Joe Tennesen

**KNCO—Garden City—1949**

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Oper. By...Ark Valley Bcstg. Co., Inc.  
 Address ..... Box 247  
 Tel.: BRidge 6-4366 ..... Independent  
 Representative ..... Continental  
 President ..... Ellsworth Sherman  
 General Manager ..... John Hendry  
 Comm. Prog. Dir. .... Ken O'Donnell  
 Chief Engineer ..... Gene Conjurske

**KWGB—Goodland—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owner-Oper. By.....Goodland Bcstg. Co.  
 Address ..... Box 569  
 Tel.: 331..... MBS-KBS  
 Owner, General Mgr..... James E. Blair  
 Commercial Mgr..... Bert Blair

**KVGB—Great Bend—1937**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned-Operated By.....KVGB, Inc.  
 Address ..... 2007 17th St.  
 Tel.: GLadstone 3-4318..... NBC  
 Newspaper Affil..... Daily Tribune  
 Representative ..... Hollingbery  
 President ..... Helen Townsley Coogan  
 General Mgr..... Grover C. Cobb  
 Asst. Mgr..... Robert D. Hilgendorf  
 Commercial Mgr..... Sherwood R. Parks  
 Program Dir..... Ray H. Beals  
 Chief Engineer..... Gilbert Hanzlicek

**KAYS—Hays—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....KAYS, Inc.  
 Address ..... 2450 Hall St.  
 Tel.: MArket 4-2578 ..... KBS  
 Representative ..... Hal Holman  
 President ..... Ross Beach  
 Gen. Sta. Mgr..... Bob Schmidt  
 Sta. Comm. Mgr..... Kay Melia  
 Prom. Director ..... Don Gill  
 Sales Prom. Mgr..... Bob Churchill  
 Publicity Dir..... Carl Wells  
 Chief Engineer..... Jim Kane

**KWBW—Hutchinson—1935**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By...Nation's Center Bcstg. Co.  
 Business-Studio Address.....17th & Harding  
 Tel.: MO 2-4486..... NBC-KBS  
 Representative ..... Devney  
 Pres., Sta. Mgr..... Fred L. Conger  
 General Manager ..... Fred Conger  
 Commercial Director..... Robert Hanna  
 Prog. Dir..... Dick Fraley  
 Chief Engineer..... Marvin Reese

**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..... Independent

Representative .....Everett McKinney  
 Pres., Gen. Mgr..... J. D. Hill  
 Commercial Manager..... Vern Minor

**KIND—Independence—1947**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Central Bcstg., Inc.  
 Bus-Studio Transmitter.....114 North 8th St.  
 Tel.: 1010..... MBS-KBS  
 President ..... Nels Rupard  
 Station Manager..... Lou Emerson

**KJCK—Junction City—1949**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owner-Oper. By.....Junction City Bcstg. Co.  
 Address ..... 724½ No. Washington St.  
 Tel.: CE 8-3165..... KBS  
 Representative ..... Indle Sales  
 President ..... R. L. Weir, Jr.  
 Station Mgr..... A. B. Valencia  
 Program Dir..... John Chaney  
 Sales Prom. Mgr..... Pat Powers  
 Chief Engineer..... Royce Baerg

**KCKN—Kansas City—1925**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Cy Blumenthal  
 Address ..... 4121 Minnesota  
 Tel.: FA 1-3200..... Independent  
 Representative ..... Grant Webb  
 President ..... Cy Blumenthal  
 Gen. Sta. Mgr..... Ed Charles  
 Program Director..... Jack Call  
 Sales Manager..... M. Bredemeier

**KNCO**

Regional Radio  
 For the Great Western Plains

**MUSIC - NEWS - WEATHER**

- - - SPORTS - - -

AREA: 18,300 Square Miles  
 POPULATION: 129,000

The Center Of Kansas' Greatest  
 Agricultural Region. A Market  
 Grossing Over A Quarter Of A Bil-  
 lion Dollars Annually In Retail  
 Sales, And An Additional \$150,000,-  
 000 In Food, Drug, Auto, and Serv-  
 ice Station Sales.

**DIAL 1050**

Box 247 Garden City, Kansas  
 1,000 WATTS

**KLWN—Lawrence—1951**

Frequency: 1320 Kc. Power: 500 Watts d.  
 Owned-Operated By: Lawrence Bcstrs. Inc.  
 Address: Route 5  
 Tel.: VI 3-1320 Independent  
 Representative: Indie Sales  
 President: Lee Morgan  
 General Manager: Arden Booth  
 Commercial Manager: Bill Basket  
 Program Director: Ron Douglas  
 Chief Engineer: Earl Sundbye

**KCLO—Leavenworth—1948**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Geo. B. & Florence Anderson  
 Address: P. O. Box 809  
 Tel.: 5003 KBS  
 Representative: Hil F. Best  
 General Manager: George B. Anderson  
 Station Manager: Bob Kent  
 Chief Engineer: A. F. Moran

**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 Independent  
 Representative: Hil F. Best  
 President: Alf M. Landon  
 Station Manager: Leon S. Salathiel  
 Commercial Manager: Mark Shor  
 Prog. Dir.: Jay Mullen  
 Chief Engineer: Alvin Peters

**KMAN—Manhattan—1950**

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Manhattan Bcstg. Co.  
 Address: 114 No. 4th St.  
 Tel.: PR 8-4451 KBS  
 Newspaper Affil.: Mercury  
 President: Fred A. Seaton  
 Gen., Sta. Manager: Lowell E. Jack  
 Commercial Manager: David Jackson  
 Program Director: Shel Smith  
 Chief Engineer: Harold Luehring

**KNDY—Marysville—1956**

Frequency: 1570 Kc. Power: 250 Watts, d.  
 Owned: Marshall Transmitter Inc.  
 Address: 803½ Broadway  
 Tel.: 255 KBS  
 Gen., Comm. Mgr.: T. K. McDonnell  
 Program, Pub. Director: Al Hunter  
 Chief Engineer: Gary Vadnais

**KNEX—McPherson—1949**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Operated By: K. R. Krehbiel  
 Address: Box 186  
 Tel.: 1540 KBS  
 Newspaper Affil.: Daily Republican  
 Gen. Mgr.: Claude Hughes  
 Prog., Pub. Dir.: M. Heitschmidt  
 Chief Engineer: Claude Hughes

**KJRG—Newton—1953**

Frequency: 950 Kc. Power: 500 Watts, d.  
 Owned: Geo. Basil Anderson  
 Address: Box 77  
 Tel.: 3240 KBS  
 Station Rep.: Best, Biddick  
 Owner, Gen. Mgr.: Geo. Basil Anderson  
 Station Mgr.: Robert Kent

**KOFO—Ottawa—1949**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By: Ottawa Bcstg. Co.  
 Address: P. O. Box 46  
 Tel.: CHerry 2-1220 Independent  
 Partners: Roderick B. Cupp, E. W. Cupp  
 General Mgr.: Roderick B. Cupp  
 Commercial Mgr.: Ronald G. Reed  
 Program Director: Charles P. Wilser, Jr.  
 Chief Eng.: James A. Jarvis

**KLKC—Parsons—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Community Bcstg. Co.  
 Address: 109½ S. Central  
 Tel.: PARsons KBS  
 Station Mgr.: Richard R. Combs

**KOAM—Pittsburg—1937**

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n  
 Owned-Oper.: The Pittsburg Bcstg. Co., Inc.  
 Address: Professional Bldg.  
 Tel.: 2165 NBC  
 Representative: Hollingbery  
 President: E. V. Baxter  
 Gen., Sta. Mgr.: John O. Bartlow  
 Commercial Mgr.: W. Stout  
 Sales Prom. Mgr.: Paul Hudson  
 Chief Engineer: Jack Lawrence

**KSEK—Pittsburg—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Stauffer Publications, Inc.  
 Address: 1340 E. Quincy  
 Tel.: 742 KBS  
 Newspaper Affil.: Headlight Sun  
 Representative: Avery-Knodel  
 President: O. S. Stauffer  
 General Manager: Jeral C. Ziegler  
 Commercial Manager: Jack Rogers  
 Program Director: Michael Treps  
 Chief Engineer: John Glynn

**KWSK—Pratt—1952**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned: Clem Morgan  
 Address: 209½ S. Main St.  
 Tel.: GREENwood 2-4405 KBS  
 Owner, Gen. Mgr.: Clem Morgan  
 Program Director: A. B. Morgan  
 Comm. Mgr., Chief Eng.: F. Morgan Jr.

**KRSL—Russell—1956**

Frequency: 990 Kc. Power: 250 Watts  
 Owned: KILo Broadcasting Co.

## KANSAS

Address ..... Box 548  
Tel.: HU 3-2194 ..... KBS  
Representative ..... Pest  
Owner, Gen. Mgr. .... Fred L. Thompson  
Comm., Chief Eng. .... Charles Thompson

### **KSAL—Salina—1937**

Frequency: 1150 Kc. .... Power: 5000 Watts  
Owned By ..... Salina Bcstg., Inc.  
Bus. Studio Address ..... 7th & Iron  
Tel.: TA 3-3701 ..... MBS  
Sta., Comm. Mgr. .... R. V. Jensen  
Chief Eng. .... Don Englehart

### **WIBW—Topeka—1927**

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned By ..... Stauffer Publications, Inc.  
Address ..... Box 119  
Tel.: CE 3-2377 ..... CBS  
Newspaper Affil. .... Journal, Capital  
Representative ..... Avery-Knodel  
President ..... O. S. Stauffer  
General Manager ..... Thad Sandstrom  
Sales Mgr. .... Hilton Hodges

### **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 ..... Independent  
Representative ..... Gill-Perna  
President ..... Dale S. Helmers  
General Manager ..... Ed Schulz  
Station Manager ..... Edwin V. Schulz  
Commercial Manager ..... Robert Rohrs  
Program Director ..... Joe Stavas  
Chief Engineer ..... Rae Bowman

### **KTOP—Topeka—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Bailey Axton  
Address ..... Box 538  
Tel.: CE 4-3444 ..... MBS-KBS  
General Manager ..... Bailey Axton  
Comm., Prom. Mgr. .... Louise Axton  
Program Director ..... Merle Blair  
Station Manager ..... Bob Barber  
Publicity Director ..... Roger Wilson  
Chief Engineer ..... Henry Guch

### **WREN—Topeka—1926**

Frequency: 1250 Kc. .... Power: 5000 Watts  
Owned-Operated By ... WREN. Bcstg. Co., Inc.  
Address ..... 10th & Fillmore Sts.  
Tel.: CE 2-0505 ..... ABC  
Representative ..... Hollingbery  
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

### **KAKE—Wichita—1947**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned ..... KAKE Broadcasting Co., Inc.

Address ..... 1500 North West St.  
Tel.: WH 3-4221 ..... MBS  
Representative ..... Venard, Rintoul & McConnell  
President ..... Mark H. Adams  
Gen., Sta. Mgr. .... Martin Umansky  
Commercial Manager ..... Roger Peppard  
Program Director ..... Scot McCullough  
Chief Engineer ..... Ire E. Courtney

### **KLEO—Wichita—1936**

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By ..... Dandy Broadcasting  
Business-Studio Address ..... 1015 N. Broadway  
Tel.: HO 4-2387 ..... Independent  
Representative ..... Bolling  
General Mgr. .... K. R. Greenwood  
Commercial Mgr. .... Ron Blue  
Program Dir. .... Tom Dunn  
Chief Engineer ..... Len Ballard

### **KFBI—Wichita—1922**

Freq.: 1070 Kc. .... Power: 10 Kw. d., 1 Kw. n.  
Owned-Operated By ... Jayhawk Bcstg. Corp.  
Business-Studio Address ..... Box 1402  
Tel.: TE 8-3377 ..... Independent  
Representative ..... Avery-Knodel  
President ..... Charles "Buddy" Rogers  
Gen., Sta. Mgr. .... Joseph B. Kirby  
Program Dir. .... Geo. Cromwell  
Comm. Mgr. .... Dale McCoy, Jr.  
Chief Engineer ..... Gene Williams

### **KFH—Wichita—1922**

Frequency: 1330 Kc. .... Power: 5000 Watts d.  
Owned-Operated By ... Radio Station KFH Co.  
Business-Studio Address ..... KFH Bldg.  
Tel.: AM 2-4491 ..... CBS  
Newspaper Affiliation ..... Eagle  
Representative ..... Blair  
President ..... John Rigby  
Gen. Mgr. .... T. P. Bashaw  
Comm. Mgr. .... John Merrell  
Program Supv. .... Donald Anderson  
Sales Prom. Mgr. .... Russell Lowe  
Publicity Director ..... Bob Adams  
Chief Engineer ..... Leslie Campbell

### **KSIR—Wichita—1958**

Frequency: 900 Kc. .... Power: 250 Watts d.  
Owned By ..... KSIR, Inc.  
Business Address ..... Box 933  
Tel.: WH 2-3253 ..... Independent  
Station Representative ..... Pearson  
Pres., Comm. Mgr. .... Mack Sanders  
Gen. Sta., Chief Eng. .... K. W. Pyle

### **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 ..... Independent  
Representative ..... Hollingbery  
President ..... O. E. Bradley  
V.P., Gen. Sta. Mgr. .... J. Milton Hall  
Comm. Mgr. .... Harold H. Hale  
Program Director ..... Virginia Welch



Pop.: 3,209,000  
Families: 883,000  
Radio Homes: 865,000

# Kentucky

Stations in State: 78  
TV Homes: 617,000  
TV Stations: 9

## WANY—Albany—1958

Frequency: 1390 Kc. Power: 1000 Watts  
Owned By: Albany Bcstg. Co.  
Business Address: Box 1471  
Tel.: 150  
Station Representative: Kentucky Radio  
Presidents: Wallace Allred-Cecil Speck  
General Manager: Cecil Speck  
Station Manager: Welby Hoover  
Commercial Manager: Sidney H. Scott  
Sales Prom., Prog. Dir.: Darrell Speck  
Chief Engineer: George Daugherty

## WCMI—Ashland—1935

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: WCMI Radio, Inc.  
Address: 120 20th Street  
Tel.: EA 4-6111  
Representative: CBS  
George P. Hollingsbery  
President: George H. Clinton  
Gen. Comm. Mgr.: W. R. Martin  
Chief Engineer: Robert L. Gilmore

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned: WTCR, Inc.  
Address: Box 2031, Huntington, W. Va.  
Tel.: EAst 4-7131  
Representative: Independent  
Bolling  
President: Connie B. Gay  
V.P., Gen. Mgr., Comm. Mgr.: H. S. Tweel  
Sales Prom. Mgr.: Jimmy Oakes  
Program Director: Margaret Stephens  
Chief Engineer: Edwin Walters

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Brown Radio & TV Co.  
Address: 109 Sycamore St.  
Tel.: 498  
Representative: Independent  
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

Frequency: 1320 Kc. Power: 1000 W. d.  
Owner: Bardstown Broadcasting Co.  
Address: 216 N. 3rd  
Tel.: FI 8-3943  
Representative: KBS  
President: Lawrence W. Adams  
Prog. Dir.: Glenn Nickels  
Sales Prom., Chief Eng.: Don Allen

## WCBL—Benton—1954

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Purchase Bcstg. Co.  
Address: Box 126  
Tel.: LA 7-2581  
Representative: KBS  
Continental

President: J. Shelby McCallum  
General Manager: Ray Mofield  
Program Dir.: Globe Pollock  
Chief Engineer: Paul Herrington, Jr.

## WKCT—Bowling Green—1947

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By: Daily News Bcstg. Co.  
Address: 804½ College St.  
Tel.: VI 3-4325  
Newspaper Affiliation: ABC  
ABC  
Newspaper Affiliation: Park City Daily News  
Representative: Pearson  
President: J. Ray Gaines  
Gen., Sta. Mgr., Sales Mgr.: Al Temple  
Program, Public. Dir.: Jack Eversole  
Chief Engineer: Jack Hendricks

## WLBJ—Bowling Green—1939

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Bowling Green Bcstrs., Inc.  
Address: 901 Fairview  
Tel.: VI 3-3212  
Representative: MBS-KBS  
President: Cy N. Bahakel  
Sta. & Comm. Mgr.: Bob Proctor  
Prog. Dir.: Bud Tyler  
Publicity Director: Clyde Mankin

## WTCO—Campbellsville—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Taylor Co. Bcstg. Co.  
Address: P. O. Box 28  
Tel.: 380  
Representative: KBS  
Hil F. Best  
President: H. T. Parrott  
General Manager: Redman L. Turner  
Sta. & Comm. Mgr.: Thomas Kerr  
Prog. Dir.: Kerr & Naomi Beard  
Chief Engineer: Harvey Kingsbury

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts  
Owner: Central City, Greenville Bcstg. Co.  
Address: 110 North First St.  
Tel.: 818  
Representative: Independent  
Hil F. Best  
Station Mgr.: Bobby Anderson

## WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owner: Muhlenberg Bcstg. Corp.  
Address: Box 325  
Tel.: 1000  
Representative: KBS  
Kentucky Radio Sales  
President: Andy Anderson  
Gen., Mgr.: Ronald L. Beane  
Promotion Mgr.: Dean Harden

## WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Tri-County Bcstg. Corp.

# KENTUCKY

Address ..... Columbia  
Tel.: 4111 ..... KBS  
Pres., Gen. Mgr. .... S. C. Bybee  
Sta. & Comm. Mgr. .... Lanier Burchett  
Sales Prom Mgr. .... Jim Gaskin  
Program Dir. .... Ray Doss  
Chief Engineer ..... Lewis Owens

## WCTT—Corbin—1947

Frequency: 680 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Corbin Times-Tribune, Inc.  
Business Address ..... Corbin  
Tel.: 123 ..... MBS-KBS  
Newspaper Affil. .... Corbin Times-Tribune  
President. .... J. Springer Robinson  
General Manager ..... John L. Crawford  
Station Manager ..... Rufus Disney  
Program Director ..... Archie Wyatt  
Commercial Mgr. .... S. G. Hembree  
Chief Engineer ..... Chas. Sulfredge

## WZIP—Covington—1947

(See Cincinnati, O.)

## WCPM—Cumberland—1951

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Cumberland Bcstg. Co.  
Address ..... P. O. Box 955  
Tel.: 260 ..... KBS  
Representative ..... Best  
Pres., Gen. Mgr. .... Elmo Mills  
Station Manager ..... Clyde Beal

## WCYN—Cynthiana—1956

Frequency: 1400 Kc. .... Power: 100 Watts  
Owned ..... WCYN Radio, Inc.  
Address ..... Pike & Walnut Sts.  
Tel.: 480 ..... KBS  
President ..... Estil R. Anderson  
Gen. Mgr. .... Bob Doll  
Comm. Mgr. .... Mrs. Helen Williams

## WHIR—Danville—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Commonwealth Bcstg. Corp.  
Business Address ..... P.O. Box 632  
Tel.: DANville 1230 ..... MBS, KBS  
Representative ..... Hal Holman Co.  
Pres., Gen. Mgr. .... W. T. Isaac  
Program Director ..... Raymond L. Ramsey  
Chief Engineer ..... Paul Smith

## WIEL—Elizabethtown—1950

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Elizabethtown Bcstg. Co.  
Business Address ..... Elizabethtown  
Tel.: RO 5-5151 ..... KBS  
Station Representative ..... Hil Best  
President ..... J. W. Hodges  
General Manager ..... Dee Huddleston  
Commercial Manager ..... Calvin Skaggs  
Program Director ..... Thomas Skinner  
Chief Engineer ..... Thomas Baldwin

## WSTL—Eminence—1956

Frequency: 1600 Kc. .... Power: 500 Watts, d.

Owned ..... J. W. Dunavent  
Business Address ..... Box 93  
Tel.: EM 5198 ..... KBS  
Representative ..... Kentucky Radio Sales  
Gen., Sta. Mgr. .... J. W. Dunavent  
Commercial Manager ..... James Doyle  
Chief Engineer ..... Paul D. Milby

## WSAC—Ft. Knox—1955

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... Fort Knox Bcstg. Corp.  
Address ..... Fort Knox, Ky.  
Tel.: ELgin 1-3121, Radcliff ..... Independent  
Pres., Gen. Mgr. .... B. E. Cowan  
Chief Engineer ..... Eugene Hornback

## WFKY—Frankfort—1946

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Frankfort Bcstg. Co.  
Address ..... Kentucky Ave. Extended  
Tel.: CA 3-8281 ..... MBS  
Representative ..... Hollingbery  
Pres., Gen. Mgr. .... Ken Hart  
Commercial Mgr. .... Bud McClain  
Program Director ..... Tommy Southwood  
Chief Engineer ..... Robert M. Beasley

## WFKN—Franklin—1954

Frequency: 1220 Kc. .... Power: 250 Watts, d.  
Owned By. .... Franklin Favorite-WFKN, Inc.  
Address ..... 103 N. High St.  
Tel.: JJustice 6-4481 ..... KBS  
Pres., Gen. Mgr. .... L. L. Valentine  
Comm., Sales Prom. Mgr. .... Howard H. Ogles  
Program Director ..... A. W. Kockritz, Jr.  
Publicity Director ..... Stanley Portmann  
Chief Engineer ..... Frank Wakefield

## WFUL—Fulton—1951

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Ken-Tenn Bcstg. Corp.  
Business Address ..... Box 482  
Tel.: 1270 ..... Independent  
Newspaper Affiliation ..... Fulton County News  
President ..... Paul Westpheling  
Gen., Sta. Mgr. .... Mrs. P. Westpheling  
Comm. Mgr. .... J. O. Lewis  
Sales Prom. Mgr., Ch. Eng. .... Kenneth Turner  
Prog., Pub. Dir. .... Mary Nelle Wright

## WGOR—Georgetown—1957

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Operated By. .... Robert E. Johnson  
Business Address ..... First National Bank Bldg.  
Tel.: 1580 ..... Independent  
Representative ..... Hopewell  
Pres., Ch. Eng. .... Robert E. Johnson  
Gen., Sta. Mgr. .... Arno Walker  
Program Director ..... Stuart Platt

## WKAY—Glasgow—1946

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Glasgow Bcstg. Co., Inc.  
Address ..... Park-to-Park Hwy.  
Tel.: GLasgow ..... KBS  
President ..... Jack Pedigo

**KENTUCKY**

Gen., Sta., Comm. Mgr., Chief Eng. Clovis Sadler  
 Sales Prom. Mgr. J. M. Barrick  
 Pub., Prog. Dir. Moena E. Sadler

**WHLN—Harlan—1941**

Frequency: 1410 Kc. Power: 5 Kw. d.  
 Owned-Oper. By Radio Harlan, Inc.  
 Business Address Box 898  
 Tel.: 625 KBS  
 Representative Burn-Smith  
 President J. Francke Fox, Jr.  
 Gen., Sta. Mgr. James T. Morgan  
 Sales Prom. Mgr. Larry Dean  
 Program Director Jack Hoskins  
 Chief Engineer Marvin Johnson

**WHBN—Harrodsburg—1955**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By Fort Harrod Bcstg. Corp.  
 Address Box 247  
 Tel.: 1420 KBS  
 Rep. Continental  
 Gen., Sta. Mgr. Vic Bellamy  
 Commercial Manager Della Gash  
 Sales Promotion Manager Marjorie Young  
 Program Director Jo Ann Warner  
 Publicity Director Bob Martin  
 Chief Engineer Nolan Pontrich

**WKIC—Hazard—1947**

Frequency: 1390 Kc. Power: 5000 Watts d.  
 Owned-Oper. By Mt. Bcstg. Service, Inc.  
 Address Peoples Bank Building  
 Tel.: 720 KBS  
 Representative Kentucky Radio Sales  
 President Fred B. Bullard  
 General Manager Ernest Sparkman  
 Commercial Manager Julius Lasslo  
 Prog. Dir. Norma Strong  
 Chief Eng. Y. Bowling

**WSON—Henderson—1941**

Frequency: 860 Kc. Power: 500 Watts d.  
 Owned-Oper. By Henderson Bcstg. Co., Inc.  
 Business Address 121 N. Main  
 Tel.: VA 6-3923 KBS  
 Pres., Gen. Mgr. Hecht S. Lackey  
 Asst. Sta. Mgr., Prog. Dir. Martin E. Schaeffer  
 Comm., Sales Prom. Mgr. Ewing Graham  
 Chief Engineer D. E. Gibson

**WHOP—Hopkinsville—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Hopkinsville Bcstg. Co., Inc.  
 Business Address Bass Arcade; P.O. Box 539  
 Tel.: TU 5-5331 CBS  
 Representative Jack Masla  
 Pres., Gen. Mgr. F. Ernest Lackey  
 Sta., Comm. Mgr. Katherine Peden  
 Program Director Frank Cameron  
 Publicity Director Margaret Wyatt  
 Chief Engineer Leo Y. Wilson

**WKOA—Hopkinsville—1954**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned By W. W. Higgins

Address 808½ South Main St.  
 Tel.: TU 6-1204 KBS  
 Representative Hil F. Best  
 Pres., Gen. Mgr. William H. Higgins  
 Com. Mgr. Mrs. Reginald Catlett  
 Program Director Sam B. Gilkey  
 Chief Engineer Kellie Lowe

**WLBN—Lebanon—1953**

Frequency: 1590 Kc. Power: 1 Kw., d.  
 Owned Lebanon-Springfield Bcstg. Co.  
 Address P. O. Box 647  
 Tel.: 486 KBS  
 Representative Hil F. Best Kentucky  
 Gen., Sta. Mgr. J. T. Whitlock  
 Sales Prom. Mgr. Allen Baker  
 Program Director Bruce Lankford  
 Publicity Director Shirley A. Thompson  
 Chief Engineer W. B. Kelly

**WMTL—Leitchfield—1959**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned By Rough River Bcstg. Co.  
 Address Box 206  
 Tel.: 351 KBS  
 President Edward Corley  
 Gen. Mgr., Prog. Dir. James Shacklette  
 Commercial Mgr. Ralph Flood  
 Chief Engineer Bill French

**WLAP—Lexington—1922**

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By WLAP Radio, Inc.  
 Business-Studio Address 177 N. Upper St.  
 Tel.: 3-2727 ABC  
 Representative John E. Pearson  
 President John B. Poor  
 General Manager Frederic Gregg, Jr.  
 Commercial Mgr. L. C. Redmon  
 Program Director William Lacker  
 Chief Engineer Robert Jones

**WBLG—Lexington—1946**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By Lexington Bcstg. Co.  
 Address 134 N. Limestone St.  
 Tel.: 3-0433 KBS, ABC  
 Representative Meeker  
 Pres., Gen. Mgr. Roy B. White, Jr.  
 Commercial Mgr. Jim Tomblin  
 Program Director Robert Barton  
 Chief Engineer J. M. Robertson

**WVLK—Lexington—1947**

Freq.: 590 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By Bluegrass Bcstg. Co., Inc.  
 Address Phoenix Hotel  
 Tel.: LE 4-6470 MBS  
 Representative Hollingbery  
 President Donald J. Horton  
 General Mgr. Ted Grizzard  
 Commercial Manager George T. Webb  
 Sales Prom., Pub Dir. Jay Watters  
 Program Director Claude Sullivan  
 Chief Engineer Paul Dunbar

**KENTUCKY** .....

**WFTG—London—1955**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By... London Broadcasting Co.  
Address... .. Box 333  
Tel.: 598... .. Independent  
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**

Frequency: 970 Kc. .... Power: 5000 Watts  
Owned-Operated By... .. WAVE, Inc.  
Business Address... .. 334 E. Broadway  
Tel.: JU 5-2201... .. NBC  
Rep. .... NBC Spot Sales  
President... .. George W. Norton, Jr.  
General Mgr. .... Nathan Lord  
Commercial Manager... .. Woody Dulaney, Jr.  
Program. Sales Prom. Mgr. .... James Caldwell  
Chief Engineer... .. Wilbur Hudson

**WGRC—Louisville—1936**

Frequency: 790 Kc. .... Power: 5000 d. 1000 n.  
Owned-Operated By... Northside Bcastg. Corp.  
Bus.-Studio Address... .. Ky. Home Life Bldg.  
Tel.: JU 7-8871... .. MBS  
Representative... .. 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**

Frequency: 840 Kc. .... Power: 50,000 Watts  
Owned-Oper. By... .. WHAS, Inc.  
Address... .. 525 W. Broadway  
Tel.: JU 5-2211... .. CBS  
Newspaper Affil. .... Courier-Journal  
Representative... .. Henry I. Christal Co.  
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... .. WBC, Inc.  
Bus.-Studio Address... .. Fourth & Guthrie  
Tel.: JU 5-5148... .. Independent  
Representative... .. Avery-Knodel  
Pres., Gen. Mgr. .... Glen A. Harmon  
Comm. Mgr. .... James Nathan  
Program Dir. .... Bill Gerson  
Promotion Mgr. .... Helen Roberts  
Chief Engineer... .. Melvin Scarsdale

**WKLO—Louisville—1948**

Freq.: 1080 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Mid-America Bcastg. Corp.  
Business Studio Address... .. Henry Clay Hotel

Tel.: JU 3-4441... .. ABC  
News, Affil. .... Lanchester (Ohio) Eagle-Gazette  
Representative... .. Robt. Eastman  
President... .. Charles Sawyer  
Exec. Vice-Pres. .... J. P. Williams  
Vice President... .. Alex Buchan  
Station Mgr. .... William H. Spencer  
Program Director... .. Blaine Cornwell  
Publicity Director... .. Roberta Bunnell  
Chief Engineer... .. William H. Faulkner

**WKYW—Louisville—1946**

Frequency: 900 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By... .. Radio Kentucky, Inc.  
Bus.-Studio Address... .. 431 W. Jefferson St.  
Tel.: JU 3-4811... .. Independent  
Representative... .. Pearson  
Pres., Gen. Mgr. .... F. Eugene Sandford  
Sales & Comm. Mgr. .... Neal Robbins  
Program Dir. .... Carl Shook

**WLOU—Louisville—1951**

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... .. Independent  
Representative... .. Gill-Perna, Doræ-Clayton  
President... .. Robert W. Rounsaville  
Station Mgr. .... E. F. Shadburne  
Chief Engineer... .. Steve Dawson

**WTMT—Louisville—1957**

Frequency: 620 Kc. .... Power: 500 Watts  
Owned By... .. Jefferson Bdstng. Co. Inc.  
Business Address... .. 1300 S. 4th St.  
Tel.: ME1rose 7-2527... .. MBS  
Station Representative... .. Meeker  
Pres., Gen. Mgr. .... Earl F. Hash  
Program Director... .. Jack C. Dunhaver  
Chief Engineer... .. Theodore E. Jones

**WFMW—Madisonville—1949**

Frequency: 730 Kc. .... Power: 250 Watts d.  
Owned-Oper. By Messenger Bdctsg. Co., Inc.  
Address... .. Box 351  
Tel.: TA 1-4096... .. KBS  
Newspaper Affiliation... .. Messenger  
Representative... .. Best  
President... .. Edgar Arnold, Sr.  
Gen., Sta. Manager... .. H. W. Wells  
Comm. Mgr. .... Elmer L. Kelley, Jr.  
Sales Promotion Mgr. .... Leslie Legrand  
Program Director... .. J. G. Gatlin  
Publicity Director... .. Jim Green  
Chief Eng. .... Charles Lee

**WTTL—Madisonville—1956**

Frequency: 1310 Kc. .... Power: 500 Watts. d.  
Owned... .. Hopkins County Bcastg.  
Business Address... .. 111 S. Main St.  
Tel.: TAYlor 1-7420... .. Independent  
Manager... .. Evers Mick  
Commercial Manager... .. W. T. Brinkley  
Sales Promotion Mgr. .... Jerry McConly  
Program Director... .. Imogene Teague  
Ch. Eng. .... Conway Smith

**WWXL—Manchester—1956**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned. Wilderness Rd. Bcstg. Co.  
 Address. 109 Court St.  
 Tel.: LY 8-4694. KBS  
 President. J. L. Tighe  
 Gen., Sta. Mgr. Roy A. Redmond  
 Chief Engineer. Robert Banks

**WNGO—Mayfield—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. West Ky. Bcstg. Co.  
 Business Address. Paducah Rd.; Box 431  
 Tel.: 1597. KBS  
 Representative. Indie Sales  
 President. Mose Bohn  
 Gen., Sta. Mgr. Charles W. Stratton  
 Program Director. Otis L. Davis  
 Chief Engineer. Joe Hargrove

**WFTM—Maysville—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By. C. P. Clarke; J. M. Finch, Jr.  
 Bus. Address. 626 Forest Ave.  
 Tel.: LO 4-3361. MBS-KBS  
 President. Charles P. Clarke  
 General Manager. John W. Betts  
 Commercial Manager. Herbert Williams, Jr.  
 Program Director. Lawrence McGill  
 Chief Engineer. Harold Sagraves

**WMIK—Middlesboro—1948**

Frequency: 560 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Cumberland Gap Bcstg.  
 Address. Box 698  
 Tel.: 980. KBS  
 Representative. Devney  
 President. Dr. U. G. Brummelt  
 Gen. Mgr. Maurice K. Henry  
 Program Director. Bill Baker  
 Chief Engineer. K. Bronell Reedy

**WFLW—Monticello—1955**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By. Wolf Creek Bcstg. Co.  
 Address. Box 36  
 Tel.: 192. KBS  
 Station Manager. Fred A. Staples

**WMOR—Morehead—1955**

Frequency: 1330 Kc. Power: 1000 Watts, d.  
 Owned & Operated By. Morehead Bcstg. Co.  
 Business Address. Main St.  
 Tel.: 880. KBS  
 President. J. Earl McBrayer  
 General Manager. W. M. Whitaker  
 Chief Eng. Earl S. Young

**WMST—Mt. Sterling—1957**

Frequency: 1150 Kc. Power: 500 Watts  
 Owned By. Mt. Sterling Broadcasting Co.  
 Business Address. 34 Broadway  
 Tel.: 1150. Independent  
 Station Representative. Kentucky Radio  
 President. Jack Reynolds  
 Gen. Sta. Mgr. Robert L. Williamson

Commercial Manager. Gary Lester  
 Program Director. Raymond Hopper  
 Chief Engineer. R. L. Williamson

**WLOC—Munfordville—1956**

Frequency: 1150 Kc. Power: 1 Kw., d.  
 Owned. S. Central Ky. Bcstg. Co.  
 Address. Munfordville  
 Tel.: JA 4-4111. Independent  
 Representative. Kentucky Radio Sales  
 President. H. T. Parrott  
 Gen. Mgr., Sales Prom. J. W. Pickett  
 Program Dir. Mary Goodman  
 Chief Engineer. Wayne Sims

**WNBS—Murray—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. Service Bcstg. Co.  
 Address. P. O. Box 548  
 Tel.: 1340. Independent  
 Representative. Dore  
 Pres., Sta. Mgr. Charles Shufflet  
 Gen. Mgr., Ch. Engr. C. H. Hulse  
 Commercial Manager. Ed Griffin

**WNKY—Neon—1956**

Frequency: 148 Kc. Power: 1000 Watts d.  
 Owned. Letcher Bcstg. Corp.  
 Business Address. Neon  
 Tel.: 7714. KBS  
 Representative. Kentucky Radio Sales  
 President. Dave L. Craft  
 Gen., Sta. Mgr. Dee Dawahare  
 Comm. Mgr., Prog. Dir. Delmar Ray Kincer  
 Sales Prom., Pub. Dir. Elmer Ison  
 Chief Engineer. Dr. E. E. Musgrave

**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. Independent  
 Representative. Devney  
 President. James G. Lang  
 General Manager. Ann Rolles Lang  
 Station Mgr. R. D. Nunn  
 Commercial Mgr. R. L. Pike  
 Chief Engineer. Chas. Hettesheimer

**WOMI—Owensboro—1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Owensboro Bcstg. Co., Inc.  
 Address. Box 536  
 Tel.: MU 3-1558. MBS-KBS  
 Newspaper Affiliations. Messenger, Inquirer  
 Representative. Burn-Smith  
 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**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By. Owensboro On The Air, Inc.

# KENTUCKY

**Business-Studio Address**.....324 Allen St.  
Tel.: MU 3-3521.....ABC  
**Representative**.....Rambeau, Vance, Hopple  
**President**.....V. J. Steele  
**General Manager**.....Malcolm Greep  
**Commercial Manager**.....Parker Smith  
**Program Director**.....Earl Fisher  
**Chief Engineer**.....Earl Jaque

## WDXR—Paducah—1957

**Frequency:** 1560 Kc.....**Power:** 1 kw.  
**Owned By**.....E. W. McKinney-Smith  
**Address**.....10 N. 7th St.  
**Tel.:** 3-1737.....NBC  
**Station Rep.**.....O'Connell  
**President**.....E. W. McKinney-Smith  
**Gen., Comm. Mgr.**.....J. M. Page  
**Program Dir.**.....W. G. Barthe  
**Promotion Mgr.**.....W. Bloss  
**Chief Engineer**.....Paul Lawrence

## WKYB—Paducah—1948

**Freq.:** 570 Kc.. **Power:** 1 Kw. d., 500 Wts., n.  
**Owned-Oper. By**.....Barrington Co. of Ky.  
**Business Address**.....524 Jefferson  
**Tel.:** 2-1678.....MBS  
**Representative**.....Bolling  
**Pres.**.....Bruce Barrington  
**Gen. Mgr.**.....Ed Brewer  
**Prog. Dir.**.....Mal Topping  
**Ch. Eng.**.....Tom Summers

## WPAD—Paducah—1930

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..Paducah Bdcstg. Co., Inc.  
**Address**.....4th & Broadway  
**Tel.:** 2-8231 .....CBS  
**Representative**.....Stars National  
**President, Gen. Mgr.**.....Pierce E. Lackey  
**Commercial Mgr.**.....Prewitt Lackey  
**Sta., Program Dir.**.....Ray Motfield  
**Sales Prom. Mgr.**.....Linn Wolff  
**Chief Engineer**.....U. C. Morris

## WSIP—Paintsville—1949

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**.....Big Sandy Bcstg. Co.  
**Address**.....121 Main St.  
**Tel.:** 1196.....MBS-KBS  
**Station Rep.**.....Hil Best, Ky. Radio Sales  
**General Manager**.....Ted Arnold Silvert  
**Program Dir.**.....Bill Barker  
**Chief Engineer**.....Eugene Baldrldge

## WKLX—Paris—1955

**Frequency:** 1440 Kc. .... **Power:** 1000 Watts d.  
**Owned & Operated By**.....Paris Bcstg. Co.  
**Address**.....630 Main St.  
**Tel.:** 1440.....KBS  
**Representative**.....Continental  
**Pres., Gen. Mgr.**.....C. W. Krause  
**Comm., Sales Prom. Mgr.**.....Asher Sizemore  
**Program Director**.....Gertrude Clem  
**Chief Engineer**.....Chas. J. Sebastian

## WLSI—Pikeville—1949

**Frequency:** 900 Kc. .... **Power:** 1000 Watts d.

**Owned-Operated By**.....Cumberland Pub. Co.  
**Address**.....Pikeville  
**Tel.:** GGeneral 7-7323.....Independent  
**Newspaper Affiliation**.....Pike County News  
**Representative**.....Ky. Radio Sales  
**President**.....Mrs. W. J. Ward, Jr.  
**General Manager**.....Roy E. Alexander  
**Prog., Pub. Dir.**.....John C. Adkins

## WPKE—Pikeville—1949

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**.....E. Ky. Bdcstg. Corp.  
**Address**.....Pikeville, Ky.  
**Tel.:** 1280.....MBS-KBS  
**Station Rep.**.....Continental  
**Pres., Gen. Mgr.**.....Jack L. Hatcher  
**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.....Independent  
**Representative**.....Continental; Ky-Radio Sales  
**V.P., Gen. Mgr.**.....South C. Bevins  
**Comm. Mgr.**.....Cal Smith  
**Chief Engineer**.....Hubert Turner

## WDOC—Prestonsburg—1957

**Frequency:** 1310 Kc. .... **Power:** 5000 Watts d.  
**Owned**.....WDOC Radio  
**Address**.....No. Lake Drive  
**Tel.:** 2338.....KBS  
**Representative**.....Fairchild  
**President**.....Gordon Collins  
**General Mgr.**.....Rex Osborne  
**Program Director**.....Estill Stewart  
**Chief Engineer**.....Doc Harmon

## WPRT—Prestonsburg—1952

**Frequency:** 960 Kc. .... **Power:** 1000 Watts. d.  
**Owned By**.....Stephens Industries, Inc.  
**Address**.....South Lake Drive  
**Tel.:** 2060.....KBS  
**Representative**.....Hil F. Best  
**President**.....D. C. Stephens  
**General Mgr.**.....Doka S. Stephens  
**Station Mgr.**.....David L. Stephens  
**Commercial Mgr.**.....Clarence Robinson, Jr.  
**Program, Chief Eng.**.....Walter E. May

## WPKY—Princeton—1950

**Frequency:** 1580 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By**.....Princeton Bcstg. Co.  
**Address**.....Dawson Rd.  
**Tel.:** 2072.....KBS  
**Gen. Mgr., Chief Eng.**.....Leslie Goodaker  
**Comm. Mgr.**.....Ellis Burnam  
**Sales Prom. Mgr.**.....Wilburn Wilson  
**Program Dir.**.....Twyman Boren

## WRVK—Renfro Valley—1956

**Frequency:** 1460 Kc. .... **Power:** 500 Watts. d.



## KENTUCKY-LOUISIANA

Owned.....Renfro Valley Bcstrs., Inc.  
 Representative.....Kentucky Radio Sales  
 V.P., Gen. Mgr.....Tom Hargis  
 Comm. Mgr.....Benton Stokes

### WEKY—Richmond—1953

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....WEKY, Inc.  
 Address.....McKee Bldg.  
 Tel.: 1340.....MBS-KBS  
 Pres., Gen. Mgr.....O. C. Halyard, Jr.  
 Commercial Manager.....Robert J. Spradlin  
 Sales Promotion Mgr.....Charles L. Mastin  
 Program Director.....Mrs. Loretta Canfield  
 Chief Engineer.....John D. Jennings, Jr.

### WRUS—Russellville—1953

Frequency: 610 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....So. Kentucky Bcstgers.  
 Address.....P. O. Box 110  
 Tel.: Parkview 6-2471.....KBS  
 Station Representative.....Hil F. Best  
 President.....Roth E. Hook  
 Gen., Comm. Mgr.....Woodrow P. Sosh  
 Station Manager.....Earl Johnson  
 Program Director.....Stan Murphy

### WLCK—Scottsville—1958

Frequency: 1250 Kc.....Power: 500 Watts, d.  
 Owned By.....State Line Bcstg. Co.  
 Address.....P. O. Box 486  
 Tel.: 490.....KBS  
 Station Rep.....Best  
 President.....R. L. Turner  
 General Mgr.....Bobby Colvin  
 Commercial Mgr.....W. Hoover  
 Chief Engineer.....J. B. Crawley

### WSFC—Somerset—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Address.....Hwy. 1247  
 Tel.: 1240.....MBS-KBS

Representative.....Ky. Radio Sales  
 Pres., Gen. Mgr.....Mike Layman  
 Commercial Manager.....Donald Orwin  
 Program Director.....John A. Hartnett  
 Technical Dir.....Ralph F. Denton

### WKKS—Vanceburg—1958

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned By.....Karl Kegley  
 Address.....Vanceburg  
 Tel.: SWift 6-3411.....Independent  
 Pres., Gen. Mgr.....Karl Kegley  
 Comm., Sta. Mgr.....Don Roberts  
 Chief Engineer.....Jesse Stamm

### WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Kentucky Mt. Holliness Assn.  
 Bus-Studio Address.....Vancleve  
 Representative.....Continental  
 President.....Dr. Lela G. McConnell  
 General Manager.....Willfred 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.....Independent  
 President.....Ernest Tubb  
 Gen. Mgr.....Donald W. Crosthwaite  
 Comm. Mgr.....Wallace R. Day

### WKY—Winchester—1954

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owner.....Winchester Bcstg. Co., Inc.  
 Address.....Box 535  
 Tel.: 1380.....Independent  
 Pres., Gen. Mgr.....Charles Drew  
 Commercial Manager.....D. Joe Abbott  
 Program Director.....Herman Kelly  
 Chief Engineer.....Tommy Bratton

Pop.: 3,221,000  
 Families: 889,000  
 Radio Homes: 843,000

## Louisiana

Stations in State: 79  
 TV Homes: 666,000  
 TV Stations: 14

### 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.....Independent  
 President.....H. Frenzel Pere  
 General Manager.....George P. Martin

### KALB—Alexandria—1935

Frequency: 580 Kc., Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Alexandria Bcstg. Co., Inc.  
 Business Address.....6th and Washington Sts.  
 Tel.: 3-2543.....ABC  
 Representative.....Weed & Co.  
 President.....T. B. Lanford  
 Gen. Manager.....Walter D. Melson

Station Manager.....Alex Marchand  
 Sales Promotion Manager.....Miss Pat Nugent  
 Program Director.....Cal Adams  
 Publicity Director.....Miss Barbara LeBlanc  
 Chief Engineer.....Lee Worthy

### KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Dixie Bcstg. Ser.  
 Address.....Box 306  
 Tel.: Hillcrest 3-7454.....KBS  
 Pres., Gen. Mgr.....Irving Ward Steinman  
 Station Manager.....William G. Lynch  
 Local Commercial Mgr.....D. Ed Pebbles  
 Production Manager.....Billy Travis  
 Chief Engineer.....Henry J. Lazarone

**LOUISIANA** ~~~~~

**KSYL—Alexandria—1947**

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By KSYL, Inc.  
Address Box 1489  
Tel.: 6611 NBC  
Rep. McKinney, Clarke, Brown  
Pres., Comm. Mgr. Milton Fox  
Gen., Sta. Mgr. Sylvan Fox  
Chief Engineer Leonard Dupree

**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 Independent  
Gen. Sta., Comm. Mgr. C. W. Fitz  
Program Director Leonard Giacone  
Chief Engineer Vernon E. Dudley

**KGAN—Bastrop—1957**

Frequency: 1340 Kc. Power: 250 Watts  
Owned Bastrop Bcstg. Co.  
Address Box 1340  
Tel.: 1340 Independent  
Gen. Mgr. Bill Davis  
Sta., Comm. Mgr. Harry Howard

**KTRY—Bastrop—1948**

Frequency: 730 Kc. Power: 250 Watts d.  
Owned-Oper. By Morehouse Bcstg. Co.  
Address Box 193  
Tel.: 1400 KBS

Newspaper Affil. Daily Enterprise  
General Mgr. William G. Darland, Jr.  
Publicity Dir. Ray Pilant  
Program, Chief Eng. Hugh Smith

**WAIL—Baton Rouge—1947**

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By Merchants Bcstrs.  
Bus. Address 3150 College Dr.; Box 14657  
Tel.: Dickens 4-5275 Independent  
Representative Weed  
Pres., Gen. Mgr. Ralph L. Burge  
Commercial Manager Roger Davison  
Chief Engineer Ed Van Valkenburg

**WEND—Baton Rouge—1956**

Frequency: 1380 Kc. Power: 500 Watts, d.  
Owned By Vox, Inc.  
Address Commerce Bldg.  
Tel.: Dickens 3-6606 KBS  
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 Independent  
Station Representative Walker-Rawalt  
President G. T. Owen  
V.P., Gen. Mgr. Robert Earle  
Prog. Dir. Bernard Zuccaro  
Comm. Mgr. Olas Olsen  
Sta. Mgr., Pub. Dir. Scott W. Erwin  
Chief Eng. E. E. Case

**W I B R**

**TOP DOG**

**IN**

**BATON ROUGE**

**LOUISIANA**

**WJBO—Baton Rouge—1934**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Oper. By. Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address. 444 Florida St.  
 Tel.: DI 2-5271 NBC  
 News, Affil. State Times, Morning Advocate  
 President. Douglas L. Manship  
 Gen. Mgr. Mort Silverman  
 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 North St.  
 Tel.: DI 2-4411 Independent  
 Representative. Masla  
 President. Norman Saurage, Jr.  
 Gen. Manager. Lamar Simmons  
 Comm. Mgr. T. A. LeBlanc  
 Prog. Dir. Gene Nelson  
 Chief Eng. Eugene Howell

**WXOK—Baton Rouge—1952**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. WXOK, Inc.  
 Address. 243 Convention St.  
 Tel.: DI 4-7604 Independent  
 Representative. Stars National  
 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 Independent  
 Station Rep. Clark  
 Station Mgr. Jim Howell  
 Program Director. Dolores Williams

**WIKC—Bogalusa—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Curt Siegelin, Admin.  
 Business Address. P. O. Box 811  
 Tel.: REpublic 5-1355 MBS, KBS  
 Gen., Sta. Mgr. John H. Knight  
 Chief Engineer. Charlie Pearson

**KBCL—Bossier City—1957**

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned-Operated By. Good Music, Inc.  
 Business Address. P.O. Box 727  
 Tel.: 3-1606 Independent  
 President. Crawford Godfrey  
 Gen., Sta. Mgr. John J. Buckley  
 Program Director. Stuart Hyden  
 Publicity Director. Mary Lou O'Brien  
 Chief Engineer. Carl Goulden

**WARB—Covington—1953**

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Operated By. WARB, Inc.  
 Address. Box 568  
 Tel.: 1600 KBS  
 President. David C. Blossman  
 Gen. Mgr., Ch. Eng. J. R. Webb  
 Commercial Manager. James S. Webb  
 Program Director. Bettie E Ferrer

**KSIG—Crowley—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. KSIG Bcstg Co., Inc.  
 Bus. Studio Address. 320 N. Parkerson Ave.  
 Tel.: 1450 KBS  
 Representative. T. F. Clark  
 President. Hirsch J. School  
 General Manager. Louis M. Basso  
 Commercial Manager. Thomas E. Griffin  
 Program Director. James Trahan  
 Chief Engineer. Fred Hebert

**KDLA—DeRidder—1950**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Sabine Broadcasting Co.  
 Address. P. O. Box 46  
 Tel.: 7600 KBS  
 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**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Tri-Parish Bcstg. Co.  
 Address. Box 511  
 Tel.: GL 7-3041 MBS  
 President. Vincent Rehil  
 Gen., Sta. Mgr. John Pauche  
 Program, Publicity Dir. Karl R. DeRoven  
 Chief Engineer. John Fuselier

**KFNY—Ferriday—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned. Miss-Lou Bcstg. Co.  
 Address. 120 Louisiana Ave.  
 Tel.: 7200 Independent  
 Owner, President. Mrs. Marie K. Zuccaro  
 Gen. Mgr. Ervin Parks, Jr.

**KLFT—Golden Meadow—1955**

Frequency: 1600 Kc. Power: 1000 W. d.  
 Owned-Operated By. Theriot Bcstg. Co.  
 Address. Theriot Bldg., Box 368  
 Tel.: 5-5165 KBS  
 Representative. Best  
 General Manager. Leo J. Theriot  
 Sta. Mgr., Ch. Engr. H. Earl Herron  
 Commercial Manager. Dudley J. Bernard  
 Sales Promotion Manager. Roy Vicknair  
 Program Director. Betty TerreBonne

**WFPR—Hammond—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Airweb, Inc.  
 Business-Studio Address. Box 432  
 Tel.: 960 KBS  
 Pres., Gen. Mgr. John A. Chauvin

# LOUISIANA

Commercial Manager.....'Foots' McCrory  
Program Director.....Vivian Laird  
Chief Engineer.....Charles Marinus

## KLUV—Haynesville—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.  
Owned By.....C. E. Ray  
Address.....3678 Beckham Dr., Shreveport  
Tel.: 8-1552.....Independent  
General Mgr.....Charles E. Ray

## KVHL—Homer—1955

Frequency: 1320 Kc.....Power: 1 Kw., d.  
Owned.....Claiborne Bcstg. Corp.  
Address.....Box 97  
Tel.: 3804.....KBS  
Pres., Mgr.....Frank T. Harkness, Jr.  
Prom. Mgr.....Jim Blanchard

## KCIL—Houma—1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....KCIL, Inc.  
Business Address.....P.O. Box 1031  
Tel.: Uptown 2-6828.....KBS  
President.....Denver T. Brannen  
General Manager.....Alson E. Engelhardt  
Chief Engineer.....C. O. Wilson

## KJEF—Jennings—1950

Freq.: 1290 Kc. Power: 1 Kw. d., 500 Watts, n.  
Owned-Oper. By.....Jennings Bcstg. Co., Inc.  
Address.....1521 Lake Arthur Ave.  
Tel.: 1155.....MBS-KBS  
Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey  
Prog. Dir.....Noel Wooley  
Comm. Mgr.....Gerald Dugas

## KLEC—Jonesville—1956

Frequency: 1480 Kc.....Power: 500 Watts, d.  
Owned By.....W. S. Perkins  
Address.....Jonesville  
Tel.: 2481.....KBS  
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.: CEnter 4-7418.....MBS  
Representative.....O'Connell; Reilly  
President.....John Paul Goodwin  
Gen. Sta. Mgr.....William A. Patton  
Comm. Manager.....James M. Drake  
Program Director.....Charles W. Malone

## KVOL—Lafayette—1935

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Evangeline Bcstg. Co., Inc.  
Business Address.....519 South Buchanan  
Tel.: CE 4-5151.....NBC  
Representative.....Meeker  
President.....Morgan Murphy  
General Manager.....George H. Thomas  
Station Mgr.....E. H. Hughes  
Comm. Mgr.....Thomas G. Pears  
Prog. Dir.....J. Richard Aker  
Chief Engineer.....Myrtle E. Case

## KAOK—Lake Charles—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....KAOK, Inc.  
Address.....P. O. Box 1399  
Tel.: 6-7541.....MBS  
Representative.....Stars National  
President.....Jules J. Paglin  
Sta. Mgrs.....T. Gresham, R. Rhodes  
Managing Director.....Stanley W. Ray, Jr.

## KLOU—Lake Charles—1947

Frequency: 1580 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Gulf Bcstg. Co., Inc.  
Bus.-Studio Address.....Box 975  
Tel.: HE 6-7277.....Independent  
Representative.....Walker  
President.....G. T. Owen  
Vice-Pres.....Bob Earle  
General Mgr.....R. S. Davison  
Chief Engineer.....G. M. Meisner

## KPLC—Lake Charles—1935

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Calcasieu Bcstg. Co.  
Address.....P. O. Box 1521  
Tel.: HE 9-2713.....NBC  
Representative.....Weed  
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  
Chief Eng.....Edgar Barton

## KLPL—Lake Providence—1957

Frequency: 1050 Kc.....Power: 250 Watts, d.  
Owned.....Radio Service Co.  
Address.....Box 342  
Tel.: 834.....KBS  
Representative.....Bogner & Martin  
Presidents.....E. McMurray & F. Baldwin  
Sta., Comm. Mgr.....Gene Underwood

## KLLA—Leesville—1956

Frequency: 1570 Kc.....Power: 250 Watts  
Owned.....Leesville Broadcasting Co.  
Address.....P. O. Box 1323  
Tel.: 3403.....KBS  
Mgr. Partner, Gen. Mgr.....I. Ward Steinman  
Commercial Mgr.....Ed Marshall  
Sales Prom. Mgr.....Wayne Whisenhunt  
Program Dir.....Donnie S. Cohen  
Chief Engineer.....Byron Stokes

## KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.  
Owned.....DeSoto Bcstg. Corp.  
Address.....P. O. Box 740  
Tel.: 1360.....KBS  
Representative.....Keystone  
President.....H. E. Sewell  
Gen., Comm. Mgr.....Arthur L. Greene  
Chief Engineer.....Boyd E. Allinson

**KAPB—Marksville—1954**

Frequency: 1370 Kc. Power: 1000 Watts, d.  
 Owner.....Avoyelles Bcstg. Corp.  
 Address .....110 W. Mark St.  
 Tel.: 7206 .....KBS  
 Representative .....Hil F. Best  
 President .....W. L. Billups  
 Gen., Comm. Mgr.....Willie J. Bordelon  
 Chief Engineer.....Charlie Woodside

**KASO—Minden—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Dixie Bcstg. Co.  
 Address .....Box 344  
 Tel.: Franklin 7-1200.....Independent  
 Owners.....Ralph Hooks, Cyril Reddoch  
 Station Mgr.....J. M. Howell  
 Publicity Dir.....Cathleen Moreland  
 Chief Engineer.....Billy Hyatt

**KLIC—Monroe—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Dr. Frank Cerniglia  
 Address.....626 Bernhardt Bldg.  
 Tel.: 3-4617.....MBS-KBS  
 Station Rep.....Dora-Clayton  
 General Mgr.....Dr. Frank Cerniglia

**KMLB—Monroe—1930**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By.....WSTV, Inc.  
 Business Address.....Box 1723  
 Tel.: FAirfax 2-7161.....ABC, NBC  
 Representative .....Pearson  
 President.....Jack N. Berkman  
 General Manager.....Raymond W. Baker  
 Program Dir.....James Plaisance  
 Chief Engineer.....O. R. Morgan

**KNOE—Monroe—1944**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By.....James A. Noe  
 Business-Studio Address.....Box 1472  
 Tel.: FA 2-8155.....Independent  
 Representative .....H-R Reprs  
 President.....James A. Noe  
 V.P. & Gen. Mgr.....Ed Routt  
 Commercial Manager.....James McDonough  
 Sales Prom. Mgr.....Mrs. Dixie Ware  
 Program Director.....Lou Swanson  
 V.P. & Dir of Eng.....Ray Boyd

**KMRC—Morgan City—1954**

Frequency: 1430 Kc. Power: 500 Watts  
 Owned.....Tri-City Bcstg. Inc.  
 Address .....P. O. Box 889  
 Tel.: 9036 .....KBS  
 President.....Warren J. Fortier  
 General Mgr.....Earl Wooton  
 Treasurer.....Mortimer Silverman, Jr.  
 Secretary .....Louise Bensabet

**KNOC—Natchitoches—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Natchitoches Bcstg. Co.

Business-Studio Address.....5th & Sirod  
 Tel.: 2353.....KBS-MBS  
 Pres., Gen. Mgr., Chief Eng...B. H. Bailey, Jr.  
 Sta., Comm. Mgr.....Norman A. Fletcher  
 Sales Promotion Manager...James Thomasee  
 Program Director.....Jim Elkins

**KANE—New Iberia—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...New Iberia Bcstg. Co.  
 Address .....Box 383  
 Tel.: EMerson 9-6726.....KBS  
 General Mgr.....George H. Thomas  
 Sta. Mgr.....Donald Bonin  
 Commercial Manager.....Sherry A. Lopez  
 Program Dir.....June Stein  
 Publicity Director.....Joseph A. Sikes  
 Chief Engineer.....Merle Case

**KVIM—New Iberia—1951**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Address.....P. O. Box 50  
 Tel.: 2-5825.....Independent  
 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.....Independent  
 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.....Joan Rhodes

**WDSU—New Orleans—1923**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By.....WDSU Bcstg. Corp.  
 Business Address.....521 Royal St.  
 Tel.: TU 4371.....NBC  
 Representative .....John Blair  
 President.....Edgar B. Stern, Jr.  
 Exec. V.P. & Gen. Mgr.....Robert Swezey  
 Station Manager.....John F. Screen  
 Commercial Manager.....Harold Whelahan  
 Program Dir.....Jim Dunbar  
 Publicity Director.....Marion Annenberg  
 Chief Eng.....Lindsey Riddle

**WJBW—New Orleans—1926**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Radio New Orleans, Inc.  
 Business-Studio Address.....Cigall Bldg.  
 Tel.: MA 3488.....Independent  
 Representative.....Robert S. Keller  
 Mgr., Dir.....Charles Quillian  
 Commercial Manager.....Ed Carlson  
 Program Director.....Jerry Clark  
 Chief Engineer.....John Rhode

# LOUISIANA

## WJMR—New Orleans—1946

Frequency: 990 Kc. Power: 250 Watts d.  
Owned-Operated By: Supreme Bcstg Co., Inc.  
Address: Jung Hotel  
Tel.: EX 3131 MBS  
Representative: Forjoe  
President: Chester Owens  
Exec. V.P.: George A. Mayoral

## WYLD—New Orleans—1949

Frequency: 600 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Connie B. Gay  
Address: 2906 Tulane Ave.  
Tel.: GA 4112 Independent  
Representative: Gill-Perna; Clayton  
Station Manager: William Arthur Selley  
Commercial Manager: Clay Morgan  
Sales Promotion Manager: David Shaffer  
Prog. Dir.: Larry McKinley  
Chief Engineer: Samuel Perkins

## WNOE—New Orleans—1925

Frequency: 1080 Kc. Power: 50,000 d.; 5000 n.  
Owned-Operated By: James A. Noe  
Business-Studio Address: St. Charles Hotel  
Tel.: EX 2173 Independent  
Representative: Avery-Knodel  
President: James A. Noe  
Gen., Sta. Mgr.: James A. Noe, Jr.  
Comm., Sales Prom. Mgr.: Cleve J. Brien  
Program Director: Bud Connell  
Chief Engineer: A. J. Bourgeois

## WSMB—New Orleans—1925

Frequency: 1350 Kc. Power: 5 Kw.  
Owned: WSMB, Inc.  
Address: Maison Blanche Bldg.  
Tel.: MA 5921 ABC  
Representative: Hollingbery  
President: Harold E. Anderson  
General Mgr.: M. Franklyn Warren  
Program, Asst. Mgr.: De Alton Neher  
Sales Mgr.: McLaws Kieffer  
Chief Engineer: Harold Nebe

## WTIX—New Orleans—1951

Frequency: 690 Kc. Power: 5,000 Watts  
Owned-Oper. By: Storz Broadcasting Co.  
Address: 328 Chartres St.  
Tel.: MA 3562 Independent  
Station Representative: Young  
President: Todd Storz  
V.P., General Mgr.: Fred Berthelson  
Production Mgr.: Ken Karlton  
Program Dir.: Larry Wilson  
Promotion Mgr.: Marshall Pearce  
Traffic Mgr.: Mary Lou DeRose  
Chief Engineer: Carlos A. Schmid  
Owners of: WHB, Kansas City, Mo.: WDGY,  
Minneapolis; WQAM, Miami.

## WTPS—New Orleans—1947

Frequency: 940 Kc. Power: 1000 d.; 500 n.  
Owned: Rounsaville of New Orleans, Inc.  
Business Address: 615 Howard Ave.

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 Independent  
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

Frequency: 870 Kc. Power: 50,000 Watts  
Owned-Operated By: Loyola U. of South  
Tel.: JACKSON 5-2194 CBS  
Representative: Katz  
President: Rev. Patrick J. Donnelly, S.J.  
General Manager: W. H. Summerville  
Manager: John L. Vath  
Sales Promotion Manager: Owen Elliott  
Program Director: W. J. Brengel  
Publicity Director: Raymond Eberhardt  
Chief Engineer: J. D. Bloom

## KREH—Oakdale—1953

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By: Louisiana Bcstg, Service  
Address: Ville Platt Hiway  
Tel.: KBS  
Manager: R. M. Jernigan

## KWCL—Oak Grove—1958

Frequency: 1280 Kc. Power: 500 Watts, d.  
Owned By: Carroll Bcstg. Co.  
Tel.: GARDEN 8-3208 Independent  
Gen., Comm. Mgr.: W. O. Bauman  
Chief Engineer: Chas. Farrell

## KSLO—Opelousas—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KSLO Bcstg. Co.  
Address: KSLO Building  
Tel.: 2633 ABC-KBS  
Representative: Sears & Ayer  
General Mgr.: W. Eugene Jones  
Commercial Manager: A. B. Reed, Jr.  
Prog. Dir.: W. Allegood  
Chief Engineer: Hoyt E. Ray

## KCLP—Rayville—1957

Frequency: 990 Kc. Power: 250 Watts, d.  
Owned: Richland Bcstg. Co.  
Address: Box 535  
Tel.: 4855 KBS  
Gen. Mgr.: David E. Chapman  
Prog. Dir.: Marshall D. Peel, Jr.

## KRUS—Ruston—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Ruston Bcstg. Co.  
Address: 102 Park Ave. (Box 533)



Tel.: AL 5-2530.....KBS  
 Newspaper Affil. .... Leader  
 President..... C. E. Faulk, Jr.  
 Gen. Manager..... William Carter  
 Chief Eng..... A. T. Moore

Business Address..205 Milam; P.O. Box 3605  
 Tel.: 2-3122.....Independent  
 Sta. Rep..... Pearson  
 General Manager..... John McLendon  
 Station Manager..... Charles Fletcher

**KCIJ—Shreveport—1950**

Frequency: 1050 Kc....Power: 250 Watts d.  
 Owned-Operated By... Southwest Bcstrs. Inc.  
 Business Address.....P.O. Box 197  
 Tel.: 3-6107.....CBS  
 Representative..... Gill-Perna  
 President..... Roy Fish  
 General Manager..... Johnnie K. Hill  
 Station Manager..... Merle Kilgore  
 Comm. Sales Prom. Mgr..... Haynie Hall  
 Prog., Pub. Dir..... Ed Hamilton  
 Chief Engineer..... Benny Culbertson

**KRMD—Shreveport—1928**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated by... Radio Station KRMD  
 Business Address..... Jefferson Hotel Bldg.  
 Tel.: 3-6171.....ABC  
 Representative..... Weed  
 President..... T. B. Lanford  
 Gen., Comm. Mgr..... William L. Switzer  
 Sta. Mgr, Prog Dir..... Joseph H. Keith  
 Sales Promotion Manager... Elizabeth Roberts  
 Chief Engineer..... Dub Wilkinson

**KEEL—Shreveport—1923**

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By..... Foster & Associates  
 Address..... 1500 N. Market  
 Tel.: 5-8692.....Independent  
 Representative..... Blair  
 Pres..... Gordon B. McLendon  
 Gen. Mgr..... R. H. Wilcox  
 Comm. Promotion Manager.... Marie Gifford  
 Prog. Dir..... Al Hart  
 Chief Engineer..... Rudy Johnson

**KWKH—Shreveport—1925**

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Operated By.. International Bcstg. Corp.  
 Bus. Studio Address.... Commercial Building  
 Tel.: 2-8711.....CBS  
 Newspaper Affiliation.... Shreveport Times  
 Representative..... Christal Co.  
 President..... William H. Bronson  
 Exec. V.P., Gen. Mgr..... Henry B. Clay  
 Commercial Manager..... Jack Timmons  
 Prom. Mgr., Pub. Dir..... James T. Briggs  
 Prog. Director..... Frank Page  
 Tech. Dir..... W. E. Antony  
 Chief Engineer..... O. S. Droke

**KENT—Shreveport—1947**

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By... Radio Shreveport, Inc.  
 Business-Studio Address.... 311 Milam Bldg.  
 Tel.: 3-3681.....MBS, NBC  
 Representative..... Walker-Rawalt  
 Pres., Gen. Mgr..... Troy A. Kaichen  
 Commercial Manager..... Ken Weaver  
 Prom., Pub. Dir..... Bill Monroe  
 Program Director..... Bill Jay  
 Chief Engineer..... L. J. Carlson

**KBSF—Springhill—1954**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned..... Springhill Broadcasting Co.  
 Address..... Box 597  
 Tel.: LE 9-4616.....KBS  
 Representative..... Hil F. Best  
 President..... Roy M. Fish  
 General Mgr..... John K. Hill  
 Station Mgr..... Arthur Dickerson  
 Prog. Dir..... Howard Clark  
 Chief Engineer..... Robert Wainwright

**KJOE—Shreveport—1954**

Frequency: 1480 Kc.....Power: 1 Kw. d.  
 Owned..... Audiocasting, Inc.  
 Address..... 529½ Crockett St.  
 Tel.: 2-0732.....Independent  
 Station Representative... Forjoe, Clarke Brown  
 Pres., Gen. Mgr..... Joe Monroe  
 Sales Prom. Mgr..... Winnie Spruell  
 Comm. Mgr..... Pat Stove  
 Program Dir..... Vern Stierman  
 Chief Eng..... N. L. Keys

**KIKS—Sulphur-Lake Charles  
 1955**

Frequency: 1310 Kc.....Power: 500 W. d.  
 Owned-Operated By..... Lake Bcstg. Co.  
 Address..... Box 895  
 Tel.: JA 7-5266.....KBS  
 Representative..... Clarke Brown  
 Manager..... Cecil E. Bland, Jr.  
 Commercial Manager..... Carroll A. Wynn

**KLUE—Shreveport—1957**

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Owned By..... Kenwil, Inc.  
 Address..... 850 Havens Rd.  
 Tel.: 2-4617.....Independent  
 Representative..... Breen & Ward  
 Pres., Gen. Mgr..... Charles E. Ray  
 Comm. Mgr..... Dollye Lloyd

**KTLD—Tallulah—1954**

Frequency: 1360 Kc.....Power: 500 Watts  
 Owned-Operated By..... Griffith Electric Co.  
 Address..... Box 1360  
 Tel.: 1360.....KBS  
 Pres., Ch. Eng..... Howard E. Griffith, Jr.  
 Comm., Sales Prom. Mgr... Chris C. Kimbell, Jr.  
 Program Director..... Mrs. Pearle C. Luckett

**KOKA—Shreveport—1957**

Frequency: 980 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By..... John McLendon & Assoc.

**KTIB—Thibodaux—1953**

Frequency: 630 Kc.....Power: 500 W., d.

# Let The Maine Broadcasting System help you to your share of the Northern New England market

The people who live within the service area of our stations have a combined effective buying income of 1 billion, 700 million. When it comes to reaching these people and attracting their dollars, the stations that serve them best will serve you best, too. See your Weed man for the complete story on the stations and the market.

## THE MAINE BROADCASTING SYSTEM STATIONS

### TV NETWORK

WCSH-TV (6) Portland

WLBZ-TV (2) Bangor

### RADIO NETWORK

WCSH Portland

WLBZ Bangor

WRDO Augusta

WLAM Lewiston (affiliate)

## LOUISIANA-MAINE

Owner.....Delta Bcstrs., Inc.  
 Address.....701 W. 5th St.  
 Tel.: Hillcrest 7-9006.....Independent  
 President.....F. H. Block  
 General Mgr.....Ray Saadi  
 Commercial Manager.....James Eisner  
 Sales Promotion Manager.....Marie Bergeron  
 Program Director.....Wayne Carpenter  
 Publicity Director.....Walt Jenkins  
 Chief Engineer.....Lee Martin

### KVPI—Ville Platte—1953

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Ville Platte Bcstg. Co.  
 Address.....Box 566  
 Tel.: 5888.....KBS  
 President.....Lionel B. Deville  
 Gen., Comm. Mgr.....Chris Dupiechain  
 Chief Engineer.....J. L. Sylvester

### KLVI—Vivian—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.  
 Owned By.....Joel E. Wharton  
 Address.....P. O. Box 1069  
 Tel.: 9200.....Independent  
 Gen. Mgr., Chief Eng.....J. E. Wharton  
 Program Dir.....Mrs. J. E. Wharton

### KUZN—West Monroe

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned.....Howard E. Griffith

Address.....218½ Trenton St.  
 Tel.: 2-1491.....Independent  
 Representative.....Best  
 Gen. Sales Prom. Mgr.....Ollie Bales

### KEVL—White Castle—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Big League Bcstg. Co.  
 Address.....Box 483, Plaquemine, La.  
 Tel.: 5116(P).....KBS  
 Representative.....Best  
 President.....Bill Lee  
 Gen. Mgr.....Lou Millet

### KVCL—Winnfield—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Winn Bcstg. Co.  
 Address.....Box 548  
 Tel.: 5822.....KBS  
 Gen. Mgr., Ch. Engr.....Edward R. Hall  
 Station Manager.....Betty Hall  
 Program Dir.....Charles Christie

### KMAR—Winnesboro—1957

Frequency: 1570 Kc.....Power: 500 Watts, d.  
 Owned.....Franklin Bcstg. Co.  
 Address.....Box 312  
 Tel.: Winnesboro 5141.....Independent  
 Representative.....Continental Radio Sales  
 Gen. Mgr.....Si Willing  
 Prog. Mgr.....Buddy Martin

Pop.: 959,000  
 Families: 279,000  
 Radio Homes: 270,000

## Maine

Stations in State: 23  
 TV Homes: 242,000  
 TV Stations: 7

### WFAU—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Twin City Bcstg. Co., Inc.  
 Business Address.....160 Bangor St.  
 Tel.: MA 3-3878.....MBS  
 Representative.....O'Connell, Wheeler  
 President.....Faust Couture  
 Gen., Sta. Mgr.....Norman C. Gallant  
 Sales Promotion Mgr.....Richard McLennan  
 Program Director.....Mona Toothaker  
 Publicity Director.....Louise Patterson  
 Supervisory Engineer.....Joseph Roy

### WRDO—Augusta—1932

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WRDO, Inc.  
 Address.....175 Water Street  
 Tel.: MA 3-4735.....NBC  
 Representative.....Weed  
 President.....William H. Rines  
 Station Manager.....Leslie R. Hubley  
 Chief Engineer.....Harold T. Dinsmore  
 (See Page 462)

### WABI—Bangor—1924

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By....Community Bcstg. Service

Business-Studio Address.....57 State St.  
 Tel.: 6446.....ABC-MBS  
 Representative.....Hollingbery, Kettell-Carter  
 President.....Horace A. Hildreth  
 Exec. V.P., Gen. Mgr.....Leon Gorman, Jr.  
 V.P.-Operations.....Walter Dickson  
 Res. Station Mgr.....John F. MacRae  
 Comm. Sales Prom. Mgr...Charles M. Sias, Jr.  
 Prog., Pub. Dir.....John F. MacRae  
 Chief Engineer.....Ed Winchester

### WGUY—Bangor—1945

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Bangor Bcstg. Corp.  
 Address.....26 Central St.  
 Tel.: 7354.....Independent  
 Rep.....O'Connell, Wheeler  
 President.....Melvin Stone  
 General Manager.....James P. Hinchey  
 Commercial Manager.....John Walsh  
 Sales Promotion Mgr.....Joyce Silver  
 Program Director.....Robert Dow  
 Publicity Director.....Thomas Ryan  
 Chief Engineer.....James Golden

### WLBZ—Bangor—1926

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Maine Bcstg. Co.

## MAINE

Business-Studio Address.....100 Main St.  
Tel.: BA 2-4656.....NBC  
President.....William H. Bines  
Station Mgr.....Edward E. Guernsey  
Program Dir.....Edward Owen  
Chief Engineer.....John H. Wibby

(See Page 462)

### WMMS—Bath—1957

Frequency: 730 Kc.....Power: 500 W., d.  
Owned By.....Winslow T. Porter  
Address.....195 Front St.  
Tel.: HI 3-5542.....Independent  
Pres., Gen. Comm. Mgr.....Winslow T. Porter  
Program Director.....Mark Roman  
Publicity Director.....Lewis Colby  
Chief Engineer.....Dr. Harry F. Hinckley

### WIDE—Biddeford—1948

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Biddeford-Saco Bcstg. Co.  
Address.....234 Main St.  
Tel.: 4-4566.....MBS  
Pres., Gen. Mgr.....J. Alan Jasper  
Station Mgr.....Louis J. Borgatti  
Commercial Mgr.....M. Chester Ball

### WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 500 Watts  
Owned.....Westminster Broadcasting Co.  
Address.....River Road  
Tel.: PA 5-5507.....Independent  
Representative.....Walker-Rawalt  
Pres., Gen. Mgr.....Clifford B. Kemberling

Program Director.....Glenn H. Hilmer  
Sales Prom. Mgr.....Raymond B. Durgin  
Chief Engineer.....Melville Whitcomb

### WFST—Caribou—1956

Frequency: 600 Kc.....Power: 5 Kw., d.  
Owned.....Northern Bcstg. Co.  
Address.....Box 65  
Tel.: 3731.....Independent  
Representative.....O'Connell  
President.....F. S. Tibbetts  
Gen., Sta. Mgr.....Elby Stevens  
Commercial Manager.....Phyllis Belanger  
Sales Promotion Mgr.....A. Knight  
Program Director.....Ray Mosher  
Chief Engineer.....G. D. Johnson

### WABM—Houlton—1950

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Aroostook Bcstg. Corp.  
Address.....1340 North Rd.  
Tel.: 2257.....NBC-ABC  
Representative.....Webb  
Exec. V.P.....Leon P. Gorman, Jr.  
Sta. Mgr.....Ted Coffin  
Sales Mgr.....Robert Young

### WCOU—Lewiston—1938

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Twin City Bcstg. Co., Inc.  
Business-Studio Address.....223 Lisbon St.  
Tel.: 4-6921.....MBS  
Representative.....O'Connell, Wheeler  
Pres., Pub. Dir.....Faust Couture

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**WMMS** RADIO  
MAINE

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**Sunrise to Sunset at 730 Kc.**

*Studios and Offices:*

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Bath, Maine

Phone: Hilltop 3-5542-3

Winslow T. Porter, *Gen. Mgr.*

*Portland Office:*

Graymore Hotel  
21 Preble Street

Phone: Spruce 3-5544

Ray Auger, *Mgr.*

**WHERE MOST OF MAINE IS SERVED**

Gen., Sta. Mgr.....John C. Libby  
 Commercial Manager.....Oscar J. Normand  
 Program Dir.....Annette Howaniec  
 Chief Engineer.....Carl P. Rounds

**WLAM—Lewiston—1947**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.  
 Business-Studio Address.....129 Lisbon St.  
 Tel.: 4-5401.....ABC  
 Representative.....Weed  
 Pres., Gen. Mgr.....F. Parker Hoy  
 Station Manager.....Harold Dutch  
 Commercial Manager.....Romeo E. Sansoucy  
 Program Director.....Frank Sweeney  
 Chief Engineer.....Herbert Wiles  
 (See Page 462)

**WCSH—Portland—1925**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Maine Radio & TV Co.  
 Business-Studio Address.....157 High St.  
 Tel.: SP 2-0181.....NBC  
 Representative.....Weed  
 President.....William H. Rines  
 Sta., Comm. Mgr.....Benjamin A. Hubley  
 Program Director.....Kenneth A. Manley  
 Publicity Director.....Linwood T. Pitman  
 Chief Engineer.....Charles R. Brown  
 (See Page 462)

**WGAN—Portland—1938**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Guy Gannett Bcstg. Services  
 Business-Studio Address.....390 Congress St.  
 Tel.: SP 2-4661.....CBS  
 Newspaper Affil.....Gannett Publishing  
 Representative.....Avery-Knodel, Foster  
 President.....Jean Gannett Williams  
 Vice-Pres., Gen. Mgr.....Creighton E. Gatchell  
 Sta. Mgr.....Francis H. Farnum, Jr.  
 Publicity Director.....John M. Havey  
 Prog. Dir.....C. R. Sanford  
 Chief Engineer.....Roger W. Hodgkins

**WLOB—Portland—1956**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned.....Casco Bcstrs. Corp.  
 Business Address.....212 Middle St.  
 Tel.: SP 5-2336.....Independent  
 Rep.....O'Connell, Wheeler, McGavren-Quinn  
 President.....Sherwood J. Tarlow  
 General, Station Manager.....Melvin L. Stone  
 Commercial Manager.....David L. Royte  
 Sales Promotion Manager.....Robert Jordan  
 Program Director.....Howard Leonard  
 Publicity Director.....James Nields III  
 Chief Engineer.....T. Richard Dunn

**WPOR—Portland—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hildreth Bcstg. Co.  
 Business-Studio Address.....477 Congress St.  
 Tel.: SP 3-8111.....ABC-MBS  
 Rep.....Kettel-Carter, Hollingbery  
 President.....Horace A. Hildreth  
 Ex V.P. Gen. Mgr.....Leon P. Gorman, Jr.  
 Station Manager.....Raymond G. Mercier  
 Nat'l Sales Mgr.....William J. Mullen

Chief Engineer.....Joseph Williams

**WAGM—Presque Isle—1931**

Frequency: 950 Kw.....Power: 5000 Watts  
 Owned-Operated By.....Aroostook Bcstg. Corp.  
 Address.....489 Main St.  
 Tel.: 9-2461.....MBS-NBC  
 Representative.....Hollingbery, Kettel-Carter  
 President.....Horace A. Hildreth  
 General Mgr.....Leon P. Gorman, Jr.  
 Comm., Sta. Mgr.....Richard B. Marshall  
 Program Dir.....Wayne A. Knight  
 Chief Engineer.....Lester E. Hughes

**WRKD—Rockland—1952**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knox Bcstg. Co.  
 Address.....493 Main St.  
 Tel.: RO 1600.....ABC  
 Representative.....Kettel-Carter  
 President.....Carleton D. Brown  
 Gen. Mgr., Prog. Dir.....Paul R. Huber  
 Station Manager.....Paul R. Huber  
 Commercial Manager.....Fred L. Perkins  
 Chief Engineer.....Miles Lamson

**WRUM—Rumford—1953**

Frequency: 790 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Bcstg. Co.  
 Address.....89 Congress St.  
 Tel.: 1057.....KBS  
 Rep.....O'Connell, Wheeler; McGavren-Quinn  
 President.....Melvin L. Stone

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## MAINE-MARYLAND

General Manager..... Kenneth J. Ellis  
 Commercial Manager..... Stanley Milton  
 Chief Engineer..... William Spollen

### WSME—Sanford—1957

Frequency: 1220 Kc..... Power: 1 Kw., d.  
 Owned..... York Bcstg. Co.  
 Address..... Box 1220  
 Tel.: 1574..... Independent  
 Rep..... O'Connell, Wheeler; McGavren-Quinn  
 President..... Melvin L. Stone  
 Gen. Mgr..... John A. Carlson  
 Chief Engineer..... Richard B. Parker

### WGHH—Skowhegan—1956

Frequency: 1150 Kc..... Power: 1 Kw. d.  
 Owned By..... Pineland Broadcasting Co.  
 Address..... 61 Water St.  
 Tel.: Greenwood 4-2727..... KBS  
 Representative..... Wheeler; McGavren-Quinn  
 President..... Melvin L. Stone  
 Gen. Comm. Mgr..... Harry K. Heustis  
 Chief Engineer..... Lewellyn Greenlaw

### WKTQ—South Paris—1955

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Oxford Bcstg. Co.  
 Business Address..... 1450 Alpine St.  
 Tel.: PI 3-2311..... Independent  
 Pres., Comm. Mgr..... Gerald T. Higgins

Station Mgr..... Eldon H. Shute, Jr.  
 Program Dir..... Dick Dean  
 Publicity Director..... Joseph Quinn  
 Chief Engineer..... R. Dean Sequin

### WGHH—Waterville—1956

Frequency: 1150 Kc..... Power: 1000 Watts d.  
 Owned..... Pineland Broadcasting Co.  
 Address..... 61 Water St., Skowhegan  
 Tel.: 7-2727 (Skow.)..... Independent  
 Representative..... O'Connell  
 President..... Melvin L. Stone  
 Sta. Mgr..... Robert M. Benson  
 Comm. Mgr..... Donald L. Brough  
 Sales Prom. Mgr..... Harry K. Heustis  
 Program Director..... Ray Maxwell  
 Publicity Director..... Jack Dalton  
 Chief Engineer..... Edward J. Tremblay

### WTVL—Waterville—1946

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Kennebec Bcstg. Co.  
 Business-Studio Address..... 38 Silver St.  
 Tel.: TR 3-3311..... ABC  
 Representative..... Hollingbery, Kettell-Carter  
 Pres., Gen.-Station Mgr..... Carleton D. Brown  
 Commercial Manager..... Harold L. Vique  
 Pub. Dir..... Ken Chase  
 Chief Engineer..... Don Sutherland

Pop.: 3,030,000  
 Families: 842,000  
 Radio Homes: 795,000

## Maryland

Stations in State: 35  
 TV Homes: 731,000  
 TV Stations: 6

### WAMD—Aberdeen—1957

Frequency: 970 Kc..... Power: 500 Watts, d.  
 Owned By..... Harford Cty. Bcstg. Co.  
 Address..... P. O. Box 485  
 Tel.: 2070..... Independent  
 Pres., Gen. Mgr..... J. L. Allen  
 Commercial Mgr..... C. H. Jarvis  
 Program Dir..... R. H. Gray  
 Chief Engineer..... J. A. McAulay

### WANN—Annapolis—1947

Frequency: 1190 Kc..... Power: 10000 Watts d.  
 Owned-Operated By..... Annapolis Bcstg. Corp.  
 Business-Studio Address..... Box 749  
 Tel.: CO 3-2500..... Independent  
 Representative..... Dora-Clayton, Walker  
 Pres., Gen. Mgr..... Morris H. Blum  
 Chief Engineer..... M. W. Pittman

### WIPA—Annapolis—1946

Frequency: 810 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... WSAI Bcstg. Co.  
 Business Address..... P. O. Box 1551  
 Tel.: CO 3-9211..... Independent  
 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-Operated By..... Capital Bcstg. Co.  
 Address..... Admiral's Drive  
 Tel.: CO 3-2639..... Independent  
 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

Frequency: 1090 Kc..... Power: 50,000 Watts  
 Owned..... Hearst Corp. (Radio & TV, Div.)  
 Address..... 2610 North Charles St.  
 Tel.: HO 7-3000..... NBC  
 Representative..... Christal  
 V.P., & Gen. Mgr..... D. L. Provost  
 Station Mgr..... Thomas S. Carr  
 Asst. Sta. Mgr..... Alfred E. Burke  
 Sales Promotion Mgr..... Henry Hines  
 Program Manager..... W. Robert McKinsey  
 Publicity Director..... Kent Redgrave  
 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.....Independent  
Representative.....Charles Bernard  
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.....Independent  
Representative.....Radio-TV Reps.  
President.....Harold R. Krelstein  
V.P., Gen. Mgr.....Byron Millenson  
Sales Manager.....C. Carroll Larkin  
Program Director.....Lee Parker  
Owners of: WMPS, Memphis, Tenn.; WJJD,  
Chicago; WCOP, Boston.

**WCBM—Baltimore—1924**

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.  
Owned-Oper. By.....Baltimore Bcstg. Corp.  
Bus.-Studio Address.....Community House  
Tel.: BE 5-8400.....CBS  
Representative.....Bolling  
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

**WEBB—Baltimore—1955**

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By.....1360 Bdcstg Co., Inc.  
Business Address.....3113 W. North Ave.  
Tel.: WI 7-1245.....Independent  
Representative.....Stars, National  
General Manager.....Bentley A. Stecher  
Chief Engineer.....Leroy Reckling

**WFBR—Baltimore—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By...The Baltimore Radio Show  
Address.....10 E. North Ave.  
Tel.: MU 5-1300.....Independent  
Representative.....John Blair & Co.  
President.....Robert S. Maslin  
General Manager.....Robert B. Jones, Jr.  
Commercial Manager.....Dudley Tichenor  
Sales Prom., Pub. Dir.....Mrs. Cleo Wright  
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.....Independent  
Rep.....Select Sta. Reps., Clarke Brown  
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.....Independent  
Representative...UBC, Oakes, Dora-Clayton  
President.....Richard Eaton  
General Manager.....Marvin Mirvis

**WWIN—Baltimore—1951**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Belvedere Bcstg. Co.  
Address.....1119 N. Charles St.  
Tel.: SAratoga 7-3555.....ABC, MBS  
Representative.....Dore  
President.....Thomas F. McNulty  
Gen., Sta. Mgr.....Dr. Victor King  
Commercial Manager.....James A. Doyle  
Publicity Director.....Frank Brown  
Chief Engineer.....Clifford Inman

**WUST—Bethesda—1951**

(SEE WASHINGTON, D. C.)

**WCEM—Cambridge—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....The Shore Bcstg Co.  
Address.....Queen Anne Ave.  
Tel.: 1580.....KBS  
Pres., Gen. Mgr.....G. P. Richards  
Sta., Commercial Mgr.....Sam Cannon, Jr.  
Prog. Dir.....Bette B. Robbins

**WCUM—Cumberland—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....The Tower Realty Co.  
Business Address.....P.O. Box 360  
Tel.: PArkview 4-5400.....CBS  
Representative.....Thomas F. Clark  
President.....Karl F. Steinmann  
Gen., Comm. Mgr.....Eldred Steinmann  
Program Director.....Barry Dean  
Chief Engineer.....William Simpson

**WTBO—Cumberland—1928**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Cumberland Valley Bcstg. Co.  
Business Address.....430 Byrd Ave., Box 510  
Tel.: PA 2-6666.....NBC  
Representative.....Branham  
Pres., Gen., Sta. Mgr.....A. William German  
Prog. Mgr., Pub. Dir.....Les Ford  
V.P., Comm. Mgr.....Floyd V. Cozad  
Chief Engineer.....R. Wirgman

**WAYE—Dundalk—1955**

Frequency: 860 Kc. Power: 500 W. d.  
Owned-Operated By.....Erway Bcstg. Co.  
Address.....916 N. Charles, Baltimore  
Tel.: PL 2-4008.....Independent

**MARYLAND** .....

Representative.....Bcst. Time Sales  
 President, Gen. Mgr.....Guy S. Erway  
 Commercial Manager.....Bob Bennett  
 Program Director.....Ron Wilner  
 Chief Engineer.....Duane Cornett

Tel.: VO 2-1031.....KBS  
 Representative.....Burke-Stuart Co.  
 President.....James S. Beattie  
 Station Manager.....Edward P. Lenaway

**WFMD—Frederick—1936**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Monocacy Bcstg. Co.  
 Address.....1 West Seventh St.  
 Tel.: MO 3-4181.....CBS  
 Station Representative.....Gill-Perna  
 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

**WPGC—Morningside—1954**

(See Washington, D C.)

**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.....Independent  
 Representative.....Rollins  
 Owner.....G. Russell Chambers  
 Manager.....David Welbourne, Jr.  
 Prog. Dir.....Tom Grigsby  
 Chief Engineer.....Claude Jones

**WARK—Hagerstown—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....United Bcstg. Co., Inc.  
 Address.....128 S. Prospect St.  
 Tel.: RE 3-4500.....CBS  
 Representative.....United, Devney  
 President.....Richard Eaton  
 Gen., Sta. Mgr.....S. E. Phillips  
 Prog. Dir.....Richard Collyer  
 Publicity Director.....Ed Wolfkill  
 Chief Engineer.....G. Harold Brewer

**WINX—Rockville—1951**

Freq.: 1600 Kc..Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Montgomery Cty. Bcstg. Co.  
 Address.....8 Baltimore Rd.  
 Tel.: POplar 2-4357.....Independent  
 Representative.....Wittig  
 President.....Richard Eaton  
 General Mgr.....Pierce D. Eaton  
 Commercial Mgr.....John Panagos  
 Program Dir.....Richard Denham  
 Chief Engineer.....John Edwards

**WJEJ—Hagerstown—1932**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address.....Franklin Court  
 Tel.: RE 9-2323.....MBS-ABC  
 Representative.....Burn-Smith  
 Pres., Gen. Mgr.....Grover C. Crilley  
 Sta., Comm. Sls., Prom. Mgr.....W. H. Paulsgrove  
 Prog., Pub. Dir.....Robert Leasher  
 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.....Independent  
 President, General-Station Mgr.....Jason T. Pate  
 Comm.-Sales Prom. Mgr.....Charles W. Irwin  
 Program Director.....John H. Little  
 Chief Engineer.....John Hartogenesis

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Md. Bcstrs. Inc.  
 Address.....Leonardtown  
 Tel.: GR 5-2211.....Independent  
 President.....J. L. Bittner  
 Comm., Sls. Prom. Mgr.....W. C. Redd

**WPTX—Lexington Park—1953**

Frequency: 920 Kc.....Power: 500 Watts, d.  
 Owned.....Patuxent Radio Inc.  
 Address.....Daugherty Bldg.



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**WBOC—Salisbury—1940**

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...The Peninsula Bcstg. Co.  
 Bus.-Studio Address.....Radio TV Park  
 Tel.: Pioneer 9-6131.....Independent  
 Representative.....Burn-Smith  
 President.....John W. Downing  
 Gen., Sales Prom. Mgr.....Charles J. Truitt  
 Commercial Manager.....H. Wendell Henry  
 Program Director.....John W. Downing, Jr.  
 Chief Engineer.....Jack W. Ward

**WICO—Salisbury—1956**

Frequency: 1320 Kc. Power: 500 Watts, d.  
 Owned.....Beacon Broadcasting Corp.  
 Address...1180 Raymond Blvd., Newark, N. J.  
 Tel.: Market 3-4972.....KBS  
 President.....Sheldon Smerling  
 General Manager.....Bruno M. Kern  
 Station Manager.....William Schnaudt

**WJDY—Salisbury—1958**

Frequency: 1470 Kc. Power: 5000 Watts d.  
 Owned-Operated By....Salisbury Bcstg. Co.  
 Business Address.....106 W. Circle Ave.  
 Tel.: Pioneer 2-5191.....Independent  
 Representative.....Clark  
 Pres., Gen. Mgr.....Norman Glenn  
 Sales Promotion Mpr.....Johnny Williams  
 Program Director.....Dick Ireland  
 Publicity Director.....Ed Vaughn  
 Chief Engineer.....Albert Edelenbos

**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.....Independent  
 Representation.....Stars National  
 President.....John W. Kluge  
 Sta., Comm. Mgr.....Ted Dorf  
 Publicity Director.....Val Thomas  
 Chief Engineer.....Arthur McDougal

**WAQE—Towson—1955**

Frequency: 1570 Kc. Power: 1000 W., d.  
 Owned-Oper. By.....WTOW, Inc.  
 Address.....26 West Pennsylvania Ave.  
 Tel.: VA 5-9660.....Independent  
 Pres., Gen. Mgr.....John S. Booth  
 Station Mgr.....Robert Howard  
 Chief Engineer.....William Willis

**WTTR—Westminster—1953**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Carroll County Bcstg. Corp.  
 Address.....Box 28  
 Tel.: TI 8-5511.....KBS  
 V.P., Gen., Comm. Mgr....Russell H. Morgan

**W DON—Wheaton—1953**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Everett L. Dillard  
 Address...1319 F St. N.W., Washington, D. C.  
 Tel.: Lockwood 5-0747.....KBS  
 Pres., Gen. Mgr.....Everett L. Dillard  
 Station Manager.....Jean M. Dillard  
 Commercial Manager....Arlyn H. Robertson  
 Sales Promotion Manager...Kathryn Epstein  
 Program Director.....Donald Dillard  
 Publicity Director.....Fred Drake  
 Chief Engineer.....Eugene Jaraskinske

Pop.: 5,125,000  
 Families: 1,559,000  
 Radio Homes: 1,529,000

**Massachusetts**

Stations in State: 58  
 TV Homes: 1,418,000  
 TV Stations: 12

**WARA—Attleboro—1950**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Attleboro Radio Assn.  
 Address.....8 N. Main St.  
 Tel.: 1-1320.....Independent  
 Representative.....Foster & Creed  
 Station Manager.....Keith S. Field  
 Advertising Manager....William A. Dawson  
 General Manager.....J. Ottmar

Station Manager.....Paul G. O'Friel  
 Commercial Manager...William J. Williamson  
 Sales Promotion Manager...John L. Williams  
 Program Director.....Melvin M. Bailey  
 Publicity Director.....Edward L. Pearle  
 Chief Engineer.....W. H. Hauser  
 Owners of: KYW, Cleveland, O.; KDKA,  
 Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.;  
 KEX, Portland, Ore.; WIND, Chicago, Ill.

**WBZ-WBZA**

**Boston-Springfield—1921  
 (Synchronous Operation)**

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.....Independent  
 Sta. Representative...Peters, Griffin, Woodward  
 After July 1.....AM Radio Sales  
 President.....D. H. McGannon

**WCOP—Boston—1935**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Plough Bdsqg. Corp.  
 Bus.-Studio Address.....234 Clarendon St.  
 Tel.: CO 7-0123.....Independent  
 Representative.....Radio-TV Reps.  
 President.....Harold Krelstein  
 Gen., Sta. Mgr.....Roy V. Whisnand  
 Commercial Manager..Edward T. McCann, Jr.  
 Prog. Dir.....Irving Dierdorff, Jr.  
 Chief Engineer.....Adelbert E. Watkins  
 Owners of: WMPS, Memphis, Tenn.; WJJD,  
 Chicago, WCAO, Baltimore, Md.

**MASSACHUSETTS** .....

**WCRB—Boston—1948**

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned.....Charles River Bcstg. Co.  
Business Address.....Sheraton Plaza Hotel  
Tel.: COpley 7-7080.....Independent  
Station Rep.....Good Music Broadcasters  
Pres., Gen. Mgr.....Theodore Jones  
V.P. Sales Mgr.....Leonard V. Corwin  
Sta. Mgr.....Richard L. Kaye  
Program Director.....Robert Stuart Vail  
Publicity Director.....John Fisher  
Chief Engineer.....James Godfrey

**WEEL—Boston—1924**

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By.....CBS  
Business-Studio Address.....182 Tremont St.  
Tel.: HU 2-2323.....CBS  
Representative.....CBS Radio Spot Sales  
Gen. Mgr.....Thomas Y. Gorman  
Sales Mgr.....Robert Slinnett  
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.....Independent  
Newspaper Affil.....Herald-Traveler

Representative.....John Blair  
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.....Bartell Broadcasters, Inc.  
Business Add.....400 Commonwealth Ave.  
Tel.: CO 7-3005.....Independent  
Station Representative.....Adam Young  
President.....Gerald Bartell  
General Manager.....Peter P. They  
Commercial Manager.....Perry J. Brown  
Sales Prom. Mgr.....Phillip Morris  
Program Manager.....John Scott  
Publicity Director.....George Berkeley  
Chief Engineer.....Donald Snider

**WMEX—Boston—1934**

Frequency: 1510 Kc. Power: 5000 Watts  
Owned-Oper. By.....Richmond Brothers  
Business-Studio Address.....70 Brookline Ave.  
Tel.: CO 6-3900.....Independent  
Representative.....ForJoe  
President.....Maxwell E. Richmond  
General Mgr.....Robert Richmond  
Program Dir.....Mel Miller  
Chief Engineer.....Morton L. Bardfield



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New York 20, N. Y.

**WNAC—Boston—1922**

Frequency: 680 Kc.....Power: 50 Kw.  
 Owned...Yankee Div., RKO Teleradio Pictures  
 Bus-Studio Address.....21 Brookline Ave.  
 Tel.: CO 6-0800.....MBS  
 Representative.....H-R Reprs.  
 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.....WORL Bcstg. Co.  
 Address.....705 Beacon Street  
 Tel.: CO 7-3800.....Independent  
 Representative.....Headley Reed Co.  
 President.....Joseph A. Dunn  
 Gen., Sta., Comm. Mgr.....Arthur E. Haley  
 Sales Prom. Mgr., Pub. Dir....Polly E. Haddad  
 Program Dir.....Bill Givens  
 Chief Engineer.....John Parker

**WEZE—Boston—1953**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Air Trails Bcstg.  
 Bus. Address..Hotel Bradford, 275 Tremont St.  
 Tel.: Liberty 2-1717.....NBC  
 Representative.....Hollingbery  
 Exec. V.P.....J. P. "Pat" Williams  
 General Manager.....Norton Virgine, Jr.  
 Program Director.....Bud Lee  
 Publicity Director.....Eugene Klebenov  
 Chief Engineer.....George Jowdy

**WBOS—Boston—1947**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Champion Bcstg. Sys., Inc.  
 Address.....790 Commonwealth Ave.  
 Tel.: BE 2-5650.....Independent  
 Station Rep.....Rambeau, Vance, Hopple  
 President.....Herbert Hoffman  
 Gen., Sta. Mgr.....Ralph Weinman  
 Commercial Mgr.....Harry Goodman  
 Program Director.....Arnold Ginsburg  
 Chief Engineer.....Frederick Keller

**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.....Independent  
 Newspaper Affiliation.....Enterprise Times  
 Representative.....Walker-Rawalt  
 General Manager.....Charles A. Fuller  
 Sta., Comm. Mgr.....Earle G. Clement  
 Program Director.....M. Sothorn Abbott  
 Chief Eng.....Charles O. Nowell

**WTAO—Boston—1948**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Middlesex Bcstg. Corp.  
 Address.....439 Concord Ave.  
 Tel.: Elliot 4-0500.....ABC  
 Representative.....O'Connell  
 President.....Frank J. Lyman, Jr.  
 Gen., Sta. Mgr.....Wallace Dunlap  
 Commercial Manager.....Harry D. Goodwin  
 Sales Promotion Manager.....Joe Galvin  
 Program Director.....Ed Penney  
 Chief Engineer.....Earl Ellsworth

**WACE—Chicopee-Springfield  
1946**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Regional Bcstg. Co.  
 Bus. Address..Radio Center, 326 Chicopee St.  
 Tel.: LY 4-6654.....Independent  
 Station Representative...Dorsl; Foster-Creed  
 President.....John S. Begley  
 Gen. Mgr.....Ralph J. Robinson  
 Prog. Dir.....Sy Levy

**WALE—Fall River—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Narragansett Bcstg. Co.  
 Address.....18 N. Main St.  
 Tel.: OS 4-3535.....MBS  
 Representative.....O'Connell, Wheeler  
 Manager.....George L. Sisson, Jr.  
 Commercial Mgr.....Markey Gosciminski

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# MASSACHUSETTS

Prog. Dir. .... Ann Kenney  
Chief Eng. .... Larry Coyle

## WSAR—Fall River—1921

Frequency: 1480 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Fall River Bcstg. Co., Inc.  
Bus.-Studio Address. .... Box 927  
Tel.: OS 7-9477. .... Independent  
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. .... J. Joseph Welch  
Chief Engineer. .... Arnold Molloy

## WEIM—Fitchburg—1941

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. .... Newcomb Bcstg.  
Business-Studio Address. .... 717 Main St.  
Tel.: 3-3766. .... MBS  
Station Representative. .... Kirby; Walker-Rawalt  
President. .... Arthur A. Newcomb  
General Manager. .... Robert E. Berry  
Commercial Manager. .... Donald A. Bowen  
Publicity Director. .... Howard McKenney  
Chief Engineer. .... Ted Kalln

## WFGM—Fitchburg—1949

Frequency: 960 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Wachusett Bcstg. Corp.  
Address. .... 455 Main Street  
Tel.: Diamond 3-4897. .... Independent  
Station Rep. .... Everett-McKinney; Foster, Creed  
Pres., Gen. Mgr. .... David M. Myers  
Commercial Manager. .... James W. Chalmers  
Sales Prom. Mgr. .... Dave McFee  
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. .... Independent  
Representative. .... Kettell-Carter, Grant Webb  
Pres., Gen. Mgr. .... Albert A. Anderson  
Gen. Mgr. .... Richard E. Adams  
Program Dir. .... Carl B. Duncan  
Chief Engineer. .... Frank Bartel

## WGAW—Gardner—1946

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned. .... Gardner Bcstg. Co.  
Business Address. .... Green St.  
Tel.: 1490. .... Independent  
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 Willey

## WSBS—Great Barrington—1956

Frequency: 860 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Berkshire Bcstg. Co., Inc.

Business Address. .... Stockbridge Rd., Rt. 7  
Tel.: Great Barrington 1567. .... Independent  
Station Representative. .... Webb  
Pres., Gen. Mgr. .... John T. Parsons  
Commercial Manager. .... George Meach  
Sales Promotion Manager. .... Betsy Thompson  
Prog., Pub. Dir. .... Alan D. Vaber  
Chief Engineer. .... Rogers B. Holt

## WHA1—Greenfield—1938

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Haigis Bdcstg. Corp.  
Business-Studio Address. .... 486 Main St.  
Tel.: PR 4-4301. .... MBS  
Representative. .... Walker  
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. .... Independent  
Station Representative. .... Kettell-Carter; Webb  
Treasurer. .... E. I. Cellin  
Station Manager. .... Robert I. Kimel  
Program Director. .... Bob Douglas  
Publicity Director. .... Al Carter  
Chief Engineer. .... David Cate

## WHYN—Holyoke-Springfield 1941

Frequency: 560 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Hampden—Hamshire Corp.  
Address. .... 1300 Liberty St., Springfield  
Tel.: RE 4-1126. .... CBS  
Representative. .... Branham, Wheeler  
Gen. Mgr. .... Charles N. DeRose  
Business Manager. .... Patrick J. Montague

## WREB—Holyoke—1950

Frequency: 930 Kc. .... Power: 500 Watts d.  
Owned-Oper. By. .... Valley Bcstg. Corp.  
Address. .... 225 High St.  
Tel.: Jefferson 2-3286. .... KBS  
Representative. .... Breen & Ward  
General Manager. .... Edmund F. Wakelin  
Sta., Sales Manager. .... Robert H. Berger  
Program Director. .... David H. Foerster  
Chief Engineer. .... Wilfred W. Mank

## WCCM—Lawrence—1947

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Lawrence Bdcstg. Co.  
Address. .... 9 Valley Street  
Tel.: MU 3-7171. .... Independent  
Pres., Gen. Mgr. .... Geo. H. Jaspert  
Sales Promotion Manager. .... John Canty  
Program Director. .... Hugh Anthony  
Publicity Director. .... Tony Lupo  
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.: Glenview 4-0404 Independent  
 Representative Kettell-Carter, Webb  
 Pres., Gen. Mgr. Israel Cohen  
 Commercial Manager Maurice Cohen  
 Program Director Dan Gillette  
 Chief Engineer Ted Cohen

**WLLH—Lowell-Lawrence  
 1934**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Merrimac Bdcstg. Co.  
 Address 39 Kearney Sq., Lowell  
 Tel.: GL 8-8715 (Lo) MBS  
 Representative Bolling  
 President Gerald Harrison  
 Gen. Mgr. A. N. Armstrong, Jr.  
 Program Director Tom Clayton  
 Chief Engineer C. Parker

**WLYN—Lynn—1946**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Puritan Bcst. Service, Inc.  
 Business Address 156 Broad St.  
 Tel.: LY 5-6200 Independent  
 Station Representative Walker-Rawalt  
 President Theodore Feinstein  
 General Manager Robert H. Acker, Jr.  
 Commercial Manager Milton Savitt

**WSRO—Marlborough—1958**

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned By County Broadcasting Corp.  
 Address Curtis Ave.  
 Tel.: HU 5-3646 Independent  
 Representative Nona Kirby  
 Pres., Sta. Mgr. Lewis Sargent  
 Commercial Mgr. Herman Rosen  
 Program Dir. William F. Galvin  
 Chief Engineer Kenneth Rockwell

**WHIL—Medford-Boston—1952**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Operated By Conant Bcstg. Co.  
 Address 99 Revere Beach Pkwy.-Medford  
 Tel.: EXport 6-1430 Independent  
 Representative Grant Webb  
 Pres., Gen. Mgr. Sherwood J. Tarlow  
 Station Manager Joseph Kruger  
 Commercial Manager Edward O'Donnell  
 Prog. Director Bob Walsh  
 Chief Engineer Albert Fulchino

**WMRC—Milford—1956**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned Milford Bcstg. Corp.  
 Address Opera House Bldg  
 Tel.: Greenleaf 3-1490 KBS  
 Gen., Comm. Mgr. Ted B. Sawyer  
 Chief Engineer Dave Cate

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. Power: 1000 Watts

Owned Bay State Broadcasting Co.  
 Address Pope's Island  
 Tel.: WY 3-1767 Independent  
 Representative Bolling Co.  
 President Joseph P. Duchaine  
 Gen. Mgr. Otto F. A. Arnold  
 Comm. Mgr. Richard G. Evans  
 Prog. Dir. Hal Peterson  
 Continuity Director Henry S. Galus

**WNBH—New Bedford—1921**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By E. Anthony & Sons, Inc.  
 Business-Studio Address 432 County St.  
 Tel.: WYman 8-5228 Independent  
 Newspaper Affiliation Standard-Times  
 Station Rep. Walker-Rawalt; Foster, Creed  
 General Bus. Manager Don B. Gaylord  
 Commercial Manager Hal Carpenter  
 Program Director Stan Lipp  
 Chief Engineer Herve Leduc

**WNBP—Newburyport—1957**

Frequency: 1470 Kc. Power: 500 Watts, d.  
 Owned Tri-City Bcstg. Co.  
 Business Address Traffic Circle  
 Tel.: HO 2-6654 Independent  
 Station Representative Walker-Rawalt  
 President Theodore Feinstein  
 Gen. Mgr. J. Thomas Mathers  
 Assistant Manager Mary I. MacKenzie  
 Chief Engineer Edward Cranshaw

**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 Independent  
 Representative McGillyvra, Kirby  
 Pres., Gen. Mgr. J. Gordon Keyworth  
 Prog. Dir. Roy M. Anderson

**WHMP—Northampton—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Pioneer Valley Bcstg. Co.  
 Address 78 Main St.  
 Tel.: JU 4-4275 Independent  
 Representative Nona Kirby, Webb  
 President John H. Williams  
 Gen., Sta., Comm. Mgr. Alexander W. Milne

**WCAT—Orange—1956**

Frequency: 1390 Kc. Power: 1000 W., d.  
 Owned-Oper. By Miller River Bcstg.  
 Address P. O. Box 334, Athol, Mass.  
 Tel.: KI 4-2825 Independent  
 Representative Grant Webb  
 President James W. Miller  
 Gen., Sta. Mgr. Theodore G. Converse  
 Comm. Prog. Dir. Robert MacArthur  
 Sales Prom. Mgr. William Thomas  
 Publicity Dir. Richard Mahon  
 Chief Engineer Paramaz Baghdasarian

**WBEC—Pittsfield—1947**

Frequency: 1420 Kc. Power: 1000 Watts

# MASSACHUSETTS

Owned-Oper. By... Western Mass. Bcstg. Co.  
Business-Studio Address..... 33 Eagle St.  
Tel.: Hillcrest 8-8292..... ABC, KBS  
Newspaper Affiliation..... Berkshire Eagle  
Rep..... Everett-McKinney, Foster & Creed  
President..... L. K. Miller  
Gen., Sta. Mgr..... W. Wendell Budrow  
Comm., Sls. Prom. Mgr..... Lawrence Shane  
Prog., Pub. Dir..... Paul Edwards  
Chief Engineer..... Robert Johnson

## WBRK—Pittsfield—1938

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By... Greylock Bcstg. Co.  
Business-Studio Address..... 8 Bank Row  
Tel.: Hillcrest 2-1553..... MBS  
Station Representative..... Walker  
President..... Joseph K. Close  
Gen., Sta. Mgr..... Waller Kearsey  
Comm., Prom. Mgr..... Martin Schechter  
Program Dir..... William Nickum  
Chief Engineer..... Allan J. Smith

## WPLM—Plymouth—1955

Frequency: 1390 Kc..... Power: 1000 Watts d.  
Owned-Oper. By... Plymouth Rock Bcstg. Co.  
Address..... 294 Court St.  
Tel.: Pilgrim 6-1390..... Independent  
Station Representative... Kirby; Breen & Ward  
Pres., Gen. Mgr..... Jack Campbell  
Comm., Sales Prom. Mgr..... Arthur E. Pratt  
Program Director..... Bob Wells  
Publicity Director... Mrs. Phyllis B. Mulder  
Chief Engineer..... David W. Dunham

## WJDA—Quincy—1947

Frequency: 1300 Kc..... Power: 1000 Watts d.  
Owned-Oper. By... South Shore Bcstg. Co., Inc.  
Business-Studio Address..... Box 373  
Tel.: GRanite 9-1300..... Independent  
Station Representative..... Kirby  
Pres., Gen., Sta. Mgr..... James D. Asher  
Commercial Manager... Kenneth P. Fallon, Jr.  
Program Director..... Winslow Bettinson  
Chief Engineer..... Arthur F. Lane

## WESX—Salem—1939

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By... North Shore Bcstg. Corp.  
Address..... Box 710  
Tel.: PI 4-5670..... Independent  
Station Rep..... Breen & Ward  
President..... James D. Asher  
Gen., Comm. Mgr..... George R. Eckels  
Prog., Pub. Dir..... Norman Durkee

## WESO—Southbridge-Webster 1955

Frequency: 870 Kc..... Power: 1000 Watts d.  
Owned..... WESO Broadcasting Corp.  
Address..... 291 Main Street  
Tel.: PO 4-4381..... Independent  
Representative..... Webb, Foster-Creed  
President..... Peter A. Bordes  
General Manager..... Hamilton S. Stewart

Sta., Prog. Mgr..... Robert Farson  
Commercial Manager..... William Richards  
Chief Engineer..... Ken Duquette

## WBZA-WBZ

Springfield-Boston—1921  
(Synchronous Operation)  
(See Boston Listing)

## WHYN—Springfield—1941

Frequency: 560 Kc..... Power: 1000 Watts  
Owned-Oper. By... Hampden-Hampshire Corp.  
Address..... 1300 Liberty St.  
Tel.: RE 4-1126..... CBS  
News, Affil..... Holyoke Transcript-Telegram  
Representative..... Branham, Wheeler  
President..... William Dwight  
Gen., Sta. Mgr..... Charles N. De Rose  
Commercial Mgr..... Patrick J. Montague  
Sales Prom. Mgr..... Noah La Mountain  
Program Dir..... Murray Tesser

## WMAS—Springfield—1932

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By... WMAS, Inc.  
Business-Studio Address..... 101 West St.  
Tel.: RE 7-1414..... MBS  
Representative..... Bolling  
President..... Gerald Harrison  
Sta., Sales Prom. Mgr..... Robert Donahue  
Comm. Mgr..... Erwin Needles  
Prog. Dir..... Roland Dumas  
Chief Eng..... John Michnovetz

## WSPR—Springfield—1936

Frequency: 1270 Kc..... Power: 1000 Watts  
Owned-Operated By... WSPR, Inc.  
Business Address..... 63 Chestnut St.  
Tel.: RE 2-4182..... Independent  
Representative... Hollingbery, Kettell-Carter  
Pres., Gen. Mgr..... Alan C. Tindal  
Commercial Manager..... Jack Sullivan  
Sta. Mgr., Prog. Dir..... Paul Monson  
Chief Engineer..... Valentino Partyka

## WTYM—Springfield—1949

Frequency: 1600 Kc..... Power: 5000 Watts d.  
Owned-Oper. By... Springfield Bcstg. Co.  
Business Address..... Box 898  
Tel.: RE 3-4187..... Independent  
Station Representative..... Avery-Knodel  
President..... Paul Perreault  
V.P., General Manager..... Art Tacker  
Commercial Mgr..... Jim Towle  
Program Director..... Bruce Farnsworth

## WTXL—West Springfield 1949

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By... Telecolor Corp.  
Address..... 34 Sylvan St.  
Tel.: RE 9-4768..... ABC  
Station Representative..... Walker-Rawalt

**MASSACHUSETTS-MICHIGAN**

Pres., Gen. Mgr. . . . . L. A. Reilly  
 Commercial Manager . . . . . Holland D. Cameron  
 Station Mgr., Chief Engineer . . . . . J. L. Spates

**WPEP—Taunton—1949**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Silver City Bcstg. Corp.  
 Address . . . . . 174 Broadway  
 Tel.: VA 4-7528 . . . . . Independent  
 Pres., Gen. Mgr. . . . . J. Marshall McGregor  
 Sta. Mgr., Prog. Dir. . . . . Joseph G. Quill  
 Comm. Mgr. . . . . Earle Blackwell  
 Chief Engineer . . . . . Lawrence Prado

**WARE—Ware—1947**

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Central Bcstg. Corp.  
 Business-Studio Address . . . . . 56 Main St.  
 Tel.: WA 1250 . . . . . MBS  
 Representative . . . . . Breen & Ward; Wheeler  
 President . . . . . Sherwood J. Tarlow  
 Gen., Sta. Mgr. . . . . Richard H. Vaughan  
 Commercial Mgr. . . . . Steven J. Atanian  
 Program Dir. . . . . George Stephens  
 Sales Prom. Mgr. . . . . Herbert Vining  
 Publicity Dir. . . . . James K. Golden  
 Chief Engineer . . . . . William S. Brennan

**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 . . . . . Independent  
 Station Representative . . . . . Nona Kirby  
 President . . . . . Albert L. Capstaff  
 General Manager . . . . . Larry Jones  
 Commercial Manager . . . . . Paul Rogers  
 Program Director . . . . . Shirley Jones

**WOCB—West Yarmouth—1940**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . E. Anthony & Sons  
 Address . . . . . South Sea Ave.  
 Tel.: SPring 5-0500 . . . . . MBS  
 Newspaper Affil. . . . . Standard Times  
 Station Rep. . . . . Walker-Rawalt; Foster & Creed  
 President . . . . . Basil Brewer  
 Gen., Sta. Mgr. . . . . Paul Stiles

Prog. Dir. . . . . Joan S. Holbrook  
 Chief Engineer . . . . . Frank L. Lynch

**WAAB—Worcester—1931**

Frequency: 1440 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Waterman Bcstg. Corp.  
 Bus. Address . . . . . 34 Mechanic St.  
 Tel.: PL 2-5611 . . . . . NBC  
 Representative . . . . . Eastman; Kettel-Carter  
 Pres., Gen. Mgr. . . . . Bernard E. Waterman  
 Comm. Mgr. . . . . C. Kaminski  
 Program Director . . . . . John Woods  
 Chief Engineer . . . . . George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . New England Bcstg. Co.  
 Address . . . . . 405 Main St.  
 Tel.: PL 6-4672 . . . . . Independent  
 Representative . . . . . Bolling  
 President . . . . . Paul C. Lytle  
 Gen. Mgr. . . . . John J. Hurley  
 Commercial Manager . . . . . Robert F. Nims  
 Merchandising Manager . . . . . Kenneth Burns  
 Chief Engineer . . . . . Bernard E. Berard

**WORC—Worcester—1925**

Freq.: 1310 Kc. . . . . Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By . . . . . WORC, Inc.  
 Bus-Studio Address . . . . . 50 Franklin St.  
 Tel.: SW 9-0581 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Robert F. Bryar  
 Sta., Comm. Mgr. . . . . A. Abbott Coblentz  
 Publicity Director . . . . . Jeanne Perkins  
 Chief Engineer . . . . . Herman A. Gruzin

**WTAG—Worcester—1924**

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WTAG, Inc.  
 Business-Studio Address . . . . . 20 Franklin St.  
 Tel.: PL 5-4321 . . . . . Independent  
 Newspaper Affil. . . . . Telegram & Gazette  
 Representative . . . . . Henry L. Christal Co.  
 President . . . . . Robert W. Booth  
 Vice Pres., Gen. Mgr. . . . . Herbert L. Krueger  
 Nat. Sls. Mgr. . . . . Richard L. Gravel  
 Sales Prom. Head . . . . . Ben G. Oman, Jr.  
 Prod., Pgm. Dir. . . . . A. J. Brissette  
 Chief Engineer . . . . . E. A. Browning

Pop.: 8,099,000  
 Families: 2,329,000  
 Radio Homes: 2,289,000

**Michigan**

Stations in State: 95  
 TV Homes: 2,095,000  
 TV Stations: 19

**WABJ—Adrian—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Gerity Bcstg. Co.  
 Address . . . . . 2982 Treat Rd.  
 Tel.: CO 5-7123 . . . . . Independent  
 Station Rep. . . . . Pearson  
 President . . . . . James Gerity, Jr.  
 Gen., Sta. Mgr. . . . . Donald J. Dean  
 Sales Promotion Manager . . . . . Ed Price  
 Program Director . . . . . Buddy Carr

Publicity Director . . . . . Jerry N. Keil  
 Chief Engineer . . . . . Robert Bassett

**WALM—Albion—1952**

Frequency: 1260 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Calhoun Bcstg. Co.  
 Business Address . . . . . 101 1/2 N. Superior  
 Tel.: NAtional 9-3945 . . . . . KBS  
 General Manager . . . . . C. Wayne Wright  
 Program Director . . . . . Jim Beasley  
 Chief Engineer . . . . . Ken Griewahn



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... by **Listeners** .. *because it is dependable as well as interesting.*



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**WFYC—Alma—1948**

Frequency: 1280 Kc...Power: 1000 Watts d.  
Owned-Oper. By .....WFYC, Inc.  
Business Address.....5310 N. State Rd.  
Tel.: 95.....Independent  
Station Representative..Hollingbery; Hopwell  
President.....Wayne G. Harris  
General Manager.....Gilbert E. Thomas  
Station Manager.....David W. Sommerville  
Sales Promotion Manager...Gilbert E. Thomas  
Program Director.....Richard Crowley  
Chief Engineer.....Bruce H. Rigg

**WATZ—Alpena—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Midwestern Bcstg. Co.  
Business Address.....M-32 West  
Tel.: 1049.....NBC  
Representative .....Holman  
President .....Les Biederman  
Station Manager.....Drew McClay  
Chief Engineer.....William Kiker

**WHRV—Ann Arbor—1946**

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Operated By.....Mayne Bcstg. Co.  
Business Address.....P.O. Box 608  
Tel.: Normandy 2-4573.....Independent  
Station Rep.....Devney; Hutton, Gentile  
President.....Charles H. Mayne  
Gen., Comm. Mgr.....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.....Independent  
Station Rep.....Everett-McKinney; Weed  
Pres., Gen. Mgr.....Edward F. Baughn  
Program Director.....Albert Samborn  
Chief Engineer.....Bernard Ressler

**WLEW—Bad Axe—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By...Stevens Wismer Bcstg. Co.  
Address.....935 S. Van Dyke Rd.  
Tel.: 1010.....KBS  
Rep.....Gill-Perna, Michigan Spot Sales  
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.....Independent  
Representative .....Hollingbery  
President.....Robert H. Holmes  
General Mgr.....E. F. Cahill  
Chief Engineer.....Harley Hammond

**WELL—Battle Creek—1925**

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....Southern Mich. Bcstg.  
Address.....Michigan National Bank Bldg.  
Tel.: WO 4-7173.....ABC  
Station Rep.....Headley-Reed  
President.....Fred A. Knorr  
Sta., Comm. Mgr.....P. J. Haller  
Program Director.....Ronald E. Mell  
Chief Engineer.....David M. Decker

**WBCM—Bay City—1925**

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.....ABC-KBS  
Representative .....George P. Hollingbery  
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: 1000 Watts d.  
Owned By.....Water Wonderland Bcstg. Co.  
Business Address.....306 Phoenix Bldg.  
Tel.: TW 3-4588.....Independent  
Station Representative .....Masla  
President.....Patrick J. Trahan  
Gen., Comm. Mgr.....Charles E. Anthony  
Program Dir.....Robert E. Benkelman  
Chief Engineer.....Ralph H. Carpenter

**WHFB—Benton Harbor-  
St. Joseph—1947**

Frequency: 1060 Kc...Power: 1000 Watts d.  
Owned-Oper. By .....Palladium Publ. Co.  
Business Address.....Fairplain Ave.  
Tel.: WA 5-2113.....Independent  
Newspaper Affil....Palladium, Herald Press  
Station Rep.....Holman; Mich. Spot Sales  
President .....Stanley R. Banyon  
Gen., Sta. Mgr.....J. P. Scherer  
Commercial Manager.....Fred Randazzo  
Sales Prom. Mgr.....Dwight Edmunds  
Program Director.....Don Priest  
Chief Engineer.....M. U. Robinson

**WBRN—Big Rapids—1953**

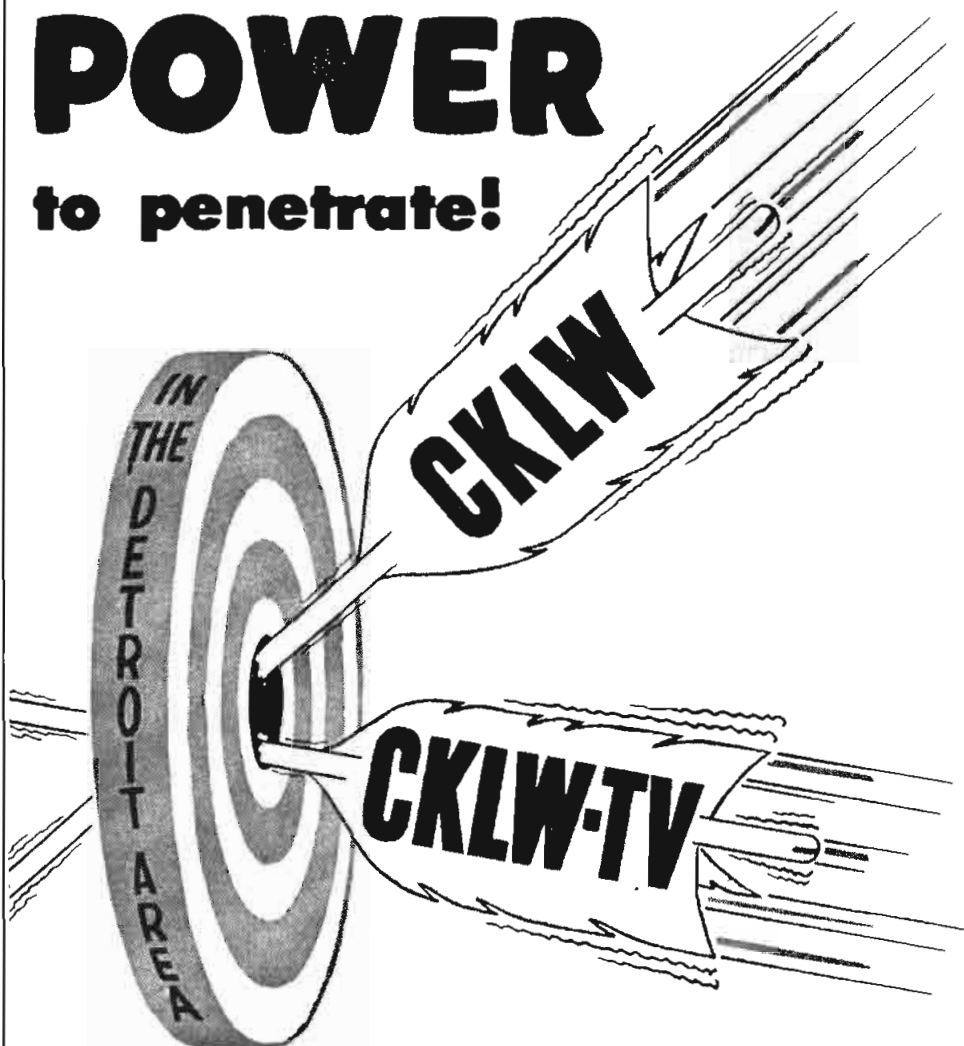
Frequency: 1460 Kc.....Power: 1 Kw., d.  
Owned-Oper. By.....WBRN, Inc.  
Address.....P. O. Box 825  
Tel.: 648.....KBS  
Representative .....Hil F. Best  
Pres., Gen. Mgr.....Spencer Denison  
Chief Engineer.....Garnet Zimmerman

**WATT—Cadillac—1945**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Midwestern Bcstg. Co.  
Business-Studio Address.....U. S. 131, South  
Tel.: PR 5-7831.....NBC  
Representative .....Hal Holman  
President.....Les Biederman  
Station Manager.....Merritt L. Chandler  
Commercial Manager.....Fred Parkison  
Sales Promotion Manager.....Glen Gilbert  
Program Director.....M. L. Chandler  
Chief Engineer.....Bill Kiker

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*J. E. Campeau*  
President

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**WCER—Charlotte—1956**

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned Eaton County Bcstg. Co.  
Address Box 269  
Tel.: 1390 Independent  
Pres., Gen. Mgr. Roy W. McLean  
Comm., Sta. Mgr. Brod Martindale  
Chief Engineer Gerald D. Adams

**WCBY—Cheboygan—1954**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Straits Bcstg. Co.  
Address Mackinaw Ave.  
Tel.: MA 7-2341 Independent  
Representative Best  
Pres., Gen., Sta., Sls. Prom. Mgr. R. E. Hunt  
Commercial Mgr. Ben Morrow  
Program Director Richard Welch  
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.: BRoadway 9-9119 Independent  
Representative Hil F. Best  
President E. Harold Munn, Sr.  
Station Manager E. Harold Munn, Jr.  
Commercial Manager Normand Moore  
Program Director Constance Bingham  
Chief Engineer Virgil Royer

**WKMH—Detroit—Dearborn  
1946**

Freq.: 1310 Kc. Power: 5 Kw.  
Owned-Oper. By Knorr Broadcasting Corp.  
Address 15001 Mich. Ave., Dearborn  
Tel.: TI 6-8500 Independent  
Representative Headley-Reed  
Pres., Gen. Mgr. F. A. Knorr  
Sta. Mgr. John J. Carroll  
Commercial Manager John O. Gilbert II  
Sales Prom. Mgr., Pub. Dir. Lee C. Hanson  
Chief Engineer Jerrold L. Martin

**CKLW—Detroit—1932**

Frequency: 800 Kc. Power: 50,000 Watts  
Owned-Oper. By Western Ontario Bcstg. Co.,  
Address 3300 Guardian Bldg., Detroit 26  
Tel.: WO 1-7200 MBS, CBC  
Representative Eastman  
President, General Mgr. J. E. Campeau  
Dir., Oper. S. C. Ritchie  
Commercial Manager E. Wilson Wardell  
Sales Promotion Manager George Snyder  
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 Independent  
Representative AM Radio Sales Co.

President H. Y. Levinson  
Exec. V.P. Wayne N. Cook  
Promotion Mgr. Bob Lyte  
Production Mgr. Larry Bova  
Chief Engineer James Balmer

**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 Independent  
Representative Katz Agency  
President George B. Storer, Sr.  
Managing Director Harry Lipson  
Gen. Sales Mgr. Herbert J. Weber, Jr.  
Merchandising Manager Carol Hoogshead  
Program Director Bob Martin  
Chief Engineer Joseph Haigh  
Owners of: WGBS, Miami, Fla.; WSPD,  
Toledo, O.; WAGA, Atlanta; WJW, Cleveland;  
WVVA, Wheeling, W. Va.; WIBG, Philadel-  
phia.

**WJLB—Detroit—1926**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Booth Bcstg. Co.  
Business Address 700 Buhl Bldg.  
Tel.: WO 2-0220 Independent  
Representative ForJoe  
President John L. Booth  
Gen. Mgr. Thomas J. Warner  
Sta. Mgr. Edwin E. Nye  
Sales Prom. Mgr. Commodore Clark

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**WJR—Detroit—1926**

Frequency: 760 Kc. Power: 50,000 Watts  
Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
Business Address.....Fisher Bldg.  
Tel.: TR 5-4440.....CBS  
Representative.....Christal  
President.....John F. Patt  
V.P., & Gen. Mgr.....Worth Kramer  
V.P., Operations Manager... F. Silbey Moore  
V.P., Radio Sales.....Elmer O. Wayne  
Sales Prom. Mgr.....Jack Brussel  
Oper. Mgr.....James H. Quello  
Program Mgr.....Reginald P. Merridew  
Publicity Director.....George Kendall  
Chief Engineer.....A. Friedenthal

**WWJ—Detroit—1920**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By...The Evening News Assn.  
Address.....622 W. Lafayette  
Tel.: WO 2-2000.....NBC  
Rep...Peters, Griffin & Woodward, McDermott  
President.....Warren S. Booth  
General Manager.....Edwin K. Wheeler  
Station Mgr.....Robert J. McIntosh  
Asst. Gen. Mgr.....Don DeGroot  
Sales Prom. Mgr.....Glen Kyker  
Nat. Sales Mgr.....W. A. Schwartz  
Business Mgr.....Henry C. Rogers  
Prog. Development Mgr...Melvin C. Wissman  
Gen. Eng. Mgr.....E. J. Love

**WXYZ—Detroit—1925**

Frequency: 1270 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....WXYZ, Inc.  
Business Address.....1700 Mutual Bldg.  
Tel.: WO 3-8321.....ABC  
Representative.....John Blair  
Vice President.....Harold L. Neal  
Sales Manager.....Robert Baldrice  
Sales Prom. Mgr., Pub. Dir.....Bud Kirvan  
Program Director.....Robert Baker  
Chief Engineer.....Charles Kocher

**WDBC—Escanaba—1941**

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Operated By.....Delta Bcstg. Co.  
Business-Studio Address.....606 Lud St.  
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.....Independent  
Representative.....Bernard  
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-Coxter-Durham, Inc.

Business Address.....740 S. Saginaw St.  
Tel.: CEdar 9-8631.....Independent  
Representative.....Gil-Perma  
Pres., Sta. Mgr.....Richard Carter  
Gen., Comm. Mgr.....Ronald Craig  
Publicity Director.....Marela Patee  
Chief Engineer.....Walter Wierzbicki

**WBBC—Flint—1947**

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Operated By.....Booth Bcstg. Co.  
Bus.-Studio Address.....3076 E. Bristol Rd.  
Tel.: CE 9-8686.....MBS  
Representative.....Weed  
President.....John Lord Booth  
General Manager.....Joseph R. Fife  
Sales Prom. Mgr., Prog. Dir...Sam Somora, Jr.  
Publicity Director.....Dorothy Ratliff  
Chief Engineer.....Charles Wallace

**WFDF—Flint—1922**

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.  
Owned-Operated By.....The Treblt Corp.  
Address.....Garland at First Ave.  
Tel.: CE 2-7158.....NBC  
Representative.....Katz  
President.....Harry M. Bitner, Jr.  
Act. Gen., Sta. Mgr.....Elmer A. Knopf  
Comm., Sales Prom. Mgr.....Marvin Levey  
Chief Engineer.....Gerald Wolpert

**WKMf—Flint—1953**

Frequency: 1470 Kc. Power: 1 Kw.  
Owned.....Knorr Bcstg. Corp.  
Address.....112 W. Water St.  
Tel.: 9-7608.....Independent  
Station Rep...Mich. Spot Sls., Headley-Reed  
President.....Fred A. Knorr  
Managing Director.....W. Eldon Garner  
Commercial Manager.....Philip R. Munson  
Program Director.....Oscar Huff  
Chief Engineer.....John C. Woodard

**WMRP—Flint—1946**

Frequency: 1570 Kc. Power: 1 Kw.  
Owned-Oper. By...Methodist Radio Parish, Inc.  
Address.....3217 Lapeer St.  
Tel.: CE 3-5112.....KBS  
Station Representative.....Sears & Ayer  
President.....Arthur Howard  
Gen. Mgr.....William H. Morford  
Program Director.....Everett Smith  
Chief Engineer.....Robert Swayze

**WTAC—Flint—1947**

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By.....L. & P. Bcstg. Corp.  
Bus. Ad...66171 S. Center Rd., Grand Blanc  
Tel.: OW 4-4146.....ABC  
Station Representative.....Hollingbery  
President.....Harold E. Anderson  
General Manager.....David Mendelsohn  
Station Manager.....Andrew C. Edgerton  
Sales Promotion Manager.....Ruth Kekel  
Program Director.....Robert Halstead  
Chief Engineer.....Robert Garner

**WBFC—Fremont—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul A. Brandt  
 Address.....Mt. Pleasant, Mich.  
 Tel.: 415.....KBS  
 Representative.....Hil F. Best  
 President.....Paul A. Brandt  
 Station, Commercial Manager.....Ben Tanus  
 Publicity Director.....Jean McGowen

**WATC—Gaylord—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Paul Bunyan Bldg., Traverse City  
 Tel.: W1 7-7675.....Independent  
 Representative.....Holman, Mich. Spot Sales  
 Pres., Gen. Mgr.....Les Biederman  
 Commercial Mgr.....Robert E. Detwiler  
 Chief Engineer.....William K. Kiker

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc.....Power: 500 Watts. d.  
 Owned.....Grand Haven Broadcasting Co.  
 Address.....228 Washington St.  
 Tel.: 5397.....Independent  
 Station Representative.....Best  
 President.....H. F. Wulf  
 Gen., Sta., Comm., Sls. Prom. Mgr...Bob Kirby  
 Prog. Dir., Ch. Engr.....Robert T. Schmitt  
 Publicity Director.....Gordon Huizenga

**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.....Independent  
 Pres., Gen., Sta. Mgr.....William Kuiper, Sr.  
 Commercial Manager...Peter Vanden Bosch  
 Sls. Prom., Pub. Dir.....William Kuiper, Jr.  
 Chief Engineer.....Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Music Bcstg. Co.  
 Business-Studio Add...35 Lafayette Ave., N.E.  
 Tel.: GL 9-4111.....Independent  
 Representative.....Gill Perna  
 Pres., Gen. Mgr.....Paul F. Eichhorn  
 Sta., Comm. Mgr.....Glenn R. LePard  
 Publicity Dir.....Rudy Pessel  
 Chief Engineer.....Richard Groenevelt

**WJEF—Grand Rapids—1945**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fetzer Broadcasting Co.  
 Address.....Pantlind Hotel  
 Tel.: GL 6-8512.....CBS  
 Station Representative.....Avery Knodel  
 President.....John E. Fetzer  
 Station Mgr.....Roger L. Hoffman  
 Chief Engineer.....Bruce Glycadcgis

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# MICHIGAN

## WLAV—Grand Rapids—1940

Frequency: 1340 Kc. Power: 250 Watts  
Owned..... Stevens-Wismer Bcstg., Inc.  
Address..... 6 Fountain St., N.E.  
Tel.: GL 6-5461..... ABC  
Representative..... McGavren-Quinn  
President..... John Wismer  
General Manager..... John J. Shepard  
Program Dir..... Joe L. O'Grady  
Publicity Dir..... Carler Clements  
Chief Engineer..... Lee Stevens

## WMAX—Grand Rapids—1954

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owner..... WMAX, Inc.  
Address..... Keith Theater Bldg.  
Tel.: GL 6-8621..... Independent  
Representative..... Radio-TV Reps  
General Manager..... Chas. A. Sprague  
Commercial Mgr..... Joe Hooker

## WOOD—Grand Rapids—1924

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By..... Wood Bcstg., Inc.  
Address..... 120 College Ave., S.E.  
Tel.: GL 9-4125..... NBC  
Representative..... Katz Agency  
Pres., Gen. Mgr..... Willard Schroeder  
Gen. Sales Mgr..... Arthur M. Swift  
Radio Sales Mgr..... Michael Lareau  
Prom. Mgr..... Clark Grant  
Program Director..... John Shaw  
Publicity Director..... John Burpee  
Chief Engineer..... Charles Robison

## WMPL—Hancock—1957

Frequency: 920 Kc. Power: 1 Kw. d.  
Owned..... Copper Country Bcstg. Co.  
Business Address..... Hotel Scott  
Tel.: 3155..... KBS  
Station Rep..... Continental Radio Sales  
Pres., Ch. Eng..... Francis Locatelli  
Station Manager..... John Oakvik  
Sales Promotion Manager..... Burton Ervast

## WAHL—Hastings—1957

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By..... Donald G. Carey  
Address..... 1901 S. Bedford Rd.  
Tel.: 5-2121..... KBS  
General Mgr..... D. G. Carey  
Station Mgr..... Irving Grove

## WBSE—Hillsdale—1955

Frequency: 1340 Kc. Power: 100 W.  
Owned-Operated By..... Keister & Holcomb  
Address..... 92½ Broad St.  
Tel.: HE 7-4444..... KBS  
Rep..... Gill-Perna, Mich. Spot Sls.  
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..... Independent  
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.  
Business Address..... James St.; Box 808  
Tel.: EX 6-5281..... Independent  
Station Representative..... Holman  
President..... Bernard Brookema  
Gen., Sta. Mgr..... Jerome C. Grysen  
Sales Mgr..... R. E. Smits  
Program Director..... Clarence Walters  
Chief Engineer..... John L. Klungle

## WHDF—Houghton—1929

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Upper Michigan Bcstg. Co.  
Address..... Houghton  
Tel.: 1..... NBC  
Representative..... Walker  
Chief Owner..... G. L. Burgan  
General Manager..... Albert W. Payne  
Program Director..... Earl Norden  
Publicity Director..... F. Grant Richards  
Chief Engineer..... George L. Burgan

## WHGR—Houghton Lake—1954

Frequency: 1290 Kc. Power: 5 Kw.  
Owned..... Sparks Bcstg. Co.  
Address..... 3431 Houghton Lake Dr.  
Tel.: GR 8-3040..... Independent  
Representative..... Hil F. Best  
President..... J. B. Sparks  
General Mgr..... Gordon A. Sparks  
Comm., Prog. Mgr..... Robert D. Diltner  
Chief Engineer..... Garnet G. Sparks

## WHMI—Howell—1957

Frequency: 1350 Kc. Power: 500 Watts, d.  
Owned..... Livingston Bcstg. Co.  
Address..... 201½ W. Grand River Ave.  
Tel.: 1062..... Independent  
Representative..... Best  
Station Mgr..... M. H. Wirth  
Commercial Mgr..... L. Bekkering  
Program Dir..... A. Ahlers  
Publicity Dir..... J. Thiel

## WCHB—Inkster—1956

Frequency: 1440 Kc. Power: 1 Kw. d.  
Owned..... Bell Bcstg. Corp.  
Address..... 32790 Henry Ruff Rd.  
Tel.: CR 8-1440..... Independent  
President..... Dr. Haley Bell  
Gen., Comm. Mgr..... Frank M. Seymour  
Program Dir..... George White  
Publicity Dir..... Ofield Dukes  
Chief Engineer..... Clarence Ringo

**WION—Ionia—1952**

Frequency: 1430 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By. . . . . Ionia Bcstg. Co.  
 Address . . . . . Box 143  
 Tel.: 2300. . . . . Independent  
 Representative . . . . . Best  
 Pres., Gen. Mgr. . . . . Monroe MacPherson, Sr.  
 Sta. Mgr. . . . . Monroe MacPherson, Jr.  
 Commercial Mgr. . . . . D. L. Aldrich  
 Prog. Dir. . . . . Jim Pegg  
 Chief Engineer. . . . . J. Irving Grove

**WMIQ—Iron Mountain—1947**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned. . . . . Iron Mountain-Kingsford Bcstg. Co.  
 Address . . . . . 211 East Ludington Street  
 Tel.: 2031. . . . . ABC  
 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**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned By. . . . . Iron Co. Bcstg.  
 Address . . . . . Iron River Natl. Bank Bldg.  
 Tel.: 102. . . . . KBS  
 Representative . . . . . Hil F. Best  
 President. . . . . Edwin Phelps, Sr.  
 Gen. Sta., Comm. Mgr. . . . . Edwin Phelps, Jr.  
 Chief Engineer. . . . . James Swanson

**WJMS—Ironwood—1931**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Upper Mich.-Wis. Bcstg. Co.  
 Bus.-Studio Address . . . . . 124 E. McLeod Ave.  
 Tel.: 20 . . . . . Independent  
 Representative . . . . . Hil F. Best  
 President, Gen. Mgr. . . . . William L. Johnson  
 Sales Prom Mgr. . . . . Robert Olsen  
 Chief Engineer. . . . . Arne Dahlbecka

**WJPD—Ishpeming—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Ishpeming Bcstg. Co.  
 Business-Studio Address . . . . . Jenks Block  
 Tel.: HU 6-9937. . . . . KBS  
 President . . . . . J. P. Deegan  
 Sta. Manager. . . . . John Holm  
 Comm. Mgr. . . . . Eldon Wallace  
 Prog. Dir. . . . . Baker Urdan  
 Chief Engineer. . . . . L. Roncoglione

**WIBM—Jackson—1925**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned. . . . . Booth Radio & TV Stations, Inc.  
 Address . . . . . 2511 Kibby Rd.  
 Tel.: 6121. . . . . ABC  
 Station Representative . . . . . Weed  
 President. . . . . John L. Booth  
 Managing Director. . . . . George P. Lasley

**W J P D**

**1240 Kc.**

**Ishpeming, Michigan**

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**JOHN HOLM — Station Manager**

**HU 6-9937**

**J. P. DEEGAN, President and General Manager**

# MICHIGAN

## WKHM—Jackson—1951

Frequency: 970 Kc. Power: 1000 Watts  
Owned..... Jackson Bcstg. & Tele. Corp.  
Address..... 441 Wildwood  
Tel.: ST 4-7181..... MBS  
Rep..... Headley-Reed, Mich. Spot Sales  
Pres., Gen. Mgr..... Fred A. Knorr  
Commercial Manager..... Nathan H. Alberstein

## WKLZ—Kalamazoo—1956

Frequency: 1470 Kc. Power: 500 W. d.  
Owned..... The Circle Corporation  
Bus. Address..... 2315 Schipper's La.; Box 663  
Tel.: FI 3-2541..... Independent  
Representative..... Gill-Perna  
Pres., Gen., Comm. Mgr..... Joseph F. Butler  
Sta. Mgr., Ch. Engr..... Ralph E. Patterson  
Sales Prom., Pub. Dir..... Ronald T. Hutson  
Program Director..... Ron Newhouse

## WKMI—Kalamazoo—1953

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..... Independent  
Representative..... Broadcast Time Sales  
Pres., Gen. Mgr..... Howard D. Steere  
Station Manager..... Emil J. Popke, Jr.  
Commercial Manager..... F. K. Doyle  
Sales Promotion Manager..... Max H. Keyes  
Prog. Dir..... Dan Daniels  
Publicity Director..... Vince Ford  
Chief Engineer..... Kenneth Farrance

## WKZO—Kalamazoo—1923

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By..... Fetzer Bcstg. Co.  
Business Address..... 590 W. Maple St.  
Tel.: FI 5-2101..... CBS  
Representative..... Avery-Knodel  
President..... John E. Fetzer  
V. P. & Mgr. Dir..... Carl E. Lee  
Radio Sales Mgr..... Otis T. Gaston  
Program Director..... Charles T. Lvnch  
Publicity Director..... W. J. Hunt  
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. Address..... 407½ N. Washington Ave.  
Tel.: IV 2-1655..... Independent  
Station Rep..... Venard, Rintoul, McConnell  
Pres., Gen. Comm. Mgr..... John C. Pomeroy  
Sta. Mgr., Prog. Dir..... David Froh  
Sales Prom., Pub. Dir..... Richard M. Pomeroy  
Chief Engineer..... John Whitacre

## WJIM—Lansing—1934

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Gross Telecasting, Inc.  
Address..... 2820 East Saginaw  
Tel.: IV 2-1333..... ABC  
Rep..... Peters, Griffin, Woodward, Inc.  
President, Gen. Mgr..... Harold F. Gross

Station Mgr..... Howard K. Finch  
Comm. Mgr..... Keith Oliver  
Sales Prom. Mgr..... Geoge Hancin  
Chief Eng..... Carl Musson

## WKLA—Ludington—1944

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Ludington Bcstg. Co.  
Address..... East Ludington Ave.  
Tel.: VI 3-3438..... ABC  
Representative..... Best  
Pres., Gen. Mgr..... Ray A. Plank  
Commercial Mgr..... Donald M. Hack  
Program Dir..... Charles J. Hagerman  
Sales Prom. Mgr..... Gordon J. Anderson  
Publicity Dir..... Charles R. Engjbrecht

## WMTE—Manistee—1951

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Manistee Radio Corp.  
Address..... Box 322  
Tel.: 1340..... KBS  
Representative..... Best  
President..... James R. Sumbler  
General Manager..... Stephen Cole  
Comm. Mgr..... Edward H. Owens

## WDOG—Marine City—1950

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Radio St. Clair, Inc.  
Business Address..... 5300 Marine City Hwy.  
Tel.: RO 2-1111..... Independent  
President..... Jerry Coughlin  
Gen., Sta. Mgr..... John S. Bell  
Sales Prom. Mgr., Prog. Dir..... George A. Lipper  
Publicity Director..... Chuck Marsh  
Chief Engineer..... Robert E. McIntosh

## WDMJ—Marquette—1931

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By..... Lake Superior Bcstg. Co., Inc.  
Bus.-Studio Address..... Mining Journal Bldg.  
Tel.: CA 6-3524..... MBS-KBS  
Newspaper Affil..... Mining Journal  
Representative..... Superior Ad Agency  
General Manager..... Frank J. Russell, Jr.  
Gen., Sta., Comm. Mgr..... Robert Luke

## WAGN—Menominee—1952

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Men-Mar Bcstg. Co.  
Business Address..... Glickman Bldg., 1st St.  
Tel.: UN 3-5551..... KBS  
Station Representative..... Marquette-Superior  
Pres., Gen. Sta. Mgr..... Vernon Uecker  
Program Director..... Barbara Johnson  
Chief Eng..... Loren B. Koelsing

## WMDN—Midland—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Rich Publ. House, Inc.  
Address..... 2500 Swede Rd.  
Tel.: TE 9-9988..... Independent  
Station Rep..... Hil F. Best  
President..... Phillip T. Rich  
General Mgr..... Peter A. Wolf



**WMIC—Monroe—1956**

Frequency: 560 Kc. Power: 500 W. d.  
Owned. McIntyre Bcstg. Co.  
Address. Box 306  
Tel.: CH 1-5550. Independent  
Station Representative. Devney; Hutton  
President. B. D. McIntyre  
Gen., Comm. Mgr. Dale B. Hornung  
Program Director. Robert J. Norwood

**WBRB—Mount Clemens—1956**

Frequency: 1430 Kc. Power: 500 Watts, d.  
Owned. WBRB, Inc.  
Address. 234 S. Gratiot  
Tel.: HO 3-5876. Independent  
General Manager. Robert G. Wright  
Station Manager. Milton Maltz  
Publicity Director. Bud Parks  
Chief Engineer. Gerry Meir

**WCEN—Mt. Pleasant—1949**

Freq.: 1150 Kc. Power: 1 Kw. d., 500 W. n.  
Owned. Paul A. Brandt  
Address. Mt. Pleasant, Mich.  
Tel.: SP 3-3171. KBS  
Representative. Hill F. Best  
President. Paul A. Brandt  
Sta., Comm. Mgr. Dick Wood

**WMAB—Munising—1956**

Frequency: 1400 Kc. Power: 250 Watts  
Owned. Munising-Alger Bcstg. Co.  
Address. First Nat. Bank Bldg.  
Tel.: 518. KBS  
Representative. Best  
Gen. Mgr. Charles Symon  
Sta., Sales Prom. Mgr. Theodore H. Ouellette  
Program Director. Richard Gomuski  
Publicity Director. Wallace Ahlborn  
Chief Engineer. Donald Carlyon

**WKBZ—Muskegon—1926**

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Oper. WKBZ Radio Corp.  
Business-Studio Address. 432 Apple Ave.  
Tel.: 2-6051. ABC  
Representative. Meecker  
President. F. L. Allman  
General Mgr. Harold W. Waddell  
Sta., Comm. Mgr. J. B. Gudelsky  
Pub. Dir., Sales Prom. Mgr. B. L. Bennett  
Program Director. William L. Trap  
Chief Engineer. George Krivitzky

**WMUS—Muskegon—1947**

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. Greater Muskegon Bcstrs., Inc.  
Business-Studio Address. 517 W. Giles Rd.  
Tel.: 4-1672. KBS  
Station Rep. Hil-Best.  
V.P., Gen. Mgr. Dalton C. Hille

**WTRU—Muskegon—1949**

Frequency: 1600 Kc. Power: 5000 Watts  
Owned-Oper. By. Muskegon Bcstg.

Address. Summitt & Getty Sts.  
Representative. Gill-Perna  
President. Paul F. Eichhorn  
Manager. Kenneth Chapin  
Sales Prom. Mgr. Bill Musgrave

**WNIL—Niles—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
Owned. Niles Bcstg. Co.  
Address. 416 Sycamore St.  
Tel.: MU 3-5432. KBS  
Station Representative. Continental  
General Manager. James H. Mitchell  
Chief Engineer. Mathew Pierzchala

**WOAP—Owosso—1948**

Frequency: 1080 Kc. Power: 250 Watts d.  
Owned-Operated By. Owosso Bcstg. Co.  
Address. Owosso  
Tel.: SA 5-8196. Independent  
Newspaper Affiliation. Argus Press  
Station Representative. Derney  
President. J. E. Campbell  
General Manager. Merrill Walker  
Chief Engineer. Mel Wirth

**WMBN—Petoskey—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Midwestern Bcstg. Co.  
Address. Bunyan Bldg., Traverse City  
Tel.: WI 7-7675. NBC  
Station Rep. Holman, Mich. Spot Sales  
Pres., Gen. Mgr. Les Biederman  
Station Mgr. Ralph Pierson  
Commercial Mgr. Robert E. Petwiler  
Chief Engineer. William H. Kiker

**WPON—Pontiac—1954**

Frequency: 1460 Kc. Power: 500 Watts  
Owned-Operated By. Chief Pontiac Bcstg. Co.  
Business Address. 7 S. Perry St.  
Tel.: FE 8-0444. Independent  
Station Rep. Venard, Rintoul & McConnell  
President. Edward E. Wilson  
Gen. Sta. Mgr. William J. Hart  
Sales Promotion Manager. E. P. White  
Prog., Pub. Dir. Don MacKinnon  
Chief Engineer. Karl Kuck

**WHLS—Port Huron—1938**

Frequency: 1450 Kc. Power: 250 Watts d.  
Owned-Oper. By. Stevens-Wismer Bcstg. Co.  
Address. 932 Military St.  
Tel.: YU 2-8536. KBS  
Rep. Gill-Perna, Michigan Spot Sales  
General Manager. John F. Wismer  
Station Mgr. Thomas G. Sicklesteel  
Comm. Mgr. Arthur Aymen  
Chief Engineer. Harold Oliver

**WTTH—Port Huron—1947**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By. The Times Herald Co.  
Address. 907 6th St.  
Tel.: YU 5-7171. ABC

## MICHIGAN-MINNESOTA

Newspaper Affil. .... Times-Herald  
 Representative ..... Weed  
 General Manager ..... R. S. Sommerville  
 Sta. Mgr. .... Kenneth Blevins  
 Commercial Manager ..... Donald Collins  
 Program Director ..... Lee Van Dam  
 Chief Engineer ..... George Carroll

### WHAK—Rogers City—1949

Frequency: 960 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By ... Rogers City Bcstg. Co.  
 Address ..... Rogers City  
 Tel.: 7751 ..... Independent  
 Pres., Gen. Sta. Mgr. .... Harvey A. Klann  
 Comm. Mgr. .... Albert Klann

### 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 ..... Independent  
 Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... William J. Edwards  
 Vice-President ..... Alvin M. Bentley  
 Station Manager ..... Howard H. Wolfe  
 Commercial Mgr. .... Frank Brogger  
 Business Manager ..... L. L. Purvis  
 Program Director ..... Dave Kushler  
 Chief Engineer ..... Max W. Thomas

### WSAM—Saginaw—1940

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Knorr Bcstg. Corp.  
 Address ..... 2435 Holland Ave.  
 Tel.: PL 2-8161 ..... NBC  
 Rep. .... Headley-Reed Co., Mich. Spot Sales  
 President ..... Fred A. Knorr  
 Station Manager ..... George M. Millar  
 Chief Eng. .... O. A. Nordenskjold

### WSJM—Saint Joseph—1956

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WSJM, Inc.  
 Address ..... Box 66  
 Tel.: YU 3-5579 ..... Independent  
 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

### WSGW—Saginaw—1950

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Booth Radio & TV Stations  
 Address ..... 400 Mason Bldg.  
 Tel.: PL 3-4456 ..... MBS

Representative ..... Pearson  
 Pres., Mngng. Dir. .... John L. Booth  
 V.P., Gen. Sta., Comm. Mgr. Robert W. Phillips  
 Program Director ..... Fred Krell  
 Chief Engineer ..... Harold Volz, Jr.

### WOIA—Saline—1958

Frequency: 1290 Kc. .... Power: 500 Watts  
 Owned By ... Saline Broadcasting Co., Inc.  
 Address ..... 3000 Brasew Road  
 Tel.: HAZel 9-9881 ..... Independent  
 Pres., Gen. Mgr. .... Meredith Bixby  
 Publicity Dir. .... Thyra Bixby  
 Chief Engineer ..... Lawrence Robinson

### 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 ..... Independent  
 Representative ..... NBS  
 President ..... Stanley R. Pratt  
 General Manager ..... Russell Staffield

### WSTR—Sturgis—1951

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WSTR, Inc.  
 Address ..... P. O. Box 70  
 Tel.: 1199 ..... Independent  
 Representative ..... Hil F. Best  
 President ..... Hugh White  
 General Manager ..... E. Harold Munn Jr.  
 Station Manager ..... Frank B. Cummins  
 Program Dir. .... Ray Wells  
 Chief Engineer ..... John Greenwood

### WIOS—Tawas City—1958

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned By ..... Roger S. Underhill  
 Address ..... Box 627  
 Tel.: FOrEst 2-3417 ..... Independent  
 President ..... Roger S. Underhill  
 Gen. Sta. Mgr. .... Ron Gamble  
 Commercial Mgr. .... Don Watson  
 Chief Engineer ..... David Bodley

### WTCM—Traverse City—1941

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Midwestern Bdcstg. Co.  
 Address ..... Paul Bunyan Bldg.  
 Tel.: WInDsor 7-7675 ..... NBC  
 Rep. .... Hal Holman Co., Mich. Spot Sales  
 Pres., Gen. Mgr. .... Les Biederman  
 Sta., Comm. Mgr. .... Robert E. Detwiler  
 Chief Engineer ..... William H. Kiker

Pop.: 3,325,000  
 Families: 969,000  
 Radio Homes: 946,000

## Minnesota

Stations in State: 63  
 TV Homes: 814,000  
 TV Stations: 11

### KASM—Albany—1950

Frequency: 1150 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Stearns Co. Bcstg. Co.

Address ..... Albany  
 Tel.: 5-3005 ..... KBS  
 Station Representative ..... Continental  
 President ..... William Blattner

**MINNESOTA**

General Manager.....Urban J. Keppers  
 Promotion Mgr.....Lewis Fisher  
 Commercial Manager.....Lee Krause  
 Program Director.....Celestine Fisher  
 Publicity Director.....Cliff Mitchell  
 Chief Engineer.....Charles Gilbert

**KATE—Albert Lea—1937**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Albert Lea Bcstg.  
 Address.....332 South Broadway  
 Tel.: 2338.....ABC  
 Representative.....Meeker  
 President.....Bennett O. Knudson  
 Gen. Mgr.....E. A. Van Alstyne  
 Commercial Manager.....Tom Golden  
 Program Director.....Art Bowers  
 Chief Engineer.....Donald Franz

**KXRA—Alexandria—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Alexandria Bcstg. Co.  
 Address.....1315 Broadway  
 Tel.: RO 3-3131.....KBS-ABC  
 Representative.....Donald Cooke  
 Pres., Comm., Sales Prom. Mgr...E. Q. Walters  
 Station Manager.....Kenneth A. Tessmer  
 Publicity Director.....Ercel L. Aga  
 Chief Engineer.....Ron Wandmacher

**KANO—Anoka—1956**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned By.....Anoka Broadcasting Co.  
 Business Address.....Route 1  
 Tel.: HARRISON 1-2600.....KBS  
 President.....John H. Lemme  
 Gen., Sta. Mgr.....Charles J. McCartney  
 Sales Prom. Mgr.....Solomon Siegel  
 Program Director.....Fred King  
 Commercial Mgr.....Nate Charles  
 Publicity Director.....Stanley M. Frost  
 Chief Engineer.....Rodney Person

**KAUS—Austin—1948**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business-Studio Address.....Hwy. 56, South  
 Tel.: HE 3-8836.....MBS  
 Representative.....Avery-Knodel  
 President.....Chet Weseman  
 General Manager.....Thomas Young  
 Commercial Mgr.....Ken Soderberg  
 Program Director.....Stan Styonicki  
 Publicity Director.....Marge Nelson  
 Chief Engineer.....Leo Chenier

**KBUN—Bemidji—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Paul Bunyan Broadcasting Co.  
 Business Address.....511 Beltrami Ave.  
 Tel.: PLAZA 1-4120.....MBS  
 President.....Ben H. Potter Jr.  
 Gen., Sta. Mgr.....James R. Hambacher  
 Chief Engineer.....Robert D. Zellmer

**KBMO—Benson—1956**

Frequency: 1290 Kc.....Power: 500 Watts, d.  
 Owned.....KEMO Bcstg. Co.

Address.....1205 Pacific Ave.  
 Tel.: VI 2-4601.....KBS  
 Representative.....E. T. Holmgren  
 President.....George J. McCarthy  
 Gen. Mgr.....B. J. Kinney  
 Sales Prom. Mgr.....G. B. McClellen  
 Ch. Eng.....Dale Schulz

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc.....Power: 1 Kw., d.  
 Owned-Operated By.....Brainerd Bcstg. Co.  
 Business Address.....2700 E. Oak  
 Tel.: 2853.....Independent  
 Representative.....Walker  
 Pres., Gen. Mgr.....E. Thomas O'Brien  
 Sta., Comm. Mgr.....Earl R. Johnsen  
 Program, Publicity Dir.....Dave McDonald  
 Chief Engineer.....Don Koenig

**KBMW—Breckenridge—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Address...519 Dakota Ave., Wahpeton, N. D.  
 Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Tel.: 2-4141.....KBS  
 Station Representative.....Continental  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Sta., Comm. Mgr.....George Kaufmann

**WKLK—Cloquet—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....Cloquet  
 Tel.: TR 9-6725.....KBS  
 General Manager.....Henry Newby  
 Station Manager.....Sidney Markusen  
 Commercial Manager.....Richard Johnson

**KROX—Crockston—1948**

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By...Crockston Bcstg. Co.  
 Business Address.....Box 620  
 Tel.: AT 1-1140.....KBS  
 Rep.....Donald Cook, Tracy Moore  
 P. resident, Prog. Dir.....Jerome A. Dahlberg  
 Station Manager.....William J. Kiewel  
 Sales Prom., Comm. Mgr.....E. R. Melbye  
 Chief Engineer.....Earl Handyside

**KDLM—Detroit Lakes—1951**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Detroit Lakes Bcstg. Corp.  
 Address.....1340 Richwood Rd.  
 Tel.: 1100.....KBS  
 Representative.....Continental Radio Sales  
 President.....Herbert Gross  
 General Manager.....Kenneth Light  
 Station Manager.....Al Leighton  
 Program Director.....Bob Barker  
 Chief Engineer.....W. Wilson

**KDAL—Duluth—1936**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Red River Bcstg. Co., Inc.  
 Business-Studio Address.....218 Bradley Bldg.  
 Tel.: RA 2-2628.....CBS  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Odin S. Ramsland

**MINNESOTA** .....

Sales Manager..... Rex H. Hudson  
Exec. V.P. Chg. Engr..... Robert Dettman

**WEBC—Duluth—1924**

Frequency: 560 Kc..... Power: 5000 Watts  
Owned-Oper. By..... George Clinton  
Business-Studio Address..... WEBC Bldg.  
Tel.: RA 2-2873..... NBC  
Representative..... Hollingbery  
President..... Morgan Murphy  
Vice Pres..... Walter Bridges  
General Manager..... Robert J. Rich  
Commercial Manager..... Richard W. Pearson  
Prog.am Director..... Dennis Murphy  
Chief Engineer..... Norman Gill

**WELY—Ely—1954**

Frequency: 1450 Kc..... Power: 250 Watts  
Owner..... Charles B. Persons  
Address..... Box 540  
Tel.: 744..... KBS  
Station Mgr., Chief Eng..... Charles B. Persons

**WEVE—Eveleth—1947**

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Carl Bloomquist  
Address..... WEVE Bldg.  
Tel.: 1340..... MBS-KBS  
Owner..... Carl Bloomquist  
General Manager..... Arthur F. Nelson

**KSUM—Fairmont—1948**

Frequency: 1370 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... KSUM Broadcasting Co.  
Address..... 306 North Park St.  
Tel.: 1370..... MBS  
Representative..... Rambeau, Vance, Hopple  
President..... John E. Hyde, Jr.  
Gen., Sta. Mgr..... Philip L. Solberg  
Chief Engineer..... Larry Lawson

**KDHL—Faribault—1947**

Frequency: 920 Kc..... Power: 1000 Watts  
Owned-Oper. By..... KDHL Bdstg. Co.  
Business-Studio Address..... 213 Central Ave.  
Tel.: FA 4-4345..... Independent  
Station Rep..... Rambeau, Vance, Hopple  
General Mgr..... J. E. Hyde, Jr.  
Commercial Mgr..... Palmer Dragston

**KGDE—Fergus Falls—1926**

Freq.: 1250 Kc..... Power: 1 Kw. d., 500 W. n.  
Owned-Operated By..... Crawford & Murphy  
Business-Studio Address..... Fergus Falls  
Tel.: 6996..... MBS  
Representative..... Wayne-Evans  
Secy.-Treas., Gen. Mgr..... Harold L. Dell  
Sta., Comm. Mgr..... Frederic Dell  
Chief Engineer..... Ernest Olson

**KOZY—Grand Rapids—1948**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Itasca Bcastg. Co.  
Address..... 207 N. First Ave.  
Tel.: FA 6-3446..... MBS-KBS  
General Manager..... Robert D. Kennedy

**WMFG—Hibbing—1935**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Hibbing Broadcasting Co.  
Address..... WMFG Bldg.  
Tel.: 3-7531..... NBC  
Representative..... Hollingbery  
Pres., Gen. Mgr..... Harold J. Parlse  
Program Director..... Bob Aro  
Chief Engineer..... Fran Befera

**KDUZ—Hutchinson—1953**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
Owned..... North American Broadcasting Co.  
Address..... Box 32  
Tel.: 1555..... KBS  
Representative..... Best  
General Manager..... Albert Tedesco  
Commercial Mgr..... Dean Nolt  
Program Director..... Lorrain Lhotka  
Station Manager..... Heinz Fruck  
Chief Engineer..... Darrel Gander

**KLTF—Little Falls—1950**

Frequency: 960 Kc..... Power: 500 Watts d.  
Owned-Oper. By..... Little Falls Bcastg. Co.  
Address..... 105½ Broadway E.  
Tel.: 367..... KBS  
Pres., Gen. Sta. Mgr..... John H. Lemme  
Commercial Manager..... Richard J. Rudeck

**KTOE—Mankato—1950**

Freq.: 1420 Kc..... Power: 5 Kw.  
Owned-Oper. By..... Minnesota Valley Bcastg. Co.  
Address..... East Highway 14  
Tel.: 4537..... ABC  
Representative..... Pearson  
President..... H. W. Linder  
Gen., Comm. Mgr..... D. O. Linder  
Program Director..... Wayne Will  
Chief Engineer..... Steve Wolf

**KYSM—Mankato—1938**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... F. B. Clements & Co.  
Address..... 101 N. Second St.  
Tel.: 4673..... NBC  
Representative..... Meeker  
Gen., Sta., Comm. Mgr..... Robert E. DeHaven  
Program Director..... Charles F. Pasek  
Chief Engineer..... James J. Houts

**KMHL—Marshall—1946**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Harry W. Linder  
Business-Studio Address..... KMHL Bldg.  
Tel.: 2282..... ABC  
Representative..... John E. Pearson  
Owner..... Harry W. Linder  
General Manager..... Gilmore F. Frayseth

**WCCO—Minneapolis—1924**

Frequency: 830 Kc..... Power: 50,000 Watts  
Owned By..... Midwest Radio-Television, Inc.  
Business-Studio Address..... 625 Second Ave. S.  
Tel.: FE 2-1202..... CBS  
Representative..... CBS Radio Spot Sales  
President..... Robert B. Ridder

Gen. Sta. Mgr. . . . . Larry Haeg  
 Commercial Mgr. . . . . Phil Lewis  
 Prog. Prom. Mgr. . . . . Gordon Mikkelson  
 Sales Prom. Dir. . . . . C. Kaufman  
 Publicity Dir. . . . . Gordon Mikkelson  
 Chief Engineer . . . . . Kermit Sueker

**WDGY—Minneapolis—1923**

Freq.: 1130 Kc. . . . . Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By . . . . . The Storz Bcstg. Co.  
 Address . . . . . 609 Second Ave., S.  
 Tel.: FE 5-2271 . . . . . Independent  
 Representative . . . . . John Blair  
 President . . . . . Todd Storz  
 General Manager . . . . . Jach Thayer  
 Commercial Mgr. . . . . C. B. Clarke  
 Program Dir. . . . . Don Kelly  
 Publicity Director . . . . . Rosemary Bialon  
 Owners of: WHB, Kansas City, Mo.; WTIK,  
 New Orleans; WQAM, Miami, Fla.

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . Western Bcstg.  
 Address . . . . . 917 N. Lilac Drive  
 Tel.: LI 5-5601 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . R. M. Purcell  
 V.P., Gen. Mgr. . . . . Ray Tenpenny  
 Sales Mgr. . . . . Bob Rock  
 Program Dir. . . . . Bob Kaye  
 Chief Engineer . . . . . Denvy Doty

**KRSI—Minneapolis—1958**

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Radio Suburbia, Inc.  
 Address . . . . . 4500 Excelsior Blvd.  
 Tel.: WALnut 6-1677 . . . . . Independent  
 Representative . . . . . Radio-TV Rep.  
 Pres., Gen. Mgr. . . . . William E. Schons  
 Comm., Sales Prom. Mgr. . . . . Jim McGuire  
 Program Dir. . . . . Marvin L. Schulz  
 Chief Engineer . . . . . Jim Eshelman

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . BFR Bcstg. Co.  
 Address . . . . . 870 Northwestern Bank Bldg.  
 Tel.: FE 3-0406 . . . . . Independent  
 Representative . . . . . AM Radio Sales  
 President . . . . . Larry Bentson  
 Gen., Comm. Mgr. . . . . Wayne Williams  
 Program Director . . . . . Jim Boysen  
 Publicity Director . . . . . Bill Ficker  
 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 . . . . . Independent  
 Representative . . . . . McGavren-Quinn  
 Pres., Gen., Sta. Mgr. . . . . W. V. Stewart  
 Sales Prom. Mgr. . . . . Jack I. Moore  
 Program Director . . . . . Becky Ann Stewart  
 Publicity Director . . . . . Elizabeth Gahre  
 Chief Engineer . . . . . Joe Coval

**WTCN—Minneapolis—1931**

Freq.: 1280 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned By . . . . . Twin State Bcstg.  
 Address . . . . . Calhoun Beach Hotel  
 Tel.: WA 7-8881 . . . . . ABC  
 Station Representative . . . . . Katz  
 President . . . . . Weston C. Pullen, Jr.  
 Gen. Sta. Mgr. . . . . Phil Hoffman  
 Commercial Manager . . . . . Jack Cosgrove  
 Program Director . . . . . Sev Widman  
 Chief Engineer . . . . . Warren Fritze

**KDMA—Montevideo—1951**

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Midwest Bcstg. Corp.  
 Address . . . . . Box 471  
 Tel.: AM 9-8815 . . . . . ABC  
 Representative . . . . . Pearson  
 Pres. . . . . H. W. Linder  
 Gen. Mgr. . . . . Willard Linder  
 Sta. Mgr. . . . . Byron Zurn  
 Comm. Mgr. . . . . Fred Ehlen  
 Program Dir. . . . . Jim Wood  
 Chief Engineer . . . . . F. T. Peterson

**KVOX—Moorhead—1937**

Frequency: 1280 Kc. . . . . Power: 1 Kw.  
 Owned-Operated By . . . . . KVOX Bcstg. Co.  
 Address . . . . . P. O. Box 437  
 Tel.: CEDar 3-1522 . . . . . MBS  
 Representative . . . . . Devney  
 Pres., Gen. Mgr. . . . . E. J. McKellar  
 Station Mgr. . . . . M. M. Marget

**KEVE**

**TOWN & COUNTRY**

1440KC **COLOR** 1440 KC  
**MUTUAL BROADCASTING SYSTEM**

- **FIRST**  
with RADAR WEATHER
- **LARGE**  
Loyal — Unduplicated Audience
- **EXCLUSIVE**  
Country — Western — Pop Music  
exclusive Mutual News

Robert Purcell, Pres.  
 Ray Tenpenny, Gen. Mgr.  
 WEED Radio Corporation  
 Nat'l Representative

**NOW — FULL TIME!**  
 5 Kw. Non-Dir.—500W Night

# MINNESOTA

Comm., Sales Prom. Mgr. . . . . P. L. Owens  
Program Dir. . . . . T. P. Hannaher  
Pub. Dir. . . . . Arthur Selikoff  
Chief Engineer. . . . . Erwin Liefeldt

## KMRS—Morris—1956

Frequency: 1570 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Western Minn. Bcstg. Co.  
Address . . . . . Morris, Minn.  
Tel.: 68 . . . . . Independent  
Representative . . . . . Donald Cooke  
President . . . . . Cliff Hedberg  
Gen., Comm. Mgr. . . . . George Brooks  
Prog. Dir. . . . . Jim Bollman  
Chief Eng. . . . . Ted Ferguson

## KNUJ—New Ulm—1949

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . KNUJ, Inc.  
Address . . . . . 304½ N. Minn. St.  
Tel.: 905 . . . . . KBS  
General Manager . . . . . George E. Korenchen  
Program Director . . . . . Bill Parker

## KDIO—Ortonville—1956

Frequency: 1350 Kc. . . . . Power: 1 kw., d.  
Owned By . . . . . Tri-State Bcstg. Co.  
Address . . . . . Box 696  
Tel.: 680 . . . . . Independent  
Station Rep. . . . . Cooke  
Pres., Chief Eng. . . . . Richard Schultz  
Gen., Comm. Mgr. . . . . W. F. McCormick  
Program Dir. . . . . D. P. Egert

## KRFO—Owatonna—1950

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Owatonna Bcstg. Co.  
Address . . . . . 301 N. Cedar St.  
Tel.: 5541 . . . . . KBS  
Pres., Gen. Mgr. . . . . Robert W. Behling  
Sta. Mgr., Chief Eng. . . . . Jerald J. Boos  
Comm. Mgr. . . . . Earle Gilbert  
Prog. Director . . . . . Duane Allen

## WCMP—Pine City—1957

Frequency: 1350 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Pine County Bcstg. Co.  
Address . . . . . Box 578  
Tel.: 767 . . . . . KBS  
Station Representative . . . . . Continental  
President . . . . . Richard K. Power  
Gen. Mgr. . . . . Robert P. Schuller  
Program Director . . . . . Lyle R. Nelson  
Chief Engineer . . . . . Mitch Dupre

## KLOH—Pipestone—1955

Frequency: 1050 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . . . Pipestone Radio Corp.  
Address . . . . . 118 W. Main St.  
Tel.: 1050 . . . . . KBS  
Representative . . . . . Continental  
President . . . . . C. B. Thomas  
Gen. Sta. Mgr. . . . . Ron Overlander  
Program Director . . . . . R. J. Britch  
Chief Engineer . . . . . Clarence Aushan

## KCUE—Red Wing—1955

Frequency: 1250 Kc. . . . . Power: 1000 Watts, d.  
Owned . . . . . Hiawatha Valley Bcstg. Co., Inc.  
Address . . . . . RFD 3  
Tel.: DU 8-3511 . . . . . Independent  
Representative . . . . . Rambeau, Vance, Hopple  
Pres., Gen. Mgr. . . . . E. G. Elston  
Comm. Mgr. . . . . David Vonch  
Program Dir. . . . . Myron Heuer  
Sales Prom. Mgr. . . . . Larry Jagoe  
Chief Engineer . . . . . Lawrence Dossdall

## 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 . . . . . Independent  
Representative . . . . . Pearson  
General Manager . . . . . Gilmore F. Frayseth

## KROC—Rochester—1935

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned . . . . . Southern Minnesota Bcstg. Co.  
Address . . . . . 100 1st Avenue Bldg.  
Tel.: AT 9-3924 . . . . . NBC  
Representative . . . . . Meeker, Harry S. Hyett  
President . . . . . Mrs. Gregory P. Gentling  
General Manager . . . . . G. David Gentling  
Commercial Manager . . . . . Robert Fick  
Sales Prom. Publicity . . . . . Mrs. Gen. Holmes  
Program Director . . . . . Tom Bachrach  
Chief Engineer . . . . . Robert Gross

## KWEB—Rochester—1958

Frequency: 1270 Kc. . . . . Power: 500 Watts, d.  
Owned By . . . . . Olmsted Cty. Bcstg. Co.  
Address . . . . . Northwestern Nat. Bk. Bldg.  
Tel.: ATlas 2-9465 . . . . . Independent  
Station Rep. . . . . Bolling  
President . . . . . W. John Grandy  
General Mgr. . . . . Don Robey  
Commercial Mgr. . . . . T. Madison  
Program Dir. . . . . S. Burton  
Chief Engineer . . . . . V. Kohrs

## KFAM—St. Cloud—1938

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Times Publ. Co.  
Business Address . . . . . Highway 152  
Tel.: BLaackburn 2-1551 . . . . . NBC  
Newspaper Affiliation . . . . . Times  
Representative . . . . . Pearson  
President . . . . . Frederick C. Schilplin  
Station Manager . . . . . John Murphy  
Comm., Prog. Dir. . . . . Marlin Dean Schlottman  
Chief Engineer . . . . . Robert Witschen

## WJON—St. Cloud—1950

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Granite City Bcstg. Co.  
Address . . . . . Box 270  
Tel.: BL 1-4422 . . . . . Independent  
Representative . . . . . Rambeau, Vance, Hopple  
Pres., Gen., Sta. Mgr. . . . . John Haerle



**MINNESOTA**

Commercial Mgr. . . . . Van Vander Ark  
 Program Dir. . . . . Art Blaske  
 Chief Engineer . . . . . Guy LeMont

**KRBI—St. Peter—1957**

Frequency: 1310 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . David B. Ekberg  
 Address . . . . . 1031 Grace St.  
 Tel.: 1310 . . . . . Independent  
 President . . . . . Mavis L. Peterson  
 General Manager . . . . . Dean J. Johnson

**KSTP—St. Paul—Minneapolis  
1928**

Frequency: 1500 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . KSTP, Inc.  
 Bus.-Studio Address . . . . . 3415 University Ave.  
 Tel.: MI 5-2717 . . . . . NBC  
 Representative . . . . . Edward Petry  
 President . . . . . Stanley E. Hubbard  
 General Manager . . . . . Stanley S. Hubbard  
 V.P., Sales . . . . . M. L. Rosene  
 Radio Sales Mgr. . . . . Byron Anderson  
 Sales Prom. Mgr. . . . . William Davey  
 Program Director . . . . . D. Brooks Henderson  
 Publicity Director . . . . . Wayne King  
 Chief Engineer . . . . . William S. Sadler

**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 . . . . . Independent  
 Representative . . . . . Rambeau  
 Gen. Mgr. . . . . Nicholas Tedesco  
 Sta. Mgr. . . . . Samuel H. Sabean

**WMIN—St. Paul—1936**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Franklin Bcstg. Co.  
 Address . . . . . 611 Frontenac Place  
 Tel.: MI 5-7757 . . . . . Independent  
 Representative . . . . . Gill-Perna  
 V.P., Gen. Mgr. . . . . Wm. F. Johns, Jr.  
 Sales Mgr. . . . . Merle Edwards  
 Program Director . . . . . Ralph R. Smith

**WAVN—Stillwater—1949**

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . St. Croix Bcstg. Co.  
 Address . . . . . 126½ S. Main St.  
 Tel.: 46 . . . . . KBS  
 Pres., Gen., Sta. Mgr. . . . . Richard K. Power  
 Comm. Mgr. . . . . James H. McLaughlin  
 Sales Prom. Mgr. . . . . Dewey S. Campbell  
 Prog. Dir. . . . . J. Roger Erickson  
 Publicity Dir. . . . . Henry Sampson  
 Chief Engineer . . . . . Elmer L. Christenson

**KTRF—Thief River Falls  
1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KTRF Radio Corp.  
 Address . . . . . Box 69  
 Tel.: MURdock 1-1230 . . . . . Independent  
 Station Representative . . . . . Evans  
 Pres., Gen. Mgr. . . . . Don Olsen

Sales Promotion Manager . . . . . Ormond E. Johnson  
 Chief Eng. . . . . Fred Franklin

**WHLB—Virginia—1936**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Virginia Bcstg. Co.  
 Address . . . . . WHLB Bldg.  
 Tel.: SH 1-2233 . . . . . NBC  
 Station Representative . . . . . Hollingbery; Hurley  
 Pres., Gen. Mgr. . . . . Harold J. Parise  
 Program Director . . . . . Bob Aro  
 Chief Engineer . . . . . Fran Belera

**KWAD—Wadena—1948**

Frequency: 920 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . KWAD Broadcasting Co.  
 Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
 Tel.: MEDford 1-1803 . . . . . MBS  
 Station Representative . . . . . Wayne Evans  
 President . . . . . Robert E. Ingstad  
 Gen., Sta. Mgr. . . . . Marlin T. Obie  
 Commercial Mgr. . . . . Harold O. Bakke  
 Chief Eng. . . . . Harold Allen

**KWLM—Willmar—1940**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lakeland Bcstg. Co.  
 Address . . . . . Box 393  
 Tel.: BE 5-1340 . . . . . ABC  
 Representative . . . . . John E. Pearson  
 President . . . . . H. W. Linder  
 Sta. Mgr. . . . . Willard Linder  
 Commercial Manager . . . . . Jack Lynch  
 Chief Engineer . . . . . Francois Peterson

**KAGE—Winona—1957**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Winona Bcstg. Co.  
 Business Address . . . . . 118½ W. 4th St.  
 Tel.: 2867 . . . . . KBS  
 President . . . . . Albert S. Tedesco  
 Station Manager . . . . . Frank L. Haas  
 Sales Promotion Mgr. . . . . Jack Ortmann  
 Program Director . . . . . Joe Orlowski  
 Publicity Director . . . . . Charlotte Reidleburger  
 Chief Engineer . . . . . Vern Potvin

**KWNO—Winona—1938**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Winona Radio Service  
 Business-Studio Address . . . . . 216 Center St.  
 Tel.: 3313 . . . . . ABC  
 Newspaper Affiliation . . . . . Daily News  
 Representative . . . . . John E. Pearson  
 President . . . . . M. H. White  
 Station Manager . . . . . C. E. Williams  
 Commercial Manager . . . . . H. Rod Hurd  
 Chief Engineer . . . . . Gene Gappa

**KWOA—Worthington—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Worthington Bcstg. Co., Inc.  
 Address . . . . . Hotel Thompson  
 Tel.: 2-7301 . . . . . Independent  
 Representative . . . . . Wayne-Evans  
 President . . . . . R. W. Olson  
 General Manager . . . . . R. E. Shepard  
 Comm. Mgr. . . . . Arne Karhu  
 Prog. Dir. . . . . Walt Jensen  
 Chief Engineer . . . . . Clint Knapp

Pop.: 2,259,000  
Families: 585,000  
Radio Homes: 569,000

# Mississippi

Stations in State: 72  
TV Homes: 334,000  
TV Stations: 11

## WMPA—Aberdeen—1952

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Aberdeen  
Address: Box 402  
General Mgr.: Ray Tolar  
Tel.: EM 9-4561 Independent  
Representative: Best  
Prog. Dir.: Frances Tolar

## WAMY—Amory—1955

Frequency: 1580 Kc. Power: 5 Kw., d.  
Owned: Charles C. Boren, Jr.  
Address: Box 268  
Tel.: CL 6-5911 KBS  
Representative: Everett-McKinney  
Commercial Manager: Jimmy Wells  
Program Director: Elsie Sanderson  
Chief Engineer: A. D. Wiygul

## WBLE—Batesville—1953

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Panola Bcstg. Co.  
Address: Drawer No. 73  
Tel.: 7266 KBS  
Representative: Hil F. Best  
President: Harold B. McCarley  
Chief Engineer: Alfred E. Jennings

## WLOX—Biloxi—Gulfport 1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: WLOX Bcstg. Co.  
Address: Buena Vista Hotel  
Tel.: ID 6-5581 MBS  
Representative: Holman  
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 Independent  
Rep.: Nat. Time Sales; Sears; Oakes  
Pres., Gen., Sta. Mgr.: Odes E. Robinson  
Comm., Sales Prom. Mgr.: Bud Jarvis  
Program, Publicity Dir.: James F. Van Dee  
Chief Engineer: Charles Copper

## WBIP—Booneville—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Booneville Bcstg. Co.  
Address: Highway No. 45-S  
Tel.: PA 8-5301 KBS  
Representative: Hil F. Best  
Gen. Mgr.: E. O. Roden  
Comm. Mgr.: Don Moore  
Program Director: Jean Cochran

## WCHJ—Brookhaven—1955

Frequency: 1470 Kc. Power: 1000 Watts d.

Owned-Operated By: Rural Broadcasting Co.  
Address: Entricom Bldg.  
Tel.: 1076 Independent  
Partners: W. M. Jones, Laura Jane Huff  
Gen., Comm., Prom. Mgr.: W. M. Jones  
Station Mgr.: Doug Mathis

## WJMB—Brookhaven—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Brookhaven Bcstg. Co.  
Address: W. Chickasaw St.  
Tel.: 1298 KBS  
Pres., Gen. Mgr.: Tullius Brady

## WDOB—Canton—1953

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owned-Oper. By: Madison County Bcstg. Co.  
Address: Box 182  
Tel.: 1370 KBS  
Representative: Indie  
Manager: Al Simmons  
Program Dir.: Hazel Lewis

## WGLC—Centreville—1951

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By: Davis & McCraine  
Business Address: P.O. Box 205  
Tel.: 4001 KBS  
Representative: Continental Radio Sales  
Pres., Gen. Mgr.: Frederick A. W. Davis  
Sta. Mgr., Prog. Dir.: Thelma McCraine  
Chief Engineer: Jim Wilson

## WKDL—Clarksdale—1955

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Operated By: Coahoma Bcstg. Co.  
Address: 1 State St.  
Tel.: MA 4-6200 Independent  
Pres., Gen. Mgr.: John B. Craddock  
Program Director: Joseph Rachuba  
Chief Engineer: S. (Sonny) Jennings

## WROX—Clarksdale—1944

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Clarksdale Bcstg. Co.  
Bus. Address: Alcazar Hotel Bldg., Box 939  
Tel.: MAIn 4-2795 MBS, KBS  
Station Rep.: Everett-McKinney; Beaver  
President: Mrs. Eunice Tanner Imes  
General Manager: Bob Evans  
Sta., Comm. Mgr.: Tom Reardon  
Sales Prom., Prog. Dir.: Helen Sugg  
Publicity Director: Jean Cauthen  
Chief Engineer: C. D. Graves

## WCLD—Cleveland—1949

Frequency: 1480 Kc. Power: 250 Watts  
Owned: Voice of the Delta, Inc.  
Address: H'way 61 So.  
Tel.: VI 3-4091 KBS

Station Representative ..... Walker  
 President..... Joseph W. Carson  
 V.P., Gen. Mgr..... George C. Shurden

**WDSK—Cleveland—1958**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned By..... L. A. Feduccia  
 Address..... Box 869  
 Tel.: Vctor 3-5221..... Independent  
 Sta. Mgr., Chief Eng..... L. A. Feduccia  
 Commercial Mgr..... Ed Dunn  
 Program Dir..... Billie Wolfe  
 Publicity Dir..... James Wilson

**WCJU—Columbia—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..... WCJU, Inc.  
 Address..... P. O. Box 472  
 Tel.: RE 6-2616..... MBS-KBS  
 Newspaper Affiliation..... The Progress  
 Pres., Gen. Manager..... Lester Williams  
 Prog. Dir..... Clifford Chance  
 Sta. Mgr., Chief Eng..... Ray Tolar

**WACR—Columbus—1950**

Frequency: 1050 Kc.....Power: 1 Kw. d.  
 Owned..... J. W. Eatherton  
 Address..... WACR Bldg.  
 Tel.: FA 8-1050..... Independent  
 Pres., Gen. Mgr..... James Eatherton  
 Comm., Prom. Mgr..... Bill Drane  
 Program, Pub. Dir..... Judith Atkins  
 Chief Engineer..... L. J. Aldridge

**WCBI—Columbus—1940**

Frequency: 550 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned..... Columbus Bcstg. Co., Inc.  
 Address..... Gilmer Hotel  
 Tel.: FA 8-7271..... MBS-KBS  
 Newspaper Affili..... Commercial Dispatch  
 Representative..... Everett-McKinney  
 President..... B. Ines, Jr.  
 General Mgr..... Bob Evans  
 Asst. Mgr..... Mrs. Ruby J. Latham  
 Station Mgr..... Ray Crummy  
 Chief Engineer..... Tom McFerrin

**WCMA—Corinth—1945**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..... Corinth Bcstg. Co., Inc.  
 Business-Studio Address..... Ray Bldg.  
 Tel.: 5575..... KBS  
 Station Rep..... Venard, Rintoul & McConnell  
 President..... Aaron B. Robinson  
 Gen. Sta., Sales Prom. Mgr..... John E. Bell  
 Commercial Manager..... Carl Welch  
 Program Director..... Mrs. Louise W. Berlin  
 Chief Engineer..... James D. Anderson

**WCRR—Corinth—1958**

Frequency: 1330 Kc.....Power: 500 Watts, d.  
 Owned-Operated By..... Rebel Radio Inc.  
 Business Address..... 614½ Waldron  
 Tel.: 6691..... Independent  
 Representative..... Best  
 President..... C. H. Quick

Gen., Sta. Mgr..... Glenn D. Carmichael  
 Sales Promotion Manager..... W. H. Wright  
 Program Director..... Quin Ivy  
 Chief Engineer..... W. M. Essary

**WMAG—Forrest—1955**

Frequency: 860 Kc.....Power: 500 Watts d.  
 Owned-Operated By..... Scott County Bcstg. Co.  
 Address..... P. O. Box 188  
 Tel.: 7001..... KBS  
 General Mgr..... Hugh Hughes  
 Commercial Mgr..... Willie Weems

**WDDT—Greenville—1956**

Frequency: 900 Kc.....Power: 1 Kw., d.  
 Owned-Operated By..... WDDT Radio Co.  
 Address..... 207 Main Street  
 Tel.: 2-0526..... Independent  
 Station Representative..... Everett-McKinney  
 General Manager..... Ross Charles  
 Station Manager..... W. H. Deans  
 Commercial Manager..... Charles Tucker  
 Program Director..... Tom Roane  
 Chief Engineer..... Joe Gunter

**WGVM—Greenville—1948**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Mid America Bcstg. Co.  
 Bus.-Studio Address..... 118 So. B'way  
 Tel.: 4559..... Independent  
 Rep..... Devney, Melville, Dixieland, Crennan  
 Pres., General Manager..... David M. Segal  
 Station Manager..... Edward M. Guss  
 Commercial Manager..... Jack R. Stull  
 Sales Prom. Mgr., Prog. Dir..... Wallace D. Hoy  
 Chief Engineer..... Joseph C. Gunter

**WJPR—Greenville—1939**

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..... MBS-KBS  
 Representative..... Bogner & Martin  
 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—1949**

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By..... Greenwood Bcstg. Co.  
 Business Address..... 206 W. Claiborne St.  
 Tel.: Gladstone 3-5232..... Independent  
 President, Gen. Mgr..... Cy Bahakel  
 Sta., Comm. Mgr..... Don Neil  
 Prog. Dir..... Erlene Leach  
 Chief Engineer..... Billy Watkins

**WGRM—Greenwood—1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..... Radio Station WGRM  
 Address..... 600 Walnut St.  
 Tel.: 1900..... NBC-KBS

# MISSISSIPPI

General Manager.....F. C. Ewing  
Commercial Mgr.....Lew Sadler  
Program Dir.....Charles Hester  
Chief Eng.....Louis Pierce

## WNAG—Grenada—1949

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Grenada Bcstg. Co.  
Business Address.....Grenada  
Tel.: 1400.....MBS-KBS  
Newspaper Affiliation.....Commercial Dispatch  
Station Rep.....Everett-McKinney; Beaver  
President.....Birney Imes  
General Manager.....Bob Evans  
Sta., Comm. Mgr., Prog., Pub. Dir., M. Looney  
Chief Engineer.....Jimmie Pinnix

## WROA—Gulfport—1955

Frequency: 1390 Kc.....Power: 1 Kw., d.  
Owned-Operated By.....Electronics Research  
Address.....Box 115  
Tel.: UN 3-7133.....Independent  
Station Rep.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....John B. Caraway  
Sta. Mgr., Prog. Dir.....Earl B. Blessey  
Commercial Manager.....Fred Beattie  
Sales Prom., Pub. Dir.....Hammond H. Hinton  
Chief Engineer.....Bob Reach

## WGCM—Gulfport—1928

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....E. O. Roden & Assoc.  
Address.....15th Ave and 22nd St.  
Tel.: UN 3-3522.....ABC  
Station Representative.....Best  
President.....E. O. Roden  
General Mgr.....James E. Reese  
Program Dir.....Tommy Meek  
Chief Engineer.....Edward Holbrook

## WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 5 Kw., d.  
Owned.....Deep South Radio, Inc.  
Address.....305 Bay Street  
Tel.: JU 2-1986.....Independent  
Representative.....McGillvra  
Gen. Mgr.....F. M. Smlth  
Comm. Mgr.....Walter L. Smith  
Prog. Director.....Terry R. Spelghis  
Chief Engineer.....B. B. McLemore

## WFOR—Hattiesburg—1925

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Sheridan, Inc.  
Address.....302 Hemphill St.  
Tel.: JU 4-5432.....NBC  
Station Rep.....Rambeau, Vance, Hopple  
President.....B. W. Curry, Jr.  
General Manager.....E. M. Jenkins  
Commercial Manager.....Bud Norval  
Program Director.....Keith Glatzer  
Chief Engineer.....J. N. Watson

## WSY—Hattiesburg—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Hub City Bcstg. Co. Inc.

Address.....Hwy. 11, North  
Tel.: JU 3-1741.....ABC  
Representative.....Clark  
President.....Charles W. Holt  
Gen., Sta. Mgr.....Frank B. Zalnoski  
Chief Engineer.....Charles Sharpling

## WXXX—Hattiesburg—1957

Frequency: 1310.....Power: 1 Kw., d.  
Owned.....Bcst. Development Co.  
Address.....Box 1492  
Tel.: JU 2-2591.....Independent  
Representative.....Indie Sales  
President.....Dave A. Matison, Jr.  
Manager.....J. C. Walker

## WMDC—Hazlehurst—1953

Frequency: 1220 Kc.....Power: 250 Watts d.  
Owned.....Southwestern Bcstg. Co. of Miss.  
Address.....P. O. Box 571  
Tel.: 869.....KBS  
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

Frequency: 1320 Kc.....Power: 5 Kw., d.  
Owned-Oper. By.....WCPC Bcstg. Co.  
Address.....Box 552  
Tel.: GL 6-3528.....KBS  
Gen., Sta. Mgr.....Robin H. Mathis  
Comm. Mgr., Prog., Pub. Dir.....Ralph C. Mathis  
Chief Engineer.....John B. Skelton, Jr.

## WNLA—Indianola—1953

Frequency: 1380 Kc.....Power: 500 watts d.  
Owned By.....Radio Cleveland, Inc.  
Address.....134 Baker St.  
Tel.: 500.....KBS  
Station Representative.....Best  
Pres., Gen. Mgr.....William R. Landman  
Program Director.....Gertrude Landman  
Chief Engineer.....Carl Rushing

## WJDX—Jackson—1929

Frequency: 620 Kc.....Power: 5 Kw., d., 1 Kw., n.  
Owned.....Lamar Life Insurance Company  
Address.....715 S. Jefferson  
Tel.: Fleetwood 2-2691.....NBC  
Representative.....Hollingbery  
President.....P. K. Lutkin  
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

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Milner Bcstg.  
Address.....King Edward Hotel  
Tel.: Fleetwood 4-5653.....CBS  
Representatives.....Devney; Ayers

President.....Howard S. Cohoon  
 Gen., Comm. Mgr.....Lewis Heilbroner  
 Program Director.....Bill Slaton  
 Chief Engineer.....E. E. Peterson

**WJXN—Jackson—1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....P. O. Box 786  
 Tel.: 2-6673.....Independent  
 Representative.....Webb  
 President.....James T. Ownby  
 General Manager.....Robert Statham

**WOKJ—Jackson—1954**

Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned-Operated By.....Ebony Radio of Miss.  
 Business Address.....1017 Lynch St.  
 Tel.: Fleetwood 3-7830.....Independent  
 Station Representative.....Pearson  
 General Manager.....John M. McLendon  
 Station Manager.....Al Evans  
 Program Director.....Art Goudreau  
 Chief Engineer.....G. G. Benson

**WRBC—Jackson—1947**

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125½ So. Lamar  
 Tel.: Fleetwood 5-1562.....Independent  
 Representative.....Rambeau, Dixieland  
 President.....Tom Wright  
 General Mgr.....Charles A. Stewart  
 Sales Prom. Mgr.....Robert Smith  
 Publicity Dir.....Mike Hunter  
 Chief Engineer.....William K. Phillips

**WSLI—Jackson—1938**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Capitol Bcstg. Co.  
 Address.....Box 8155  
 Tel.: FI 4-2512.....ABC  
 Newspaper Affil.....Daily News, Clarion Ledger  
 Representative.....Weed  
 President.....T. M. Hederman, Jr.  
 General Manager.....L. M. Sepaugh  
 Station Manager.....Richard Voorhis  
 Commercial Manager.....Ed Wilkerson  
 Sales Promotion Mgr.....Maurice Wray  
 Program Director.....Al Simmons  
 Publicity Director.....Billie Wilbanks  
 Chief Engineer.....C. A. Perkins

**WKOZ—Kosciusko—1947**

Frequency: 1350 Kc.....Power: 5 Kc. d.  
 Owned-Oper. By.....Kosciusko Bcstg. Co.  
 Address.....109 W. Jefferson  
 Tel.: 782.....KBS  
 General Manager.....Cy N. Bahakel  
 Station Manager.....Mims Boswell, Jr.

**WAML—Laurel—1932**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....New Laurel Radio Station  
 Business-Studio Address.....Box 950  
 Tel.: 5601.....NBC

Representative.....George P. Hollingbery  
 President.....Harold Matson  
 Gen., Sta. Mgr.....Frank W. Sumrall  
 Commercial Manager.....M. M. Caver  
 Sales Promotion Manager.....Ed Breland  
 Program Director.....Dave Kane  
 Publicity Director.....Len Maith  
 Chief Engineer.....Walter Hitt

**WLAU—Laurel—1946**

Frequency: 1600 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Southland Bcstg. Co.  
 Address.....437 N. Magnolia St.  
 Tel.: 8-7227.....ABC  
 Station Representative.....Devney  
 President.....C. T. McCallum  
 Gen., Sta. Mgr.....Norma H. Leggett  
 Program Director.....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.  
 Representative.....Walker  
 Gen. Mgr.....Granville Walters  
 Comm. Mgr.....Teck Jones

**WESY—Leland-Greenville  
 1958**

Frequency: 1580 Kc.....Power: 1000 Watts  
 Owned By.....Miss.-Ark. Broadcasting Co.

**WJQS**

Jackson Mississippi

**MUSIC AND NEWS**

**GOOD MUSIC ONLY**

**More Adult Listeners  
 Than Any Other  
 Mississippi Station**

*Representatives:*

Devney, Inc. — James S. Ayers

LEW HEILBRONER, *Gen. Mgr.*

## MISSISSIPPI

Business Address, P.O. Box 5291, Greenville  
Tel: 1580 ..... Independent  
Station Representative ..... Forjoe  
Gen., Prog. Mgr. .... Paul Artman  
Commercial Manager ..... Miller Abraham  
Chief Engineer ..... Ottis W. Rushing

### WLSM—Louisville—1953

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Louisville Bcstg. Corp.  
Address ..... Louisville  
Tel.: 1000 ..... Independent  
Station Representative ..... Walker  
Station Manager ..... Herbert Guthrie  
Program Director ..... John W. Jenkins, Jr.

### WMBC—Macon—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Confederate Bcstg. Co.  
Business Address ..... Piney Woods Rd.  
Tel.: 132 ..... KBS  
Station Rep. .... Hil Best  
Pres., Gen. Mgr. .... Ned Butler  
Sta. Mgr., Prog. Dir. .... Harold Shedd  
Commercial Manager ..... Emmett Hadaway  
Sales Promotion Manager ..... Roy York  
Publicity Director ..... Bill Brooks  
Chief Engineer ..... Bill White

### WSJC—Magee—1957

Frequency: 1280 Kc. .... Power: 500 Wd. d.  
Owned ..... SE Miss. Bcstg. Co.  
Business Address ..... Box 426  
Tel.: 3513 ..... KBS  
General Manager ..... Marvin L. Mathis  
Program Director ..... Jimmy Tugwell  
Chief Engineer ..... Hulon Mathis

### WAPF—McComb—1948

Frequency: 980 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... S. W. Bcstg. Co. of Miss.  
Address ..... Pike Hotel  
Tel.: 1884 ..... KBS  
Station Rep. .... McGillvra  
Co-Owners ..... Phillip Brady, Louis Allford,  
Mack Smith

### WHNY—McComb—1939

Freq.: 1250 Kc. .... Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By ..... Bcstrs. Service, Inc.  
Address ..... P. O. Box 111  
Tel: 2080 ..... Independent  
Representative ..... Thomas F. Clark Co.  
President ..... Charles W. Holt  
Gen. Mgr., Ch. Eng. .... Carroll Hines  
Commercial Manager ..... Travis Myers  
Sales Promotion Manager ..... Ed Yarborough  
Program Director ..... Dean Strickland

### WCOC—Meridian—1926

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 ..... CBS  
President, General Manager ..... Withers Garvin

### WDAL—Meridian—1958

Frequency: 1330 Kc. .... Power: 1 kw., d.  
Owned By ..... Southwestern Bcstg. Co.  
Address ..... P. O. Box 125  
Tel.: 3-4891 ..... Independent  
Station Rep. .... Indie Sales  
Program, Prom. Mgr. .... R. Hollingsworth  
Chief Engineer ..... Dan Hollingsworth

### WMOX—Meridian—1945

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Birney Imes, Jr.  
Address ..... P. O. Box 1511  
Tel.: 2-0171 ..... MBS  
Newspaper Affil. .... Commercial Dispatch  
Station Rep. .... Everett-McKinney; Beaver  
President ..... Birney Imes, Jr.  
General Manager ..... Bob Evans  
Station Manager ..... Kenneth Berryhill  
Chief Engineer ..... Steve Burkes

### WOKK—Meridian—1949

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... New South Bcstg.  
Address ..... Box 528  
Tel.: 2-6133 ..... Independent  
Station Representative ..... Webb  
President ..... Joseph W. Carsen  
Station Manager ..... Ed Holladay  
Program Director ..... Gary Smith  
Chief Engineer ..... R. K. Wall

### WQIC—Meridian—1957

Frequency: 1390 Kc. .... Power: 5000 Watts. d.  
Owned By ..... Alexander L. Royal  
Business Address ..... Box 1509  
Tel.: 23106 ..... Independent  
Station Representative ..... Forjoe  
Pres., Gen. Mgr. .... A. L. Royal, Sr.  
Station Manager ..... A. L. Royal, Jr.  
Commercial Manager ..... J. C. Harding  
Sales Prom. Mgr. .... John Barksdale  
Program Director ..... Sherman Johnson  
Chief Engineer ..... J. B. Griffith

### WMIS—Natchez—1941

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By ..... Natchez Broadcasting Co.  
Address ..... City Bank Building  
Tel.: 2-2522 ..... NBC-KBS  
Pres., Gen. Sta. Mgr. .... P. K. Ewing, Jr.  
Program Director ..... Gene Perry  
Sales Prom. Mgr. .... Bill Wall  
Chief Engineer ..... George Wilson

### WNAT—Natchez—1949

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. .... E. R. Lambert & W. S. Perkins  
Address ..... Eola Hotel  
Tel.: 4621 ..... MBS-ABC  
General Manager ..... Paul Schilling

### WNAU—New Albany—1955

Frequency: 1470 Kc. .... Power: 500 Watts. d.  
Owned-Oper. By ..... New Albany Bcstg. Co.



Address.....202 Bankhead St.  
Tel.: 4361.....KBS  
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten  
Comm., Sls. Prom. Mgr.....Daniel L. Skilton  
Program Director .....Lee Elman

**WBKN—Newton—1958**

Frequency: 1410 Kc.....Power: 500 Watts  
Owned By.....East Central Broadcasting Co.  
Business Address.....110 Main St.  
Tel.: 70 .....Independent  
General Manager.....F. M. Smith  
Sta. Sales Prom. Mgr.....Gerald Howell  
Commercial Manager.....Charles Stringer  
Prog. Dir., Chief Eng.....Colon Johnston

**WSUH—Oxford—1955**

Frequency: 1420 Kc...Power: 1000 Watts, d.  
Owned-Oper. By.....Colonel Rebel Radio  
Address.....University Ave., East; Box 511  
Tel.: 1133 .....KBS  
Rep. ....Hil F. Best  
Gen., Comm. Mgr.....C. H. Quick  
Program Dir.....Frances Jaco  
Sales Prom., Publicity Dir.....Lou Landrum  
Chief Engineer.....Mitchell Self

**WPMP—Pascagoula—1951**

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Crest Bcstg. Co., Inc.  
Address.....P. O. Box 391  
Tel.: SO 2-3113.....KBS-ABC  
Representative .....Hil F. Best  
President.....William R. Guest, Jr.  
Gen., Sta. Mgr.....Walter L. Smith  
Sales Promotion Manager...William Collins  
Prog. Dir., Ch. Engr.....Edward D. Quave  
Publicity Director.....Iona W. Lott

**WHOC—Philadelphia—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....William Howard Cole  
Address.....Box 26  
Tel.: 740 .....KBS  
Representative .....Hil F. Best  
President, Manager...William Howard Cole  
Chief Eng.....Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc.....Power: 5000 d.  
Owned-Oper. By.....Tung Bcstg. Co.  
Business Address.....P.O. Box 358  
Tel.: SY 8-4835.....KBS  
Representative .....McGillvra  
President.....S. G. Thigpen, Sr.  
Gen., Sales Prom. Mgr.....Herb Withauer  
Prog. Dir., Ch. Engr.....Arnold Taylor

**WSSO—Starkville—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Starkville Bcstg. Co.  
Business-Studio Address.....WSSO Bldg.  
Tel.: 1230 .....KBS  
Pres., Gen., Comm. Mgr.....Joe Phillips  
Program Director.....Charlotte Myrick  
Chief Engineer.....Travis Palmer

**WELO—Tupelo—1944**

Freq.: 580 Kc.....Power: 1 Kw. d.; 500 W. n.  
Owned-Operated By.....Tupelo Bcstg. Co.  
Business Address.....S Spring St.  
Tel.: VI 2-7658.....MBS-KBS  
Newspaper Affiliation....Columbus Dispatch  
Representative .....Everett-McKinney  
President.....Burney Imes, Jr.  
General Manager.....Bob Evans  
Sta., Comm. Mgr.....E. L. Bowen  
Program Director.....Jack Cristil  
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.....Independent  
Station Representative.....Hil F. Best  
General Mgr.....James E. Reese

**WQBC—Vicksburg—1931**

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.....MBS-KBS  
Newspaper Affil.....Evening Post  
Representative.....Bogner & Martin  
President.....L. P. Cashman  
General-Station Mgr.....Mary-Van Cashman  
Commercial Manager.....L. L. Miller  
Program Director.....C. Kahn  
Chief Engineer.....Waverley Conway

**WVIM—Vicksburg—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Miss., Inc.  
Business-Studio Address.....906 Clay St.  
Tel.: 3901.....Independent  
Representative, Thomas F. Clark, Dora-Clayton  
General Mgr.....John F. Shea  
Station Mgr.....Charles P. Tucker

**WABO—Waynesboro—1954**

Frequency: 990 Kc.....Power: 250 Watts, d.  
Owner.....New Laurel Radio Sta., Inc.  
Address .....Box 95  
Tel.: 5-4700.....KBS  
Representative .....Hil F. Best  
President.....Harold Matison  
General Manager.....Frank Sumrall  
Station Manager .....Paul Carlisle  
Sales Prom. Mgr.....Martha King  
Program Director.....Larry Fowler  
Pub. Dir.....N. Shoemaker

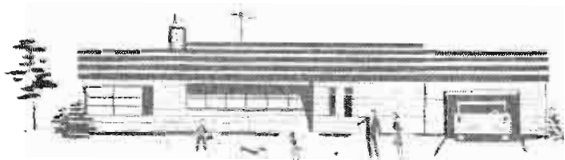
**WROB—West Point—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Bob McRaney, Sr.  
Address .....West Point  
Tel.: 1250 .....MBS  
Representative ...Everett-McKinney, Keystone  
Station Manager.....John E. King, Jr.



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KCMO  
 WHEN  
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KCMO-TV  
 WHEN-TV  
 KPHO-TV  
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 John Blair & Co.

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Chief Engineer.....Clyde McPherson  
**WAZF—Yazoo City—1947**  
 Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....WAZF, Inc.  
 Business Address.....321½ S. Main St.

Tel: 1300.....KBS  
 Representative.....Hil F. Best  
 Pres., Gen. Mgr.....David B. Highbaugh  
 Commercial Manager.....Frank Hollifield  
 Program Director.....Joel Netherland  
 Chief Engineer.....Paul Miller

|                        |                   |                       |
|------------------------|-------------------|-----------------------|
| Pop.: 4,531,000        | <h1>Missouri</h1> | Stations in State: 77 |
| Families: 1,359,000    |                   | TV Homes: 1,169,000   |
| Radio Homes: 1,321,000 |                   | TV Stations: 17       |

**KWRT—Boonville—1953**  
 Frequency: 1370 Kc.....Power: 1 Kw. d.  
 Owner.....Wm. R. Tedrick  
 Business Address.....KWRT Bldg.  
 Tel: TUXedo 2-6505.....Independent  
 Representative.....Indie  
 Owner, Gen. Mgr.....W. R. Tedrick  
 Program Director.....Audrey M. Tedrick  
 Comm., Pub. Dir.....Richard A. Norris  
 Chief Engineer.....Donald E. Shepard

Address.....1201 E. Chestnut  
 Tel: FLEetwood 8-2648.....KBS  
 Owner, Gen. Mgr.....J. J. Daly  
 Prog., Pub. Dir.....Leon H. Crocker  
 Chief Engineer.....George F. Province

**KBHM—Branson—1956**  
 Frequency: 1220 Kc.....Power: 1 Kw. d.  
 Owner.....Shepherd of the Hills Bcstg. Co.  
 Business Address.....111 W. Pacific  
 Tel: EDison 4-3133.....KBS  
 Station Representative.....Best; Magic Circle  
 Sta. Mgr., Pub. Dir.....Orville Barton  
 Comm., Sales Prom. Mgr.....Clotis Barker  
 Program Director.....Gene Gideon  
 Chief Engineer.....Leland Ebert

**KCRV—Caruthersville—1950**  
 Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Pemiscot Bcstg. Co.  
 Address.....106½ W. 3rd St.  
 Tel: 965.....KBS  
 Station Representative.....Hopewell  
 President.....J. Eric Taylor  
 Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.  
 Program Director.....Harry Moreland  
 Chief Engineer.....Al Lawrence

**KGHM—Brookfield—1955**  
 Frequency: 1470 Kc.....Power: 500 Watts d.  
 Owned By.....Green Hills Bcstg. Co.  
 Address.....308 N. Main  
 Tel: 1800.....KBS  
 Representative.....Indie Sales, Inc.  
 Gen. Mgr.....Keith Morris  
 Comm. Mgr.....Carole Williams

**KCHR—Charleston—1953**  
 Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....South Mo. Bcstg. Co.  
 Address.....South Main St.  
 Tel: 2-4451.....KBS  
 Representative.....Continental Radio Sales  
 Pres., Gen. Mgr., Chief Eng.....Kermit Barker  
 Program Director.....James L. Byrd III

**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.....Independent  
 Representative.....Headley-Reed  
 President, Gen. Mgr.....Oscar C. Hirsch  
 Sta. Mgr.....Ralph L. Hirsch

**KCHI—Chillicothe—1950**  
 Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Cecil W. & Jane Roberts, Inc.  
 Address.....Farmington  
 Tel: 2345.....KBS  
 Representative.....Hil F. Best  
 General Manager.....Cecil W. Roberts  
 Station Manager.....Howard G. Rion

**KGMO—Cape Girardeau—1952**  
 Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....KGMO Radio-TV Inc.  
 Business Address.....Box 247  
 Tel: EDgewater 5-8228.....KBS  
 Station Representative.....Webb  
 Pres., Gen. Mgr.....William C. Brandt  
 Sta., Comm. Mgr.....John J. Brandt  
 Sales Promotion Mgr.....Jack Kohrumel

**KDKD—Clinton—1951**  
 Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned.....Osage Broadcasting Corp.  
 Address.....Box 113  
 Tel: 233.....KBS  
 Representative.....Indie Sales  
 Gen. Mgr.....William R. Tedrick  
 Sta. Mgr.....Robert F. Morey  
 Program Director.....Kathleen Morey  
 Chief Engineer.....Stuart W. Underwood

**KDMO—Carthage—1947**  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carthage Bcstg. Co.

**KBIA—Columbia—1955**  
 Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated by.....Midwest Bcstg. System  
 Business Address.....P.O. Box 412  
 Tel: GI 2-4401.....KBS  
 Representative.....Best  
 Gen. Mgr., Ch. Eng.....R. H. Coddington  
 Commercial Manager.....Fred Morse

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...by **Listeners** . . . *because it is dependable as well as interesting.*

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**KFRU—Columbia—1925**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KFRU, Inc.  
 Business Address.Hwy 40 & 63, Southbound  
 Tel.: GI 3-4141.....ABC  
 Newspaper Affiliation.....Daily Tribune  
 Station Rep. ....Webb  
 President.....H. J. Walters, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.  
 Commercial Manager.....Gregory Reeser  
 Sales Prom., Pub. Dir.....F. J. LeGrand  
 Program Director.....Lois Todd  
 Chief Engineer.....Robert Haigh

**KDEX—Dexter—1955**

Frequency: 1590 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Stoddard Ct. Bcstg. Co.  
 Address .....Box 232  
 Tel.: 1400 .....KBS  
 Representative .....Sears and Ayer  
 General Manager.....Jerome B. Zimmer  
 Sta. Mgr., Chief Eng.....L. D. Speidel  
 Program Director.....Glenn Cross

**KREI—Farmington—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. System  
 Business Address.....Ozarks Federal Bldg.  
 Tel.: PLateau 6-5125.....KBS  
 Station Rep.....Hil F. Best  
 President.....Cecil W. Roberts  
 Gen. Mgr., Ch. Engr.....Robert D. Rapp  
 Comm. Mgr.....Ernest Jones  
 Program Director.....Maxine Bequette

**KJCF—Festus—1951—**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned.....Jefferson County Radio & TV Co.  
 Address.....P. O. Box 192  
 Tel.: YE 7-3810.....KBS  
 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 .....Independent  
 President.....Oscar C. Hirsch  
 Gen., Sta. Mgr.....James F Collins  
 Prom. Mgr.....James Strader  
 Prog., Pub. Dir.....Virginia Collins

**KFAL—Fulton—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....R. W. Nickles  
 Address.....5th and Market  
 Tel.: 1400 .....Independent  
 Station Representative .....Pearson  
 Owner, Gen. Mgr.....R. W. Nickles  
 National Sales Mgr.....C. Warren Stout  
 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 .....Independent  
 Representative .....Hollingsbery  
 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-Operated By.....KIMO, Inc.  
 Business Address....310 N. Orange; Box 178  
 Tel.: CLifton 4-6300.....Independent  
 President .....Glenn Griswold  
 General Manager.....Leo R. Morris  
 Program Director.....Keith Kissee  
 Chief Engineer.....Dave Beall

**KLIK—Jefferson City—1954**

Frequency: 950 Kc.....Power: 5 Kw., d.  
 Owned .....Fine & Nelson  
 Address .....410 E. Capital  
 Tel.: 5-4136.....Independent  
 Station Representative .....Hollingsbery  
 President.....J. A. Shepherd  
 V.P., Gen. Mgr.....A. E. Dahl  
 Station Manager.....Ed Dahl  
 Commercial Manager.....Stan Grieve  
 Sales Promotion Manager.....Don Steele  
 Program Director.....Bill Cannaday  
 Chief Engineer.....Ed Scarr

**KWOS—Jefferson City—1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Bus.-Studio Address.....Monroe at Capitol  
 Tel.: 6-3137.....KBS-MBS  
 Station Representative .....Grant Webb  
 President.....Mrs. L. R. Goshorn  
 General Manager.....R. L. Rose  
 Commercial Manager.....William Natsch, Jr.  
 Chief Engineer.....Leroy S. Hackmann

**KFSB—Joplin—1948**

Freq. 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Four States Bcasters, Inc.  
 Business Address.....405 Schifferdecker  
 Tel.: May 4-1310.....Independent  
 Newspaper Affiliation. Southwestern Weekly  
 Representative .....Meeker  
 President .....Harry Easley  
 Gen. Sta., Mgr.....W. H. Clark  
 Comm. Mgr.....Robert A. Barry  
 Program Director.....Ed Johnson  
 Chief Engineer.....Lloyd Frazier

**KODE—Joplin—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSTV, Inc.  
 Address.....1928 W. 13 St.  
 Tel.: MA 3-7260.....CBS  
 Station Rep.....Rambeau, Vance, Hopple  
 President.....Jack Berkman  
 General Manager.....Harry Burke

in Kansas City one  
good turn deserves  
another...to KCMO



50,000 watts by day,  
10,000 by night at  
810 on the dial.



channel 5 telecasting  
from America's tallest  
self-supported TV tower.



at 94.9 meg. Kansas  
City's only FINE  
MUSIC station.



BASIC CBS  
RADIO & TV



Commercial Manager.....Merle Dunn  
 Sales Prom., Pub. Dir.....William Harned  
 Prog. Dir., Ch. Engr.....Jay Corrington

**WMBH—Joplin—1928**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Joplin  
 Business Address.....Box 906  
 Tel.: MA 4-4330.....MBS  
 Representative.....Sears & Ayer  
 Pres., Gen. Sta. Mgr.....Don O'Brien  
 Commercial Manager.....Obed Borgen  
 Program Dir.....Bob McBride  
 Publicity Dir.....Anne Stevison  
 Chief Engineer.....Al Tour Tillott

**KBKC—Kansas City—1957**

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned By.....Mission Broadcasters, Inc.  
 Address.....5913 Woodson, Mission, Kan.  
 Tel.: HEdrick 2-1480.....Independent  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Tom E. Beal  
 Sta., Program Mgr.....Roy Stanley  
 Commercial Mgr.....Don O'Malley  
 Sales Prom., Publicity Dir.....Bill Harmon  
 Chief Engineer.....Bob Artz

**KCKN—Kansas City—1925**

(See Kansas City, Kansas, listing)

**KCMO—Kansas City—1936**

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.....CBS  
 Representative.....Katz  
 General Manager.....E. K. Hartenbower  
 Station Manager.....R. W. Evans  
 Sales Prom., Pub. Dir.....W. F. Slamin  
 Program Director.....George Stump  
 Chief Engineer.....Karl Troeglen  
 Owners of: KPHO, Phoenix, Ariz.; WOW,  
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,  
 Tulsa, Okla.

(See page 498)

**KFRM—Kansas City—1947**

(See Concordia, Kansas)

**KMBC—Kansas City—1921**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Address.....11th and Central Sts.  
 Representative.....Peters, Griffin, Woodward  
 President.....Donald D. Davis  
 Ex V.P., Gen. Mgr.....John T. Schilling  
 V. P., Sales Manager.....George J. Higgins  
 Station Manager, Prog. Dir.....Dick Smith  
 Promotion Mgr.....Joe Redmond  
 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.....Independent  
 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.....Independent  
 Station Representative.....Adam Young  
 President.....H. Scott Killgore  
 V. P. Gen. Mgr.....Irving Schwartz  
 Chief Engineer.....Sam Bradley

**WDAF—Kansas City—1922**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Natl.-Missouri TV Inc.  
 Business Address.....Signal Hill  
 Tel.: PL 3-4567.....NBC  
 Representative.....H. I. Christal  
 President.....Charles L. Glett  
 General Manager.....William A. Bates  
 Administrative Assistant.....Jay Barrington  
 Commercial Manager.....E. Manne Russo  
 Promotion Manager.....Jud Woods  
 Program Manager.....George Moore  
 Chief Engineer.....James Schmidt

**WHB—Kansas City—1922**

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By.....Storz Bcstg. Co.

**In Kansas City**  
 it's the  
**MODERN**  
**SOUND**  
 for  
**SOUND**  
**SELLING**  
**KUDL**  
 1380  
 RADIO  
 H. SCOTT KILLGORE, President ADAM YOUNG  
 IRV SCHWARTZ, Vice President INC  
 & General Manager National Rep.

# MISSOURI

Address.....10th & McGee Sts.  
Tel.: BA 1-8300.....Independent  
Station Representative.....John Blair Co.  
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  
Owners of: WTIX, New Orleans; WDGY,  
Minneapolis; WQAM, Miami, Fla.

## KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Kennett Bcstg. Corp.  
Business Address.....Kennett  
Tel.: TUXedo 8-4616.....KBS  
Station Representative.....Beaver  
Pres., Gen. Mgr.....Paul C. Jones  
Station Manager.....John T. Reeder  
Comm. Mgr.....Joe Bankhead  
Chief Eng.....R. H. Conner

## KIRX—Kirksville—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....North Mo. Bcstg. Co.  
Business Address.....KIRX Bldg.  
Tel.: MO 5-3781.....KBS-ABC  
Representative.....Bogner & Martin  
Pres., Gen. Mgr.....Samuel A. Burk  
Commercial Manager.....J. J. Dougherty  
Program Director.....Robert Carlson  
Chief Engineer.....Charles P. Porter

## KLWT—Lebanon—1947

Frequency 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Lebanon Bcstg. Co.  
Bus.-Studio Address.....221 E. Commercial St.  
Tel.: 1015.....MBS-KBS  
General Manager.....O. R. Wright  
Sales Mgr.....Tom Miller  
Program Director.....Jack A. Sellers  
Chief Eng.....Eugene Clay

## KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lexington Bcstg Co.  
Address.....P. O. Box 358  
Tel.: 1096.....Independent  
Station Representative.....Grant Webb  
Sta. Comm. Mgr.....Ralph E. Meador

## KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.  
Owned.....Tri-County Bcstg. Co.  
Address.....N. Hwy. 25  
Tel.: 851.....KBS  
President.....J. D. Craft  
Gen., Comm. Mgr.....Dick Wiethan  
Chief Engineer.....George Longdo

## KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KMMO, Inc.

Address.....Marshall  
Tel.: 40.....Independent  
Rep.....Pearson  
General Manager.....J. M. Silvey  
Sta., Comm. Mgr.....Harold Douglas

## KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.  
Owned.....KNIM, Inc.  
Business Address.....S. Highway 71  
Tel.: 730.....KBS  
President.....Harold Eck  
Gen. Mgr., Ch. Engr.....Wayne J. Hatchett  
Program Director.....Russ Bauer  
Publicity Director.....Grace Hatchett

## KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Audrain Bcstg. Corp.  
Address.....1705 E. Liberty  
Tel.: JU 1-2340.....MBS  
Gen., Comm. Mgr.....W. Earl Dougherty  
Chief Engineer.....P. J. Null, Jr.

## KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Moberly Bcstg. Co.  
Address.....Box 396  
Tel.: 1600.....KBS  
President.....Jerrell A. Shepherd  
Station Manager.....Jim Lipsey  
Commercial Manager.....Bob Benedict

## KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Monett Bcstg. Co.  
Address.....N. Central Ave.  
Tel.: BE 5-5220.....KBS  
Station Representative.....Magic Circle  
General Manager.....L. C. McKenney  
Station Manager.....Floyd Stewart  
Commercial Manager.....Marion Piliat  
Sales Promotion Manager.....Joe McCullah  
Program Director.....Noel Moody  
Publicity Director.....Carolyn Crane  
Chief Engineer.....Jack Allen

## KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owner.....Kickapoo Prairie Bcstg. Co.  
Business Address.....Roule 4  
Tel.: Mt. Grove.....KBS  
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

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned.....W. M. Harlow  
Address.....212½ E. Main St.  
Tel.: 1666.....KB3  
Representative.....Magic Circle Net.

Pres., Gen. Mgr. . . . . Roger Taylor  
 Commercial Manager . . . . . Jerry V. Tertzarkian  
 Chief Engineer . . . . . Albert Toultes

**KNEM—Nevada—1949**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio KNEM, Inc.  
 Address . . . . . P. O. Box 15  
 Tel.: 13 . . . . . KBS  
 Pres., Ch. Engr. . . . . Kenneth E. White  
 Commercial Manager . . . . . Virgil Kachel

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc. . . . . Power: 1 Kw. d.  
 Owned . . . . . Lawrence Bcstg. Co., Inc.  
 Address . . . . . Osage Beach  
 Tel.: FI 8-2411 . . . . . Independent  
 General Manager . . . . . Arden Booth  
 Sta., Comm. Mgr. . . . . Jim Risner  
 Chief Engineer . . . . . Curtis Holt

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Poplar Bluff Bcstg. Corp.  
 Address . . . . . 428 Vine St.  
 Tel.: SU 5-3922 . . . . . KBS  
 Representative . . . . . John E. Pearson  
 General Manager . . . . . A. L. McCarthy  
 Sales Manager . . . . . D. W. Hoisington

**KTTR—Rolla—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper By . . . . . "Show-Me" Bcstg. Co.  
 Address . . . . . P. O. Box 567  
 Tel.: EM 4-2525 . . . . . KBS  
 Pres., Gen., Sta. Mgr. . . . . Luther W. Martin  
 Comm. Mgr. . . . . Ward C. Rinehart  
 Prog. Dir. . . . . Norma Fleming  
 Promotion Mgr. . . . . Murl Nash  
 Chief Engineer . . . . . Martin M. Mitchum

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Donze Enterprises, nc.  
 Business Address . . . . . 410 Merchant St., Box 352  
 Tel.: 880 . . . . . KBS  
 Newspaper Affil. . . . . Monitor  
 President, General Manager . . . . . Elmer L. Donze  
 Comm. Mgr., Prog. Dir. . . . . Betty Jane Donze  
 Publicity Director . . . . . Alex Schwent  
 Chief Engineer . . . . . Murel L. Rose

**KADY—St. Charles—1958**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . KADY, Inc.  
 Address . . . . . P. O. Box 6155, E. St. Louis  
 Tel.: RAndolph 4-1460 . . . . . Independent  
 Representative . . . . . Broadcast Time Sales  
 Pres., Gen. Mgr. . . . . William R. Cady, Jr.  
 Sta., Program Mgr. . . . . Don Levitan  
 Commercial Mgr. . . . . Donald Campagna  
 Sales Prom. Mgr. . . . . Mickey Else  
 Chief Engineer . . . . . Jack A. Chenoweth

**KFEQ—St. Joseph—1923**

Frequency: 880 Kc. . . . . Power: 5000 Watts

Owned-Oper. By . . . . . KFEQ Bcstg. Co.  
 Business Address . . . . . 40th & Faraon  
 Tel.: ADams 3-2528 . . . . . Independent  
 Station Rep. . . . . Venard, Rintoul, McConnell  
 President . . . . . Jessie D. Fine  
 V.P., Gen. Mgr. . . . . Ted Nelson  
 Sales Manager . . . . . Ted Griffin  
 Program Director . . . . . Gene Milstren  
 Chief Engineer . . . . . John Carroll

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . McCray Radio & TV  
 Business Address . . . . . 404 S. 8th; Box 69  
 Tel.: AD 4-6346 . . . . . MBS, KBS  
 Representative . . . . . Clark  
 President . . . . . Jock MacGregor  
 Commercial Manager . . . . . Dick Irving  
 Prog. Dir. . . . . Helen Neese  
 Publicity Director . . . . . LaVona Stepp  
 Chief Engineer . . . . . Don O'Brian

**KUSN—St. Joseph—1955**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Chas. H. Norman  
 Address . . . . . Robidoux Hotel  
 Tel.: ADams 3-2577 . . . . . Independent  
 Station Representative . . . . . Pearson  
 Sta., Comm. Mgr. . . . . Fred Reynolds  
 Program Director . . . . . Joe Holcomb  
 Chief Engineer . . . . . Joe Kilgore

**KATZ—St. Louis—1955**

Freq.: 1600 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Rollins Bcstg. Co.  
 Business Address . . . . . 273 Arcade Bldg.  
 Tel.: CH 1-6000 . . . . . Independent  
 Station Representative . . . . . Rollins; Grant  
 President . . . . . O. Wayne Rollins  
 Gen., Sta. Mgr. . . . . Robert Lyons  
 Commercial Manager . . . . . Ralph Petti  
 Chief Engineer . . . . . Charles O. Rick

**KMOX—St. Louis—1925**

Frequency: 1120 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 Business-Studio Address . . . . . 9th & Sidney Sts.  
 Tel.: PR 3-1120 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 General Manager . . . . . Robert Hyland  
 Sales Mgr. . . . . Foster Brown  
 Operations Mgr. . . . . Bernard Fox  
 Program Dir. . . . . Paul Douglass  
 Publicity, Sales Prom. Mgr. . . . . Alice Koch  
 Production Dir. . . . . George Clare  
 Chief Engineer . . . . . Lawrence Burrows

**KSD—St. Louis—1922**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Business-Studio Address . . . . . 1111 Olive St.  
 Tel.: MA 1-1111 . . . . . NBC  
 Newspaper Affil. . . . . St. Louis Post Dispatch  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Joseph Pulitzer, Jr.  
 General Manager . . . . . Harold Grams  
 Comm. Manager . . . . . Arthur J. Casey

**MISSOURI** .....

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.  
 Business Address .... P.O. Box 690  
 Tel.: BR 1-6090 ..... Independent  
 Representative ..... Forjoe  
 Pres., Gen., Sta. Mgr. .... Dick J. Kasten  
 Program Director ..... Tony Glenn  
 Comm. Mgr. .... Art Ford  
 Publicity Director ..... Doris Jennemann  
 Sales Prom. Mgr. .... Wm. L. Vietmeier  
 Chief Engineer ..... Ralph Howard

**KWK—St. Louis—1927**

Frequency: 1380 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By .... KWK, Inc.  
 Business Address .... 800 N. 12th  
 Tel.: MAin 1-1380 ..... Independent  
 Station Representative ..... Headley-Reed  
 President ..... A. M. Spheeris  
 General Mgr. .... William L. Jones, Jr.  
 Program Director ..... Gil Newsome  
 Chief Engineer ..... Rudy Isenberg

**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 ..... Independent

Station Representative ..... Stars National  
 President ..... John W. Kluge  
 Gen. Sta. Manager ..... R. M. Hetherington  
 Commercial Manager ..... W. D. Herman  
 Program Director ..... Marshall Zwick  
 Chief Engineer ..... James F. Mitchell

**KXOK—St. Louis—1938**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... KXOK Bcstg. Inc.  
 Business Address .... Radio Park  
 Tel.: FO 7-6000 ..... Independent  
 Representative ..... John Blaz  
 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 ..... Larry Monroe  
 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 ..... Independent  
 Representative ..... Bolling Co.  
 Pres., Gen. Mgr. .... Bruce Barrington  
 Commercial Manager ..... Sam Woodall  
 Sales Prom., Pub. Dir. .... Genie Collins  
 Program Director ..... John Lepley  
 Chief Engineer ..... Charles Casey

**WIL—St. Louis—1922**

Frequency: 1430 Kc. .... Power: 5 Kw.  
 Owned ..... Radio Station WIL  
 Address ..... 3715 Lindell Blvd.  
 Tel.: OL 2-4500 ..... Independent  
 Representative ..... Eastman  
 Exec. V.P. & Mng. Dir. .... John F. Box, Jr.  
 Asst. to V.P. .... W. McKibben, W. Armstrong  
 Commercial Manager ..... Stanley N. Kaplan  
 Program Director ..... John Carney, Jr.  
 Publicity Director ..... Harriet Baker  
 Chief Engineer ..... Mel Hart

Owners of: WRIT, Milwaukee; KBOX, Dal-  
 las, Tex.

(See Page 622)

**KSMO—Salem—1953**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Zola Bcstg. Co.  
 Address ..... P. O. Box 71  
 Tel.: 822 ..... KBS  
 Gen., Comm. Mgr. .... William B. Smith  
 Program Director ..... Irene Smith

**KDRO—Sedalia—1939**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Sedalia Broadcasting  
 Bus. Studio Address ..... 2100 W. Broadway  
 Tel.: TAYlor 6-5005 ..... KBS  
 Representative ..... Pearson  
 Pres., Comm. Mgr. .... James F. Glenn  
 Gen., Sta. Mgr. .... Herbert Brandes  
 Chief Engineer ..... Garnett Bryan

**KWK**

**RADIO  
ON THE GO  
IN  
ST. LOUIS**

With A

**138%**

RATING INCREASE  
IN THREE MONTHS\*

**THE TALK  
OF THE TOWN  
IN ST. LOUIS**

\*DEC. '58-JAN. '59  
HOOPER

**NEW  
MANAGEMENT**

WILLIAM L. JONES, JR., GEN'L. MGR.

**KWK**

**5000 WATTS AT 1380**  
the station with the personality

HEADLEY-REED CO. • REPRESENTATIVES

**KSIS—Sedalia—1953**

Frequency: 1050.....Power: 1 Kw. d.  
 Owner.....Yates Bcstg. Co.  
 Business Address.....P.O. Box 207  
 Tel.: TA 6-1050.....Independent  
 Representative.....Clark  
 Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.  
 Station Manager.....Mrs. Carl W. Yates, Jr.  
 Program Director.....Bettie Baldwin  
 Publicity Director.....Harlan B. Snow  
 Chief Engineer.....Marion Pratt

**KSIM—Sikeston—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner-Oper....Sikeston Community Bcstg. Co.  
 Business Address...Highway 60 W.; Box 69  
 Tel.: GRanite 1-1400.....Independent  
 Station Representative.....Headley-Reed  
 President.....Lyman R. Bowman, Jr.  
 Gen., Sta. Mgr.....Richard L. Watkins, Jr.  
 Comm. Mgr.....Nelson Wheeler  
 Program Director.....William Moll  
 Chief Engineer.....R. L. Hirsch

**KGBX—Springfield—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By....Springfield Bcstg. Co.  
 Bus.-Studio Address.....605 Boonville Ave.  
 Tel.: UNiversity 4-2822.....NBC  
 Newspaper Affil..Springfield Newspapers, Inc.  
 Rep.....Venard, Rintoul & McConnell

General Manager.....Don C. Dailey  
 Sls. Prom. Mgr.....Dudley Morris  
 Prog., Pub. Dir.....Sam McWhorter  
 Chief Engineer.....Richard Bowman

**KICK—Springfield—1949**

Frequency 1340 Kc.....Power 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address.....610 College St.  
 Tel.: UNiversity 4-1561.....KBS  
 Representative.....Hil F. Best  
 President.....Floyd W. Jones  
 General Manager.....Robert Vinyard, Jr.  
 Program Director.....John Martin  
 Chief Engineer.....Clifford House

**KTTS—Springfield—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address.....P. O. Box 1716 S. S. S.  
 Tel.: UNiversity 2-7474.....Independent  
 Representative.....Weed  
 President.....J H. G. Cooper  
 Gen., Sta. Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Wendel Smith  
 Chief Engineer.....William F. Curry

**KWTO—Springfield—1933**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ozarks Bcstg. Co.

**WIL**


ST. LOUIS, MO.

**FIRST in ALL Surveys**

38 years  
 serving  
 Mid-America

JOHN F. BOX  
 Managing Director

*One of the Balaban Stations—in tempo with the times*

sold nationally by  **robert e. eastman & co., inc.**  
 New York, Chicago, San Francisco, Dallas, St. Louis

# MISSOURI-MONTANA

Bus. Studio Address... 1121 South Glenstone  
 Tel.: UNIVERSITY 2-4422..... ABC  
 Representative..... John E. Pearson  
 Pres., Gen. Mgr..... Ralph D. Foster  
 V.P. & Asst. Gen. Mgr..... Leslie L. Kennon  
 Commercial Manager..... Charles H. Harrison  
 Program Director..... Jim Kendrick  
 Prom., Pub. Dir..... Bill Bailey  
 Chief Engineer..... Wallis Fender

## KALM—Thayer—1953

Frequency: 1290 Kc..... Power: 1 Kw. d.  
 Owned-Oper. By..... KALM  
 Address..... Thayer  
 Tel.: 165..... KBS  
 Representative..... Best, Bradley  
 Pres., Gen. Sta. Comm. Mgr..... R. F. Neathery

## KTTN—Trenton—1955

Frequency: 1600 Kc..... Power: 500 W. d.  
 Owned-Oper. By..... Trenton Bcstg. Co.  
 Address..... 112 E. Ninth St.  
 Tel.: 1600..... KES  
 Representative..... Bogner and Martin  
 General Manager..... Sam A. Burk  
 Station Manager..... Ed Hundley  
 Commercial Manager..... Bob Dennis  
 Prog. Dir..... Rick McHargue  
 Chief Engineer..... Lynn Bradley

## KLPW—Union—1954

Frequency: 1220 Kc..... Power: 250 W. d.  
 Owned..... Franklin County Bcstg. Co.  
 Address..... P. O. Box 72  
 Tel.: LUCerne 3-3355..... KBS  
 President..... Leslie P. Ware  
 Gen., Sta. Mgr..... Norb Moore  
 Program Director..... Chuck Otte  
 Chief Engineer..... Frank Lohmeyer

## KOKO—Warrensburg—1953

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lee E. Baker  
 Address..... Box 395  
 Tel.: Warrensburg..... KBS  
 Gen. Mgr..... C. L. Parks  
 Program Dir..... Bruce Lee  
 Chief Eng..... Charles Cunninghamham

## KWRE—Warrenton—1949

Frequency: 730 Kc..... Power: 500 Watts  
 Owned By..... KWRE Radio, Inc.  
 Address..... Warrenton  
 Tel.: Warrenton..... KBS  
 Representative..... Continental  
 President..... Harry G. Kline  
 Comm. Mgr..... Russell Benton  
 Chief Eng..... Dick Cole

## KWPM—West Plains—1947

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Robert F. Neathery  
 Address..... Abe Taylor Blvd.  
 Tel.: 700..... KBS  
 Station Representative..... Magic Circle  
 Pres., Gen. Mgr..... Robert F. Neathery  
 Commercial Manager..... Fritz W. Dixon  
 Program Director..... A. Woodside  
 Chief Eng..... L. Thompson

## KUKU—Willow Springs—1957

Frequency: 1330 Kc..... Power: 500 Watts. d.  
 Owned-Operated By..... Radio Station KUKU  
 Address..... Willow Springs  
 Tel.: 500..... Independent  
 Station Representative..... Magic Circle  
 Pres., Gen. Mgr..... Robert F. Neathery  
 Program Director..... Louise Francisco

Pop.: 674,000  
 Families: 211,000  
 Radio Homes: 197,000

# Montana

Stations in State: 32  
 TV Homes: 122,000  
 TV Stations: 10

## KANA—Anaconda—1946

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Tri-County Radio  
 Address..... KANA Radio  
 Tel.: LO 3-3443..... Independent  
 Station Rep..... Grant Webb  
 V.P., Gen., Sta. Mgr..... Mike Donovan  
 Comm. Sales Prom. Mgr..... Bob Kaye  
 Program Director..... Len Howard  
 Publicity Director..... Tim Calman  
 Chief Engineer..... Walt Dcizby

## KBMY—Billings—1946

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned..... Billings Bcstg. Co.  
 Address..... Box 2544  
 Tel.: 9-4586..... KBS-MBS  
 Station Rep..... Avery-Knodel; Feltus  
 General Manager..... Ken Nybo

Commercial Manager..... Merlyn J. Hedin  
 Chief Engineer..... T. A. Hildebrand

## KGHL—Billings—1928

Frequency: 790 Kc..... Power: 5 Kw.  
 Owned..... Midland Empire Bcstg. Co.  
 Address..... 214 No. 30th St.  
 Tel.: 2-4641..... NBC  
 Station Representative..... Katz  
 President..... P. N. Fortin  
 General Manager..... Jeff Kiichli  
 Commercial Manager..... Warren Marshall  
 Program, Publicity Dir..... V. Braunberger  
 Chief Engineer..... Fred Bartlett

## KOOK—Billings—1950

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... The Montana Network  
 Address..... P. O. Box 2557



Tel.: 2-5611 ..... CBS  
 Station Rep. .... Walker-Rawalt; Art Moore  
 Pres., Gen. Mgr. .... Joseph S. Sample  
 Sta., Prog. Director. .... Cliff Ewing  
 Commercial Manager. .... Lee Fields  
 Sales Prom Mgr. .... Conna G. May  
 Publicity Director. .... G. Randall Philmp  
 Chief Engineer. .... John Chyle

**KOYN—Billings—1955**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned ..... Radio KOYN  
 Address ..... Riverside Drive, Box 956  
 Tel.: 4-4177 ..... Independent  
 Representative ..... For Joe  
 Co-Partners, D. Gene Williams-Delbert Berthof  
 General, Sta. Mgr. .... Bob Eubanks  
 Commercial Manager. .... Lew Theusen  
 Program Director. .... Jerry Fay  
 Publicity Director. .... Bob Manual  
 Chief Engineer. .... Bill Banks

**KBMN—Bozeman—1949**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned ..... Penn Engineering Co.  
 Address ..... Box 749  
 Tel.: JU 6-2394 ..... KBS  
 Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... Dale G. Moore  
 Station Manager. .... William A. Merrick  
 Comm. Sales Prom. Mgr. .... R. J. Churney  
 Prog. Public. Dir. .... H. E. Phelps  
 Chief Engineer. .... Thomas T. Weir

**KXLQ—Bozeman—1939**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... XX Broadcasting Corp.  
 Address ..... Route No. 4  
 Tel.: UNiper 7-3188 ..... NBC  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr. .... Richard D. Smiley  
 Commercial Mgr. .... Thomas A. Sandemaw, Jr.  
 Program Dir. .... Beverly Coulston  
 Publicity Dir. .... Douglas Davies  
 Chief Engineer. .... Chas. Myrick

**KBOW—Butte—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Copper City Radio Co.  
 Address ..... Box 1932  
 Tel.: 7429 ..... CBS  
 Representative ..... Cooke  
 President ..... Frank Reardon  
 Gen., Sta. Mgr. .... Stan Levitt  
 Program Director. .... Claude Moore  
 Chief Engineer. .... Al Morgan

**KOPR—Butte—1948**

Frequency: 550 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Copper Bcstg. Co.  
 Business-Studio Address. .... Hotel Finlen  
 Tel.: 6546 ..... MBS  
 Representative ..... Avery-Knodell  
 President ..... George C. Hatch  
 Station Manager. .... Bruce K. Twerell  
 Program Director. .... Ric Webbs  
 Publicity Director. .... Don Evans  
 Chief Engineer. .... William Emerson

**KXLF—Butte—1929**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KGIR, Inc.  
 Address ..... 1003 S. Mont St.  
 Tel.: 2-9111 ..... NBC  
 Representative. .... Walker, Pacific N.W. Bcstrs.  
 General Manager. .... E. B. Cransy  
 Commercial Manager. .... Arne E. Anzjon  
 Program Director. .... Bob Lazich

**KDBM—Dillon—1956**

Frequency: 800 Kc. .... Power: 1000 Watts, d.  
 Owned ..... Burt H. Oliphant  
 Address ..... Box 950  
 Tel.: 703 ..... Independent  
 Station Representative. .... Grant Webb  
 Pres., Gen. Eng. .... Burt H. Oliphant

**KLTZ—Glasgow—1954**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owner. .... Willard L. Holter  
 Address ..... Bjorklund Bldg.  
 Tel.: ACademy 8-9336 ..... Independent  
 Representative ..... Holman  
 Station Manager. .... Loyd W. Melby  
 Prog. Public. Dir. .... Tom Ash  
 Chief Engineer. .... Norm Whisenant

**KXGN—Glendive—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Glendive Bcstg. Co.  
 Address ..... Box 200  
 Tel.: EM 5-3377 ..... Independent  
 Representative ..... Grant Webb  
 President ..... Lewis W. Moore  
 General Manager. .... Dantel C. Palen  
 Program Director. .... Raymond F. Nicklay  
 Chief Eng. .... Donald J. Powers

**KUDI—Great Falls—1955**

Frequency: 1405 Kc. .... Power: 250 W.  
 Owned-Operated By. .... Community Broadcasters  
 Address ..... Box 1405  
 Tel.: Great Falls ..... KBS  
 Representative. .... Webb, Feltis  
 Pres., Gen. Mgr. .... Don Snyder  
 Comm., Sales Prom. Mgr. .... Richard V. Coon  
 Prog. Dir. .... W. A. Zimlich  
 Chief Eng. .... Eugene B. Bunker

**KFBB—Great Falls—1922**

Frequency: 1310 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Wilkins Bcstg., Inc.  
 Business-Studio Address. .... Box 1139  
 Tel.: GL 3-4377 ..... CBS  
 Station Rep. .... Bolling  
 Pres., Gen. Mgr. .... J. P. Wilkins  
 Program Director. .... Leo Ellingson  
 Sta., Comm. Mgr. .... W. C. Blanchette  
 Chief Eng. .... Anthony Lopuch

**KMON—Great Falls—1947**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned By. .... KMON, Inc.  
 Business Address. .... Tribune Bldg.  
 Tel.: GL 3-0336 ..... Independent

# MONTANA

Representative ..... Avery-Knodel  
President..... George C. Hatch  
General Manager..... Robert H. Warner  
Commercial Manager..... F. W. Kaull  
Program Director..... Don Robinson  
Chief Engineer..... Eugene B. Bunker

## KXLK—Great Falls—1947

Frequency: 1400 Kc..... Power: 250 Watts  
Owned By..... Pat M. Goodover  
Business Address..... P.O. Box 2072  
Tel.: GL 2-2453..... NBC  
Station Reps..... Walker-Rawalt; Art Moore  
Pres., Gen. Mgr..... Pat M. Goodover  
Station Manager..... E. R. Kukkola

## KOJM—Havre—1947

Frequency: 610 Kc..... Power: 1000 Watts  
Owned-Operated By..... No. Montana Bcstg. Co.  
Address..... 426½ 1st St.  
Tel.: 1096..... NBC  
Representative..... Walker-Rawalt  
President..... Richard D. Rubie  
General Manager..... Charlotte H. Brader  
Comm. Mgr..... Carlyle D. Leeds  
Sales Prom., Pub. Dir..... S. G. Stephens  
Chief Eng..... Harold Bustard

## KCAP—Helena—1949

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... KCAP Broadcasters  
Address..... 1735 Jerome Place  
Tel.: HI 2-4490..... Independent  
Representative..... Webb  
President..... Dale G. Moore  
Program Dir..... Dick Monaco  
Chief Engineer..... Tom Weir

## KXLJ—Helena—1937

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Peoples Forum of the Air  
Address..... Box 797  
Tel.: HI 2-6620..... MBS-NBC-KBS  
Representative..... Walker  
President..... E. B. Craney  
Gen., Sta. Mgr..... Barclay Craighead  
Commercial Mgr..... Walter Marshall  
Program Dir..... Dutch Meyers  
Sales Prom. Mgr..... Wes Hanger  
Publicity Dir..... Don Oliver  
Chief Engineer..... Don Hoffman

## KGEZ—Kalispell—1927

Frequency: 600 Kc..... Power: 1000 Watts  
Owned By..... Skyline Broadcasters, Inc.  
Business-Studio Address..... Box 439  
Tel.: SK 6-4331..... MBS-KBS  
Station Rep..... Cooke; Art Moore  
President..... M. A. Himsel  
Gen. Manager..... Richard V. Vick  
Prog. Director..... Robert S. Tompkins  
Chief Engineer..... Gene Davis

## KOFI—Kalispell—1955

Frequency: 930 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Flathead Valley Bcstrs.

Address..... Buffalo Bldg.  
Tel.: SK 6-6900..... Independent  
Station Representative..... Grant Webb  
Gen. Mgr., Ch. Eng..... W. H. Patterson  
Program Director..... L. L. Sterling

## KXLO—Lewistown—1947

Frequency: 1230 Kc..... Power: 250 Watts  
Owned By..... Asger Mikkelsen  
Address..... Box 620  
Tel.: KE 8-3441..... MBS-KBS  
Representative..... Grant Webb  
President..... William G. Kelly  
General Manager..... Donald C. Williams

## KLCB—Libby—1950

Frequency: 1230 Kc..... Power: 250 Watts  
Owned By..... Robert R. Riegler  
Address..... Box 636  
Tel.: 410X1..... KBS  
Representative..... Hopewell; Art Moore  
Pres., Gen. Mgr., Ch. Eng..... R. R. Riegler  
Program Director..... Max Wadsworth  
Publicity Director..... Coral Cummings

## KPRK—Livingston—1947

Frequency: 1340 Kc..... Power: 250 Watts  
Owned..... Yellowstone Amusement Co.  
Address..... Box 691  
Tel.: AC 2-2841..... MBS  
Representative..... Grant Webb  
Pres., Gen., Sta. Mgr..... Paul B. McAdam  
Comm. Sale Prom. Dir..... Jack Hinman  
Program Director..... Paul Braagg  
Publicity Dir..... Nikki Kolence  
Chief Engineer..... Larry Miller

## KATL—Miles City—1941

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Star Printing Co.  
Address..... Box 720  
Tel.: CE 2-2280..... KBS-MBS  
Newspaper Affiliation..... Daily Star  
Representative..... Avery-Knodel  
Gen., Sta. Mgr..... Ian A. Elliot  
Commercial Manager..... Fred B. Hunnes  
Sales Promotion Mgr..... John Metropoulos  
Program Director..... T. J. Biedrzycki  
Publicity Director..... Harry Ivascoop  
Chief Engineer..... Wade P. Krizan

## KBTK—Missoula—1955

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Montana Bcstg. Co.  
Address..... Box 1202  
Tel.: LI 9-3344..... MBS-KBS  
Rep..... Avery-Knodel, Intermountain  
Pres., Gen. Mgr..... Wm. J. Strothman  
Commercial Manager..... Grant Rice  
Program Director..... Richard Burley  
Publicity Director..... J. D. Coleman  
Chief Engineer..... Robert Scherpenseel

## KGVO—Missoula—1931

Frequency: 1290 Kc..... Power: 5000 Watts  
Owned-Operated By..... Mosby's, Inc.  
Bus.-Studio Address..... 132 West Front

Tel.: 2-2155.....CBS  
 Pres., Gen. Mgr.....A. J. Mosby  
 Commercial Manager.....Fred Mossiman  
 Sales Prom. Mgr.....Cliff Hopkins  
 Program Director.....Albert Anderson  
 Publicity Director.....Mary Ken Welcome  
 Chief Engineer.....Leo Stewart

**KXLL—Missoula—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Montana Assoc.  
 Address.....Box 1503  
 Tel.: 4-4114.....NBC  
 Representative.....Walker  
 Pres., Gen. Sta. Mgr.....Robert I. Gillis  
 Commercial Manager.....Frank Driscoll  
 Program Director.....Marjorie C. Pecarich  
 Chief Engineer.....Allen B. Smith

**KIYL—Shelby—1947**

Frequency: 1 Kc. 1150..Power: 1000 d., 510 n.  
 Owned-Operated By.....Tri County Radio Corp.  
 Address.....131 Main St.  
 Tel.: HE 4-5541.....Independent  
 Representative.....Grant Webb  
 President.....John Lyon

General Manager.....Jerry Black  
 Chief Engineer.....George Potter

**KGCX—Sidney—1926**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGCX, Inc.  
 Address.....109 S. Central  
 Tel.: 408.....MBS  
 Newspaper Affil.....Herald  
 Station Representative.....Walker-Rawalt  
 President.....E. E. Krebsbach  
 General Manager.....E. Clair Krebsbach  
 Station Manager.....Keith Krebsbach  
 Commercial Manager.....Don Cole  
 Program Director.....Bud Bird  
 Sales Promotion Manager.....Dick Reilly  
 Chief Engineer.....Dale Wilson

**KVCK—Wolf Point—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Hi-Line Bcstg. Co.  
 Address.....Radio Block  
 Tel.: 615.....MBS  
 Gen., Sta. Mgr.....R. E. Coffey  
 Comm. Sales Prom. Mgr.....Dick Gehl  
 Program Director.....Clair Hekkel  
 Chief Engineer.....Ralph Main

Pop.: 1,519,000  
 Families: 461,000  
 Radio Homes: 450,000

**Nebraska**

Stations in State: 33  
 TV Homes: 373,000  
 TV Stations: 11

**KCOW—Alliance—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sandhills Bcstg. Corp.  
 Address.....1100 W. 10th St.  
 Tel.: 1400.....KBS  
 Representative.....Continental  
 President.....J. W. Cover  
 General Manager.....Jim Ballas  
 Program Director.....Larry Osterman  
 Commercial Manager.....Herb Manning  
 Chief Engineer.....Richard Bowman

**KWBE—Beatrice—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....MIA Enterprises  
 Address.....Box 1450  
 Tel.: CA 3-2388.....KBS  
 General Manager.....Bud Pentz

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Custer County Bstg. Co.  
 Address.....Box 581  
 Tel.: TR 2-5881.....News Service: UP  
 Representative.....Continental  
 Manager.....Georgia A. Crawford  
 Commercial Mgr.....Joe Grieser

**KCSR—Chadron—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Community Ser. Radio Corp.  
 Address.....212 Bordeaux St., Box 110

Tel.: HE 2-5545.....KBS  
 Representative.....Continental  
 Pres., Chief Eng.....Bill Finch  
 Comm., Sales Prom. Mgr.....Duane Shupe  
 Program Dir.....Cliff Pike

**KJSK—Columbus—1948**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....George Basil Anderson  
 Business Address.....Box 480  
 Tel.: LO 4-5154.....KBS  
 Representative.....Biddick, Best  
 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  
 Address.....Falls City  
 Representative.....Best  
 Manager.....Craig Siegfried  
 Station Manager.....Tom Siegfried  
 Chief Engineer.....Robert Atkesson

**KHUB—Fremont—1939**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Snyder Enterprises  
 Business-Studio Address.....118 E. 5 St.  
 Tel.: PA 1-5012.....KBS

# NEBRASKA

President.....H. C. Snyder  
Gen., Sta. Mgr.....V. J. Kaspar  
Comm. Mgr.....Donald Mundy  
Program Director.....Harry Gehrett  
Publicity Director.....E. Smizer

## KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Town & Farm Co., Inc.  
Business-Studio Address...Division at Cedar  
Tel.: DU 2-2800.....ABC  
Representative.....H-R  
President.....Don Searle  
Executive V.P.....Bill Martin  
Business Manager.....Willard Morton  
Sales Manager.....Bill Moore  
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.....Independent  
Representative.....Forjoe  
Station Manager.....Robert McKune  
General Manager.....Richard Chapin

## KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Nebraska Bcstg. Co.  
Transmitter Address.....Tribune Bldg.  
Tel.: 2-5101.....KBS  
Representative.....Gill-Perna  
President.....Fred A. Seaton  
General Mgr.....John W. Powell  
Sales Promotion Mgr.....John Meredith  
Chief Engineer.....Ervin Siemonett

## KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W., d.  
Owned.....W. W. Bcstg. Co.  
Address.....613 4th Ave.  
Tel.: WY 5-4122.....KBS  
Pres., Gen. Mgr.....William Whitlock  
Sales Dir.....Jack White

## KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Neb. Bcstg. Corp.  
Business-Studio Address...Platte Valley Bldg.  
Tel.: Cedar 7-2131.....MBS-KBS  
Representative.....Hal Holman  
President.....John Mitchell  
Gen., Comm. Mgr.....Edward S. Knight  
Program Dir.....Gene Larsen  
Chief Engineer.....William Abbott

## KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.  
Owned.....E. M. Gallemore, Sr.  
Address.....2219 Second Ave.  
Tel.: 3-8301.....Independent  
Representative.....McGavren-Quinn  
Gen. Mgr.....Elbert M. Gallemore, Sr.  
Station Manager.....J. B. Lewis

Program Director.....Jim Price  
Chief Engineer.....Bert Gallemore

## 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.....Independent  
Representative.....Raymer  
Gen., Comm. Mgr.....Max Brown  
Program. Asst. Mgr.....Gary Schroeder  
Chief Engineer.....Robert Bitner

## KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Cornbelt Bcstg. Corp.  
Bus.-Studio Address.....814 Stuart Bldg.  
Tel.: 2-6606.....ABC  
Representative.....Paul Raymer  
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.....Independent  
Representative.....Devney  
Pres.....James I. Mitchell  
Gen., Sta. Mgr.....Kenneth C. Delp  
Comm. Mgr., Prog. Dir.....Casey A. Heckman  
Chief Eng.....Dale Adkins

## KLMS—Lincoln—1949

Freq.: 1480 Kc.....Power: 1 Kw.  
Owned.....Lincoln Bcstg. Corp.  
Address.....130 N. 16th St.  
Tel.: 2-7579.....KBS, MBS  
President.....Howard A. Shuman  
Gen., Sta., Comm. Mgr.....Don Shoemaker  
Sales Promotion Mgr.....Sandra Peterson  
Program Director.....Larry Parker  
Chief Engineer.....Carl Lewis

## KBRL—McCook—1947

Frequency: 1300 Kc.....Power: 1 Kw. d.  
Owned.....McCook Bcstg. Co.  
Address.....109½ E. C St.  
Tel.: 1450.....MBS-KBS  
Representative.....Gill-Perna, Inc.  
Pres., Gen. Sta. Mgr., Chief. Enq. L. W. Lenwell  
Program Director.....Leonard L. Craig  
Comm., Sales Prom. Mgr.....Don Hays  
Pub. Director.....John H. Holm

## WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Huse Pub. Co.  
Address.....120 North 4th  
Tel.: 432.....Independent  
Newspaper Affil.....Daily News  
Representative.....Walker  
President.....Gene Huse

Station Manager ..... Bob Thomas  
 Program, Publicity Dir..... Don Broadstone  
 Comm. Manager..... Evans Meier  
 Chief Engineer..... W. Gettman

**KJLT—North Platte—1952**

Frequency: 970 Kc..... Power: 5 Kw.  
 Owned-Oper. By..... Tri-State Bcstg.  
 Address..... P. O. Box 778  
 Tel.: 4060..... Independent  
 President..... John Townsend  
 Manager..... Will Baldrige

**KODY—North Platte—1930**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KODY, Inc.  
 Bus.-Studio Trans. Add..... 1521 W. 12th  
 Tel.: 382..... NBC-KBS  
 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**

Frequency: 930 Kc..... Power: 500 Watts  
 Owner..... Ogallala Bcstg. Corp.  
 Address..... 216 N. Spruce  
 Tel.: 930..... KBS  
 Representative..... Indie Sales  
 Pres., General Manager..... Newell Eastman  
 Commercial Manager..... H. L. Harrington  
 Sales Prom. Mgr..... Harold West

**KBON—Omaha—1942**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Golden Broadcasters, Inc.  
 Business-Studio Address..... 676 World Ins. Bldg.  
 Tel.: JA 8282..... Independent  
 Representative..... McGavren-Quinn  
 Pres., Gen. Mgr..... Joe Gratz  
 V.P., Gen. Mgr..... M. M. Fleischl  
 Program Dir..... Dean H. Murray  
 Chief Engineer..... Ed Shulman

**KFAB—Omaha—1924**

Frequency: 1110 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... KFAB Bcstg. Co.  
 Bus.-Studio Address..... 5010 Underwood  
 Tel.: RE 8000..... NBC  
 Representative..... Petry  
 Newspaper Affil..... Journal, Star  
 President..... Joe Seacrest  
 V.P., Gen. Mgr..... Lyell Bremser  
 Comm. Mgr..... E. R. Morrison  
 Program Director..... Ken Headrick  
 Chief Engineer..... 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..... Independent  
 Representative..... Avery-Knodel

Pres., Gen. Mgr..... Don W. Burden  
 Station Manager..... Steve Shepard  
 Sales Manager..... Gerard J. Flesey  
 Program Director..... George Cromwell  
 Chief Engineer..... Gerald E. Weist

**KOOO—Omaha—1957**

Frequency: 1420 Kc..... Power: 500 W., d.  
 Owned..... Central Plains Bcstg.  
 Address..... 2321 "M" St.  
 Tel.: OR 4400..... KBS  
 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.  
 Business Address..... Kilpatrick Bldg.  
 Tel.: AT 2228..... Independent  
 Representative..... Adam Young  
 President..... William J. Buckley, Jr.  
 V.P., Gen. Mgr..... Virgil Sharpe  
 Commercial Mgr..... Ed Morgan  
 Sales Prom. Mgr..... Mel Straub  
 Program Director..... Sandy Jackson  
 Publicity Director..... James Ross  
 Chief Engineer..... Charles Woodard

**WOW—Omaha—1923**

Frequency: 590 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Meredith WOW, Inc.  
 Bus.-Studio Address..... Insurance Bldg.  
 Tel.: WE 3400..... CBS  
 Representative..... John Blair  
 Vice Pres., Gen. Mgr..... Frank P. Fogarty  
 Sales Manager..... Bill Wiseman  
 Program Director..... Ray Olson  
 Sales, Publicity Dir..... Wm. Dunn  
 Chief Engineer..... Glenn Flynn  
 Owner of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WHEN, Syracuse, N. Y.;  
 KRMC, Tulsa, Okla.  
 (See Page 498)

**KBRX—O'Neill—1955**

Frequency: 1350 Kc..... Power: 1000 Watts d.  
 Owned..... Sun Bcstrs., Inc.  
 Address..... Box 150  
 Tel.: 120..... KBS  
 President..... William C. Whitlock  
 Comm. Mgr., Pub. Dir..... Bill Thomas  
 Gen. Mgr., Ch. Eng..... Alvin Wood

**KNEB—Scottsbluff—1948**

Freq.: 960 Kc..... Power: 1 Kw. d., 500 Wis. n.  
 Owned-Oper. By..... Platte Valley Bcstg. Corp.  
 Business-Studio Address..... 2110 Broadway  
 Tel.: 1620..... MBS  
 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**

Freq.: 1320 Kc..... Power: 5000 W. d. 1000 W. n.

# NEBRASKA-NEVADA

**Owned-Operated By.....The Hilliard Co.**  
 Address ..... Box 660  
 Tel.: 856 ..... CBS  
 Representative ..... Gili-Perna  
 Pres., Gen. Mgr. .... L. L. Hilliard  
 Comm., Program Mgr. .... Viri Davis  
 Sales Prom. Mgr. .... Tony Kehl  
 Publicity Dir. .... Roland Moore  
 Chief Engineer. .... Harland Morrison

## KSID—Sidney—1952

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Wm. C. Grove, Inc.  
 Address ..... Legion Park, Box 772  
 Tel.: 5503 ..... ABC-KBS

Gen. Comm. Mgr. .... David W. Young  
 Program Director. .... Edith Widstrand

## KAWL—York—1954

Frequency: 1370 Kc. .... Power: 500 W. d.  
 Owned-Operated By. .... Prairie States Bcstg.  
 Address ..... KAWL Bldg.  
 Tel.: 33 ..... KBS  
 Representative ..... Best  
 President. .... M. L. Gleason  
 Secretary. .... T. L. Gleason  
 General Manager. .... G. C. Bryan  
 Sales Manager. .... H. Hansen  
 Commercial Manager. .... G. Plinning  
 Program Director. .... O. L. Tucker

Pop.: 286,000  
 Families: 96,000  
 Radio Homes: 87,000

# Nevada

Stations in State: 17  
 TV Homes: 88,000  
 TV Stations: 6

## KPTL—Carson City—1955

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... E. L. & A. Bullis  
 Address ..... Box 523  
 Tel.: 940 ..... KBS  
 Representative ..... O'Connell  
 General Manager. .... Edwin L. Bullis  
 Comm., Sales Mgr., Prog., Pub. Dir. R. Nelson  
 Chief Engineer. .... Dave Williams

## K-TOO—Henderson—1956

Frequency: 1280 Kc. .... Power: 5000 Watts  
 Owned ..... Advertising Dynamics  
 Address ..... P. O. Box 1848, Las Vegas  
 Tel.: DUDley 2-0277 ..... Independent  
 Station Representative ..... Pearson  
 President. .... Roland B. Vaile  
 Vice President. .... Robert A. Janes  
 Chief Engineer. .... James W. Blaine

## KELK—Elko—1948

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Elko Bcstg. Co.  
 Address ..... P. O. Box 790  
 Tel.: 260 ..... MBS  
 President ..... Chris Sheerin  
 General Manager. .... John J. Gammick

## KENO—Las Vegas—1941

Frequency: 1460 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Nevada Bcstg. Corp.  
 Address ..... 810 Keno Lane  
 Tel.: DU 2-1400 ..... ABC  
 President. .... Howard F. Anderson  
 Gen., Sta. Mgr. .... Gordon B. Sherwood  
 Program Director. .... Bob Salter  
 Publicity Director. .... Jerry Dexter  
 Chief Engineer. .... David B. Rogers

## KELY—Ely—1950

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... White Pine Bcstg. Co.  
 Address ..... Box 600  
 Tel.: AM 4-2077 ..... Independent  
 Gen. Mgr., Chief Eng. .... David I. Hansen

## KLAS—Las Vegas—1948

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Las Vegas Bctrs., Inc.  
 Address ..... Desert Inn, P. O. Box 1510  
 Tel.: DU 4-6446 ..... CBS  
 Representative. .... Weed & Co.  
 Pres., Gen. Mgr. .... Reuben G. Jolley  
 Comm., Sales Prom. Mgr. .... Bill Pursel  
 Program Director. .... Sam Salerno  
 Publicity Director. .... Harriett Cook  
 Chief Engineer. .... Jim Blaine

## KVLV—Fallon—1957

Frequency: 1250 Kc. .... Power: 1 Kw., d.  
 Owned. .... Lahontan Valley Bcstg. Co.  
 Bus. Address. .... KVLV Bldg., Gummow Dr.  
 Tel.: HA 3-1242 ..... KBS  
 Station Representative. .... Continental  
 Gen. Mgr., Ch. Engr. .... Lester W Pearce  
 Comm. Mgr., Prog. Dir. .... Katherine Pearce  
 Sales Promotion Manager. .... Jim Shelton

## KORK—Las Vegas—1951

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Southwestern Bcstg. Co.  
 Address ..... Hotel Thunderbird  
 Tel.: DU 2-6445 ..... NBC-MBS  
 Representative ..... Avery-Knodel  
 President. .... Donald W. Reynolds  
 General Manager. .... King Harmon  
 Commercial Mgr. .... Stuart Oakes

## KBMI—Henderson—1954

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated ..... KBMI  
 Address ..... Box 68  
 Tel.: FR 2-1131 ..... Independent  
 Representative ..... Forjoe  
 Pres., Gen. Manager. .... Frank Oxarart

**KRAM—Las Vegas—1947**

Freq., 920 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . KRAM, Inc.  
 Address . . . . . Hotel Riviera  
 Tel.: DU 2-1920 . . . . . KBS  
 Representative . . . . . O'Connell; Reilly; Hall  
 Pres., Gen. Mgr. . . . . Larry Buskett  
 Commercial Manager . . . . . Jay Cowen  
 Chief Engineer . . . . . Fred Young

**KRBO—Las Vegas—1956**

Frequency: 1050 Kc. . . . . Power: 500 W., d.  
 Owned . . . . . Rainbow, Inc.  
 Address . . . . . Box 1049  
 Tel.: DU 4-9210 . . . . . Independent  
 Representative . . . . . Moore, Holman  
 Pres., Gen. Mgr. . . . . Joe Julian  
 Sales Promotion Manager . . . . . Oscar Kurtz  
 Program Director . . . . . Frank Smith  
 Chief Engineer . . . . . Tom Morgan

**KATO—Reno—1946**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Robert L. Stoddard  
 Business Address . . . . . Mapes Hotel  
 Tel.: FA 2-4501 . . . . . MBS, KBS  
 Representative . . . . . Walker, Broadcast Time  
 Pres., Gen. Mgr. . . . . R. L. Stoddard  
 Comm. Mgr. . . . . Walter States  
 Chief Engineer . . . . . Irvin Carlsen

**KDOT—Reno—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John L. Breece  
 Business Address . . . . . P.O. Box 76  
 Tel.: FA 3-6156 . . . . . Independent  
 Station Representative . . . . . Pickins  
 Pres., Ch. Engr. . . . . John L. Breece  
 Sales Promotion Manager . . . . . Phillip G. Rose  
 Program Director . . . . . George Carr  
 Publicity Director . . . . . Robert Carroll

**KOH—Reno—1928**

Freq.: 630 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owner . . . . . McClatchy Bcstg. Co.  
 Address . . . . . 143 Stevensen St.  
 Tel.: FA 3-5106 . . . . . NBC  
 Representative . . . . . Paul H. Raymer  
 President . . . . . Eleanor McClatchy  
 Station Manager . . . . . Hewitt Kees  
 Chief Engineer . . . . . Wesley Craig

**KOLO—Reno—1946**

Frequency: 920 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Western Bcstg. Co.  
 Business-Studio Address . . . . . El Cortez Hotel  
 Tel.: FA 2-4516 . . . . . CBS  
 Representative . . . . . Pearson  
 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 . . . . . Independent  
 Representative . . . . . McGavren-Quinn  
 General Manager . . . . . Tom Magowan  
 Sta. Mgr. . . . . Ken O'Connell  
 Commercial Manager . . . . . George A. Carr  
 Chief Engineer . . . . . W. Binford

**KWNA—Winnemucca—1955**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owner . . . . . N. W. Radio & TV Corp.  
 Business Address . . . . . Highland Drive  
 Tel.: MAdison 3-2501 . . . . . Independent  
 President . . . . . Olivier Curutchet  
 Station Manager . . . . . P. M. Saxman, Jr.  
 Publicity Director . . . . . Diane T. Queen  
 Chief Eng. . . . . Whitelaw R. Ross



# News Is Preferred . . .

*. . . by Listeners . . because it is  
dependable as well as interesting.*

# Ap Preferred

50 Rockefeller Plaza

New York 20, N. Y.



Pop.: 584,000  
Families: 174,000  
Radio Homes: 170,000

# New Hampshire

Stations in State: 16  
TV Homes: 155,000  
TV Stations: 2

## WKCB—Berlin—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: McKee Bcstg.  
Business Address: 27 Green Square  
Tel.: 1797  
Station Representative: Independent  
Breen & Ward  
President: Richard P. McKee  
General Manager: Lynn Smith  
Commercial Manager: Robert T. Dale  
Sales Promotion Manager: A. F. Hickey  
Program Dir.: Charles Ross  
Chief Eng.: Herschel Howe

## WTSV—Claremont—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Grandview Inc.  
Trans. Address: 221 Washington St.  
Representative: A. Young, Wheeler  
General Manager: Ralph Gottlieb  
Station Mgr.: F. Richard Hill  
Nat. Sales Mgr.: Jack King

## WKXL—Concord—1946

Frequency: 1450 Kc. Power: 250 W.  
Owned-Operated By: Capitol Bcstg. Corp.  
Address: 110 N. Main St.  
Tel.: Capitol 5-5521  
CBS, KBS  
Station Rep.: Meeker, Foster & Creed  
Pres., Gen. Mgr.: Frank B. Estes

## LOOK! AT BERLIN, N. H.

- 1.) 10% increase in population 1950-57
- 2.) Largest industry in New Hampshire, Brown Co. — listed American Exchange
- 3.) Highest paid labor force in the State
- 4.) Most automobiles per capita of similar sized cities
- 5.) Thousands of summer and winter tourists

## HOW DO YOU REACH THIS MARKET?

- 1.) No daily newspaper
- 2.) Only a week(ly) newspaper with a small circulation
- 3.) No local or adequate TV signals
- 4.) Low magazine sales
- 5.) Only one audible radio signal

## THAT'S WKCB

Low CPM Widest circulation  
CALL BREEN & WARD

Program Director: Harry Kroyer III  
Publicity Director: Susan Miller  
Chief Engineer: Frank Pingre

## WBNC—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By: McKee Bcstg. Co.  
Address: E. Main St.  
Tel.: HI 7-5988  
Independent  
Station Representative: Breen & Ward  
President: Richard P. McKee  
General Manager: Fred Gardella  
Commercial Manager: Esther Warren  
Sales Promotion Manager: Ron Smith  
Publicity Director: Helen Gardella  
Chief Engineer: Herschel Howe

## WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts  
Owned: WTSN, Inc.  
Address: 155 Front St. (Manchester)  
Tel.: NA 4-4077  
Independent  
Representative: Wheeler, Adam Young  
General Mgr.: Ralph Gottlieb  
Station Mgr.: Edward X. Callahan  
Comm. Mgr.: Jack King  
Prog. Director: Peter Johnson  
Chief Engineer: Albert J. Davis

## WDCR—Hanover—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Trustees of Dartmouth College  
Business Address: Robinson Hall  
Tel. Hanover 1070  
Independent  
Station Rep.: Foster, Creed; Breen, Ward  
General Manager: Ronald F. Kehoe  
Commercial Manager: Ariel Halpern  
Program Director: Jonathan L. Cohen  
Sales Prom. Mgr.: C. Daniel Johnson  
Publicity Director: Robinson B. Brown  
Chief Engineer: Robert A. Johnson

## WTSL—Hanover—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper.: Radio Hanover  
Address: P. O. Box 1031  
Tel.: HANOVER 1400  
Independent  
Station Representative: Wheeler  
President: William Rust, Jr.  
General Manager: Ralph Gottlieb  
Comm., Sta. Mgr.: Howard L. Chase  
Program Director: Joe Shaw  
Chief Engineer: Al Davis

## WKNE—Keene—1926

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By: WKNE Corp.  
Address: 17 Dunbar St.  
Tel.: EL 2-9230  
CBS  
Station Rep.: Meeker, Foster & Creed  
President: Joseph K. Close  
Gen., Sta., Comm. Mgr.: Howard E. Wheelock  
Sales Prom., Prog. Dir.: John P. Foster  
Chief Engineer: Ernest T. Robage

**NEW HAMPSHIRE-NEW JERSEY**

**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....Northern Bcstg. Corp.  
Business Address.....653 Main St.  
Tel.: LAconia 2300.....KBS  
Station Rep.....Wheeler; Walker-Rawalt  
President.....Genevieve Wingate  
Gen., Sta. Mgr.....Arthur Rothafel  
Comm., Sales Prom. Mgr.....William W. Visser  
Chief Engineer.....Henry Goding

**WFEA—Manchester—1932**

Frequency: 1370 Kc. Power 5 Kw.  
Owned.....WFEA Broadcasting  
Address.....P. O. Box 149  
Tel.: NA 5-5491.....Independent  
Station Rep.....Weed  
President.....Farris E. Rahall  
General Mgr.....O. R. Davis  
Station Manager.....Gene Morehouse  
Commercial Manager.....James L. Morello  
Sales Promotion Manager.....Norman Bailey  
Program Director.....Chuck O'Neil  
Chief Engineer.....Jay Kosik  
Owners of: WKAP, Allentown, Pa.; WNAR,  
Norristown, Pa.; WWNR, Beckley, W. Va.;  
WTSP, St. Petersburg, Fla.

(See Page 584)

**WGIR—Manchester—1941**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned.....Northeast Broadcasting Corp.  
Address.....Box 487  
Tel.: NA 5-6915.....CBS  
Rep.....Kettell-Carter; O'Connell; Reilly  
President.....Madeline M. Girolimon  
Gen., Sta., Comm. 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.: NAational 4-4075.....Independent  
Station Rep.....Wheeler; Radio TV Reps.  
President.....W. F. Rust, Jr.  
Gen., Sta. Mgr.....Ralph Gottlieb  
Comm, Sales Prom. Mgr.....James McCann  
Program Director.....William Morrissey  
Chief Engineer.....Roy Phillips

**WOTW—Nashua—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Gateway Bcstg. Corp.  
Address.....Lund Road  
Tel.: TU 2-2781.....Independent  
Representative.....Walker-Rawalt  
President.....Theodore Feinstein  
General Mgr.....Armand E. Bedard  
Commercial Mgr.....Robert Trow  
Program Director.....Merrill G. Smith  
Publicity Director.....Marc Hall  
Chief Engineer.....Harold Densmore

**WSMN—Nashua—1958**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By.....Merrimack Valley Bcstg. Corp.  
Business Address.....502 W. Hollis St.  
Tel.: TUx 2-5107.....Independent  
Station Representative.....Nona Kirby  
Pres., Gen. Mgr.....Roland P. Genest  
Sta., Sale, Prom. Mgr.....D. A. Rock  
Commercial Manager.....Albert L. Auclair  
Program Director.....Frank Teas  
Chief Engineer.....P. Bagsdasarain

**WHEB—Portsmouth—1932**

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Knight Bcstg. of N. H.  
Address.....N. H. National Bank Bldg.  
Tel.: GE 6-2325.....Independent  
Representative.....Foster, Walker  
Pres., Comm. Mgr.....Charles M. Dale  
General Mgr.....Harold E. Segal  
Station Manager.....Thomas M. Dale  
Program Dir.....George Pinkerton  
Senior Engineer.....Anthony Vaccaro

**WWNH—Rochester—1948**

Frequency: 930 Kc. Power: 5000 Watts d.  
Owned-Operated By.....Stafford Bcstg. Corp.  
Business Address.....Rochester Hill Rd.  
Tel.: RO 1400.....Independent  
Rep.....Foster, Creed; Natl. Time Sls.; Reilly  
Pres., Gen. Mgr.....A. J. K. Malin  
Station Mgr.....H. Martin  
Commercial Manager.....Wesley S. Burton  
Sales Promotion Mgr.....Margaret Tornrose  
Program Director.....Edgar L. McHale  
Publicity Director.....John Noyes  
Chief Engineer.....Roger Butterfield

Pop.: 5,865,000  
Families: 1,745,000  
Radio Homes: 1,731,000

**New Jersey**

Stations in State: 26  
TV Homes: 1,539,000  
TV Stations: 5

**WHTG—Asbury Park—1957**

Frequency: 1410 Kc. Power: 500 W. d.  
Owned.....Harold & Theo Gade  
Address.....Route 1  
Tel.: KE 1-1410.....Independent  
Gen. Mgr.....Harold Gade

Owned-Operated By.....Asbury Park Press, Inc.  
Address.....Press Plaza  
Tel.: PR 4-7000.....Independent  
Newspaper Affiliation.....Press  
Station Manager.....Everett Rudloff  
Commercial Manager.....Margaret Curtis  
Prog. Mgr.....Charles F. Hill

**WJLK—Asbury Park—1926**

Frequency: 1310 Kc. Power: 250 Watts

**WFPG—Atlantic City—1940**

Frequency: 1450 Kc. Power: 250 Watts

## NEW JERSEY

Owned-Operated by.....WFGP, Inc.  
Business Address.....Steel Pier  
Tel.: Atlantic City 5-2188.....CBS  
Representative.....Walker  
President, Sta. Mgr.....Jerome Sill  
General Mgr.....Fred Haggerty  
Program Dir.....Ed Davis  
Chief Engineer.....Blair K. Thron

### WLDB—Atlantic City—1955

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Atlantic City Bcstg. Co.  
Address.....Box 898  
Tel.: 4-6573.....MBS  
Representative.....Bernard  
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer  
Sales Prom. Mgr.....Dorothy Bremner  
Publicity Director.....Benny Bishop

### WMID—Atlantic City—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.  
Address.....1710 Atlantic Ave.  
Tel.: 4-1340.....ABC  
Newspaper Affili.....Ventnor Crier  
Representative.....Stars Nail.  
Pres., Gen. Mgr.....David H. Freedman

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern States Bcstg. Corp.  
Business Address.....Bridgeton, N. J.  
Tel.: BR 2930.....Independent  
Station Representative.....Clark  
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.....Independent  
Rep.....Bcst. Time Sales  
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.....Independent  
Representative.....Rambeau, Vance, Hopple  
President.....Ranulf Compton  
General Manager.....Gordon Giffen  
Commercial Manager.....David Moss  
Program Director.....John Struckell  
Chief Engineer.....Robert Houston

### WMVB—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.  
Owner.....Union Lake Broadcasters, Inc.

Address.....P.O. Box 267  
Tel.: TA 5-2600.....Independent  
Pres., Gen. Mgr.....Fred M. Wood  
Program Director.....Dorothy H. Carlson  
Chief Engineer.....Harwood L. Knorr

### WMTR—Morristown—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Morristown Bcstg. Co.  
Address.....10 Park Place  
Tel.: JE 8-1250.....Independent  
General Manager.....Kenneth A. Croy  
Commercial Mgr.....Henry Behre  
Program Director.....Bob Vesel  
News Dir.....Robert Stoepker

### WNTA—Newark—1922

Frequency: 970 Kc.....Power: 5 Kw., d.; 1 Kw. n.  
Owned By.....NTA Broadcasting Co.  
Business Address.....1620 Broad St.  
Tel.: Mitchell 2-6400.....Independent  
Station Representative.....McGavren-Quinn  
Pres., Gen. Mgr.....Gerald O. Kaye  
Sta. Sales Mgr.....Sydney Kavaleer  
Business Manager.....Joseph Morris  
Program Director.....Art Ford  
Sales Prom. Dir.....Barbara Wilkens  
Chief Engineer.....H. L. Dabrowski

### WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts  
Owned By.....Radio Wayne County Inc.  
Business Address.....110 E. Union St.  
Tel.: DEerfield 1-1420.....Independent  
President.....J. J. Kaufman  
Gen., Comm. Mgr.....J. Bud Sovo  
Program Director.....Bud Paxson  
Chief Engineer.....M. L. Cole

### 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.  
Tel.: MI 2-7353.....Independent  
Station Representative.....Gospel Network  
Pres., Gen. Mgr.....James L. Shearer  
Station Mgr.....William Masi  
Program Dir.....Marie Masi  
Publicity Dir.....Jack Bilby  
Chief Engineer.....Harold Michoels

### WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Rollins Bcstg. Co.  
Business Address.....Box 1258  
Tel.: MU 8-3665.....Independent  
Station Rep.....Rollins; Brant  
President.....O. Wayne Rollins  
V.P., Sta. Mgr.....Hal Walton  
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.....Independent  
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. Independent  
 President... J. L. Rosemiller  
 Vice President... Peter A. Bordes

**WNNJ—Newton—1953**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned... Sussex County Bcstrs.  
 Address... Newton, N. J.  
 Tel.: NE 1616. KBS  
 Sta., Comm. Mgr., Ch. Eng. Robert C. Gessner  
 Program Director... John Bennett  
 Sales Prom. Mgr. Ronnie Hickman  
 Publicity Dir. Vic Aime

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By... WPAT, Inc.  
 Business-Studio Address... 66 Hamilton St.  
 Tel.: AR 4-3400. Independent  
 Exec. N. Y. Office... 60 E. 56th St.  
 Tel.: MUrray Hill 8-9300. N. Y.  
 Station Representative... Weed  
 President, General Manager... D. J. Wright  
 V.P. Sales... John F. Sloan  
 V.P.'s Charles W. Parker, William J. Calvert  
 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.: Pleasantville 3971. Independent  
 Newspaper Affil. Sentinel Ledger, Gazette  
 Representative... Forjoe  
 President... H. G. Murrelle  
 V.P., Gen. Mgr. Howard L. Green  
 Commercial Manager... Larry Carle  
 Sales Prom. Mgr. Allan Israel  
 Program Director... Lee Small  
 Publicity Director... Al Owen  
 Chief Engineer... Milton C. Thurlow

**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. Independent  
 Station Representative... Bob Wittig  
 Pres., Gen. Mgr. Richard M. Hardin  
 Station Manager... Theresa Rose  
 Comm. Manager... William Garry  
 Program Director... Phil Allen  
 Publicity Director... Mike Faherty  
 Chief Engineer... Harry Connover

**WTNJ—Trenton—1923**

Frequency: 1300 Kc. Power: 250 Watts  
 Owned... WOAX, Inc.

Address... 416 Bellevue Ave.  
 Tel.: EX 3-4281. Independent  
 Representative... Bcst. Time Sales  
 President... William DeFreitas  
 Gen., Sta., Comm. Sales Mgr. R. McFadden  
 Program Director... Ron Polao  
 Sales Prom. Mgr. Bill Bircher  
 Publicity Director... Ronnie Sherwood  
 Chief Engineer... Nicholas Dalessandro

**WTTM—Trenton—1942**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By... Peoples Bcst. Corp.  
 Bus.-Stu. Add... Brunswick Ave., Lake Drive  
 Tel.: OW 5-8515. NBC  
 Representative... Hollingbery  
 President... M. D. Lincoln  
 V.P. Herbert E. Evans  
 V.P., Gen. Mgr. Fred E. Walker  
 Gen. Sales Mgr. Harry W. Barnam  
 Prog. Dir. Tom Durand  
 Publicity Dir. K. M. Weber  
 Chief Engineer... Chester Sunderland

**WDVL—Vineland—1957**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned... Delsea Bcstrs.  
 Address... Radio Park  
 Tel.: OXford 1-7550. Independent  
 Partners... Mort and Vivian Hendrickson  
 Gen., Comm. Mgr. Mort Hendrickson  
 Sales Prom. Mgr. Bob MacFarland  
 Program Director... Henry Morey  
 Asst. Ch. Eng. Earl Godfrey

**WWBZ—Vineland—1946**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By... Community Bcstg. Serv.  
 Address... S. Delsea Drive  
 Tel.: OX 2-6500. Independent  
 Representative... Gill-Perna  
 President... Joseph M. Bullock  
 General Manager... Randolph Gretes  
 Commercial Manager... John F. Serra  
 Chief Engineer... Andrew B. Benvenuti

**WCRV—Washington—1956**

Frequency: 1580 Kc. Power: 500 Watts d.  
 Owned... Warren Bcstg.  
 Address... 3 Belvidere Avenue  
 Tel.: MU 9-2060. Independent  
 President... Kenneth A. Croy  
 General Manager... George S. Croy  
 Commercial Mgr. Warner Rush

**WCMC—Wildwood—1951**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By... Francis J. Matrangola  
 Address... 3010 N. J. Ave.  
 Tel.: 2-7751. Independent  
 Owner, Gen. Mgr. Francis J. Matrangola  
 Comm. Mgr. Margaret Murphy  
 Prog. Dir. George Hart  
 Chief Engineer... Carlton Owen

Pop.: 904,000  
Families: 249,000  
Radio Homes: 240,000

# New Mexico

Stations in State: 49  
TV Homes: 172,000  
TV Stations: 7

## KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: William Wayne Phelps  
Address: Box 268  
Tel.: HEmlock 7-1505. MBS, KBS  
Pres., Gen. Mgr.: Wayne Phelps  
Chief Engineer: Jay Bundy

## KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned By: Lyman Brown Enter.  
Address: P. O. Box 1161  
Tel.: HEmlock 7-4440. Independent  
Pres., Gen. Mgr.: Lyman C. Brown  
Program Dir.: K. Skelton  
Chief Engineer: Lynn Rawls

## KABQ—Albuquerque—1955

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.  
Owned-Oper. By: Duke City Bcstg. Corp.  
Business Address: 1309 Yale Blvd., S.E.  
Tel.: CHapel 3-1744. Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
Pres., Gen. Mgr.: Edward M. Sleighel  
Commercial Manager: V. B. Siman  
Program Dir.: Jose Gallegos  
Chief Engineer: Roderick Matthews

## KDEF—Albuquerque—1953

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned: KDEF Bcstg. Co.  
Address: 506 2nd St. N.W.  
Tel.: CH 3-7813. Independent  
Station Representative: McGavren-Quinn  
President, Gen. Mgr.: Frank Quinn  
Sta., Comm. Mgr.: Ben Caine  
Program Director: Bernard Thomas  
Chief Engineer: Louis Gemoets

## KGGM—Albuquerque—1927

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: New Mexico Bcstg. Co.  
Business Address: 1414 Coal St., S.W.  
Tel.: CH 3-2285. CBS  
Representative: Branham  
Pres., Gen. Mgr.: A. R. Hebenstreit  
Comm., Sls. Prom. Mgr.: R. C. Rhoads  
Program Director: Robert Van Driel  
Pub. Dir.: Jim Laramoor  
Chief Engineer: Leonard F. Dodds

## KHAM—Albuquerque—1956

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned: KHAM, Inc.  
Address: 202 Claremont Street, NE  
Tel.: DI 4-2394. ABC-MBS-KBS  
Representative: Continental  
President: J. W. Hedges  
V.P., Gen. Mgr.: J. L. Anderson  
Program Dir.: Joe T. Saffle  
Publicity Dir.: Harry Chapman  
Chief Engineer: H. T. Walton

## KLOS—Albuquerque—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: E. B. Whitney & Geo. Oliver  
Address: Box 1298  
Tel.: AL 6-9866. Independent  
Gen. Mgr.: Frank Redfield

## KOB—Albuquerque—1922

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. NBC  
Representative: Petry  
President: Stanley E. Hubbard  
Gen. Mgr., Ch. Engr.: George S. Johnson  
Sta., Comm. Mgr.: A. E. Mickel  
Sales Prom., Pub. Dir.: Lowell Christianson  
Program Director: Michael Dillon

## KQEO—Albuquerque—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Dandy Bcstg. Corp.  
Bus. Address: 2000 Indian School Rd., N.W.  
Tel.: CHapel 7-8848. Independent  
Station Representative: Bolling  
President: Merritt Owens  
General Manager: Richard H. Harris  
Sales Promotion Manager: Dino Ianni  
Program Director: Ed Montray  
Publicity Director: Norma Adams  
Chief Engineer: Bernie Koval

## KSVP—Artesia—1947

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. KBS-MBS  
Station Representative: Melville  
President: Martin Yates III  
Station Manager: Bob Hess  
Comm. Mgr.: Jack Minter  
Chief Engineer: L. O. Wilcox

## KAVE—Carlsbad—1945

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Voice of the Caverns, Inc.  
Business Address: P.O. Box 631  
Tel.: TUxedo 5-4101. CBS, KBS  
Representative: Branham  
President: Edward Talbot  
Gen., Comm. Mgr.: Tom Wiseheart  
Sales Promollion Mgr.: Majorie Winfield  
Program Director: Neal Jones  
Publicity Director: Jerri Wright  
Chief Engineer: Bill Carnahan

## KPBM—Carlsbad—1950

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By: Coronado Bcstg. Co.  
Business Address: 313 W. Mermod; Box 70  
Tel.: TU 5-5373. Independent  
Station Representative: Devney; Melville  
Pres., Gen., Sta. Mgr.: D. A. Swayze

Commercial Manager.....J. M. Dustin  
Chief Engineer.....Vic Daley

**KLMX—Clayton—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.  
Address.....Box 7, Fair Grounds  
Tel.: 616.....KBS  
President.....Arthur Jernigan  
Gen., Comm., Prom. Mgr., Pub. Dir. Frank Vale  
Program Director.....Dave Adams  
Chief Engineer.....Robert D. Waters

**KCLV—Clovis—1952**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....New-Tex Bdcstg.  
Address.....1221 Main  
Tel.: 4401.....KBS  
President.....Odis Echols, Sr.  
Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.  
Sales Prom. Mgr.....Albert Houpe  
Chief Engineer.....Clayton Fuchs

**KICA—Clovis—1933**

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Operated By.....KICA, Inc.  
Business Address.....1000 Sycamore  
Tel.: PO 3-5511.....Independent  
President.....Frank Lesley  
Gen., Sta. Mgr.....J. H. Morris  
Commercial Manager.....Jim Wilkes  
Program Director.....James Moreland  
Chief Engineer.....M. S. O'Dell

**KOTS—Deming—1954**

Frequency: 1230 Kc.....Power: 250 Watts, d.  
Owned.....Luna County Bcstg. Co.  
Address.....P. O. Box 470  
Tel.: 999.....KBS  
General Manager.....Robert W. Tobey  
Comm Mgr.....Jim Smith

**KENN—Farmington—1951**

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Radio Station KENN  
Business Address.....212 W. Apache  
Tel.: DA 5-3541.....Independent  
Station Representative.....Devney; Melville  
Pres., Gen. Mgr.....C.O. "Ken" Kendrick  
Commercial Mgr.....Bob Williams  
Sales Prom. Mgr.....John Dorman  
Prog. Dir.....Bob Huston  
Publicity Director.....Fred Finlay  
Chief Eng.....Harold Furstenberg

**KWYK—Farmington—1957**

Frequency: 960 Kc.....Power: 1 Kw., d.  
Owned.....Basin Bcstg. Co.  
Address.....418 W. Broadway  
Tel.: DA 5-6932.....Independent  
Gen. Mgr.....Calvin W. Adams

**KZUM—Farmington—1958**

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned By.....KZUM Radio  
Address.....1204 Hutton Road  
Tel.: Davis 5-4141.....Independent

Gen., Sta. Mgr.....Bill D. Barbour  
Commercial Mgr.....W. W. Barbour  
Program Dir.....Stewart E. Chamberlain  
Chief Engineer.....Joe Garcia

**KGAK—Gallup—1946**

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Thunderbird Bcstg. Co.  
Address.....401 E. Coal Ave.  
Tel.: UN 3-4444.....Independent  
Station Rep.....O'Connell; Reilly; Moore  
President.....Merle H. Tucker  
General Manager.....Mrs. Mida Tucker  
Sta. Comm. Mgr.....C. A. "Bill" Humbert  
Chief Engineer.....R. E. Adamson

**KMIN—Grants—1956**

Frequency: 980 Kc.....Power: 1 Kw., d.  
Owned By.....Grants Bcstg. Co.  
Address.....980 San Rafael Road  
Tel.: ATwater 7-4491.....KBS  
Station Rep.....Holman  
General Mgr.....D. Button  
Commercial Mgr.....D. Miner  
Chief Engineer.....Glen Mills

**KHOB—Hobbs—1954**

Frequency: 1280 Kc.....Power: 1 Kw. d.  
Owned.....Permian Basin Radio Corp.  
Address.....Box 247  
Tel.: EX 3-5148.....Independent  
Representative.....Clark, Melville  
Pres., Gen. Mgr.....Charles R. Scott  
Commercial Mgr.....Zeb Williams  
Program Dir.....Ronald Ripley  
Chief Engineer.....Pat H Walton

**KWEW—Hobbs—1938**

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Operated By.....KWEW, Inc.  
Address.....Box 787  
Tel.: EX 3-3137.....MBS-KBS  
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 6-2496.....KBS  
President.....W. C. Taylor  
Station Manager.....William Lask  
Commercial Manager.....R. S. "Dick" Fox  
Program Director.....Frank Lynch

**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.....KBS  
President, Gen. Mgr.....Jim Gober  
Comm. Mgr.....B. W. LeNofr

## NEW MEXICO

Sales Prom. Mgr. .... Geraldine Sells  
Prog. Dir. .... Jim Finlay  
Chief Engineer. .... Jack Diehl

### **KFUN—Las Vegas—1941**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Southwest Bcstns. Inc.  
Business Address. .... Box 710  
Tel.: GARfield 5-6766. .... ABC  
President, Gen. Mgr. .... Ernest N. Thwaites  
Program Director. .... Dorothy G. Thwaites  
Chief Engineer. .... Julian H. Lendy

### **KRSN—Los Alamos—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Community Bcstg. Co.  
Business Address. .... P.O. Box 749  
Tel.: 2-4343. .... ABC, KBS  
Representative. .... Bob Dore, Ayres  
Partner, Sta. Mgr. .... Virgil A. Parker, III  
Partner, Ch. Engr. .... Darrel K. Burns  
Program Director. .... Priscilla Miller  
Publicity Director. .... Judy Davis

### **KLEA—Lovington—1951**

Frequency: 630 Kc. .... Power: 500 Watts d.  
Owned. .... Lea County Broadcasting Co.  
Address. .... 1700 S. Main  
Tel.: 8911. .... KBS  
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**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Plains Bcstg. Co.  
Address. .... Drawer 540  
Tel.: RE 6-6681. .... KBS  
Pres., Co-Owner. .... John Burroughs  
Gen. Sta. Mgr. .... Bob Hoffman  
Chief Engineer. .... Joe Randolph

### **KRTN—Raton—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Colfax County Broadcasting Co.  
Business Address. .... P.O. Box 350  
Tel.: 875. .... ABC  
General Manager. .... Lloyd Hawkins  
Comm. Mgr., Ch. Engr. .... James L. Littlejohn  
Program Director. .... James Roper

### **KBIM—Roswell—1953**

Frequency: 910 Kc. .... Power: 5 Kw., d.  
Owned. .... Taylor Bcstg. Co.  
Address. .... P. O. Box 525  
Tel.: MA 2-2120. .... KBS  
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**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By. .... KGFL, Inc.  
Bus.-Studio Address. .... Box 1019  
Tel.: MA 2-5111. .... MBS  
Representative. .... Branham  
President. .... Theresa P. Whitmore  
Gen. Manager. .... W. E. Whitmore, Jr.  
Sta. Mgr. .... Stan Gallup  
Comm. Manager. .... Clifford "Buzz" Jackson  
Program Director. .... Elizabeth Colton  
Chief Engineer. .... Bob Henske

### **KSWs—Roswell—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... John A. Barnett  
Business-Studio Address. .... Box 670  
Tel.: MA 2-6450. .... NBC  
Representative. .... Meeker, Melville  
Owner & Gen. Mgr. .... John A. Barnett  
Station Mgr. .... Robert E. Wagner  
Asst. Gen. Mgr. .... W. L. Shackelford

### **KTRC—Santa Fe—1946**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Radio de Santa Fe  
Address. .... 210 E. Marcy St.  
Tel.: YUcca 2-2666. .... ABC  
Station Representative. .... Devney  
Pres., Gen. Mgr. .... Garfield C. Packard  
Program Director. .... Maggy Packard  
Chief Engineer. .... Richard Erbe

### **KVSF—Santa Fe—1935**

Frequency: 1260 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... New Mexico Bcstg. Co.  
Business Address. .... 811 Cerrillos Rd.  
Tel.: YUcca 3-7319. .... CBS  
Representative. .... Branham  
President. .... A. R. Hebenstreit  
Manager. .... Ivan R. Head  
Prog. Dir. .... Ada Zamora  
Chief Engineer. .... E. J. Vanderwood

### **KSIL—Silver City—1946**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... James H. Duncan  
Address. .... 1640 Cactus St.  
Tel.: 611. .... CBS  
Representative. .... Branham  
Owner, Manager. .... J. H. Duncan  
Comm. Mgr., Prog. Dir. .... Bob Fuller  
Chief Engineer. .... Bynum R. Baily

### **KSRC—Socorro—1958**

Frequency: 1290 Kc. .... Power: 1000 Watts, d.  
Owned By. .... Socorro Broadcasting Co.  
Business Address. .... P.O. Box 1277  
Tel.: Socorro 1-2-9-0. .... KBS  
Station Representative. .... Holman  
President. .... John Blake  
Gen., Sta. Mgr. .... John J. Tobola  
Sales Prom. Mgr. .... Allen H. Gross  
Prog. Publicity Dir. .... Ed Muscare  
Chief Engineer. .... J. J. Tobola



**KCHS—Truth or Consequences  
1946**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Southwestern Bcstg. Co.  
Address: P. O. Box 351  
Tel.: 1400 KBS  
Representative: Continental Radio Sales  
President: Rex Tynes  
Manager: Richard C. Erbe

**KTNM—Tucumcari—1941**

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Quay County Broadcasting Co.  
Address: P. O. Box 668  
Tel.: 100 MBS-KBS

Representative: Clyde Melville  
Pres., Gen. Mgr.: Lloyd Hawkins  
Sta. Mgr., Chief Engineer: Howard Maudlin  
Comm. Mgr., Pub. Dir.: Bill Walls  
Program Director: Mrs. Neil Mitchell

**KMAM—Tularosa—1957**

Frequency: 1590 Kc. Power: 1000 Watts  
Owned By: Tularosa Broadcasting Corp.  
Bus. Ad.: 917 Maryland Ave., Alamogordo  
Tel.: HE 7-6460 Independent  
President: Fred Goodrich  
Gen., Comm. Mgr.: Frank J. Lynch III  
Sta. Prog. Mgr.: Jack M. Redding  
Chief Engineer: Max I. Rothman

Pop.: 17,125,000  
Families: 5,359,000  
Radio Homes: 5,285,000

**New York**

Stations in State: 125  
TV Homes 4,829,000  
TV Stations: 32

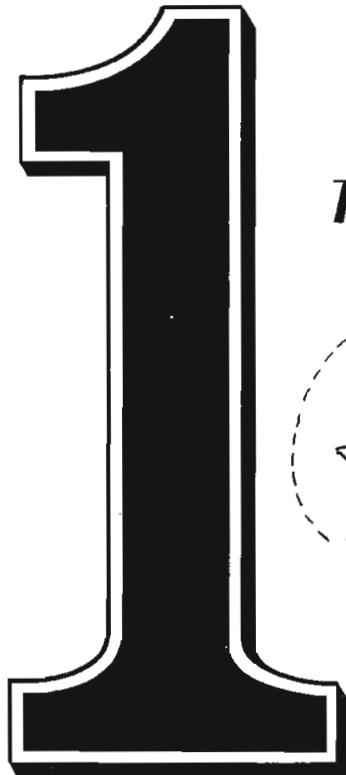
**WPTR—Albany—1948**

Frequency: 1540 Kc. Power: 50,000 Watts  
Owned-Oper. By: Patroon Brcdstg. Co., Inc.  
Address: 1820 Central Ave.  
Tel.: UN 9-9271 Independent  
Sta. Rep.: Eastman  
President: J. Myer Schine  
Gen. & Sta. Mgr.: Duncan Mounsey

Comm. Mgr.: Joseph A. Farrar  
Program Dir.: Marty Ross  
Publicity Dir.: Eric Strong  
Chief Engineer: Russell David

**WROW—Albany—1947**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Capital Cities TV Corp.



rate



More Local Advertisers spend more money on PTR than the next three stations combined.

More Advertisers place more business on PTR than the next two stations combined.

You can't sell more with the next 4

**WPTR**

ALBANY  
SCHENECTADY  
TROY

50,000 people watts  
Capital Station of the Empire State

DUNCAN MOUNSEY                      JOSEPH A. FARRAR  
Executive Vice-President & General Manager      Commercial Manager

represented nationally by  
ROBERT E. EASTMAN & CO., INC.

**NEW YORK** .....

Address ..... Box 10  
Tel.: 3-2225 ..... CBS  
Station Representative ..... Avery-Knodel  
President ..... Frank M. Smith  
General Manager ..... T. S. Murphy  
Station Manager ..... George M. Perkins  
Comm. Manager ..... Albert M. Fiala  
Program Dir. .... Ralph Vartigian  
Sales Prom., Publicity Dir. .... Harry Goldman  
Chief Engineer ..... Charles Heisler

**WBAB—Babylon—1957**

Frequency: 1440 Kc. .... Power: 500 W. d.  
Owned By ..... Babylon-Bay Shore Bcstg. Corp.  
Business Address ..... Route 109  
Tel.: MO 1-4000 ..... Independent  
President ..... Sol Horenstein  
Gen. Mgr. .... Joe Horenstein  
Comm. Mgr. .... Bertine Fields  
Sales Promotion Manager ..... Don Emmett  
Program Director ..... Ray Adel  
Publicity Director ..... Carmen Eichel  
Chief Engineer ..... Edward Knapp

**WBAB—Babylon—1957**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Eastern N. Y. Bcstg.  
Business-Studio ..... 80 Braintree St.  
Tel.: 2-3353 ..... Independent  
Representative ..... Forjoe  
Gen. Mgr. .... Ed. L. Trudeau  
Station Manager ..... Toni Brady  
Chief Engineer ..... Thomas McDermott

**WGLI—Babylon—1958**

Frequency: 1290 Kc. .... Power: 1 Kw.  
Owned By ..... WGLI, Inc.  
Tel.: MOhawk 9-1290 ..... Independent  
Representative ..... Charles Bernard  
Pres., Chief Eng. .... William H. Reuman  
General Mgr. .... Edith Dick  
Sta., Comm. Mgr. .... Jerry Warren  
Program Dir. .... Fred Barr  
Sales Prom. Mgr. .... Bud Zaret  
Publicity Dir. .... Carl Meyers  
Production Mgr. .... Jerry Stevens

**WOKO—Albany—1924**

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned Oper. By ..... Gov. Dongan Bcstg. Corp.  
Business-Studio Address ..... P. O. Box 1520  
Tel.: DE 9957 ..... ABC-MBS  
President ..... Carl L. Lindberg  
General Manager ..... Howard B. Hayes  
Sta., Comm. Mgr. .... Charles L. Murn  
Chief Engineer ..... Lloyd Snowdeal

**WSEN—Baldwinsville—1958**

Frequency: 1050 Kc. .... Power: 250 Watts  
Owned By ..... Century Radio Corp.  
Address ..... P. O. Box 1050  
Tel.: NEptune 5-3971 ..... Independent  
President ..... Donald C. Menapace  
Gen. Mgr., Publicity Dir. .... R. L. Stockdale  
Program Dir. .... James A. Lowery, Jr.  
Chief Engineer ..... Richard H. Pirong

**WCSS—Amsterdam—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Community Service Bcstg. Co.  
Address ..... Upper Locust Ave.  
Tel.: VI 3-2500 ..... Independent  
Station Representative ..... Devney  
President ..... Alphonse Di Mezza  
Gen., Comm. Mgr. .... Philip Spencer  
Chief Engineer ..... Roger Taylor

**WBTA—Batavia—1941**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Batavia Bcstg. Corp.  
Business-Studio Address ..... 22 Seaver Pl.  
Tel.: 715 ..... MBS  
Pres., Gen. Mgr. .... Edmund R. Gamble  
Commercial Manager ..... James Delbridge  
Program Director ..... Miss Winnie Legg  
Publicity Dir. .... Jack Derbyshire  
Chief Engineer ..... Alfred Callander

**WGAV—Amsterdam—1956**

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
Owned By ..... Walter T. Gaines  
Business Address ..... Amsterdam  
Tel.: Victor 3-2830 ..... Independent  
Station Representative ..... Hopewell  
Owner ..... Walter T. Gaines  
Program Director ..... Sam Surlo  
Chief Engineer ..... Barry Frank

**WENE—Binghamton  
Endicott—1947**

Frequency: 1430 Kc. .... Power: 5 Kw.  
Owned-Oper. By ..... Ottaway Stations, Inc.  
Address ..... 909 E. Main, Endicott  
Tel.: 5-3351 ..... Independent  
Representative ..... Radio Reps., Inc.  
President ..... James H. Ottaway  
Vice President ..... F. H. Brinkley  
General Manager ..... S. W. Ryder  
Asst. to Mgr. .... H. Johansen  
Chief Engineer ..... John Fischler

**WAUB—Auburn—1958**

Frequency: 1590 Kc. .... Power: 500 Watts, d.  
Owned By ..... Herbert P. Michels  
Business Address ..... 204 Texas Lane, Ithaca  
Owner ..... Herbert P. Michels

**WMBO—Auburn—1927**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WMBO, Inc.  
Business-Studio Address ..... 141 Genesee St.  
Tel.: AU 2-3511 ..... MBS  
Representative ..... Thomas F. Clark  
President ..... William O. Dapping  
Gen., Sta. Mgr. .... Frederick L. Keesee  
Comm. Mgr., Prog. Dir. .... Robert Morgan  
Chief Engineer ..... Herbert House

**WINR—Binghamton—1946**

Freq.: 680 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By ..... The Binghamton Press  
Tel.: 3-8251 ..... NBC  
Station Representative ..... Everett McKinney

General Manager.....David F. Milligan  
 Commercial Manager.....Ken Cable  
 Program Director.....Shirley Ricciardelli  
 Chief Engineer.....Gino Ricciardelli

**WKOP—Binghamton—1947**

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.....MBS  
 Representative.....Bolling  
 Pres., Gen.-Sta. Mgr.....Andrew Jarema  
 Comm., Prom. Mgr., Prog. Dir...Wally Buman  
 Publicity Dir.....Bob Richards  
 Chief Engineer.....Charles Hallinan

**WNBF—Binghamton—1927**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Triangle Pubs. Inc.  
 Business Address.....1 Henry St.  
 Tel.: 3-7311.....CBS  
 Newspaper Affiliation.....Phila. Inquirer  
 Representative.....Blair & Co.  
 Gen. Mgr.....George R. Dunham  
 Sales Manager.....Kenneth Leslie  
 Merchandising Manager.....Ruth Hider  
 Oper. Mgr.....Russ Baker  
 Chief Engineer.....Lamar Cox

**WBRV—Boonville—1955**

Frequency: 900 Kc.....Power: 1000 Watts, d.  
 Owned-Oper. By.....Black River Radio, Inc.  
 Address.....WBRV Building  
 Tel.: 11.....KBS  
 Station Representative.....Indie Sales  
 Pres., Gen. Manager.....Livingston Leasing  
 Comm. Manager.....Leon Renodin  
 Publicity Director.....Joan Knollman  
 Chief Engineer.....John Knollman

**WBEN—Buffalo—1930**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address.....Hotel Statler-Hilton  
 Tel.: MO 0930.....CBS  
 Newspaper Affiliation..Buffalo Evening News  
 Representative.....Henry I. Christal  
 President.....A. H. Kirchhofer  
 General Manager.....C. Robert Thompson  
 Commercial Manager.....Chester E. Daly  
 Program Director.....William Peters  
 Promotion Manager.....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.....Independent  
 Representative.....Masla  
 President.....Roy L. Albertson, Sr.  
 General Mgr.....Charles E. Deny  
 Commercial Mgr.....Gene White  
 Program, Sales Prom. Mgr.....Henry Brach  
 Chief Engineer.....Tom Vines

**WEBR—Buffalo—1924**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Business-Studio Address.....23 North St.  
 Tel.: LI 7133.....MBS  
 Newspaper Affiliation.....Courier-Express  
 Representative.....Katz  
 President.....William J. Conners, III  
 Gen., Sta. Mgr.....David F. Leopold  
 Comm. Mgr.....George T. Staggy  
 Pgm., Prom. Mgr.....Wm. Schweitzer  
 Chief Engineer.....Frank B. Ridgeway

**WGR—Buffalo—1922**

Frequency: 550 Kc.....Power: 5 Kw.  
 Owned.....Transcontinent TV  
 Address.....Hotel Lafayette  
 Tel.: Washington 3100.....NBC  
 Rep.....Peters, Griffin, Woodward, Inc.  
 President.....David C. Moore  
 Manager.....Van Buren W. de Vries  
 Administrative Mgr.....Robert J. Strigl  
 General Sales Mgr.....Nat L. Cohen  
 Program Director.....Sidney Gaby  
 Pub. Dir.....Florence Lafler  
 Chief Engineer.....Fred M. Eames  
 Owners of: WSWA, Harrisonburg, Va.

**WINE—Buffalo—1957**

Frequency: 1080 Kc.....Power: 1 Kw  
 Owned By.....Western N. Y. Bcstg. Co.  
 Address.....13 S. Cayuga Rd.  
 Tel.: PLaza 1080.....Independent  
 Representative.....Stars, National  
 President.....John L. Kluge  
 Gen., Comm. Mgr.....A. E. Ancombe  
 Publicity Dir.....Lee Howe  
 Chief Engineer.....Ernie Bohrke

**WKBW—Buffalo—1925**

Frequency: 1520 Kc.....Power 50,000 Watts  
 Owned-Operated By.....WKBW, Inc.  
 Business Address..Radio Center, 1430 Main St.  
 Tel.: GR 5101.....Independent  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Clinton H. Churchill  
 Commercial Manager.....Anthony C. Rocco  
 Program Director.....Michael Joseph  
 Chief Engineer.....Leroy Fledler

**WNIA—Buffalo—1956**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Niagara Bcstg.  
 Business Address.....2900 Genessee St.  
 Tel.: FI 9600.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Ch. Engr.....Gordon P. Brown  
 Prog., Pub. Dir.....Mary Lounsbury

**WWOL—Buffalo—1946**

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Greater Erie Broad. Co.  
 Address.....315 Main St.  
 Tel.: MO 1200.....Independent  
 Representative.....Forjoe  
 President.....Leon Wyszatycki  
 General Mgr.....Ted Wyszatycki  
 Station Mgr.....Herb Resnick

## NEW YORK

Commercial Mgr. .... Allan Baer  
Program Dir. .... Rick Bennett  
Sales, Publicity Dir. .... Joe Bryan  
Chief Engineer. .... Walt Williams

### WCBA—Corning—1949

Frequency: 1350 Kc. .... Power: 1000Watts d.  
Owned. .... Wellsboro Corning Bcstg. Adv. Inc.  
Address ..... Box 117  
Tel.: 6-7000 ..... Independent  
Representative ..... McGillivra, Inc.  
V.P., Station Manager. .... Bob Shaddock  
Comm. Mgr. .... Paul E. Carpenter

### WCLI—Corning—1947

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned. .... Radio Corning, Inc.  
Address ..... 99 W. First St.  
Tel.: 6-5421 ..... ABC  
Station Representative. .... Donald Cooke, Inc.  
Pres., Gen. Mgr., Pub. Dir. .... Gordon M. Jenkins  
Sta. Mgr., Prog. Dir. .... George P. Droelle, Jr.  
Chief Engineer. .... Bernard Hamilton

### 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 ..... Independent  
Representative ..... Gill-Perna  
President ..... Leighton A. Hope  
Gen., Sta., Comm. Mgr. .... W. L. Thompson  
Chief Engineer. .... Walter Chociay

### WFLR—Dundee—1956

Frequency: 1570 Kc. .... Power: 1 Kw., d.  
Owned-Operated By .... Finger Broad Bcstg.  
Business Address. .... 110 E. Elm, Penn Yan  
Tel.: 158 ..... KBS  
President ..... Henry Valent  
Gen., Sta. Mgr. .... Bob Burnes  
Program Director. .... Bob Gordon  
Publicity Director. .... Via Fowler  
Chief Engineer. .... Harry Decker

### WDOE—Dunkirk—1949

Frequency: 1410 Kc. .... Power: 500 Watts  
Owned-Operated By .... Lake Shore Bcstg.  
Address ..... Willow Rd.  
Tel.: 7756 ..... KBS  
Station Representative ..... Walker-Rawalt  
President ..... Simon Goldman  
Sta. Mgr. .... Richard H. Burt  
Commercial Manager. .... H. Brooks Dawson  
Chief Engineer. .... Charles Blohm

### WELM—Elmira—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owner. .... Radio Elmira, Inc.  
Business-Studio Address. .... 222 E. Market St.  
Tel.: REgent 3-5626 ..... CBS  
Station Representative ..... Burn-Smith  
President ..... John S. Riggs  
General Manager. .... Keith W. Horton  
Commercial Manager. .... Richard Oppenheimer  
Program Director. .... Ruth E. Dibble  
Publicity Director. .... Ethel O. Parker  
Chief Engineer. .... Arthur French

### WENY—Elmira—1939

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By .... Elmira Star-Gazette, Inc.  
Bus.-Studio Address. .... Mark Twain Hotel  
Tel.: REgent 4-5181 ..... NBC  
Representative ..... Everett-McKinney  
Secretary ..... Thomas V. Taft  
Commercial Mgr. .... F. R. Gray  
Station Mgr. .... Dale Taylor  
Program Director. .... Ted Hodge  
Chief Engineer. .... Ed. L. Pettengill

### WEHH—Elmira Heights-Horseheads—1956

Frequency: 1590 Kc. .... Power: 500 W. d.  
Owned. .... Elmira Heights-Horseheads Bcstg.  
Bus. Ad. .... 107 W. Franklin, Horseheads  
Tel.: 9-5422 ..... MBS  
Station Representative ..... Devney  
Pres., Ch. Engr. .... Frank P. Saia  
Comm., Sales Prom. Mgr. .... Harry Keavin  
Prog. Dir. .... Norman Decker  
Publicity Director. .... Alan Anthony

### WBUZ—Fredonia—1957

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By. .... Dunkirk-Fredonia Bcstg.  
Address. .... 15 E. Main St.  
Tel.: 2-2157 ..... Independent  
General Mgr. .... L. W. Skelly  
Commercial Mgr. .... Elmer Reed  
Program Dir. .... F. Michaels  
Promotion Mgr. .... Joe Bryan  
Chief Engineer. .... Ralph Bell

### WGBB—Freeport—1924

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned. .... Long Island's First Station, Inc.  
Business-Studio Address. .... 44 So. Grove St.  
Tel.: MA 3-1240 ..... Independent  
Pres., Gen. Mgr. .... Edward J. Fitzgerald  
Asst. Station Manager. .... Michael Sands  
Commercial Manager. .... H. Robert Reinhard  
Program Director. .... A. V. Andersen  
Publicity Director. .... Mark Ritter  
Chief Engineer. .... Harvey Soper

### WOSC—Fulton—1949

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By .... Cassill Radio Corp.  
Address. .... W. Bridge & Water, Oswego  
Tel.: 3088 ..... KBS  
Representative ..... Hil F. Best  
President ..... Richard C. Mitchell  
General Manager. .... Jack Burgess

### WKIT—Garden City—1956

Frequency: 1520 Kc. .... Power: 250 Watts  
Owned-Operated By. .... VIP Radio  
Business Address. .... Roosevelt Field  
Tel.: Ploneer 6-6700 ..... Independent  
President ..... Sy Weintraub  
General Manager. .... Hy Finkelstein  
Sales Manager. .... Harry Greenberg  
Program Dir. .... Frank Costa

Publicity Director.....Jeanne Sands  
Chief Engineer.....Stan LoPresto

**WGVA—Geneva—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Star Bcstg. Co., Inc.  
Address.....Geneva Fed. Savings Bldg.  
Tel.: GE 6691.....ABC  
Representative.....Cooke  
President.....M. R. Forman  
V.P., Gen. Manager.....Thomas L. Brown  
Sta., Comm. Mgr.....Ernest F. Oliver

**WWSC—Glens Falls—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Gt. Northern Radio Co.  
Address.....13 Warren St.  
Tel.: GL 2-6518.....ABC  
Pres., Gen Mgr.....Martin Kozig  
Comm., Prom. Mgr.....Frank Costello  
Program Dir.....Charles Featherstone  
Chief Engineer.....Leroy Fuller, Jr.

**WENT—Gloversville—1944**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....WENT Bcstg. Corp.  
Business-Studio Address.....8 W. Fulton St.  
Tel.: 4-7175.....CBS  
Representative.....Gill-Perna  
Pres., Gen., Sta. Mgr.....Joseph H. Tobin  
Program, Chief Eng.....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.....Independent  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Paul Godofsky  
Comm. Manager.....Joseph A. Lenn  
Sales Promotion Manager.....M. N. Godofsky  
Prog. Dir.....Jerry Carr  
Publicity Director.....John T. Clayton  
Chief Engineer.....Frank E. Knaack

**WALY—Herkimer-Ilion—1956**

Frequency: 1420 Kc.....Power: 1 Kw., d.  
Owned.....WALY, Inc.  
Address.....Palmer House Hotel  
Tel.: TO 6-4220.....Independent  
Representative.....Masla  
Gen. Mgr.....Melvin E. Whitmire

**WLEA—Hornell—1951**

Frequency: 1420 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Hornell Bcstng. Corp.  
Business-Studio Address.....97 Main St.  
Tel.: 1420.....MBS  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Charles D. Henderson  
Sta. Mgr.....G. W. Stidstone  
Comm. Mgr.....E. Barnes  
Prog. Dir.....Don Jones  
Pub. Dir.....Byron Emerson  
Chief Engineer.....Frederick Witter

**WWHG—Hornell—1946**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.  
Address.....Radio Center  
Tel.: 2000.....Independent  
Station Rep.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....Sy Dresner  
Comm. Mgr.....Sheff Davis  
Sales Mgr.....Tresh White  
Program Director.....Robert Woodel  
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.....Independent  
General Manager.....John Kearney  
Commercial Manager.....Robert Strakos  
Pub. Dir.....Jennie W. Weaver  
Prog. Dir.....J. P. Cranna  
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.....Independent  
Pres., Gen. Mgr.....Edward J. Fitzgerald  
Asst. Sta. Mgr., Ch. Engr.....William Naramore  
Sales Prom., Pub. Dir.....Ron Armstrong  
Program Director.....Joseph J. Moran

**WHCU—Ithaca—1921**

Frequency: 870 Kc.....Power: 1000 Waits d.  
Owned-Operated By.....Cornell University  
Business Address.....212 E. State St.  
Tel.: 4-6301.....CBS  
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.  
Business Address.....113 S. Cayuga St.  
Representative.....Forjoe  
President.....T. K. Cassel  
V.P., Gen. Mgr.....E. E. Erdman  
Asst., Comm. Mgr.....Joel Fleming  
Sales Promotion Manager.....Robert Newman  
Program Director.....Ted Hackett  
Chief Eng.....Gerald Cushing

**WJOC—Jamestown—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Air Waves, Inc.  
Trans.-Bus.-Studio Address.....415 W. Fourth St.  
Tel.: 6-1555.....MBS-KBS  
Representative.....Burn-Smith  
President, Gen. Manager.....Harold P. Kane  
Comm. Mgr.....Richard F. Rose  
Prog. Dir.....Edward J. McGrath  
Chief Eng.....B. O. Waterman

**WJTN—Jamestown—1924**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: James Bcstg. Co., Inc.  
 Bus.-Studio Address: Hotel Jamestown  
 Tel.: 7151 ABC  
 Representative: Venard, Rintoul & McConnell  
 Pres., Gen. Sta. Mgr.: Simon Goldman  
 Commercial Manager: J. Carl Willems  
 Program Director: George Pileeger  
 Publicity Director: Asmon Hazzard  
 Chief Engineer: Herbert Niklaus

**WKNY—Kingston—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Kingston Bcstg. Corp.  
 Business-Studio Address: 601 Broadway  
 Tel.: FE 1-1490 MBS  
 Representative: Meeker  
 President: Joseph K. Close  
 V.P., Gen. Mgr.: Robert M. Peebles  
 Commercial Mgr.: Howard M. Shultis  
 Program Dir.: Tony Bell  
 Prom., Publicity Dir.: Mike Bouche  
 Chief Engineer: John C. Bonse

**WVOS—Liberty—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Sullivan County Bcstg. Co.  
 Address: Liberty  
 Tel.: LI 1680 Independent  
 General Manager: S. D. Lubin  
 Sec'y-Treas.: H. G. Borwick  
 Sta., Comm. Mgr.: William B. Orr

**WLFH—Little Falls—1952**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Walter Gaines  
 Business Address: WLFH Radio Bldg.  
 Tel.: 654 KBS  
 Station Representative: George Hopewell  
 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 Independent  
 Newspaper Affil.: Union Sun & Journal  
 Representative: Gill-Perna  
 President: Egbert D. Corson  
 General Manager: William J. Kemble  
 Sta., Comm. Mgr.: Joseph A. Pinna  
 Sales Prom. Manager: Jerry Damond  
 Prog. Director: Tony Allen  
 Pub. Dir.: Tom Jolls  
 Chief Engineer: Tom Ceravolo

**WICY—Malone—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper By: North Country Bcstg. Co.  
 Address: WICY Bldg.  
 Tel.: 1546 MBS  
 Station Representative: Dore  
 Pres., Gen. Mgr.: Mitchell C. Tackley  
 Commercial Manager: Alice M. Pelkey  
 Program Director: Don Paye  
 Chief Engineer: Adolf Stromer

**WMSA—Massena—1945**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: The Brockway Co.  
 Business Address: Central Building  
 Tel.: RO 9-3591 ABC  
 Newspaper Affil.: Watertown Times  
 Representative: Weed  
 President: John B. Johnson  
 General Manager: Louis Saff, Jr.  
 Station Manager: Thomas R. McHugh  
 Program Director: James H. Nash  
 Publicity Director: Larry Boyer  
 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 Independent  
 Station Representative: McGavren-Quinn  
 Pres., Gen. Mgr.: James M. Patt  
 Program Director: Jerry Wax  
 Chief Engineer: Fred Schoelkopf

**WVIP—Mt. Kisco—1957**

Frequency: 1310 Kc. Power: 1 Kw., d.  
 Owned By: VIP Radio, Inc.  
 Address: 498 Lex. Ave., N. Y. C.  
 Tel.: Mt. Kisco 6-5177 Independent  
 Station Rep.: Beckjorden  
 President: Marlin Stone  
 Gen., Comm. Mgr.: N. A. Andrews  
 Program Dir.: E. Robbins  
 Promotion Dir.: R. K. Doan  
 Chief Engineer: E. Machanic

**WACK—Newark—1957**

Frequency: 1420 Kc. Power: 500 Watts, d.  
 Owned By: Radio Wayne City  
 Address: 110 E. Union St.  
 Tel.: DEerfield 1-1420 Independent  
 President: J. J. Kaufman  
 Gen., Comm. Mgr.: B. Sova  
 Program Dir.: B. Paxson  
 Promotion Mgr.: T. Barnes  
 Chief Engineer: M. L. Cole

**WGNV—Newburgh—1933**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned: Orange County Bcstg. Co., Inc.  
 Business-Studio Address: 161 Broadway  
 Tel.: 4600 Independent  
 Pres.: George W. Bingham  
 General Mgr.: Joseph Rake  
 Program Dir.: Richard H. Raskin  
 Comm. Mgr.: Campbell Thompson  
 Chief Engineer: Marvin Siemes

**WWES—New Rochelle—1950**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Radio Westchester  
 Address: 200 North Ave.  
 Tel.: NE 6-0800 Independent  
 President: Marlin Stone  
 Gen. Comm. Mgr.: Nicholas A. Andrewz  
 Program Dir.: Thomas C. Paris  
 Chief Engineer: Ernest Mechanic

 **News Is Preferred...**

... by **Listeners** .. *because it is  
dependable as well as interesting.*

***Ap  
Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.



# WHOM

**TOP-RATED STATION  
IN NEW YORK SPANISH HOMES**

**91%**\*\*\*

**OF THE TIME**

\*\*\* Pulse  
November 1958

# WHOM

136 W. 52nd St., New York  
Circle 6-3900

**WABC—New York—1921**

Frequency: 770 Kc....Power: 50,000 Watts  
 Owned-Oper. By.....American Bcstg. Co., Inc.  
 Business Address.....7 West 66th St.  
 Tel.: SU 7-5000.....ABC  
 Representative.....John Blair  
 President.....Leonard H. Goldenson  
 Gen., Sta. Mgr.....Ben Hoberman  
 Prom. Mgr., Pub. Dir.....Paul Kasander  
 Merchandising Manager.....Jack Dunn  
 Program Director.....Myrtle Tower  
 Chief Engineer.....Frank Marx

**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.....Independent  
 News, Affil.....Il Progresso Italo-Americano  
 President, Gen. Manager.....Fortune Pope  
 V.P., Sales Mgr.....Charles Baltin  
 Program Director.....Ralph Costantino  
 Chief Engineer.....George Steiger

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

**the  
best  
way  
into  
NEW YORK**



**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.....Independent  
 Reps. ....Katz

President.....J. Elroy McCaw  
 General Manager.....H. G. Fearnhead  
 Vice-Pres. ....John Keating  
 Sales Mgr.....John D. Kelly  
 Prog. Dir.....Mel Leeds  
 Publicity Director.....Morty Katz  
 Chief Engineer.....P. Von Kunits

**SEE PAGE 100 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**

latest Negro  
Pulse\* Report  
again  
establishes



# NO. 1 NEGRO RADIO STATION

*\*Based on TOTAL 24 HOUR LISTENERSHIP  
to ALL Negro programs (Pulse, October 1958)*

## **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 and every half-hour.

**WLIB**—only New York Negro station devoting 87% of its broadcast time to Negro programming.

HARLEM RADIO CENTER · Hotel Theresa · 2090 Seventh Ave. · New York 27 · MO 6-1800

*\*Pulse—October, 1958*

**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.....Independent  
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

**WLIB—New York—1942**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....New Bcstg. Co., Inc.  
Business-Studio Address.....2090 7th Ave.  
Tel.: MO 6-1800.....Independent  
Representative .....Forjoe  
Pres., Gen. Manager.....Harry Novik  
Program Director.....Nat Rudich  
Comm. Mgr.....Arthur Harrison  
Sales Prom. Mgr.....Don Pomeranz  
Publicity Dir.....Lou Frankel  
Chief Engineer.....Gordon A. Greenfield

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**FOR U. S. RADIO STATION INDEX**

**SEE PAGE 33**

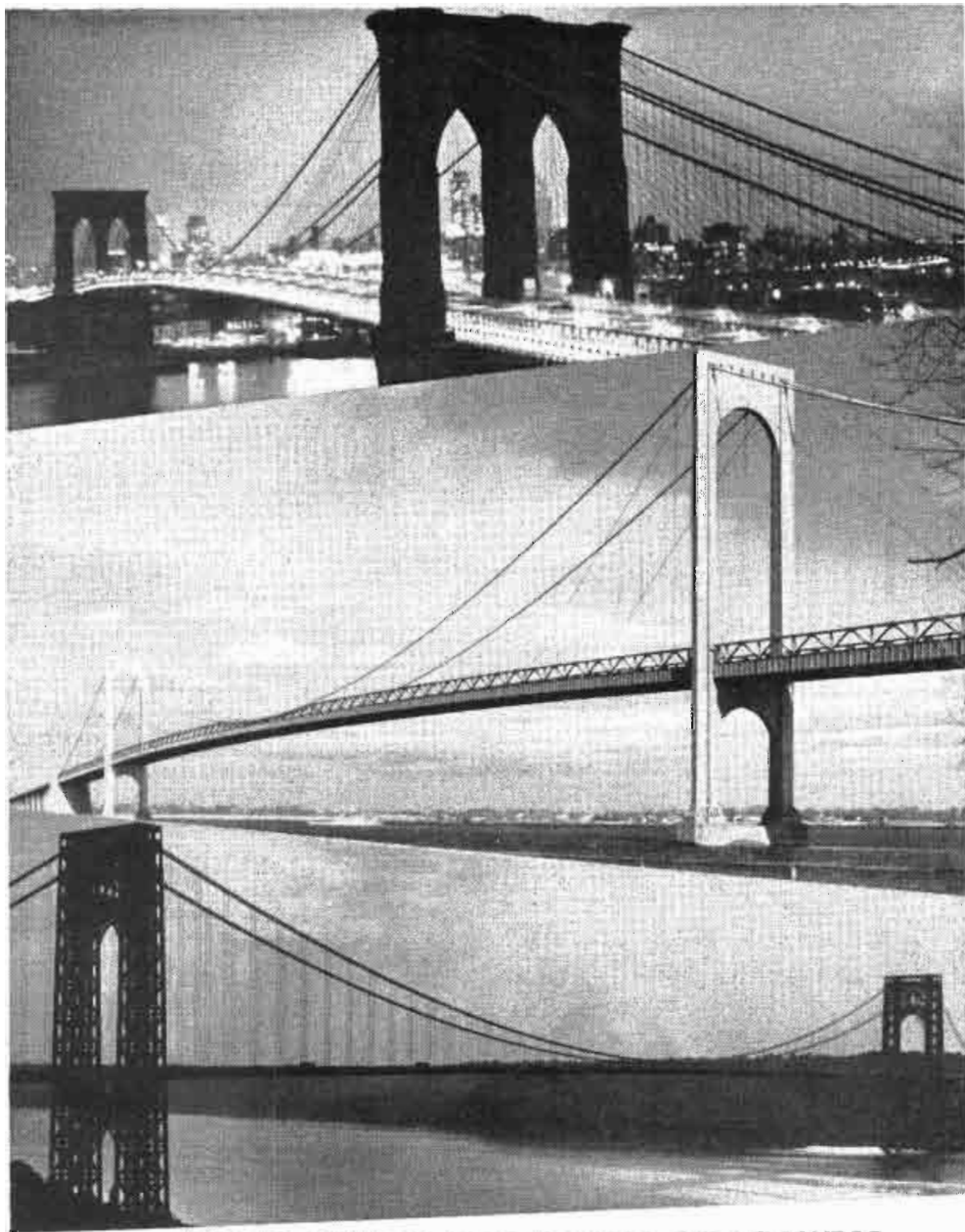
**FOR VITAL INDUSTRY STATISTICS**

**SEE PAGE 53**

**FOR FCC STATION EXPANSION REPORT**

**SEE PAGE 57**

**FOR ALL-AMERICAN FAVORITES OF 1958**



**NO MATTER HOW YOU STACK'EM...**

you'll find the best bridge to the  
huge New York audience is



*The Voice of New York*

**wmca 570**

*First on 14,028,147 radio dials*

It's unanimous! Check latest Pulse, Nielsen and Hooper!

**No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales**



**WCBS—New York—1924**

Frequency: 880 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 General Studio Address . . . . . 485 Madison Ave.  
 Tel.: PL 1-2345 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 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

**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 . . . . . Independent  
 Representative . . . . . AM Radio Sales  
 President . . . . . Nathan Straus  
 General Manager . . . . . Stephen B. Labunski  
 V.P., Prog. Dir. . . . . R. Peter Straus  
 Station Superv. . . . . Ruth Musser  
 Sales Development . . . . . Rita L. Garner  
 Commercial Manager . . . . . John J. McSweeney  
 Publicity Director . . . . . Ruth Meyer  
 Chief Engineer . . . . . James McCafferty

To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

**The Associated Press**

**50 Rockefeller Plaza**

**New York 20, N. Y.**



# 2 for 1

WMGM is now the No. 2 station in the No. 1 market. (Sunday through Saturday, 6 a.m. to Midnight, Total Station Audience — Nielsen, Jan.-Feb. 1959)

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any Radio Station in the Greater New York Metropolitan Area.

*the liveliest station in town • 50,000 watts*

**wmgm**  
RADIO NEW YORK CITY

*The Loews Theatres, Inc. Radio Station in New York  
1050 kc*

*400 Park Avenue Phone Murray Hill 8-1000*

*Represented Nationally by  
George P. Hallingbery Co.*

**WMGM—New York—1922**

Frequency: 1050 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WMGM Bcstg.  
 Business-Studio Address.....400 Park Ave.  
 Tel.: MU 8-1000.....Independent  
 Representative.....Hollingbery  
 V.P., Director.....Arthur M. Tolchin  
 Assoc. Dir., Prog. Mgr.....Raymond Katz  
 Sales Manager.....Samuel Faust  
 Asst. Sales Dir.....Vern Hendrickson  
 Business Manager.....Morris Sher  
 Controller.....Frank Schwartz  
 Sales Promotion Director.....John P. Newman  
 Dir. Publicity.....Lester Dinoff

**WOR—New York—1922**

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address.....1440 Broadway  
 Tel.: LO 4-8000.....MBS  
 Representative.....H-R Reps.  
 President.....Thomas F. O'Neil  
 V.P., Gen. Mgr.....Robert J. Leder  
 Adv. Mgr.....J. A. Yergin  
 Sales Manager.....William McCormick  
 Adv., Prom. Dir.....Robert Sullivan  
 Program Director.....Robert S. Smith  
 Program Manager.....Slater Barkentin  
 Press & P.R. Dir.....Marvin Camp  
 Director of Operations.....Barney Boyle

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**FOR NEWS-WIRE SERVICES**

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**FOR RESEARCH ORGANIZATIONS**

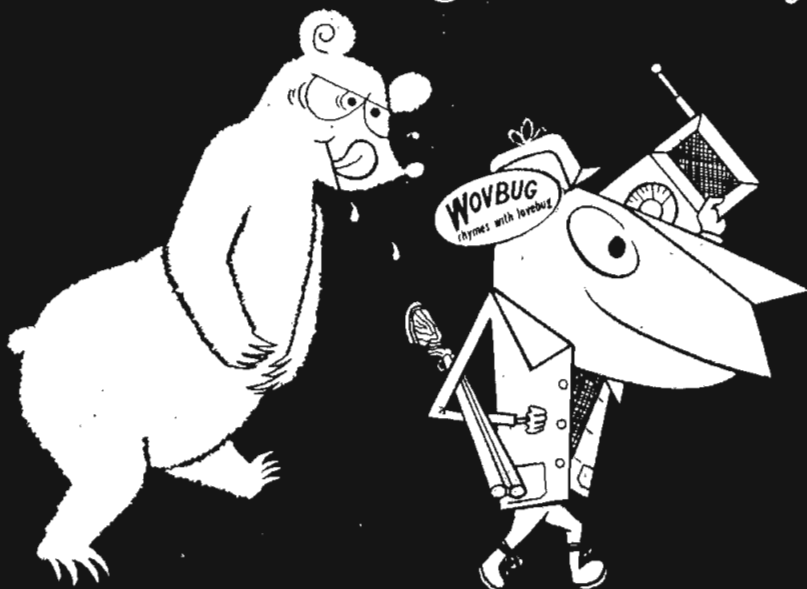
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**FOR PRODUCTION OF RADIO SETS**

**SEE PAGE 85**  
**FOR RADIO INDUSTRY FINANCIAL DATA**

wherever they be  
it's

**WOV**  
5000  
Watts  
IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area — 427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of

this vital community, WOV is the only radio station in New York that reaches this market in its entirety — and reaches it MORE on every survey made.

A complete factual booklet — "Maximum Sales in the Negro Market of New York" — just completed — is well worth your study. It's yours for the asking.

**WOV** NEW YORK  
Representatives: John E. Pearson Co

**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.....Independent  
 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

**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.....Independent  
 Managing Dir.....Henry Greenfield  
 Prog. Dir.....George Field

**WNEW—New York—1934**

Frequency: 1130 Kc.....Power: 50 Kw.  
 Owned-Oper. By...Metropolitan Bcstg. Corp.  
 Business-Studio Address.....565 Fifth Ave.  
 Tel.: YU 6-7000.....Incdependent  
 Station Representative.....Eastman  
 Pres. & Gen. Mgr.....R. D. Buckley  
 Exec. V.P.....John B. Jaeger

Sales V.P.....J. V. B. Sullivan  
 Dir. Sales Dev.....Henry W. Simmen

**WPOW—New York—1957**

Frequency: 1330 Kc.....Power: 5 Kw.  
 Owned.....Bcstrs. of N. Y.  
 Address.....41 East 42nd St.  
 Tel.: MU 7-8436.....Independent  
 Station Representative, Tele Bcstrs.; Crennan  
 President.....H. Scott Killgore  
 Station Manager.....Si Lewis  
 Chief Engineer.....David R. Pryce

**WRCA—New York—1926**

Frequency: 660 Kc.....Power: 50 Kw.  
 Owned.....National Bcstg. Co.  
 Address.....30 Rockefeller Plaza  
 Tel.: CI 7-8300.....NBC  
 Station Rep.....NBC Spot Sales  
 President.....Robert Sarnoff  
 Gen. Manager.....William N. Davidson  
 Station Mgr.....Arthur Hamilton  
 Bus. Mgr.....Frederick Acker  
 Dir. Sales.....Herman Maxwell  
 Dir. Operations.....Pete Alife  
 Dir. Sales, Market.....Max E. Buck  
 Advertising Mgr.....Michael Lannon  
 Program Dir.....Steve White  
 Publicity-Exp. Mgr.....Alvin J. Slep

**NEW YORK STATE ASSOCIATION  
 OF  
 RADIO and TELEVISION BROADCASTERS**

*President*—Robert J. Leder, WOR-AM-TV, N. Y. C.  
*1st Vice-Pres.*—Paul Adanti, WHEN-AM-TV, Syracuse  
*2nd Vice-Pres.*—H. Stillwell Brown, Rural Radio Network, Ithaca  
*Secretary*—Elliot Stewart, WIBX, Utica  
*Treasurer*—George Dunham, WNBF, Binghamton

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For nearly a million New  
York families, for hundreds  
of advertisers . . . **Nothing**  
**takes the place of good**  
**music, nothing takes the**  
**place of** **WQXR**

Radio Station of The New York Times **AM 50,000 watts, and FM**

**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..... Independent  
 Newspaper Affiliation..... Times  
 Representative..... Paul H. Raymer  
 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

**WWRL—New York—1926**

Frequency: 1600 Kc. Power: 5000 Watt  
 Owned-Oper. By..... Long Island Bcstg. Corp.  
 Business Address..... 41-30 58th St., Queens  
 Tel.: DE 5-1600..... Independent  
 President..... W. H. Reuman  
 Gen., Sta. Mgr..... Edith Dick  
 Comm., Sales Prom. Mgr..... Selvin Donneson  
 Program Director..... Fred Barr  
 Publicity Director..... Leon Lewis  
 Chief Engineer..... Benton R. Bartlett  
 (See Page 548)

**WHL D—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By..... Earl C. Hull  
 Business-Studio Address..... United Building  
 Tel.: Butler 4-6464..... Independent  
 Representative..... Headley-Reed  
 Owner, Gen. Manager..... Earl C. Hull  
 Business Manager..... R. J. Manning  
 Commercial Mgr..... Earle A. Hamrick  
 Program, Sales Prom. Mgr..... Edward F. Joseph

**WJL L—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper..... Niagara Frontier Bcstg. Corp.  
 Address..... Hotel Niagara  
 Tel.: BU 5-5796..... Independent  
 Representative..... Burn-Smith  
 Pres., Gen. Mgr..... Tom W. Talbot  
 Program Dir..... Tom Kennedy  
 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..... Independent  
 Station Representative..... Devney  
 Pres., Gen. Mgr..... William J. Hall  
 Asst. Sta., Comm. Mgr..... Philip G. Penfold  
 Program Director..... Ivan Hyer  
 Chief Engineer..... Wiley R. Bates

**WSL B—Ogdensburg—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... Seaway Radio  
 Address..... 2315 Knex St.

Tel.: OG 500..... MBS  
 President..... George Bingham  
 Gen. Mgr., Ch. Engr..... Thomas E. Leighton  
 Prog. Dir..... Flo Beach Rowe

**WHDL—Olean—1929**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WHDL, Inc.  
 Address..... 3219 W. State Rd.  
 Tel.: 2-0161..... ABC  
 Newspaper Affiliation..... Times Herald  
 Representative..... Everett-McKinney  
 Pres., Gen. Mgr..... John R. Henzel  
 Sta. Mgr..... John F. Hastings  
 Comm. Mgr..... Joseph K. Eade  
 Prog. Dir..... Donald McLean  
 Publicity Director..... Betty Belleiste  
 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..... Independent  
 Station Representative..... Webb  
 Pres., Gen. Mgr..... Donald W. Merriman  
 Comm. Mgr..... Jim Gleason  
 Program Director..... James Colston  
 Chief Engineer..... William Potter

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By..... Madison County Bcstg. Co.  
 Address..... 238 Main St.  
 Tel.: 1600..... Independent  
 Representative..... McGillvra  
 President..... John J. Geiger  
 Station Manager..... Willis A. Bradley  
 Comm. Mgr..... Joseph Trela  
 Program Director..... Thomas E. Kirwan  
 Chief Engineer..... H. B. Reynolds

**WDO S—Oneonta—1947**

Frequency: 730 Kc. Power: 500 Watts, d.  
 Owned-Oper. By..... Ottawa Stations, Inc.  
 Bus.-Studio Address..... 104 Chestnut St.  
 Tel.: 2470..... Independent  
 Newspaper Affiliation..... Oneonta Star  
 Representative..... Radio-TV Reps.  
 President..... James H. Ottawa  
 General Manager..... Harold E. Graves  
 Managing Director..... Francis H. Brinkley  
 Comm. Mgr..... Benjamin M. Turnbull  
 Program Director..... Jerry Sanders  
 Chief Engineer..... William J. Petit

**WEBO—Owego—1957**

Frequency: 1330 Kc. Power: 1 Kw., d.  
 Owned..... Erdman Bcstg. Co.  
 Business Address..... 61 North Ave.  
 Representative..... ForJoe  
 President..... E. E. "Woody" Erdman  
 General Manager..... Fred Haggerty  
 Commercial Manager..... Matt Cordaro  
 Program Director..... Alan Ostrander  
 Publicity Director..... Merian Campbell  
 Ch. Eng..... Gerald Cushing



## NEW YORK

### WALK—Patchogue—1952

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By Suffolk Bcstg. Corp.  
Address P. O. Box 230  
Tel.: GR 5-5200 Independent  
Newspaper Affiliation Suffolk Cons. Press  
Representative Grant Webb  
Pres., Gen. Mgr. W. K. Macy, Jr.  
Comm. Mgr., Prom. Mgr. John Regan  
Prog., Pub. Dir. Jack Ellsworth  
Chief Engineer Ed Becker

### WPAC—Patchogue—1951

Frequency: 1580 Kc. Power: 5 Kw. d.  
Owned-Oper. By Patchogue Bcstg. Co.  
Business Address P.O. Box 651  
Tel.: GR 5-4600 Independent  
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

### WLNA—Peekskill—1948

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By Highland Bcstg. Corp.  
Address Box 188  
Tel.: 7-1124 Independent  
Station Rep. Rambeau, Vance, Hopple  
Pres., Gen. Mgr., Ch. Eng. Irving E. Cottrell  
Commercial Mgr. Francis V. Lough  
Program Dir. George Birdas

### WEAV—Plattsburg—1934

Frequency: 1960 Kc. Power: 5000 Watts  
Owned-Oper. By Plattsburg Bcstg. Corp.  
Studio Address 38 Court St.  
Tel.: 1600 ABC  
Representative Jack Masla  
President George F. Bissell  
Gen. Mgr. A. E. Spokes  
Commercial Manager L. J. Hare  
Chief Engineer Larry La Panne

### WIRY—Plattsburg—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Clinton Cty. Bcstg. Corp.  
Trans. Loca. Address 301 Cornelia St.  
Tel.: 2800 MBS-KBS  
Representative McGavren-Quinn  
Pres., Gen., Comm. Mgr. Joel H. Scheier  
Asst. Gen. Mgr. Donald L. Pelkey  
Program Director Betty Kraus  
Chief Engineer Joseph F. Missick

### WDLC—Port Jervis—1953

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Port Jervis Bcstg. Co.  
Address Box 920  
Tel.: 3-2293 Independent  
Station Representative Hopewell  
President Sidney Sakofsky

Gen. Mgr., Ch. Eng. Oscar Wein  
Publicity Director Norbert Ellerin

### WPDM—Potsdam—1955

Frequency: 1470 Kc. Power: 1 Kw. d.  
Owned-Oper. By St. Lawrence Radio, Inc.  
Address Potsdam  
Tel.: Colony 7-9464 Independent  
Station Representative Forjoe  
General Manager Frederick G. Hartman  
Station Manager Eric C. Fields  
Sales Promotion Mgr. James Rogers III  
Program Director Wayne Parrish  
Chief Engineer Lloyd G. Howe

### WEOK—Poughkeepsie—1948

Frequency: 1390 Kc. Power: 1000 Watts, d.  
Owned-Operated By Mid-Hudson Bcsts. Inc.  
Business-Studio Address Pendell Road  
Tel.: GR 1-1500 Independent  
Representative Everett-McKinney  
President Arthur J. Barry  
Station Manager Frank Breslin  
Chief Engineer John P. Burke

### WKIP—Poughkeepsie—1940

Frequency: 1450 Kc. Power: 250 Watts  
Owned Dutchess County Bcstg. Corp.  
Business Address Nelson House; Box 889  
Tel.: GR 1-2300 ABC  
Pres. George W. Bingham  
V.P., Gen. Mgr. Richard A. Dingley  
Commercial Manager Stanley D. Mitchell  
Pub., Prog. Director John Kuhn  
Chief Engineer Marvin S. Seimes

### WREM—Remsen—1957

Frequency: 1480 Kc. Power: 1 Kw.  
Owned By Town & Country Bcstg. Co. Inc.  
Business Address 1 Pine St.  
Tel.: 3333 Independent  
Station Representative Bernard  
President Edwin L. Slusarczyk  
Gen. Mgr., Ch. Eng. Gerald W. Prouty  
Commercial Manager John Perry  
Program Director Alfred Liberatore  
Sales Prom. Mgr. John Moore

### WRIV—Riverhead—1955

Frequency: 1390 Kc. Power: 1,000 Watts  
Owned Suffolk Broadcasting Corp.  
Address 1 East Main  
Tel.: PA 7-1200 Independent  
Newspaper Affil. Suffolk Consolidated Press  
Representative Grant Webb  
Pres., Gen. Mgr. William K. Macy, Jr.  
Sta. Mgr., Prog. Dir. John F. Mulcahy  
Comm., Sales Prom. Mgr. Laurance I. Nicoll  
Chief Engineer Edward Becker

### WBBF—Rochester—1947

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Oper. By WBBF, Inc.  
Bus-Studio Address 339 East Ave.  
Tel.: Hamilton 6-8920 Independent

Representative..Venard, Rintoul & McConnell  
 President .....Thomas L. Brown  
 General Manager.....Robert S. Kieve  
 Chief Engineer.....Vincent Lopopolo

**WHAM—Rochester—1922**

Frequency: 1180 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Genesee Broadcasting  
 Business Address.....201 Humboldt Rd.  
 Tel.: HU 2-1160.....NBC  
 Representative.....Christal, McDermott  
 President.....John S. Riggs  
 General Manager.....F. John Greene  
 Sta., Comm. Mgr.....Arthur W. Kelly  
 Program Director.....Edward V. Bryant  
 Chief Engineer.....Raymond Lucia

**WHEC—Rochester—1925**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned.....WHEC, Inc.  
 Bus.-Studio Address.....191 East Ave.  
 Tel.: BA 5-3050.....CBS  
 Newspaper Affiliation.....Gannett Co.  
 Representative.....Everett-McKinney  
 President.....Paul Miller  
 Gen., Sta. Mgr.....L. H. MacMillan  
 Commercial Mgr.....Fred Pectorius  
 Program Dir.....Warren Doremus  
 Publicity Dir.....Dorothy Cotton  
 Chief Engineer.....Howard Mouatt

**WRVM—Rochester—1947**

Frequency: 680 Kc.....Power: 250 W. d.  
 Owner.....Rochester Bcstg. Co.  
 Address.....130 S. Clinton Ave.  
 Tel.: BA 5-2520.....Independent  
 Representative.....Forjoe  
 President.....Harry Trenner  
 Gen. Mgr.....Thomas H. O'Neill  
 Sales Manager.....Charles R. Milne  
 Sales Promotion Manager..Bill Weintraub, Jr.  
 Chief Engineer.....Al Rubin

**WSAY—Rochester—1936**

Frequency: 1370 Kc.....Power: 5 Kw.  
 Owned-Oper. By...Federal Bcstg. System, Inc.  
 Business-Studio Address.....250 E. Ave.  
 Tel.: BA 5-4870.....Independent  
 Station Representative.....Walker-Rowald  
 Pres., Ch. Eng.....Gordon P. Brown  
 Station Director.....John Hill  
 Prog., Pub. Dir.....Sybilla A. Reber

**WVET—Rochester—1947**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Veterans Bcstg. Co., Inc.  
 Address.....17 Clinton Ave So.  
 Tel.: HA 6-4820.....ABC  
 Representative.....Bolling Co., Inc.  
 Pres., Gen. Mgr.....Ervln F. Lyke  
 Station Manager.....Paul C. Louthier  
 Commercial Manager...Arthur Murrellwright  
 Program Director.....Jack Decker  
 Publicity Director.....Bill Schubert  
 Chief Engineer.....Raymond Jobs

**WKAL—Rome—1946**

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By...Copper City Bcstg. Corp.  
 Business-Studio Address..Capitol Theatre Bldg.  
 Tel.: 3616.....MBS  
 Representative.....Cooke  
 President.....Myron J. Kallet  
 General Manager.....Joseph Kallet  
 Assistant Mgr.....Alberta Rossi  
 Station Mgr.....Richard W. Gessner

**WGGO—Salamanca—1957**

Frequency: 1590 Kc.....Power: 1 Kw., d.  
 Owned.....Alfred B. Smith  
 Address.....91 Main St.  
 Tel.: 1515.....KBS  
 Station Representative.....Continental  
 President.....Alfred B. Smith  
 General Manager.....Loren F. Bridges  
 Chief Engineer.....Dominic Pecora

**WNBZ—Saranac Lake—1927**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Upstate Bcstg. Corp.  
 Business-Studio Address.....88 Main St.  
 Tel.: 1320.....NBC  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....Jacques DeMattos  
 Comm. Mgr., Prog. Dir.....Jeanne DeMattos  
 Publicity Director.....John F. Delahant  
 Chief Engineer.....H. Berwind Williams

**WRSA—Saratoga Springs—1957**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned-Operated By...Radio Station WRSA  
 Business Address.....Box 248  
 Tel.: 4300.....KBS  
 Station Representative.....Keller  
 President.....Lou Tobier  
 Gen., Sta. Mgr.....Jack Oranch  
 Commercial Manager.....A. F. DeBello  
 Program Director.....Jim Whaley  
 Chief Engineer.....Cas Miles

**WSPN—Saratoga Springs  
1954**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned By.....Spa Broadcasters, Inc.  
 Business Address.....71 West Ave.  
 Tel.: 2180.....Independent  
 Representative.....Richard O'Connell  
 President.....Ken Freebern  
 Gen., Sta. Mgr.....Robert W. Dingman  
 Comm., Sales Prom. Mgr.....Joseph D. Snyder  
 Prog., Pub. Dir.....Sheldon E. Bullock  
 Chief Engineer.....John Leib

**WSKN—Saugerties—1956**

Frequency: 920 Kc.....Power: 1000 Watts, d.  
 Owned.....VIP Radio, Inc.  
 Business Address.....Box 920  
 Tel.: CH 6-2822.....Independent  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....John P. Lynker  
 Comm., Sales Prom. Mgr.....W. Irving Rose  
 Program Dir.....Elliot Nevins  
 Chief Engineer.....Leroy F. Fuller

**WGY—Schenectady—1922**

Frequency: 810 Kc.....Power: 50,000 Watts

**NEW YORK**

Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.....1400 Balltown Rd.  
 Tel.: FR 7-2261.....NBC  
 Representative.....Henry I. Christal  
 President.....Robert Paxton  
 General Manager.....J. Milton Lang  
 Station Manager.....Robert F. Reid  
 Sales Manager.....J. Schmulbach  
 Operations Mgr.....Merl L. Galusha  
 Sales Prom. Mgr.....Arthur R. Garland  
 Program Director.....Donn M. Chown  
 Chief Engineer.....W. J. Purcell

Mdsg. & Prom. Mgr.....Edward J. Hill  
 Pub. Rel. Dir.....C. F. Phillips  
 Chief Engineer.....Vincent Marlin

**WHEN—Syracuse—1954**

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Meredith Syracuse Radio Corp.  
 Address.....511 Loew Bldg.  
 Tel.: HA 2-0277.....CBS  
 Representative.....Katz  
 V.P. & Gen. Mgr.....Paul Adanti  
 Station Manager.....William H. Bell  
 Prom. Mgr., Pub. Dir.....Robert Peel  
 Program Director.....John L. Scott  
 Comm. Mgr.....Louis Parmentier  
 Chief Engineer.....Robert Ardner  
 Owners of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WOW, Nebraska, Neb.;  
 KRMG, Tulsa, Okla.

(See Page 498)

**WSNY—Schenectady—1942**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Gateway Bcstg.  
 Business-Studio Address.....619 State St.  
 Tel.: EX 3-3622.....Independent  
 Representative.....Forjoe  
 Pres., Gen., Sta. Mgr.....Winslow Leighton  
 Comm. Manager.....Thomas Seeley

**WNDR—Syracuse—1946**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bcstg. Corp.  
 Address.....Box 1212  
 Tel.: KI 6-1515.....MBS  
 Station Rep.....Forjoe  
 General Manager.....Arthur C. Kyle, Jr.  
 Comm. Mgr.....James A. McKechnie

**WFBL—Syracuse—1922**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned.....First Broadcasting Corp.  
 Bus.-Studio Address.....P.O. Box 1390  
 Tel.: HA 2-1147.....ABC  
 Representative.....Hollingbery  
 General Mgr.....Henry P. Wilcox  
 Sales Mgr.....Richard F. Polgreen

**WFBL**  
 RADIO  
**DOMINATES!**

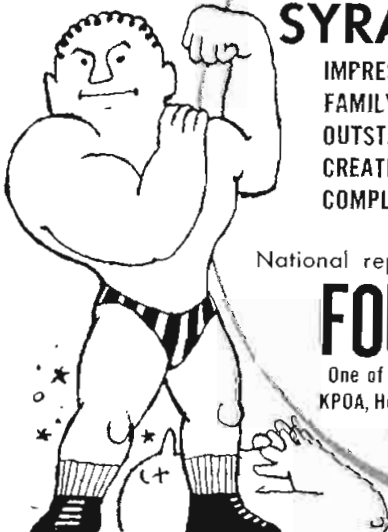
**SYRACUSE, NEW YORK**

- IMPRESSIVE RATINGS
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

National representative—George P. Hollingbery Ca.

**FOUNDERS CORP.**

One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Networks; WTAC,  
 Flint, Michigan; and KTVR, Channel 2,  
 Denver, Colorado.



**WOLF—Syracuse—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Civic Bcstg. Corp.  
 Address: Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211 Independent  
 Representative Walker  
 President, General Mgr.: T. Sherman Marshall  
 Comm. Mgr.: Al Webb  
 Program, Publicity Dir.: Charles A. Shaw  
 Chief Engineer: Don Muir

**WSYR—Syracuse—1922**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Central N. Y. Bcstg.  
 Business Address: 1030 James St.  
 Tel.: Granite 4-3911 NBC  
 Newspaper Affil.: Herald-Journal, Post Standard  
 Representative Henry I. Christal  
 Pres., Gen. Mgr.: E. R. Vadeboncoeur  
 V.P., Prog. Dir.: William V. Rothrum  
 Com. Mgr.: William R. Alford, Jr.  
 Prom. Mgr., Pub. Dir.: Lou Switzer  
 Chief Engineer: A. J. Eicholzer

**WIPS—Ticonderoga—1955**

Frequency: 1250 Kc. Power: 1 Kw., d.  
 Owned-Operated By: Olean Bcstg. Corp.  
 Address: Fort Road  
 Tel.: JU 2868 Independent  
 Station Representative Webb  
 President: Donald Merriman  
 General Manager: Robert Roddy  
 Program Director: Barry Stigers  
 Chief Engineer: Wayne White

**WTRY—Troy—1940**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: WTRY Bcstg.  
 Business-Studio Address: 92 Fourth St.  
 Tel.: AS 4-1100 CBS  
 Representative John Blalr  
 President: Daniel Kops  
 Gen. Manager: Allan Bengston  
 Commercial Mgr.: Lee Ehrlich  
 Program Director: John Mounteer  
 Chief Engineer: Frank Belaska

**WIBX—Utica—1925**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By: WIBX, Inc.  
 Business Address: 187 Genesee St.  
 Tel.: SWift 7-0220 CBS  
 Reprs.: Meeker  
 President: Margaret Bowen Shepard  
 Gen., Sales Prom. Mgr.: Frederic C. Bowen  
 Sta. Mgr., Prog. Dir.: Elliott Stewart  
 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.: SWift 7-1500 Independent  
 Newspaper Affiliation: Rome Daily Sentinel  
 Representative Avery-Knodel  
 President: Bradley C. Barnard  
 General Manager: Fritz Updike

Sta., Comm. Mgr.: Richard A. Clark  
 Sales Prom., Pub. Dir.: Phil Cameron  
 Program Supervisor: Alan E. Cole  
 Chief Engineers: G. S. Woods, C. F. Henry

**WTLB—Utica—1947**

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By: Star Bcstg. Co.  
 Address: New Hartford, N. Y.  
 Tel.: SWift 7-1330 ABC  
 Station Rep.: Venard, Rintoul, McConnell  
 President: Thomas L. Brown  
 General Manager: Harry V. Barker  
 Sales Prom. Mgr.: Neil LaGrow  
 Program Director: Dave Sennett  
 Chief Engineer: Peter Narkon

**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 Independent  
 Representative: Headley-Reed  
 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

**WDLA—Walton—1951**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Delaware County Bcstg.

**WFAS — Dial 1-2-3**

**WFAS-FM 103.9 mc.**

**FIRST in Westchester-Rockland  
 audience loyalty**

**FIRST in Local News Coverage**

**FIRST in Good Music**

**FIRST in Public Service**

*and*

**TOPS in Results to Clients**

Ask for current brochure and  
 PULSE Listening Study.

**WFAS and WFAS-FM**  
 White Plains, N. Y.

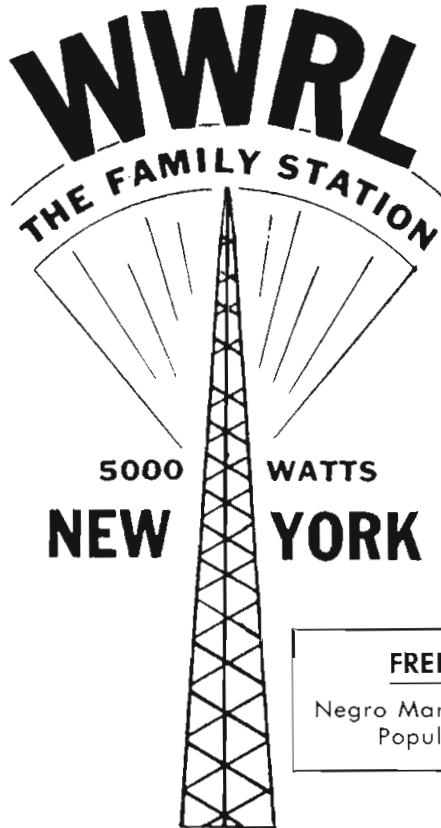
The station for whirl-wind sales action!

**WWRL**

beamed to sell New York's

**2,455,000**

**Negroes & Puerto Ricans**



**FREE REPORT**

Negro Market in New York  
Population Study

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy **WWRL**.

**MERCHANDISING PLUS:** Ask about our "geared-to-sell" merchandising plan.

On the air 24 hours

DE 5-1600

## NEW YORK-NORTH CAROLINA

Business Address ..... Walton  
 Tel.: UNDERhill 5-4321.....KBS  
 Station Rep.....Rambeau, Vance, Hopple  
 General Manager.....Michael J. Cuneen  
 Publicity Director.....Myra Youmans  
 Chief Engineer.....Charles Lissner

### WATN—Watertown—1941

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Watertown Bcstg. Corp.  
 Bus.-Studio Location.....118 Washington St.  
 Tel.: SUNset 2-3320.....Independent  
 Representative .....Devney  
 Pres., Gen. Mgr.....G. Harry Righter  
 Chief Eng.s.....D. Schryver, J. F. Sprague

### WWNY—Watertown—1941

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address .....Hotel Woodruff  
 Newspaper Affil.....Daily Times

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 .....Independent  
 Gen. Mgr.....Joseph Mumma  
 Commercial Mgr.....J. Craig Cummings  
 Station Mgr.....Robert H. Elliott  
 Program Dir.....Jay Mullen  
 Chief Engineer.....Clyde L. Shields

### WWRL—Woodside—1926

(See New York, N. Y., Page 543)

Pop.: 4,740,000  
 Families: 1,224,900  
 Radio Homes: 1,198,000

## North Carolina

Stations in State: 135  
 TV Homes: 905,000  
 TV Stations: 17

### WRCS—Ahoskie—1947

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned.....Roanoke-Chowan Bcstg. Co., Inc.  
 Business Address.....P. O. Box 89  
 Tel.: 3101.....KBS  
 President.....Charles H. Jenkins  
 Manager.....P. G. Sewell

### WZKY—Ahoskie—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.  
 Owned By.....Stanley City Bcstg. Co.  
 Address .....Box 365  
 Tel.: YUkon 2-1111.....Independent  
 Pres., Gen. Mgr.....J. Presson  
 Commercial Mgr.....Nelson Russell  
 Program Dir.....Irma Presson

### WABZ—Albemarle—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Station WABZ, Inc.  
 Business-Studio Address.....Hotel Albemarle  
 Tel.: YU 2-1020.....KBS  
 President.....Staton P. Williams  
 General Manager.....Mrs. R. G. Varner  
 Commercial Mgr.....Marvin C. Coley  
 Program Director.....Chas. M. White  
 Chief Engineer.....John D. Brooks

### WGWR—Asheboro—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Asheboro Bcstg. Co., Inc.  
 Bus.-Studio Address.....303 E. Salisbury St.  
 Tel.: 2187.....KBS  
 Newspaper Affil.....Courier Tribune  
 President .....Roy Cox  
 Gen., Sta., Comm. Mgr.....J. R. Marlowe  
 Program Director.....A. R. Brown

Sales Prom. Mgr.....R. G. Sweeney  
 Chief Engineer.....Howard Miller

### WISE—Asheville—1939

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Operated By.....Radio WISE, Inc.  
 Address .....92 Haywood St.  
 Tel.: ALpine 3-5381.....Independent  
 Representative .....Bcst Time Sales  
 President.....Harold H. Thoms  
 Sta. Mgr.....John Morris

### WLOS—Asheville—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Skyway Bcstg. Co.  
 Business-Studio Address.....288 Macon Ave.  
 Tel.: ALpine 4-4321.....ABC-NBC  
 Station Representatives.....P. G. & W. Ayers  
 Pres., Gen. Mgr.....T. A. Eiland  
 Sta., Comm. Mgr.....Dewey Long  
 Sales Prom. Mgr.....Jack Winters  
 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.: ALpine 3-4451.....Independent  
 Representative .....Everett-McKinney  
 Pres., Gen., Sta., Comm. Mgr.....Zeb Lee  
 Commercial Mgr.....Bruce Barnes  
 Chief Engineer.....Bill Clements

### WWNC—Asheville—1927

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Asheville Citizen-Times Co.

# NORTH CAROLINA

Business-Studio Address... 14 O. Henry Ave.  
Tel.: AL 2-5611..... CBS  
Newspaper Affili..... Citizen, Times  
Representative..... H.R.  
President..... Charlie Peace  
Gen., Sta., Prom., Pub. Mgr..... Cecil B. Hoskins  
Comm. Mgr..... James A. Hagan  
Program Director..... William F. Melia  
Chief Engineer..... Harvey T. Nations

## WBMA—Beaufort—1954

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Richard Ray Cummins  
Address..... Box 156  
Tel.: 2-9401..... Independent  
Owner, Gen. Mgr., Ch. Eng..... R. R. Cummins  
Promotion Mgr..... Hilda Cummins

## WCCG—Belmont—1954

Freq.: 1270 Kc..... Power: 1 Kw., d.; 500 W., n.  
Owner..... Central Bcstg. Co.  
Address..... Box 629  
Tel.: TA 5-2812..... ABC-MBS  
Representative..... Rambeau, Vance, Hopple  
Pres., Gen., Sta., Eng..... Robert Hilker  
Comm. Mgr., Pub. Dir..... Frank Thomas  
Chief Engineer..... Roger Hovis

## WATA—Boone—1950

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Wilkes Bcstg. Co.  
Address..... Depot St.  
Tel.: AM 4-8461..... Independent  
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.  
Business Address..... North Broad St.  
Tel.: TU 3-3621..... Independent  
President..... Mrs. Ed. M. Anderson  
Sta., Comm. Mgr..... Bobby Hoyle  
Program Director..... Al Martin  
Publicity Director..... John Anderson  
Chief Engineer..... Baxter Morris, Jr.

## WBBB—Burlington—1941

Frequency: 920 Kc..... Power: 5000 Watts d.  
Owned-Operated By..... Alamance Bcstg. Co., Inc.  
Business-Studio Address..... Box 1119  
Tel.: CA 6-6376..... MBS-KBS  
Rep..... Thomas F. Clark  
General Manager..... E. Z. Jones  
Comm. Mgr., Prog. Dir..... C. Robert Ray  
Chief Engineer..... Berry Tysor

## WFNS—Burlington—1946

Frequency: 1150..... Power: 1000 Watts d.  
Owned..... Burlington-Graham Bcstg. Co.  
Address..... Maple at Broad  
Tel.: CA 7-4261..... Independent  
Representative..... Walker  
Gen., Sta. Mgr..... G. C. Starnes  
Commercial Manager..... Harold Nall

Program Director..... William Diffee  
Sales Prom. Mgr..... Phil Eakin  
Chief Engineer..... Charles Stafford

## WWIT—Canton—1954

Frequency: 970 Kc..... Power: 1 Kw., d  
Owned By..... Barry Medlin, Jr.  
Address..... Box 391  
Tel.: MI 8-3588..... Independent  
Representative..... Best  
Gen. Mgr..... Kermit Edney  
Comm. Mgr..... V. Edgar Pressley

## WCHL—Chapel Hill—1953

Frequency: 1360 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Village Bcstg. Co.  
Address..... Durham Road  
Tel.: 8485..... Independent  
Pres., Gen. Mgr..... Sandy McClamroch  
Asst. to Gen. Mgr..... R. B. Boyd  
Chief Engineer..... Jim Botsford

## WAYS—Charlotte—1941

Frequency: 610 Kc..... Power: 5 Kw., 1 Kw. n.  
Owned..... Inter City Adv. Corp.  
Business-Studio Address..... 3229 S. Blvd.  
Tel.: JA 3-0121..... Independent  
Representative..... Bcstg. Time Sales  
President..... George W. Dowdy  
Co-ord. Secretary..... H. H. Thoms  
General Mgr..... James P. Poston  
Commercial Mgr..... Ralph Little  
Sta., Publicity Dir..... Howard Mandel  
Program Dir..... Eric Dillon  
Chief Engineer..... E. R. Dekle

## WBT—Charlotte—1922

Frequency: 1110 Kc..... Power: 50,000 Watts  
Owned-Oper. By..... Jefferson Standard Bdcstg.  
Address..... 1 Jefferson Pl.  
Tel.: ED 3-8833..... CBS  
Representative..... CBS Radio Spot Sales  
President..... J. M. Bryan  
Gen. Mgr..... Charles H. Crutchfield  
Station Manager..... V. V. Evans, Jr.  
Comm. Manager..... Paul B. Marion  
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.  
Tel.: ED 3-2195..... Independent  
Representative..... ForJae  
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..... Independent  
Representative..... Peters, Griffin, Woodward, Inc.  
President..... B. C. Hipp  
General Manager..... G. R. Shafto



## NORTH CAROLINA

Station Manager.....Ray M. Stanfield  
 Commercial Manager.....James S. Pfaff  
 Program Director.....Jon A. Holiday  
 Chief Engineer.....A. O. Richardson

### WKTC—Charlotte—1958

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned By.....Queen City Bcstg. Co.  
 Address.....2001 Suttle Ave.  
 Tel.: EDison 3-1101.....Independent  
 Representative.....Masla  
 Pres., Gen. Mgr.....T. C. Wood, Jr.  
 Program, Chief Eng.....George Webb  
 Sales Prom. Mgr.....Joe Vale

### WSOC—Charlotte—1933

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon St.  
 Tel.: FR 6-8401.....NBC  
 Station Representatives.....H-R; F-J  
 President.....Larry Walker  
 General Manager.....Henry Sullivan  
 Commercial Mgr.....Bryon Smith  
 Program Director.....Dewey Drum  
 Chief Engineer.....Carl Rust

### WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By.....Radio Charlotte, Inc.  
 Address.....215 Greystone Rd.  
 Tel.: JACkson 3-1041.....Independent  
 Representative.....O'Connell; Reilly; Ayers  
 President.....Sherwood J. Tarlow  
 Vice Pres.....Allan W. Roberts  
 Asst. Gen. Mgr.....John W. Murray  
 Station Manager.....Herb Berg  
 Operations Mgr.....Art Lawrence  
 Sales Prom. Mgr.....Dick Brown  
 Commercial Mgr.....John Moore  
 Publicity Director.....Bob Jann  
 Chief Engineer.....Dave Eccensy

### WRRZ—Clinton—1946

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned.....WRRZ Rcdio Co.  
 Tel.: 2165.....ABC  
 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

Frequency: 1410 Kc.....Power: 1 Kw., d.  
 Owned By.....Concord Kannapolis Bcstg. Co.  
 Address.....Box 527  
 Tel.: ST 2-7115.....KBS  
 Station Reps.....Keystone, Southeastern  
 President.....Robert R. Hillker  
 Gen., Sta. Mgr.....J. Norman Young  
 Comm., Sales Prom. Mgr.....C. Claude Gibson  
 Program Director.....Nedith Lowry  
 Chief Engineer.....Kenneth R. Kennedy

### WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....No. Car. Cent. Bcstrs.  
 Business Address.....Box 431  
 Tel.: 3133.....KBS  
 President.....Lofton 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

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.....CBS  
 News, Affil.....Herald Sun  
 Representative.....Paul H. Raymer  
 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  
 Tel.: 2-4681.....Independent  
 Station Rep.....Dore; Dora-Clayton  
 President.....Robert Monroe  
 Gen. Mgr.....James H. Mayes, Jr.  
 Comm. Mgr.....Call S. Smith  
 Prog. Dir.....Norfley Whitted  
 Chief Engineer.....Roy Fullen

### WSSB—Durham—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Public Information Corp.  
 Address.....Box 1168  
 Tel.: 7-1179.....KBS  
 Station Rep.....Gill-Perna  
 President.....E. L. Clinton  
 Sales Mgr.....Coburn Gum

### WTIK—Durham—1946

Freq.: 1310 Kc.....Power: 1000 Watts d.; 5 n.  
 Owned-Oper. By.....W & W Bcstg. Co.  
 Address.....205½ W. Main St.  
 Tel.: 6101.....ABC  
 President.....C. H. Wentz  
 Gen., Sta. Mgr.....H. Tom Morris  
 Prog., Pub. Mgr.....Wally Ausley  
 Chief Engineer.....Charles Tart

### WCDJ—Edenton—1955

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Colonial Bcstg. Co.  
 Address.....P. O. Box 509  
 Tel.: 2178.....KBS  
 President.....E. M. Schuman  
 Gen. Sta. Mgr.....R. W. Schuman  
 Commercial Manager.....R. P. Harrell  
 Program Director.....Boyce Williams  
 Publicity Director.....Nancy Carson  
 Chief Engineer.....Anthony Ostopoff

# NORTH CAROLINA

## WCNC—Elizabeth City—1939

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Albemarle Bcstg. Co., Inc.  
 Address Box 535  
 Tel.: 4379  
 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 Bill Diggs  
 Chief Engineer Joe Lamb, Jr.

## 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  
 Pres., Gen., Sta. Mgr. C. Alden Baker

## WBLA—Elizabethtown—1956

Frequency: 1440 Kc. Power: 1 Kw., d.  
 Owned Bladen Bcstg. Corp.  
 Address Box 327  
 Tel.: UNion 2-3184  
 Representative KBS  
 President Best  
 General Mgr. E. Clayton Register  
 Chatham C. Clark

## WIFM—Elkin—1951

Frequency: 1540 Kc. Power: 250 Watts, d.  
 Owned Tri-County Bcstg. Co. Inc.  
 Address Elk Spur St.  
 Tel.: 860  
 President Independent  
 General Mgr. H. F. Laffoon  
 Sta. Mgr., Chief Eng. Will Erwin  
 Program Director E. G. Smith, Jr.  
 Mrs. Ruth Smith

## WFMO—Fairmont—1953

Frequency: 860 Kc. Power: 1000 Watts, d.  
 Owned Carolina's Broadcasting Co., Inc.  
 Address Box 492  
 Tel.: MA 8-4781  
 President Independent  
 Gen., Comm. Mgr. Cutlar Moore  
 Chief Engineer Billy E. Peele  
 Joseph F. Milazzo

## WFAI—Fayetteville—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Ralph E. Hess  
 Bus.-Studio Address Box 659  
 Tel.: HU 4-6161  
 Representative CBS-KBS  
 President Thomas F. Clark  
 Program, Sta. Mgr. Ralph E. Hess  
 Comm. Mgr. R. Allen Hess  
 Sales Prom., Publicity Dir. Bob Smith  
 Chief Engineer Jim Batten  
 Walter Lee Moring

## WFLB—Fayetteville—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Fayetteville Bcstrs., Inc.  
 Address P. O. Box 512  
 Tel.: 2-7136  
 ABC

Representative Burn-Smith  
 President L. W. Allen  
 Gen. Sta. Mgr. Jimmy Simpson  
 Commercial Manager Charles Cooper  
 Program Director Hugh Zachary  
 Sales Prom. Mgr. John D. Ashford  
 Publicity Director Frances Zahran  
 Chief Engineer Thomas Sox

## WFNC—Fayetteville—1940

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  
 Representative MBS  
 President Walker  
 General Mgr. Victor W. Dawson  
 Comm. Mgr. Norman Suttles  
 Program Director Robert Nietman  
 Chief Engineer Mack Stamps  
 Robert Stamps

## WBBO—Forest City—1947

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Rutherford Co. Radio Co., Inc.  
 Address Forest City  
 Tel.: CHerry 5-4205  
 Newspaper Affil. KBS  
 Pres., Gen., Sta. Mgr. Mrs. Ed. M. Anderson  
 Comm. Manager Fred Blanton  
 Program Director Charles Melton  
 Chief Engineer Merton Iwerks

## WFSC—Franklin—1957

Frequency: 1050 Kc. Power: 500 Watts  
 Owned By Macon Cty. Broadcasting Co.  
 Business Address P.O. Box 470  
 Tel.: 430  
 President KBS  
 Gen., Sta., Comm. Mgr. Henry Bartol, Jr.  
 Program Director Edwin P. Healy  
 Sales Prom. Mgr. Harold Rogers  
 Publicity Director Hugh Hines  
 Chief Engineer Nettie Sue Pattillo  
 F. P. Healy

## WFVG—Fuquay Springs—1949

Frequency: 1460 Kc. Power: 1000 Watts a.  
 Owned-Oper. By James F. Flanagan  
 Business-Studio Address Box 588  
 Tel.: 333  
 Representative KBS  
 Gen. Sta. Mgr. Continental Radio Sales  
 Comm. Mgr. Robert E. Stephenson  
 Prog., Pub. Dir. Walter P. Pearce  
 Walter M. Pearson

## WGNC—Gastonia—1939

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Catherine T. McSwain  
 Address Box 737  
 Tel.: UNiversity 5-8501  
 Representative ABC  
 Gen. Sta. Mgr. Continental Radio Sales  
 Comm. Mgr. Pat McSwain  
 Program Dir. Carl S. Rhyne  
 Chief Engineer Fred Gray  
 W. C. Groves, Jr.

## WLTC—Gastonia—1947

Frequency: 1370 Kc. Power: 1000 Watts d.

**Owned-Oper. By**... Gastonia Bcstg. Serv., Inc.  
**Address**..... P. O. Box 1010  
**Tel.:** UN 5-1079.....KBS  
**Representative**.....Thomas F. Clark  
**Pres., Gen., Sta. Mgr.**.....James B. Petty  
**Commercial Manager**.....Boyce C. Morrow  
**Program Director**.....Alan G. Phillips  
**Chief Engineer**.....Don Voigt

**WFMC—Goldsboro—1951**

**Frequency:** 730 Kc.....**Power:** 1 Kw. d.  
**Owned**.....Southern Radio & TV Corp.  
**Address**..... P. O. Box 655  
**Tel.:** RRepublic 4-4211.....KBS  
**President**.....Kenneth T. Marshall  
**Gen. Mgr., Ch. Eng.**.....Henry W. Harrison, Jr.  
**Commercial Manager**.....Robert Y. Wooten

**WGBR—Goldsboro—1938**

**Freq.:** 1150 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**... E. Carolina Bdcstg. Co., Inc.  
**Address**..... P. O. Box 1024  
**Tel.:** 3700.....ABC  
**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.....Independent  
**General Mgr.**.....John G. Britt  
**Comm. Mgr.**.....William Burwell  
**Program Dir.**.....Henry M. Best, Jr.

**WBIG—Greensboro—1926**

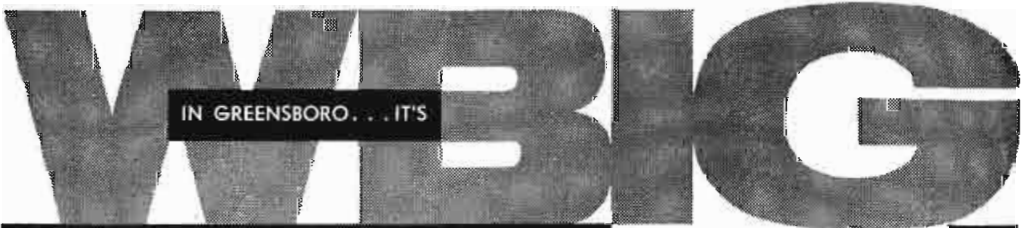
**Frequency:** 1470 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**...North Carolina Bcstg. Co.  
**Studio Address**.....2838 Battleground Rd.  
**Tel.:** BR 2-6125.....CBS  
**Representative**.....George P. Hollingbery  
**President**.....Michaux H. Crocker  
**Gen., Prom., Sta. Mgr.**.....Allen Wannamaker  
**Commercial Mgr.**.....W. H. Henry  
**Publicity Director**.....Alice Kale  
**Program Director**.....Lloyd Gordon  
**Chief Engineer**.....Ernest C. Pate, Jr.

**WCOG—Greensboro—1948**

**Freq.:** 1320 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned & Oper. By**...Thomas Radio-TV Ent.  
**Business-Studio Address**...708 W. Market St.  
**Tel.:** BR 3-6925.....Independent  
**Representative**.....Best. Time Sales  
**President**.....Harold H. Thoms  
**Sta. Manager**.....Terry Bane  
**Assistant Mgr.**.....Jim Batts  
**Comm. Mgr.**.....Jack Hubard  
**Prod. Mgr.**.....Tom A. Wall  
**Pub. Dir.**.....Evelyn Jones  
**Chief Engineer**.....Ansel Atkins

**WGBG—Greensboro—1942**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**...Greensboro Bcstg. Co., Inc.  
**Business-Studio Address**..... P. O. Box 2280  
**Tel.:** BR 3-3631.....MBS  
**Representative**.....Burn-Smith  
**Pres., Gen., Sta. Mgr.**.....Ralph M. Lambeth



*Greensboro Metropolitan Market Area ranks —*

**1st in the Carolinas**

- In Per Family Sales
- In Food Store Sales

**2nd in the Carolinas**

- In Retail Sales

BASED ON FIGURES FROM 1958  
 S. M. SURVEY OF BUYING POWER

One of the  
 South's Pioneer  
 Stations

(Broadcasting since 1926)



HOLLINGBERY, NATIONAL REPRESENTATIVE

# NORTH CAROLINA

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 . . . . . Independent  
Representative . . . . . Simmons Assoc.  
Pres., Gen. Mgr. . . . . William P. Mitchell  
Prog. Dir. . . . . Robert L. Montgomery  
Pub. Dir. . . . . Ruenell Stewart  
Chief Engineer . . . . . Jim Stewart

## WGTC—Greenville—1940

Freq.: 1590 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Greenville Radio Co., Inc.  
Address . . . . . 5th & Evans St.  
Tel.: PL 8-2174 . . . . . Independent  
Representative . . . . . Devney  
President . . . . . H. W. Anderson  
Comm. Mgr. . . . . J. T. Snowden, Jr.  
Gen. Mgr., Prog. Dir. . . . . Joel Lawhon  
Publicity Dir. . . . . Kay Lewis  
Chief Engineer . . . . . Bill Covington

## WKDX—Hamlet—1957

Frequency: 1400 Kc. . . . . Power: 250 W.  
Owned . . . . . Richmond Bcstg. Co.  
Address . . . . . Box 826  
Tel.: 1482 . . . . . KBS  
Gen. Mgr. . . . . W. P. Billingsley  
Comm. Mgr. . . . . W. S. Taylor  
Program Director . . . . . Alex Morrison  
Pub. Dir. . . . . Lettye M. Brown  
Sls. Prom. Mgr. . . . . W. S. Taylor

## WHNC—Henderson—1945

Frequency: 890 Kc. . . . . Power: 1000 Watts  
Owned . . . . . Henderson Radio Corp.  
Address . . . . . Norlina Road  
Tel.: 7136 . . . . . KBS-MBS  
Pres., Sales Prom. Mgr. . . . . Nathan Frank  
Gen., Sta. Mgr., Pub. Dir. . . . . Dr. Claye Frank  
Program Director . . . . . Mozello Moore  
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 . . . . . Independent  
Representative . . . . . Best  
Pres., Gen., Sta. Mgr. . . . . Lawrence Brandon  
Program Director . . . . . Mozelle Moore  
Chief Engineer . . . . . Howard V. Harrell

## WHKP—Hendersonville—1946

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Radio Hendersonville, Inc.  
Address . . . . . Chimneyrock Rd.  
Tel.: OX 3-9061 . . . . . KBS  
President . . . . . Beverly Middleson  
Gen Mgr. . . . . Kermit Edney  
Sls. Prom. Mgr. . . . . Bob Staton  
Comm. Mgr. . . . . Arthur V. Cooley  
Program Director . . . . . Jimmy Northington  
Chief Engineer . . . . . Charles Renfrow

## WHKY—Hickory—1939

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 . . . . . ABC  
Representative . . . . . Dora Clayton  
News. Affil. . . . . Daily Record  
President . . . . . Carl V. Cline  
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 Bcstg., Inc.  
Tel.: DI 5-2124 . . . . . Independent  
Representative . . . . . John E. Pearson  
President . . . . . Margaret A. Smith  
General Mgr. . . . . E. H. Smith, Jr.  
Asst. Mgr., Chief Engr. . . . . Elmer Troutman  
Commercial Manager . . . . . Lee Douglas  
Program Director . . . . . Mattie I. Padgett

## WHPE—High Point—1947

Frequency: 1070 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . High Point Bcstg. Co.  
Business-Studio Address . . . . . 504½ N. Main St.  
Tel.: 3466 . . . . . KBS  
Pres., Prog. Dir., Chief Eng. . . . . Gary C. Davis  
Comm. Mgr. . . . . Hal W. Hicks

## WMFR—High Point—1935

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Radio Station WMFR, Inc.  
Business Studio Address . . . . . 164 S. Main  
Tel.: 4593 . . . . . ABC  
Representative . . . . . Burn-Smith  
Pres., Gen.-Station Mgr. . . . . Frank S. Lambeth  
Commercial Manager . . . . . Frank Smith  
Sls., Prom., Pub. Dir. . . . . G. D. Sullivan  
Program Director . . . . . Diamond Carter  
Chief Engineer . . . . . Robert P. Boyd

## WNOS—High Point—1953

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
Owned By . . . . . Charles E. Doss  
Address . . . . . Box 1448  
Representative . . . . . Cont. Radio  
Gen., Comm. Mgr. . . . . Barton Fellowes  
Program Director . . . . . Tom A. Wall

## WJNC—Jacksonville—1945

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned . . . . . Onslow Bcstg. Corp.  
Address . . . . . Box E, Route 24  
Tel.: 6-7707 . . . . . MBS-KBS  
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 . . . . . Independent  
Gen., Comm. Mgr. . . . . 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.....Independent  
Pres., Gen. Mgr.....Fred H. Whitley  
Chief Engineer.....Foy Hinson

**WKMT—Kings Mountain  
1953**

Frequency: 1220 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Radio Sta. WKMT  
Address.....Cleveland Ave. Ext.  
Tel.: 999.....Independent  
President.....R. H. Whitesides  
Gen. Sta., Comm. Mgr.....Jonas R. Bridges  
Sales Prom. Mgr.....Jim Willis  
Prog., Pub. Dir.....Doris Bridges  
Chief Engineer.....George Patterson

**WELS—Kinston—1950**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Farmers Bstg. Service, Inc.  
Address.....1312 W. Vernon Ave.  
Tel.: 5151.....KBS  
Representative.....Bogner & Martin  
President.....William S. Page  
Gen. Mgr.....Jack P. Hankins  
Commercial Mgr.....Richard N. Bowman  
Prog. Dir.....W. A. Kiker  
Chief Engineer.....Harvey Mewborn

**WFTC—Kinston—1937**

Frequency: 960 Kc. Power: 5000 d.; 1000 n.  
Owned By.....Town Country Worldwide Prod.  
Address.....204 East King St.  
Tel.: Jackson 3-4111.....ABC  
Representative.....Best  
President.....Jane Trimmer  
General Mgr.....Naseeb S. Tweel  
Station Mgr.....J. B. Ham  
Program Dir.....David Holliday  
Comm., Sales Prom. Mgr.....Olin D. Campbell  
Chief Engineer.....David E. Hardison

**WISP—Kinston—1954**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Diehl Bcstg. Co.  
Address.....Oasis Bldg.  
Tel.: 6161.....Independent  
Representative.....Dora-Clayton  
Pres., Gen. Mgr.....E. J. Schuffman

**WEWO—Laurinburg—1947**

Frequency: 1080 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Scotland Bcstg. Co  
Bus. Studio Address.....State Bank Bldg.  
Tel.: CR 6-2911.....KBS  
Sta. Rep.....Dora-Clayton  
President.....Edwin Pate  
General Manager.....J. R. Dalrymple, Jr.  
Chief Engineer.....Truman N. Brock

**WLOE—Leaksville—1946**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By.....WLOE, Inc.  
Address.....Boulevard St.  
Tel.: MA 3-3118.....MBS-KBS  
Pres., Gen. Sta., Comm. Mgr.....D. L. Craddock  
Program Director.....Barbara Earles  
Chief Engineer.....Eldred Winn

**WJRI—Lenoir—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....John P. Rabb  
Address.....107 West Avenue  
Tel.: PL 4-5361.....MBS-KBS  
President, Gen. Mgr.....John P. Rabb  
Comm. Mgr., Prog. Dir.....F. Kent Atwater  
Chief Engineer.....Joe Henderson

**WBUY—Lexington—1946**

Frequency: 1400 Kc. Power: 5000 W., d.  
Owned-Oper. By...Davidson County Bcstg.  
Address.....Box 359  
Tel.: CH 6-4110.....KBS  
Station Rep.....Hopewell  
Co-Owners.....O. G. Hilton-G. M. Hilton  
Manager.....Greeley N. Hilton  
Commercial Manager.....Dewey Hotchins  
Program Director.....Don Matney  
Publicity Director.....Iroell Sine  
Chief Engineer.....Fred Honeycutt

**WLON—Lincolnton—1953**

Frequency: 1050 Kc. Power: 1000 Watts, d.  
Owned.....Lincoln County Bcstg. Co., Inc.  
Address.....P. O. Box 430  
Tel.: RE 5-8071.....Independent  
Pres., Gen. Mgr.....W. Jack Brown  
Chief Engineer.....Dennis C. Long

**WYRN—Louisburg—1958**

Frequency: 1480 Kc. Power: 500 Watts  
Owned By.....Franklin Broadcasting Co.  
Business Address.....P.O. Box 66  
Tel.: GYpsy 6-3105.....Independent  
Co-Manager.....J. T. Lane-Geo. E. Peterson  
Program Director.....Al Gregg  
Publicity Director.....Geo. E. Peterson  
Chief Engineer.....Joseph T. Lane

**WAGR—Lumberton—1954**

Frequency: 1480 Kc. Power: 1000 Watts  
Owner.....Southeastern Bcstg. Corp.  
Address.....2106 N. Cedar St.  
Tel.: REDfield 9-3394.....Independent  
Representative.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....Denzel M. Shaver  
Sta., Program Mgr.....Al Kahn  
Chief Engineer.....Milton Newsome

**WTSB—Lumberton—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By...Robeson Bcstg. Corp.  
Address.....Box 393  
Tel.: RE 9-6056.....MBS-KBS  
Newspaper Affil.....The Robesonian  
Representative.....Continental Radio Sales  
President.....J. A. Sharpe, Jr.  
Gen. Sta., Comm. Mgr.....A. G. Stanley  
Chief Engineer.....William F. Rogers

**WMYN—Madison—1957**

Frequency: 1420 Kc. .... Power: 500 Watts  
 Owned By ..... Mayo Broadcasting Corp.  
 Business Address ..... Box 311  
 Tel.: 9207 ..... Independent  
 President ..... J. B. Shelton  
 Gen., Sta. Mgr. .... B. F. Shelton  
 Chief Engineer ..... C. L. Rhodes

**WBRM—Marion—1949**

Frequency: 1250 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Lake City Bcstg. Corp.  
 Address ..... Box 229  
 Tel.: 7221 ..... Independent  
 President ..... W. P. Erwin  
 Comm. Mgr. .... J. C. Pleasant  
 Gen., Sta. Mgr. .... J. L. Reynolds  
 Chief Engineer ..... Hubert C. Martin

**WMMH—Marshall—1956**

Frequency: 1460 Kc. .... Power: 500 W.  
 Owned ..... Marshall Bcstg. Co.  
 Address ..... Skyline Dr.  
 Tel.: 3521 ..... KBS  
 President ..... C. O. Brazzill  
 Gen. Mgr. .... Vernon C. McCarthy  
 Comm. Mgr. .... Dean Sheilds  
 Prog. Dir. .... Wanda Crowe  
 Chief Engineer ..... V. C. McCarthy

**WMAP—Monroe—1947**

Frequency: 1060 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Union Bcstg. Corp.  
 Business Address ..... Box 590  
 Tel.: AT 3-6621 ..... KBS  
 Rep. .... Continental  
 Gen. Manager ..... J. A. Laney  
 Business Manager ..... W. D. Benton  
 Program Director ..... Frank Funderburk  
 Chief Engineer ..... Robert I. Smith

**WHIP—Mooresville—1950**

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Wayne M. Nelson  
 Address ..... Mooresville, N. C.  
 Tel.: North 3-4301 ..... KBS  
 Pres., Gen., Sta. Mgr. .... Wayne M. Nelson  
 Comm., Sls., Prom. Mgr. .... Mrs. Leona Showmar  
 Prog., Pub. Dir. .... Buck Mills  
 Chief Engineer ..... Philip W. Nelson

**WMBL—Morehead City—1947**

Frequency: 740 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Carteret Bcstg. Co., Inc.  
 Address ..... Morehead City  
 Tel.: PA 6-3188 ..... KBS  
 Representative ..... Devney  
 Pres., Gen., Sta. Mgr. .... Grover C. Munden  
 Program Dir. .... Fay Merrell  
 Chief Engineer ..... Waldor Niemi

**WMNC—Morganton—1947**

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Nathan J. Cooper  
 Address ..... Morganton

Tel.: HE 7-0521 ..... KBS  
 General Mgr. .... Nathan J. Cooper  
 Comm. Manager ..... Hubert J. Powell  
 Program Director ..... Madelyn Y. Patton  
 Chief Engineer ..... Frank A. Ballew

**WPAQ—Mt. Airy—1948**

Frequency: 740 Kc. .... Power: 10,000 Watts d.  
 Owned-Operated By ..... Ralph D. Epperson  
 Address ..... Spring Road  
 Tel.: State 6-6111 ..... KBS  
 Representative ..... Thomas Clark  
 Pres., Gen., Sta. Mgr. .... Ralph D. Epperson  
 Commercial Manager ..... Lucy Bowman  
 Program Director ..... Costin Lindsey  
 Sales Prom. Mgr. .... Dale Gallimore  
 Publicity Director ..... Jim Shelton  
 Chief Engineer ..... R. D. Epperson

**WSYD—Mount Airy—1951**

Freq: 1300 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Mount Airy Bcstrs., Inc.  
 Address ..... P. O. Box 209  
 Tel.: State 6-2147 ..... MBS  
 Representative ..... Best  
 Pres., Gen. Mgr., Ch. Eng. .... Robert H. Epperson  
 Commercial Manager ..... Erastus F. Poore  
 Program Dir. .... Elbert Williams

**WCVP—Murphy—1958**

Frequency: 600 Kc. .... Power: 1 Kw.  
 Owned By ..... Cherokee Broadcasting Co.  
 Address ..... Townsend Bldg.  
 Tel.: VERNON 7-2151 ..... Independent  
 Sta. Mgr. Ch. Eng. .... Max M. Blakemore  
 Comm. Sales Prom. .... Glenn Ladd  
 Program Director ..... Don Gibson

**WKRK—Murphy—1958**

Frequency: 1390 Kc. .... Power: 1 Kw.  
 Owned By ..... J. B. Childress  
 Address ..... P. O. Box 304  
 Tel.: VERNON 7-3210 ..... Independent  
 Gen., Comm. Mgr. .... Paul Ridenhour  
 Chief Engineer ..... Bill Stanley

**WHIT—New Bern—1942**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Ray D. Williams  
 Address ..... Highway 17, So.  
 Tel.: MELROSE 7-4450 ..... MBS  
 Representative ..... John E. Pearson  
 Gen., Sta. Manager ..... Ray D. Williams  
 Prog. Dir. .... Earl Lewis  
 Publicity Director ..... Evelyn McDavitt  
 Chief Engineering ..... Bill Dixon

**WRNB—New Bern—1953**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Jefferay Bcstg. Corp.  
 Address ..... Box 1573  
 Tel.: MELROSE 7-6144 ..... KBS  
 Rep. .... Star National  
 Pres., Gen. Mgr. .... William W. Jefferay  
 Program Dir. .... Grover Baker  
 Chief Engineer ..... Charles Elson

**WNNC—Newton—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Newton-Conover Bcstg. Co.  
 Business Address. .... West "A" St.  
 Tel.: IN 4-4041. .... KBS  
 Pres., Gen., Sta. Mgr. .... Earl Holder  
 Comm., Sls. Prom. Mgr. .... Eugene Henry

**WKBC—North Wilkesboro  
1947**

Frequency: 810 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Wilkes Bcstg. Co.  
 Address. .... Radio Bldg.  
 Tel.: 633. .... KBS  
 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. .... Independent  
 President. .... A. N. Critcher  
 General Manager. .... James F. Flanagan  
 Commercial Mgr. .... Hart Curl

**WPNC—Plymouth—1958**

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned By. .... Harry A. Epperson, Sr.  
 Business Address. .... Highway 84 W.  
 General Manager. .... Lewis R. Kurtz, Jr.

**WMSN—Raleigh—1954**

Frequency: 570 Kc. .... Power: 500 Watts, d.  
 Owned. .... Radio WMSN, Inc.  
 Address. .... 649 Maywood Avenue  
 Tel.: TE 3-3874. .... Independent  
 Pres., Gen. Mgr. .... John C. Greene, Jr.  
 Commercial Mgr. .... Jack Hammette  
 Program, Publicity Dir. .... Helen Greene  
 Sales Prom. Mgr. .... Charlie Hicks  
 Chief Engineer. .... Robert Corn

**WKIX—Raleigh—1947**

Freq.: 850 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
 Owned By. .... WKIX Bcstg. Co.  
 Address. .... P. O. Box 868  
 Tel.: TEmple 2-5512. .... ABC  
 Representative. .... Hollingbery  
 President. .... Ralph Price  
 General Mgr. .... Hugh Holder  
 Program Dir. .... Alan Browning  
 Sales Prom., Publicity Dir. .... Chas. Stegall  
 Chief Engineer. .... Wayne Yelverton

**WPTF—Raleigh—1924**

Frequency: 680 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... WPTF Radio Co.  
 Business-Studio Address. .... Insurance Bldg.  
 Tel.: TE 2-8311. .... NBC  
 Representative. .... Peters, Griffin, Woodward, Inc.  
 Pres., Gen., Mgr. .... Richard H. Mason  
 Commercial Mgr. .... R. W. Youngsteadt  
 Program Manager. .... Graham B. Poyner  
 Publicity Director. .... Worth White  
 Chief Engineer. .... Henry Hulck, Jr.

**WRAL—Raleigh—1939**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address. .... 130 S. Salisbury St.  
 Tel.: TE 4-6401. .... Independent  
 Representative. .... H-R  
 President. .... A. J. Fletcher  
 General Manager. .... Fred Fletcher  
 Station Manager. .... Bill Currie  
 Program Director. .... Tom Tucker  
 Sales, Prom. Mgr. .... R. L. Zealy  
 Chief Engineer. .... Virgil Duncan

**WFRC—Reidsville—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Piedmont Carolina Bcstg.  
 Business-Studio Address. .... Box 990  
 Tel.: DI 9-4321. .... ABC  
 Representative. .... Bogne & Martin  
 President. .... H. T. Williams  
 Gen., Sta., Comm. Mgr. .... Stephen F. Woodson  
 Prog. Dir. .... Jerry Huskey  
 Chief Engineer. .... W. Scarborough

**WREV—Reidsville—1948**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Reidsville Bcstg. Co.  
 Address. .... Box 1349  
 Tel.: DI 9-7051. .... Independent  
 Pres., Gen. Mgr. .... William M. Oliver, Sr.  
 Program Director. .... Mrs. Katye P. Oliver  
 Sales, Prom. Mgr. .... E. M. Hurd  
 V.P., Ch. Engineer. .... William M. Oliver, Jr.

**WKIX**

**10,000 Watts**

**850 Kc.**

**Raleigh, North Carolina**



## NORTH CAROLINA

### WCBT—Roanoke Rapids—1939

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By WCBT, Inc.  
Address: 251 Roanoke Ave.  
Tel.: 7-2545 MBS-KBS  
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 d.  
Owned-Operated By WAYN, Inc.  
Address Rockingham  
Tel.: WHiting 5-4041 Independent  
Pres., Gen., Sta. Mgr. Wayne M. Nelson  
Comm. Sls., Prom. Mgr. William Futterer  
Chief Engineer Carl M. Wilson

### WCEC—Rocky Mount—1947

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned By East Carolina Electronics  
Address P. O. Box 1075  
Tel.: 2-3108 CBS  
Newspaper Affiliation Telegram  
Representative Continental  
President Josh Horne  
Gen., Sta. Mgr. Mel Warner  
Commercial Manager Ray Thompson  
Program, Publicity Dir. Ray Wulkinson  
Chief Engineer Grover Taylor

### WEED—Rocky Mount—1933

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By W. A. Wynne  
Address Box 752  
Tel.: 6-6736 ABC  
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 130  
Tel.: 6013 Independent  
General Manager H. S. Taylor

### WSAT—Salisbury—1947

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By Mid-Carolina Bcstg. Co.  
Business-Address Drawer 99  
Tel.: MEIrose 3-0621 ABC  
President Charles H. Wentz  
Sta. Mgr. Harry L. Welch  
Comm. Mgr. Catherine Murphy  
Program Director Gales M. Adkins  
Vice President E. L. Sherman

### WSTP—Salisbury—1938

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By WSTP, Inc.  
Bus. Studio Address 1105 Statesville Rd.  
Tel.: MEIrose 6-3811 MBS-KBS

Representative Walker  
President Thomas D. Harrell, Jr.  
Prog. Dir. Ted Austin  
Sales, Prom. Mgr. Frank Andrews  
Publicity Director Sylvia Wiseman  
Chief Engineer Jack Ikner

### 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 Independent  
President Dallas L. Mackey  
Sta. Manager Mrs. E. Keller  
Commercial Manager Max Lee  
Program Director Norris Mayberry  
Chief Engineer Carey Olive  
Managing Dir. Joe Morris

### WVGP—Sanford—1946

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By Sandhills Bcstg. Corp.  
Address P. O. Box 651  
Tel.: Sanford KBS  
Newspaper Affiliation Herald  
Sec'y-Treas. W. E. Horner  
Gen., Comm. Mgr. Phil Peterson

### WADA—Shelby—1958

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned By Cleveland County Bcstg. Co. Inc.  
Business Address Box 227  
Tel.: HUXley 2-1390 Independent  
Pres., Gen., Sta. Mgr. Boyce J. Hanna  
Commercial Manager Harold J. Noles  
Program Director James Price  
Sales, Prom. Mgr. Charles Moore  
Publicity Director Fannie Bell Ledford  
Chief Engineer Kenneth Vassey

### WOHS—Shelby—1946

Frequency: 730 Kc. Power: 1000 Watts  
Owned-Oper. By Western Carolina Radio  
Business Address 1511 W. Dixon Blvd.  
Tel.: HUXkey 7-6313 MBS-KBS  
Pres., Gen. Manager Robert M. Wallace  
Comm. Manager Don McLain  
Program, Publicity Dir. Harold Watson  
Chief Engineer Edwin A. Patterson

### WNCA—Siler City—1952

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By Chatam Bcstg. Co.  
Address Box 352  
Tel.: SH 2-2135 Independent  
Representative Best  
Gen., Sta., Comm. Mgr. L. C. Bruce

### WMPM—Smithfield—1950

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By Carolina Bcstg. Service  
Address Box 238  
Tel.: WEbster 4-2434 Independent  
President Ellis C. Barbour  
Gen., Comm. Mgr. Nathan T. Lassiter  
Program Director John A. Wall

## NORTH CAROLINA

Sales, Prom. Mgr. . . . . Martha E. Sanders  
 Publicity Director . . . . . Bill Kirby  
 Chief Engineer . . . . . Henry Best

### WEEB—Southern Pines—1947

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned. . . . . The Sandhill Community Bcstrs., Inc.  
 Address . . . . . 135 W. New Hampshire Ave.  
 Tel.: OX 2-2941 . . . . . ABC-KBS  
 Station Rep. . . . . Holman  
 Pres., Gen. Mgr. . . . . Jack S. Younts  
 Comm., Prom. Mgr., Ch. Eng. . . . . Joe A. Warren  
 Program, Publicity Dir. . . . . Chas. G. Clapp

### WTOE—Spruce Pine—1955

Frequency: 1470 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By. . . . . Toe River Valley Bcstg. Co.  
 Address . . . . . Radio Chalk Mt.  
 Tel.: P. 5-4296 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Tom N. Cooper  
 Comm. Mgr. . . . . Jessie G. Sullins  
 Program, Chief Eng. . . . . Kenneth Woodward  
 Sales Prom. Mgr. . . . . Noland K. Cooper  
 Publicity Dir. . . . . William F. Pegg

### WDBM—Statesville—1957

Frequency: 550 Kc. . . . . Power: 500 W., d.  
 Owned. . . . . Iredell Bcstg. Co.  
 Address . . . . . Box 1027  
 Tel.: TR 2-2455 . . . . . Independent  
 President . . . . . Walter A. Duke  
 Gen. Mgr. . . . . Clay Cline  
 Comm. Mgr. . . . . Earl Carney  
 Program Director . . . . . Stan Sanders  
 Chief Engineer . . . . . Fred Ostwalt, Jr.

### WSIC—Statesville—1947

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Statesville Bcstg. Co.  
 Address . . . . . Box 1189  
 Tel.: TR 3-9078 . . . . . Independent  
 President . . . . . A. F. Sams, Jr.  
 Gen., Sta. Mgr. . . . . G. M. Allen  
 Publicity Director . . . . . W. P. Wooten, Jr.  
 Program Director . . . . . James Melvin  
 Chief Engineer . . . . . T. K. Abernethy

### WMSJ—Sylva—1957

Frequency: 1480 Kc. . . . . Power: 5000 W., d.  
 Owned . . . . . WMSJ, Inc.  
 Address . . . . . Box 665  
 Tel.: JU 6-2221 . . . . . KBS  
 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 . . . . . Independent  
 President . . . . . John Soles  
 Station Manager . . . . . Troy McPherson  
 Prom. Director . . . . . John Soles, Jr.

### WCPS—Tarboro—1947

Frequency: 760 Kc. . . . . Power: 1000 Watts d.

Owned-Oper. . . . . Coastal Plains Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . Edgecombe Bank Bldg.  
 Tel.: Talbot 3-2191 . . . . . Independent  
 President . . . . . V. E. Fountain  
 General Manager . . . . . G. Lee Hodges

### WTNC—Thomasville—1947

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned By. . . . . The Thomasville Bcstg. Co.  
 Address . . . . . P. O. Box 750  
 Tel.: 2701 . . . . . Independent  
 President . . . . . Mrs. George W. Lyles  
 Gen., Sta. Mgr. . . . . Harold Harrison  
 Chief Engineer . . . . . James McAden

### WTYN—Tryon—1954

Frequency: 1580 Kc. . . . . Power: 250 Watts, d.  
 Owned . . . . . Polk County Broadcasters  
 Address . . . . . Box 1317  
 Tel.: UL 6-6755 . . . . . KBS  
 Gen., Comm. Mgr. . . . . Henry G. Bartol, Jr.  
 Prog., Publicity Dir. . . . . Gertrude S. Taylor  
 Chief Engineer . . . . . Palmer A. Greer

### WADE—Wadesboro—1947

Frequency: 1210 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . M. P. Lyon & Son  
 Address . . . . . Radio Bldg.  
 Tel.: MY 4-2175 . . . . . KBS  
 General, Sta. Mgr. . . . . W. P. Billingsley  
 Program Director . . . . . Peggy L. Mitchell

### WLSE—Wallace—1953

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Duplin Bcstg. Co.  
 Address . . . . . Hwy. 117, N.  
 Tel.: AT 5-2187 . . . . . KBS  
 General Manager . . . . . John T. Newman  
 Ch. Eng. . . . . Raymond Fields

### WHED—Washington—1948

Frequency 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Pamlico Bcstg. Co.  
 Address . . . . . Box 439  
 Tel.: WH 6-3252 . . . . . KBS  
 Pres., Gen., Sta. Mgr. . . . . W. W. Moore  
 Prog. Dir. . . . . George Shriver  
 Pub. Director . . . . . W. E. Knight  
 Chief Engineer . . . . . Richard Tripp

### WRRF—Washington—1942

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 . . . . . ABC  
 Representative . . . . . Headley-Reed  
 President . . . . . W. R. Roberson, Jr.  
 Station Manager . . . . . William Abeyounis  
 Commercial Mgr. . . . . Bob Frowein  
 Program Director . . . . . Merrill Daniels  
 Chief Engineer . . . . . L. E. Hiland

### WHCC—Waynesville—1947

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Kenneth D. & Margaret F. Fry

## NORTH CAROLINA

Business-Studio Address.....Main St.  
Tel.: GL 6-8661.....KBS  
Pres., Gen. Mgr.....K. D. Fry  
Treasurer.....M. F. Fry

### WETC—Wendell-Zebulon 1959

Frequency: 540 Kc.....Power: 250 Watts, d.  
Owned By.....Wendell-Zebulon Radio Co.  
Address.....Wendell-Zebulon  
Pres., Gen. Mgr.....Lewis V. Parrish  
Program Dir.....Lottie P. Flowers  
Sales Prom., Pub. Dir.....Marshall M. Johnson

### WENC—Whiteville—1946

Frequency: 1220.....Power: 1000 Watts  
Owned.....Whiteville Broadcasting Co., Inc.  
Address.....P. O. Box 700  
Tel.: MI 2-2133.....KBS  
Representative.....Thomas F. Clark  
President.....J. A. Maulsby, 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.....Independent  
Co.-O., Gen. Comm. Mgr.....Charles M. Gaylord  
Co.-O., Sta. Manager.....William H. Farrior

### WGNI—Wilmington—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....New Hamover Bcstg. Corp.  
Business Address.....211 N. Second St.  
Tel.: ROger 2-2493.....Independent  
Representative.....Walker  
President.....J. S. Brody  
General Manager.....Allen B. Jones  
Prog. Dir., Chief Eng.....Arthur L. Madeley

### WMFD—Wilmington—1935

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By.....R. A. Dunlea  
Address.....Front & Market Sts.  
Tel.: 3-4064.....ABC  
Representatives.....Burn-Smith, Ayers  
President.....R. A. Dunlea, Jr.  
General Mgr.....George A. Curtis  
Station Mgr.....Robert Hurley  
Sales Prom. Mgr.....Clay McBride  
Program Dir.....Eric Bruton

### WKLM—Wilmington—1956

Frequency: 980 Kc.....Power: 5000 Watts  
Oper. By.....Thoms Radio-TV Ent.  
Address.....Insurance Bldg.  
Tel.: ROger 2-4633.....Independent  
Representative.....Bcst. Time Sales  
President.....Harold H. Thoms  
Station Mgr.....Sam Dodd  
Chief Engineer.....Robert Bowden

### WGTM—Wilson—1937

Frequency: 590 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Watson Industries, Inc.  
Bus.-Studio Address.....Herring Ave.  
Tel.: 2188.....CBS  
Representative.....Clark Brown  
President.....Penn T. Watson, Sr.  
Gen., Sta. Mgr.....Penn T. Watson, Jr.  
Commercial Manager.....Chas. B. Goodyear  
Sls., Prom. Mgr.....Mrs. Boland Hodges  
Program Director.....Bill Bunn  
Publicity Director.....Shirley Morris  
Chief Engineer.....Roy Barron

### WVOT—Wilson—1948

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Wilson Radio Co., Inc.  
Address.....Highway 301-A  
Tel.: 5157.....Independent  
Representative.....Devney  
President.....H. W. Anderson  
Gen., Sta. Mgr.....Harry Severance  
Comm., Sales Prom. Mgr.....P. O. Barnes  
Program Dir.....Wister Moore, Jr.  
Chief Engineer.....Dan S. Williams

### WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned.....Laury Assoc., Inc.  
Address.....Box 3119  
Tel.: PA 2-4121.....Independent  
Representative.....Bob Dore  
President.....Robert A. Monroe  
General Manager.....Ranny Daly  
Program Director.....Larry Williams  
Chief Engineer.....L. B. McLamb

### 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.....Independent  
Representative.....Burn-Smith  
President.....J. F. Koons, III  
General Manager.....Harold Calvin  
Commercial Mgr.....Ronald Barrington

### WSJS—Winston-Salem—1930

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Piedmont Publishing Co.  
Bus.-Studio Address.....419-21 N. Spruce St.  
Tel.: PA 5-2311.....NBC  
Newspaper Affil.....Journal, Twin City Sentinel  
Representative.....Headley-Reed  
President.....W. K. Hoyt  
V.P., Gen. Mgr.....Harold Essex  
Operations Manager.....Phil Hedrick  
Commercial Manager.....Harry B. Shaw  
Program Manager.....John Comas  
Publicity Director.....Harold Carter  
Promotion Mgr.....Richard Barron  
Chief Engineer.....Leon Lasley

### WTOB—Winston-Salem—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Op. By.....Winston-Salem Bcstg. Co., Inc.  
Address.....300 S. Stratford

# NORTH CAROLINA-NORTH DAKOTA

Tel.: PA 3-4353.....CBS-MBS  
 Representative...Venard, Rintoul, McConnell  
 President, Pub. Dir.....James W. Coan

Gen., Comm. Manager.....Charles Brunt  
 Program Director.....Johnny Miller  
 Chief Engineer.....James Hoke

|                                                            |                                          |                                                              |
|------------------------------------------------------------|------------------------------------------|--------------------------------------------------------------|
| Pop.: 696,000<br>Families: 189,000<br>Radio Homes: 183,000 | <h2 style="margin: 0;">North Dakota</h2> | Stations in State: 19<br>TV Homes: 128,000<br>TV Stations: 9 |
|------------------------------------------------------------|------------------------------------------|--------------------------------------------------------------|

## KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4116.....Independent  
 Representative.....Gill-Perna  
 President.....R. C. Johnson  
 Station, Prog. Dir.....Dick Johnson  
 Comm., Sales Prom. Mgr.....Bob Raser  
 Publicity Dir.....Larry Chambers  
 Chief Engineer.....Herb Leupp

## KFYR—Bismarck—1925

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Bus.-Studio Address.....202½ Fourth St.  
 Tel.: CA 3-0900.....NBC  
 Representative.....John Blair  
 Pres., General Manager.....W. A. Ekberg  
 Station Comm. Mgr.....R. W. MacLeod  
 Program Director.....Stanley Wilson  
 Sales Prom. Mgr.....Raymond Isaak  
 Chief Engineer.....Ivar Nelson

## KQDI—Bismarck—1958

Frequency: 1350 Kc.....Power: 500 Watts d.  
 Owned By.....Dakota Musicasters  
 Business Address.....117½ N. 5th St.  
 Tel.: CApital 3-4447.....Independent  
 Station Representative.....Forjoe  
 Gen. & Sta. Mgr.....Darrel W. Holt  
 Chief Engineer.....William Banks, Jr.

## KDLR—Devils Lake—1925

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Bhsiness-Studio Address.....400 12th Ave.  
 Tel.: 1090.....MBS-KBS  
 Representative.....Hal Holman  
 Pres., Gen. Manager.....Bert Wick  
 Comm., Mgr.....Paul R. Lange  
 Program Director.....Wilbur Clemenson  
 Chief Engineer.....Richard Moritz

## KDIX—Dickinson—1947

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 Tel.: 5133.....KBS  
 Representative.....Holman; Hurley  
 President.....Dr. P. J. Weir  
 Gen.-Sta. Mgr.....Orville F. Burda  
 Comm. Mgr.....Ken Gierke  
 Prog., Dir.....Lauren Haacke  
 Chief Engineer.....Benjamin G. Locherd

## KFGO— Fargo—1948

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co.  
 Business-Studio Address.....Box 1610  
 Tel.: 2-3291.....ABC  
 Representative.....Gill-Perna  
 President.....W. R. Haggart  
 Gen., Comm., Sales Mgr.....Charles G. Burke  
 Program Director.....Chuck Boone  
 Chief Eng.....G. Stenoien, N. Pederson

## WDAY— Fargo—1922

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Business-Studio Address.....207 North Fifth  
 Tel.: 2-3371.....NBC  
 Newspaper Affil.....Forum  
 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)

## KGPC— Grafton—1958

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....KGPC Co.  
 Address.....P. O. Box 306  
 Tel.: 105.....Independent  
 General Mgr.....C. G. Matheson  
 Station Mgr.....R. G. Biddick  
 Commercial Mgr.....R. Hunt

## KILO— Grand Forks—1941

Frequency 1440 Kc....Power: 1000 d.; 500n.  
 Owned-Oper. By...Grand Forks Herald, Inc.  
 Bus.-Studio Address...First Natl. Bank Bldg.  
 Tel.: 4-5321.....CBS  
 Newspaper Affiliation.....Herald  
 Representative...Everett-McKinney, O'Connell  
 President.....M. M. Oppegard  
 Sta., Comm. Mgr.....Herman Livingston  
 Adm. Exec.....Dorothy Ann Kirk  
 Chief Engineer.....A. F. Petrich

## KNOX— Grand Forks—1947

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned By.....Community Radio Corp.  
 Address.....P. O. Box 1110  
 Tel.: 4-4611.....MBS

## NORTH DAKOTA-OHIO

Representative.....Rambeau, Vance, Hopple  
President.....Arthur Tweet  
Program Director.....Dave Henley  
Sales Manager.....Robert Lukkason  
Chief Engineer.....David L. Chumley

### KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Hettinger Bcstg. Co.  
Address.....Lambert Bldg.  
Tel.: 547.....KBS  
President.....Cecil R. Clark  
Manager.....Tom E. Loughead  
Commercial Manager.....Louis Borroman  
Program Director.....Allen McIntyre

### KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....James River Bcstg. Co.  
Address.....Box 1170  
Tel.: CLinton 2-2160.....KBS  
Representative.....Devney  
President, Gen. Mgr.....Robert E. Ingstad  
Station Manager.....A. G. Berry  
Comm. Manager.....R. L. Richardson  
Publicity Director.....Tom Bergum  
Program Director.....Bernard H. Langenfeld  
Sales Prom. Mgr.....T. D. Soulis  
Chief Engineer.....Kenneth L. Rich

### KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KSJB, Inc.  
Address.....Box 1271  
Tel.: 1600.....CBS  
Representative.....Weed & Co.  
President.....James M. Pryor, Jr.  
Station Manager.....E. M. Hoge  
Program Director.....James Zimmerman  
Chief Engineer.....Harvey Van Erem

### KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KCJB, Inc.  
Address.....Box 1712  
Tel.: 51-161.....CBS

Representative.....Weed  
Pres., Gen. Mgr.....James M. Pryor, Jr.  
Comm. Mgr.....Hugo Furstenuau  
Program Dir.....Jim Johnson  
Sales Prom. Mgr.....Charles Prait  
Chief Engineer.....Wes Bell

### KLPM—Minot—1929

Frequency: 1390 Kc.....Power: 5000 d.; 1000 n.  
Owned-Operated By.....Minot Bcstg. Co.  
Business Address.....320 Third Ave., S.W.  
Tel.: 4-1146.....MBS  
Representative.....Walker-Rawalt  
President.....Ethel H. Cooley  
Gen. Mgr., Ch. 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.....Independent  
Representative.....Forjoe  
Sta. Mgr.....H. T. "Pete" Searle

### KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....KOVC, Inc.  
Business Address.....135 Central Ave. S.  
Tel.: 1490.....MBS-KBS  
Representative.....Ed Devney  
Pres., Gen. Mgr.....Robert E. Ingstad  
Comm., Sta. Mgr.....Ed Weeks  
Program Director.....Russ Kaber  
Chief Engineer.....Glen Olson

### KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.  
Owned-Oper. By.....Charles L. Scofield  
Address.....1300 Second Ave. W.  
Tel.: Greenfield 3-3911.....Independent  
Representative.....Holman  
Pres., Ch. Eng.....Chas. L. Scofield  
General Manager.....W. L. Holler  
Comm. Manager.....Bob Miller  
Publicity Director.....J. McGeehan  
Program Director.....Bob Gilbert

Pop.: 9,749,000  
Families: 2,925,000  
Radio Homes: 2,845,000

## Ohio

Stations in State: 88  
TV Homes: 2,661,000  
TV Stations: 28

### WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned-Operated By.....Allen T. Simmons  
Business Address.....40 E. Mill St.  
Tel.: JE 5-6165.....CBS  
Representative.....George P. Hollingbery  
Pres., Gen., Sta. Mgr.....Allen T. Simmons  
Commercial Manager.....Robert B. Wilson  
Sales Promotion Manager.....Dolores Buehrle  
Program Director.....Margaret Bevans  
Publicity Director.....Roger Carter  
Chief Engineer.....Arnold Bock

### WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts  
Owned By.....Summit Radio Corp.  
Address.....853 Copley Rd.  
Tel.: PO 2-8811.....ABC  
Newspaper Affiliation.....Beacon Journal  
Station Representative.....McGavren-Quinn  
President.....S. Bernard Berk  
Gen., Sta. Mgr.....Roger G. Berk  
Comm., Sales Prom. Mgr.....Kenneth M. Keeqam  
Program Director.....Bob Wylie  
Operations Manager.....Robert I. Bostian

Chief Engineer.....Irwin L. Knopp

**WCUE—Akron—1949**

Frequency: 1150 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....T. Estabrook & J. Valdes  
Address.....41 S. Main St.  
Tel.: FR 6-7114.....Independent  
Representative.....Avery-Knodel  
President.....Ted Estabrook  
Sec. Treas.....Jack Valdes  
Station Mgr.....Harley Lucas  
Local Sales Mgr.....George Mamas  
Commercial Manager.....Jack Maurer  
Production Manager.....Rick Reighard  
Program Director.....Joe Mayer  
Advertising Manager.....Jean Elliot  
Chief Engineer.....Henry Niederkofler

**WHKK—Akron—1944**

Frequency: 640 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WHKK Bcstg. Co.  
Business-Studio Address.....51 W. State St.  
Tel.: BL 3-7101.....MBS  
Representative.....Bolling  
Pres., Gen. Mgr.....Philip R. Herbert  
Program Director.....Adrian (Bud) Cooper  
Sales Prom. Mgr.....Glenn Colerider  
Chief Engineer.....Andrew D. Smith

**WFAH—Alliance—1947**

Frequency: 1310 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....The Review Pub. Co.  
Address.....2720 S. Union  
Tel.: TAlbot 1-1111.....Independent  
Representative.....Grant Webb  
President.....Mrs. F. A. Hoiles  
Sta. Manager.....D. A. Peterson  
Commercial Mgr.....Robert A. Gates  
Program Director.....Edward D. Krahling  
Chief Engineer.....Gene Peterman

**WNCO—Ashland—1959**

Frequency: 1340 Kc.....Power: 250 W.  
Owned.....Radio Ashland, Inc.  
Business Address.....Ashland Mansfield Rd.  
Tel.: 2-1572.....KBS  
Station Representative.....Ohio Stations  
Pres., Ch. Engr.....Charlie Calhoun  
Sta., Comm. Mgr.....Jim Baine  
Prog. Dir.....Walt Harrell  
Publicity Director.....Leola Barrington

**WICA—Ashtabula—1937**

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WICA, Inc.  
Address.....Ashtabula  
Tel.: WYman 32-126.....Independent  
Newspaper Affil.....Star Beacon  
Representative.....Clark  
President.....D. C. Rowley  
General Manager.....John Collin  
Station Manager.....D. W. Fassett  
Commercial Mgr.....I. H. Bleasdale  
Program Dir.....John Strasen  
Chief Engineer.....Frank Bernato

**WATH—Athens—1950**

Frequency: 970 Kc.....Power: 1000 Watts d.  
Owned By.....Radio Athens  
Business Address.....Box 527  
Tel.: 3-1587.....Independent  
Station Representative.....Hopewell  
Gen. Mgr., Chief Engr.....Andrew Kovlan  
Comm. Manager.....John Kerr  
Sales Promotion Manager.....George Charles  
Program Director.....Claudia Bolin

**WTRX—Bellaire-Wheeling  
1947**

Frequency: 1290 Kc....Power: 1000 Watts d.  
Owned By.....Ohio Valley Bcstg. Corp.  
Business Address.....Hotel McClure Wheeling  
Representative.....Burn-Smith  
President.....Walter Patterson  
Vice President.....Robert K. Richards  
Station Manager.....W. K. Greaver  
Program Director.....James L. Harper  
Chief Engineer.....George Cowen

**WOHP—Bellefontaine—1952**

Frequency: 1390 Kc.....Power: 500 Watts  
Owned.....Lake Erie Radio & TV Corp.  
Address.....East Sandusky St.  
Tel.: 2-5796.....Independent  
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  
Tel.: 3-8021.....Independent  
Rep.....Venard, Rintoul & McConnell  
Pres., Gen., Sta. Mgr.....Howard R. Ward  
Chief Eng.....Roy Gallagher

**WILE—Cambridge—1948**

Frequency: 1270 Kc....Power: 1000 Watts a.  
Owned-Oper...Land o' The Lakes Bcstg. Corp.  
Business-Studio Address.....917 Beatty Ave.  
Tel.: 4-5606.....KBS  
Pres., Gen. Mgr.....Howard A. Donahoe  
Sta., Sales Prom. Mgr.....David C. Lorimer  
Commercial Manager.....William F. Robinson  
Program Director.....William Coffey  
Chief Engineer.....John Nagy

**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.....Independent  
Owner.....Myron Jones  
General Manager.....William Fleckenstein  
Merchandising Manager.....Bill Aey

**WAND—Canton—1947**

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Dover Bcstg.  
Business Address.....106 High Ave., N.W.



## **Gordon Stations— America's LIVELIEST Independents!**

### **WSAI Cincinnati**

Leading radio service in America's 17th market . . . 5000 powerful watts now 24 hours a day! Exciting new sound, fast-paced personality shows plus *Instant News* makes WSAI first in programming . . . first in cost efficiency! See Adam Young for the WSAI Story.

### **KBUZ Phoenix**

These fast-climbing Gordon stations cover 80% of all Arizona . . . an exciting, dynamic young region whose booming population already adds up to America's 19th market. Buy the Gordon Group Package and you get the Southwest's best radio buy. Adam Young has the facts!

### **KCUB Tucson**

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KCUB—TUCSON  
WSAI-FM—CINCINNATI • KTYL-FM—MESA

*Sold nationally by Adam Young Inc.*

**SHERWOOD R. GORDON, President**





Tel.: GL 6-8396.....MBS  
 Station Representative.....Breen & Ward  
 General Manager.....W. B. Steis  
 Asst. Mgr., Prog. Dir.....Richard L. Doll  
 Commercial Manager.....Ace Shaheen  
 Merchandising Manager.....Grace Whitmire  
 Chief Engineer.....Donald Graff

**WCMW—Canton—1946**

Frequency: 1060 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Business Address.....4601 Hills & Dales Rd., NW  
 Tel.: GL 5-9475.....Independent  
 Station Representative.....Masla  
 President.....S. L. Huffman  
 General Manager.....Clark L. Dozer  
 Sta. Mgr., Prog. Dir.....Jack Hale  
 Commercial Manager.....Dick Bremkamp  
 Sales Prom., Pub. Dir.....Joe Saxon  
 Chief Engineer.....Al James

**WHBC—Canton—1925**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address.....550 S. Market St.  
 Tel.: GL 6-7166.....ABC  
 Newspaper Affil.....Brush-Moore  
 Representative.....Venard, Rintoul, McConnell  
 President.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Paul E. Gilmor  
 Sales Prom. Mgr.....Nancy Rice  
 Program Director.....Lee Atwell  
 Publicity Director.....Nancy Jones  
 Chief Engineer.....John Schen

**WBEX—Chillicothe—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Shawnee Broadcasting Co.  
 Bus. Address.....Pohlman Rd., Carlisle Hill  
 Tel.: PProspect 3-2244.....MBS, KBS  
 Representative.....Thomas F. Clark  
 President.....Truman A. Morris  
 Comm. Mgr.....Alan Batteiger  
 Sales Promotion Mgr.....Don W. Hughes  
 Program Director.....Mary Morris  
 Chief Engineer.....Jerry Ashley

**WCHI—Chillicothe—1956**

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned.....Chillicothe Bcstg. Co.  
 Address.....800 Eastern Avenue  
 Tel.: PR 4-3385.....Independent  
 Representative.....McGillvra  
 Co-Owners.....J. H. & A. I. McGillvra  
 Station Manager.....George J. Fox  
 Chief Engineer.....Carl J. Finger

**WSAI—Cincinnati—1923**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Consolidated Sun Ray Bcstg.  
 Address.....Sinton Hotel  
 Tel.: MAIn 1-1068.....Independent  
 Station Representative.....Young  
 President.....William Sylk  
 V.P., Gen. Mgr.....Howard Eicher  
 Nat'l Sales Manager.....Lu Bassett

V.P., Local Sales Manager.....H. O. Parry  
 Sales Prom., Pub. Dir.....Marian E. Knight  
 Program Director.....Don McCarty  
 Chief Engineer.....Jonas Helser

**WCIN—Cincinnati—1953**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Robert W. Rounsaville  
 Address.....3301 Beekman St.  
 Tel.: MU 1-7600.....Independent  
 Representative.....Gill-Perna, Dora-Clayton  
 Owner, Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Ralph B. Johnson  
 Gen. Sls. 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 1-6585.....Independent  
 Representatives.....Welstead, AM Radio Sales  
 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.  
 Business Address.....2345 Symmes St.  
 Tel.: CA 1-0777.....Independent  
 Newspaper Affiliation.....Post-Times Star  
 Representative.....John Blair  
 President.....Jack R. Howard  
 General Manager.....M. C. Watters  
 Station Director.....Patrick H. Crafton  
 Comm. Manager.....R. Rietman  
 Program Director.....Bill Dawes  
 Chief Engineer.....Paul Adams

**WKRC—Cincinnati—1922**

Frequency: 550 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address-Trans.....Hotel Almas  
 Tel.: WO 1-0550.....CBS  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General Manager.....Hubbard Hood  
 Gen. Sales Mgr.....R. L. Bevington  
 Commercial Mgr.....H. M. Hailbrun  
 Program Director.....Ed Kennedy, Jr.  
 Sales Prom. Mgr.....John Walsh  
 Publicity Director.....Greg Olberding  
 Tech. Asst. to Pres.....W. H. Hansher

**WLW—Cincinnati—1922**

Frequency: 700 Kc.....Power: 50 Kw.  
 Owned.....Crosley Bcstg., Corp.  
 Address.....140 W. Ninth St.  
 Tel.: CH 1-1822.....NBC  
 Representative.....NBC Spot Sls.  
 Chm. of Board.....James D. Shouse  
 Pres., Gen. Mgr.....Robert E. Dunville  
 V.P., Sales.....H. P. Lasker  
 V.P. Programs.....Al Bland  
 V.P., Treas.....K. T. Murphy

## OHIO

Sales Mgr. . . . . Scott McLean  
Program Director. . . . . Gene Dailey  
Chief Engineer. . . . . R. J. Rockwell

### WZIP—Cincinnati—1947

Frequency: 1050 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Greater Cinn. Radio, Inc.  
Business Address. . . . . Vernon Manor Hotel  
Tel.: UNIVERSITY 1-6067. . . . . MBS  
Rep. . . . . Venard, Rintoul, McConnell: Ohio Sta.  
President. . . . . Edward D. Skotch  
Commercial Manager. . . . . Len Goorian  
Sales Promo. Mgr. . . . . Gloria Glassmeyer  
Program Director. . . . . George Winters  
Publicity Director. . . . . Gittee Bortz  
Chief Engineer. . . . . Dick Stapleton

### WERE—Cleveland—1948

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . Cleveland Bcstg. Inc.  
Address. . . . . 1501 Euclid Ave.  
Tel.: SU 1-9600. . . . . Independent  
Station Rep. . . . . Vencrd, Rintoul & McConnell  
President. . . . . Ray T. Miller  
V.P., General Manager. . . . . Richard M. Klaus  
Nat'l Sales Mgr. . . . . Ed Paul  
Sales Prom., Pub. Dir. . . . . Peter Roper  
Production Manager. . . . . Bob West  
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. . . . . Independent  
Station Representative. . . . . Broadcast Time Sales  
Pres., Gen. Mgr. . . . . Frederick C. Wolf  
Sales Prom. Mgr. . . . . Jeanne M. Forney  
Prog., Publicity Dir. . . . . Norman Wain  
Chief Engineer. . . . . Ralph Quay

### WGAR—Cleveland—1930

Frequency: 1220 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By. . . . . Peoples Bcstg. Corp.  
Bus. Address. . . . . Hotel Statler  
Tel.: PR 1-0200. . . . . CBS  
Representative . . . . . Christal  
President. . . . . Murray D. Lincoln  
V. Pres., Gen. Mgr. . . . . Herbert Evans  
Station Manager. . . . . Carl E. George  
Commercial Mgr. . . . . Robert E. Forker  
Sales, Prom., Pub. Dir. . . . . Donald C. Mitrovitch  
Program Director. . . . . Robert Smiley  
Chief Engineer. . . . . Lloyd Wingard

### WHK—Cleveland—1922

Frequency: 1420 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Metropolitan Bcstg. Corp.  
Business-Studio Address. . . . . 5000 Euclid Avenue  
Tel.: EXpress 1-5000. . . . . Independent  
Station Representative . . . . . Eastman  
President . . . . . Bernard Goodwin  
Gen. Sta. Mgr. . . . . Harvey L. Glascock  
Sales Prom., Pub. Dir. . . . . Gary Davis  
Program Director. . . . . Gerald Spinn  
Chief Engineer. . . . . Ralph H. DeLamy

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Which audience has the real buying power? Adults, of course. Reach them with "their kind of music" on WDOK, Cleveland. Como, Miller, My Fair Lady, etc. . . . all the best, on ALBUMS. Call Fred Wolfe, Gen. Mgr.: MAin 1-2890, Cleveland.

# WDOK

1260 kc  
CLEVELAND

**WJMO—Cleveland—1947**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned By.....Preston G. Tuschman  
 Address.....2157 Euclid Ave.  
 Tel.: SU 1-4424.....Independent  
 Rep.....Dora-Clayton; Oakes, Wittig, Devney  
 Gen. Mgr., Ch. Eng.....C. C. Courtney  
 Program Director.....John Slade  
 Publicity Director.....Ron Seman

**WJW—Cleveland—1943**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By.....Storer  
 Business-Studio Address.....1630 Euclid Ave.  
 Tel.: Tower 1-6080.....NBC  
 Newspaper Affil.....Miami Sun  
 Representative.....Katz  
 President.....G. B. Storer  
 Station Manager.....R. P. Merridew  
 Program Director.....Bruce MacDonald  
 Commercial Manager.....H. Mathews  
 Sales Prom., Public. Dir.....J. A. Wyman  
 Chief Engineer.....Harold Brinkman

Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WSPD, Toledo; WAGA, Atlanta; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia

**KYW—Cleveland—1923**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co.  
 Business Address.....815 Superior Ave.

Tel.: CH 1-0942.....Independent  
 Sta. Representative..Peters, Griffin, Woodward  
 After July 1.....AM Radio Sales  
 President.....Donald H. McGannon  
 General Manager.....Gordon Davis  
 Commercial Manager.....Ed Wallis  
 Program Director.....Mark Olds  
 Publicity Director.....Charles Getz  
 Adv., Sls., Prom. Dir.....Janet K. Byers  
 Chief Engineer.....Sid Stadig  
 Owners of: WBZ - WBZA, Boston - Springfield,  
 Mass.; KDKA, Pittsburgh, Pa.; WOWO, Fort  
 Wayne, Ind.; KEX, Portland, Oreg.; WIND,  
 Chicago, Ill.

**WSRS—Cleveland Heights  
1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Friendly Bcstg. Co.  
 Address.....2156 Lee Rd.  
 Tel.: ER 1-2005.....ABC  
 Representative.....Bob Dore  
 President.....Richard Eaton  
 Vice Pres.....B. W. Sague  
 V.P., Bus. Mgr.....Myron T. Wile  
 Sec.-Treas.....George P. Bickford

**WBNS—Columbus—1924**

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....RadiOhio, Inc.  
 Business-Studio Address.....33 N. High St.

More buyers for your dollar

on **WJW**  
**RADIO**  
**CLEVELAND**

*Because*

WJW puts the **BEST** signal into the great  
 Cleveland and Northeastern Ohio market.

• Over 3¼ Million People • With 7½ Billion Dollars to Spend

**WJW**

5000 WATTS  
 BASIC NBC  
 850 KC



a Storer operation

**CLEVELAND**

1630 EUCLID AVE.  
 TOWER 1-6080

represented nationally  
 by the Katz Agency

# OHIO

Tel.: CA 4-9265.....CBS  
Representative.....John Blair  
Station Manager.....Richard A. Borel  
Commercial Manager.....W. I. Orr  
Sales Prom. Director.....Jim Yeran  
Program Director.....Parke Blanton  
Publicity Director.....M. Babington  
Chief Engineer.....Lester H. Natzger

## WCOL—Columbus—1922

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Air Trails, Inc.  
Business-Studio Address...E. Broad & Young St.  
Tel.: CA 1-4581.....ABC  
Newspaper Affil.....Lancaster Eagle-Gazette,  
Representative.....H-R Reps., Inc.  
President.....Charles Sawyer  
Exec. V.P., Gen. Mgr.....J. P. Williams  
V. P.....Alexander Buchan  
Manager.....Collis A. Young

## WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts  
Owned By.....North American Bcstg. Co.  
Address.....Southern Hotel  
Tel.: CApital 1-1354.....Independent  
Representative.....Broadcast Time Sales  
Pres., Gen. Mgr.....William R. Mnich  
Program, Publicity Dir.....Harv Morgan  
Sales Prom. Mgr.....Mrs. Georgia Bartoe  
Chief Engineer.....John D. Brookbank

## 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.....MBS  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
Gen., Sta., Comm. Mgr.....Sam T. Johnston  
Sales Prom., Prog. Dir.....Robert Adkins  
Publicity Director.....Ruth Dillon  
Chief Engineer.....Eugene Cefee

## WVKO—Columbus—1948

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sky Way Bcstg. Corp.  
Address.....274 S. 3rd St.  
Tel.: CA 1-5247.....Independent  
Representative...Venard, Rintoul & McConnell  
Gen., Sta. Manager.....Bert Charles  
Comm. Manager.....William Selander  
Sales Prom. Mgr.....Robert O. Nixon  
Publicity Dir.....Betty J. Specks  
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.: MAin 2-5432.....Independent  
Station Representative.....Webb  
Pres., Gen. Mgr.....F. Bruce Wallace  
Comm., Sales Prom. Mgr.....Arthur E. Jost  
Prog., Pub. Dir.....Hugh G. Williams  
Chief Engineer.....Hermen L. Phllabaum

## WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.  
Owned.....WAVI Bcstg. Corp.  
Address.....1428 Cincinnati St.  
Tel.: BAldwin 4-1137.....Independent  
Station Rep.....Bcst. Time Sales  
Pres., Gen. Mgr.....Harry K. Crowl  
National Sales Director...Kenneth D. Caywood  
Commercial Manager.....Guy Wadsworth  
Sales Prom., Prog. Dir.....Dewitt Campbell  
Chief Engineer.....Charles Dreher

## WHIO—Dayton—1935

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Miami Valley Bcstg. Corp.  
Business-Studio Address...1414 Wilmington Ave.  
Tel.: MA 6581.....CBS  
Representative.....Hollingbery  
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

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Great Trails Bcstg. Co.  
Business-Studio Address...121 N. Main St.  
Tel.: BA 2-3773.....ABC  
News. Affil.....Lancaster Eagle-Gazette  
Station Representative.....Eastman  
President.....Charles Sawyer  
General Manager.....Dale Moudy  
Commercial Manager.....O. Eugene Rahn  
Sales Prom. Mgr.....Larry Marker  
Program Director.....George Dunlevy  
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.: BA 4-6501.....Independent  
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  
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.....Independent  
Representative.....Devney  
V.P., Gen. Manager.....Glenn R. Thayer

## WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Dover Broadcasting Company, Inc.  
Address.....210 Boulevard  
Tel.: 4-2126.....KBS  
Station Representative.....Breen & Ward

President.....Agnes J. Reeves Greer  
 Asst. Station Manager.....Sal Butera  
 General Manager.....W. B. Steis  
 Commercial Manager.....E. A. Barr  
 Sales Prom. Mgr.....Norm Witherspoon  
 Program Director.....Jim Shipley  
 Publicity Dir.....Grace Whitmire  
 Chief Engineer.....Donald Graff

**WOHI—East Liverpool—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....East Liverpool Bcstg. Co.  
 Business Address.....P.O. Box 760  
 Tel.: Fulton 5-1490.....ABC  
 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.....Independent  
 Newspaper Affil.....Chronicle-Telegram  
 President.....O. B. Schoepfle  
 General Mgr.....Paul Nakel  
 Program Dir.....Dick Barrett  
 Chief Engineer.....Hugh Coburn

**WFIN—Findlay—1941**

Frequency: 1330 Kc.....Power: 1000 Watts, d.  
 Owned.....Findlay Publishing Co.  
 Address.....101½ West Sandusky St.  
 Tel.: GA 2-4545.....Independent  
 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—1952**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Seneca Radio Corp.  
 Business Address.....Box 589  
 Tel.: HE 5-5666.....Independent  
 Station Rep.....Webb; Ohio Stations  
 President.....Andrew Emerine  
 Gen., Sta. Mgr.....Melvin L. Murray  
 Commercial Mgr.....Roger V. Wise  
 Program Director.....Lowell Fiedler  
 Chief Engineer.....Carl Barry

**WFRO—Fremont—1949**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wolfe Bcstg. Corp.  
 Address.....905 W. State St.  
 Tel.: FE 2-3951.....Independent  
 Representative.....Hil F. Best  
 President.....Robert F. Wolfe  
 Managing Director.....R. C. Force

**WJEH—Gallipolis—1950**

Frequency: 990 Kc.....Power: 1 Kw., d.

Owned-Oper. By.....Ohio Valley on the Air, Inc.  
 Business Address.....Portsmouth Rd.; Box 244  
 Tel.: Gibson 6-3543.....KBS  
 Representative.....Sears & Ayer  
 President.....John E. Halliday  
 Gen., Comm. Mgr.....Marianne B. Campbell  
 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.  
 Representative.....Rambaud  
 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**

Frequency: 1590 Kc.....Power: 500 W., d.  
 Owned.....Highland Bcstg. Co.  
 Address.....Box 176  
 Tel.: HI 1590.....KBS  
 Representative.....Continental  
 Gen. Mgr.....Willard Parr, Sr.  
 Comm. Mgr.....Robert Martin  
 Prog. Dir.....Gene Brent

**WIRO—Ironton—1951**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Tel.: 360.....MBS  
 Station Representative.....Best  
 Pres., Ch. Eng.....C. A. Baker  
 Gen., Sta. Mgr.....C. E. McElroy  
 Commercial Manager.....Joe Klarke  
 Program Director.....Marlene Ferguson

**WLMJ—Jackson—1953**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned.....Radio Jackson, Inc.  
 Address.....Court & Broadway  
 Tel.: 850.....KBS  
 Representative.....McGavren-Quinn  
 Pres., Gen. Mgr.....J. E. Willis  
 Program Director.....Bill Dawson  
 Chief Engineer.....William McCartney

**WHOK—Lancaster—1948**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc.....Memorial Dr.  
 Tel.: OL 3-4373.....Independent  
 Pres., Gen. Mgr.....Nelson Embrey  
 Comm. Manager.....Mark Lucas  
 Program Dir.....Eleanor J. Blazer  
 Chief Engineer.....Charles B. Houston

**WIMA—Lima—1948**

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.....ABC

## OHIO

Representative ..... H. R.  
President ..... G. E. Hamilton  
General Manager ..... R. W. Mack  
Sta., Comm. Mgr. .... C. B. Heller  
Program Director ..... Charles Grady  
Chief Engineer ..... Bill Harrison

### WCLW—Mansfield—1957

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By ..... Mansfield Bcstg. Co.  
Address ..... 791 McPherson St.  
Station Rep. .... Devney  
Pres., Gen. Mgr. .... F. Eckhardt  
Commercial Mgr. .... D. Holzappel

### WMAN—Mansfield—1939

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Richland, Inc.  
Business-Studio Address ..... 144½ Park Ave. W.  
Tel.: LA 4-2211 ..... ABC  
Representative ..... Venard, Rintoul & McConnell  
Pres., Gen. Sta., Sls., Comm. Mgr. J. M. O'Hara  
Prog.-Pub. Dir. .... Robert James  
Chief Engineer ..... William Morrison

### WMOA—Marietta—1946

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Marietta Broadcasting Corp.  
Address ..... P. O. Box 594  
Tel.: FR 3-7527 ..... MBS  
Station Representative ..... Devney  
Gen., Sta. Mgr. .... R. Sanford Guyer  
Commercial Manager ..... Robert L. Guyer  
Sales Prom. Mgr. .... John Cigna  
Program Director ..... Leah R. Thorla  
Publicity Director ..... Charles Weis  
Chief Engineer ..... Charles E. Clark

### WMRN—Marion—1940

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... The Marion Bcstg. Co.  
Bus. Address ..... 1490 N. Main St.; Box 518  
Tel.: 3-1131 ..... ABC  
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—1957

Frequency: 990 Kc. .... Power: 250 W., d.  
Owned ..... Massillon Bcstg. Co.  
Address ..... Box 573  
Tel.: TE 2-5023 ..... KBS  
President ..... Joel W. Rosenblum  
Station Mgr. .... Nick Barry  
Comm. Mgr. .... Richard J. Scholem  
Program Dir. .... Ted Wesley  
Chief Engineer ..... Joseph Kish

### WPFB—Middletown—1947

Freq.: 910 Kc. .... Power: 1 Kw. d., 100 W. n.  
Owned-Operated By ..... Paul F. Braden  
Business Address ..... Coles Road  
Tel.: GA 2-3625 ..... Independent  
Station Representative ..... Breen & Ward  
General Manager ..... Paul F. Braden  
Sta. Mgr. .... Tom Hogan

Commercial Manager ..... J. H. LeMoyno  
Sales Promotion Manager ..... Charles Reeder  
Program Director ..... Ray Iglehart, Jr.  
Publicity Director ..... Gerry Iglehart  
Chief Engineer ..... Larry Beckwith

### WMVO—Mt. Vernon—1953

Frequency: 1300 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Mt. Vernon Bcstg. Co.  
Business Address ..... Coshocton Rd.; Box 390  
Tel.: EX 2-0946 ..... Independent  
Pres., Gen. Mgr. .... Mrs. Charles M. Zelkowitz  
Commercial Manager ..... Lewis Wagoner  
Program Director ..... Stephen Zelkowitz  
Publicity Director ..... George Bennett  
Chief Engineer ..... Rudy Maxwell

### WCLT—Newark—1947

Frequency: 1430 Kc. .... Power: 500 Watts d.  
Owned-Operated By ..... WCLT Radio Inc.  
Address ..... 25 West Main St.  
Tel.: FA 4-0071 ..... Independent  
Representative ..... Meeker Associates  
Pres., Gen. Mgr. .... Thomas A. Rogers  
Commercial Mgr. .... Robert Prier  
Program Director ..... Arnauld Fleming  
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 ..... Independent  
Representative ..... Devney, Inc.  
Gen., Sta. Mgr. .... Carl R. Lee  
Comm., Sales Prom. Mgr. .... Harry Griffiths  
Program Director ..... Elwood Thompson  
Publicity Director ..... James Ahlstrom  
Chief Engineer ..... Carl R. Lee

### WPTW—Piqua—1947

Frequency: 1570 Kc. .... Power: 250 Watts d.  
Owned-Oper. Miami County Bcstg. Co., Inc.  
Address-Trans. .... 1625 Covington Ave.  
Tel.: PR 3-3513 ..... KBS  
Pres. .... Richard E. Hunt  
Gen. Mgr., Chief Eng. .... Lewis M. Shroyer  
Commercial Mgr. .... Mrs. Eleanor Mills  
Program Dir. .... Frances Shroyer

### WNXT—Portsmouth—1951

Frequency: 1260 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... Portsmouth Bcstg. Co.  
Address ..... Masonic Temple Bldg.  
Tel.: EL 3-1161 ..... ABC  
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

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Paul F. Braden  
Address ..... 1009 Gallia St.  
Tel.: EL 3-5176 ..... CBS  
Station Rep. .... Breen & Ward; Reilly  
General Manager ..... Paul F. Braden  
Sta., Sales Prom. Mgr. .... O. T. Dresbach

Commercial Manager..... J. H. LeMoyné  
 Program Director..... John T. Baker  
 Chief Engineer..... Maurice L. Myers

### WLEC—Sandusky—1947

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Lake Erie Bcstg. Co.  
 Address..... Box 1209  
 Tel.: MA 6-2000..... MBS  
 Representative..... Hal Holman  
 Pres., General-Station Mgr..... Jay Wagner  
 Commercial Manager..... Louis Mahla  
 Sales Promotion Manager..... Bette Wohler  
 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..... Independent  
 Representative..... Thomas F. Clark  
 President..... R. Stanley Lucas  
 General Manager..... R. L. Yontz  
 Commercial Manager..... Paul S. Kintzel  
 Program Director..... James W. Bissey  
 Chief Engineer..... Carl Egbert

### WIZE—Springfield—1940

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio Voice of Springfield  
 Trans. Address..... 117 W. High St.  
 Tel.: FA 3-4955..... ABC  
 Representative..... H. R. Representative, Inc.  
 President..... Charles Sawyer  
 Executive Vice-President..... J. P. Williams  
 Vice-President..... Alex Buchan  
 Station Mgr..... Ernest A. Gudridge  
 Program Director..... Frank Prater  
 Chief Engineer..... Victor L. Bushong

### WSTV—Steubenville—1940

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WSTV, Inc.  
 Bus.-Studio Address..... Exchange Realty Bldg.  
 Tel.: AT 2-6265..... MBS  
 Representative..... Avery-Knodel  
 Pres..... Jack N. Berkman  
 Exec. V.P., Gen. Mgr..... John J. Laux  
 Vice President..... Fred Weber  
 Sta., Comm. Mgr..... Louis 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..... Independent  
 Representative..... Pearson  
 Station Mgr..... Sam W. Sloan  
 Comm. Manager..... William C. Wester  
 Program Director..... George M. Mishler  
 Chief Engineer..... George D. Stearns

### WTOD—Toledo—1946

Frequency: 1560 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Booth Broadcasting Co.  
 Business Address..... 320 Davis Bldg.

Tel.: CH 2-4321..... MBS  
 Representative..... Weed  
 President..... John L. Booth  
 Gen., Comm. Mgr..... Sonne Miller  
 Program Director..... Ted Barbone  
 Chief Engineer..... Robert Sowers

### WSPD—Toledo—1921

Frequency: 1370 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Storer Broadcasting Co.  
 Bus. Address..... 1177 Kane Concourse, Miami  
 Tel.: CH 8-6201..... NBC  
 Newspaper Affil..... Miami Beach Sun  
 Representative..... Katz  
 President..... George B. Storer  
 Managing Director..... Reggie Martin  
 Nat. Sales Manager..... Emerson Kimble  
 Sales Prom., Pub. Dir..... James W. Rowe  
 Program Director..... E. C. Kutz  
 Chief Engineer..... William M. Stringfellow  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WAGA, Atlanta; WJW, Cleveland; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia

### WTOL—Toledo—1938

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Community Bcstg. Co.  
 Trans.-Address..... Bell Bldg.  
 Tel.: CH 3-3291..... ABC  
 Station Representative..... Gill-Perna  
 President..... Frazier Reams  
 Gen.-Station Mgr..... Thomas S. Bretherton  
 Commercial Manager..... Douglas Tabner  
 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 Address..... Second National Bldg.  
 Tel.: EXpress 2-2529..... Independent  
 Newspaper Affiliation..... Tribune Chronicle  
 Station Rep..... Rambeau, Vance, Hoppie  
 President..... Helen Hart Hurlbert  
 Gen. Mgr., Ch. Engr..... Robert E. Hardy  
 Program Director..... John Peterson

### WCHO—Washington Court House—1952

Frequency: 1250 Kc..... Power: 500 Watts d.  
 Owned By..... W. N. Nungesser  
 Address..... 113½ S. Main St.  
 Tel.: 5-6211..... KBS  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr., Chief Eng..... W. N. Nungesser  
 Comm., Sales Prom. Mgr..... R. L. Anderson

### WPKO—Waverly—1954

Frequency: 1380..... Power: 1000 W., d.  
 Owner..... HI Kinco Bcstrs.  
 Address..... Box 67  
 Tel.: PI 2781..... Independent  
 Station Mgr..... Art Layne  
 Gen., Comm. Mgr..... Warren W. Cooper

### WKOV—Wellston—1953

Frequency: 1330 Kc..... Power: 500 Watts d.



## OHIO-OKLAHOMA

Owned-Operated By.....Court House Bcstg.  
Address.....P. O. Box 190  
Tel.: WE 546.....KBS  
Representative.....Hil F. Best  
General Manager.....Parks Robinson  
Station Mgr.....Kenneth Williams

### WWST—Wooster—1947

Frequency: 960 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Wooster Republican Ptg. Co.  
Address.....Route 30  
Tel.: 3-5075.....KBS  
General Manager.....E. B. Evans  
Commercial Mgr.....Quentin W. Welty

### WRFD—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.  
Owned.....Peoples Broadcasting Corp.  
Address.....Worthington  
Tel.: TU 5-5342.....Independent  
Representative.....Gill-Perna  
General Manager.....Herbert E. Evans  
Sta., Mgr.....Joseph D. Bradshaw  
President.....Murray D. Lincoln  
Comm. Mgr.....Dale Lutz  
Program, Sales Prom. Mgr.....Phil Sheriden  
Publicity Dir.....Bill Pfeiffer  
Chief Engineer.....Harold Schaaf

### WBBW—Youngstown—1949

Frequency: 1240 Kc.....Power: 250 Watts  
Owner.....Mahoning Valley Bcstg. Corp.  
Address.....Warner Thea. Bldg.  
Tel.: RI 4-4421.....MBS  
Representative.....Weed  
President, Ch. Eng.....John Cherpack, Jr.  
V.P., Gen. Mgr.....Gene Trace  
Sales Prom. Mgr., Pub. Dir.....Isabel Meyer  
Program Director.....Anthony N. Ross

### WFMJ—Youngstown—1939

Frequency: 1390 Kc.....Power: 5000 Watts  
Owned-Operated By.....WFMJ Bcstg. Co.  
Business-Studio Address.....101 W. Boardman  
Tel.: RI 4-8611.....NBC  
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

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By.....WKBN Bcstg. Corp.  
Address.....3930 Sunset Blvd.  
Tel.: ST 2-1145.....CBS  
Representative.....Paul H. Raymer  
Pres., Gen. Mgr.....Warren P. Williamson, Jr.  
Sta., Comm. Mgr.....J. Lohair Bowden  
Sales Prom., Pub. Dir.....W. P. Williamson III  
Program Director.....John Moses  
Chief Engineer.....B. T. Wilkins

### WHIZ—Zanesville—1924

Frequency: 1240 Kc.....Power: 250 Watts  
Owner.....Southeastern Ohio Bcstg. System, Inc.  
Business-Studio Address.....Lind Arcade Bldg.  
Tel.: GL 2-5431.....NBC  
Newspaper Affiliation.....Zanesville Pub Co.  
Representative.....John E. Pearson  
President.....Clay Littick  
Gen., Station Manager.....Allan Land  
Comm. Mgr.....Nate Milder  
Sales Promotion Manager.....Naomi Lorton  
Program Director.....Stan Robinson  
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,378,000

Families: 739,000

Radio Homes: 718,000

## Oklahoma

Stations in State: 55

TV Homes: 676,000

TV Stations: 14

### KADA—Ada—1934

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KADA Bcstg., Inc.  
Business Address.....Box 642  
Tel.: FEderal 2-1212.....ABC, KBS  
Rep.....Venard, Rintoul & McConnell; Brown  
President.....Brown Morris  
General Manager.....Bill Hoover  
Station Manager.....Monte Bell  
Commercial Manager.....Jerry Spencer

### KHHW—Altus—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Altus Bcstg. Co., Inc.  
Business Address.....Box 551  
Tel.: HU 2-1450.....KBS  
Newspaper Affil.....Times-Democrat  
Representative.....Pearson  
Pres., Gen. Mgr.....Frank E. Wimberly

Commercial Manager.....Albert Houpe  
Chief Engineer.....Ernest Baucum

### KALV—Alva—1956

Frequency: 1430 Kc.....Power: 500 Watts  
Owned.....Alva Bcstg. Co.  
Business Address.....Box 328  
Tel.: 1663.....Independent  
Representative.....Best  
General Manager.....Robert L. Martin  
Program Directo.....Merle M. Johnson

### KVSO—Ardmore—1935

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Ardmoreite Pub. Co.  
Address.....Ardmoreite Bldg.  
Tel.: Ardmore.....KBS  
Representative.....Devney  
General Manager.....Douglas C. Dillard

**KWON—Bartlesville—1942**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Bartlesville Bcstg. Co.  
 Address Box 69  
 Tel: 1400 MBS  
 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**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Operated By Star Bcstg. Co., Inc.  
 Address Jens Morie Hotel  
 Tel: RO 5-4698. KBS  
 Representative Continental  
 President Dr. F. G. Conley  
 Gen., Comm. Mgr. Robert F. Pool  
 Program Dir. Lawrence Eck  
 Sales Prom. Mgr. Ray Bush  
 Chief Engineer Heinz Powerleit

**KWCO—Chickasha—1946**

Freq.: 1560 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Oper. By Washita Valley Bcstg. Corp.  
 Business Address Cor. 4th & Grand  
 Tel: CAstle 4-2890. KBS  
 Owner, Gen. Mgr. Jack L. Pink  
 Station Manager William S. Scott  
 Program Director Marjorie Richards  
 Chief Engineer W. K. Berry

**KWPR—Claremore—1958**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned By Claremore Bcstg. Co.  
 Address Will Rogers Hotel  
 Tel: ROgers 3-1281. KBS  
 President R. I. Hartley  
 General Mgr. J. M. Mahoney  
 Sales Mgr. J. Williams  
 Program, Chief Eng. P. Gentry

**KWOE—Clinton—1949**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Operated By Western Okla. Bcstg. Co.  
 Address Neptune Park  
 Tel: 618. KBS  
 Station Representative Hil F. Best  
 General Manager V. M. Preston  
 Commercial Mgr. Lew Preston  
 Publicity Dir. Evelyn Preston

**KUSH—Cushing—1953**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Cimarron Broadcasters, Inc.  
 Address Highway 33  
 Tel: CA 5-0922. KBS  
 Representative Hil F. Best  
 Pres., Gen. Mgr. Gordon Rockett  
 Program, Publicity Dir. Jerry Kunkel  
 Chief Engineer Harold Kinkead

**KRHD—Duncan—1949**

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.  
 Owned-Operated By Duncan Bcstg. Co.  
 Address Box 1192

Tel: 1350 KBS  
 President R. H. Drury  
 Gen., Sta. Mgr. W. M. Brubaker  
 Program Director John Moon  
 Sales Prom. Mgr. Morgan Duval  
 Publicity Director Frank Hicks  
 Chief Engineer Lee Agee

**KSEO—Durant—1947**

Frequency: 750 Kc. Power: 250 Watts d.  
 Owned-Operated By Democrat Printing Co.  
 Address 215-216 Democrat Bldg.  
 Gen., Comm. Mgr. Leroy Moses

**KASA—Elk City—1932**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Webb & Stephens  
 Address Box 189  
 Tel: 730 MBS-ABC-KBS  
 Representative Pearson  
 Manager John P. Strength, Jr.

**KCRC—Enid—1928**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By Enid Radiophons Co.  
 Bus. Studio Address 318 E. Willow  
 Tel: AD 7-1390. ABC  
 News, Affil. Morning News, Daily Eagle  
 Representative John E. Pearson Co.  
 President Milton B. Garber  
 General Manager Pat Murphy  
 Pub. Dir. Gladys Williams  
 Sls. Prom. Mgr. James Stacy  
 Prog. Dir. Ch. Eng. Duane Hoisington

**KGWA—Enid—1950**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By Public Bcstg. Service, Inc.  
 Address 115½ E. Broadway  
 Tel: AD 4-4230. Independent  
 Representative Venard, Rintoul & McConnell  
 Pres., Gen., Comm. Mgr. Allan Page  
 Program Director Lyle Gaston  
 Chief Engineer Milton Wentworth

**KTAT—Frederick—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By Frederick Bcstg. Co.  
 Address P.O. Drawer 920  
 Tel: ED 5-2131. KBS  
 Representative Hil F. Best  
 General Manager Ron Wheeler  
 Program Director Mary Wheeler

**KWRW—Guthrie—1955**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By Guthrie Bcstr.  
 Address Ione Hotel  
 Tel: BU 2-2321. KBS  
 Pres., Gen. Mgr. Weldon Sledge  
 Sta. Mgr. Ch. Eng. Calvin Clopton  
 Commercial Manager Bob McVay  
 Program Director Wally Seeds

**KGYN—Guymon—1948**

Frequency: 1220 Kc. Power: 1000 Watts d.

# OKLAHOMA

Owned-Operated By..... Plains Bcstg. Co.  
Business-Studio Address..... Box 130  
Tel.: 888 .....KBS  
Representative..... Hil F. Best  
Pres., Sta. Mgr..... John B. Gray  
Comm. Mgr..... Ed Slater  
Chief Engineer..... Herb Noyes

## KHEN—Henryetta—1956

Frequency: 1590 Kc..... Power: 500 W., d.  
Owned..... Henryetta Radio Co.  
Address..... Box 930  
Tel.: OLive 2-3311..... Independent  
President..... Leland Gourley  
Gen. Mgr..... Marvin Hull  
Program Director..... Bill Simmons

## KTJS—Hobart—1947

Frequency: 1420 Kc..... Power: 250 Watts d.  
Owned-Operated By..... A. R. Fuchs  
Address..... Box 796  
Tel.: 1070 .....KBS  
Manager..... A. Fuchs

## KIHN—Hugo—1947

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... D. & L. Brawner  
Tel.: 1140 .....KBS  
General Mgr..... Calvin Miller  
Comm. Mgr..... Dewey Banta

## KBEL—Idabel—1953

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Idabel Bcstg. Co.  
Tel.: 802 .....Independent  
General Manager..... Winston O. Ward  
Sta., Comm. Manager..... J. P. Stanley

## KCCO—Lawton—1956

Frequency: 1050 Kc..... Power: 250 W., d.  
Owned..... Progressive Bcstg. Co.  
Address..... Box 2178  
Tel.: EL 5-1050..... Independent  
Gen. Mgr..... Morgan Roberts

## KSWO—Lawton—1941

Frequency: 1380 Kc..... Power: 1000 W.  
Owned..... Okla. Quality Bcstg. Co.  
Address..... Box 699  
Tel.: EL 5-1380..... ABC  
Representative..... Pearson  
President..... R. H. Drewry  
Gen. Mgr..... Emmett L. Keough  
Commercial Mgr..... Bob Franklin  
Program Dir..... Bill Miller  
Chief Engineer..... Jimmy Lockerd

## KNED—McAlester—1950

Frequency: 1150 Kc..... Power: 1 Kw. d.; 5, n.  
Owned-Operated By..... Pittsburg Bcstg. Co., Inc.  
Address..... Box 780  
Tel.: GA 3-1460..... Independent  
Representative..... Pearson  
Pres., Gen. Mgr..... Ray Van Hoeser  
Commercial Manager..... Phil Reed

Station, Prog. Mgr..... Dud Stallings  
Sls. Promotion Mgr..... Frank Hopkins  
Chief Engineer..... Dexter Ferry

## KTMC—McAlester—1946

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... McAlester Bcstg. Co.  
Business-Studio Address..... Earle Hotel  
Tel.: GA 3-1400..... KBS  
Station Representative..... Continental; Weed  
President..... Irvin Gladstein  
Gen. Sta. Mgr..... Bob Baggett  
Commercial Manager..... Alston Hardin  
Publicity Director..... Larry Craft  
Program Director..... Sharon Sarrels  
Chief Engineer..... Harold Duncan

## KGLC—Miami—1947

Frequency: 910 Kc..... Power: 1000 Watts  
Owned-Operated By..... Miami Bcstg. Co.  
Business Address..... Miami Hotel Bldg.  
Tel.: KI 2-3303..... KBS  
Gen., Sta. Mgr..... William A. Searle  
Program Director..... Ross Jones  
Chief Engineer..... Louis E. Stone

## KBIX—Muskogee—1936

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Okla. Pub. Co.  
Address..... Barnes Bldg.  
Tel.: MU 2-1331..... ABC-KBS  
Newspaper Affil..... Phoenix-Times Democrat  
Representative..... Burn-Smith  
President..... Tams Bixby, Jr.  
Gen., Sta., Comm. Mgr..... W. B. Parker  
Program, Pub. Dir..... O. Eversole, Jr.  
Chief Engineer..... Edsel Griffin

## KMUS—Muskogee—1948

Frequency: 1380 Kc..... Power: 1000 d., 500 n.  
Owned-Operated By..... Horace C. Boren  
Address..... P. O. Box 1588  
Tel.: MU 2-2488..... Independent  
Representative..... Pearson  
Pres., Gen. Mgr..... Horace C. Boren  
Sta. Mgr., Ch. Engr..... James E. Keitel, Sr.  
Program Director..... Lon Williams

## KNOR—Norman—1949

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... Cleveland County Bcstg. Co.  
Address..... P. O. Box 542  
Tel.: JE 4-8474..... KBS  
Gen. Manager..... William S. Morgan  
Comm. Mgr..... Tol Dickenson

## KBYE—Oklahoma City—1947

Frequency: 890 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Great Empire Bcstg.  
Business Address..... 5508 N. Eastern; Box 671  
Tel.: GAfield 7-6524..... ABC  
General Manager..... F. F. Lynch  
Program Director..... Glenn Valentine  
Chief Engineer..... Charles Murphy

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Big Chief Bcstg Co. Inc.  
Business Address: 128½ West Commerce  
Tel.: FOrest 5-6358. Independent  
Representative: Weed  
Pres., Sales Prom. Mgr.: Jack Beasley  
Commercial Mgr.: Eddie Peak  
Station Mgr.: Monty Wells  
Program Dir.: Carolee Axtell  
Publicity Dir.: Bob Allen  
Chief Engineer: Buzzy Brooks

**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. Independent  
Representative: Pearson  
Pres., Gen. Mgr.: M. H. Bcnebrake  
Commercial Manager: Carlton Beck  
Chief Engineer: Elmo Black

**KOMA—Oklahoma City—1927**

Frequency: 1520 Kc. Power: 50,000 Watts  
Owned-Operated By: Storz Bcstg. Co.  
Business-Studio Address: 311 W. Grand  
Tel.: FO 5-6653. CBS  
Representative: Gill-Perna, Inc.  
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.: FOrest 5-8351. CBS  
Station Representative: Eastman  
President: Wendell Mayes  
Gen. Mgr.: Tom Johnson  
Comm. Mgr.: George R. Collisson  
Publicity Director: Harvard Page  
Prog. Dir.: Bill Bryan  
Chief Engineer: Clifford Easum

**KTOW—Oklahoma City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By: KTOW, Inc.  
Business-Studio Address: Fifth & Robinson  
Tel.: CE 2-6367. MBS  
Station Representative: Melville  
President: W. D. Schueler  
Gen., Sta. Mgr.: R. N. "Mack" Lester  
Prog., Pub. Dir.: Nick Reyes  
Chief Eng.: Jim Treat

**WKY—Oklahoma City—1921**

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By: WKY TV System, Inc.  
Business-Studio Address: 500 E. Britton  
Tel.: TR 8-2161. Independent  
Newspaper Affil.: Oklahoman; City Times  
Representative: Katz  
President: E. K. Gaylord

General Manager: Norman P. Bagwell  
Sta., Comm. Mgr.: John C. Moler  
Prog Dir.: W. J. Wheatley  
Prom. Pub. Mgr.: Jim Willis  
Chief Engineer: Gene Lyons

**KHBG—Okmulgee—1937**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Okmulgee Bcstg. Corp.  
Business Address: Box 1350  
Tel.: 3646. KBS  
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**

Frequency: 1470 Kc. Power: 250 Watts  
Owned-Operated By: Garvin Bcstg.  
Business Trans. Address: P. O. Box 610  
Tel.: 1470. KBS  
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**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Ponca City Pub. Co.  
Business Address: P.O. Box 588  
Tel.: RO 5-6607. MBS  
Newspaper Affiliation: The News  
Representative: Pearson  
General Manager: Allan W. Muchmore  
Station Manager: William C. Maugans

**KLCO—Poteau—1953**

Frequency: 1280 Kc. Power: 1 Kw. d.  
Owner: R. B. & Bernice Bell  
Address: Box 511  
Tel.: 660. KBS  
President, Gen. Manager: R. B. Bell  
Sales Prom.: Vic Nowlin

**KOLS—Pryor—1950**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Lakes Area Bcstg. Co.  
Address: 5th & S. Mill Sts.  
Tel.: VALley 5-2763. KBS  
Representative: H. F. Best  
Gen. Mgr., Chief Eng.: L. L. Gaffaney  
Commercial Manager: Mrs. L. L. Gaffaney  
Program Director: Merle Caldwell

**KGFF—Shawnee—1930**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: KGFF Bcstg. Co., Inc.  
Address: P. O. Box 2059  
Tel.: 4390. MBS  
Newspaper Affiliation: Stauffer Publ. Inc.  
Representative: Avery-Knodel  
Gen., Sta. Manager: William A. Weaver

Comm. Mgr. . . . . Jeral C. Ziegler

**KSPI—Stillwater—1947**

Frequency: 780 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Stillwater Publishing Co.  
 Business Address. . . . . P.O. Box 231  
 Tel.: FR 2-7800. . . . . Independent  
 Newspaper Affiliation. . . . . Daily News-Press  
 Representative . . . . . Clark  
 General Mgr. . . . . J. R. Bellatti  
 Station Manager. . . . . Lewis Pearce  
 Commercial Manager. . . . . Bill Platt  
 Chief Engineer. . . . . Paul A. McCollum

**KTLQ—Tahlequah—1958**

Frequency: 1350 Kc. . . . . Power: 500 W. d.  
 Owned. . . . . Tahlequah Bcstg. Co.  
 Business Address. . . . . Box 126  
 Tel.: 1500 . . . . .  
 Station Representative . . . . . Continental  
 Pres., Ch. Eng. . . . . Galen O. Gilbert  
 Comm., Sales Prom. Mgr. . . . . Bill Bentley

**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. . . . . Independent  
 Station Representative . . . . . Weed  
 V.P., Gen. Mgr. . . . . Robert J. Hoth  
 Program Director. . . . . Chris Lane  
 Chief Engineer. . . . . Charles Laughton

**KFMJ—Tulsa—1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Fred Jones Bcstg. Co.  
 Business-Studio Address. . . . . 1242 S. Boston  
 Tel.: LU 5-5555. . . . . Independent  
 Representative . . . . . Masla  
 General Manager. . . . . Lawson Taylor

**KOME—Tulsa—1938**

Freq.: 1300 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. . . . . Charles W. Holt & Assoc.  
 Address. . . . . 8th & Main  
 Tel.: DI 3-4121. . . . . Independent  
 President. . . . . Charles W. Holt  
 General Manager. . . . . Stan Hagan  
 Program Director. . . . . Pete Dreyer  
 Chief Engineer. . . . . Roy Brown

**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.: LUther 4-4291. . . . . CBS  
 Representative . . . . . John Blair  
 President . . . . . Fred Bohlen  
 Gen., Comm. Manager. . . . . Frank S. Lane  
 Sales Prom., Prog. Dir. . . . . Keith Bretz  
 Chief Engineer. . . . . William H. Bradley  
 Owners of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WOW, Omaha, Neb.; WHEN,  
 Syracuse, N. Y.

(See Page 498)

**KTUL—Tulsa—1934**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. . . . . Consol. Radio Enterprises Inc.  
 Business-Address. . . . . P. O. Box 8557  
 Tel.: FI 5-1311. . . . . Independent  
 Representative . . . . . Avery-Knodel  
 President. . . . . James C. Leake  
 Gen., Sta. Mgr. . . . . James H. Schoonover  
 Commercial Mgrs. . . . . Schoonover, J. P. Walker  
 Program Dir. . . . . Don Rose  
 Sales Prom. Mgr. . . . . Karl Janssen  
 Publicity Dir. . . . . Charles Larkins  
 Chief Engineer. . . . . Lloyd J. Cowan

**KVOO—Tulsa—1925**

Frequency: 1170 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Southwestern Sales Corp.  
 Bus.-Studio Address. . . . . 3701 S. Peoria  
 Tel.: RI 2-5561. . . . . NBC  
 Representative . . . . . Edward Petry  
 President. . . . . H. C. Stuart  
 V.P., General Mgr. . . . . G. K. Brandborg  
 Program Director. . . . . J. O'Neill  
 Chief Engineer. . . . . J. Bushnell

**KVIN—Vinita—1954**

Frequency: 1470 Kc. . . . . Power: 500 Watts, d.  
 Owned-Oper. By. . . . . Vinita Broadcasting Co.  
 Business Address. . . . . Box 91  
 Tel.: 407 . . . . .  
 Station Manager. . . . . F. E. Stone  
 Prog. Dir., Chief Eng. . . . . Paul Gentry

**AP News  
 Is Preferred**

... by Stations — because it  
 adds both profits and prestige.

**Ap  
 Preferred**

50 Rockefeller Plaza New York 20, N. Y.

**KWSH—Wewoka—1948**

Frequency: 1260 Kc. Power: 1,000 Watts  
 Owned-Operated By: Tri Cities Bcstg. Co., Inc.  
 Address: Box 1260  
 Tel.: 1260 ABC-KBS  
 Representative: Venard, Rintoul & McConnell  
 Pres., General Manager: Bill Hoover  
 Sec'y-Treas.: Brown Morris  
 Station Manager: Ray Judge

**KSIW—Woodward—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Woodward Bcstg. Co.  
 Business Address: 22 & Cedar  
 Tel.: 1450 Independent  
 Representative: Pearson  
 Pres., Gen. Mgr.: Edward A. Ryan  
 Program Director: Lenora W. Ryan  
 Chief Engineer: Harry McFarland

Pop.: 1,879,000  
 Families: 596,000  
 Radio Homes: 587,000

**Oregon**

Stations in State: 71  
 TV Homes: 447,000  
 TV Stations: 9

**KWIL—Albany—1941**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By: Albany Radio  
 Bus-Studio-Trans. Loc.: Box 485  
 Tel.: WA 6-2233 MBS  
 Rep.: Art Moore, Ayres  
 General Mgr.: Larry Gordon  
 Commercial Mgr.: Warren Stoffer

**KWIN—Ashland—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Rogue Valley Bcstg. Co.  
 Business Address: P.O. Box 227  
 Tel.: MURdock 2-4381 MBS-KBS  
 Station Representative: Pearson  
 President: Douglas D. Kahle  
 Gen., Sta. Mgr.: Elliott Motschenbacher  
 Commercial Manager: W. Henry Peck  
 Program Director: William Lively

**KAST—Astoria—1925**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned: Astoria Broadcasting Co.  
 Address: 1006 W. Marine Drive  
 Tel.: FA 5-2911 MBS-KBS  
 Newspaper Affil.: Astorian Budget  
 Representative: Art Moore  
 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 Independent  
 Rep.: Moore, Holman, Feltis, Jacobson  
 Pres., Gen. Mgr.: W. T. Moore  
 Business Mgr.: T. R. Williams  
 Comm. Mgr.: Kent S. Freeman, Jr.

**KBKR—Baker—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Oregon Trail Bcstg. Co.  
 Bus-Studio Address: 2030 Auburn Ave.  
 Tel.: JA 3-4431 KBS  
 Station Rep.: Grant, Art Moore  
 General Manager: Kenneth B. Lockwood

**KBND—Bend—1938**

Freq.: 1110 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Central Oregon Bcstg. Co.  
 Business Address: 5000 Studio Road  
 Tel.: EV 2-4821 MBS-KBS  
 Representative: McGavren-Quinn  
 Pres., Gen. Mgr., Pub. Dir.: Frank H. Loggan  
 Comm. Mgr.: Doug Gaines  
 Program Dir.: Kessler Cannon  
 Chief Engineer: Robert Dickinson

**KURY—Brookings—1958**

Frequency: 910 Kc. Power: 500 Watts d.  
 Owned By: Joseph Sheridan  
 Business Address: P.O. Box 185  
 Tel.: 4911 Independent  
 President: Joe Sheridan  
 General Manager: Norm Oberst  
 Commercial Manager: Harold Young  
 Program Director: Glenn Bryan  
 Chief Engineer: Vern Garvin

**KRNS—Burns—1957**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Burns  
 Address: 544 N. B'way  
 Tel.: 7300 KBS  
 Representative: Art Moore  
 Partners: H. McDonald, J. Ward

**KOOS—Coos Bay—1928**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KOOS, Inc.  
 Address: Box 180  
 Tel.: CO 7-2121 MBS  
 Representative: Moore; Grant Webb  
 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

**KYNG—Coos Bay—1956**

Frequency: 1420 Kc. Power: 1 Kc., d.  
 Owned By: KYNG Radio  
 Address: Scoville Bldg.  
 Representative: H. S. Jacobson  
 Tel.: Congress 7-7055 Independent

## OREGON

Pres. Gen. Mgr. .... Phillip F. Waters  
Comm. Sales Prom. Mgr. .... Bill Karl  
Publicity Director .... Faye Crabtree  
Chief Engineer .... Nathan Olson

### **KWRO—Coquille—1949**

Frequency: 630 Kc. .... Power: 1000 Watts d.  
Owned-Operated By .... KWRO, Inc.  
Address .... P. O. Box 396  
Tel.: 3961 ..... KBS  
Station Representative .... Moore, Ayres  
President .... William E. Walsh  
Gen., Sta. Mgr. .... Leonard F. Epling  
Program Director .... Ted Thompson  
Chief Engineer .... Drew Walker

### **K-FLY—Corvallis—1954**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By .... David E. Hoss  
Address .... Box 689  
Tel.: PL 3-6633 ..... Independent  
Rep. .... Everett-McKinney  
Pres., Gen. Mgr. .... Dave Hoss  
Program Director .... Lee Boner  
Publicity Director .... Hal Wehmeier  
Chief Engineer .... Doug Whipple

### **KLOO—Corvallis—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By .... Benton Bcstrs.  
Address .... Box 731  
Tel.: PL 3-3322 ..... Independent  
Station Rep. .... Joseph, Hersey, McGillvra  
Pres., Sta. Mgr. .... Robert G. Beattie  
Vice President .... Donald C. Wilkinson  
Sales Prom. Mgr. .... Jack Bressler  
Program Director .... Dale K. Allison  
Chief Engineer .... Larry Wilson

### **KOMB—Cottage Grove—1953**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned .... Orlo M. Bagley  
Address .... P. O. Box 606  
Tel.: WH 2-2468 ..... Independent  
General Manager .... Orlo Bagley  
Sls. Prom. Manager .... Peter J. Ryan  
Sta. Mgr., Prog., Pub. Dir. .... Dick Williams  
Commercial Manager .... Dorothy Grisham  
Chief Engineer .... Milton Viken

### **KPLK—Dallas—1955**

Frequency: 1460 Kc. .... Power: 500 Watts d.  
Owned-Oper. By .... Polk County Bcstrs., Inc.  
Address .... P. O. Box 396  
Tel.: MAYfair 3-2342 ..... KBS  
Station Rep. .... Webb; Moore; Siegner  
Pres., Gen. Mgr. .... Ray L. Kozak  
Comm. Mgr. .... E. C. McElroy Jr.  
Program Director .... Ron Manchac  
Chief Engineer .... George W. Morrison

### **KASH—Eugene—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts  
Owner .... Radio Air Ways, Inc.  
Address .... P. O. Box 1600  
Tel.: DI 5-3357 ..... ABC-KBS  
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)

### **KERG—Eugene—1949**

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 ..... CBS  
Newspaper Affiliation .... Register-Guard  
Representative .... Weed & Co.  
President .... Alton F. Baker  
Gen., Sta. Mgr. .... Robert C. LaBonte  
Commercial Manager .... C. S. Shulda  
Local Sales Mgr. .... Bill Karl  
Publicity Director .... Jack Craig  
Prom. Mgr., Prog. Dir. .... Clifton Cole  
Chief Engineer .... William Green

### **KORE—Eugene—1927**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By .... Lane Bcstg. Co.  
Business Address .... P. O. Box 1032  
Tel.: DI 4-4214 ..... MBS  
Rep. .... Everett-McKinney, Headley-Reed  
Pres., Gen. Mgr. .... Lee Bishop  
Comm. Mgr. .... Herb Olson  
Sales Promotion Manager .... Bob Davis  
Program Director .... Buzz Florip  
Chief Engineer .... Floyd Viken

### **KUGN—Eugene—1946**

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 ..... NBC  
Representative .... Meeker, Art Moore  
Pres., Gen. Mgr. .... C. O. Fisher  
Comm. Mgr. .... John Tasnady  
Program Director .... Bob Houglum  
Chief Engineer .... George Hathaway

### **KRWC—Forest Grove—1950**

Frequency: 1570 Kc. .... Power: 1 Kw. d.  
Owned-Oper. By .... Christian Bcstg. Co.  
Address .... P. O. Box 346  
Representative .... Continental  
Tel.: ELgin 7-2144 ..... Independent  
Pres., Gen. Mgr. .... F. Demcy Mylar  
Comm. Station Mgr. .... Robert W. Ball  
Program Director .... Jerry Johnson  
Chief Engineer .... Theodore Hamberg

### **KAJO—Grants Pass—1957**

Frequency: 1270 Kc. .... Power: 1 Kw.  
Owned By .... Grants Pass Bcstg. Co.  
Business Address .... P. O. Box 230  
Tel.: GR 6-6608 ..... Independent  
Station Representative .... Grant  
General Manager .... Jim Wilson  
Commercial Manager .... Jim T. Jackson  
Program Director .... Elzie Parker  
Chief Engineer .... Keith Snodgrass



**KUIN—Grants Pass—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Southern Oregon Bcstg. Co.  
 Business Address. P. O. Box 148  
 Tel: GR 6-4477 MBS  
 Station Representative. Moore  
 President. A. E. Voorhies  
 Gen., Sta., Mgr. Myron Keith Ball  
 Comm. Mgr. Thomas Olsen  
 Program Director. Margaret Nelson  
 Chief Engineer. Del Cantrall

**KGRO—Gresham—1956**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned. Gresham Bcstg. Co.  
 Address. Box 32  
 Tel: MO 5-4143. Independent  
 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. Independent  
 General Manager. Carl F. Knierim  
 Commercial Manager. Sarah Knierim  
 Program Director. Eleanor Davis

**KUIK—Hillsboro—1954**

Frequency: 1360 Kc. Power: 1000 Watts, d.  
 Owned By. Greater Wash. Cty. Bcstg., Inc.  
 Address. 155 S. Second  
 Tel: MI 8-4181. KBS  
 Representative. Art Moore; Scott  
 Pres. Gen. Mgr. Jerry B. Dennon  
 Commercial Manager. John P. Gillis  
 Program Director. Ray Horn  
 Chief Engineer. Al Bishop

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Ore. Wash. Bcstrs.  
 Business Address. 22nd St.  
 Tel: 8561. Independent  
 Representative. Art Moore, Meeker  
 Pres., Gen. Mgr. C. J. McCredie  
 Program Director. Mar Jean Stave  
 Chief Engineer. James Bradley

**KFJI—Klamath Falls—1923**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned. KFJI Broadcasters, Inc.  
 Address. P. O. Box 692  
 Tel: TU 2-2551. MBS-KBS  
 Representative. Meeker, Art Moore  
 President. W. Don Miller  
 Gen., Comm. Mgr. Robert H. Bartle<sup>14</sup>  
 Prog. Director. Gordon Bambrick  
 Pub. Director. Larry Jones  
 Chief Engineer. Wayne Loerke

**KFLW—Klamath Falls—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. Stulor Corp.

Business Address. 327 Main St.  
 Tel: TUXedo 2-4656. ABC, CBS  
 Representative. Everett McKinney  
 Pres., Gen. Mgr. Stuart "Stu" Wilson  
 Chief Engineer. Bill Grimes

**KLAD—Klamath Falls—1955**

Frequency: 900 Kc. Power: 1000 Watts, d.  
 Owned-Operated By. K-Lad Broadcasters  
 Address. Midland Rd.  
 Rep. Jacobson, Headley-Reed  
 Gen., Comm. Manager. Phil Jackson  
 Chief Engineer. Doug Walker

**KLBM—La Grande—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Inland Radio, Inc.  
 Address. Sacajawea Hotel  
 Tel: LaGrande. KBS  
 Representative. Art Moore, Grant  
 Gen., Sta., Comm. Manager. Ken Lillard

**KQIK—Lakeview—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned. Pacific Northwest Radio, Inc.  
 Business Address. 411 N. 1st St.  
 Tel: WH 7-2164. KBS  
 Representative. Art Moore  
 President. A. E. Freeman  
 Gen. Mgr., Ch. Engr. Don Anderson  
 Commercial Manager. Wallace Lund  
 Program Director. Buernice McCormick

**KGAL—Lebanon—1951**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By. Linn County Bcstrs., Inc.  
 Address. P. O. Box 387  
 Tel: ALPine 8-2134. KBS  
 Station Rep. Holman; Palmer; Jacobson  
 Pres. W. Gordon Allen  
 V.P., Sta. Mgr. Don Wellman  
 Commercial Manager. Tom Boyd  
 Program Director. Gordon Thompson  
 Chief Engineer. Bob Weed

**KMCM—McMinnville—1949**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By. Yamhill Bcstrs.  
 Address. P. O. Box 207  
 Tel: 3811. KBS  
 Newspaper Afil. Daily News-Register  
 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**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. K-BOY Bcstrs.  
 Business Address. Barnett Rd.; Box 1109  
 Tel: SPring 3-5355. KBS  
 Station Representative. Jacobson; Grant  
 Gen. Mgr., Prog. Dir. C. E. Wilson  
 Comm., Sales Prom. Mgr. Winston Marks  
 Chief Engineer. Charles Field

**KDOV—Medford—1958**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned By: Medford Bcslg., Inc.  
 Address: P. O. Box 869  
 Tel.: SP 3-5000 Independent  
 Representative: McGavren-Quinn  
 Pres. Comm. Mgr.: K. C. Laurence  
 Prog. Dir., Chief Eng.: Jim Silkwood

**KMED—Medford—1922**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Radio Medford, Inc.  
 Address: P. O. Box 1306  
 Tel.: 3-7373 NBC  
 Representative: Meeker Assoc. Art Moore  
 President: Vern Robinson  
 General Manager: Ray Johnson  
 Commercial Manager: Gene Barlow  
 Program Director: Ed Lewis  
 Chief Engineer: Ellis Feinstein

**KYJC—Medford—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Medford Printing Co.  
 Trans. Address: Barnett Rd.  
 Tel.: 2-5277 ABC-CBS  
 Newspaper Affiliation: Mail Tribune  
 Representative: Grant Webb, Q. Cox  
 Gen. Mgr.: Tom MacLeod  
 Program Director: Monte Morris

**KNPT—Newport—1948**

Frequency: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Yaquina Radio, Inc.  
 Business Address: 1940 N. Coast Hwy  
 Tel.: Newport 560 KBS  
 Rep.: Ayres, Art Moore, Continental  
 Pres. Gen. Mgr.: Tom Becker  
 Commercial Manager: Don Newman  
 Station Manager: Bob Spangler  
 Program Director: Georgia McQuilliam  
 Publicity Director: Mo Niemi  
 Chief Engineer: Del Kruger

**KFIR—North Bend—1951**

Frequency: 1410 Kc. Power: 250 Watts  
 Owned-Operated By: Bay Bcstg. Co.  
 Business Address: 1956 Meade St.  
 Tel.: SK 9-7351 CBS  
 Station Rep.: Grant; Feltis; Cox  
 President: Josephine Edwards  
 Gen., Sta. Mgr.: Jack Hampton  
 Prog. Dir.: Spencer Snow  
 Chief Engineer: Arthur Schuldt

**KBCH—Oceanlake—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owncd.: Lincoln Electronics Inc.  
 Business Address: Box 358  
 Tel.: WYman 4-2181 KBS  
 President: Clavton S. Comer  
 Sta., Comm. Mgr.: William B. Comer  
 Chief Engineer: Ralph Keyser

**KSRV—Ontario—1946**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By: Inland Radio, Inc.  
 Address: Box 540  
 Tel.: 212 KBS  
 Representative: Grant, Art Moore  
 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 Bcstr.  
 Business Address: P.O. Box 5865, Portland, Ore.  
 Tel.: OL 4-5475 Independent  
 Representative: Weed  
 Gen., Sta., Comm. Mgr.: Irwin S. Adams  
 Program Director: Sonora B. Hoffman

**KUBE—Pendleton—1956**

Frequency: 1050 Kc. Power: 1 Kw., d.  
 Owned: Umatilla Bcstg.  
 Address: Box 301  
 Tel.: Crestview 6-1961 Independent  
 Representative: Wagner; O'Connell  
 President: John M. Carroll  
 Sta. Mgr.: R. E. Thomlinson  
 Comm. Mgr.: Jack Webb  
 Chief Engineer: Paul Schumacher

**KUMA—Pendleton—1955**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned: Pendleton Broadcasting Corp.  
 Address: 1815 S.W. Emigrant Ave.  
 Tel.: CR 6-1511 Independent  
 Representative: Meeker, Art Moore  
 President: C. O. Fisher  
 Vice Pres., Gen. Mgr.: T. A. Smith  
 Commercial Mgr.: Robert Runion  
 Program Dir.: Howard G. Rhoads  
 Chief Engineer: J. H. Platz

**KWRC—Pendleton—1941**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: WCS Bcstg. of Oregon  
 Address: c/o KODL Radio Station, The Dalles  
 Tel.: 1425 ABC-KBS  
 Representative: Feltis, Cox, Ayres  
 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 Independent  
 Sta. Representative: Peters, Griffin, Woodward  
 After July 1, AM Radio Sales  
 President: D. H. McGannon  
 Gen., Sta. Mgr.: Herbert L. Bachman  
 Commercial Manager: R. E. Rudolph  
 Sls. Prom. Manager: Clark B. Kelsey, Jr.  
 Program Director: D. F. Stellges  
 Chief Engineer: Jack Erwin  
 Owners of: WBZ-WBZA-Boston-Springfield.  
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
 WOWO, Fort Wayne, Ind.; WIND, Chicago,  
 Ill.

**KGW—Portland—1922**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper.....Pioneer Bcstrs. Inc.  
 Bus-Studio Address.....1139 S.W. 13th Ave.  
 Tel.: CA 3-6364.....NBC  
 Representative.....John Blair  
 Pres., Gen. Mgr.....Mrs. A. Scott Bullitt  
 Vice Pres., Bus. Mgr.....Henry B. Owen  
 Comm. Mgr.....Jackson Fleming  
 Station Manager.....Fred Von Hofen  
 Program Director.....Don Porter  
 Prom. Public Dir.....Robert Franklin  
 Chief Engineer.....Clare Hanawalt

**KLIQ—Portland**

Frequency: 1290 Kc.....Power: 1 Kw., d.  
 Owned.....J. Malloy & S. Greyer  
 Bus. Address.....Bcstg. Sq., Oaks Pk.  
 Tel.: BELmont 4-8448.....KBS  
 Station Representative.....Pearson  
 President.....Robert E. Bollinger  
 Gen., Sta. Mgr.....Richard S. Calendar  
 Commercial Manager.....Walt Kobek  
 Sales Prom. Mgr.....Hank Bussey  
 Program Director.....Hank Henry  
 Publicity Director.....Joe Mitchell  
 Chief Engineer.....Loyal E. W. Conley

**KOIN—Portland—1924**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned.....Mt. Hood Radio-TV Bcstg. Corp.  
 Business Address.....140 S.W. Columbia  
 Tel.: CA 8-3333.....CBS  
 Representative.....CBS Spot Sls.  
 Gen. Mgr.....H. H. Buckendahl  
 Nat'l Adv. Mgr.....Robert R. Whitely

**KPAM—Portland—1951**

Frequency: 1410 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Bcstrs. Oregon Ltd.  
 Address.....P. O. Box 1230  
 Tel.: CA 8-0106.....Independent  
 Station Representative.....Meeker  
 Gen. Mgr., Ch. Engr.....S. M. Goard  
 Comm., Sales Prom. Mgr.....Jim McGuire  
 Program Director.....Donald Wirtz  
 Publicity Director.....Marilyn Martin

**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.....Independent  
 Pres., Gen. Mgr.....John W. Davis  
 Comm., Sales Prom. Mgr.....Jim Hartman  
 Prog., Pub. Dir.....Dan McDonald  
 Chief Engineer.....Dan McPeake

**KPOJ—Portland—1923**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KPOJ, Inc.  
 Business Address.....1019 S.W. 10th Ave.  
 Tel.: CA 7-3484.....MBS  
 Newspaper Affiliation.....Oregon Journal  
 Station Representative.....Petry

President.....Wm. W. Knight  
 General Manager.....R. M. Brown  
 Commercial Manager.....Don Parr  
 Sales Promotion Manager.....Jack Wilbur  
 Program Director.....Vern Mueller  
 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.....Independent  
 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  
 Owner.....Seattle, Portland, Spokane Radio  
 Business-Studio Address.....Box 5886  
 Tel.: OLive 4-3193.....Independent  
 Station Representative.....McGavren-Quinn  
 General Manager.....Lester M. Smith  
 Station Manager.....H. G. Wells  
 Program Director.....Bob McCarl  
 Chief Engineer.....Ed Mundt

**KRCO—Prineville—1950**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Central Oregon  
 Address.....P. O. Box 188  
 Tel.: Hilcrest 7-6239.....Independent  
 Station Rep.....Best; Jacobson; Feltis  
 Pres., Co-Owner.....N. A. Miksche  
 Co-Managers.....Miksche, C. R. Matheny  
 Commercial Manager.....Les McKay  
 Program Director.....Elsie Miksche  
 Chief Engineer.....Dale F. Sundholm

**KPRB—Redmond—1958**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station KPRB  
 Business Address.....P.O. Box 787  
 Tel.: Lincoln 8-3100.....Independent  
 Station Representative.....Devney; Ayres  
 Owner.....Orlo Bagley  
 Station Manager.....Rod Walter  
 Commercial Manager.....Chuck Stauffacher  
 Publicity Director.....Bill Sanders  
 Chief Engineer.....Phil Hodapp

**KRRR—Roseburg—1935**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....James E. Doyle  
 Address.....Box 997  
 Tel.: OR 3-5551.....CBS  
 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**

Frequency: 1240 Kc.....Power: 250 Watts

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

AT A SINGLE  
RATE CARD PRICE!



A Vic Diehm  
RADIO GROUP

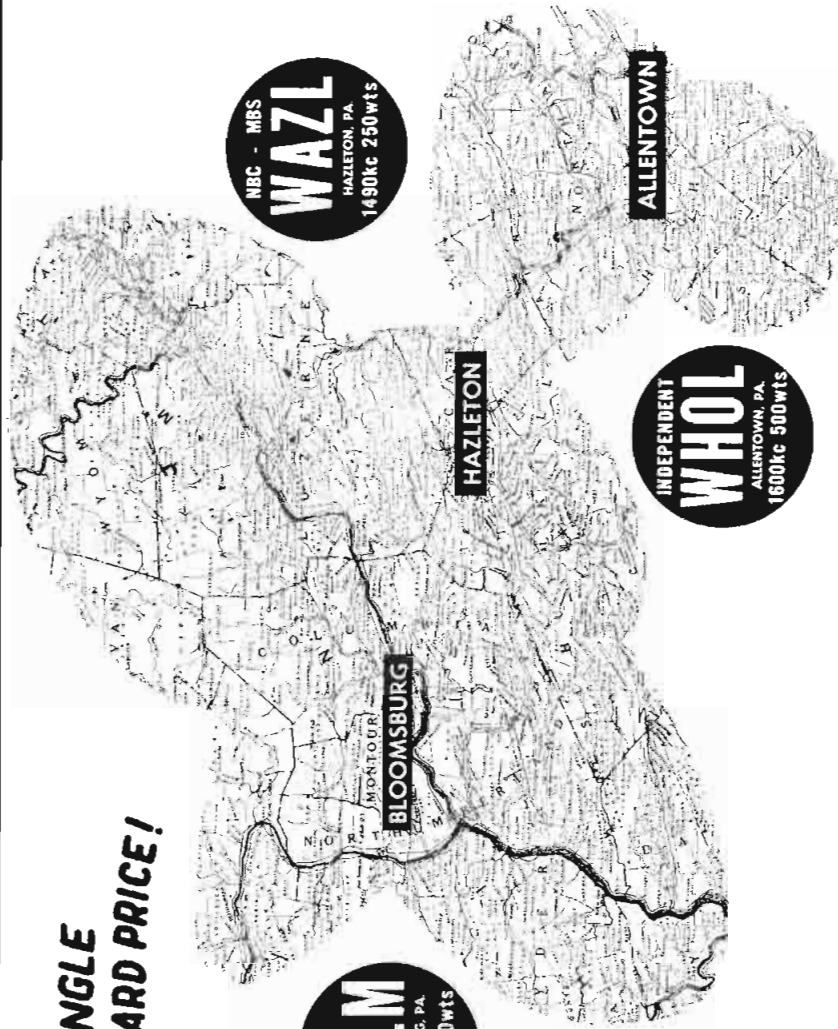
**WTAL**

TALLAHASSEE, FLA.

5000 Watts  
1270 on the Dial

"THE VOICE  
OF PROGRESS"

Represented  
Nationally By  
**ROBERT MEEKER  
ASSOCIATES, INC.**



MBS  
**WHLM**  
BLOOMSBURG, PA.  
550kc 500wts

NBC - MBS  
**WAZL**  
HAZLETON, PA.  
1490kc 250wts

**HAZLETON**

INDEPENDENT  
**WHOL**  
ALLENTOWN, PA.  
1600kc 500wts

**ALLENTOWN**

Represented by PAUL H. RAYMER CO., INC.

Pennsylvania's  **JET NET** Radio Stations

## OREGON-PENNSYLVANIA

**Owned-Oper. By**.....Umpqua Bcstrs., Inc.  
**Address**.....P. O. Box 847  
**Tel:** OR 3-4464.....MBS  
**Representative**.....Cox, Feltis, Tracy Moore  
**President**.....Donn W. Radabaugh  
**Gen., Sta. Mgr.**.....Iris Rice Helliwell  
**Comm. Prog. Mgr.**.....Don M. McCutcheon  
**Chief Engineer**.....Lon Hunt

### **KYES—Roseburg—1955**

**Frequency:** 950 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By**.....Douglas Bcstrs., Inc.  
**Business Address**.....762 S.E. Pine St.; Box 1138  
**Tel:** OR 3-6678.....Independent  
**Station Rep.**.....Grant; Jacobson; Wagner  
**Pres., Gen. Mgr., Chief Eng.**.....Leroy Hatt  
**Commercial Mgr.**.....Warren C. Ward

### **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.....NBC  
**Representative**.....Meeker, Art Moore  
**Sta. Mgr.**.....Alvin D. Bauer  
**Comm. Mgr.**.....Don M. McCutcheon  
**Program Manager**.....Don M. McCutcheon  
**Chief Engineer**.....R. E. Harrison

### **KGAY—Salem—1950**

**Frequency:** 1430 Kc.....**Power:** 5000 Watts d.  
**Owned-Oper. By**.....KGAY, Inc.  
**Address**.....Box 768  
**Tel:** EM 3-7121.....Independent  
**Station Rep.**.....Holman; Palmer; Wagner  
**President**.....W. Gordon Allen  
**General Manager**.....Arne G. Peterson  
**Commercial Manager**.....Ed Sullivan  
**Program Director**.....Jimmy Jones  
**Chief Engineer**.....Keith Samples

### **KSLM—Salem—1934**

**Freq.:** 1390 Kc.....**Power:** 5000 Wts. d., 1000 n.  
**Owned-Operated By**.....Oregon Radio, Inc.  
**Business Address**.....P. O. Box 631  
**Tel:** EM 4-8433.....MBS  
**Sta. Rep.**.....Everett-McKinney; Feltis; Jacobson  
**President**.....Glenn McCornick  
**Station Manager**.....Ted G. Carlson, Jr.

**Program Director**.....Bob Morse  
**Chief Engineer**.....Clyde Carlton

### **KEED—Springfield—1954**

**Frequency:** 1050 Kc.....**Power:** 1 Kw., d.  
**Owned**.....KEED, Inc.  
**Address**.....P. O. Box 696  
**Tel:** DI 5-0163.....Independent  
**Station Representative**.....Pearson  
**Pres., Gen. Mgr.**.....Glen M. Stadler  
**Commercial Manager**.....Marion J. Redfearn  
**Station Manager**.....Rodney V. Louden  
**Program Director**.....J. Robert Litten  
**Sales Prom. Mgr.**.....Chas. A. Searl  
**Publicity Director**.....Helene N. Stadler  
**Chief Engineer**.....Robert Curtis

### **KODL—The Dalles—1940**

**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

### **KRMW—The Dalles—1955**

**Frequency:** 1300 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....Inland Bcstg. Co.  
**Business Address**.....209 E. 2nd St.  
**Tel:** CY 6-9661.....Independent  
**Representative**.....Best; Art Moore  
**Comm., Sls. Prom. Mgr.**.....Gerald K. Webb, Sr.  
**Prog. Dir., Ch. Eng.**.....Chester J. Stuart

### **KTIL—Tillamook—1947**

**Frequency:** 1590 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Tillamook Bcstg. Co., Inc.  
**Business Address**.....Box 1590  
**Tel:** VI 2-4422.....Independent  
**Rep.**.....Continental, W. A. Ayres, Art Moore  
**Pres., Gen. Mgr.**.....F. H. Guyton  
**Station Manager**.....S. H. Guyton  
**Commercial Manager**.....John Waitkus  
**Sales Prom. Mgr., Ch. Eng.**.....Larry Brunen  
**Program Director**.....Carl Karpstein  
**Publicity Director**.....Creighton Sanders

Pop.: 11,788,000  
 Families: 3,829,000  
 Radio Homes: 3,746,000

## Pennsylvania

Stations in State: 147  
 TV Homes: 3,409,000  
 TV Stations: 39

### **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.....Independent  
**Station Representative**.....Radio-TV Reps.  
**President**.....William F. Rust, Jr.  
**Gen. Mgr.**.....Ralph Gottlieb

**Sta. Manager**.....S. Robert Ackley  
**Program Director**.....Nedd Fleming  
**Chief Engineer**.....William Gottshall

### **WHOL—Allentown—1948**

**Frequency:** 1600 Kc.....**Power:** 500 Watts d.  
**Owned**.....Allentown Bcstg. Corp.  
**Address**.....Colorado & Poplar Sts.  
**Tel:** HE 4-4801.....Independent

**PENNSYLVANIA**

Representative ..... Raymer  
 President..... Charles G. Helwig  
 Gen., Comm. Mgr..... Arthur A. Deters  
 Sta. Mgr., Prog. Dir..... Willard G. Camperson  
 Sales Promotion Manager..... Gene Kaye  
 Chief Engineer..... Gerald B. Werst  
 Owners of: WAZL, Hazelton, Pa.; WHLM,  
 Bloomburg, Pa. and WTAL, Tallahassee, Fla.

**WKAP—Allentown—1947**

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WKAP, Inc.  
 Bus.-Studio Address..... P. O. Box 689  
 Tel.: HE 3-3166..... Independent  
 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  
 Owners of: WNAR, Norristown, Pa.; WWNR,  
 Beckley, W. Va.; WFEA, Manchester, N. H.;  
 WSTP, St. Petersburg, Fla.

**WSAN—Allentown—1923**

Frequency: 1470 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Lehigh Valley Bcstg. Co.  
 Bus.-Studio Address..... 39-41 N. Tenth St.  
 Tel.: HE 4-9511..... NBC  
 Representative ..... H-R  
 Co-Partners... Mrs. O. P. Barnes, Musselman  
 General Manager..... Reuel H. Musselman  
 Commercial Manager..... A. R. Dreisbach

Sales Prom. Mgr..... Charles R. Petrie  
 Program Director..... George Y. Snyder  
 Publicity Director..... John T. VanSant

**WFBG—Altoona—1924**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Triangle Pubs.  
 Address..... 1320 11th Ave.  
 Tel.: WI 4-2031..... NBC  
 News. Affil..... Phila. Inquirer  
 Station Representative ..... McGavren-Quinn  
 General Manager..... Frank Palmer  
 Station Manager..... Jack Snyder  
 Commercial Manager..... Robert E. Miller  
 Program Director..... William G. Mulvey  
 Chief Engineer..... K. R. Brubaker  
 Owners of: WFIL, Philadelphia; WNHC, New  
 Haven, Conn.

**WRTA—Altoona—1947**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned..... Altoona Trans-Audio Corporation  
 Address..... Hotel Penn Alto  
 Tel.: WI 3-6112..... ABC  
 Station Representative ..... Clark  
 President ..... Martin F. Malarkey, Jr.  
 General Manager..... Lou H. Murray  
 Station Manager..... David R. Wolf  
 Commercial Manager..... Carl Y. Coriell  
 Sales Prom. Mgr..... S. Carleton Ayers  
 Chief Engineer..... Al Merritts

**WVAM—Altoona—1948**

Frequency: 1430 Kc..... Power: 1000 Watts

*from New England to Florida . . .*  
**More Buyers Are Swinging**  
**to the RAHALL STATIONS**

•  
 WFEA . . . . . Manchesler, N. H.    WNAR . . . . . Norristown, Pa.  
 WKAP . . . . . Allentown, Pa.    WWNR . . . . . Beckley, W. Va.  
 WTSP . . . . . St. Petersburg, Fla.

•  
 Get the facts from  
**WEED & CO.**

•  
**RAHALL GROUP**

JOE RAHALL, *President*

"OGGIE" DAVIES, *Gen. Manager*

**Owned-Oper. By**..... General Bcstg. Corp.  
**Address**..... 2727 W. Albert Dr.  
**Tel.:** WI 4-8127..... CBS  
**Representative**..... Weed & Co.  
**President**..... E. S. Leopold  
**Gen. Comm. Mgr.**..... Will Ketner  
**Publicity Director**..... Phil Short  
**Chief Engineer**..... John Schiele

**WMBA—Ambridge—1958**

**Frequency:** 1460 Kc..... **Power:** 500 Watts d.  
**Owned-Oper. By**..... Miners Bcstg. Service, Inc.  
**Business Address**..... 304 Merchant St.  
**Tel.:** COngress 6-1110..... Independent  
**President**..... Joseph L. Maguire  
**General Manager**..... John W. Angst  
**Station Manager**..... Roy E. Angst, Jr.  
**Chief Engineer**..... Walter McCoy

**WAVL—Apollo—1947**

**Frequency:** 910 Kc..... **Power:** 1000 Watts, d.  
**Owned-Oper. By**..... Tri-Borough Bcstg. Co.  
**Address**..... Box 177  
**Tel.:** GR 2-3921..... Independent  
**Gen., Comm. Manager**..... Cecil F. Clifton  
**Business Manager**..... A. J. West  
**Ch. Eng.**..... H. Edgar Smith

**WNCC—Barnsboro—1950**

**Frequency:** 950 Kc..... **Power:** 500 Watts d.  
**Owned-Oper. By**..... No. Cambria Bcstrs.  
**Address**..... Box 277  
**Tel.:** 1010..... KBS  
**Sta. Mgr.**..... William R. Rathall

**WBVP—Beaver Falls—1948**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... WBVP, Inc.  
**Business Address**..... 1216 7th Ave.; Box 719  
**Tel.:** Tilden 6-4100..... Independent  
**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**

**Frequency:** 1310 Kc..... **Power:** 1 Kw. d.  
**Owned-Oper. By**..... The Inquirer Printing Co.  
**Address**..... 130 S. Juliana St.  
**Tel.:** BE 863..... KBS  
**President**..... John Biddle  
**General Manager**..... Hugo K. Frear  
**Station Manager**..... Robert S. Harrison, Jr.

**WBLF—Bellefonte—1958**

**Frequency:** 1330 Kc..... **Power:** 500 Watts d.  
**Owned By**..... Allegheny Mt. Network  
**Business Address**..... P.O. Box 88  
**Tel.:** ELgin 5-4751..... ABC  
**Pres., Gen. Mgr.**..... Cary H. Simpson  
**Station Manager**..... Lee C. Ray  
**Commercial Manager**..... Sandy Cain  
**Program Director**..... John P. Knorr  
**Sales Prom. Mgr.**..... Hal Green  
**Publicity Director**..... Walfrid Lassila  
**Chief Engineer**..... Glenn Daugherty

**WBRX—Berwick—1957**

**Frequency:** 1280 Kc..... **Power:** 500 Watts  
**Owned**..... Columbia County Bcstrs., Inc.  
**Address**..... Jackson Bldg.  
**Tel.:** 4546..... KBS  
**President**..... John S. Booth  
**Station Manager**..... Bob C. Wagner  
**Program Director**..... Charles Buffington

**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..... Independent  
**Newspaper Affil.**..... Bethelhem Globe Times  
**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..... Independent  
**Gen., Comm. Manager**..... Ed Darlington  
**Program Director**..... James Lehman  
**Chief Engineer**..... Robert Fulton

**WHLM—Bloomsburg—1948**

**Frequency:** 550 Kc..... **Power:** 500 Watts  
**Owned**..... Bloom Radio  
**Address:**..... Square Bldg.  
**Tel.:** STerling 4-5500..... MBS  
**Representative**..... Raymer  
**President**..... Harry L. Magee  
**General Manager**..... Robert R. Williams  
**Commercial Mgr.**..... Pat Campbell  
**Sales Prom. Mgr.**..... Ray Calabrese  
**Program Dir.**..... Dale Fulmer  
**Chief Engineer**..... Anthony Hogg  
**Owner of:** WAZL, Hazelton, Pa.; WHOL, Allentown, Pa.; and WTAL, Tallahassee, Fla.

**WLOA—Braddock—1947**

**Frequency:** 1550 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Matta Bcstg. Co.  
**Business-Studio Address**..... 1233 Braddock Ave.  
**Tel.:** EL 1-1100..... KBS  
**Pres., Gen., Sta. Mgr.**..... William G. Matta  
**Commercial Manager**..... George Matta  
**Sls. Prom. Mgr.**..... William W. Martin  
**Publicity Director**..... Ann Kelly  
**Chief Engineer**..... Frederick Sand

**WESB—Bradford—1947**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... WESB  
**Address**..... 43 Main St.  
**Tel.:** 2-4545..... Independent  
**Representative**..... Burn-Smith  
**Gen., Sls. Prom. Mgr.**..... J. M. Cleary  
**Comm. Mgr., Pub. Dir.**..... Lee D. Morehouse  
**Prog. Dir., Chief Eng.**..... William Winn



**PENNSYLVANIA**

**WBUT—Butler—1947**

Frequency: 1050 Kc. Power: 250 W., d.  
Owned-Operated By: WBUT, Inc.  
Address: Box 1048  
Tel.: 75-778 Independent  
Station Representative: Gill-Perna, Inc.  
Pres.: J. Patrick Beacom  
Sta., Comm. Mgr.: Rick Hanna  
Sales Promotion Manager: Paul Critchlow  
Prog. Director: Dick Kutun  
Publicity Director: Michael Acquaviva  
Chief Engineer: Norman Gour

**WISR—Butler—1941**

Frequency: 680 Kc. Power: 250 Watts d.  
Owned-Oper. By: The Butler Bcstg. Co., Inc.  
Business Address: Box 151  
Tel.: 7-4701 KBS  
President: J. el W. Rosenblum  
Gen., Sta. Mgr.: Robert L. Kaufman  
Comm. Manager: J. Victor O'Brien  
Sales Prom. Mgr., Pub. Dir.: Jerry Coleman  
Program Director: Warren Ihlenfeld  
Chief Engineer: Paul Rex

**WCNG—Canonsburg—1957**

Freq.: 540 Kc. Power: 250 W. d.  
Owned-Oper. By: Douglas & Assoc., Inc.  
Address: Box 480  
Tel.: SH 5-5400 Independent  
Station Representative: Indie Sales  
President: Ray Douglas  
General Manager: John K. Miller  
Station Manager: James D. Psihoulis  
Chief Engineer: George Jackovic

**WC DL—Carbondale—1950**

Frequency: 1440 Kc. Power: 5 Kw., d.  
Owned-Oper. By: Carbondale Bdcstg., Co., Inc.  
Address: 127 Salem Rd.  
Tel.: 1230 KBS  
Representative: Donald Cooke, Inc.  
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—1948**

Frequency: 960 Kc. Power: 5000 Watts d.  
Owned-Oper.: R. F. Lewis, Jr.  
Business Address: P. O. Drawer 520  
Tel.: 1785 KBS  
Representative: Forjoe  
President: Marion P. Lewis  
Gen., Sta. Mgr.: James B. Holder  
Prog. Dir.: C. H. Morse  
Publicity Director: Edward Maddon  
Chief Engineer: Jack Simmons

**WC BG—Chambersburg—1956**

Frequency: 1590 Kc. Power: 5 Kw., d.  
Owned: James R. Reese, Jr.

Address: 944 Lincoln Way West  
Tel.: Colony 3-4131 Independent  
Representative: Charles Bernard  
Pres., Gen. Mgr.: James R. Reese, Jr.  
Comm. Sales Prom. Mgr.: N. E. Messner  
Program Director: Robert G. Walter  
Chief Engineer: George Jennings

**WCHA—Chambersburg—1946**

Frequency: 880 Kc. Power: 1000 Watts  
Owned: Chambersburg Bcstg. Co.  
Address: Craft Press Bldg.  
Tel.: CO 4-7121 Independent  
Representative: Forjoe  
Pres., Gen. Mgr.: John S. Booth  
Sta., Comm. Mgr.: Earl P. Strine  
Sales Promotion Manager: David Myers  
Program Director: William Sullivan  
Publicity Director: Bob Keith  
Chief Engineer: James McCurdy

**WESA—Charleroi—1947**

Frequency: 940 Kc. Power: 250 Watts d.  
Owned-Oper. By: Monongahela Valley Bcstg.  
Address: Box 584  
Tel.: HU 3-6551 KBS  
Representative: Clark  
President: Dr. A. S. Sickman  
Gen., Sta. Mgr.: George D. Gailey  
Prog., Pub. Dir.: William Richards  
Chief Engineer: Stanley Crawford

**WDRF—Chester—1947**

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Oper. By: Eastern Bcstg. Co., Inc.  
Business Address: 3500 Edgmont Ave.  
Tel.: CH 4-4321 Independent  
President: L. Kapelski  
General Manager: Cy Swingle  
Commercial Manager: John M. Talley  
Program Director: Del Parks  
Publicity Director: Kay Kapelski  
Chief Engineer: William Dawson

**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 Independent  
Station Rep.: Webb  
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 Bdcsters, Inc  
Address: 215 Church St.  
Tel.: CL 5-5541 Independent  
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 E. Lincoln Hgh.  
Tel.: 2100.....Independent  
President, Chief Eng.....Louis N. Seltzer  
General Manager.....William S. Halpern  
Comm., Sales 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.....Independent  
Representative.....Burn-Smith  
President.....Lester P. Elter  
Gen. Mgr., Ch. Engr.....M. Leonard Savage  
Comm., Sales Prom. Mgr.....John P. Weis  
Program Director.....Joseph T. Bortell

**WCVI—Connellsville—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Connellsville Bcstrs., Inc.  
Business-Studio Address.....WCVI Bldg.  
Tel.: MA 8-4600.....KBS  
Station Representative.....Hopewell  
President.....Dr. C. T. Troilo  
General Manager.....Charles T. Snowden  
Prog. Director.....Esther Blasey  
Chief Engineer.....Robert Ray

**WOTR—Corry—1955**

Freq.: 1370 Kc.....Power: 1000 Wts. d., 500 n.  
Owned-Operated By.....Olivia T. Rennekamp  
Business Address.....25½ N. Center St.  
Tel.: 3-6611.....KBS  
President.....Olivia T. Rennekamp  
General Manager.....Kenneth E. Rennekamp  
Station Manager.....John Wellenhofer  
Commercial Manager.....Guy R. Davis  
Sales Promotion Manager.....Mary Shannon  
Program Director.....Howard Bycroft  
Publicity Director.....James A. Stowe  
Chief Engineer.....Harry Coulter

**WFRM—Coudersport—1953**

Frequency: 600 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Farm & Home Bcstg. Co.  
Address.....9 N. Main St.  
Tel.: 611.....Independent  
President.....C. H. Simpson  
General Manager.....John A. Fay  
Commercial Manager.....George Kuratomi  
Program Director.....Mary Rubar  
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.....Independent  
President.....George Steiner  
General Mgr.....James Stolcz  
Station Manager.....George Pleasants  
Sales Promotion Manager.....Jack Hamilton

Program Director.....Jim Wood  
Publicity Director.....Marion Granger  
Chief Engineer.....Dick Wright

**WCED—Dubois—1941**

Freq.: 1420 Kc.....Power: 5 Kw, d., 500 W. n.  
Owned By.....Tri County Broadcasting Co., Inc.  
Address.....80 N. Park Place  
Tel.: 1700.....CBS  
Newspaper Affiliation.....Courier-Express  
Representative.....McGillvra  
President.....Harold T. Gray  
Gen. Mgr., Pub. Dir.....Jason S. Gray  
Sta., Comm. Mgr.....George Williams  
Sales Prom. Mgr., Prog. Dir.....Ken Johnston  
Chief Engineer.....George Donahue

**WEEX—Easton—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Easton Publishing Co.  
Address.....Easton  
Tel.: 6155.....Independent  
Newspaper Affiliation.....Express  
Representative.....Headley-Reed  
President.....J. L. Stackhouse  
General Mgr.....Charles R. Thon  
Chief Engineer.....Robert Francett

**WEST—Easton—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Associated Bcstrs., Inc.  
Bus.-Studio Address.....516 Northampton St.  
Tel.: 6132.....NBC  
Representative.....Meeker Co.  
Station Exec.....Clair R. McCollough  
Station Manager.....Theodore W. Pierce  
Gen. Sales Manager.....J. Robert Gulick  
Nat'l Sales Mgr.....Thomas R. Nunan, Jr.  
Owners of: WGAL, Lancaster; WKBO, Harris-  
burg; WORK, York; WRAW, Reading;  
WRAK, Williamsport, all Pa. and WDEL, Wil-  
mington, Del.

**WEZN—Elizabethtown—1958**

Frequency: 1600 Kc.....Power: 500 Watts  
Owned By.....Colonial Bcstg. Co. Inc.  
Business Address.....Box 192  
Tel.: EMpire 7-1511.....Independent  
President.....Lowell W. Williams  
V.P., Gen. Mgr.....Richard E. Burg  
Program Director.....Will Groff  
Chief Engineer.....William Lace

**WLEM—Emporium—1958**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned By.....Emporium Broadcasting Co.  
Business Address.....P.O. Box 309  
Tel.: EMporium 712.....Independent  
President.....Bernard N. Erskine  
Gen., Sta. Mgr.....James A. Spotts  
Program Director.....Dean L. Close  
Chief Engineer.....K. W. Coleman

**WGSA—Ephrata—1955**

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned.....Garden Spot Broadcaster, Inc.

**PENNSYLVANIA**

Address ..... P. O. Box 419  
Tel.: RE 3-2226 ..... Independent  
Representative ..... Broadcast Time Sales  
President ..... Lester Grenewalt  
Gen., Sta. Mgr. .... Samuel R. Youse  
Prog. Dir. .... Edward Loder  
Comm. Mgr. .... Frank Short  
Chief Engineer. .... Ralph Haneman

**WERC—Erie—1941**

Frequency: 1260 Kc. .... Power: 5 Kw.  
Owned By ..... WERC Bcstg. Co.  
Address ..... Robison Rd.  
Tel.: 9-9647 ..... ABC  
Station Representative ..... Weed  
President ..... Joseph L. Brechner  
Gen. Mgr. .... Gene Conrad  
Chief Eng. .... Ken Hestor

**WICU—Erie—1949**

Frequency: 1330 Kc. .... Power: 5000 Watts  
Owned-Oper. By. Community Service Bcstg.  
Bus. Studio Address ..... 3514 State St.  
Tel.: 2-3248 ..... NBC  
Representative ..... Petry  
President ..... Edward Lamb  
General Manager. .... Ben McLaughlin  
Station Manager. .... Arthur Ingram  
Publicity Director. .... Bill Babcock  
Chief Engineer. .... Ken Husband

**WJET—Erie—1951**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... Jet Broadcasting Co., Inc.  
Address ..... 18th & Ash Streets  
Tel.: 2-6741 ..... Independent  
Representative ..... Forjoe  
President, Gen. Mgr. .... Myron Jones  
Comm. Mgr. .... Peter Cotichia  
Sales Promotion Manager. .... Art Arkelian  
Chief Engineer. .... Richard Zahnizer

**WLEU—Erie—1935**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned ..... Leu Bcstg.  
Address ..... 212 Commerce Bldg.  
Tel.: 22-129 ..... Independent  
Station Rep. .... Radio TV Reps  
President ..... J. Patt Wardlaw  
Gen., Comm. Mgr. .... Gene Kline  
Program Director. .... Robert Holmes  
Publicity Director. .... Audrey Arbucket  
Chief Engineer. .... William Sebenick

**WFAR—Farrell—1953**

Frequency: 1470 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By. .... Sanford A. Schafitz  
Address ..... P. O. Box 150  
Tel.: DI 6-5171 ..... KBS  
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 ..... Independent  
Pres., Sta. Mgr. .... Robert H. Sauber

**WGET—Gettysburg—1950**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Times & News Pub. Co.  
Business Address ..... Box 28  
Tel.: GE 850 ..... Independent  
Newspaper Affil. .... Times & News Pub. Co.  
Gen. Mgr. .... P. H. Cunningham  
Comm. Mgr. .... Marc Starkins  
Prog. Dir., Ch. Eng. .... Lester 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 ..... Independent  
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 268  
Tel.: ME 7-3831 ..... Independent  
Pres., Sta., Comm. Mgr. .... John D. Bare  
Program Director. .... Daniel E. Rutledge  
Chief Engineer. .... Phillip Rohrbaugh

**WCMB—Harrisburg—1948**

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Rossmoyne Corp.  
Business-Studio Address. .... 228 Court St.  
Tel.: CE 4-3005 ..... MBS  
Representative ..... Gill-Perna  
General Manager. .... Ed K. Smith  
Comm. Mgr. .... Henry Traugh  
Sales Promotion Manager. .... Ramon Musheno  
Program Director. .... Ed. Gonzales  
Chief Engineer. .... J. Howard Bair

**WHGB—Harrisburg—1945**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Kendrick Bcstg. Co., Inc.  
Bus.-Studio-Trans. Address. .... 112 Market St.  
Tel.: CE 4-4988 ..... ABC  
Station Representative ..... McGavren-Quinn  
Pres., Gen. Mgr. .... H. Kendrick  
Sta. Mgr., Prog. Dir. .... 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 ..... CBS  
Representative ..... Bolling  
General Manager. .... Mrs. A. K. Redmond  
Program Manager. .... Harry Hinkley  
Sales, Promotion Director. .... John V. Gore  
Publicity Director. .... George Gottschalk  
Chief Engineer. .... E. Dan Leibensperger

**WKBO—Harrisburg—1922**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Keystone Bcstg. Corp.  
 Bus.-Studio Address.....31 N. Second St.  
 Tel.: CE 4-0191.....NBC  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....W. Eugene Gorman  
 Gen. Sales Mgr.....J. Robert Gulick  
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
 Technical Director.....J. E. Mathlot  
 Owners of WGAL, Lancaster; WORK, Harris-  
 burg; WRAW, Reading; WEST, Easton;  
 WRAK, Williamsport, all Pa. and WDEL, Wil-  
 mington, Del.

**WAZL—Hazleton—1932**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Hazleton Bcstg. Co.  
 Address.....Hazleton Nail. Bank Bldg.  
 Tel.: GL 4-3531.....NBC-MBS  
 Representative.....Raymer  
 Pres., Gen. Mgr.....Victor C. Dehm  
 Station Manager.....Kathryn E. Kahler  
 Commercial Manager.....Robert J. Sacco  
 Nat. Sales Mgr.....Thomas A. Tito  
 Program Director.....Don Murray  
 Publicity Director.....Paul Cerula  
 Chief Engineer.....Elwood Tito  
 Owners of: WHOL, Allentown; WHLM, Bloom-  
 burg, Pa. and WTAL, Tallahassee, Fla.

**WAMO—Homestead-  
Pittsburgh—1948**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Dynamic Bcstg.  
 Business Address.....105 E. 8th Ave.  
 Tel.: HO 2-6000.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Leonard Walk  
 Commercial Manager.....Joe Bassett, Jr.  
 Program Director.....Carl Stuart  
 Chief Engineer.....James Herbert

**WHUN—Huntingdon—1946**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By..Joseph F. Biddle Publ. Co.  
 Bus.-Studio Address.....400 Washington St.  
 Tel.: MI 3-3340.....KBS  
 President.....John H. Biddle  
 General Manager.....William E. Germann

**WDAD—Indiana—1945**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....WDAD Inc.  
 Address.....632 Philadelphia St.  
 Tel.: HO 5-5511.....CBS  
 Newspaper Affil.....The Progress  
 President.....W. K. Ulerich  
 Station Manager.....Jonas Termin  
 Program Director.....C. C. Porter  
 Chief Engineer.....Dyle Martin

**WARD—Johnstown—1946**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By.....Central Bcstg. Co., Inc.  
 Address.....235 Franklin St.  
 Tel.: 8-1216.....CBS  
 Representative.....Weed  
 V.P., Gen. Manager.....G. D. Gartland  
 Station Manager.....Steward W. Phillips

**WCRO—Johnstown—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Century Bcstg. Corp.  
 Bus.-Studio Address.....Fort Stanwix Hotel  
 Tel.: 9-1187.....MBS  
 Representative.....Forjoe  
 President.....John J. Keel  
 General Manager.....John D. Reilly  
 Chief Engineer.....John Kersheskey

**WJAC—Johnstown—1925**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....WJAC, Inc.  
 Bus.-Studio Address.....329 Main St.  
 Tel.: 7-8711.....NBC  
 Newspaper Affil.....Tribune  
 Representative.....O'Connell  
 President.....W. W. Krebs  
 Station Mgr.....Park Claycomb  
 Chief Engineer.....Theodore E. Campbell

**WADP—Kane—1954**

Frequency: 960 Kc. Power: 500 Watts, d.  
 Owned.....Northern Allegheny Bcstg. Co.  
 Address.....Penn-Kane Hotel  
 Tel.: 1520.....KBS  
 President, Gen. Mgr.....David Potter  
 Sta., Comm. Mgr.....Richard E. Feit  
 Program Director.....David Sill  
 Chief Engineer.....John Nordine

**WACB—Kittanning—1948**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned By.....Joel W. Rosenblum  
 Bus.-Studio Address.....325 Market St.  
 Tel.: LL 3-1381.....KBS  
 Representative.....Rambeau, Vance, Hopple  
 V.P., Gen. Mgr.....Charles M. Erhard, Jr.  
 Sta. Mgr., Prog. Director.....H. H. Stoops  
 Chief Engineer.....Joseph A. Pelletier

**WGAL—Lancaster—1922**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WGAL, Inc.  
 Business-Studio Address.....24 S. Queen St.  
 Tel.: EX 7-0333.....NBC  
 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. Mathlot  
 Owners of: WKBO, Harrisburg; WORK, York;  
 WRAW, Reading; WEST, Easton; WRAK,  
 Williamsport, all Pa. and WDEL, Wilming-  
 ton, Del.

**PENNSYLVANIA**

**WLAN—Lancaster—1946**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By The Peoples Bcstg. Co.  
Bus.-Studio Address 252 N. Queen St.  
Tel.: EX 4-7261 ABC-MBS-KBS  
Representative Headley-Reed  
President Frank H. Alldoerfler  
Gen., Sta. Mgr. Samuel M. Alldoerfler  
Comm., Sales Prom. Mgr. J. 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 Independent  
President Joseph L. Magulre  
Gen. Manager John W. Angst

**WAKU—Latrobe—1951**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By WAKU, Inc.  
Address 200 Deoot St.  
Tel.: KEystone 7-7744 MBS, KBS  
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 Independent  
Representative McGillyvra  
President Louis Rosenberg  
General Manager William Dymond  
Commercial Manager Mrs. Janet Mahady  
Chief Engineer Bernard Guidos

**WLBR—Lebanon—1946**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By Lebanon Bcstg. Co.  
Business Address Route 20  
Tel.: CRestview 2-7651  
Representative Burn-Smith  
President H. Raymond Stadium  
Managing Director Lester P. Elter  
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.: IA 3-1222 KBS  
President Michael M. Fremont  
Commercial Manager Carl E. Miller  
Chief Engineer James A. Herb

**WBCB—Levittown-Fairless  
Hills—1957**

Frequency: 1490 Kc. Power: 250 W.  
Owned O'Keefe Bcstg. Co.

Business Address 200 Magnolia Dr.  
Tel.: Windsor 9-1490 Independent  
Pres., Gen. Mgr. Jack J. Dash  
V.P., Dir. Oper. William F. Waterbury

**WKVA—Lewistown—1949**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Operated By Central Pa. Bcstg. Co.  
Business Address 19 S. Wayne St.; Box 432  
Tel.: 8-6771 Independent  
Representative Gill-Perna  
Pres., Sta., Gen. Mgr. Robert L. Wilson  
Sales Promotion Manager Howard Z. Reed  
Program Director Bob Hvie  
Publicity Director Mary Bolich  
Chief Engineer Jack Sanders

**WMRF—Lewistown—1941**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Lewistown Bcstg. Co.  
Business-Studio Address 5 W. Market St.  
Tel.: 8-6757 NBC  
Representative Burn-Smith  
President J. S. Woods  
Gen., Sta. Mgr. T. W. Metzger  
Commercial Manager Frank Troiani  
Program Dir. Miss Thekla Leeper  
Publicity Director Dale Smith  
Chief Engineer Kenneth Callahan

**WBPZ—Lock Haven—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Lock Haven Bcstg. Corp.  
Bus.-Studio Address 132 1/2 E. Main St.  
Tel.: 4038 MBS  
Representative Devney  
President Donald C. Welch  
Gen. Sta. Mgr. Harris Lipcz  
Commercial Manager Dick Yohe  
Program Director Dave King  
Chief Engineer Al Stratmoon

**WEDO—McKeesport—1945**

Frequency: 810 Kc. Power: 1000 Watts  
Owned-Operated By Tri-City Bcstg. Co.  
Business-Studio Address 547 5th Ave.  
Tel.: North 4-7167 CBS  
Station Representative Weed  
President Edward J. Hirshberg  
Sta. Mgr. Robert E. Badger  
Comm., Mgr. Earl Buncher  
Sales Promotion Manager Selma Magrim  
Program Director Bill Brant  
Publicity Director Chris Underwood  
Chief Engineer Wilkes E. Hurley

**WMCK—McKeesport—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By Mon-Yoush Bcstg. Co.  
Business-Studio Address 516 Market St.  
Tel.: OR 8-8888 MBS  
Station Representative Masla  
President Robert M. Cox  
Gen. Mgr. Sam Vidnovic  
Sales Promotion Manager Sally Mossman

Program Director.....Pat Haley  
 Publicity Director.....S. A. Chontos  
 Chief Engineer.....Charles White

**WMGW—Meadville—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Regional Bcstrs.  
 Address.....1st National Bank Bldg.  
 Tel.: 6-1111.....KBS  
 Gen., Sta. Mgr.....James H. Strickler  
 Commercial Manager...Frederick P. Tascone  
 Chief Engineer.....Maurice Sherman

**WJUN—Mexico—1955**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Lewistown Bcstg. Co.  
 Business Address.....Box 97, Millintown  
 Tel.: LEwistown 8-6757.....Independent  
 Newspaper Affiliation...Sentinel, Lewistown  
 Representative.....Burn-Smith  
 President.....J. S. Woods  
 General Manager.....Thomas W. Metzger  
 Station Manager.....Ralph S. Parker  
 Commercial Manager.....Bob Horning  
 Sales Promotion Manager.....Tim Palm  
 Program Director.....Don Lorenz  
 Publicity Director.....Miles Heckendorn  
 Chief Engineer.....Kenneth Callahan

**WARC—Milton—1958**

Frequency: 1380 Kc.....Power: 1 Kw. d.  
 Owned By.....Williamsport Bcstg. Assoc. Inc.  
 Business Address.....YMCA Bldg.  
 President.....Harry J. W. Kiessling  
 Gen. Manager.....Woodrow W. Ott  
 Commercial Manager.....John Yingling

**WPFL—Montrose—1953**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned By.....Montrose Bcstg Corp.  
 Address.....Locust St.  
 Tel. Montrose 397.....Independent  
 Pres. Gen. Mgr.....W. Douglas Roe  
 Program Director.....William Ohman  
 Publicity Director.....William Farley  
 Chief Engineer.....Richard Gage

**WKST—New Castle—1938**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST Inc.  
 Address.....1st Federal Plaza  
 Tel.: OL 4-5501.....MBS  
 Station Representative.....Everett-McKinney  
 President, General Mgr.....S. W. Townsend  
 Sta., Comm. Mgr.....Harry Reith  
 Chief Engineer.....Ernest Rety

**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.....Independent  
 President.....C. R. Cooper  
 Gen., Comm. Mgr.....Melvin A. Goldberg

Sales Promotion Manager.....Jim Gray  
 Program Director.....Phil Brooks  
 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.....Independent  
 Representative.....Weed  
 President.....N. Joe Rahall  
 Gen. Mgr.....Ogden R. Davies  
 Sta. Manager.....John M. Banzhoff  
 Local Sales Mgr.....Donald L. Jones  
 Program Director.....Buddy Brode  
 Chief Engineer.....Anthony De Sola  
 Owners of: WKAP, Allentown, Pa.; WWNR,  
 Beckley, W. Va.; WFEA, Manchester, N. H.;  
 WTSP, St. Petersburg, Fla.

(See page 584)

**WKRZ—Oil City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKRZ, Inc.  
 Business Address...Broadcast Hill; Box 868  
 Tel.: 8-0355.....KBS-NBC  
 Pres., Gen. Mgr.....Kenneth E. Rennekamp  
 Sta., Comm. Mgr.....Edward Erickson  
 Sales Promotion Manager.....Joan Firster  
 Program Director.....Honey Myers  
 Chief Engineer.....Robert Harmon

**WCAU—Philadelphia—1922**

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....CBS Radio, Inc.  
 Address.....City & Monument Ave.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS Radio Spot Sales  
 Manager Director.....Donald W. Thornburgh  
 General Manager.....Joseph T. Connolly  
 Sales Manager.....Jack De Russey  
 Sales Promotion Manager.....Fred Birnbaum  
 Program Director.....Fred Karch  
 Chief Engineer.....J. 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.....Independent  
 Representative.....John E. Pearson  
 President.....Max M. Leon  
 V.P., Gen., Sta. Mgr.....Robert A. Klein  
 V. P. Operations Manager.....Jerry Grove  
 Program Director.....Eddie Newman  
 Comm. Mgr.....William H. Vogt  
 Sales Manager.....Alexander S. Klein  
 Publicity Director.....Art Newsham  
 Chief Engineer.....Frank W. Unterberger

**WFIL—Philadelphia—1922**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned.....Triangle Publications, Inc.  
 Business-Studio Address.....46th & Market  
 Tel.: EV 2-4700.....ABC  
 Newspaper Affil.....Inquirer  
 Representative.....Blair

In Philadelphia  
WIP radio is  
used *exclusively*  
by more  
advertisers than  
any other station

**WIP**

PHILADELPHIA'S PIONEER VOICE



For **MORE** *Information—Ask Petry!*



**General Manager**.....Roger W. Clipp  
**Station Manager**.....George A. Koehler  
**Gen. Sales Manager**...Kenneth W. Stowman  
**Dir. of Programming**.....Clyde R. Spitzner  
**Chief Engineer**.....Henry E. Rhea  
**Owners of: WFBG, Altoona, Pa.; WNHC, New Haven, Conn.**

**WFLN—Philadelphia—1958**

**Frequency: 900 Kc.**.....Power: 1 Kw. d.  
**Owned By**.....Franklin Bcstg. Co.  
**Address**.....8200 Ridge Ave.  
**Tel.: Ivyridge 2-6000**.....Independent  
**General Manager**.....R. S. Green  
**Commercial Manager**.....J. C. Winkler  
**Program Director**.....M. O'Donnell  
**Chief Engineer**.....F. Chassey

**WHAT—Philadelphia—1925**

**Frequency: 1340 Kc.**.....Power: 250 Watts  
**Owned-Oper. By**.....Independence Bcstg. Co.  
**Address**...Conshohocken & Windemere Aves.  
**Tel.: TRinity 8-1500**.....Independent  
**Representative**.....Stars National  
**Pres., Gen. Mgr.**.....William A. Banks  
**Station Manager**.....Dolly Banks  
**Commercial Manager**.....Paul Abrams  
**Sales Prom. Manager**.....Len Stevens  
**Prog. Director**.....Robert Ardrey  
**Publicity Director**.....Marsha Greenbaum  
**Chief Engineer**.....Charles Lehmann

**WIP—Philadelphia—1922**

**Frequency: 610 Kc.**.....Power: 5000 Watts  
**Owned By**.....Wip Broadcasting, Co.  
**Business-Studio Address**.....35 S. 9th St.  
**Tel.: WA 2-6800**.....MBS  
**Representative**.....Edward Petry  
**Pres., Gen. Mgr.**.....Benedict Gimbel, Jr.  
**V.P., Director of Sales**.....Ralf Brent  
**Nat. Sales Mgr.**.....Paul B. Evans  
**Sales Promotion Director**.....Mitchell Krauss  
**Program Director**.....Varner Paulsen  
**Chief Engineer**.....Clifford C. Harris

**WIBG—Philadelphia—1925**

**Freq.: 990 Kc.**...Power: 50,000 Wts. d., 10,000 n.  
**Owned**.....Storer Bcstg. Co.  
**Address**.....Suburban Sta. Bldg.  
**Tel.: RI 6-2300**.....Independent  
**Representative**.....Katz  
**President**.....George Storer, Jr.  
**Man. Dir.**.....Lionel F. Baxter  
**Sta., Sales Mgr.**.....John R. Mahoney  
**Promotion Manager**.....Roy M. Schwartz  
**Prog. Mgr.**.....Grady Edney  
**Publicity Director**.....Genli Macaulay  
**Chief Engineer**.....John H. Henninger  
**Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WWVA, Wheeling, W. Va.**

**WFLN—Philadelphia—1958**

**Frequency: 900 Kc.**.....Power: 1000 Watts d.  
**Owned By**.....Franklin Broadcasting Co.  
**Business Address**.....8200 Ridge Ave.  
**Tel.: IVyridge 2-6000**.....Independent

**Station Representative**.....Good Music  
**President**.....Lawrence M. C. Smith  
**General Manager**.....Raymond S. Green  
**Comm. Mgr.**.....Joseph C. Winkler  
**Program Director**.....Michael E. O'Donnell  
**Chief Engineer**.....Frederick Chassey

**WJMJ—Philadelphia—1948**

**Frequency: 1540 Kc.**.....Power: 5000 Watts d.  
**Owned-Oper. By**.....WJMJ Bcstg. Corp.  
**Business-Studio Address**.....2043 Locust St.  
**Tel.: LO 4-2300**.....Independent  
**Representative**.....Broadcast Time Sales  
**Pres., Gen., Sta. Mgr.**.....Patrick J. Stanton  
**Commercial Mgr.**.....Charles Stahl  
**Sales Prom., Pub. Mgr.**.....James Rubenstein  
**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**.....Independent  
**Representative**.....Gill-Perna  
**President**.....William Sytk  
**V.P., Gen. Mgr.**.....William B. Caskey  
**Sta. Mgr., Prog. Dir.**.....Murray Arnold  
**Comm. Manager**.....Erwin Rosner  
**Prom. Mgr., Pub. Director**.....James M. Kiss  
**Director Public Service**.....Sam Serota  
**Chief Engineer**.....Charles W. Burtis

**WRCV—Philadelphia—1921**

**Frequency: 1060 Kc.**.....Power: 50,000 Watts  
**Owned-Oper. By**.....National Bcstg. Company  
**Business-Studio Address**.....1619 Walnut St.  
**Tel.: LO 4-3700**.....NBC  
**Representative**.....NBC Spot Sales  
**President**.....Robert E. Kintner  
**General Manager**.....Raymond W. Welpott  
**Station Manager**.....Harold J. Pannepacker  
**Commercial Manager**.....Lewis P. Johnson  
**Sales Promotion Manager**.....Robert A. Fillmore  
**Program Director**.....Bob Benson  
**Chief Engineer**.....William A. Howard

**WTEL—Philadelphia—1925**

**Frequency: 860 Kc.**.....Power: 250 Watts d.  
**Owned By**.....WTEL, Inc.  
**Business-Studio Address**...4312 N. Broad St.  
**Tel.: GL 5-1310**.....Independent  
**Pres., Pgm. Dir.**.....E. Douglass Hibbs  
**Sec'y-Treas.**.....Henry N. Cocker

**WPBH—Philipsburg—1956**

**Frequency: 1260 Kc.**.....Power: 1 Kw. d.  
**Owned By**.....Moshannon Valley Bcstg.  
**Address**.....P. O. Box 361  
**Tel.: Dickens 2-2300**.....Independent  
**Gen. Comm. Mgr.**.....William Emert  
**Program Director**.....Mrs. Wm. Emert  
**Chief Engineer**.....Dean Sharpless

**WAMP—Pittsburgh—1920**

**Frequency: 1320 Kc.**.....Power: 5000 Watts  
**Owned-Oper. By**.....NBC

# PENNSYLVANIA

Address.....Chamber of Comm. Bldg.  
Tel.: GR 1-8600.....NBC  
Representative.....NBC Spot Sales  
Gen. Mgr.....H. W. Shepard  
Program Supv.....John C. Hierlihy  
Sales Prom., Public Dir.....Thomas D. Tyson  
Chief Engineer.....Matthew Bracic

## WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts  
Owned-Operated By.....WCAE, Inc.  
Bus. Address.....530 Carlton Hs., 550 Grant St.  
Tel.: AT 1-6900.....Independent  
Newspaper Affil.....Sun-Telegraph  
Representative.....Katz  
Pres., General Manager.....Leonard Kapner  
Station Manager.....F. Geer Parkinson  
Program Director.....R. Clifton Daniel  
Commercial Manager.....Roger O' Connor  
Prom. Mgr., Pub. Dir.....William Thiemann  
Chief Engineer.....James Greenwood

## KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.  
Business Address.....122 E. 42nd St., N.Y.C.  
Tel.: MURRAY Hill 7-0808.....Independent  
Sta. Representative.....Peters, Griffin, Woodward  
After July 1.....AM Radio Sales  
President.....Donald H. McGannon  
Asst. Gen. Mgr.....Donald Trageser  
Station Manager.....L. R. Rawlins  
Program Manager.....William H. Schwartz  
Asst. Prog. Mgr.....James L. Snyder  
Sales Prom. Mgr.....June L. Buzzelli  
Publicity Manager.....Owen Simon  
Chief Engineer.....Theodore C. Kenney  
Owners of: WBZ-WBZA, Boston-Springfield,  
Mass.; KYW, Cleveland; WOWO, Fort  
Wayne, Ind.; KEX, Portland, Oreg.; WEND,  
Chicago, Ill.

## WEEP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.  
Owned By.....Pittsburgh Bcstg. Co.  
Address.....220 N. Highland Ave.  
Tel.: EM 1-5000.....Independent  
Station Representative.....Stars Nat.  
President.....John Kluge  
Gen. S'a. 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.....Independent  
President.....John J. Laux  
Gen. Comm. Mgr.....Don Iselt  
Sales Mgr., Prog., Pub. Dir.....Clifford Charles  
Chief Engineer.....Michael Komichak

## KQV—Pittsburgh—1919

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Allegheny Bcstg. Corp.

Address.....411 7th Ave.  
Tel.: AT 1-9100.....ABC  
Station Representative.....Young  
President.....Leonard H. Goldenson  
Gen. Sta. Mgr.....Ralph Beaudin  
Commercial Manager.....Robert N. Thompson  
Program Dir.....John Gibbs  
Chief Engineer.....Fred L. Zellner, Jr.

## WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WWSW, Inc.  
Bus. Studio Address.....Hotel Sherway  
Tel.: GR 1-5200.....Independent  
Newspaper Affiliation.....Post Gazette  
Representative.....John Blair  
President.....O. M. Schloss  
Gen. 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.....Independent  
Representative.....Cont. Radio Sales  
Pres., Gen. Manager.....Angelo W. Fiorani  
Commercial Mgr.....R. E. Florey  
Program Director.....Joseph Tipton  
Promotion Mgr.....Rosemary Gallagher  
Publicity Director.....Betty Schriver  
Chief Engineer.....John P. McGoldrick

## WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Pottstown Bcstg. Co.  
Address.....247 High St.  
Tel.: 5000.....KBS  
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.....Independent  
President.....Joseph L. McGuire  
Gen. Mgr., Ch. Eng.....John W. Angst  
Station Manager.....Westley G. Kimble

## 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.  
Tel.: MARKET 2-1360.....MBS  
General Manager.....A. V. Tidmore  
Commercial Manager.....Ralph L. Price, Jr.  
Sales Promotion Manager.....Walter Jones  
Program Director.....Horace Richards  
Chief Engineer.....William Penn Tidmore

## WPME—Punxsutawney—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.

**Owned-Oper. By**.....Punxsutawney Bcstg Co.  
**Address**.....103 N. Gilpin St.  
**Tel.**: PU 1221.....Independent  
**Representative**.....Rambeau  
**General Manager**.....C. M. Erhard, Jr.  
**Comm. Mgr.**.....W. Clem Murray  
**Program Director**.....Gilbert Carney  
**Chief Engineer**.....Joseph A. Pelletier

**WEEU—Reading—1931**

**Frequency**: 850 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**.....WEEU Bcstg. Co.  
**Business-Studio Address**.....433 Penn St.  
**Tel.**: FR 6-7335.....ABC  
**Newspaper Affiliation**.....Eagle Times  
**Representative**.....Headley-Reed  
**President**.....William J. Rohn  
**V.P., Gen., Sta. Mgr.**.....K. Richard Creitz  
**Program Director**.....Jack B. Gounder  
**Chief Engineer**.....Harold Schearer

**WHUM—Reading—1946**

**Frequency**: 1240 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Eastern Radio Corp.  
**Business-Studio Address**.....Berkshhre Hotel  
**Tel.**: 6-3987.....CBS  
**Representative**.....Weed  
**Pres., Gen. Mgr.**.....Robert G. Magee  
**Commercial Manager**.....Warren C. Ruffner  
**Prog. Dir.**.....Alan Lane  
**Chief Engineer**.....Daniel Donohue

**WRW—Reading—1922**

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Oper By**.....WRW, Inc.  
**Business-Studio Address**.....19 N. Fifth St.  
**Tel.**: FR 6-7173.....NBC  
**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. Mathiot  
**Owners of**: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WEST, Easton; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

**WCCB—Red Lion—1950**

**Frequency**: 1440 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Red Lion Bcstg. Co.  
**Address**.....Red Lion  
**President**.....John M. Norris  
**Gen., Sta. Mgr.**.....John H. Norris  
**Commercial Mgr.**.....Vincent A. Freeman

**WKMC—Roaring Spring—1955**

**Frequency**: 1370 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Melvin H. Shaw  
**Address**.....Woodbury Pike  
**Tel.**: 690.....KBS  
**Representative**.....Geo. T. Hopewell  
**Comm. Sta. Mgr.**.....Shel Horton  
**Program Director**.....Merle Ebersole  
**Chief Engineer**.....C. Irvin Metzger

**WKBI—St. Marys—1950**

**Frequency**: 1400 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Elk Cameron Bcstg. Co.  
**Address**.....41 Erie Ave.  
**Tel.**: 4-2821.....MBS  
**Representative**.....Allegheny Mountain Network  
**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**

**Frequency**: 960 Kc.....**Power**: 1000 Watts d.  
**Owned-Operated By**.....T. K. Cassel  
**Business Address**.....110 N. Elmer Ave.  
**Tel.**: TU 2-2401.....KBS  
**Representative**.....Indle Sales  
**President**.....T. K. Cassel  
**General Manager**.....Walter D. Knowles  
**Chief Engineer**.....Benjamin A. Franklin

**WARM—Scranton—1940**

**Frequency**: 590 Kc.....**Power**: 5000 Watts  
**Owned-Operated By**.....WARM Bcstg. Co.  
**Business Address**.....Bowman Bldg.  
**Tel.**: Diamond 6-4646.....Independent  
**Station Representative**.....Eastman  
**President**.....Louis J. Appell, Jr.  
**General Manager**.....Arthur W. Carlson  
**Commercial Manager**.....Jackson Gower  
**Sales Prom. Mgr.**.....William A. Musser  
**Program Director**.....Don Stevens  
**Publicity Director**.....Frances Seibert  
**Chief Engineer**.....Nicholas Hudak

**WGBI—Scranton—1925**

**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.....CBS  
**Newspaper Affiliation**.....Phila. Bulletin  
**Representative**.....H-R Repts  
**President**.....Mrs. M. E. Magargee  
**Gen., Comm. Mgr.**.....Richard E. Nason  
**Station Manager**.....Robert E. McDowell  
**Prom. Dir., Pub. Dir.**.....Doug Holcomb  
**Program Director**.....Frank Monoghan  
**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.....Independent  
**Station Rep.**.....Walker  
**Pres., Gen. Mgr.**.....Joe Dobbs  
**Station Manager**.....R. J. Lomma  
**Commercial Manager**.....Al Soma  
**Program Director**.....Ed Huges  
**Chief Engineer**.....James D. Pettinato

**WEJL—Scranton—1950**

**Frequency**: 630 Kc.....**Power**: 500 Watts d.  
**Owned-Oper. By**.....Edward & Elizabeth Lynell  
**Business Address**.....129 Penn Ave.

# PENNSYLVANIA

Tel.: DI 2-9151.....Independent  
Newspaper Affil.....Times  
Station Rep.....Meeker  
Gen., Comm. Mgr.....Cecil Woodland  
Sales, Program Director.....Hugh J. Connor  
Pub. Dir.....B. H. Pierce  
Chief Eng.....Guy Rauer

## WSCR—Scranton—1947

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.....NBC  
Representative.....Headley-Reed  
Pres., Gen. Mgr.....David M. Baltimore  
Comm. Mgr.....Joseph P. Kimble  
Program Dir.....David L. Griffiths  
Chief Engineer.....Willard Shimski

## WISL—Shamokin—1958

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Anthracite, Inc.  
Business Address.....Rock & Sunbury Sts.  
Tel.: 8-5749.....Independent  
Representative.....Forjoe  
President.....Henry W. Lark  
Gen., Sta. Mgr.....Maurice E. Fidler  
Commercial Manager.....Bernard Saks  
Sales Prom. Mgr.....W. C. MacElwee  
Program Director.....Bernard Friedman  
Publicity Director.....James Reilly  
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 211  
Tel.: Diamond 6-4113.....Independent  
Newspaper Affiliation.....Herald  
Station Representative.....Reilly; O'Connell  
Pres., Gen. Mgr.....John Fahline, Jr.  
Program Director.....Jack Sandstrom  
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.....Independent  
Gen., Sta. Mgr.....T. H. Oppgaard  
Comm. Mgr.....C. R. Taylor  
Prog. Dir., Chief Engineer.....R. L. French

## WMPT—S. Williamsport—1958

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Will-Mont Bcstg. Co.  
Business Address.....301 Percy St.  
Tel.: 3-3608.....ABC  
Station Representative.....Hopewell; Best  
Pres., Ch. Eng.....Galen D. Castlebury, Jr.  
Comm., Sales Prom. Mgr.....Don Coleman  
Program Director.....Fred Plankenhorn  
Publicity Director.....Joanne M. Castlebury

## WMAJ—State College—1945

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Centre Bcstrs., Inc.

Business Address.....P. O. Box 888  
Tel.: AD 7-4959.....NBC-KBS  
President.....W. K. Ulerich  
Gen. Sta. Mgr.....M. J. Bergstein  
Commercial Manager.....Julie McCloskey  
Program Director.....Stephen Fiskbein  
Chief Engineer.....W. D. Files

## WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Pocono Bcstg., Inc.  
Business Address.....22 S. Sixth St.  
Tel.: 1101.....Independent  
Newspaper Affiliation.....Ottaway Newspapers  
Representative.....Radio-TV Reps.  
President.....James H. Ottaway  
General Manager.....Chester S. Miller  
Sales Prom. Mgr.....Edward J. Somers  
Program Director.....Joseph B. Whalen  
Chief Engineer.....Ernest Transue

## WKOK—Sunbury—1933

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Sunbury Bcstg. Corp.  
Bus.-Studio-Transmitter.....1150 N. Front St.  
Tel.: AT 6-5838.....CBS  
Newspaper Affil.....Daily Item  
President.....Basse A. Beck  
General Manager.....Homer R. Smith  
Commercial Manager.....C. Donald Walther  
Program Director.....Michael J. Kane  
Publicity Director.....Malcolm Arter  
Chief Engineer.....John W. Keller, Jr.

## WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Crawford Cty. Bcstg. Corp.  
Address.....P. O. Box 184  
Tel.: 7-2265.....Independent  
President.....Robert T. Morrison  
Gen. Sta. Mgr.....Robert H. Sauber  
Comm. Sales Prom. Mgr.....Paul R. Ruttan  
Program Director.....Marlene Burchfield  
Publicity Director.....Jo Ann Wakefield

## WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts. d.  
Owned.....Tyrone Bcstg. Co.  
Address.....8 W. 10th St.  
Tel.: MUTual 4-3200.....MBS  
President.....C. H. Simpson  
Station Manager.....Lee C. Ray  
Sales Manager.....William E. Moses  
Commercial Manager.....John J. McCarthy  
Sales Prom. Mgr.....William E. Duey  
Program Director.....John W. Eschbach  
Publicity Director.....Gretta Rorabaugh  
Chief Engineer.....Gilbert H. Wogan

## WMBS—Uniontown—1937

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Fayette Bcstg. Corp.  
Address.....Fayette Nat. Bank Bldg.  
Tel.: GE 8-3900.....CBS

Representative ..... Meeker  
 Sta. Mgr., Prog. Dir. .... James Gismondi  
 Chief Engineer ..... William Henzly

**WNAE—Warren—1946**

Frequency: 1310 Kc. Power: 5000 Watts d.  
 Owned-Oper. By .... N. Allegheny Bdcstg. Co.  
 Business Address... 310 Second Ave.; Box 24  
 Tel.: 3033 ..... Independent  
 Pres., Gen. Mgr. .... David Potter  
 Comm. Mgr. .... James Potter  
 Prog. Dir. .... Leroy Schneck  
 Chief Eng. .... Homer Haines

**WJPA—Washington—1942**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By .... Washington Bcstg. Co.  
 Bus. Address. .... George Washington Hotel  
 Tel.: BA 2-2110. .... MBS  
 Representative .... Joseph Hershey McGillvra  
 Managing Director .... A. Boyd Siegel  
 Gen., Prom. Mgr. .... John L. Merdian  
 Chief Eng. .... James Berkheimer

**WANB—Waynesburg—1956**

Frequency: 1580 Kc. Power: 250 W. d.  
 Owned ..... Commonwealth Bcstrs.  
 Address. .... First Federal Bldg.  
 Tel.: 981 ..... Independent  
 Sta. Mgr. .... George E. McGary  
 Prog. Dir. .... Edward J. Keon

**WAYZ—Waynesboro—1953**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By .... Richard Field Lewis Jr.  
 Address. .... 21 W. Main St.  
 Tel.: WA 1900. .... KBS  
 President. .... Richard Field Lewis Jr.  
 General Manager ..... Sam Hanshaw

**WNBT—Wellsboro—1955**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By .... Farm & Home Bcstg. Co.  
 Address. .... 89 Main St.  
 Tel.: 2113 ..... MBS  
 President. .... C. H. Simpson  
 V.P., Gen. Manager. .... John A. Fay  
 Prog. Dir. .... Carol Makin  
 Commercial Manager. .... John Zellner  
 Chief Engineer. .... Richard E. Roeder

**WBAX—Wilkes-Barre—1922**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By .... Anna Stenger  
 Business-Studio Address. .... 85 W. Union St.  
 Tel.: VA 3-0196. .... MBS  
 Representative ..... Burn-Smith  
 Gen. Mgr. .... John H. Stenger  
 Program Director ..... Ed Kuzma  
 Publicity Director. .... Dan Stenger  
 Chief Engineer. .... Milan Krupa

**WBRE—Wilkes-Barre—1924**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By ..... WBRE-Radio, Inc.

Bus-Studio Address. .... 62 S. Franklin St.  
 Tel.: VA 3-3101. .... NBC  
 Representative ..... Headley-Reed  
 Pres., Gen. Mgr. .... David M. Baltimore  
 Operations Director. .... F. D. Coslett  
 Program Director ..... Robert Schumacher  
 Commercial Manager. .... Jos Gries  
 Publicity Director. .... Richard Paul  
 Chief Engineer. .... Charles Sakoski, Sr.

**WNAK—Wilkes-Barre—1946**

Frequency: 730 Kc. Power: 1000 Watts  
 Owned By ..... Wyoming Radio, Inc.  
 Address. .... 70 S. Main St.  
 Tel.: Valley 2-6108. .... Independent  
 Representative ..... Forjoe  
 President. .... E. D. McWilliams  
 General Manager. .... Milton Laughlin  
 Assistant to Manager. .... Bill Jones  
 Program Director. .... Bob Whitehead

**WILK—Wilkes-Barre—1947**

Frequency: 980 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. Wyoming Valley Bcstg. Co.  
 Bus-Studio Address. .... 88 No. Franklin St.  
 Tel.: VA 4-4666. .... ABC  
 Representative ..... Avery-Knodel  
 President ..... Mitchell Jenkins  
 Business Manager. .... Emerson H. Ramage  
 Station Manager. .... Roy E. Morgan  
 Commercial Manager. .... Lee Vincent  
 Promotion Manager. .... Jim Ward  
 Program Director. .... Tom Bigler  
 Chief Engineer. .... Theodore French

**WLYC—Williamsport—1951**

Frequency: 1050 Kc. Power: 1 Kw., d.  
 Owned By ..... Lycoming Bcstg. Co.  
 Address. .... 331 Pine St., Box 389  
 Tel.: 2-4676 ..... KBS  
 Representative ..... Donald Cooke  
 President. .... John T. Keliher  
 V. P., Gen. Sta. Mgr. .... W. Richard Carlson  
 Commercial Mgr. .... Vince Campama  
 Sls. Prom. Manager. .... Edward Kirchman  
 Program Director. .... Vernon Hester  
 Publicity Director. .... Mrs. Sue Schreck  
 Chief Engineer. .... Fred Hopkins

**WRAC—Williamsport—1929**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By ..... WRAC, Inc.  
 Address. .... 1559 West 4th St.  
 Tel.: 2-6116 ..... NBC  
 Representative ..... Meeker  
 Pres., Gen. Mgr. .... Clair R. McCollough  
 Station Manager. .... J. Wright Mackey  
 Gen. Sls. Mgr. .... J. Robert Gulick  
 Nat'l Sls. Mgr. .... Thomas R. Nunan, Jr.  
 Owners of: WGAL, Lancaster; WKBO, Harris-  
 burg; WORK, York; WRAW, Reading;  
 WEST, Easton; all Pa. and WDEL, Wilming-  
 ton, Del.

**WWPA—Williamsport—1949**

Frequency: 1340 Kc. Power: 250 Watts

# PENNSYLVANIA-RHODE ISLAND

Owned. Williamsport Radio Bcstg. Assoc., Inc.  
 Address. . . . . 330 Government Pl.  
 Tel.: 7119 . . . . . CBS  
 Representative . . . . . Burn-Smith  
 President. . . . . Harry J. W. Klessling  
 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.  
 Business Address. . . . . P.O. Box 1747  
 Tel.: 2-7821 . . . . . Independent  
 Station Rep. . . . . Radio-TV Reps.  
 President. . . . . W. F. Rust, Jr.  
 General Manager. . . . . Ralph Gottlieb  
 Sta., Comm. Mgr. . . . . F. Richard Hill  
 Program Director. . . . . John F. O'Rourke  
 Chief Engineer. . . . . Jack Schuster

## WORK—York—1932

Frequency: 1350 Kc. . . . . Power: 5000 d.; 1000 n.

Owned-Oper. By. . . . . Associated Bcstrs.  
 Business-Studio Address. . . . . 13 S. Beaver St.  
 Tel.: 6629 . . . . . NBC  
 Representative . . . . . Robert Meeker  
 Station Executive. . . . . Clair R. McCollough  
 Station Manager. . . . . Clara I. Miller  
 Nat'l Sls. Mgr. . . . . Thomas R. Nunan, Jr.  
 Gen. Sales Mgr. . . . . J. Robert Gulick  
 Chief Engineer. . . . . J. E. Mathiot  
 Owners of: WGAL, Lancaster; WKBO, Harris-  
 burg; WRAW, Reading; WEST, Easton;  
 WRAK, Williamsport, all Pa. and WDEL,  
 Wilmington, Del.

## WSBA—York—1942

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Susquehanna Bcstg. Co.  
 Address . . . . . Box 910  
 Tel.: 2-5521 . . . . . ABC  
 Representative . . . . . Heady-Reed  
 President. . . . . Louis J. Appell, Jr.  
 Comm., Sales Prom. Mgr. . . . . P. K. Eberly  
 Prog. Dir. . . . . Robert Shipley  
 Chief Engineer. . . . . Glenn Winter

Pop.: 881,000  
 Families: 267,000  
 Radio Homes: 249,000

# Rhode Island

Stations in State: 13  
 TV Homes: 243,000  
 TV Stations: 3

## WADK—Newport—1948

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . The Aquidneck Bcstg. Corp.  
 Address . . . . . Box 367  
 Tel.: Viking 6-1540 . . . . . Independent  
 Representative . . . . . Everett-McKinney  
 Pres., Gen. Mgr. . . . . Milton E. Mitler  
 Comm. Mgr. . . . . Frank Booth  
 Program Director. . . . . Steve May  
 Sales Prom. Mgr. . . . . George McNamara  
 Chief Engineer. . . . . Allan Bowen

## WPAW—Pawtucket—1950

Frequency: 550 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Roger Williams Bcstg.  
 Address. . . . . P.O. Box 55, Cumberland  
 Tel.: PA 5-9000 . . . . . ABC  
 Station Representative . . . . . Walker  
 Pres., Gen. Mgr. . . . . Dominick A. Hysko  
 Commercial Manager. . . . . Jeff Feinstein  
 Sales Prom. Mgr. . . . . Donald Hysko  
 Program Director. . . . . Rose Morris  
 Publicity Director. . . . . Joseph Thomas  
 Chief Engineer. . . . . James Bonney

## WEAN—Providence—1922

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned. . . . . Providence Journal Co.  
 Address. . . . . 75 Fountain St.  
 Tel.: DE 1-0600. . . . . MBS

News. Affil. . . . . Providence Journal  
 Station Rep. . . . . Venard, Rintoul & McConnell  
 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

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Lowell Thomas & Assoc.  
 Bus-Stud. Add. . . . . 24 Mason St., WPRO Bldg.  
 Tel.: PL 1-9776 . . . . . CBS  
 Representative . . . . . Blair  
 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. Ferrl

## WRIB—Providence—1947

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . R. I. Bcstg. Co.  
 Address . . . . . Water St.  
 Tel.: GE 4-2223 . . . . . Independent  
 Representative . . . . . Indie  
 President . . . . . Frank Rao  
 Gen. Sta. Mgr. . . . . Harold A. Pace  
 Comm., Sales Prom. Mgr. . . . . Earl Castleman  
 Program Director. . . . . Paul DeGaro  
 Chief Engineer. . . . . Fred Weiss

## RHODE ISLAND-SOUTH CAROLINA

### WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts, d.  
Owned. Providence Radio, Inc.  
Address. Crown Hotel  
Tel.: JA 1-6565. Independent  
Rep. Avery-Knodel  
President. Tim Elliot  
Gen. Mgr. John F. Crohan  
Program Director. Sherman A. Strickhouser  
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. Independent  
Representative. Headley-Reed, Ketel-Carter  
Pres., Gen. Mgr. Richard Gerken  
Comm. Mgr. E. James McEnaney, Jr.  
Production Manager. Jay Dunn  
Chief Engineer. Carroll A. Philbrook

### WJAR—Providence—1922

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By. The Outlet Co.  
Business-Studio Address. 176 Weybosset St.  
Tel.: GA 1-8255. NBC  
Representative. Petry  
Vice Pres., Treas. George O. Griffith  
General Manager. David Shurtleff  
Program Director. James Gleason  
Chief Engineer. Thomas C. J. Prior

### WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Radio Westerly  
Address. 11 Railroad Ave.

Tel.: LYric 6-2263. MBS  
Representative Walker-Rawalt  
Pres., Gen. Mgr. William R. Sweeney  
Commercial Manager. Sandra G. Drysdale  
Chief Engineer. Charles W. Austin

### WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.  
Owned. Grelin Bcstg. Inc.  
Address. 1501 Main St.  
Tel.: VA 1-6200. Independent  
Station Representative. RTS-Nona Kirby  
Pres., Gen. Mgr. Melvin C. Green  
Comm. Mgr. Robert McDonald  
Prog. Dir. Patrick Fallon  
Chief Engineer. Joseph M. Mattias, Jr.

### WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.  
Owner. Friendly Bcstg. Co., Inc.  
Address. 786 Diamond Hill Rd.  
Tel.: PO 9-0600. Independent  
President. Gen. Manager. Joseph Britt  
Comm. Manager. John Thomas  
Program Director. Richard Bouchard  
Chief Engineer. Joseph Britt

### WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Woonsocket Bcstg. Co.  
Business-Studio Address. 99 Main St.  
Tel.: PO 2-1240. Independent  
Station Rep. Nona Kirby  
President. Millicent S. Palmer  
Gen. Mgr. Buell W. Hudson  
Sta. Program Dir. Zel Levin  
Commercial Manager. Gene Mailloux  
Chief Engineer. Harold M. Belknap

Pop. 2,510,000  
Families: 623,000  
Radio Homes: 605,000

## South Carolina

Stations in State: 70  
TV Homes: 454,000  
TV Stations: 11

### WABV—Abbeville—1956

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned By. Abbeville Bcstg. Co.  
Business Address. 72 West  
Tel.: GLadstone 7-3155. ABC-KBS  
Representative. Best  
President. J. A. Gallimore  
Gen. Mgr., Ch. Eng. Geo. W. Sattles, Jr.

### WAKN—Aiken—1952

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Aiken Electronics Adv. Corp.  
Business Address. 343 Laurens N.W.  
Tel.: Midway 8-5464. KBS  
President. John Mare  
General Manager. W. Randall Davidson  
Commercial Mgr. Doyle Satterthwaite  
Program Director. Earl Brodie  
Chief Engineer. Allen Askins, Jr.

### WAIM—Anderson—1935

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. Wilton E. Hall  
Address Trans. Loca. 321 Kingsley Road  
Tel.: CA 6-1511. CBS-KBC  
Newspaper Affil. Independent, Daily Mail  
Representative. Headley-Reed  
Gen., Sta. Mgr. Glenn P. Warnock  
Commercial Mgr. G. P. Browne  
Sales Prom. Mgr. V. Barath  
Program Director. Marshall Gaillard  
Chief Engineer. Earl Cosens

### WANS—Anderson—1949

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By. Radio Anderson, Inc.  
Address. 3501 N. Main St.  
Tel.: CA 4-3423. MBS  
Representative. Rambeau, Vance, Hopple



## SOUTH CAROLINA

Pres., Gen. Mgr. . . . . W. Ennis Bray  
Program Director . . . . . Dave McKee  
Sales Prom. Manager . . . . . John C. Amick  
Publicity Director . . . . . Beth Harris  
Chief Engineer . . . . . Ted R. Woodard

### WWBD—Bamberg—1957

Frequency: 790 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Joe Speidel III  
Address . . . . . Rt. 601 South  
Tel.: CH 5-2411 . . . . . Independent  
Representative . . . . . Walker, Dora-Clayton  
President . . . . . Joe Speidel III  
Sta. Comm. Mgr. . . . . Frank B. Estes, Jr.  
Program Director . . . . . Glenn French  
Chief Engineer . . . . . H. D. Steedley

### WBAW—Barnwell—1953

Frequency: 740 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . WBAW, Inc.  
Address . . . . . Jackson St.  
Tel.: 3507 . . . . . KBS  
Representative . . . . . Hil F. Best-Keystone  
President . . . . . J. A. Gallimore  
General Mgr. . . . . Joe Wilder  
Comm. Mgr. . . . . Al Dunbar  
Program Director . . . . . Vic Whelstone  
Chief Engineer . . . . . Ernest Williams

### WBLR—Batesburg—1956

Frequency: 1430 Kc. . . . . Power: 5 Kw., d.  
Owned . . . . . Ridge Bcstg. Corp.  
Address . . . . . Batesburg  
Tel.: KE 2-4001 . . . . . KBS  
Gen. Mgr. . . . . James Olim Tice, Sr.  
Comm. Mgr. . . . . Red Reynolds

### WBEU—Beaufort—1954

Frequency: 960 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Beaufort Bcstg. Co.  
Tel.: 812 . . . . . KBS  
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  
General Mgr. . . . . Clyde W. Laughter  
Comm. Mgr. . . . . Charles Smith

### WBSC—Bennettsville—1947

Freq.: 1550 Kc. . . . . Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By . . . . . Atl. Coast Ins. Co.  
Business-Studio Address . . . . . Box 639  
Representative . . . . . Indie Sales  
Exec. Vice President . . . . . Y. W. Scarborough, Jr.  
General Manager . . . . . Neil Terrell  
Chief Engineer . . . . . John Gronert

### WAGS—Bishopville—1953

Frequency: 1380 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Lee County Bcstg. Co.  
Address . . . . . P. O. Box 168  
Tel.: HU 4-4515 . . . . . KBS

Station Manager . . . . . Carl A. Vines, Jr.  
Program Director . . . . . Calbert W. Johnson  
Chief Engineer . . . . . Dan Mellette

### WACA—Camden—1948

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Station WACA  
Address . . . . . Camden  
Tel.: 80 . . . . . KBS  
Rep. . . . . Continental  
President . . . . . Haygood S. Bowden  
General Manager . . . . . Tom Richards  
Commercial Manager . . . . . C. Ballard  
Program Director . . . . . A. A. Amodio

### WCAY—Cayce—1958

Frequency: 620 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Lexington CTY Bcstg., Inc.  
Address . . . . . 1303 State St.  
Tel.: Alpine 6-2000 . . . . . Independent  
Pres. Gen. Mgr. . . . . J. Olin Tice, Jr.  
Commercial Manager . . . . . Ryan Shealy  
Program Director . . . . . J. Nagel, Jr.  
Publicity Director . . . . . Jim Seay  
Chief Engineer . . . . . Hoyt Lewis

### WCSC—Charleston—1930

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WCSC, Inc.  
Address . . . . . 485 East Bay St.  
Tel.: RAYmond 2-7611 . . . . . CBS  
Rep. . . . . Peters, Griffin, Woodward, Inc.  
President . . . . . John M. Rivers  
Gen., Comm. Mgr. . . . . John B. Hearne  
Program Director . . . . . Phil Sutterfield  
Publicity Director . . . . . Annie Lee Small  
Chief Engineer . . . . . Rudy Hughes

### WHAN—Charleston—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Charleston Bcstg. Co.  
Business Address . . . . . 152-B Market St.  
Tel.: RA 3-1643 . . . . . ABC-MBS-KBS  
Representative . . . . . Clark  
Pres., Gen. Manager . . . . . H. C. Weaver  
Comm. Mgr., Ch. Eng. . . . . William P. Birchfield  
Program Director . . . . . Harry C. Weaver

### WPAL—Charleston—1947

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Speidel-Fisher Bcstng. Corp.  
Business-Studio Address . . . . . 149 Wentworth St.  
Tel.: 3-6428 . . . . . Independent  
Representative . . . . . Forjoe, Dora-Clayton  
Pres., Gen. Mgr. . . . . Albert T. Fisher, Jr.  
Sta., Comm. Mgr. . . . . Bob Chrystie  
Program Director . . . . . Louise Withrock  
Chief Engineer . . . . . Joe Sarko

### WTMA—Charleston—1939

Frequency: 1250 Kc. . . . . Power: 5000 d.; 1000 n.  
Owned-Oper. By . . . . . Atlantic Coast Bcstg. Co.  
Business Address . . . . . 133 Church St.  
Tel.: RA 2-2961 . . . . . NBC  
Representative . . . . . Hollingbery  
Pres., Gen. Mgr. . . . . Charles E. Smith

## SOUTH CAROLINA

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 ..... Independent  
 Representative ..... Radio-TV Reps.  
 President ..... Sol Panitz  
 Gen., Sta. Manager. .... E. H. Keown  
 Dir. Nat'l Sls. .... Barry Winton

### WCRE—Cheraw—1953

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Radio Cheraw  
 Address ..... Box 631  
 Tel.: Cheraw ..... KBS  
 Representative ..... Best, Dora Clayton  
 General Manager. .... Ben Akerman  
 Program Director. .... Henly McElveen

### WGCD—Chester—1948

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Dispatch Pub. Co.  
 Address ..... Box 302  
 Tel.: Chester ..... KBS  
 Newspaper Affil. .... Dispatch Publ. Co.  
 President ..... C. V. Slink  
 Gen., Sta., Comm. Mgr. .... John T. Cashion  
 Sec'y-Treas. .... Joe Sink

### WPCC—Clinton—1957

Frequency: 1410 Kc. .... Power: 500 Watts  
 Owned By. .... WPCC, Inc.  
 Address ..... P. O. Box 565  
 Tel.: 1410 ..... ABC-KBS  
 President ..... J. D. Brinkley  
 General Manager. .... Ted Y. Prevaitte  
 Program Director. .... Jean V. Cannon  
 Chief Engineer. .... Donald D. Williams

### WCOS—Columbia—1939

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... WCOS, Inc.  
 Address ..... Cornel Arms Bldg.  
 Tel.: AL 2-2177 ..... ABC  
 Representative ..... Headley-Reed  
 Pres., Gen. Mgr. .... George H. Buck, Jr.  
 Commercial Manager. .... David B. Campbell  
 Prog. Dir. .... Bob Truere  
 Sales Prom. Manager. .... Robert Fulron, Jr.  
 Publicity Director. .... Celestre Gillan  
 Chief Engineer ..... Robert D. Lambert, Jr.

### WIS—Columbia—1930

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Bcstg. Co. of the South  
 Business-Studio Address ..... 1111 Bull St.  
 Tel.: AL 3-6431 ..... NBC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President ..... B. Calhoun Hipp  
 Ex. V.P. .... G. Richard Shafto  
 Managing Director. .... W. Frank Harden

Dir. Admin. Services. .... J. D. Saumenig  
 Sales Mgr. .... J. K. Whitaker  
 Prog. Dir. .... John Wisley  
 Publicity Director. .... John Thorne  
 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 ..... CBS  
 Representative ..... H.R. Ayer  
 Pres., Gen., Sta., Comm. Mgr. .... C. W. Martin  
 Prog. Dir. .... Gray Olive

### WNOK—Columbia—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Palmetto Radio Corp.  
 Address ..... 1811 Main St.  
 Tel.: AL 3-9401 ..... Independent  
 Representative ..... Raymer  
 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 Radio Corp.  
 Address ..... Box 565  
 Tel.: AL 6-1551 ..... Independent  
 Representative ..... Walker, Dora-Clayton  
 President. .... Joe Speidel III  
 Gen., Sta., Comm. Mgr. .... Russell George  
 Sales Prom. Mgr. .... Frankie Bridges  
 Prog. Dir. .... James Carter  
 Chief Engineer. .... William Bridges

### WLAT—Conway—1944

Frequency: 1330 Kc. .... Power: 1000 Watts, d.  
 Owned. .... Coastal Broadcasting Co.  
 Business Address ..... P.O. Box 799  
 Tel.: 340 ..... MBS  
 Representative ..... McGillvra  
 President. .... L. M. Hawley  
 Gen., Sta. Mgr. .... H. L. Hanks  
 Commercial Manager. .... P. W. Smith  
 Program Director. .... C. B. Brazzell  
 Ch. Eng. .... Jack E. Hawley

### WPFD—Darlington—1955

Frequency: 1350 Kc. .... Power: 1 Kw., d.  
 Owned ..... Community Bcstrs.  
 Address ..... Box 277  
 Tel.: 1398 ..... Independent  
 Gen. Mgr. .... Ralph W. Hoffman  
 Sta. Mgr. .... Emily G. Hoffman

### WDSC—Dillon—1946

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Border Bcstg. Co., Inc.  
 Address ..... U. S. Highway 301  
 Tel.: 470 ..... ABC-KBS  
 Station Representative ..... Gill-Perna

## SOUTH CAROLINA

Pres., Gen. Mgr. . . . . Joseph Martin  
Station Manager . . . . . John Quick  
Comm. Mgr., Prog. Director . . . . . Lee Lumpkin  
Sales Prom. Mgr. . . . . Dick Jones  
Chief Engineer . . . . . H. C. Sanford

### WELP—Easley—1951

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Pickens County Bcstg. Co.  
Address . . . . . Box 522  
Tel.: 9388 . . . . . KBS  
Representative . . . . . Indie Sales  
Pres., Gen. Mgr. . . . . Cleatus Brazzell  
Comm. Mgr. . . . . Jack Moore

### WJMX—Florence—1947

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 . . . . . ABC  
Representative . . . . . Walker, Dora-Clayton  
Gen. Sta. Mgr. . . . . Paul H. Benson, Jr.  
Chief Engineer . . . . . Frank Jenne

### WOLS—Florence—1937

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Florence Bcstg. Co., Inc.  
Business-Studio Address . . . . . 151 S. Dargan St.  
Tel.: MOhawk 2-3271 . . . . . KBS  
Representative . . . . . Bob Dore  
Pres. . . . . Melvin Purvis  
Gen. Mgr. . . . . A. P. Skinner

### WYNN—Florence—1958

Frequency: 540 Kc. . . . . Power: 250 Watts d.  
Owned By . . . . . Twin Carolina Bcstrs.  
Station Rep. . . . . Rambeau, Vance, Hopple  
Pres. Ch. Eng. . . . . V. H. Baker  
Gen. Comm. Mgr. . . . . D. Powell

### WFIS—Fountain Inn—1956

Frequency: 1600 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Fountain Inn-Simpsonville Entp.  
Address . . . . . Box 271  
Tel.: WO 3-5991 . . . . . Independent  
Representative . . . . . Best  
President . . . . . L. Wayne Davis  
Commercial Manager . . . . . Charles A. Rush  
Sales Prom. Director . . . . . Louise M. Davis  
Publicity Director . . . . . J. Howard  
Chief Engineer . . . . . L. F. Simpson

### WFGN—Gaffney—1948

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Cherokee Radio Co., Inc.  
Address . . . . . P. O. Box 759  
Tel.: IVanhoe 9-4795 . . . . . KBS  
President . . . . . A. Ray Godshall  
Gen. Mgr., Ch. Eng. . . . . M. E. Green  
Program Director . . . . . Billy Gibbons  
Commercial Manager . . . . . W. H. Kirby  
Sales Program Manager . . . . . Maky Hodge  
Publicity Director . . . . . Jo Hambright

### WGTV—Georgetown—1949

Frequency: 1400 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . . . Georgetown Bcstg. Co.  
Address, Trans. Loc. . . . . 216 Fraser St.  
Tel.: 3-3421 . . . . . MBS-KBS  
Station Rep. . . . . Donald Cooke  
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  
Representative . . . . . Stars; Dora Clayton  
President . . . . . James A. Dick  
General Manager . . . . . T. C. Hooper  
Commercial Manager . . . . . C. A. Dick

### WESC—Greenville—1947

Frequency: 660 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By . . . . . Bcstg. Co. of Carolinas  
Business-Studio Address . . . . . College St.  
Tel.: 2-8241 . . . . . Independent  
Representative . . . . . Rambeau, Vance, Hopple  
President . . . . . Robert A. Schmid  
General Mgr. . . . . J. Davenport  
Commercial Manager . . . . . William Ingram  
Program Director . . . . . Alan Riddle  
Publicity Director . . . . . Don Dudley  
Chief Engineer . . . . . J. Harold White

### WFBC—Greenville—1933

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WMRC, Inc.  
Bus.-Studio Address . . . . . 505 Rutherford St.  
Tel.: CE 9-1321 . . . . . NBC  
Newspaper Affil. . . . . News-Piedmont  
Representative . . . . . Avery-Knodel  
President . . . . . R. A. Jolley  
Gen. Sta. Mgr. . . . . Bruce Buchanan  
Comm. Sales Prom. Mgr. . . . . Keener Garrett  
Publicity Director . . . . . Julie Ferguson  
Chief Engineer . . . . . Bill Garrison

### WMRB—Greenville—1954

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned . . . . . Paramount Bcstg. Co. Inc.  
Address . . . . . 400 Mayberry St.  
Tel.: CEdar 3-2751 . . . . . CBS-INS  
Station Representative . . . . . Burn-Smith  
Pres. Gen. Mgr. . . . . C. F. Cope  
Comm. Mgr. . . . . Ben Greer  
Prog. Dir. . . . . William Arrington  
Publicity Director . . . . . Susan B. Cope  
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 . . . . . Independent  
President . . . . . Dr. Bob Jones, Jr.  
General Manager . . . . . R. K. Johnson  
Station Manager . . . . . Jim Yrerson  
Comm. Manager . . . . . David Yearick  
Program Director . . . . . Jack Buttram  
Chief Engineer . . . . . William Greaves

**WCRS—Greenwood—1941**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Grenco, Inc.  
 Address.....P. O. Box 868  
 Tel.: 9-1300 .....NEC  
 Representative.....Clark  
 President.....Douglas Featherstone  
 Gen., Sta. Mgr.....Dan Crosland  
 Commercial Mgr.....Ralph Norman  
 Program Director.....Carroll Sexton  
 Chief Engineer.....C. M. Sparks

**WGSW—Greenwood—1953**

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned.....Radio Greenwood, Inc.  
 Address.....Edward Arms Bldg.  
 Tel.: Greenwood.....KBS  
 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 .....Independent  
 Gen. Mgr.....Vernon T. Fox  
 Station Manager.....James L. Massey

**WEAB—Greer—1949**

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Greer Bcstg. Co.  
 Address.....Jones Rd.  
 Tel.: TR 7-3141.....KBS  
 Pres., Gen. Mgr.....E. A. Burch  
 Sales Mgr.....John Salter  
 Program Director.....Betty Beers  
 Chief Engineer.....Leon Southerland

**WBHC—Hampton—1957**

Frequency: 1270 Kc.....Power: 1 Kw., d.  
 Owned.....Hampton County Bcstg. Co.  
 Business Address.....Highway 601; Box 916  
 Tel.: 2831 .....KBS  
 Station Representative.....Cannon  
 President.....J. A. Gallimore  
 Gen., Comm. Mgr.....Bill Hollingsworth  
 Chief Engineer.....Ernest Church

**WHSC—Hartsville—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Hartsville Bcstg. Co., Inc.  
 Address.....Bishopville Hgwy #15  
 Tel.: ED 2-8101.....MBS-KBS  
 V.P., Gen. Mgr.....Raymond Caddell  
 Commercial Mgr.....Oby B. Lyles  
 Program Director.....Eleanor Flowers  
 Publicity Director.....Lamar Caldwell  
 Chief Engineer.....J. E. Parker

**KDDW—Kingstree—1949**

Frequency: 1310 Kc.....Power: 5 Kw. d.  
 Owned By.....Palmetto Bcstg. Co.  
 Address.....P. O. Box 450  
 Tel.: 6761.....KBS

Gen. Comm. Mgr.....E. G. Robinson, Jr.  
 Program Dir.....D. Williams  
 Chief Engineer.....W. B. Turner

**WJOT—Lake City—1953**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned.....Lake Bcstg. Corp.  
 Address.....10 S. Acline Ave.  
 Tel.: 7631 .....Independent  
 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

**WLCM—Lancaster—1951**

Frequency: 1360 Kc.....Power: 1000 Wtts d.  
 Owned-Operated By.....Royal Bcstg. Co.  
 Address.....103 S. Catawba St.  
 Tel.: 2051 .....KBS  
 Station Representative.....Cannon  
 President.....Charles Connelly, Jr.  
 Gen. Sta. Mgr.....A. Faris Giles, Jr.  
 Comm. Sales Prom. Mgr.....J. Paul Wade  
 Program Director.....Mrs. Joanne McManus  
 Chief Engineer.....Robert Shickenjanski

**WLBG—Laurens—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Business Address.....Laurens  
 Tel.: 2-5212 .....Independent  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....C. W. Hogan  
 Commercial Manager.....Paul Wynn, Jr.  
 Chief Engineer.....O. P. Haynes

**WLSC—Leesville—1958**

Frequency: 1570 Kc.....Power: 1 Kw. d.  
 Owned By.....Loris Bcstg. Co.  
 Address.....P. O. Box 1677—Independent  
 Pres. Gen. Mgr.....T. J. Rozier  
 Comm. Mgr. Ch. Eng.....A. D. Nix

**WYMB—Manning—1957**

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Clarendon County Bcstg. Co.  
 Address.....Box 262  
 Tel.: 7880 .....KBS  
 Pres.....J. M. Soles, Jr.  
 Gen. Mgr.....Harry Hymen  
 Comm. Mgr.....Phil Rice  
 Prog. Dir.....Russ Mellette

**WATP—Marion—1957**

Frequency: 1430 Kc.....Power: 1 Kw. d.  
 Owned By.....Pee Dee Bcstg. Co.  
 Address.....P. O. Box 717  
 Tel.: 595.....Independent  
 President.....A. G. Stanley  
 Comm. Prom. Mgr.....R. L. East  
 Program Director.....Rosine Jones  
 Chief Engineer.....D. E. West

**WJAY—Mullins—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Mullins & Marion Bcstg. Co.  
 Address Highway 76, P. O. Box 41  
 Tel.: 3901 KBS  
 President Mrs. W. G. Smith  
 Gen. Mgr. James F. Ramsey  
 Chief Engineer George Magera

**WMYB—Myrtle Beach—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Coastal Carolina Bcstg. Corp.  
 Address Oak St. at 28th Ave.  
 Tel.: Hillcrest 8-3180 KBS  
 Representative Donald Cooke  
 President James Olin Tice, Jr.  
 Gen., Sta., Sls. Mgr. J. G. Kenworthy  
 Chief Engineer Paul Epps

**WKDK—Newberry—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Newberry Bcstg. Co., Inc.  
 Address Trans. P. O. Box 211  
 Tel.: 148-502 KBS  
 Station Representative Cannon  
 Pres. Gen. Mgr. James F. Coggins  
 Program Director Marcia P. Coggins  
 Sales Prom. Mgr. Bill Fields  
 Publicity Director Dot Sanders  
 Chief Engineer E. D. Gilliang

**WGUS—N. Augusta—1958**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned By Dixie Bcstg. Sys.  
 Address 611 Georgia Ave.  
 Tel.: Taylor 2-3576 Independent  
 President H. C. Gilreath  
 Gen. Comm. Mgr. W. B. Hill  
 Program Director R. H. Beale  
 Promotion Manager B. Ritter  
 Chief Engineer L. Dorough

**WBPD—Orangeburg—1958**

Frequency: 1580 Kc. Power: 1000 Watts, d.  
 Owned By Radio Orangeburg  
 Business Address 144 Broughton, S.W.  
 Tel.: JE 4-1580 Independent  
 Gen. Mgr., Pub. Dir. Clarence Jones  
 Commercial Manager Joanne Browning  
 Program Director Margaret Jones  
 Sales Prom. Mgr. Reeves Cook  
 Chief Engineer Gus Browning

**WDIX—Orangeburg—1946**

Freq.: 1150 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By WDIX, Inc.  
 Address Whitman St. Ext.  
 Tel.: JE 4-4461 APC  
 Station Rep. Devney, Forjoe  
 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

**WTND—Orangeburg—1948**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By WTND, Inc.  
 Address 1 Memorial Plaza  
 Tel.: JE 4-1301 KBS  
 Newspaper Affiliation Times & Democrat  
 Representative Thos. F. Clark  
 Pres., Gen. Manager J. L. Sims  
 Sta. Mgr., Prog. Dir. L. Richard Rhame  
 Commercial Manager Ed Paulling  
 Sales Promotion Manager Harry Player  
 Chief Engineer Larry Styles

**WRHI—Rock Hill—1944**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By York Co. Brdcg. Co.  
 Business Address Natl. Bank Bldg.; Box 429  
 Tel.: 2085 MBS-KBS  
 Gen. Mgr., Chief Eng. James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir. Wm. C. Beaty  
 Sls. Mgr., Pub. Dir. H. S. Gault

**WTYC—Rock Hill—1948**

Frequency: 1150 Kc. Power: 1 Kw. d.  
 Owned By Burwell & Whitesides  
 Address P. O. Box 1091  
 Tel.: 3175 Independent  
 Station Representative Cannon  
 President T. Lamar Simmons  
 General Manager E. L. Burwell  
 Comm. Mgr. W. A. Warner, Sr.  
 Program Director Larry Bumgardner  
 Chief Engineer Ed Roberts

**WSNW—Seneca—1949**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Blue Ridge Bcstg. Co., Inc.  
 Address P. O. Box 443  
 Tel.: Seneca KBS  
 Representative Best  
 Pres., Gen. Mgr. J. A. Gallimore  
 Treasurer Virginia Gallimore

**WTHE—Spartanburg—1953**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Spartanburg Bcstg. Co.  
 Business Address P.O. Box 486  
 Tel.: 3-2727 MBS-KBS  
 Station Representative Masla  
 Pres., Gen. Mgr. John K. L. Peterson  
 Station Manager Rik Rogers  
 Commercial Manager Ralph Sklar  
 Publicity Director Jack Evans  
 Chief Engineer Clyde J. McClure

**WORD—Spartanburg—1940**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By Word, Inc.  
 Business-Studio Address 291 E. Main St.  
 Tel.: 3-2711 NBC  
 Station Representative Avery-Knodel  
 General Manager Tom Thuman  
 Program Director Buddy Womick  
 Chief Engineer James L. Tate

## SOUTH CAROLINA-SOUTH DAKOTA

### WSPA—Spartanburg—1929

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By: Spartan Radiocasting Co.  
 Business-Studio Address: 224 E. Main St.  
 Tel.: 3-3621 CBS  
 Representative: Hollingsbery  
 President: Walter J. Brown  
 Nat. Sales Mgr.: Roger A. Shaffer  
 Manager: Ross M. Holmes  
 Program Director: Henry Buskey  
 Chief Engineer: H. R. Beckholt

### WFIG—Sumter—1940

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Oper. By: WFIG, Inc.  
 Business-Studio Address: 20 N. Main St.  
 Tel.: Spruce 3-7305 MBS  
 President: F. B. Creech, Sr.  
 General Manager: T. Doug Youngblood  
 Comm. Manager: Fullon B. Creech, Jr.  
 Sales Promotion Manager: Henri Merritt  
 Program Director: Kathryn Gaillard  
 Chief Engineer: Richard Elam

### WSSC—Sumter—1953

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Sumter Inc.  
 Business Address: Box 1342  
 Tel.: SPruce 3-7369 ABC  
 Station Representative: Clark; Best  
 President: J. A. Gallimore  
 Gen., Sta. Mgr.: Ed Damron  
 Comm. Manager: H. W. Fowler  
 Program Director: Bob Miller

Publicity Director: Betty Wattenberger  
 Chief Engineer: Bill Beatty

### WBCU—Union—1949

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By: Bcstg. Co. of Union, Inc.  
 Address: 210 East Main St.  
 Tel.: 1200 KBS  
 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.  
 Address: Box 833  
 Tel.: 3861 MBS-KBS  
 Representative: Don Cooke  
 President: Robert S. Taylor  
 Sta. Mgr., Ch. Eng.: Klein B. Beach, Jr.  
 Program Director: Bill Breland

### WYCL—York—1956

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Oper. By: York-Clover Broadcasting Co.  
 Address: U. S. 321 By Pass  
 Tel.: MU 4-4241 Independent  
 President: C. B. Sigmon  
 Vice President: C. C. Sigmon  
 Gen. Mgr. Prog. Dir.: Harvey Laughter  
 Commercial Manager: Alex Dare  
 Sales Prom. Mgr.: Curtis Sigmon  
 Chief Engineer: Alonzo Miller

Pop.: 732,000  
 Families: 205,000  
 Radio Homes: 198,000

## South Dakota

Stations in State: 20  
 TV Homes: 129,000  
 TV Stations: 9

### KABR—Aberdeen—1952

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Operated By: F. E. Fitzsimonds  
 Business Address: Box 75  
 Tel.: BA 5-1420 KBS  
 Representative: Bob Dore  
 President: Bill Smith  
 Sta. Mgr., Ch. Eng.: Neal Edwards  
 Sales Promotion Manager: Jim Dafnis  
 Program Director: Jeff Solem  
 Publicity Director: Lynn Shishnia

### KSDN—Aberdeen—1948

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By: Aberdeen News Co.  
 Business Address: 12 Third Ave., S.E.  
 Tel.: BAldwin 5-5930 ABC  
 Newspaper Affil.: American-News  
 Representative: Weed  
 President: Henry J. Schmitt  
 Gen., Sta. Mgr.: Byron J. McElligott

Commercial Manager: Stan Olson  
 Program Director: Paul Rahders  
 Chief Engineer: George Crocker

### KBRK—Brookings—1955

Frequency: 1430 Kc. Power: 500 Watts  
 Owned-Oper. By: Brookings Bcstg. Co.  
 Address: Northwest Bank Bldg.  
 Tel.: MYrtle 2-6233 KBS  
 Gen., Comm. Mgr.: E. C. Stangland  
 Prog. Dir., Chief Eng.: Robert Reimers

### KDSJ—Deadwood—1947

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Oper. By: John. Eli & Harry Daniels  
 Address: 745 Main  
 Tel.: 186 Independent  
 Gen. Mgr., Ch. Eng.: Eli Daniels  
 Station Manager: Harry Daniels

### KOBH—Hot Springs—1958

Frequency: 580 Kc. Power: 1000 Watts, d.

**SOUTH DAKOTA** ~~~~~

Owned By.....Fall River Bcstg. Corp.  
Address.....Box 292  
Tel.: 698.....KBS  
Representative.....Holman  
President.....Russell M. Stewart  
Gen. Mgr. Ch. Eng.....Frederick M. Walgren  
Comm. Sales Prom. Mgr.....H. Del Brandt  
Program, Public Director.....Johnny Rowe

Tel.: 4-5841.....NBC  
Station Representative.....H.R. Inc.: Evans  
President.....Joe Floyd  
Gen. Comm. Manager.....Evans Nord  
Sta. Mgr., Prog. Dir.....Jim Molohon  
Sales Prom. Mgr., Pub. Dir.....Jack Townsend  
Chief Engineer.....Lester Froke

**KIJV—Huron—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....James Valley Bcstg. Co., Inc.  
Bus.-Studio Address.....1726 Dakota St.  
Tel.: 765.....NBS-KES  
Manager.....Max F. Staley  
Comm. Manager.....Dwight Coursey

**KIHO—Sioux Falls—1948**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned By.....Sioux Empire Bcstg. Co.  
Address.....113 No. Main  
Tel.: 4-7736.....Independent  
Representative.....Gill-Perna  
President.....William Johns, Jr.  
Gen. Comm. Mgr.....James R. Duryea  
Sta. Sales Prom. Mgr.....Leroy Okerlund  
Program Director.....Don Birn  
Chief Eng.....Roman A. Kramer

**KORN—Mitchell—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mitchell Bcstg. Assn.  
Bus.-Studio Address.....217-219 N. Main  
Tel.: 621.....MBS  
Pres., Gen., Sta. Mgr., Prog. Dir.....R. V. Eppel  
Comm., Sales Prom. Mgr.....M. Johnson  
Chief Engineer.....J. R. Doherty

**KISD—Sioux Falls—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KISD, Inc.  
Bus.-Studio Address.....3631 W. 12 St.  
Tel.: 4-5571.....KBS  
Station Representative.....Cooke  
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson  
Comm. Manager.....Roland Phillip  
Sls. Prom. Manager.....Shirli Adams  
Chief Engineer.....Dick Perry

**KOLY—Mobridge—1956**

Frequency: 1300 Kc.....Power: 1 Kw., d.  
Owned.....Mobridge Bcstg. Corp.  
Address.....114 Third St. East  
Tel.: 654.....KBS  
Pres., Mgr.....L. L. Coleman

**KSOO—Sioux Falls—1927**

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....Sioux Falls Bcstg. Assn., Inc.  
Address.....317 S. Phillips Ave.  
Tel.: 4-5601.....ABC  
Station Representative.....Avery Knodel, Inc.  
President.....Morton Henkin  
V.P., Gen. Mgr.....George R. Hahn  
Comm. Mgr.....Orrin Melton  
Prog. Dir.....Ray Lotlesness  
Chief Engineer.....Max E. Pierce

**KGFX—Pierre—1916**

Frequency: 630 Kc.....Power: 200 Watts d.  
Owned-Oper. By.....Estate of Dana McNeil  
Bus.-Studio Address.....203 W. Summit Ave.  
Tel.: 2351.....KBS  
Pres., Gen. Mgr.....Ida A. McNeil  
Chief Engineer.....Hugo Conrath, Jr.

**KOTA—Rapid City—1936**

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Duhamel Ent., Inc.  
Business Address.....524½ 6th St.; Box 1752  
Tel.: FI 2-2000.....CBS  
Representative.....Headley-Reed  
President, Gen. Mgr.....Helen S. Duhamel  
Bus., Comm. Mgr.....William F. Turner  
Program Director.....Abner H. George  
Chief Engineer.....Elmer Nelson

**KWAT—Watertown—1940**

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Midland Natl. Life Bcstg. Co.  
Business Address.....Box 827  
Tel.: TTurner 6-8444.....MBS-KBS  
Representative.....Gill-Perna  
President.....Lee V. Williams  
Gen., Sta., Comm. Mgr.....Ross E. Case  
Program Director.....Gene Brantner  
Chief Engineer.....Francis Alwin

**KRSD—Rapid City—1953**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Heart of the Black Hills  
Address.....1438 Mountain View Rd.  
Tel.: FI 2-6050.....Independent  
Station Manager.....Eli Daniels  
Commercial Manager.....Stan Lieberman  
Program Director.....Paul Crouch  
Chief Engineer.....Lyle Benson

**KWYR—Winner—1957**

Frequency: 1260 Kc.....Power: 5 Kw., d.  
Owned.....Midwest Radio Corp.  
Business Address.....Winner  
Tel.: 727.....KBS  
Station Representative.....Continental  
Pres., Gen. Mgr.....Al Clark  
Commercial Manager.....Norbert Ruhkamp  
Program Director.....Ben Viedt  
Chief Engineer.....Marvin Olson

**KELO—Sioux Falls—1937**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Midcontinent Bcstg. Co.  
Bus.-Studio Address.....Phillips Ave.—8th St.



**KYNT—Yankton—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Yankton Bcstg. Co.  
 Address Box 105  
 Tel.: 3623  
 Representative KBS  
 President Bob Dore  
 Gen. Mgr., Exec. V.P. William M. Smith  
 Chief Engineer John C. Briggs

**WNAX—Yankton—1922**

Frequency: 570 Kc. Power: 5000 Watts

Owned-Operated By Peoples Bcstg.  
 Bus.-Studio Address WNAX Bldg.  
 Tel.: No. 5-57442  
 Representative CBS  
 V.P., General Manager Herbert E. Evans  
 Res. V.P., Gen. Mgr. D. 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

Pop.: 3,695,000  
 Families: 1,009,003  
 Radio Homes: 976,000

**Tennessee**

Stations in State: 105  
 TV Homes: 738,000  
 TV Stations: 15

**WEAG—Alcoa—1957**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By Blount County Bcstg. Co.  
 Address P.O. Box 127  
 Tel.: YUkon 3-0890  
 Station Representative KBS  
 Pres., Gen. Mgr. Louis A. Chiles  
 Commercial Manager Herman Petre  
 Sales Prom. Mgr. Ken D. Kibbs  
 Publicity Director Pollye D. Kribbs  
 Chief Engineer Richard Madison

**WLAR—Athens—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Athens Bcstg. Co.  
 Business-Studio Address N. Jackson St.  
 Tel.: 1450  
 Newspaper Affil. KBS-MBS  
 President Daily Post-Athenian  
 Gen. Mgr. Lowell F. Arterburn  
 Chief Engineer William P. Atkins  
 Andrew Bates

**WOPI—Bristol—1929**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned, Radiophone Bcstg. Station, WOPI, Inc.  
 Address Easley-Wright Bldg., 310 State St.  
 Tel.: South 4-5131  
 Representative NBC  
 Pres., Gen. Manager Burn-Smith  
 Commercial Mgr. W. A. Wilson  
 Chief Engineer James C. Wilson  
 George E. Potter

**WHLP—Centerville—1955**

Frequency: 1570 Kc. Power: 1000 Watts, d.  
 Owned By Trans-Air Bcstg. Corp.  
 Representative Hil F. Best  
 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**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WAGC Bcstg. Co.  
 Address Hotel Patten  
 Tel.: AM 7-1128  
 MBS

Station Rep. Burn-Smith; Dora-Clayton  
 Pres. P. F. Furlow  
 Gen., Comm. Mgr. John Sanders  
 Assistant Manager Polly Breen  
 Prog. Dir. Gaylord A. McPherson  
 Chief Engineer George McMurtrie

**WAPO—Chattanooga—1934**

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  
 Representative ABC  
 Pres. H.R. Reps.  
 Comm. Mgr. Gordon Gambill  
 Walter Stamper

**WDEF—Chattanooga—1941**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Oper. By WDEF Bcstg. Co.  
 Business Address 3300 Broad St.  
 Tel.: AM 7-3393  
 Representative NBC  
 President Branham  
 General Manager Carter M. Parham  
 Ken Flenniken

**WDOD—Chattanooga—1925**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By WDOD Bcstg. Corp.  
 Address Hamilton Natl. Bank Bldg.  
 Tel.: AM 6-5117  
 Representative CBS  
 Gen. Mgr. Paul H. Raymer  
 Comm. Mgr. H. F. Wehrmann  
 Program Director Bryan J. Bush  
 Chief Engineer Ernest Feagans  
 Edward Walker

**WDXB—Chattanooga—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By French, Inc.  
 Address Dome Bldg.  
 Tel.: AM 6-1114  
 Station Rep. Venard, Rintoul, McConnell  
 Pres., Gen. Mgr. Stephen C. French  
 Commercial Manager Luke Wilson  
 Program Director Lloyd Payne  
 Publicity Director Dorothy Kehoe  
 Chief Engineer Bill Robison

# TENNESSEE

## WMFS—Chattanooga—1951

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By: WMFS, Inc.  
Address: 835 McCallie Ave.  
Tel.: AM 6-4146. KBS  
Representative: Pearson  
Gen., Comm. Mgr.: Fred J. Webb  
Chief Engineer: Glenn Channels

## WMCH—Church Hill—1954

Frequency: 1260. Power: 1000 Watts  
Owned-Oper. By: Thales E. Wallace  
Address: P. O. Box 148  
Tel.: EL 7-2601. KBS  
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. Independent  
Representative: Venard, Rintoul & McConnell  
President: Aaron B. Robinson  
Gen. Manager: J. M. Cecil  
Sta., Comm. Mgr.: W. H. Hamby  
Chief Engineer: Harold Baker

## WJZM—Clarksville—1941

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Campbell & Sheffall  
Business-Studio Address: 411 Madison St.  
Tel.: MI 5-6414. KBS-MBS  
Representative: Jack Masla  
Pres., Gen. Manager: J. Parry Sheffall  
Sta. Mgr., Chief Eng.: John Bailey  
Program Director: Ernest Simmons  
Publicity Director: Jack Parrish  
Commercial Manager: Charles Malone  
Sls. Prom. Mgr.: John Berwind

## WBAC—Cleveland—1945

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Britt & Ayers  
Business Address: Radio Center  
Tel.: GR 6-7593. MBS  
President: Walter F. Kile  
Gen. Sta. Mgr.: Joe T. Starr  
Commercial Mgr.: Reba B. Wilson  
Program Director: Paul Kirksey  
Chief Engineer: William D. Stuart

## WCLE—Cleveland—1957

Frequency: 1570 Kc. Power: 1 Kw., d.  
Owned: Southeastern Entp.  
Address: 33 Ocoee St.  
Tel.: GR 2-6511. KBS  
Sta., Sls. Mgr.: Bill Stamps

## WKRM—Columbia—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Middle Tenn. Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address: P. O. Box 71  
Tel.: EV 8-3636. KBS

Representative: Walker-Rawalt  
Pres., Gen. Sta. Mgr.: R. M. McKay, Jr.  
Commercial Manager: Mel Dugger  
Program Director: Jim Keiran  
Chief Engineer: Cameron McKay

## WMCP—Columbia—1956

Frequency: 1280 Kc. Power: 1000 Watts  
Owned By: Maury County Boosters Corp.  
Address: 714 N. Main St.  
Tel.: Evengreen 8-3241. Independent  
President: James Dowling  
Gen. Sta. Mgr.: William J. Harris, Jr.  
Comm. Mgr. Ch. Eng.: J. W. Anderson

## WHUB—Cookeville—1940

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: WHUB, Inc.  
Bus.-Studio Address: 315½ E. Spring  
Tel.: 789. CBS-KBS  
Pres., General Manager: M. L. Medley  
Sta. Mgr.: Stacey Mott  
Chief Engineer: Claude Haston

## WKBL—Covington—1954

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By: Bob Whiteley  
Business Address: Roper Bldg.  
Tel.: GR 6-9635. KBS  
Station Representative: Beaver  
Pres., Gen. Mgr.: Bob Whiteley  
Station Manager: Katharine Whiteley  
Comm., Sales Prom. Mgr.: Maurice Turnage  
Program Director: Dave Stewart  
Publicity Director: Mary Nelle Thomas  
Chief Engineer: O. V. Poindexter

## 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

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Oper. By: WAEW, Inc.  
Address: P. O. Box 278  
Tel.: Crossville. KBS  
President, Gen. Mgr.: Arthur Wilkerson  
V.P., Secretary: Evelyn Wynn  
Comm., Sta. Manager: Clarence Stinnett

## WDNT—Dayton—1957

Frequency: 1280 Kc. Power: 1 Kw., d.  
Owned By: Dayton Bcstg. Co.  
Address: Dayton  
Tel.: 1540. Independent  
Representative: Raymer  
President: Norman A. Thomas  
Gen. Sta. Mgr.: Jack S. Pullin  
Commercial Manager: Vance A. Travis  
Chief Engineer: N. A. Thomas, Jr.

**WDKN—Dickson—1955**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Dickson Co. Bcstg. Inc.  
Address ..... Box 71  
Tel.: HI 6-2852..... KBS  
Pres., Gen., Sta. Mgr..... W. Poits  
Commercial Manager..... Warren G. Medley  
Program Director..... William Phillips  
Chief Engineer..... Leslie D. Filson

**WDSG—Dyersburg—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... State Gazette Bcstg.  
Business Address..... 208 N. Mill  
Tel.: AT 5-1294..... KBS  
President..... Russell M. D. Bruce  
Gen., Sta. Mgr..... Robert W. Ward  
Commercial Manager..... Charles Maxey  
Sales Promotion Manager..... Jo Ann Ward  
Program Director..... Shirley Jones  
Publicity Director..... William Bryant  
Chief Engineer..... James Statts

**WTRO—Dyersburg—1957**

Frequency: 1330 Kc. Power: 500 W., d.  
Owned..... Southern Gen. Bcstg. Co.  
Address..... Cordell Hull Hotel  
Tel.: AT 5-4173..... Independent  
Representative ..... Best  
Gen. Mgr. Ch. Eng..... John M. Latham  
Commercial Manager..... Pinkney B. Cole, Jr.  
Program Director..... Clara Y. Bradshaw  
Publicity Director..... Eddie Owens

**WBEJ—Elizabethton—1946**

Frequency: 1240 Kc. Power: 250 Watts  
Owned..... WBEJ, Inc.  
Business-Studio Address..... Box 329  
Representative ..... Dora-Clayton, Gill-Perna  
Pres..... R. W. Turrentine, Jr.  
Gen., Sta. Mgr..... William E. Hale  
Comm. Mgr..... James P. Austin

**WEMB—Erwin—1956**

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned..... Max M. Blakemore  
Business Address..... Box 280  
Tel.: 2-2011..... KBS  
General Manager..... Delbert Evans  
Program Director..... Bruce Steinbicker  
Chief Engineer..... Bill Livesay

**WCPH—Etowah—1955**

Frequency: 1220 Kc. Power: 1 Kw., d.  
Owned-Oper. By..... Morgan Bcstg. Co.  
Address..... 109 9th St.  
Representative..... Hil F. Best  
President, Gen. Mgr..... H. J. Morgan

**WEKR—Fayetteville—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Fayetteville Bcstg. Co.  
Business-Studio Address..... Box 625

Tel.: 1240..... MBS-KBS  
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.  
Business Address..... 1000 Mallory Road  
Tel.: SWift 4-1594..... KBS  
Pres., Gen. Mgr..... William R. Ormes  
Sta. Mgr., Ch. Eng..... Ellis F. Jones, Jr.

**WHIN—Gallatin—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Sumner County Bcstg. Co.  
Address ..... Box 811  
Tel.: 1010..... KBS  
Gen. Mgr..... Charles W. Brewer  
Asst. Manager..... Lottie Shaw

**WGRV—Greeneville—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Radio Greeneville, Inc.  
Address ..... Radio Bldg.  
Tel.: Greeneville..... KBS  
Manager ..... Paul Metcalfe  
Commercial Manager..... Hugh Pickel

**WHBT—Harriman—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned..... Folkways Bcstg. Co., Inc.  
Address..... Devonia & Crescent  
Tel.: 661..... KBS  
Representative ..... Continental  
Pres., Gen. Mgr..... William R. McDaniel

**WIRJ—Humboldt—1949**

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By..... Gibson Co. Bcstg. Co., Inc.  
Address..... 210 N. 22nd Ave.  
Tel.: SU 4-1740..... KBS  
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—1947**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Dixie Bcstg. Co.  
Business-Studio Address..... Williams Bldg.  
Tel.: 7-9611..... KBS  
Representative ..... Venard  
Pres..... Aaron B. Robinson  
Gen. Mgr..... Jack Cecil  
Comm. Sles Prom. Mgr..... Doris Freeman  
Publicity Director..... Marge Burg  
Chief Engineer..... James Thomas

**WJAK—Jackson—1954**

Frequency: 1460 Kc. Power: 1000 Watts, d.

**TENNESSEE** .....

**Owned-Oper. By...** Jackson Broadcasting Co.  
**Address...** 416 Poplar St.  
**Tel.:** 7-7436 ..... Independent  
**Rep.** ..... Dora-Clayton  
**Pres.** ..... Dr. Alexander Leech  
**Gen. Mgr.** ..... Robert Blow  
**Comm. Mgr.** ..... Bill Winsett  
**Program Director** ..... A. T. McFadden  
**Chief Engineer** ..... Charles J. Wingate

**WTJS—Jackson—1931**

**Freq.:** 1390 Kc. **Power:** 5000 Wts. d., 1000 n.  
**Owned-Oper. By...** The Sun Publishing Co.  
**Business Address...** 255 W. Lafayette St.  
**Tel.:** 7-3316 ..... ABC  
**Newspaper Affil.** ..... Jackson Sun  
**Representative** ..... Branham  
**V.P., Gen. Mgr.** ..... A. A. Stone  
**Station Manager** ..... Frank S. Proctor  
**Asst. Mgr.** ..... L. R. Books  
**Sales Promotion Mgr.** ..... Robert W. Emerson  
**Program Director** ..... Vince Tapler  
**Chief Engineer** ..... James Ellzey

**WCLC—Jamestown—1957**

**Frequency:** 1260 Kc. **Power:** 1 Kw., d.  
**Owned** ..... Jamestown Bcstg. Co.  
**Address** ..... White Oak Road  
**Tel.:** TR 9-2825 ..... KBS  
**President** ..... R. Gene Cravens  
**Station Manager** ..... R. P. Wright  
**Commercial Manager** ..... Bob Duford  
**Program. Public Director** ..... Jerry Armes  
**Chief Engineer** ..... Andrew T. Mitchell

**WETB—Johnson City—1947**

**Frequency:** 790 Kc. **Power:** 1000 Watts d.  
**Owned-Oper. By...** Press, Inc.  
**Business Address...** Box 927  
**Tel.:** 2993 ..... MBS  
**Newspaper Affil.** ..... Press-Chronicle  
**Representative** ..... Devney  
**President** ..... Carl A. Jones  
**Gen. Sta. Mgr.** ..... Arthur Kelsey  
**Program Director** ..... Berney Burleson  
**Chief Engineer** ..... E. B. Jones

**WJHL—Johnson City—1938**

**Frequency:** 910 Kc. **Power:** 1000 Watts  
**Owned-Operated By...** WJHL, Inc.  
**Business-Studio Address...** 145 W. Main St.  
**Tel.:** 2780 ..... CBS  
**Representative** ..... John E. Pearson  
**Pres., Gen. Mgr.** ..... W. H. Lancaster, Jr.  
**Commercial Manager** ..... Ken Marsh  
**Program Director** ..... Richard Ellis  
**Chief Engineer** ..... Rolland Medlar

**WKIN—Kingsport—1951**

**Frequency:** 1320 Kc. **Power:** 5000 Watts, d.  
**Owned & Operated...** WKIN, Inc.  
**Address...** Market & Wexler Sts.  
**Tel.:** CI 6-8131 ..... Independent  
**Pres., Gen. Mgr.** ..... Cy N. Bahakel  
**Station Manager** ..... Frank Tirico  
**Commercial Manager** ..... Les Tackett  
**Prog., Pub. Dir.** ..... Miss Dia Bahakel  
**Chief Engineer** ..... Roy Giles

**WKPT—Kingsport—1940**

**Frequency:** 1400 Kc. **Power:** 250 Watts  
**Owned-Oper. By...** Kingsport Bcstg. Co., Inc.  
**Business-Studio Address...** 222 Commerce St.  
**Tel.:** CI 5-4161 ..... NBC  
**Representative** ..... Burn-Smith  
**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**

**Frequency:** 1240 Kc. **Power:** 250 Watts  
**Owned-Oper. By...** Radio Station WBIR, Inc.  
**Business-Studio Address...** 1513 Hutchison Ave.  
**Tel.:** 5-8101 ..... ABC  
**Station Representative** ..... Gill-Perna  
**President, Manager** ..... John P. Hart  
**Comm. Mgr.** ..... Leon Ridings  
**Program Director** ..... Robert Agee  
**Publicity Director** ..... Robert Wilson  
**Chief Engineer** ..... J. Rex Horton

**WIVK—Knoxville—1952**

**Frequency:** 860 Kc. **Power:** 1000 Watts d.  
**Owned-Oper. By...** Dick Bcstg. Co.  
**Address** ..... 319 N. Gay Street  
**Tel.:** 4-3693 ..... Independent  
**Station Representative** ..... Stars National  
**President** ..... James A. Dick  
**Gen., Sta. Mgr.** ..... David Carpenter  
**Sales Prom. Mgr., Pub. Dir.** ..... Ken Russell  
**Program Director** ..... Claude Tomlinson  
**Chief Engineer** ..... Milton Jones

**WKGK—Knoxville—1946**

**Frequency:** 1340 Kc. **Power:** 250 Watts  
**Owned-Operated By...** WKGK Inc.  
**Business Address...** 2200 W. Cumberland Ave.  
**Tel.:** 4-0766 ..... Independent  
**Station Rep.** ..... O'Connell  
**Pres., Gen. Mgr.** ..... George P. Mooney  
**Commercial Manager** ..... Robert Crenshaw  
**Program Director** ..... Marty Laker  
**Chief Engineer** ..... Robert Goodman

**WKXV—Knoxville—1953**

**Frequency:** 900 Kc. **Power:** 1000 Watts, d.  
**Owner** ..... Knoxville Ra-Tel  
**Address** ..... 411 1/2 W. Main St.  
**Tel.:** 4-9866 ..... KBS  
**President** ..... B. L. Boring  
**Comm. Manager** ..... Marvin Thompson

**WNOX—Knoxville—1921**

**Frequency:** 990 Kc. **Power:** 10,000 Watts  
**Owned-Oper. By...** Scripps-Howard Radio, Inc.  
**Address** ..... 4400 Whittle Springs Rd. N. E.  
**Tel.:** 3-3171 ..... CBS  
**Newspaper Affiliation** ..... News Sentinel  
**Representative** ..... John Blair  
**President** ..... Jack R. Howard  
**Gen., Sta. Manager** ..... R. B. Westergaard

Publicity Director.....Gene Miller  
 Comm., Sales Prom. Mgr.....O. L. Smith  
 Prog. Director.....C. A. McMahon  
 Chief Engineer.....Ray Evans

**WATE—Knoxville—1927**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WATE, Inc.  
 Business-Studio Address.....612 Gay St.  
 Tel.: 2-7111.....NBC  
 Representative.....Avery-Knodel  
 V.P., Gen. Mgr.....W. H. Linebaugh  
 Commercial Manager.....J. T. McCloud  
 Program Dir.....Wayne Hudson  
 Sales Prom. Mgr., Pub. Dir.....Carl Huster  
 Chief Engineer.....Fred Andrews

**WLAF—LaFollette—1953**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owner.....LaFollette Bcstg. Co.  
 Business Address.....Fleet Oil Bldg.  
 Tel.: 1060.....KBS  
 President.....E. F. Wheeler  
 General Manager.....John H. Carr  
 Program Director.....Tony Gross  
 Chief Engineer.....Phil Perdue

**WDXE—Lawrenceburg—1951**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Lawrenceburg Bcstg. Co.  
 Bus. Address.....Locke Bldg., N. Military Ave.  
 Tel.: SO 2-4411.....KBS  
 Sta. Rep... Venard, Rintoul, McConnell; Beaver  
 President.....Aaron B. Robinson  
 Gen., Sales Prom. Mgr.....Ken Marston  
 Comm. Mgr.....Bud Sawyer  
 Program Director.....Bryan F. Bellar  
 Chief Engineer.....Phil Kemper

**WCOR—Lebanon—1949**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Lebanon Bcstg. Co., Inc.  
 Address.....Trousdale Ferry Road  
 Tel.: Hickory 4-0474.....KBS  
 Pres., Sta. Mgr.....Theo. F. Ezell, Jr.  
 Commercial Manager.....Jack Hendrickson  
 Program Director.....Walt Dillard  
 Chief Engineer.....William Johnston

**WLIL—Lenoir City—1950**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owner.....WLIL, Inc.  
 Business Address.....Wilkerson Bldg.  
 Tel.: YU 6-7536.....KBS  
 Pres., Gen., Sta. Mgr.....Arthur Wilkerson  
 Commercial Manager.....Willis Chaney  
 Program Director.....Frances Hart  
 Chief Engineer.....Allen Breazeale

**WJJM—Lewisburg—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Louis D. Lingner  
 Address.....East Hill  
 Tel.: 780.....MBS-KBS  
 Representative.....Hil F. Best

Station Manager.....Bob Davidson  
 Prog. Dir.....Barbara Matthews  
 Chief Engineer.....R. C. Wiley

**WDXL—Lexington—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Lexington Bcstg. Service, Inc.  
 Address.....Broad & Church  
 Tel.: WO 8-3500.....KBS  
 Sta. Rep... Venard, Rintoul, McConnell; Ayers  
 General Manager.....Ben Enochs  
 Comm. Mgr.....Ann Flagg  
 Prog. Dir.....Ev Flagg

**WLIV—Livingston—1956**

Frequency: 920 Kc.....Power: 1 Kw. d.  
 Owned By.....Audio Bcsters  
 Address.....P. O. Box 131  
 Tel.: Talbot 3-4438.....MBS  
 General Manager.....R. H. McCain  
 Program Director.....W. A. Mann  
 Chief Engineer.....D. Norris

**WMSR—Manchester—1956**

Frequency: 1580 Kc.....Power: 1 Kw., d.  
 Owned.....Manchester Bcstg. Co.  
 Address.....611 McArthur St.  
 Tel.: PA 8-3526.....Independent  
 Representative.....Best  
 Gen. Mgr.....L. Murray Chumley  
 Comm. Mgr.....Jim Webb

**WCMT—Martin—1957**

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned By.....J. T. & H. Sudbury  
 Address.....Martin  
 Tel.: 460.....Independent  
 President.....J. T. Sudbury  
 General Managers.....J. T. & H. Sudbury  
 Sta. Mgr. Ch. Eng.....D. A. Drumm  
 Program Director.....Dorris Gill

**WGAP—Maryville—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Alumnum Cities Bcstg. Co.  
 Business Address.....316 Court St.  
 Tel.: YU 3-4310.....Independent  
 Representative.....Hil F. Best  
 General Manager.....Frank H. Corbett  
 Commercial Manager.....Horace McGill  
 Program Director.....Ken Johnson  
 Chief Engineer.....Henry McDonald

**WHDM—McKenzie—1954**

Frequency: 1440 Kc.....Power: 500 Watts, d.  
 Owned.....Tri-County Bcstg. Co., Inc.  
 Address.....Hotel McKenzie  
 Tel.: EL 2-3371.....Independent  
 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 Independent  
 President Harold Laws  
 Gen. Sta. Mgr. Franklin H. Brown  
 Program Director James R. Eastman  
 Chief Engineer Alvin Byars

**WMMT—McMinnville—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By McMinnville Bldg. Co., Inc.  
 Address N. Chancery St.  
 Tel.: McMinnville KBS  
 General Manager Royce E. Richards

**WHEY—Millington—1957**

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned By Millington Bcstg. Co., Inc.  
 Address 4962 Navy Road  
 Tel.: Canal 3-3000 KBS  
 Representative Best  
 Pres. Gen. Mgr. Early W. Daly  
 Station Manager Chad Lassiter  
 Program Director George Klein  
 Chief Engineer Jasper Wilkinson

**KWEM—Memphis—1946**

Frequency: 990 Kc. Power: 1000 Watts, d.  
 Owned-Operated By KWEM, Inc.  
 Address Box 142  
 Tel.: GL 8-3311 Independent  
 Representative Bernard  
 Chairman, Board E. D. Rivers, Jr.  
 Gen. Mgr. John R. Barlett  
 Comm. Manager Kurt Alexander

**WLOK—Memphis—1956**

Frequency: 1480 Kc. Power: 5000 Watts d.  
 Owned-Oper. By WLOK, Inc.  
 Business Address 363 S. 2nd St.  
 Tel.: Jackson 7-9565 Independent  
 Station Representative Stars National  
 Pres. Jules Paglin  
 Gen. Comm. Mgr. Eugene P. Weil  
 Asst. Sta. Mgr. Robert Bartusch  
 Program Director Roland Porter  
 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 Independent  
 Representative Pearson  
 President Egmont Sonderling  
 V.P., Gen., Sta. Mgr. E. R. "Bert" Ferguson  
 Commercial Manager Archie Grinalds  
 Sales Promotion Manager Frank Armstrong  
 Asst. Mgr., Prog. Dir. David J. Mattis  
 Chief Engineer Henry N. Fones

**WHBQ—Memphis—1925**

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Oper. By RKO Teleradio Pictures  
 Bus.-Studio Address Hotel Chisca  
 Tel.: Broadway 2-3441 MBS  
 Station Representative Eastman  
 President Thomas F. O'Neil  
 General Manager Boone Nevin  
 Comm. Mgr. Max Michel, Jr.  
 Sales Promotion Manager Bea Armistead  
 Program Director Mark Forrester  
 Publicity Director Charley Sullivan  
 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 Independent  
 President Sam C. Phillips  
 Gen. Sta. Mgr. William S. Decker, Jr.  
 Program Director Jeanne A. Bolto  
 Chief Engineer Douglas Cousar

**WHHM—Memphis—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Cy Blumenthal Co.  
 Business-Studio Address 930 Madison Ave.  
 Tel.: JA 7-4422 ABC  
 Station Representative Webb  
 President Cy Blumenthal  
 Gen. Sta. Mgr. George Aubrey Crump  
 Program Director John Carr  
 Chief Engineer Jim Bray

**WMC—Memphis—1923**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By Memphis Publishing Co.  
 Business-Studio Address Third & Madison  
 Tel.: JA 6-7464 NBC  
 News. Affil. Memphis Pub. Co.  
 Representative John Blair  
 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 Independent  
 Representative Radio-TV Representatives  
 Pres. Harold R. Krelstein  
 Gen. Sta. Mgr. Charles T. DeVois  
 Commercial Manager Rodger May  
 Prom. Mgr., Pub. Dir. Dick McClary  
 Program Dir. W. E. Crump  
 Chief Engineer J. G. Deaderick  
 Owners of: WJJD, Chicago; WCOP, Boston;  
 WCAO, Baltimore.

**WREC—Memphis—1922**

Frequency: 600 Kc. Power: 5000 Watts

**Owned-Oper. By.....WREC Bcstg. Service**  
**Business-Studio Address.....Hotel Peabody**  
**Representative.....Katz**  
**Owner, General Manager.....Hoyt B. Wooten**  
**Commercial Manager.....Hollis R. Wooten**  
**Program Director.....Jack Michael**  
**Chief Engineer.....Wilson Ramey**

**WKBJ—Milan—1955**

**Frequency: 1600 Kc.....Power: 1000 Watts**  
**Owned.....West Tennessee Bcstg. Co.**  
**Address.....Milan Hotel**  
**Tel.: MU 6-2481.....Independent**  
**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**

**Frequency: 1150 Kc.....1 Kw., d.; 500 W., n.**  
**Owned-Oper. By.....Cherokee Bcstg. Corp.**  
**Bus-Studio-Transmitter Address..Radio Center**  
**Tel.: 1450.....MBS-KBS**  
**Representative.....Hal Holman**  
**General Manager.....Howell Ashford**

**WMTN—Morristown—1957**

**Frequency: 1300 Kc.....Power: 5 Kw., d.**  
**Owned-Operated By...E. Tenn. Bcstg. Corp.**  
**Bus. Address....Box 2146 Radio Center Sta.**  
**Tel.: JU 6-7993.....Independent**  
**Pres., Ch. Eng.....George Guertin**  
**General Manager.....Bill Holland**  
**Program Director.....Jimmy Peoples**

**WGNS—Murfreesboro—1946**

**Frequency: 1450 Kc.....Power: 250 Watts**  
**Owned-Oper. By.....WGNS, Inc.**  
**Address.....P.O. Box 456**  
**Tel.: TW 3-5373.....MBS-KBS**  
**Representative.....Holman**  
**President, Gen. Mgr.....Cecil Elrod, Jr.**  
**Comm. Mgr.....Don Howser**  
**Program Director.....Rae Lane**  
**Sales Prom. Mgr.....Jerry Brown**  
**Publicity Director.....Marie Wilson**  
**Chief Engineer.....William Montgomery**

**WMTS—Murfreesboro—1953**

**Frequency: 860 Kc.....Power: 250 Watts**  
**Owned.....Arthur D. Smith, Jr.**  
**Address.....112 N. W. Broad St.**  
**Tel.: TW 3-6611.....Independent**  
**Representative.....Best**  
**President.....A. D. Smith, Jr.**  
**Gen., Sta. Mgr.....Virgil Trimm**  
**Comm. Sales Prom. Mgr.....Neil Lancaster**  
**Program, Public Director.....John D. Hood**  
**Chief Engineer.....Alfred W. Parsons**

**WENO—Nashville—1957**

**Frequency: 1430 Kc.....Power: 5 Kw., d.**  
**Owned.....Central Bcstg. Corp.**  
**Address.....Box 5236**

**Tel.: Madison 7-5401.....Independent**  
**Representative.....Chas. Bernard**  
**President.....H. C. Young, Jr.**  
**Gen. Sta. Mgr.....Jerome Glaser**  
**Program Director.....Wallie Beecham**  
**Sales Prom. Mgr.....Johnny Talley**  
**Publicity Director.....John Moore**  
**Chief Engineer.....Andy Jones**

**WKDA—Nashville—1947**

**Frequency: 1240 Kc.....Power: 250 Watts**  
**Owned-Oper. By.....Townsend Invest. Co.**  
**Address.....First American Natl. Bank Bldg.**  
**Tel.: AL 4-0511.....Independent**  
**Representative.....Stars National, Inc.**  
**President.....Jack S. Stapp**  
**Prog. Director.....Charles F. Walker**  
**Sales Prom. Mgr.....Carl A. Babb**  
**Publicity Director.....Roger Schutt**  
**Chief Engineer.....Oscar C. Griffin**

**WLAC—Nashville—1926**

**Frequency: 1510 Kc.....Power: 50,000 Watts**  
**Owned..Life & Casualty Insurance Co., Tenn.**  
**Bus-Studio Address.....159 4th Ave. N.**  
**Tel.: AL 6-0161.....CBS**  
**Representative.....Katz**  
**V. P., Gen. Mgr.....F. C. Sowell**  
**Commercial Manager.....E. G. Blackman**  
**Sales Prom. Mgr., Pub. Dir.....Thrace Warren**  
**Program Director.....Paul Oliphant**  
**Chief Engineer.....F. D. Binns**

**WMAK—Nashville—1948**

**Frequency: 1300 Kc.....Power: 5000 Watts**  
**Owned-Oper. By....Volunteer State Bcstg. Co.**  
**Address.....Maxwell House Hotel**  
**Tel.: AL 4-3411.....Independent**  
**Station Rep.....Broadcast Time Sales**  
**President.....Howard D. Steere**  
**Gen. Mgr.....Emil J. Popke, Jr.**  
**Sta. Mgr.....Robert Hamilton**  
**Comm. Mgr.....John E. Karr**  
**Program Director.....Chuck Mefford**  
**Sales Prom. Mgr.....Roland Wolfe**  
**Publicity Director.....Ed Schuffman**  
**Chief Eng.....Homer Cole**

**WNAH—Nashville—1949**

**Frequency: 1360 Kc...Power: 1000 Watts d.**  
**Owned-Oper. By.....Hermitage Bcstg. Corp.**  
**Address.....James Robertson Hotel**  
**Tel.: AL 4-7611.....MBS-KBS**  
**Station Representative.....Best**  
**Pres., Gen. Mgr.....Van T. Irwin, Jr.**  
**Comm. Manager.....Herman Rippy**  
**Executive Director.....Goldie G. Irwin**  
**Program Director.....Jim Williams**  
**Publicity Director.....Gene Farrell**  
**Chief Engineer.....Howard Woodard**

**WSIX—Nashville—1927**

**Frequency: 980 Kc.....Power: 5000 Watts**  
**Owned-Oper. By.....WSIX, Inc.**



# TENNESSEE

**Address** ..... Nashville Trust Building  
**Tel.:** AL 5-5431 ..... ABC  
**Station Representative** ..... H.R. Clarke-Brown  
**President** ..... Louis R. Draughon  
**Sta., Gen. Mgr.** ..... E. S. Tanner  
**Comm Mgr.** ..... Clarence L. Waggoner  
**Prom. Mgr., Pub. Dir.** ..... W. A. Jones  
**Program Director** ..... Bob Larimer  
**Chief Engineer** ..... Charles R. Duke

## WSM—Nashville—1925

**Frequency:** 650 Kc. .... **Power:** 50,000 Watts  
**Owned By** ..... Natl. Life & Accident Ins. Co.  
**Business Address** ..... 301 7th Ave., N.  
**Tel.:** AL 4-5656 ..... NBC  
**Representative** ..... John Blair  
**President** ..... John H. DeWitt, Jr.  
**Gen. Mgr.** ..... Bob Cooper  
**Prom. Mgr.** ..... Royal McCullough  
**Program Director** ..... Oit Devine  
**Chief Engineer** ..... Carl Jenkins

## WVOL—Nashville—1951

**Frequency:** 1470 Kc. .... **Power:** 1000 Watts d.  
**Owned** ..... Rounsaville of Nashville  
**Address** ..... 400 Davidson St.  
**Tel.:** CH 2-0489 ..... Independent  
**Representative** ..... Gill-Perna, Dora-Clayton  
**Pres., Gen. Mgr.** ..... Robert W. Rounsaville  
**Sta. Mgr., Pub. Dir.** ..... Carter S. Jones  
**Comm., Sales Prom. Mgr.** ..... William D. Salmon  
**Program Director** ..... Morgan Babb  
**Chief Engineer** ..... Wayne D. Robinson

## WLIK—Newport—1954

**Frequency:** 1270 Kc. .... **Power:** 5 Kw., d.  
**Owned** ..... WLIK, Inc.  
**Address** ..... P. O. Box 270  
**Tel.:** 3095 ..... KBS  
**President, Gen. Mgr.** ..... Arthur Wilkerson  
**V.P., Sta., Comm. Mgr.** ..... Ira B. Crisp

## WATO—Oak Ridge—1948

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... WATO, Inc.  
**Address** ..... 253 E. Main St.  
**Tel.:** 5-3535 ..... MBS  
**Representative** ..... Bob Dore  
**Pres. Gen. Mgr.** ..... Samuel P. Throver  
**Comm. Manager** ..... Leonard M. McCoig  
**Program Director** ..... Bob Yongue III  
**Chief Engineer** ..... Paul E. Lewis

## WOKE—Oak Ridge—1951

**Freq.:** 1290 Kc. .... **Power:** 1000 W. d., 500 W. n.  
**Owned-Oper. By** ..... WATO, Inc.  
**Address** ..... Box 2017  
**Tel.:** 5-1333 ..... KBS  
**Representative** ..... Hil F. Best  
**General Manager** ..... Virgil Trimm  
**Comm. Mgr.** ..... Joe Brewer  
**Program Director** ..... Wayne Hannah  
**Chief Engineer** ..... Edward Troupe

## WTPR—Paris—1947

**Frequency:** 710 Kc. .... **Power:** 250 Watts d.

**Owner** ..... Paris Bcstg. Co.  
**Address** ..... No. Poplar St.  
**Tel.:** 1700 ..... KBS  
**Representative** ..... Venard, Rintoul & McConnell  
**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

## WKSR—Pulaski—1947

**Frequency:** 1420 Kc. .... **Power:** 1000 Watts  
**Owned** ..... Richland Broadcasting Co.  
**Address** ..... Jones Bldg.  
**Tel.:** EMerson 3-2505 ..... ABC  
**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

## WTRB—Ripley—1954

**Frequency:** 1570 Kc. .... **Power:** 250 Watts  
**Owned** ..... Lauderdale Bcstg.  
**Address** ..... 113 E. Washington St.  
**Tel.:** 1060 ..... KBS  
**Rep.** ..... Hil F. Best  
**Gen. Mgr.** ..... Colonel L. B. Fuqua  
**Comm. Mgr.** ..... Charles Thompson  
**Program Director** ..... Virginia Harrison  
**Chief Engr.** ..... Jim Edwards

## WRKH—Rockwood—1957

**Frequency:** 580 Kc. .... **Power:** 500 W., d.  
**Owned** ..... Roane Bcstg. Co.  
**Business Address** ..... P.O. Box 239  
**Tel.:** 347 ..... Independent  
**President** ..... Herman Spivey  
**Gen., Sta. Mgr.** ..... Willard W. Wilson  
**Prog. Dir.** ..... Hugh L. Allen  
**Chief Engineer** ..... Reggie Honey

## WRGS—Rogersville—1954

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts, d.  
**Owned-Oper. By** ..... Rogersville Bcstg. Co.  
**Address** ..... Burem Road  
**Tel.:** 6491 ..... Independent  
**Rep.** ..... Hil F. Best  
**President** ..... John E. Beal  
**Gen. Sta. Mgr.** ..... George B. Beal  
**Commercial Manager** ..... Charles W. Beal  
**Sales Prom. Mgr.** ..... Harry M. Beal  
**Program Director** ..... Janelle D. Beal  
**Chief Engineer** ..... Fred A. Berry

## WORM—Savannah—1956

**Frequency:** 1010 Kc. .... **Power:** 250 W., d.  
**Owned** ..... Savannah Bcstg. Service, Inc.  
**Business Address** ..... Cravens Landing Rd.  
**Tel.:** 4981 ..... KBS  
**V.P., Gen. Mgr.** ..... Neal B. Bunn  
**Commercial Manager** ..... Albert Richter  
**Program Director** ..... Chuck Foley  
**Chief Engineer** ..... Wesley Jackson

**WSEV—Sevierville—1955**

Frequency: 930 Kc. Power: 5 Kw., d.  
 Owned-Oper. By. Smoky Mountain Bcstg. Co.  
 Business Address Sevierville  
 Tel.: 2844 Independent  
 President Norman Burchfiel  
 Station Manager Hugh E. Trotter  
 Sales Promotion Manager George Myers  
 Traffic Manager Malcolm Hodges  
 Publicity Director Mary Sue Poe  
 Chief Engineer A. T. Henderson

**WHAL—Shelbyville—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Shelbyville Bcstg. Co., Inc.  
 Address P. O. Box 241  
 Tel.: 1400 MBS  
 V.P., Gen. Mgr. Charles Christian

**WEPC—So. Pittsburgh—1954**

Frequency: 910 Kc. Power: 500 Watts, d.  
 Owned Marion County Broadcasting Service  
 Address Box 8  
 Tel: TE 7-6185 KBS  
 President, Gen., Sta. Mgr. Eaton P. Govan, Jr.  
 Comm., Sales Prom. Mgr. Vinette B. Govan  
 Chief Engineer William H. Dunn

**WSMT—Sparta—1953**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Sparta Bcstg. Co. Inc.  
 Business Address Box 390  
 Tel.: 3751 Independent  
 Station Representative Best  
 President Sam J. Albritton  
 Gen., Sta. Mgr. Martha L. Albritton  
 Comm., Sales Prom. Mgr. Van L. Slack  
 Program Director Ivory O. Hillis  
 Publicity Director William T. Passons  
 Chief Engineer Gordon L. Moore

**WDBL—Springfield—1950**

Frequency: 1590 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By. Springfield Bcstg. Co., Inc.

Address P. O. Box 464  
 Tel.: 1287 KBS  
 Gen. Mgr. W. N. Locke

**WDEH—Sweetwater—1955**

Frequency: 800 Kcs. Power: 1 Kw., d.  
 Owned By William M. Bryan  
 Address Highway 11  
 Tel.: Sweetwater KBS  
 Manager Lewis Penuel

**WJIG—Tullahoma—1947**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By Radio Tullahoma  
 Business Address West Side Drive  
 Tel.: GL 5-2607 KBS  
 President M. Davidson Smith III  
 Gen. Comm. Mgr. Henry Beck  
 Prog. Dir. Joe Hathcock  
 Chief Eng. W. C. Spraggins

**WENK—Union City—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Union City Bcstg. Co.  
 Business Address W-E-N-K Bldg.  
 Tel.: TUmer 5-1240 KBS  
 Station Rep. Venard, Rintoul, McConnell  
 President Aaron B. Robinson  
 Gen., Sta. Mgr. E. B. Fritts  
 Chief Engineer Charles Holland

**WTUC—Union City—1956**

Frequency: 1580 Kc. Power: 250 W., d.  
 Owned By Davy Crockett Bcstg. Co.  
 Address 227 S. 2nd St.  
 Representative Best  
 Gen. Mgr. Louis C. Wrather  
 Comm. Mgr. David J. Capps

**WCDT—Winchester—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned Franklin County Radio & Bcstg. Co.  
 Address P. O. Box 1103  
 Tel.: WO 2-2201 ABC-KBS  
 Manager Harry W. Sullivan

Pop.: 9,695,000  
 Families: 2,789,000  
 Radio Homes: 2,727,000

**Texas**

Stations in State: 238  
 TV Homes: 2,149,000  
 TV Stations: 49

**KNIT—Abilene—1957**

Frequency: 1280 Kc. Power: 500 W., d.  
 Owned Key City Bcstrs.  
 Address Windsor Hotel  
 Tel.: OR 4-7211 Independent  
 Representative Pearson  
 Pres. Gen. Mgr. Howard Barrett  
 Station Manager Bro Mingus  
 Comm. Sales Prom. Mgr. Forest Lane  
 Program Director Virgil Terry  
 Chief Engineer John E. Turner

Owned-Oper. By Abilene Radio & TV  
 Business Address 4510 S. 14th St.  
 Tel.: OWen 2-4242 ABC  
 Representative Paul H. Raymer  
 President, Gen. Mgr. Dale Ackers  
 Sta., Comm. Mgr. Bill Fox  
 Program Director Brett Allison  
 Chief Engineer Herman Ridgway

**KWKC—Abilene—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Citizens Bcstg. Co.  
 Bus-Studio Address 2500 Butternut  
 Tel.: OR 3-2545 MBS  
 Rep. Venard, Rintoul & McConnell, Melville

**KRBC—Abilene—1936**

Freq.: 1470. Power: 5 Kw. d., 1 Kw. n.

**TEXAS** ~~~~~

General Manager..... A. C. Etter

**KOPY—Alice—1947**

Frequency: 1070 Kc..... Power: 1000 Watts  
Owned By..... Leon S. Walton  
Business Address..... 65 N. Johnson St.  
Tel.: MO 4-4324..... Independent  
Representative..... Stars National  
Pres. Gen. Mgr..... Leon S. Walton  
Sta. Comm. Mgr..... Eston R. Pace  
Chief Engineer..... O. J. Cunningham, Jr.

**KVLF—Alpine—1947**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Big Bend Bcstrs.  
Business Address..... Kokernot Field  
Tel.: TE 7-2144..... KBS-NBC  
Pres., Gen., Sta., Comm. Mgr..... Gene Hendryx  
Program Director..... Phil Wayne  
Chief Engineer..... Sherman Newsom

**KAMQ—Amarillo—1947**

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..... MBS  
Representative... Venard, Rintoul & McConnell  
President..... Hoyt Houck  
General Manager..... Robert Houck  
Sta., Comm., Prom. Mgr..... George Oliver  
Prog. Dir..... Webster Smith  
Chief Engineer..... Richard Hedgecock

**KFDA—Amarillo—1933**

Frequency: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Lone Star Bcstg. Corp.  
Bus.-Studio Address..... Box 128  
Tel.: DR 4-1637..... ABC  
Representative..... Raymer  
President..... Charlie Jordan  
Gen. Manager..... Bob Zellermyer  
Prog. Dir..... Bill Rogers  
Publicity Director..... Bill Vance  
Chief Engineer..... Bill Denny

**KLYN—Amarillo—1947**

Frequency: 940 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Radio KLYN, Inc.  
Address..... Box 2387  
Tel.: DR 2-6773..... Independent  
President..... Giles F. Miller  
Station Director..... Joe S. Ramay  
Chief Engineer..... Eugene Fennimore

**KGNC—Amarillo—1922**

Frequency: 710 Kc..... Power: 10,000 Watts  
Owned-Oper. By... Plains Radio Bdcstg. Co.  
Address..... 2000 N. Polk St.  
Tel.: EVergreen 3-3321..... NBC  
Newspaper Affil..... Globe-News  
Representative..... Katz  
President..... B. E. Walker  
General Manager..... Jack D. Liston  
Comm. Manager..... Kin Raley  
Sta. Mgr., Prog. Dir..... Bill Lane  
Publicity Director..... Bill McReynolds  
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..... Independent  
Representative..... Melville  
President..... R. D. Hollingsworth  
Comm. Mgr..... Don Hodges

**KZIP—Amarillo—1955**

Frequency: 1310 Kc..... Power: 1 Kw. d.  
Owned-Oper. By..... Panhandle Bcstg. Co.  
Address..... 808 Charlotte St.  
Tel.: Amarillo..... KBS  
Reps..... Broadcast Time Sales, Dora-Clayton  
General Manager..... Ray Winkler

**KACT—Andrews—1955**

Frequency: 1360 Kc..... Power: 1 Kw., d.  
Owned-Oper. By..... Clint Formby  
Address..... P. O. Box 638  
Tel.: LA 3-2845..... KBS  
Promotion Manager..... Jacqueline Young  
Sales Promotion Manager..... Weldon Kidd

**KBUD—Athens—1948**

Frequency: 1410 Kc..... Power: 250 Watts  
Owned..... Henderson Cty. Bcstg. Co.  
Address..... Box 309  
Tel.: 2277..... KBS  
Gen. Mgr., Chief Eng..... J. B. McNutt, Jr.

**KALT—Atlanta—1950**

Frequency: 900 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Ark-La-Tex Bcstg. Co.  
Address..... Box 289  
Tel.: 900..... KBS  
Representative..... Hil F. Best  
President..... Herman H. Wommack, Jr.  
Gen., Sta. Mgr., Chief Eng. David A. Wommack  
Commercial Manager..... A. N. Dowd  
Program Director..... George D. Wommack  
Publicity Director..... Jeane Wommack

**KNOW—Austin—1927**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned..... Pioneer Bcstg. Co., Inc.  
Address..... 520 Capital Nat. Bank Bldg.  
Tel.: GR 2-6213..... ABC  
Station Rep..... Pearson  
President..... Wendell Mayes  
Gen., Sta. Mgr..... Louis R. Cook  
Commercial Mgr..... M. H. Coleman  
Program Dir..... Lloyd Riddle  
Chief Engineer..... Willis Morter

**KTBC—Austin—1939**

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..... CBS  
Representative..... Raymer  
Chairman of the Board... Claudia T. Johnson  
Pres., Gen. Mgr..... J. C. Kellam

Sales Manager.....O. P. (Bob) Bobbitt  
 Sales Prom. Mgr.....Elmo Brown  
 Program Director.....Cactus Fryer  
 Chief Engineer.....Ben Hearsh

**KOKE—Austin—1947**

Frequency 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio KOKE Inc.  
 Address.....1211 E. 6th St.  
 Tel: GR 6-6973.....Independent  
 Representative.....McGavren-Quinn, Melville  
 President.....Giles E. Miller  
 Exec. V.P., Gen. Mgr.....Joe Roddy, Jr.  
 V.P.....Jay J. G. Schatz  
 Program Director.....Dick Laine  
 Chief Engineer.....Buck C. Brown

**KVET—Austin—1946**

Frequency: 1300 Kc.....Power: 1 Kw.  
 Owned.....Austin Bcstg. Corp.  
 Address.....Box 1116  
 Tel: GR 8-8521.....MBS  
 Representative.....Forjoe, Clarke Brown  
 Pres., Gen., Sta. Mgr.....Willard Deason  
 Commercial Mgr.....H. W. Dunlop  
 Nat. Reg. Sales.....Dave Smith  
 Chief Engineer.....Willis Morter

**KRUN—Ballinger—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central West Bcstg.  
 Address.....Box 351  
 Tel: 3151.....KBS  
 Representative.....Best, Melville  
 General Manager.....R. F. McGarvey  
 Comm. Mgr.....Clayton Jay

**KIOX—Bay City—1947**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Bay City Bcstg. Co.  
 Business Address.....Box 1391  
 Tel: CI 5-4642.....MBS-KBS  
 President.....J. G. Long  
 Gen., Station Manager.....Harry L. Becker  
 Program Director.....Chuck Farkas  
 Comm. Mgr.....Don Rhea  
 Chief Eng.....Robert H. Hemphill

**KREL—Baytown—1947**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....E. O. Roden & Assoc.  
 Business Address.....Box 419  
 Tel: LOfan 6-5531.....KBS  
 Representative.....Hil F. Best  
 President.....E. O. Roden  
 Vice President.....W. I. Dove  
 Gen. Manager.....Zane D. Roden

**KFDM—Beaumont—1924**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Beaumont Bdcstg. Corp.  
 Address.....P. O. Box 2950  
 Tel: TE 8-4731.....ABC  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....D. A. Cannon  
 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.....Independent  
 Station Rep.....Forjoe  
 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.....Independent  
 Newspaper Affiliation....."Enterprise", "Journal"  
 Representative.....Branhams  
 President.....E. C. Davis  
 General Manager.....Frank Dusenbury  
 Comm. Mgr.....Ed Dittert  
 Sls. Prom. Mgr.....Jay Elson  
 Prog. Dir.....Dave Livingston  
 Chief Engineer.....Jack Easterwood

**KTRM—Beaumont—1947**

Frequency: 990 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KTRM, Inc.  
 Business-Studio Address.....230 Orleans St.  
 Tel: TE 2-8478.....Independent  
 Rep.....Clarke Brown; O'Connell; Reilly  
 Pres., Gen. Mgr.....Jack Neil  
 Sta., Comm. Manager.....Roy D. Shotte  
 Sales Prom., Pub. Dir.....Bonnie Cornwell  
 Chief Engineer.....Ben Hughes

**KIBL—Beeville—1949**

Frequency: 1480 Kc.....Power: 250 Wts.  
 Owned-Oper. By.....Bee Bdcstg. Co.  
 Address.....P. O. Box 650  
 Tel: FL 8-2197.....Independent  
 General Manager.....John D. Rossi  
 Comm. Manager.....James M. Goodman  
 Program Director.....James V. Rossi  
 Chief Engineer.....H. E. Bertram

**KBLT—Big Lake—1958**

Frequency: 1290 Kc.....Power: 1 Kw.  
 Owned By.....Big Lake Broadcasting Co.  
 Business Address.....1st and Florida Sts.  
 Tel: 129.....KBS  
 Station Representative.....Continental  
 Gen. Mgr., Ch. Eng.....Don Boston  
 Commercial Manager.....James J. Parr  
 Program Director.....Rickey Darling

**KBST—Big Spring—1936**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Big Spring Bcstg. Co.  
 Bus.-Studio Address.....702 Johnson St.  
 Tel: 4-6391.....ABC

**TEXAS**

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 By..... T. Conner & R. Bradbury, Jr.  
Address ..... Box 1066  
Tel.: AM 4-2523..... Independent  
Representative..... Thomas F. Clark  
President..... J. Homer McKinley  
Gen., Sta. Mgr..... Walt Lawson  
Program Director..... Hank Harrell

**KBYG—Big Spring—1949**

Frequency: 1400 Kc..... Power: 100 Watts  
Owned-Oper. By..... Maples-McAlister Bcstg. Co.  
Address ..... P.O. Box 1366  
Tel.: AM 4-4326..... KBS  
Rep. .... Hil F. Best  
Partners... Grady F. Maples, R. B. McAlister  
Gen. Comm. Mgr..... Jim Richardson  
Chief Engineer..... Marvin Williams

**KFYN—Bonham—1948**

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..... KBS  
President, Gen. Mgr..... Charles Cain  
Assistant Manager..... Jessie Mae Cain

**KBBB—Borger—1957**

Frequency: 1600 Kc..... Power: 500 Watts, d.  
Owned By..... R. L. McAllister  
Address ..... Box 1478  
Tel.: Broadway 3-7575..... KBS  
Representative ..... Pearson  
Owner, Gen. Mgr..... R. L. McAllister  
Program Director..... James C. Dixon  
Publicity Director..... June M. Hoopes  
Sales Prom. Mgr..... W. A. Koffroth

**KHUZ—Borger—1947**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... KHUZ, Inc.  
Business Address..... 1431 Clayton St.  
Tel.: BR 3-3744..... MBS  
President..... R. G. Hughes  
Sta. Mgr., Prog., Pub. Dir..... Jack Roberts  
Comm., Sls. Prom. Mgr..... Louis W. Roberts  
Chief Engineer..... Boslick Wester

**KNEL—Brady—1933**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Gene M. Burns  
Business-Studio Address..... 509 So. Bridge  
Tel.: LY 7-7777..... KBS  
Representative..... Hil F. Best  
President..... Gene M. Burns  
Program Director..... Joe McMurry  
Chief Engineer..... Frank Jones

**KSTB—Breckenridge—1947**

Frequency: 1430 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Hugh M. McBeath  
Business-Studio Address..... Miller Bldg.  
Tel.: HI 9-3331..... KBS  
Station Rep. .... Best  
Gen., Comm. Mgr..... Hugh M. McBeath  
Prog. Dir..... Jay Thompson

**KWHI—Brenham—1947**

Frequency: 1280 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Tom S. Whitehead  
Business Address..... 108½ Main St.  
Tel.: GR 6-3655..... KBS  
Manager..... Tom S. Whitehead  
Sta., Comm. Mgr..... Dick Chaney  
Sales Prom. Mgr..... Jackie Prigge  
Pub. Dir..... Randy Reets  
Chief Engineer..... L. R. Schlotman

**KTFY—Brownfield—1949**

Frequency: 1300 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Terry Cty. Bcstg. Co.  
Address ..... Drawer 1032  
Tel.: 2111..... Independent  
Representative ..... Hil F. Best  
Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett  
Assistant Manager..... E. Crawford Taylor

**KBOR—Brownsville—1949**

Frequency: 1600 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Brownsville Bcstg. Co.  
Address ..... Box 472  
Tel.: LI 2-5677..... ABC  
Representative ..... Best; Weed  
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**

Freq.: 1380 Kc..... Power: 1 Kw., d.: 500 W., n.  
Owned-Oper. By..... Brown County Bcstg. Co.  
Business-Studio Address..... 800 Hawkins St.  
Tel.: MI 5-2401..... MBS-KBS  
Representative ..... Avery-Knodel  
Pres., Gen. Manager..... Wendell Mayes  
Commercial Manager..... Fred Perry  
Sta. Mgr. Prog. Dir..... Bill Jamar  
Sales Prom. Mgr..... Bob Duncan  
Publicity Director..... Barbara Taylor  
Chief Engineer..... Jim Bowen

**KEAN—Brownwood—1953**

Frequency: 1240 Kc..... Power: 100 Watts  
Owned By..... C. E. Farren-P. F. Davidson  
Address ..... 2220 Fisk Ave.  
Tel.: 4372..... Independent  
Representative ..... Best  
President..... J. H. Childs  
Manager..... Eddy Farren  
Program Director..... Cile Farren

**KORA—Bryan—1947**

Frequency: 1240 Kc..... Power: 250 Watts

**Owned-Oper. By**.....Bryan Bcstg. Co.  
**Bus.-Studio Address**.....310 E. 25th St.  
**Tel.**: TA 3-1240.....MBS  
**Station Rep.**.....Best  
**President**.....David C. Jones, Jr.  
**Sta. Mgr.**.....Roy Greer  
**Commercial Manager**.....J. B. Christian  
**Chief Eng.**.....James L. Harvey

**WTAW—Bryan—1922**

**Frequency**:1150 Kc....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....WTAW Bcstg.  
**Bus.-Studio Address**.....3703 S. College Ave.  
**Tel.**: VI 6-7788.....KBS  
**President**.....R. E. Lee Glasgow  
**Gen. Mgr.**.....Art Holt  
**Comm. Mgr.**.....Bill Hummel  
**Program Director**.....Ron Ruth  
**Chief Engineer**.....Burl Prueitt

**KMIL—Cameron—1955**

**Frequency**: 1330 Kc....**Power**: 500 W. d.  
**Owned**.....Milam Bcstg. Ltd.  
**Address**.....Box 832  
**Tel.**: 456.....Independent  
**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.....KBS  
**General Manager**.....Walter Herbort  
**Commercial Manager**.....Roy W. Herbort

**KGAS—Carthage—1955**

**Frequency**: 1590 Kc....**Power**: 1 Kw., d.  
**Owned**.....Carthage B'casting  
**Address**.....Box 955  
**Tel.**: 876.....KBS  
**General Manager**.....Bev E. Brown  
**Comm. Mgr.**.....Joyce Ann Brown  
**Prog. Dir.**.....J. C. Kelly  
**Sales Prom. Mgr.**.....Frank Battles  
**Chief Engineer**.....Robt. E. Ranniger

**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.....Independent  
**Representative**.....Clarke Brown  
**Gen. Mgr.**.....Tom E. Foster  
**Chief Engineer**.....Morris Stagner

**KCTX—Childress—1947**

**Frequency**: 1510 Kc....**Power**: 250 Watts d.  
**Owned By**.....Goldenwest Bcstg. Co., Inc.  
**Address**.....200 N. Main St.  
**Tel.**: WE 7-2563.....KBS  
**Representative**.....Hil F. Best  
**President**.....R. Malone Hagan  
**Gen. Comm. Mgr.**.....George Morey  
**Program Director**.....Dean Weatheroy  
**Chief Engineer**.....Otto Moates

**KCAR—Clarksville—1955**

**Frequency**: 1350 Kc....**Power**: 500 Watts d.  
**Owned-Operated By**.....KCAR, Inc.  
**Address**.....Box 609  
**Tel.**: 58.....KBS  
**Representative**.....Best  
**President**.....Maurice Wooley  
**Gen., Sta. Mgr.**.....Paul H. Daniels  
**Prog., Pub. Dir.**.....Jerry MacVarley

**KCLE—Cleburne—1947**

**Frequency**: 1120 Kc....**Power**: 250 Watts d.  
**Owned-Oper. By**.....Martl, Inc.  
**Address**.....919 N. Main  
**Tel.**: 5-6643.....Independent  
**Representative**.....Hil F. Best  
**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**

**Frequency**: 1410 Kc....**Power**: 500 Watts  
**Owned-Oper. By**.....Cleveland Bcstg. Co.  
**Address**.....Box 487  
**Tel.**: 692.....KBS  
**General Manager**.....Harvard C. Bailes  
**Program Director**.....Glen Dodson  
**Sales Manager**.....H. C. Bailes

**KSTA—Coleman—1947**

**Frequency**: 1000 Kc....**Power**: 250 Watts d.  
**Owned-Oper. By**..Coleman County Bcstg. Co.  
**Business Address**.....Box 432  
**Tel.**: 8406.....KBS  
**Representative**.....Melville  
**Manager**.....Floyd Shelton  
**Comm. Manager**.....Paul Johnson

**KVMC—Colorado City—1950**

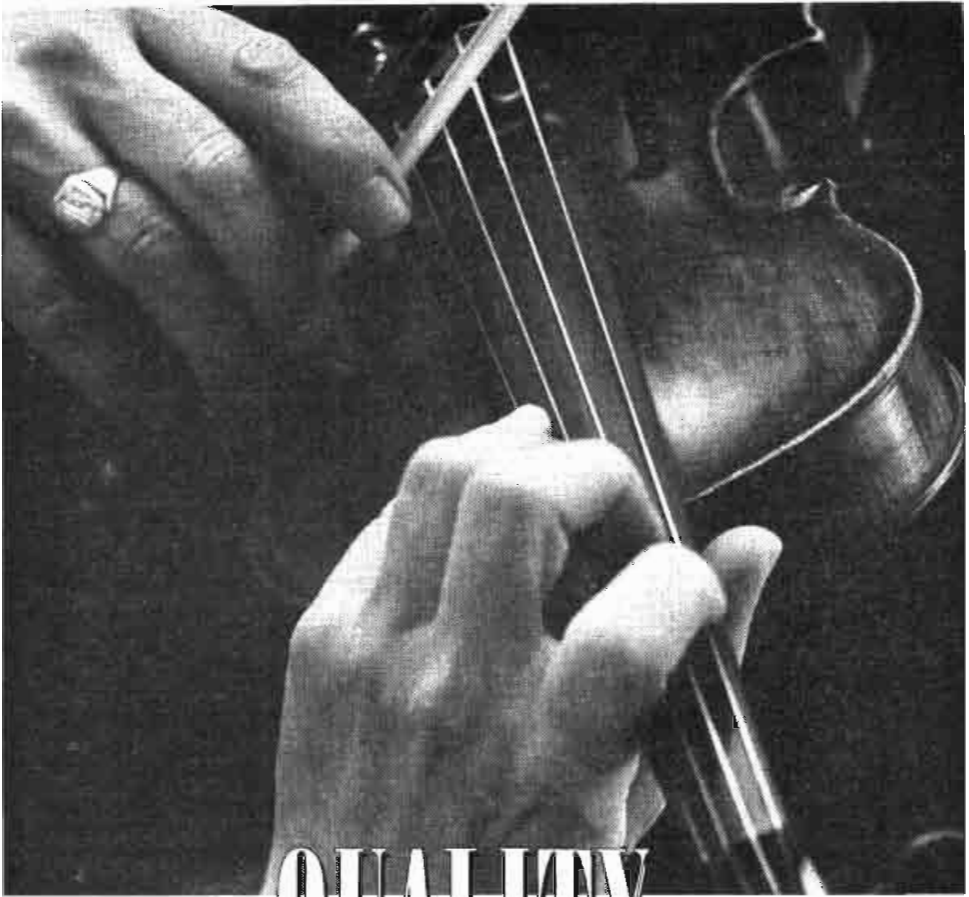
**Frequency**: 1320 Kc....**Power**:1000 Watts d.  
**Owned**.....Colo. City Bcstg. Co.  
**Address**.....Box 990  
**Tel.**: Colorado City.....KBS  
**Representative**.....Best  
**Pres., General Manager**.....Eldon Mahon  
**Comm. Mgr.**.....Lyle Shuman  
**Prog. Dir.**.....Drew Ballard  
**Sta. Mgr., Chief Eng.**.....P. A. Richardson

**KMCO—Conroe—1951**

**Frequency**: 900 Kc....**Power**: 500 Watts d.  
**Owned**.....Montgomery County Bcstg. Co.  
**Address**.....324½ N. Main  
**Tel.**: PL 6-4466.....Independent  
**President**.....Reagan Smith  
**Gen., Sta. Comm. Mgr.**.....David L. Oglesby  
**Program Director**.....Lee Meredith  
**Pub. Dir.**.....Hal Coley  
**Chief Engineer**.....John W. Neathery, Jr.

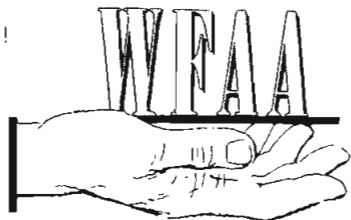
**KATR—Corpus Christi—1944**

**Frequency**: 1030 Kc....**Power**: 50 Kw. d.



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**Pres.**..... Glenn E. Alexander  
**Gen., Sales Prom. Mgr.**..... Harry H. Hayes  
**Sta. Mgr., Program Dir.**..... Edward W. Dunn  
**Program Director** ..... Jimmy Kaye  
**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.....Independent  
**Representative** ..... O'Connell, Tracy Moore  
**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.....Independent  
**Representative** ..... Avery Knodel  
**General Manager** ..... E. C. Hughes  
**Sta., Ntl. Sls. Mgr.**..... Allan Dale  
**Program Director**..... Richard B. Lahm  
**Comm. Mgr.**..... Marion B. Keck  
**Chief Engineer**..... Harold Griffith

**KRYS—Corpus Christi—1927**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....South Texas Broadcasting  
**Address** ..... P. O. Box 6218  
**Tel.:** UL 2-7341.....NBC  
**Representative**..... Peters, Griffin, Woodward, Inc.  
**Gen. Mgr.**..... A. C. Lloyd, Jr.  
**Commercial Mgr.**..... Harry H. Hays  
**Program Director**..... Gordon Clark  
**Publicity Dir.**..... Louise Boyd  
**Chief Engineer**..... L. L. Stewart

**KSIX—Corpus Christi—1947**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Corpus Christi Bdstg. Co., Inc.  
**Address** ..... Show Room Bldg.  
**Tel.:** TU 4-1616.....ABC-CBS-KBS  
**Pres., Gen. 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.....Independent  
**Representative** ..... O'Connell, Brown  
**President**..... McHenry Tichenor  
**V.P.** ..... Sterling Zimmerman  
**Station Mgr.**..... Herb Garrett  
**Prog. Dir.**..... Hector Barrera  
**Chief Engineer**..... J. H. Mayberry

**KAND—Corsicana—1937**

**Owned-Operated By**..... Alto, Inc.  
**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Bus-Studio Address**..... 609 W. 7th Ave.  
**Tel.:** TR 4-7421.....KBS  
**Representative** ..... Branham  
**President**..... R. E. Lee Glasgow  
**General Manager**..... Luther A. Johnson, Jr.  
**Program Dir.**..... Perry Taylor  
**Chief Engineer**..... Gene Hellums

**KIVY—Crockett—1949**

**Frequency:** 1290 Kc.....**Power:** 500 Watts d.  
**Owner-Oper. By**.....Pioneer Bcstg. Co.  
**Address** ..... Box 870  
**Tel.:** 222 .....KBS  
**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.....Independent  
**Rep.**..... Best  
**General Manager**..... A. M. Respondek

**WFAA—Dallas—1922**

**Frequency** ..... 820 Kc., 570 Kc.  
**Power** ..... 50,000 W., 5000 W.  
**Owned-Oper. By**..... A. H. Belo Corp.  
**Business-Studio Address**..... 1122 Jackson St.  
**Tel.:** RI 1-9631.....NBC-ABC  
**Newspaper Affil.**..... Morning News  
**Representative**..... Edward M. Petry  
**President**..... E. M. Dealey  
**Gen. & Sales Mgr.**..... Norman H. Stewart  
**Director**..... Alex Keese  
**Sta., Comm. Mgr.**..... George K. Utley  
**Sls. Prom., Pub. Dir.**..... Barbara Elam  
**Prog. Dir.**..... William Crowder  
**Chief Engineer**..... Jim Webb Cooper

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**TEXAS** .....

**KXIT—Dalhart—1948**

Frequency: 1410 Kc. Power: 500 Watts, d.  
 Owned-Oper. By.....Dalhart Broadcasters  
 Address .....Box 1350  
 Tel.: 740 .....KBS  
 Representative ..... Best  
 Manager..... R. J. Beller

**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.....Independent  
 Rep.....Clarke Brown, O'Connell, Reilly  
 Pres., Gen. Mgr.....Lee Segall  
 Prog. Dir.....Don Robinson  
 Chief Engineer.....Bob E. Tripp

**KLIF—Dallas—1947**

Freq.: 1190 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..McLendon Investment Corp.  
 Business-Studio Address...2008A Jackson St.  
 Tel.: RI 2-7121.....Independent  
 Ch. of Bd.....B. R. McLendon  
 President.....Gordon B. McLendon  
 General Mgr.....W. S. Morgan, Jr.  
 Commercial Mgr.....Al Lurie  
 Sales Prom. Mgr.....Don Newbury  
 Program Director.....Ken Knox  
 Publicity Dir.....Cecil Hobbs  
 Chief Engineer.....Glenn Callison

**KBOX—Dallas—1952**

Frequency: 1480 Kc. Power: 5000 Watts, 500 wts  
 Owned By.....KBOX, Inc.  
 Address.....9900 McCree Rd.  
 Tel.: Diamond 8-3530.....Independent  
 Station Representative.....Eastman  
 Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
 General Manager.....Edward T. Hunt  
 General Sales Manager.....Richard Morrison  
 Program Director.....Robb Robbins  
 Publicity Director.....Harriet Baker  
 Chief Engineer.....Howard Immekus  
 Owners of: WRIT, Milwaukee; WIL, St.  
 Louis, Mo.

**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.....Independent  
 Representative .....ForJoe  
 President.....W. L. Pickens  
 General Manager.....T. A. (Buddy) Harris  
 Prog. Dir.....Marion Hunter

**WRR—Dallas—1920**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Business Address.....Fair Park  
 Tel.: TA 3-6101.....MBS  
 Representative .....Avery Knodel  
 Gen., Mgr., Chief Engr.....Durward Tucker

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**KBOX**

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 JOHN F. BOX, Managing Director

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Comm. Mgr..... Patricia Olson  
 Sales Prom. Mgr..... Charles Frauman  
 Program Director..... Richard Weeks

**KRLD—Dallas—1926**

Frequency: 1080 Kc..... Power: 50,000 Watts  
 Owned..... Dallas Times Herald Radio  
 Address..... Herald Square  
 Tel.: RI 2-6811..... CBS  
 Representative..... Branham  
 Bd. Chairman..... John W. Bunyon  
 President..... Clyde W. Rember  
 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 Bcstg. Service  
 Address..... Hotel Stoneleigh  
 Tel.: RI 2-6193..... Independent  
 General Manager..... A. L. Chilton  
 Comm., Prom. Manager..... R. G. Terrill  
 Prog. Dir..... Andy Bell  
 Chief Engineer..... Morris M. Ming

**KDLK—Del Rio—1946**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Del Rio Bcstg. Co.  
 Business Address..... P. O. Box 1162  
 Tel.: 5-2431..... KBS  
 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..... Independent  
 Sta. Rep..... Melville  
 President, Gen. Mgr..... B. V. Hammond, Jr.  
 V.P. Station Manager..... L. L. Hendrick  
 Commercial Mgr..... William A. Jaco  
 Station Director..... William A. Duke  
 Chief Engineer..... Joseph D. Knight

**KDNT—Denton—1938**

Freq.: 1440 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By..... Harwell V. Shepard  
 Address..... Radio Center Bldg.  
 Tel.: DU 2-4144..... KBS  
 Owner & Manager..... Harwell V. Shepard

**KDDD—Dumas—1947**

Frequency: 800 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... North Plains Bcstg. Corp.  
 Address..... Box 337  
 Tel.: WE 5-4141..... KBS  
 Representative..... Hil F. Best  
 President..... Lucian W. Spencer  
 Commercial Mgr..... Al Tremble  
 Sls. Prom. Mgr..... John James  
 Program Dir..... Del Maurer  
 Gen., Sta. Mgr..... Ken Duke  
 Chief Engineer..... Granville Murphey

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 John W. Runyon, Chairman of the Board      Clyde W. Rember, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

**KSPL—Diboll—1957**

Frequency: 1260 Kc. .... Power: 1 Kw.  
 Owner ..... Arthur Temple, Jr.  
 Address ..... Box 336  
 Tel.: MY 8-5533 ..... Independent  
 Newspaper Affil. .... Angelina Free Press  
 General Mgr. .... Tommy Ward Lanyon  
 Assistant Mgr. .... Don Wier  
 Comm. Mgr. .... Evelyn Lanyon  
 Program Dir. .... Ruth Ruby  
 Chief Engineer. .... Billy Christine

**KEPS—Eagle Pass—1957**

Frequency: 1270 Kc. .... Power: 1 Kw., d.  
 Owned. .... E. J. & W. J. Harpole  
 Address ..... 209 Adams St.  
 Tel.: PR 3-3729 ..... KBS  
 Gen. Mgr. .... E. J. Harpole  
 Station Manager. .... Sidney King  
 Chief Engineer. .... Johnny Young

**KERC—Eastland—1953**

Frequency: 1590 Kc. .... Power: 500 Watts d.  
 Owned. .... Tri-Cities Bcstg. Co., Eastland  
 Address ..... P. O. Box 590  
 Tel.: 102 ..... KBS  
 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 ..... Box 480  
 Tel.: DU 3-2777 ..... Independent  
 President ..... Rogers Kelley  
 Gen. Mgr., Comm. Mgr. .... J. M. McDonald  
 Program Director ..... Hal-Jeffcoat  
 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 ..... Independent  
 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 ..... Independent  
 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**

Frequency: 690 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By. .... KEPO, Inc.  
 Address ..... 2419 N. Piedras St.  
 Tel.: LO 5-2731 ..... Independent  
 Representative ..... Bolling  
 President ..... Ray Odom  
 General Manager. .... Joe Thompson  
 Program Director. .... Virgil Bond  
 Chief Engineer. .... Bill Hilbert

**KOYE—El Paso—1958**

Frequency: 1150 Kc. .... Power: 1000 Watts, d.  
 Owned By. .... Coronado Broadcasters  
 Address ..... 470 S. Glenwood St.  
 Tel.: Prospect 2-5211 ..... Independent  
 Representative ..... Grant Webb  
 Gen. Comm. Mgr. .... John S. Chavez  
 Program Director. .... Mario Pschini  
 Sales Prom. Public Dir. .... Tony Tinajero  
 Chief Engineer. .... Ed Sullivan

**KROD—El Paso—1940**

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned. .... El Paso Times, Inc.  
 Address ..... 2201 Wyoming St.  
 Tel.: KE 2-6551 ..... CBS  
 Representative ..... Branham  
 Pres. .... D. D. Roderick  
 General Manager. .... Val Lawrence  
 Station Mgr. .... Bruce Barnard  
 Comm. Mgr. .... Audian Paxson  
 Program Director. .... Bob Rector  
 Sales Prom. Mgr. .... Dick Amundson  
 Chief Eng. .... Ed Talbott

MUSIC — NEWS — WEATHER — TIME

1000 W. AM

**KSPL**

95.5 MGC. FM

WHERE MUSIC  
 HAS FOUND A HOME

Muzac Franchised  
 Programmatic Equipped

Friendliest  
 Fastest Growing  
 Finest

In All East Texas

**KSET—El Paso—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Rio Grande Bcstg. Co.  
 Address.....904 Magoffin  
 Tel.: KE 2-4974.....MBS  
 Representative.....Melville, McGavren-Quinn  
 President.....Fred Hervey  
 General Manager.....Tom R. McKenna  
 Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan

**KTSM—El Paso—1929**

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.....NBC  
 Rep.....George P. Hollingsbery  
 Pres., Gen. Mgr.....Karl O. Wyler  
 Sta., Comm. Mgr.....Jack B. Chapman  
 Prog. Dir.....Rudy Tellez  
 Chief Engineer.....Ray Watkins

**KPSO—Falfurrias—1953**

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned & Oper. By.....KPSO, Ltd.  
 Address.....Box 307  
 Tel.: FA 5-2112.....KBS  
 Pres., Gen. Mgr.....Bob Hicks  
 Station Manager.....Paul Brown  
 Commercial Manager.....Marvin Propes  
 Program Director.....Lawrence Ray Smith  
 Chief Engineer.....H. Gomez

**KFLD—Floydada—1951**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Operated By...West Texas Bcstrs. Inc.  
 Address.....P. O. Box 1006  
 Tel.: YU 3-2841.....KBS  
 Representative.....Continental  
 President.....B. A. Robertson  
 Gen. Man.....Glen Amburn  
 Program Director.....Pauline Webb  
 Chief Engineer.....B. K. Parker, Jr.

**KFST—Ft. Stockton—1954**

Frequency: 860 Kc. Power: 250 Watts  
 Owned.....KFST, Inc.  
 Address.....Box 651  
 Tel.: ED 6-2228.....KBS  
 Representative.....Hil F. Best  
 Pres.....George Baker  
 Gen., Sta. Mgr.....H. Dennis Fisher  
 Prog. Dir.....James Fromme, Jr.  
 Sales Prom. Mgr.....Frank Cummings  
 Publicity Director.....Billie McKenzie  
 Chief Eng.....Martin Baze, Jr.

**KCUL—Fort Worth—1949**

Frequency: 1540 Kc; Power: 10 Kw. d., 1 Kw. n.  
 Owned.....Dalworth Broadcasting Co.  
 Address.....Box 2049  
 Tel.: ED 6-5641.....Independent  
 Representative.....Charles Bernard  
 Pres., Gen. Mgr.....Kurt A. Meer  
 Sales Prom., Pub.....Diane Spiegel  
 Program Director.....Horace Logan  
 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.....Independent  
 Representative.....John Blair  
 Pres., Gen. Mgr.....Gene L. Cagle  
 Nat'l Sales Mgr.....Dale Drake  
 Commercial Manager.....Clyde D. Pemberton  
 Prog., Pub. Dir.....Dave Naugle  
 Chief Engineer.....James T. Peterson

**KJIM—Fort Worth—1947**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By...Trinity Broadcasting Co.  
 Business Address.....P. O. Box 7321  
 Tel.: ED 6-7175.....Independent  
 Representative.....Brown, O'Connell, Reilly  
 Pres. Gen. Mgr.....William D. Schueler  
 Commercial Manager.....Dick Osburn  
 Prog. Dir.....Walt Jones  
 Chief Engineer.....Chester Grubbs

**KNOK—Fort Worth—1946**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Townsend Investment Co.  
 Business-Studio Address.....P. O. Box 7116  
 Tel.: TE 1-1278.....Independent  
 Representative.....Stars National  
 President.....Stewart J. Hepburn  
 Commercial Manager.....Dean McClain

**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.....Independent  
 Representative.....Eastman  
 President.....Wendell Mayes  
 Gen. Sales Prom. Mgr.....Earle Fletcher  
 Local Sales Mgr.....Hewel Jones  
 Prog. Dir.....Bill Enis  
 Chief Eng.....J. R. Crouse

**WBAP—Fort Worth—1922**

Frequency.....820 Kc., 570 Kc.  
 Power.....50,000 W., 5,000 W.  
 Owned-Oper. By...Carter Publications, Inc.  
 Business Address.....Box 1780  
 Tel.: JE 6-1981.....NBC-ABC  
 Newspaper Affiliation.....Star Telegram  
 Representative.Peters, Griffin, Woodward, Inc.  
 Station Manager.....Roy Bacus  
 Commercial Manager.....Jack Rogers  
 Program, Sls. Dir.....Herman K. Clark  
 Chief Engineer.....Rupert Bogan

**KNAF—Fredericksburg—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Gillespie Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 311  
 Tel.: 311.....KBS  
 Representative.....Hil F. Best

**TEXAS** ~~~~~

Gen. Mgr. Ch. Eng. . . . . . Norbert Fritz  
Commercial Manager . . . . . Curtis Short  
Program Director . . . . . Alene Fritz

Owned By . . . . . Jones & Gilligan  
Address . . . . . Box 1019  
Tel.: LI 9-1330 . . . . . KBS  
General Manager . . . . . Burney Jones  
Commercial Manager . . . . . Neil Gilligan, Jr.  
Chief Engineer . . . . . James Hazelton

**KBRZ—Freeport—1952**

Frequency: 1460 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Sta. KBRZ, Inc.  
Address . . . . . Box 1077  
Tel.: 3-2655 . . . . . KBS  
Representative . . . . . Best  
President . . . . . William D. Schueler  
Sta. Gen. Manager . . . . . Kenneth Ferguson

**KBCS—Grand Prairie—1957**

Frequency: 730 Kc. . . . . Power: 500 W., d.  
Owned By . . . . . C. R. Sargent, Sr.  
Address . . . . . 109 W. Main St.  
Tel.: AN 4-1515 . . . . . KBS  
Comm. Mgr. . . . . C. R. Sargent  
Prog. Dir. . . . . Byron Harrison  
Chief Engineer . . . . . Carl W. Bell

**KGAF—Gainesville—1947**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Gainesville Bcstg. Co.  
Address . . . . . P. O. Box 222  
Tel.: HO 5-5546 . . . . . KBS  
President . . . . . Joe M. Leonard, Sr.  
General Manager . . . . . Joe M. Leonard, Jr.  
Comm. Mgr. . . . . Earl Leonard  
Program Director . . . . . Bob Couch  
Chief Eng. . . . . J. O. Miller

**KGVL—Greenville—1946**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . KGVL, Inc.  
Address . . . . . 1400 Wolfe City Drive  
Tel.: GL 5-1400 . . . . . KBS  
Representative . . . . . Pearson  
Pres., Gen. Manager . . . . . Leo Hackney  
Program Director . . . . . James D. Jones  
Chief Engineer . . . . . Raymond Sampson

**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 . . . . . Independent  
Station Representative . . . . . John E. Pearson  
Owner, Manager . . . . . James W. Bradner, Jr.  
Comm. Mgr. . . . . Louis F. Johnson  
Prog. Dir. . . . . Louis Jay  
Chief Engineer . . . . . Luke Stripling

**KCLW—Hamilton—1946**

Frequency: 900 Kc. . . . . Power: 250 Watts, d.  
Owned . . . . . Coy Perry  
Address . . . . . Box 592  
Tel.: 500 . . . . . KBS  
President . . . . . Coy Perry  
Gen., Comm. Mgr. . . . . Dirk Meehan  
Prog. Dir., Chief Eng. . . . . Carl Knelly

**KLIE—Galveston—1922**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned . . . . . Island Bcstg. Co.  
Address . . . . . 6002 Broadway  
Tel.: 5-6676 . . . . . Independent  
Gen. Mgr. . . . . Robert L. McClellan  
Sales Mgr. . . . . M. E. Griffin

**KGBT—Harlingen—1940**

Freq.: 1530 Kc. . . . . Power: 50 Kw d., 10 Kw. n.  
Owned-Oper. By . . . . . Harbenito Radio Co., Inc.  
Address . . . . . 1519 W. Harrison  
Tel.: GA 3-3910 . . . . . CBS  
Representative . . . . . H.R. Clarke Browne  
President . . . . . McHenry Tichenor  
Gen. Mgr. . . . . Troy McDaniel  
Sta. Mgr. . . . . Otis Shumate  
Commercial Manager . . . . . Harry Mooradian  
Program Director . . . . . Jim Williams  
Sales Prom, Public Director . . . . . Joel Yowell  
Chief Engineer . . . . . Al Beck

**KSIIJ—Gladewater—1949**

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Gregg City Bcstg. Co.  
Address . . . . . T. W. Lee Bldg.  
Tel.: 2181 . . . . . Independent  
Representative . . . . . Hil F. Best  
Manager . . . . . C. A. Lee  
Program Director . . . . . Ted Williford  
Chief Engineer . . . . . Lloyd Johnson

**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  
President . . . . . Roy B. Cannon  
General Manager . . . . . Cliff Crawford

**KCTI—Gonzales—1947**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Gonzales Bcstg. Co.  
Business Address . . . . . Box 158  
Tel.: 770 . . . . . KBS  
Representative . . . . . Cooke  
Gen. Mgr. . . . . Lawrence M. Walshak  
Comm. Mgr., Chief Eng. . . . . Frank Wilson, Jr.

**KWRD—Henderson—1956**

Frequency: 1470 Kc. . . . . Power: 500 W., d.  
Owned . . . . . Wes Dean & Co.  
Address . . . . . Box 219  
Tel.: 2324 . . . . . KBS  
Representative . . . . . Continental  
Manager . . . . . Wes Dean

**KSWA—Graham—1948**

Frequency: 1330 Kc. . . . . Power: 500 Watts d.

**KPAN—Hereford—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hereford Broadcasters  
 Address.....Box 868  
 Tel.: Emerson 4-1860.....KBS  
 General Manager.....Clint Formby  
 Commercial Manager.....Chris Clark  
 Program Director.....John Callarman  
 Chief Engineer.....Clayton Fuchs

**KHBR—Hillsboro—1948**

Frequency: 1560 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Hill County Bcstg. Co.  
 Station Rep.....Best, Melville  
 Tel.: 2-3431.....KBS  
 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.....Independent  
 Representative.....John E. Pearson  
 Owner, Gen. Manager.....Robert C. Meeker  
 Comm. Manager.....Hal Wallace  
 Program Director.....Roger Wells

**KNUZ—Houston—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Veterans Bcstg. Co.  
 Address.....Box 2135  
 Tel.: JA 3-2581.....Independent  
 Representative.....Forjoe  
 Gen., Sta. Mgr.....David Morris  
 Commercial Manager.....Forrest Patton  
 Program Director.....Ken Grant  
 Sales Prom Mgr.....Jack Crummett  
 Publicity Director.....Doris Berry  
 Chief Engineer.....Ed Martin

**KILT—Houston—1948**

Frequency: 610 Kc.....Power: 5 Kw.  
 Owned.....McLendon Corp.  
 Address.....902 Texas Ave.  
 Tel.: CA 7-1161.....Independent  
 Representative.....Blair  
 President.....Gordon B. McLendon  
 Gen. Mgr.....Bill Weaver  
 Comm., Sales Prom. Mgr.....Jack Lee  
 Program Director.....Joe Somerset  
 Publicity Director.....Red Jones  
 Chief Engineer.....Glenn Cook

**KPRC—Houston—1925**

Frequency: 950 Kc.....Power: 5000 Watts

**No. 1 AGAIN...**

Consistently, K-NUZ pulls top ratings! NIELSEN, Dec., 1958, shows K-NUZ leads in 237 out of 240 quarter-hours — 6 A.M.-6 P.M. Monday-Friday.

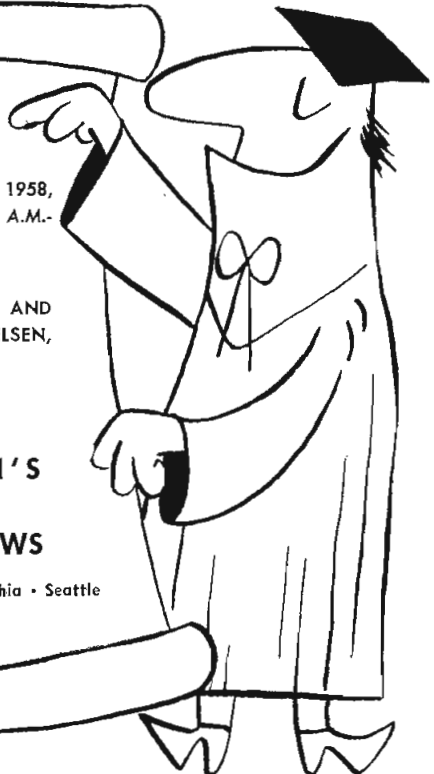
**PLUS**

K-NUZ is dominantly NO. 1 with the ADULT MIDDLE AND UPPER INCOME AUDIENCE (Pulse, April-May, 1958—NIELSEN, June, 1958).



**K-NUZ HOUSTON'S 24-HOUR MUSIC & NEWS**

National Reps.—FORJOE & CO.  
 New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle  
 Southern Reps.—CLARKE BROWN CO.  
 Dallas • New Orleans • Atlanta  
 IN HOUSTON, CALL DAVE MORRIS  
 Jackson 3-2581





# TEXAS

**Owned-Oper. By** ..... Taft Bcstg. Co.  
**Address** ..... P. O. Box 1234  
**Tel.:** MA 3-9271 ..... NBC  
**Newspaper Affil.** ..... Post  
**Representative** ..... Edw. Patrv & Co.  
**Gen. Mgr.** ..... Jack Harris  
**Station Manager** ..... Frank Stewart  
**Commercial Manager** ..... Cleve Griffin  
**Sales Prom. Mgr.** ..... Kirt Harriss  
**Program Director** ..... Lee Norton  
**Publicity Director** ..... Ednah Forester  
**Chief Engineer** ..... Harvey Wheeler

## KTHT—Houston—1944

**Frequency:** 790 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Texas Radio Corp.  
**Business Address** ..... 4005 Travis St., Box 3011  
**Tel.:** JA 3-5535 ..... Independent  
**Reoresentative** ..... Adam Young  
**V.P., Gen. Mgr.** ..... Sam H. Bennett  
**Asst. Manager** ..... Grace M. Spanihel  
**Station Manager** ..... Hal Vester  
**Program Director** ..... Milt Willis  
**Chief Engineer** ..... O. B. Johnson

## KTRH—Houston—1930

**Frequency:** 740 Kc. .... **Power:** 50,000 Watts  
**Owned-Operated By** ..... KTRH Bdcstg. Co.  
**Address** ..... Rice Hotel  
**Tel.:** CA 7-4361 ..... CBS  
**News, Affil.** ..... The Chronicle  
**Representative** ..... Peters, Griffin, Woodward  
**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  
**Chief Engineer** ..... Lester Mullan

## KXYZ—Houston—1930

**Frequency:** 1320 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Houston Bdcstg.  
**Address** ..... Gulf Bldg.  
**Tel.:** CA 2-6151 ..... ABC  
**Representative** ..... Avery-Knodel  
**General Manager** ..... Bill Rozan  
**Station Manager** ..... Ted Hills  
**Program, Pub. Dir.** ..... Ken Collins  
**Nat. Sales Mgr.** ..... Chris Robinson  
**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 ..... Independent  
**Rep.** ..... Stars National  
**President** ..... Jules I. Paglin  
**General Manager** ..... Stanley W. Ray, Jr.  
**Station Manager** ..... Bruno Leonardt

## KSAM—Huntsville—1938

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Huntsville Bcstg. Co.

**Address** ..... Box 312  
**Tel.:** GA 5-2651 ..... KBS  
**General Manager** ..... Jack Nichols

## KEBE—Jacksonville—1946

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned By** ..... Wells & Waller  
**Address** ..... Box 1071  
**Tel.:** Jacksonville ..... KBS  
**Commercial Manager** ..... Jerry D. Spencer  
**Prog., Pub. Dir.** ..... Ben Erle Laurie

## KTXJ—Jasper—1948

**Frequency:** 1350 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Jasper Bcstg. Co.  
**Address** ..... P. O. Box 6090  
**Tel.:** DUDley 4-2544 ..... KBS  
**Station Representative** ..... Continental  
**President** ..... Joe J. Fisher  
**Sta., Sales Prom. Mgr.** ..... Gene M. Heard  
**Commercial Manager** ..... Harold Pendergast  
**Program Dir.** ..... James Brasher  
**Chief Engineer** ..... Fred B. Smith

## KMBL—Junction—1950

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Kimble County Bcstg. Co.  
**Address** ..... Flat Rock Lane  
**Tel.:** 70 ..... KBS  
**General Mgr.** ..... Farrell M. Brooks

## KAML—Kenedy—1954

**Frequency:** 990 Kc. .... **Power:** 250 W., d.  
**Owned** ..... The Camel Co.  
**Address** ..... Box 990, Kenedy  
**Tel.:** OL 9-2990 ..... KBS  
**Representative** ..... Avery-Knodel  
**President** ..... Charles W. Balthrope  
**Station Manager** ..... Ed C. Balthrope  
**Sales Promotion Manager** ..... Jim L. Buck  
**Program Director** ..... Chuck Martin  
**Chief Engineer** ..... Bill Porter

## KERB—Kermit—1950

**Frequency:** 600 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... KERB, Inc.  
**Address** ..... Hwray. 302  
**Tel.:** 3481 ..... KBS  
**Representative** ..... Best, Melville  
**President** ..... E. S. Walden  
**Sales Manager** ..... Ernie Allen

## KERV—Kerrville—1948

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned** ..... Kerrville Bcstg. Co.  
**Address** ..... P. O. Box 791  
**Tel.:** CL 7-4003 ..... KBS  
**Station Rep.** ..... Best  
**Mgr.** ..... Albert F. Mason  
**Sls. Prom. Mgr.** ..... C. L. McClish  
**Chief Eng.** ..... Clyde Jones

## KOCA—Kilgore—1936

**Frequency:** 1240 Kc. .... **Power:** 250 Watts

Owned-Oper. By.....Radio Sta. KOCA, Inc.  
 Business Address.....Box 989  
 Tel.: 2001.....KBS  
 President.....Roy G. Terry  
 Gen., Sta. Mgr.....H. A. Degner  
 Comm., Sales Prom. Mgr.....Bob Braziel  
 Program Director.....J. Wes Jones  
 Publicity Director.....Tom Hedrick  
 Chief Engineer.....Karem Soule

**KLEN—Killeen—1955**

Frequency: 1050 Kc.....Power: 250 W., d.  
 Owned-Operated By.....Highlite Bcstg Co.  
 Address.....Box 935  
 Tel.: ME 4-3181.....MBS-KBS  
 Pres., Gen. Mgr.....A. W. Stewart  
 Comm., Sales Prom. Mgr.....G. M. Wilde  
 Program Director.....Judith Bell  
 Ch. Eng.....Billy Francis

**KINE—Kingsville—1948**

Frequency: 1330 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By.....KINE Inc.  
 Business Address.....P.O. Box 846  
 Tel.: LYric 2-2822.....Independent  
 Representative.....Hil F. Best  
 Pres.....James H. Clement  
 General Manager.....Ben H. Glusing  
 Station Manager.....Jerry Fullerton  
 Commercial Manager.....Andy Cook

**KPET—Lamesa—1946**

Frequency: 690 Kc.....Power: 250 Watts  
 Owned.....Lamesa Broadcasting Co.  
 Address.....502 S. First  
 Tel.: 590.....KBS  
 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.....Independent  
 Representative.....Best  
 Pres. Sta. Mgr.....V. Dean Turner

**KVOZ—Laredo—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Border Broadcasters, Inc.  
 Address.....P. O. Box 1498  
 Tel.: RA 3-4396.....MBS, KBS  
 President.....E. J. Harpole  
 General Manager.....Bill Harrell  
 Comm. Mgr.....Neil Gilligan, Jr.

**KLVT—Levelland—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Herald Broadcasting Co.  
 Address.....Box 866  
 Tel.: TW 4-3134.....KBS  
 Newspaper Affiliation.....Daily Sun News  
 President.....Forest Weimhold  
 Gen., Sta. Mgr.....Jeff Chandler  
 Commercial Manager.....Aubrey Mays

Sales Prom., Prog. Dir.....Bob Turrentine  
 Publicity Director.....Tom Spencer  
 Chief Engineer.....Gene Parkinson

**KVOW—Littlefield—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwestern Bcstrs.  
 Business Address.....Box 192  
 Tel.: 400.....KBS  
 President.....J. C. Rothwell  
 Gen. Comm. Mgr.....J. B. McShan  
 Program Director.....Joan Saunders  
 Chief Engineer.....Alvie Ivey

**KETX—Livingston—1957**

Frequency: 1440 Kc.....Power: 1 Kw., d.  
 Owned.....Polk County Bcstg. Co.  
 Business Address.....Box 111  
 Tel.: FA 7-8916.....Independent  
 Pres., Ch. Eng.....Harold J. Haley  
 Sta. Mgr., Prog. Dir.....Wiley K. Poston  
 Comm., Sales Prom. Mgr.....Eugene Hanson

**KFRO—Longview—1934**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Voice of Longview  
 Address.....Curtis Bldg., P. O. Box 792  
 Tel.: PL 3-4461.....ABC-KBS  
 Representative.....Donald Cooke  
 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.....Independent  
 Representative.....Pearson  
 President.....R. G. LeTourneau  
 Gen., Comm. Mgr.....Bob Geerdes  
 Chief Eng.....Brad Rediearr

**KDAV—Lubbock—1953**

Frequency: 580 Kc.....Power: 500 Watts d.  
 Owned.....Western Bcstg.  
 Address.....Box 270  
 Tel.: SH 4-4567.....Independent  
 Station Representative.....Bernard  
 Gen. Manager.....D. P. Pinkston  
 Comm. Mgr.....Hal Ragan  
 Program Director.....Wes Youngblood  
 Chief Engineer.....Clem Clements

**KDUB—Lubbock—1955**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned & Oper. By.....Texas Telecasting Inc.  
 Address.....7400 College Avenue  
 Tel.: SH 4-2345.....Independent  
 Representative.....Branham  
 President.....W. D. Rogers  
 Vice President.....W. H. Shipley  
 Gen. Sales Mgr.....R. S. Nielsen  
 Nat. Sales Mgr.....John Henry  
 Station Manager.....John Kreiger

# TEXAS

Program Director.....Jim Poteet  
Promotion Manager.....Ray Hulfer  
Chief Engineer.....Rudy Starnes

## KCBD—Lubbock—1946

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned.....Bryant Radio & Television, Inc.  
Address.....P. O. Box 1507  
Tel.: SH 4-1414.....NBC  
Representative.....Raymer  
Pres. Gen. Mgr.....Joe H. Bryant  
Assistant Manager.....Joe S. Bryant  
Station Manager.....Robert L. Snyder  
Nat. Sales Mgr.....Ray Poindexter  
Program Director.....Al Goodnight  
Chief Engineer.....Frank Lee

## KFYO—Lubbock—1927

Frequency: 790 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Plains Radio Bcastg. Co., Inc.  
Business-Studio Address.....914 Ave. J  
Tel.: PO 5-5567.....CBS  
Newspaper Affil.....Avalanche Journal  
Representative.....Katz  
President.....B. W. Walker  
Gen., Sta. Mgr.....Gordon Thompson  
Commercial Manager.....Ernie Mark  
Sales Prom. Mgr.....Dan Tarpley  
Prog. Dir., Pub. Dir.....Robert A. Nash  
Chief Engineer.....W. S. Bledsoe

## KSEL—Lubbock—1946

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Lubbock Bcastg. Ltd.  
Business Address.....1916 Ave. Q; Box 1524  
Tel.: PO 3-0484.....ABC  
Representative.....Rambeau, Melville  
President.....Walter G. Russell  
Gen., Sta. Mgr.....M. M. Rochester  
Prog., Pub. Dir.....Max Mott  
Chief Engineer.....Roger V. Hively

## KLLL—Lubbock—1953

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.....KBS-MBS  
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

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Darrell E. Yates  
Address.....Lufkin  
Tel.: Lufkin.....KBS  
Representative.....Continental Radio Sales  
Owner, Prom. Mgr.....Darrel E. Yates

## KTRE—Lufkin—1947

Frequency: 1420 Kc.....Power: 1000 Watts

Owned-Operated By.....Forest Capitol Bcastg. Co.  
Address.....P. O. Box 701  
Tel.: NE 4-7771.....MBS  
Rep.....Venard, Rintoul & McConnell, Melville  
President.....R. W. Wortham, Jr.  
Gen., Sta. Mgr.....Richman G. Lewin  
Comm. Sales Prom. Mgr.....Royce Christenson  
Program Director.....Mark Kennedy  
Publicity Director.....Veta Rowin  
Chief Engineer.....Fred C. Hill

## KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 W., d.  
Owned.....M.L. Radio, Inc.  
Address.....P. O. Box 335  
Tel.: WE 6-2551.....Independent  
Pres. Gen. Mgr.....L. F. Leurig  
Sales Prom. Mgr.....Steve Davison  
Chief Engineer.....Jay Navarro

## KADO—Marshall—1957

Frequency: 1410 Kc.....Power: 500 W., d.  
Owned-Operated By.....Marshall Bcastg. Corp.  
Address.....Box 961  
Tel.: WE 5-6789.....Independent  
Station Representative.....Weed  
President.....William Sinkin  
General Manager.....Harvey J. Tate  
Commercial Mgr.....Thomas K. Hewlett  
Program Director.....Gene Marshall  
Chief Engineer.....Len Collins

## KMHT—Marshall—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Harrison Cty. Bcastg. Co.  
Address.....408 Marshall National Bank Building  
Tel.: WE 5-7826.....KBS  
Station Rep.....Sears & Ayer; Melville  
President.....E. W. Mahone, Jr.  
Gen., Sta. Mgr.....H. A. Bridge, Jr.  
Comm. Mgr.....Vinson Stevens  
Sales Prom. Mgr., Pub. Dir.....Jo Ann Bridge  
Prog. Dir.....Sam Stringfellow  
Chief Engineer.....Pete Talmadge

## KIRT—McAllen-Mission—1957

Frequency: 1580 Kc.....Power: 1 Kw., d.  
Owned.....Pool Bcastg. Co.  
Address.....Box 708 (Mission)  
Tel.: JU 5-1629.....KBS  
Representative.....Melville  
Gen. Mgr.....Robert F. Pool  
Comm. Mgr.....Jim Chandler

## KRIO—McAllen—1947

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Valley Bcastng Co.  
Business Address.....500 E. Beaumont St.  
Tel.: MU 6-5454.....MBS  
Station Representative.....Weed; Best  
President.....Gene L. Cagle  
General Manager....."Chuck" McKasson  
Sales Promotion Manager.....Charlie Morrill  
Program Director.....Ed Lionel

## KCMR—McCamey—1954

Frequency: 1450 Kc.....Power: 250 Watts

Owned By.....The Stuart Co.  
Address.....Box 1175  
Tel.: OL 2-4693.....KBS  
Representative.....Hil F. Best  
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.....218 E. Virginia St.  
Tel.: LI 2-2651.....Independent  
Owner.....George W. Smith, Jr.  
Comm. Manager.....Melvin Belew  
Prog. Dir.....Mrs. Denise Smith

**KBUS—Mexia—1956**

Frequency: 1590 Kc....Power: 500 Watts, d.  
Owned.....Bi-Stone Broadcasting Company  
Business Address.....P.O. Box 227  
Tel.: GYpsy 6-3874.....KBS  
Pres., Ch. Eng.....J. B. McNutt, Jr.  
Station Manager.....Ralph Weedon

**KCRS—Midland—1935**

Freq.: 550 Kc...Power: 5 Kw. d., 1 Kw. n.  
Owned.....Midland Bcstg.  
Business-Studio Address.....Box 1072  
Tel.: MU 2-4383.....ABC  
Station Representative.....Avery-Knodel  
President.....Wendell Mayes  
General Manager.....Wendell Mayes, Jr.  
Commercial Manager.....Jerry Hahn  
Program Director.....Dean Orton  
Chief Engineer.....Tom Yates

**KJBC—Midland—1950**

Frequency: 1150 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Jack Cecil  
Address.....S. Lamesa Rd.  
Tel.: MU 4-5152.....KBS  
Pres., Gen. Mgr., Chief Engr.....Jack Cecil  
Commercial Manager...William Keith Ward  
Sales Prom. Mgr.....Naomi Boswell  
Program Director.....Steve Drummond  
Publicity Director.....Mildred Thomason

**KWEL—Midland—1957**

Frequency: 1600 Kc....Power: 1 Kw., d.  
Owned By.....Durwood Johnson  
Address.....Petroleum Life Bldg.  
Tel.: MU 2-4331.....Independent  
President.....Durwood Johnson  
Commercial Manager.....Bill Hight  
Program Director.....John Alan Wolfe  
Chief Engineer.....Jerry White

**KORC—Mineral Wells—1946**

Frequency: 1140 Kc....Power: 250 Watts d.  
Owned-Operated By.....Action Bcstg.  
Business Address.....P.O. Box 31  
Tel.: FA 5-3384.....KBS  
Representative.....Melville  
Gen., Sta. Mgr.....Bill Stinson

Comm. Mgr., Prog. Dir.....John Slaughter  
Chief Engineer.....William McCreary

**KVKM—Monahans—1947**

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Oper. By.....Monahans Bcstvs., Inc.  
Address.....Box 1118  
Tel.: WI 3-4347.....MBS-KBS  
Station Rep.....Melville; Everett-McKinney  
Pres., Gen. Manager.....J. R. Rucker  
Sta. Manager.....Ken Welch  
Sales Prom. Mgr.....Bill Mitchell  
Program Director.....Jean Welch

**KIMP—Mount Pleasant—1948**

Frequency: 960 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.  
Business Address.....Box 990  
Tel.: PA 4-4726.....KBS  
Pres., Sta. Mgr.....Winston O. Ward  
Commercial Manager.....Charles Monk  
Program Director.....Bobby Howell  
Chief Engineer.....Clarence C. Taylor

**KZOL—Muleshoe—1958**

Frequency: 1570 Kc....Power: 250 Watts d.  
Owned By.....Partnership  
Business Address.....P.O. Box 1295  
Tel.: 3050.....KBS  
Gen., Sta. Mgr.....Theodore Rozzell  
Program Director.....Eddy Rutledge  
Sales Prom. Mgr.....Jimmy Self  
Publicity Director.....Jimmy Rozzell  
Chief Engineer.....Bill McDonnel

**KOSF—Nacogdoches—1947**

Frequency: 1230 Kc....Power: 250 Watts  
Owned By.....J. C. Stallings  
Address.....300 E. Main St.  
Tel.: 4-4633.....ABC-KBS  
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.....Independent  
Station Representative.....Dore  
Pres., Gen. Manager.....Wilbur C. Fouts  
Sales Promotion Manager. Sarah Jane Moon  
Program Director.....Diana Fouts  
Chief Engineer.....Royce Smith

**KGNB—New Braunfels—1950**

Frequency: 1420 Kc....Power: 1000 Watts d.  
Owned.....Radio Sta. KGNB  
Address.....184 Castell  
Tel.: MA 5-3443.....KBS  
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... Independent  
 Representative... ForJoe  
 General Manager... Ben Nedow  
 Comm. Manager... Roy Elsner  
 Program Director... Mike Edwards

**KOSA—Odessa—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Odessa Bcstg. Corp.  
 Business Address... Box 2529  
 Tel.: FE 2-4301... CBS  
 Representative... Bolling  
 President, Gen. Mgr... Cecil L. Trigg  
 Station Manager... David G. Scribner  
 Commercial Manager... Brunell Harvey  
 Sales Prom. Mgr... Lou Lindsey  
 Program Director... Don Kirkpatrick  
 Chief Engineer... James Simpson

**KOYL—Odessa—1957**

Frequency: 1310 Kc. Power: 500 Watts, d.  
 Owned By... Mid-Cities Bcstg. Co.  
 Business Address... P. O. Box 2228  
 Tel.: Emerson 6-2801... Independent  
 Station Rep... Rambeau, Vance, Hoppie  
 Gen. Mgr. Ch. Eng... Edward L. Roskelley  
 Commercial Manager... James B. Miller  
 Program Director... Johnny F. Salisbury

**KRIG—Odessa—1946**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By... Radio Odessa, Inc.  
 Address... Box 231  
 Tel.: Federal 2-6871... NBC  
 Station Representative... Melville  
 Pres., Gen. Mgr... Carl S. Goodwin  
 Station Manager... B. M. LaRue  
 Commercial Manager... L. C. Boone  
 Program Director... Jim Simon  
 Chief Engineer... William R. Mettler

**KOGT—Orange—1947**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By... Sabine Area Brcstg. Corp.  
 Address... Orange  
 Tel.: TU 3-4381... KBS  
 Station Representative... Best; Weed  
 President... M. L. Jacobs  
 Exec. V.P., Gen. Manager... Ed Lovelace  
 Comm. Mgr... John Derrick  
 Chief Engineer... Hulan Smith

**KNET—Palestine—1936**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Palestine Bcstg. Corp.  
 Business Address... Box 649  
 Tel.: 6077... KBS  
 Pres., Gen., Sta. Mgr... Allen E. Vinson  
 Comm., Mgr... Milton M. Evans  
 Sales Promotion Manager... Austin Hotchkiss

Program Director... Marvin Crain  
 Publicity Director... Tad Dunbar, Jr.  
 Chief Engineer... James K. Richardson

**KHHH—Pampa—1951**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By... Garrison-Huntley Enterprises  
 Address... P. O. Box 1779  
 Tel.: MO 4-2551... KBS  
 Station Representative... Melville  
 Gen., Comm. Mgr... Bob Garrison  
 Station Manager... Hank Huntley  
 Sales Promotion Manager... Helen Doyle  
 Program Director... Pat Winegeart  
 Publicity Director... Jack Scott  
 Chief Engineer... Joe Anthony

**KPDN—Pampa—1936**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Top O' Texas Bcstg. Co.  
 Address... Hughes Bldg.  
 Tel.: MO 4-7461... MBS  
 Station Rep... Best  
 Gen., Comm. Mgr... Coy Palmer  
 Sta. Mgr., Prog. Dir... Warren Hasse  
 Chief Engineer... Dennis Dehn

**KFTV—Paris—1950**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Operated By... Lamar Bcstg. Co., Inc.  
 Business Address... 210 1st Natl. Bank Bldg.  
 Tel.: SU 4-6676... KBS  
 Pres., Gen. Mgr... James F. Hendrix

**POPULAR Music**

**650**

on your radio

**KRCT PASADENA, TEXAS**

Sales Prom., Prog. Dir.....Thomas D. Seay  
 Publicity Director.....Pee Wee Reid  
 Chief Engineer.....Ross Babigan

**KPLT—Paris—1936**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Ron Litteral  
 Address.....Box 235  
 Tel.: SU 4-3311.....Independent  
 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  
 Station Rep.....Bernard  
 V. P., General Manager.....J. H. Touchstone  
 Comm. Mgr.....George I. Weinman, Jr.

**KIUN—Pecos—1935**

Frequency: 1400 Kc.....Power: 500 Watts  
 Owned-Operated By.....KIUN, Inc.  
 Business Address.....Pecos  
 Tel.: 5-2497.....NBC  
 Newspaper Affiliation.....Enterprise  
 Representative.....Hil F. Best  
 President.....Barney Hubbs  
 Gen., Sales Prom. Mgr.....Bill Hubbs  
 Station Manager.....David Martin  
 Commercial Manager.....Lynn Garrett  
 Prog. Dir., Ch. Engr.....Harry Boehnemann

**KEYE—Perryton—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Great Plains Bcstg. Co.  
 Address.....P. O. Box 917  
 Tel.: 5771.....MBS  
 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**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KVOP, Inc.  
 Address.....1100 W. 24th St.  
 Tel.: 4-2771.....MBS-KBS  
 Gen., Sta. Manager.....Kermit Ashby  
 Comm. Manager.....Tut Tawwater

**KBOP—Pleasanton—1951**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Atascosa Broadcasting Co.  
 Address.....P. O. Box 247  
 Tel.: LOcust 9-4871.....KBS  
 Station Rep.....Natl. Radio Reps.  
 Pres., Gen. Mgr.....Ben L. Parker  
 Comm., Prom. Mgr.....Tom Everitt  
 Program Director.....Jimmie Ray  
 Publicity Director.....Mary E. Parker  
 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.....Independent  
 General Manager.....Socs Vratiss  
 Sales Manager.....Bob Tucker

**KPAC—Port Arthur—1934**

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.  
 Owned-Oper. By.....Port Arthur College  
 Business Address.....1515 Lakeshore Dr.  
 Tel.: YU 5-7458.....MBS  
 Representative.....Pearson  
 President.....W. M. Monroe  
 Sales Manager.....George Crouchet, Jr.  
 Pub., Program Director.....Corinne Enos  
 Chief Engineer.....Charles Segrest

**KPOS—Post—1955**

Frequency: 1370 Kc.....Power: 500 Wts. d.  
 Owned By.....Maples-McAlister Bcstg. Co.  
 Address.....201 East Main St.  
 Tel.: 550.....KBS  
 Gen. Comm. Mgr.....H. J. Porter  
 Chief Engineer.....H. Callaway

**KOLJ—Quanoh—1952**

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Orville L. Jenkins  
 Address.....Quanoh  
 Tel.: MO 3-2572.....KBS  
 Station Rep.....Best  
 Owner.....Orville L. Jenkins

**KSOX—Raymondville—1957**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Hicks & Stewart  
 Address.....Box 1238  
 Tel.: MU 9-3333.....Independent  
 Gen. Mgr.....James Parr  
 Prog. Dir.....Bob Dodson

**KFRD—Rosenberg—1948**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Fort Bend Bcstg. Co.  
 Business Address.....1501 Radio Lane  
 Tel.: NO 2-3776.....Independent  
 General Manager.....Jim Hairgrove

**KTLU—Rusk—1955**

Frequency: 1580 Kc. Power: 500 W., d.  
Owned. E. H. Whitehead  
Business Address Rusk  
Tel.: MUTual 3-2259 Independent  
Newspaper Affiliation Cherokeean  
Pres., Gen. Mgr. E. H. Whitehead  
Comm. Mgr., Prog. Dir. Jim Carroll  
Chief Engineer. George E. Gunter

**KGKL—San Angelo—1928**

Freq.: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned. Angelo Bcstg. Tcstg.  
Business-Studio Address. Box 1878  
Tel.: 6151  
Representative. John E. Pearson  
Pres., Gen. Mgr. Lewis O. Seibert  
Commercial Manager. Tom Mullins  
Program Director. Charles Gibson  
Chief Engineer. Bill Poteet

**KTXL—San Angelo—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned. San Angelo Bcstg. Co.  
Address. Box 52  
Tel.: 3131 MBS-KBS  
Representative. Indie  
General Manager. Neil R. Baird

**KWFR—San Angelo—1954**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Solar Broadcasting Co., Inc.  
Address. 421 W. 26th St.  
Tel.: 2-3388 MBS  
Station Representative. Clark; Weed  
President. Arthur Foster  
Gen., Sta. Mgr. Walton Foster  
Commercial Manager. Richard Dean  
Sales Prom., Prog. Dir. Ray Bankston  
Chief Engineer. R. L. Smith

**KPEP—San Angelo—1953**

Frequency: 1420 Kc. Power: 1000 Watts, d.  
Owned. D. P. Pinkston  
Address. Box 1350  
Tel.: 8168 Independent  
Representative. Broadcast Time Sales  
General Manager. Joe Treadway  
Comm., Sales Prom. Mgr. Richard Dean  
Chief Engineer. Jerry Jackson

**KCOR—San Antonio—1946**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned. KCOR, Inc.  
Address. 111 Martinez St.  
Tel.: CA 5-2751 Independent  
Rep. O'Connell  
President. Raoul A. Cortez, Sr.  
General Mgr. Nathan Saffr  
Station Mgr. Emilio Nicolas  
Sls. Prom. Mgr. Raoul A. Cortez, Jr.  
Commercial Manager. Ben Tamborello  
Program Dir. Guillermo Lozano  
Publicity Dir. William Lamar  
Chief Engineer. Marvin Fiedler

**KENS—San Antonio—1926**

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 CBS  
Newspaper Affil. Express, News  
Representative. Peters, Griffin, Woodward, Inc.  
President. Frank Huntress, Jr.  
Commercial Mgr. Albert D. Johnson  
Manager. Herb Carl  
Sales Prom. Pub. Dir. Ken McClure  
Chief Engineer. William J. Jackson

**KARS—San Antonio—1953**

Frequency: 1250 Kc. Power: 500 Watts d.  
Owned-Oper. By. Leal Bcstg. Co., Inc.  
Address. 501 W. Quincy  
Tel.: CA 7-6373 Independent  
V.P., Gen. Mgr. Les Miller  
Commercial Mgr. Don Mitchell  
Asst. Gen. Manager. Harold Carr  
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 Independent  
Representative. Avery-Knodel  
Pres., Gen. Mgr. Charles W. Balthrope  
Manager. Ed Winton  
Station Mgr. Kelly Wolford  
Prog. Mgr. Stanley Nelson  
Chief Engineer. John Siercovich

**KIWW—San Antonio—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By. Radio KIWW, Inc.  
Address. 518 W. Houston St.  
Tel.: CA 6-5254 Independent  
Station Rep. Natl. Time Sales; Oakes; Harry  
President. Robert N. Pinkerton  
General Manager. W. M. (Bill) Simpson  
Prog. Dir. Juan Gattas  
Chief Eng. William Ellis

**KONO—San Antonio—1927**

Frequency: 860 Kc. Power: 5000 d., 1000 n.  
Owned-Operated By. Mission Bcstg. Co.  
Address. 317 Arden Grove  
Tel.: CA 6-5171 Independent  
Representative. H-R. Clarke-Brown  
Pres., Owner. Eugene J. Roth  
General Manager. James M. Brown  
Sta. Mgr., Pub. Dir. Jack Roth  
Commercial Manager. Bob Roth  
Sales Promotion Manager. Bill Miles  
Program Director. Jerry Miller  
Dir. Engineering. George Ing  
Chief Engineer. Bill Kiley

**KAKI—San Antonio—1922**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By. Sunshine Bcstg. Co.  
Business-Studio Address. 1130 Broadway



Tel.: CA 7-1251.....Independent  
 Representative .....Blair  
 Chairman of the Board.....B. R. McLendon  
 President.....Gordon B. McLendon  
 General Manager.....Jack Fiedler  
 Commercial Manager.....Jim Hamby  
 Program Director.....Larry Fischer

**KMAC—San Antonio—1926**

Frequency: 630 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Howard W. Davis  
 Address.....KMAC Bldg.  
 Tel.: CA 3-6211.....ABC-MBS  
 Pres., Gen., Sta. Mgr.....Howard W. Davis  
 Program Director.....A. S. (Tony) Bessan  
 Sales Prom. Mgr.....M. G. McWhorter  
 Pub. Dir.....Ginger Hunt  
 Chief Eng.....Al Knight

**WOAI—San Antonio—1922**

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.  
 Owned-Oper. By.....Southland Industries, Inc.  
 Address .....1031 Navarro St.  
 Tel.: CA 7-4221.....NBC  
 Representative .....Edward Petry & Co., Inc.  
 Chairman of the Board.....Hugh Halff, Jr.  
 Pres., Gen. Mgr.....James M. Gaines  
 Sta. Manager.....Rex Preis  
 Sales Prom. Mgr.....Bill N. Yancy  
 Program Manager.....Barclay Russell  
 Publicity Director.....Imogene Stanley  
 Chief Engineer .....Charles L. Jeffers

**KCNY—San Marcos—1948**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Central Brdstg. Co.  
 Address .....Box 32  
 Tel.: EX 2-3545.....KBS  
 Representative.....Hil F. Best  
 President.....Dr. Forest L. Whan  
 Gen., Sta. Mgr.....William Veidt  
 Sales Prom., Prog. Dir.....Clyde Butter  
 Publicity Director.....Jerri Veidt  
 Chief Engineer.....Don Whan

**KBAL—San Saba—1956**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned By.....San Saba City Bdcstg. Co.  
 Address .....P. O. Box 209  
 Tel.: 166.....KBS  
 Gen. Comm. Mgr.....H. A. Stephens  
 Chief Engineer.....J. Morgan

**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.....Independent  
 Representative .....Hil F. Best  
 President, Gen. Mgr.....Garfield Kiel  
 Com., Sta. Mgr., Prom. Mgr.....Stan McKenzie  
 Prog. Dir.....Henry Lehnhoff

**KSML—Seminole—1955**

Frequency: 1250 Kc.....Power: 1000 Watts d

**KMAC**

**KISS-FM**

**31 YEARS OF SERVICE**

**SAN ANTONIO'S  
 BIG INDEPENDENT**

**HOWARD W. DAVIS**

Owner

**TEXAS**

Owned-Oper. By.....Seminole Bcstrs.  
Address.....402 South Main St.  
Tel.: Seminole.....KBS  
Owner.....Marshall Formby  
General Manager.....Hal Blymiller

**KSEY—Seymour—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....W. C. Moss, Jr.  
Address.....Lubbock Ky.  
Tel.: Seymour.....KBS  
Station Manager.....W. C. Moss, Jr.

**KEVA—Shamrock—1948**

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Shamrock Tex. Bcstg. Co.  
Address.....Box 21  
Tel.: 620.....KBS  
Gen., Sta. Mgr.....Merita Bumpers  
Commercial Manager.....Charles Gibson  
Chief Engineer.....Robert G. Pennington

**KRRV—Sherman-Denison  
1936**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By..Red River Valley Bcstg. Corp.  
Address..Box 94 (Denison), Box 665 (Sherman)  
Tel.: 201 (Sherman).....MBS  
Representative.....Pearson  
General Manager.....Tom E. Spellman

**KTXO—Sherman—1947**

Frequency: 1500 Kc.....Power: 250 Watts d.  
Owned-Operated By...O'Connor Bcstg. Corp.  
Business Address.....Hwy. 75 North  
Tel.: TWinbrook 2-8188.....Independent  
Station Rep.....Bogner & Martin  
President.....K. M. Fisher  
Gen., Sta. Mgr.....Harry O'Connor  
Commercial Manager.....Ray Lewis  
Program Director.....Dick Carr  
Chief Engineer.....Raymond Tucker

**KANN—Sinton-Corpus Christi  
1954**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned.....San Patricio Bcstg. Co.  
Business Address.....Box 1366, Sinton  
Tel.: TU 4-1590.....Independent  
Station Representative.....Melville  
Pres., Gen. Mgr.....Tom C. Fleet, Jr.  
Commercial Manager.....Fred E. Mayhew  
Prog. Dir., Ch. Engr.....Ernie Wood

**KSNY—Snyder—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Snyder Bdcstg. Co.  
Address.....Box 1468  
Tel.: HI 3-9322.....MBS-KBS  
Station Rep.....Continental  
President.....Mrs. Flora Hughes  
Gen. Sta. Mgr.....Mel Z. Gilbert  
Commercial Mgr.....Frank Taylor

Program Dir.....Mrs. Jewell Sumerlin  
Chief Engineer.....Coy Thompson

**KDWT—Stamford—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....David W. Ratliff  
Address.....Box 1123  
Tel.: PR 3-3401.....MBS-KBS  
Pres., Gen., Sta. Mgr.....David Ratliff  
Comm. Sales Prom. Mgr.....Phil Keener  
Chief Engineer.....Charles Fade

**KSTV—Stephenville—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
Owned.....Dixie Bcstrs.  
Address.....P. O. Box 102  
Tel.: LI 3141.....KBS  
Representative.....Beas  
Comm. Mgr.....Mel Bennet

**KSST—Sulphur Springs—1947**

Frequency: 1230 Kc.....Power: 250 Wath  
Owned-Oper. By...Hopkins County Bcstg. Co.  
Business Address.....Radio Road  
Tel.: TU 5-3111.....KBS  
Station Representative.....Melville  
Pres., Gen., Sta. Mgr.....William E. Bradford  
Comm. Mgr.....Clovis Pinion  
Sales Prom. Mgr.....Buddy Funderburk  
Program Director.....Mrs. Sandra Branch  
Publicity Director.....Margaret Thomas  
Chief Engineer.....Bill Bradford

**KXOX—Sweetwater—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....KXOX  
Business Address.....Hwy. 70 N.; Box 570  
Tel.: BELmont 4-4655.....KBS  
Station Representative.....Melville  
President.....F. L. Ledbetter  
Gen. Mgr.....Myrl Stein  
Comm. Manager.....Elwood Fritsch  
Program Director.....Maxine Stein  
Chief Engineer.....Walter D. Tabler

**KTAE—Taylor—1948**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....KTAE, Inc.  
Business Address.....121 E. 2nd St.  
Tel.: EL 2-3631.....KBS  
Representative.....Clarke Brown  
General Manager.....Gillis Conoley  
Prog. Dir.....Fred Switzer  
Commercial Manager.....John Webby  
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.....Independent  
Newspaper Affiliation.....Daily Telegram  
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.  
Bus. Address....Walnut & State Sts.; Box 431  
Tel.: Jordan 3-4497.....Independent  
Pres., Gen. Mgr.....Paul A. Wnorowski  
Sales Prom., Prog. Dir.....Fred Wnorowski  
Chief Engineer.....Martin Pitts

**KCMC—Texarkana—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....KCMC, Inc.  
Business-Studio Address.....317 Pine St.  
Representative.....Venard, Melville  
General Manager.....Frank O. Myers  
Chief Engineer.....Harvey Robertson

**KTFS—Texarkana—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....KTFS, Inc.  
Business-Studio Address....4305 N. State Line  
Tel.: 3-5123 .....KBS  
Reps. ....Walker  
Pres., Gen. Manager.....R. S. Bieloh  
Commercial Mgr.....Lynn Brantley  
Program Director.....Jim Waites  
Promotion Manager.....John Isbell  
Chief Engineer.....J. H. Crawford

**KTLW—Texas City—1947**

Frequency: 920 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Texas City Bcstg. Ser.  
Business-Studio Address....Show Boat Bldg.  
Tel.: Texas City .....KBS  
Sta. Rep. ....Best  
Station Mgr.....Roy E. Hanson  
Connm. Mgr.....Robert E. Tisdale

**KTUE—Tulia—1954**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....KTUE Bcstg. Co.  
Address.....110 N. Armstrong  
Tel.: Tulia .....KBS  
Representative .....Best  
Owners.....Clint and Marshall Formby  
Manager.....D. L. McKinney

**KDOK—Tyler—1956**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KDOK Bcstg. Co.  
Address.....808 Peoples Bank Building  
Tel.: LYric 3-2519.....Independent  
Station Representative.....Devney; Weed  
President, General Manager...Dana W. Adams  
Commercial Manager.....Sam Matthews  
Sales Promotion Manager....Lynn Williams  
Program Director.....Rusty Reynolds  
Publicity Director.....Bill Atkins  
Chief Engineer.....Robie Morgan

**KGKB—Tyler—1930**

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By.....Ron Litteral Ent.  
Address.....Kilgore Hwywy  
Tel.: LY 2-3873.....Independent  
Representative.....Reilly; Brown  
Pres. Gen. Mgr.....Ron Litteral  
Station Mgr.....Ed Smith  
Program Dir.....Tig Williford  
Chief Engineer.....Frank Bonner

**KTBB—Tyler—1947**

Freq.: 600 Kc.....Power: 1000 Watts  
Owned-Operated By....Blackstone Bcstg. Co.  
Business-Studio Address....Blackstone Hotel  
Tel.: LYric 4-7278.....ABC  
News. Affil.....Courier Times Telegraph  
Representative.....Venard, Melville  
President.....Mrs. C. N. Clyde  
Gen., Sta. Mgr.....M. Danbom  
Prog. Dir.....Don Tausch  
Publicity Director.....David Bothwell  
Chief Engineer.....R. A. Wileman

**KZEY—Tyler—1958**

Frequency: 690 Kc.....Power: 250 Watts, d  
Owned By.....E. E. McLemore  
Address.....Lake Park Drive  
Tel.: LYric 3-1744.....Independent  
General Mgr.....R. T. Gibson  
Commercial Mgr.....M. Hinds  
Program Dir.....J. Dixon  
Promotion Mgr.....P. Thornton  
Chief Engineer.....L. Thigpen

**KVOU—Uvalde—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....E. J. & W. J. Harpole  
Bus. Address....1400 Batesville Rd.; Box 758  
Tel.: BR 8-4555.....KBS  
Gen. Mgr.....Edward J. Harpole  
Station Manager.....Ed Williams  
Commercial Manager.....Bill Woods  
Program Director.....George Cooper  
Chief Engineer.....William Hensarling, Jr.

**KVWC—Vernon—1939**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Johnson-Garrison Co.  
Address.....1813½ Wilbarger  
Tel.: Vernon .....KBS  
Representative .....Clark, Melville  
President.....Bobo Johnson  
General Manager.....Joe Garrison  
Commercial Manager.....Aubrey Rummel

**KNAL—Victoria—1949**

Frequency: 1410 Kc.....Power: 500 Watts  
Owned-Operated By.....Victoria Bcstg. Co.  
Address.....Box 718  
Tel.: HI 3-9176.....Independent  
Representative.....Hil F. Best  
President.....A. B. Alkek  
General Manager.....James A. Traber  
Commercial Manager.....Bob Tharp  
Sales Promotion Manager...Vernon Townsend  
Program Director.....Bob Nance  
Chief Engineer.....Douglas E. Smith

**TEXAS-UTAH**

**KVIC—Victoria—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: **KVIC Bcstg. Co.**  
 Address: Victoria Bank & Trust Bldg.  
 Tel.: Hillcrest 3-9171 MBS-KBS  
 President: J. G. Long  
 General Mgr.: Harry L. Becker  
 Business Mgr.: Wilburn Jackson  
 Commercial Mgr.: Dick Weaver  
 Program Dir.: Gene Feathers  
 Chief Engineer: Victor Boldt

**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 MBS  
 Representative: Raymer  
 President: W. W. Namaan  
 Gen. Mgr.: M. N. Bostick  
 Station Manager: Chuck Hinkle  
 Commercial Manager: Mack Brinegar  
 Sales Promotion Manager: Oma Owens  
 Prog. Dir.: Frank Fallon  
 Publicity Director: Chuck Hardin  
 Chief Engineer: William Moore

**WACO—Waco—1922**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By: **Waco Bcstg. Co.**  
 Business Address: 3620 Franklin Ave.  
 Tel.: PL 2-6571 ABC  
 Representative: Weed, Brown  
 President: Wendell Mayes  
 V. P., Gen. Mgr.: R. Lee Glasgow  
 Commercial Manager: Wes Ninemise  
 Program Director: Tom Dyeas  
 Chief Engineer: Jack Vinson

**KBEC—Waxahachie—1955**

Frequency: 1390 Kc. Power: 500 W., d  
 Owned-Operated By: **Richard Tuck Enterprises**  
 Address: Box 731  
 Tel.: WE 7-2710 KBS  
 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  
 President: R. Thomas Gibson  
 Sta. Mgr.: Gene Stanley

**KRGV—Weslaco—1927**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By: **L B J Company**  
 Business Address: 309 S. Missouri Ave.  
 Tel.: WO 8-3131 NBC  
 Representative: Raymer  
 Pres., Gen. Mgr.: J. C. Kellam  
 Station Manager: Charles L. Brooks  
 Sales Prom. Mgr., Pub. Dir.: Hank Page  
 Program Director: Dallas Wales  
 Chief Engineer: Lewis Hartwig

**KSYD—Wichita Falls—1947**

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By: **Grayson Enterprises**  
 Address: 825 Indiana Ave.  
 Tel.: 723-0791 Independent  
 Rep.: Venard, Rintoul & McConnell  
 President: Sydney A. Grayson  
 General Mgr.: Earl Burnam  
 Program Dir.: Jim Chase  
 Publicity Dir.: Billie Foreman  
 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: 917½ Scott St.  
 Tel.: 322-5214 Independent  
 Representative: Bolling  
 Pres. Gen. Mgr.: Boyd Kelley  
 Commercial Mgr.: Roger Stoner  
 Program, Pub. Dir.: Bill Gordon  
 Chief Engineer: Robert A. Harmon

**KWFT—Wichita Falls—1939**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned: **North Texas Radio, Inc.**  
 Address: P. O. Box 420  
 Tel.: 72-3-4181 CBS  
 Representative: H-R  
 Pres., Gen. Mgr.: Ben Ludy  
 Commercial Manager: A. L. Pierce  
 Prog. Dir.: Homer Cunningham  
 Publicity Director: Mrs. Owanah Shelton  
 Chief Engineer: Melvin O. Harrison

Pop.: 861,000  
 Families: 239,000  
 Radio Homes: 232,000

**Utah**

Stations in State: 26  
 TV Homes: 206,000  
 TV Stations: 5

**KBUH—Brigham City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned: Ravella M. Bone  
 Business Address: 948 W. Forrest St.  
 Tel.: 948 KBS  
 Gen. Mgr., Ch. Eng.: Wade M. Ebeling  
 Sta., Comm. Mgr.: Arthur Fishler

Program Director: Dorothy Knudson  
 Publicity Director: Gary Evans

**KSUB—Cedar City—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By: **So. Utah Bcstg. Co.**  
 Business Address: Box 811

Tel.: 590 .....CBS  
 Station Representative.....Raymer  
 President.....Samuel B. Nissley  
 General Manager.....Louis T. Sayre  
 Commercial Manager.....Walter V. Lowe  
 Prog. Dir.....Donald Cartwright  
 Chief Engineer.....Richard Gunn

**KBBC—Centerville—1957**

Frequency: 1600 Kc.....Power: 1 Kw..d  
 Owned By.....Davis Bcstg. Co.  
 Address.....P.O. Box 44, Bountiful, Utah  
 Tel.: AXtell 5-5551.....Independent  
 President.....J. F. Pingree  
 General Manager.....H. W. Pingree  
 Program Director.....M. Bailey  
 Chief Engineer.....Ed McCleery

**KLGN—Logan—1954**

Frequency: 1390 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....KLGN Radio, Inc.  
 Business Address.....RR #1 Box 231  
 Tel.: 2600 .....Independent  
 Station Representative.....Hopewell  
 President.....F. G. Ziser  
 Station Manager.....Bruce R. Hymas  
 Commercial Manager.....Dee F. Jensen  
 Program Director.....Larry Hunsaker  
 Chief Engineer.....O. C. Haycock

**KVNU—Logan—1938**

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Cache Valley Bcstg. Co.  
 Business Address..1393 N. Main St.; Box 269  
 Tel.: 1400 .....MBS-KBS  
 Representative.....Avery-Knodel  
 President.....Herschel Bullen  
 Gen., Sta. Mgr.....Reed Bullen  
 Commercial Manager.....W. W. Kirkland  
 Program Director.....Reid Andrcasen  
 Chief Engineer.....W. W. Jones

**KURA—Moab—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....MOAB Bcstg. Corp.  
 Address.....P.O. Box 368  
 Tel.: ALpine 3-5001.....MBS  
 Pres. Gen. Mgr.....Forrest L. Simpson  
 Station Mgr.....Mrs. Ellen Brock  
 Program Dir.....Lester M. Erbes  
 Sales Prom. Mgr.....Richard S. McDonald  
 Chief Engineer.....Calvin H. Widows

**KMUR—Murray—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KMUR, Inc.  
 Address.....4646 S. State St.  
 Tel.: AM 6-4419.....Independent  
 President.....O. J. Wilkinson  
 V.P. Gen. Mgr.....George I. Norman, Jr.  
 Asst. Mgr.....Bennie L. Williams  
 Program Dir.....Ted Thomas  
 Publicity Dir.....Pat Denner  
 Chief Engineer.....James Gamble

**KLO—Ogden—1924**

Frequency: 1430 Kc.....Power: 5000 Watts

Owned-Operated By.....Interstate Corp.  
 Bus. Ad.....Hotel Ben Lamond, 7th Floor  
 Tel.: EXport 4-5721.....Independent  
 Representative.....Avery-Knodel  
 President.....Edris Glassman  
 Gen. Mgr.....Cecil Heftel  
 Sta., Sales Prom. Mgr.....Kim Ward  
 Commercial Manager.....Len Allen  
 Prog. Dir.....Rex Wallgren  
 Chief Eng.....Wayne Moss

**KKOG—Ogden—1956**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KOPP, Inc.  
 Address.....W. 12th St.  
 Tel.: EX 4-3476.....KBS  
 Station Representative.....Radio TV Rep.  
 President.....William Lindsay  
 Station Manager.....Robert K. Hansen  
 Commercial Manager.....Roger D. Thomsen  
 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.....Independent  
 Representative.....Webb  
 Pres., Gen. Mgr.....Arch G. Webb  
 Comm. Mgr.....D. B. Affleck  
 Program Director.....Jay Livingood  
 Chief Engineer.....Carl Ruthstrom

**KOAL—Price—1936**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Utah Bcstg. Co.  
 Address.....Price  
 Tel.: ME 7-0407.....MBS-KBS  
 Representative.....Avery-Knodel  
 Commercial Manager.....Jack Richards

**KEYY—Provo—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mid Utah Bcstg. Co.  
 Business Address.....307 S. 16th West  
 Tel.: FR 3-2174.....KBS  
 President.....D. Spencer Grow  
 Gen. Mgr.....E. A. Niehay  
 Station Manager.....Joe Meier  
 Program Director.....Hal Parkes  
 Chief Engineer.....J. Lovell Killpack, Jr.

**KIXX—Provo—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Utah Bcstg. Co. Inc.  
 Address.....P. O. Box 550  
 Tel.: FR 3-3336.....ABC  
 Representative.....Hollingbery, Webb  
 Pres., Comm. Mgr.....F. A. Van Wageningen  
 Gen., Sta. Mgr.....H. E. Van Wageningen  
 Chief Engineer.....F. O. Boyer

**KOVO—Provo—1939**

Freq.: 960 Kc.....Power: 5 Kw., d.; 1 Kw. n.  
 Owned-Operated By.....KOVO Bcstg. Co.  
 Business Address.....Box 99

# UTAH

Tel.: FRanklin 3-8550.....MBS  
 Station Representative.....Avery-Knodel  
 President.....Ashley L. Robison  
 Gen. Mgr.....Glenn Shaw  
 Comm. Mgr.....L. H. Curtis  
 Sales Promotion Manager.....Jim May  
 Program Director.....Don Spainhower  
 Publicity Director.....Devem Perry  
 Chief Engineer.....Leland Davies

## K SVC—Richfield—1947

Freq.: 980 Kc.....Power: 5000 Wts. d., 1000 n.  
 Owned-Operated By.....Sevier Valley Bcstg. Co.  
 Tel.: TW 6-4457.....Independent  
 Representative.....Avery-Knodel  
 President.....Homer Bandlely  
 Gen., Comm. Mgr.....Arthur Tucker  
 Prog. Dir., Ch. Engr.....Bill King

## KDXU—St. George—1957

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....St. George Bcstg. Co.  
 Business Address.....P.O. Box 488  
 Tel.: ORchard 3-3579.....KBS  
 Gen., Comm. Mgr.....Roy C. Winkelmann  
 Program Director.....Ellen Winkelmann  
 Chief Engineer.....Wendell Motter

## KALL—Salt Lake City—1945

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Salt Lake City Bcstg. Co.  
 Business-Studio Address.....146 S. Main St.  
 Tel.: EM 4-3581.....MBS  
 Newspaper Afil.....Ogden Standard-Examiner  
 Representative.....Avery-Knodel, Inc.  
 Pres., Gen. Mgr.....George C. Hatch  
 Sta., Comm. Mgr.....Homer K. Peterson  
 Sales Manager.....Roger Barkley  
 Program Director.....Bob Whitney  
 Publicity Director.....Dick Broun  
 Chief Engineer.....W. D'Orr Cozzens

## KDYL—Salt Lake City—1922

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned.....Intermountain Bcstg & Telev. Corp.  
 Bus.-Studio Address.....130 Social Hall Ave.  
 Tel.: DA 2-5681.....NBC  
 Representative.....Katz  
 President, Gen. Mgr.....G. Bennett Larson  
 Sta. Comm. Mgr.....Del Leeson  
 Program Dir.....Ed Kemp  
 Sales Prom. Publicity.....Edward T. Himstreet  
 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. 8th W.  
 Tel.: EM 4-3685.....Independent  
 Representative.....ForJoe  
 President, Chief Eng.....Howard D. Johnson  
 Gen., Comm. Mgr.....William Wright  
 Program Director.....Mildred Baker

## KSL—Salt Lake City—1922

Frequency: 1180 Kc.....Power: 50,000 Watts

Owned-Oper. By.....Radio Service Corp. of Utah  
 Bus.-Studio Address.....145 Social Hall Ave.  
 Tel.: EL 5-4641.....CBS  
 Representative.....CBS Radio Spot Sales  
 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

## KSOP—Salt Lake City—1955

Frequency: 1370 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By.....Seagull Broadcasting Co.  
 Address.....1300 West 2320 South  
 Tel.: HU 4-4435.....KBS  
 Representative.....Oaks & Assoc., Bernard  
 Gen. Comm. Mgr.....M. H. Hilton  
 Sta. Mgr.....Sam Moll  
 Program Director.....Gart Wheeler  
 Chief Engineer.....Lyle Wahlquist

## 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.....ABC  
 Representative.....Hollingbery  
 President, General Mgr.....Frank C. Carman  
 Commercial Mgr., Prom. Mgr.....Allan Thomas  
 Program Dir.....Paul Droubay  
 Chief Eng.....Delbert Williams

*you can't "BUCK" it!*



In the Salt Lake Market  
**SURVEYS PROVE**  
 KSOP offers you more!  
 Costs less per thousand listeners.  
**GET THE FACTS!**  
 NEW COMBINATION  
 LOCAL — NATIONAL  
 RATE CARD  
 Contact  
 Harlan G. Oakes & Associates, West Coast  
 and Texas. Charles Bernard all other areas.  
**KSOP**  
 Utah's Only Country and Western Music  
 Station

**KWHO—Salt Lake City—1955**

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned-Operated By: Reese C. Anderson  
Address: 510 E. Second South  
Tel.: DA 2-5819 Independent  
Station Representative: Grant  
Pres., Gen. Mgr.: Reese C. Anderson  
Prog. Dir.: Cherie Johnsen  
Chief Engineer: Marvin C. Zitting

**KWIC—Salt Lake City—1957**

Frequency: 1570 Kc. Power: 500 Watts d.  
Owned By: Sugarhouse Broadcasting Co.  
Business Address: 1247 Wilmington Ave.  
Tel.: Hunter 4-8791 Independent  
Partners: Dale R. & Marvin R. Curtis  
Gen., Sta. Mgr.: Thomas M. Ivory  
Comm. Sale Prom. Mgr.: Starley D. Bush

Program Director: Gerald G. Steorts  
Chief Engineer: Kay D. Turner

**KTUT—Tooele City—1956**

Frequency: 990 Kc. Power: 1 Kw., d.  
Owned: Tooele County Radio & TV Bcstg.  
Business Address: P.O. Box 449  
Tel.: 990  
President: Sam Gillette  
Gen., Sta. Mgr.: George L. Smith  
Program Director: F. William Houghtaling  
Chief Engineer: Eric Munro

**KVEL—Vernal—1947**

Frequency: 1250 Kc. Power: 1 Kw., d.  
Owned-Oper. By: Uintah Bcstg. Co.  
Address: 120 E. Main St.  
Tel.: 494  
Manager: Lee Walker

Pop.: 390,000  
Families: 113,000  
Radio Homes: 109,000

**Vermont**

Stations in State: 14  
TV Homes: 96,000  
TV Stations: 1

**WBTV—Bennington—1953**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By: Catamount Bcstrs. Inc.  
Business Address: U. S. Rt. 7, Harwood Hill  
Tel.: 6321 Independent  
Station Representative: Devney; Kirby  
Pres., Ch. Engr.: J. Gordon Keyworth  
Station Manager: Mrs. J. Gordon Keyworth  
Commercial Manager: Roy M. Andersen

President, Gen., Sta.: Val Carter  
Comm. Mgr., Prom. Mgr.: V. J. D'Acuti  
Chief Engineer: Glendon Fleury

**WJOY—Burlington—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Bus. Studio-Transmitter Location: 633 Main St.  
Tel.: UN 4-5774  
Representative: Everett-McKinney, Kettel Carter  
President: David W. Howe  
Gen., Sta. Mgr.: Frank Balch  
Program Director: Dean Slack  
Publicity Director: Robert Leavitt  
Chief Eng.: Don Wheatley

**WTSA—Brattleboro—1950**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Tri-State Area-Bcstg. Corp.  
Address: Box 819  
Tel.: AL 4-4567 Independent  
Station Representative: Walker-Rawalt  
President: Theodore Feinstein  
Gen., Sta., Comm. Mgr.: Phillips Terhune  
Program Director: Edwin Ellis  
Chief Engineer: Edward Somes

**WSKI—Montpelier—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Green Mt. Bcstg. Co.  
Bus. Address: Union Mutual Bldg.  
Tel.: Capitol 3-5275  
Station Representative: Walker-Rawalt  
President: Eben Parsons  
Gen., Sta. Mgr.: Daniel B. Ruggles III  
Program Director: Robert Bannon  
Chief Eng.: Gerald Marcott

**WCAX—Burlington—1931**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By: WCAX Radio, Inc.  
Business Address: 100 Market Sq., S.  
Tel.: UN 2-5761  
Representative: Weed  
President, Sta. Mgr.: C. P. Hasbrook  
Gen. Mgr.: Stuart T. Martin  
Comm., Sales Prom. Mgr.: John W. Millar  
Program Director: William C. Dow  
Publicity Director: Charles S. Lewis  
Chief Engineer: James W. Tierney

**WIKE—Newport—1952**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Memphremagog Bcstg. Co.  
Business Address: Box 711  
Tel.: 832  
Independent  
Sta. Rep.: Devney; Foster, Creed; Potts  
President: E. Dean Finney  
Gen. Mgr., Ch. Eng.: Donald A. Thurston

**WDOT—Burlington—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned: WDOT, Corp.  
Address: 109 S. Winooski Ave.  
Station Representatives: Walker

**WHWB—Rutland—1949**

Frequency: 1000 Kc. Power: 1000 Watts  
Owned: Central Vermont Broadcasting Corp.  
Address: Box 591



## VERMONT-VIRGINIA

Tel.: PR 3-3200.....Independent  
 Representative.....Gill-Perna  
 General Manager.....John H. Bennett  
 Commercial Manager.....Francis McCormack  
 Chief Engineer.....Clair Castor

### WSYB—Rutland—1930

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Philip Weiss Music Co.  
 Bus. Studio Address.....35 Washington St.  
 Tel.: PR 3-8140.....KBS-MBS  
 Representative.....McGillvra  
 Gen., Comm. Manager.....Philip Weiss  
 Business Manager.....J. H. Weiss

### WWSR—St. Albans—1941

Frequency: 1420 Kc. Power: 1 Kw., d.  
 Owned.....Vermont Radio Corp.  
 Address.....75 North Main Street  
 Tel.: LAkeview 4-2157.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Gen. Mgr.....Lloyd E. Squier  
 Sta., Comm. Mgr.....Cecil S. Fahl  
 Chief Engineer.....Ted Boisvert

### WTWN—St. Johnsbury—1949

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Twin State Bcstrs. Inc.

Address.....Concord Ave.  
 Tel.: PI 8-2344.....Independent  
 Station Rep.....Devney; Foster; Creed  
 Pres., Gen. Mgr.....E. Dean Finney  
 Commercial Manager.....John Byrne  
 Program Director.....Stanley Douglas  
 Ch. Eng.....Ken Lare

### WCRF—Springfield—1954

Frequency: 1480 Kc. Power: 1 Kw., d.  
 Owned-Operated By.....Conn. Valley Bcstg. Co.  
 Address.....106 Park St.  
 Tel.: TURner 5-4555.....Independent  
 Station Rep.....Walker-Rawalt  
 President, Gen. Mgr.....Carlo F. Zezza  
 Commercial Manager, Edwin A. Pancoast, Jr.  
 Program Director.....John F. McPadden  
 Chief Eng.....D. W. Churchill

### WDEV—Waterbury—1931

Freq.: 550 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By.....Lloyd E. Squier  
 Address.....9 Stowe St.  
 Tel.: CH 4-7321.....MBS  
 Station Rep.....Everett-McKinney; Kettell-Carler  
 General Manager.....Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.....Craig S. Parker  
 Chief Engineer.....Warren Chase

Pop.: 3,897,000  
 Families: 1,009,000  
 Radio Homes: 959,070

## Virginia

Stations in State: 93  
 TV Homes: 787,000  
 TV Stations: 15

### WBBI—Abingdon—1956

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....Burley Bcstg. Inc.  
 Address.....P. O. Box 509  
 Tel.: MARket 8-2147.....Independent  
 President.....Nelson T. Barker  
 Gen. Comm. Mgr.....L. M. Seamon  
 Program Director.....P. Doran  
 Promotion Mgr.....S. Thacker

### WPIK—Alexandria—1945

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address.....Virginia Theatre Bldg.  
 Tel.: OV 3-3000.....Independent  
 President.....Carl L. Lindberg  
 V.P., Gen. Mgr.....Howard B. Hayes  
 Commercial Manager.....John C. Moran  
 Program Director.....Bill Smith  
 Ch. Eng.....Charles E. Roudabush

### WARL—Arlington—1946

Frequency: 780 Kc. Power: 1000 W., d.  
 Owned.....Northern Virginia Broadcasters, Inc.  
 Address.....5232 Lee Highway  
 Tel.: KE 6-9000.....Independent  
 Station Representative.....Webb  
 President.....Cv Blumenthal  
 Gen., Comm. Mgr.....Ray Armand  
 Program Director.....Warren M. Brill

Publicity Director.....John T. Cassidy  
 Chief Engineer.....James Petty

### WEAM—Arlington—1947

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Arlington-Dairfax Bcstg. Co.  
 Business Address.....1515 N. Courthouse Rd.  
 Tel.: JA 7-7100.....Independent  
 Rep.....Bcst. Time Sales  
 President.....Harold H. Thoma  
 General Manager.....Kenneth L. Wood  
 Publicity Director.....Phyllis Van Alstine  
 Chief Engineer.....James Self

### WBLT—Bedford—1950

Frequency: 1350 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Bedford Bcstg. Corp.  
 Address.....P. O. Box 406  
 Tel.: 8245.....Independent  
 Pres., Gen. Sta. Mgr.....J. E. Synan  
 Commercial Manager.....Douglas B. Catlin  
 Program Director.....Robert A. Scott, Jr.  
 Chief Engineer.....J. P. Loughlin

### WLSD—Big Stone Gap—1953

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Gap Bcstg. Co.  
 Business Address.....Box 224  
 Tel.: 960.....Independent  
 Sta., Comm. Mgr.....W. H. Wren  
 Sales Prom. Mgr., Prog. Dir.....Jean Hensley  
 Chief Engineer.....Gene Hopkins

**WKLW—Blackstone—1947**

Frequency: 1440 Kc. Power: 5 Kw., d.  
 Owned-Oper. By...Blackstone Bdcstg. Corp.  
 Address...Drawer 192  
 Tel.: 478 MBS-KBS  
 Representative...Hopewell  
 President, Gen. Mgr....H. L. Umstead  
 Prog. Dir.....Johnny Clement

**WCYB—Bristol—1946**

Frequency: 690 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By...Appalachian Bcstg. Corp.  
 Address...P. O. Box 1009  
 Station Rep.....Weed  
 President, Gen. Mgr.....Robert H. Smith  
 Tel.: NOrth 9-4161 ABC  
 V.P. Gen. Sales Mgr.....Fey Rogers  
 Program, Publicity Dir.....R. H. Smith, Jr.  
 Operations Mgr.....Basil Saffer  
 Chief Engineer.....R. V. Robinson

**WFHG—Bristol—1946**

Freq.: 980 Kc. Power: 5 Kw., d.; 1 Kw., n.  
 Owned-Oper. By...Bristol Bcstg. Co.  
 Address...Valley Drive  
 Tel.: 3620 MBS-KBS  
 Station Rep.....Walker  
 Pres.....W. C. Nininger  
 Gen., Sta. Mgr.....W. L. Nininger  
 Comm. Mgr., Sales Prom. Mgr....Jack Martin  
 Chief Eng.....John Hughlett, Jr.

**WCHV—Charlottesville—1933**

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 ABC-MBS  
 Representative...Clark  
 Owner...Charles Barham, Jr.  
 Gen., Sta., Comm. Mgr....Robert C. Walker  
 Sales Prom., Pub. Dir....Charles Smith, Jr.  
 Program Director...R. G. Sketchbey  
 Chief Engineer...Dan Spitzer

**WELK—Charlottesville—1957**

Frequency: 1010 Kc. Power: 1 Kw., d.  
 Owned...WELK  
 Address...Harris Rd.  
 Tel.: 2-8080 Independent  
 President...Lawrence Kennedy

**WINA—Charlottesville—1949**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By...Charlottesville Bcstg. Corp.  
 Address...P. O. Box 1230  
 Tel.: 2-6177 ABC-KBS  
 Station Representative...Walker  
 Pres., Gen. Mgr.....Donald G. Heyne  
 Comm. Mgr.....Thomas M. Behrendt  
 Prog. Dir.....Edward Desmond

**WBCR—Christianburg—1954**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Montgomery Bcstg. Co.

Address...P. O. Box 96  
 Tel.: EV 2-4063 KBS  
 Representative...Indie Sales  
 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...James R. Reese, Jr.  
 Address...Box 48  
 Tel.: 2147 Independent  
 General Manager...Claude F. Jones  
 Comm. Mgr...T. V. Stevens

**WKEY—Covington—1941**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned...Earl M. Key  
 Business Address...Lexington & 3rd St.  
 Tel.: 8351 ABC-KBS  
 Representative...Devney  
 Pres., Gen. Mgr.....Earl M. Key  
 Comm., Prom. Mgr., Pub. Dir. Kenneth L. Bryant  
 Program Director...John L. Davis  
 Chief Engineer...Donnell D. Dickson, Jr.

**WSVS—Crewe—1946**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...So. Virginia Bcstg. Corp.  
 Business Address...800 Melody Lane  
 Tel.: 7811 Independent  
 President...Calvin S. Willis  
 Gen. Manager...Freeman H. Stewart  
 Comm., Sales Prom. Mgr...Harold F. Payne  
 Prog. Director...Tom Roland  
 Chief Engineer...C. E. Wilson

**WCVA—Culpeper—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Culpeper Bcstg. Co.  
 Business Address...Radio Lane; Box 672  
 Tel.: 8338 KBS-MBS  
 Representative...Indie  
 President...Leonard T. Preston  
 Gen., Sta. Mgr...John T. Rogers  
 Comm., Sales Prom. Mgr...Tucker Butler  
 Program Director...Ed Gambos  
 Publicity Director...Ann W. Rogers  
 Chief Engineer...Gil Gildermann

**WBTM—Danville—1930**

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 ABC  
 Representative...Gill-Perna  
 President...W. E. Gardner, Jr.  
 Manager...Milton Adams  
 Comm., Sales Prom. Mgr...Eddie Allgood  
 Program Director...Jim Crawford  
 Chief Eng., Asst. Mgr...L. C. Motley

**WILA—Danville—1957**

Frequency: 1580 Kc. Power: 500 Watts  
 Owned By...WILA, Inc.

# VIRGINIA

Business Address.....905 Main St.  
Tel.: SW 2-2133.....Independent  
Station Representative.....Clayton; Walker  
President.....S. L. Goodman  
Gen. Sta. Mgr.....James C. Clark  
Comm. Sales Prom. Mgr.....George Lund  
Program, Publicity Dir.....Earl Stogner  
Chief Engineer.....Bill Purcell

## WDVA—Danville—1947

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Va.-Carolina Bcstg. Corp.  
Address.....Lexington Ave.  
Tel.: SW 2-9311.....MBS  
Representative.....Robert S. Keller  
Pres., Gen. Mgr.....Emerson J. Pryor  
Commercial Mgr.....Stover Morris, Jr.  
Sales Prom. Mgr.....Jeff Waugh  
Program Director.....Richard Campbell  
Chief Engineer.....Howard Clendenen

## WEVA—Emporia—1952

Frequency: 860 Kc.....Power: 1000 Watts, d.  
Owned.....Stone Broadcasting Co-p.  
Bus. Ad.....Wash. St. & Fla. Ave.; Box 792  
Tel.: 2133.....KBS  
Pres., Gen. Sta. Mgr.....Maxey E. Stone  
Comm., Sales Prom. Mgr.....Sallie J. Whitlock  
Program Dir.....Will Stone  
Publicity Director.....Dick Phillips  
Chief Engineer.....Elton A. Shori

## WFCR—Fairfax—1955

Freq.: 1310 Kc.....Power: 1000 Wts. d., 500 n.  
Owned.....OK Broadcasting Corp.  
Address.....2nd & Oak Sts.  
Tel.: CR 3-4000.....Independent  
Representative.....Hil F. Best  
President.....George Oleson  
General Manager.....Arthur Kellar  
Sales Promotion Manager.....Jim Larkin  
Program Director.....Jules Henry  
Chief Engineer.....Joe Terrien

## WFAX—Falls Church—1948

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned-Operated By.....Lamar A. Newcomb  
Address.....Tower Square  
Tel.: JE 2-1220.....KBS  
General Manager.....Lamar A. Newcomb  
Comm. Sales Prom. Mgr.....Howard Gordon  
Program, Pub. Dir.....Genevieve Newcomb  
Chief Engineer.....Richard J. Fenning

## WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Colonial Bcstg. Co.  
Business Address.....Farmville, Va.  
Tel.: 870.....Independent  
General Manager.....Carla B. Keys  
Station Manager.....John D. Wilson

## WYSR—Franklin—1956

Frequency: 1250 Kc.....Power: 1 Kw., d.  
Address.....104 E. Fourth Ave.  
Tel.: LO 2-3135.....KBS

V. P., Gen. Mgr.....Howard H. Keller  
Sales Mgr.....A. L. Drew

## WFVA—Fredericksburg—1939

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fredericksburg Bcstg. Corp.  
Business Address.....P. O. Drawer 269  
Tel.: ESsex 3-7721.....ABC-KBS  
Station Representative.....Forjoe  
Exec. Vice-Pres.....Marion Park 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

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Sky—Park Bcstg. Corp.  
Address.....P. O. Box 192  
Tel.: 750.....KBS-MBS  
General Manager.....Kenneth Gordon

## WBOB—Galax—1947

Frequency: 1360 Kc.....Power: 1000 Watts, d.  
Owned.....Carroll-Grayson Broadcasting Corp.  
Address.....Poplar Knob Road  
Tel.: BE 6-2921.....KBS  
Representative.....Continental Radio Sales  
President.....Robert V. Morris  
Gen., Sta. Mgr.....Joe P. Crockett  
Comm., Prom. Mgr.....Brice Parks  
Program Dir.....Muriel M. Bell  
Publicity Dir.....Marquerite Vass  
Chief Engineer.....Edward Boyer

## WDDY—Gloucester—1957

Frequency: 1420 Kc.....Power: 1 Kw., d.  
Owned-Operated By.....Cape Radio, Inc.  
Business Address.....P.O. Box 673  
Tel.: OXford 3-4302.....KBS  
Representative.....Best  
Pres., Gen. Mgr.....Arthur Lazarow  
Asst. Station Manager.....Joan R. Lazarow  
Commercial Manager.....Larry O'Toole  
Ch. Eng.....Kenneth S. Bradby

## WMNA—Gretna—1956

Frequency: 730 Kc.....Power: 1 Kw., d.  
Owned.....Central Virginia Bcstg. Co.  
Address.....Box 730  
Tel.: Gretna.....KBS  
V.P., Gen. Mgr.....G. W. Sandefur  
Adv. Mgr.....R. C. Vio

## 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

## WVEC—Hampton—1948

Frequency: 1490 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Peninsula Bcstg. Co.  
Studio-Trans. Address.....1930 Pembroke

Tel.: 6332 .....NBC  
 Representative ..... Avery-Knodel  
 Pres., Gen. Mgr..... Thomas P. Chisman  
 V.P. & Dir. Sls.....Harrol A. Brauer, Jr.  
 Sales Promotion Manager..Beverly W. Avery  
 Program Director.....Jerry Sandford  
 Oper. Mgr.....L. W. Kliever  
 Chief Engineer.....William C. King, Jr.

**WHBG—Harrisonburg—1956**

Frequency: 1360 Kc.....Power: 5 Kw. d.  
 Owned By.....Radio Harrisonburg, Inc.  
 Address.....75 East Market St.  
 Tel.: 4-7394 .....Independent  
 Representative .....Pearson  
 Sta. Mgr.....Larry O'Toole

**WSVA—Harrisonburg—1935**

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned..Shenandoah Valley Broadcasting, Inc.  
 Address.....Rawley Pike  
 Tel.: 4-4431 .....NBC  
 Rep.....Peters, Griffin, Woodward, Inc.  
 Pres., Gen. Mgr.....Hamilton Shea  
 Comm. Mgr.....Richard Johnson  
 Prom. Mgr., Pub. Director...Andy McCaskey  
 Program Director.....James MacNeil  
 Chief Engineer.....J. MacFoley  
 Owners of WGR, Buffalo, N. Y.

**WHAP—Hopewell—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..The Hopewell Bcstg. Co.  
 Bus. Address..City Point Rd. & Old River Rd.  
 Tel.: CEdar 9-7301.....KBS  
 Pres.....C. S. Willis  
 Sta. Mgr.....William R. Craig  
 Commercial Manager.....Mary Bogaerde  
 Sales Prom. Mgr.....Robert B. Alvis  
 Publicity Director.....Robert B. Peterson  
 Chief Engineer.....Everett Wilson

**WAGE—Leesburg—1958**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned By.....Marion P. Lewis  
 Business Address.....Leesburg  
 Tel.: SPring 7-1290.....Independent  
 Station Representative .....ForJoe  
 Gen., Sta. Mgr.....Wallace L. Hankin  
 Commercial Manager.....Edwin Meyer  
 Program Director.....Edward Ivory  
 Chief Engineer.....John Gill

**WREL—Lexington—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Rockbridge Bcstg. Co.  
 Tel.: Lexington.....KBS  
 Representative .....Indie Sales  
 Gen., Comm. Manager.....Milton B. Henson  
 Program Director.....Joseph E. Lynn, Jr.

**WBRG—Lynchburg—1956**

Frequency: 1050 Kc.....Power: 1 Kw., d.  
 Owned.....Harry A. Epperson, Sr.  
 Address.....Box 1079  
 Tel.: VICTor 6-6541.....KBS

Representative.....Thomas F. Clark  
 Gen., Comm. Mgr.....Tom Buckley  
 Sales Promotion Manager...Donald W. Jarvis  
 Prog., Pub. Dir.....Mrs. Eddie M. Raymond  
 Chief Engineer.....Frank K. Keller

**WLVA—Lynchburg—1930**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lynchburg Bcstg. Corp.  
 Address.....2320 Langhorne Rd.  
 Tel.: VICTor 5-1242.....ABC  
 Representative.....George P. Hollingbery  
 Pres., Gen. Mgr.....Philip P. Allen  
 Comm., Sales Prom. Mgr..Thomas L. Turner  
 Prog., Pub. Dir.....Warren Uttal  
 Chief Engineer.....John T. Orth

**WWOD—Lynchburg—1948**

Freq.: 1390 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned..Lynchburg Independent Bcstrs., Inc.  
 Address.....P. O. Box 1300  
 Tel.: LY 2-3441.....MBS  
 Representative .....Walker  
 Pres.....Cy N. Bahakel  
 Sta. Mgr., Chief Eng.....F. J. Pinkerton  
 General Manager.....Henry Hughes

**WPRW—Manassas—1957**

Frequency: 1460 Kc.....Power: 500 W., d.  
 Owned.....Prince William Bcstg. Corp.  
 Address.....Box 151  
 Tel.: EMpire 8-3108.....Independent  
 Station Representative .....Devney  
 Pres., Gen. Mgr.....Harold H. Hersch  
 Sta., Comm. Mgr.....Woody Merchant  
 Prog., Pub. Dir.....C. A. Sinclair III  
 Chief Engineer.....Craig Stone

**WMEV—Marion—1948**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Mountain Empire Bcstg. Corp.  
 Address.....P. O. Box 470  
 Tel.: ST 3-9001.....ABC-KBS  
 Representative .....Indie Sales  
 Pres., Gen., Mgr.....Robert C. Wolfenden  
 Program Dir.....Mrs. R. C. Wolfenden  
 Chief Engineer.....Edward Surface

**WHEE—Martinsville—1954**

Frequency: 1370 Kc...Power: 1000 Watts, d.  
 Owned-Oper. By...Patrick Henry Bcstg. Corp.  
 Business Address.....P.O. Drawer 552  
 Tel.: ME 2-9811.....Independent  
 Pres., Sta., Gen. Mgr.....John W. Shultz  
 Comm. Mgr.....Charles F. Adams  
 Sales Prom. Mgr., Pub. Dir...T. W. Patterson  
 Program Director.....Mrs. Grace P. Uram  
 Chief Engineer.....T. E. Tatum

**WMVA—Martinsville—1941**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..Martinsville Bcstg. Co., Inc.  
 Address.....Chatham Heights  
 Tel.: MErcury 2-2152.....NBC-KBS  
 Representative .....Bob Dore  
 Exec. V.P. & Gen. Mgr...Maynard E. Dillaber  
 Commercial Manager.....Jack Bouldin

**WSIG—Mount Jackson—1953**

Frequency: 790 Kc. Power: 1 Kw. d.  
Owned By.....WSIG, Inc.  
Address.....WSIG Bldg.  
Tel.: GRanite 7-3128.....KBS  
Station Rep.....Forjoe  
President.....Marion P. Lewis  
Gen. Comm. Mgr.....Philip J. Potter  
Sales Promotion Mgr.....Melvin C. Bakner  
Chief Engineer.....John Gill

**WNRV—Narrows—1952**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Giles Bcstg. Co.  
Address.....Route 100  
Tel.: PA 6-2211.....Independent  
Representative.....Hopewell  
President.....H. J. Romanus  
General Manager.....John E. Holland II  
Commercial Manager.....L. P. Williams  
Chief Engineer.....Washington Elitchko

**WYOU—Newport News—1947**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By..United Bcstg. Co. of E. Va.  
Business Address.....114 24th St.  
Tel.: CHestnut 7-6664.....Independent  
Station Representative..Dora-Clayton; Devney  
Pres., Gen. Mgr.....Richard Eaton  
Station Manager.....Joseph Gathings  
Sales Prom. Mgr., Pub. Dir.....Pearl Harris  
Program Director.....Al Clarke  
Chief Engineer.....Ernest C. Hooper

**WGH—Norfolk-Newport News  
1928**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By..Hampton Roads Bcstg. Corp.  
Bus. Ad..739 Boush, Norfolk; Box 98 Newport  
Tel.: Norfolk; MADison 2-3353.....Independent  
News. Affil.....Daily Press, Times-Herald  
Station Representative.....Blair  
President.....Capt. W. R. Van Buren  
Gen. Manager, V.P.....Edward E. Bishop  
Station Manager.....Dan E. Hydrick  
Commercial Manager.....Sid Oman  
Sls. Prom. Mgr.....Ambert Dail  
Program Director.....Allan McLelan  
Publicity Directors.....B. Walker, P. Day  
Chief Engineer.....George Sokol

**WCMS—Norfolk—1954**

Frequency: 1050 Kc. Power: 1000 W. d.  
Owned-Oper. By..WCMS Radio Norfolk, Inc.  
Address.....Helena Building  
Tel.: MA 5-0525.....Independent  
Station Representative.....Grant Webb  
Pres., Gen. Mgr.....Roy La Merg  
Commercial Manager.....Al Lynn  
Program Director.....Joe Huppel  
Publicity Director.....Lon Backmon  
Chief Engineer.....Tom Conrad

**WLOW—Norfolk—1946**

Frequency: 1400 Kc. Power: 280 Watts d.  
Owned By.....WCMS Radio Norfolk, Inc.  
Bus-Studio Addr.....731 Boush St.  
Tel.: MADison 7-5677.....MBS  
Station Representative.....Headley-Reed  
General Manager.....Michael Henry  
Commercial Manager.....Paul Enright  
Sales Prom. Mgr.....Mrs. Diane Creel  
Prog. Dir.....Bruce M. Miller  
Chief Engineer.....Joe Barlow

**WNOR—Norfolk—1949**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Norfolk Bcstg. Co.  
Address.....1019 Boissevain Ave.  
Tel.: MADison 2-7071.....Independent  
Representative.....Weed  
President.....Louis H. Peterson  
Gen., Sta. Mgr.....Earl Harper  
Commercial Manager.....Jack Harris  
Sales Prom. Mgr., Prog. Dir..Bill Montgomery  
Publicity Director.....Bob Story  
Chief Engineer.....George Hillier

**WRAP—Norfolk—1952**

Frequency: 850 Kc. Power: 5000 Watts, d  
Owned-Operated By.....Rollins Bcstg., Inc.  
Address.....300 Portlock Bldg.  
Tel.: MA 7-8307.....Independent  
Representative.....Rollins  
Station Representative.....O. Wayne Rollins  
V.P. Gen. Mgr.....Paul von Hagel  
Commercial Mgr.....Kush Walters  
Program Dir.....Sid Woods  
Publicity Dir.....Leola Dyson  
Chief Eng.....Glen Frazier

**WTAR—Norfolk—1923**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By.....WTAR Radio Corp.  
Bus-Studio Address.....720 Boush St.  
Tel.: MA 5-6711.....CBS  
News Affil.....Norfolk Newspapers, Inc.  
Representative.....Edward Petry  
Pres., Gen. Mgr.....Campbell Arnoux  
V.P., Operations.....John C. Peffer  
V.P., Sales.....Robert M. Lambe  
Station Manager.....Ray Turner  
Commercial Manager.....Harry W. Moore, Jr.  
Sales Promotion Manager.....Hal Powell  
Prog. Dir.....William Johnson  
Publicity Director.....Joel Carlson  
Chief Eng.....R. L. Lindell

**WNVA—Norfolk—1946**

Frequency: 1350 Kc. Power: 5000 Wa'ts  
Owned.....Radio-Wise, Inc.  
Address.....Progress Bldg.  
Tel.: 700.....KBS  
President.....R. B. Helms  
Gen. Mgr.....Jack Helms  
Comm. Mgr.....Jack Darnell  
Chief Engineer.....Gene Tommerdahl

**WJMA—Orange—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Charlottesville Bcstg. Co.  
 Address... Charlottesville... Box 271  
 Tel.: 7263... KBS  
 President... Donald G. Heyne  
 Commercial Manager... John C. Mahaney, Jr.  
 Chief Engineer... E. V. Bossieux, Jr.

**WPVA—Petersburg—1955**

Frequency: 1280 Kc. Power: 5000 Watts d.  
 Owned-Operated By... Harry A. Epperson, Jr.  
 Business Address... Petersburg... Box 87  
 Tel.: RE 2-3478... KBS  
 Representative... Thomas F. Clark  
 Pres., Sta. Mgr... Harry E. Epperson, Jr.  
 Commercial Manager... Ray Frazier  
 Sales Promotion Manager... Bill Belton  
 Program Director... Olive P. Epperson  
 Publicity Director... Betty Smith  
 Chief Engineer... John Dicks

**WSSV—Petersburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... Petersburg Bcstg Co., Inc.  
 Business-Studio Address... 112 W. Tabb St.  
 Tel.: RE 3-4567... MBS  
 Representative... Grant Webb  
 Pres., Gen. Mgr... Roger A. Beane  
 Comm. Sales Prom. Mgr... Cy Newman  
 Program Director... Betty Nunnally  
 Publicity Director... John Stevens  
 Chief Engineer... Jerome Dvorachek

**WAVY—Portsmouth—1941**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By... Tidewater Teleradio, Inc.  
 Address... 709 Boush St., Norfolk  
 Tel.: MA 7-2345... NBC  
 Representative... H-R Reprs., Inc.  
 President... J. Glen Taylor  
 Gen., Sta. Mgr... Edward G. Sheridan  
 Sales Manager... Edward J. Hennessy  
 Program Director... Lee Allan  
 Prom., Pub. Dir... Macey Schaffer  
 Chief Engineer... William Manrov

**WPUV—Pulaski—1946**

Frequency: 1580 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By... WPUV, Inc.  
 Business Address... Dora Hi-Way  
 Tel.: 3-3931... KBS  
 Pres., Ch. Eng... John A. Columbus  
 Comm. Mgr., Pub. Dir... 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... Independent  
 Representative... Robert S. Keller, Inc.  
 President... Dr. Perry E. Gresham  
 Manager... Dave Milligan

**WRIC—Richlands—1951**

Frequency: 540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Clinch Valley Bcstg. Corp.  
 Address... P. O. Box 218  
 Tel.: Wo 1-4066... KBS  
 Station Rep... Rambeau, Vance, Hopple  
 President... J. Powell Royall  
 Gen., Sta. Mgr... J. H. Lee  
 Prog., Pub. Dir... Shirley A. Lee  
 Chief Engineer... Earl Graham

**WANT—Richmond—1951**

Frequency: 990 Kc. Power: 1000 Watts, d.  
 Owned... United Broadcasting Co.  
 Address... 513 East Main Street  
 Tel.: Milton 3-8368... Independent  
 Reprs... Oakes; Dora-Clayton; Whittig; Devney  
 President... Richard Eaton  
 General Manager, Chief Eng... S. J. Bell  
 Commercial Manager... Robert M. Benson  
 Program Director... Wilbur D. Lewis

**WEZL—Richmond—1958**

Frequency: 1590 Kc. Power: 5 Kw, d.  
 Owned By... WEZL, Inc.  
 Address... 305 W. Grace St.  
 Tel.: Milton 4-4577... Independent  
 Station Rep... Radio-TV Rep  
 President... W. E. Bennis, Jr.  
 General Manager... William J. Page  
 Promotion Manager... J. Canyon

**WLLY—Richmond—1955**

Frequency: 1320 Kc. Power: 1000 Watts, d.  
 Owned... WLLY, Inc.  
 Address... Broad-Grace Arcade  
 Tel.: MI 9-1223... Independent  
 Station Representative... Masla  
 Pres., Gen. Mgr... Louis Adelman  
 Commercial Manager... Charles M. Quillian  
 Program Dir... Gene Creasy  
 Chief Engineer... Kenneth Shelton

**WMBC—Richmond—1926**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By... Havens & Martin, Inc.  
 Bus.-Studio Address... 3301 W. Broad St.  
 Tel.: EL 5-8611... ABC  
 Representative... Bolling Co.  
 Pres., Gen., Sta. Mgr... Wilbur M. Havens  
 Commerical Mgr... Walter A. Bowry, Jr.  
 Sales Prom. Mgr., Pub. Dir... W. J. Filer  
 Prog. Dir... Frank Wilson  
 Chief Engineer... James Kyle

**WRNL—Richmond—1937**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By... Richmond Newspapers, Inc.  
 Business-Studio Address... 111 N. Fourth St.  
 Tel.: MILton 3-3436... MBS  
 Newspaper Affil... News Leader; Times Dispatch  
 Representative... Edward Petry  
 President... D. Tennant Bryan  
 Gen. Station Mgr... E. S. Whitlock

**VIRGINIA** .....

Sales Manager.....Frank Soden  
 Prog. Dir.....William Morrison  
 Pub., Prom. Director.....Mrs. Jane Creasy  
 Chief Engineer.....E. V. Wolstenholme

**WLEE—Richmond—1945**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.  
 Business-Studio Address...6200 W. Broad St. Rd.  
 Tel.: Atlantic 8-2835.....NBC  
 Representative.....Brown, McGavern  
 President.....Thomas Tinsley  
 Gen. Mgr.....H. L. Hudson  
 Commercial Mgr.....Don P. Lee  
 Sales Prom. Mgr.....Thomas J. McCollum, Jr.  
 Program Director.....Robert Gilmore  
 Chief Engineer.....Thomas J. Kita

**WRVA—Richmond—1932**

Frequency: 1140 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....22nd & Cary Sts.  
 Tel.: Milton 3-3511.....CBS  
 Representative.....CBS Radio Spot Sales  
 General Manager.....John B. Tansey  
 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  
 Gen., Comm. Mgr.....David M. Wilburn

**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.....Independent  
 Station Representative.....Webb  
 President.....Douglas H. Robertson  
 Gen. Comm. Mgr.....David M. Wilburn  
 Chief Engineer.....Charles Charnesky

**WDBJ—Roanoke—1924**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Address.....201 Campbell Ave., S.W.  
 Tel.: DI 3-8031.....CBS  
 News. Affil.....Times, World News  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....M. W. Armistead, III  
 V.P., Managing Dir.....Ray P. Jordan  
 Sta., Comm. Mgr.....Frank E. Koehler  
 Sales Prom., Pub. Dir.....Katherine Griffey  
 Program Director.....J. Dexter Mills  
 Chief Engineer.....J. Robert Crowley

**WHYE—Roanoke—1957**

Frequency: 910 Kc.....Power: 1 Kw., d.  
 Owned.....Jefferson Bcstg. Corp.  
 Business Address...American Theater Bldg.  
 Tel.: Diamond 5-0988.....KBS  
 Sta. Rep.....O'Connell; Reilley; Brown  
 President.....Sherwood J. Tarlow  
 Exec. V.P., Gen. Mgr.....Allan W. Roberts  
 Commercial Manager.....Nick Bell  
 Sales Prom. Mgr.....Jim Gearheart

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**IN RICHMOND!!!**

LISTENERS

PULSE — Jan-Feb. 1959

MERCHANDISING

Drug  
 Grocery  
 Community Club Awards

PROMOTIONS

WLEE expositions  
 Model Homes  
 Mobile Studios  
 Newsliners  
 European Trips  
 Prize Contests

1480

**WLEE**

1480

President — TOM TINSLEY  
 Vice President — IRVIN G. ABELOFF

General Manager — HARVEY HUDSON

National Representatives  
 Select Station Representatives — New York  
 McGavren-Quinn — Chicago, Detroit, Los Angeles, San Francisco  
 Clarke Brown Company — Dallas, Houston, New Orleans, Atlanta



Program Director.....Glen C. Lewis  
 Publicity Director.....Jim Mac  
 Chief Engineer.....Ray Mills

**WRIS—Roanoke—1953**

Frequency: 1410 Kc....Power: 5000 Watts d.  
 Owned.....Roanoke Independent Bcstrs. Inc.  
 Address.....Box 702  
 Tel.: 2-3131.....Independent  
 Representative.....Walker  
 General Mgr.....Cy Bahakel  
 Asst. Gen. Mgr.....Frank Tirico

**WROV—Roanoke—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WROV Bcstrs., Inc.  
 Bus. Studio Address...15th & Cleveland Ave.  
 Tel.: DI 3-4444.....ABC  
 Representative.....Burn-Smith  
 Pres., Gen. Mgr.....Burton L. Levine  
 Commercial Manager.....T. M. Aheron  
 Pub. Dir.....Barbara Felton  
 Chief Engineer.....A. T. Beckley

**WSLS—Roanoke—1940**

Frequency: 610 Kc...Power: 5 Kw. d, 1 Kw. n.  
 Owned.....Shenandoah Life Stations, Inc.  
 Business Studio Address...Radio-TV Center  
 Tel.: DI 4-0226.....NBC  
 Representative.....John Blair  
 President.....Blake T. Newton, Jr.  
 Exec. Vice President.....James H. Moore  
 Station Mgr.....Horace Fitzpatrick  
 Commercial Mgr.....A. S. Trevilian, Jr.  
 Sls. Prom. Dir.....C. R. Garrison  
 Asst. Oper. Mgr.....G. W. Chernault, Jr.  
 Asst. Mgr. for Eng.....J. P. Briggs

**WYTI—Rocky Mount—1956**

Frequency: 1570 Kc....Power: 1000 Watts d.  
 Owned.....WYTI, Inc.  
 Business Address.....P.O. Drawer 471  
 Tel.: HU 3-9955.....KBS  
 Station Representative.....Best  
 President.....S. L. Goodman  
 General Manager.....Lester L. Williams  
 Commercial Manager....William E. Jefferson  
 Program Director.....Fred W. Vopper  
 Chief Engineer.....William A. Farley

**WBLU—Salem—1956**

Frequency: 1480 Kc.....Power: 1 Kw., d.  
 Owned By.....Salem Bcstg. Co.  
 Address.....P. O. Box 408  
 Tel.: DUont 9-5443.....Independent  
 Gen. Mgr., Ch. Eng.....M. C. Bowers, Jr.  
 Commercial Mgr.....R. Bentley

**WHLF—South Boston—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Halifax Bcstg. Co.  
 Address.....Webster St  
 Tel.: 2-9988.....ABC-KBS  
 Gen., Comm. Mgr.....John L. Cole, Jr.

Sta. Mgr.....H. Preston Young, Jr.  
 Chief Engineer.....Arthur A. Moran, Jr.

**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.....Independent  
 President.....C. D. Pennington, Jr.  
 Gen., Sta., Comm. Mgr.....W. Hoffer  
 Sales Prom. Mgr., Prog. Dir....A. W. Walthall  
 Chief Engineer.....Charles E. Brown

**WAFB—Staunton—1954**

Frequency: 900 Kc.....Power: 1 Kw. d.  
 Owned.....Am. Home Bcstg. Corp.  
 Address.....P. O. Box 448  
 Tel.: TU 6-0100.....Independent  
 Station Rep.....Clark  
 Pres., Gen. Mgr.....Lloyd Gochenour  
 Chief Engineer.....Glenn Thomas

**WTON—Staunton—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Charles P. Blackley  
 Business Studio Address.....Morrison Bldg.  
 Tel.: TU 6-6666.....ABC  
 Pres., Gen. Mgr.....Charles P. Blackley  
 Sta., Comm. Mgr.....Charles E. Seebeck  
 Program Director.....Ray H. Honaker, Jr.  
 Chief Engineer.....Rex C. Houser

**WLPM—Suffolk—1940**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Suffolk Bcstg. Corp.  
 Business Address.....Radio Bldg.; Box 626  
 Tel.: 2394.....MBS-KBS  
 Pres., General Mgr.....Fred L. Hart  
 Comm. Mgr.....L. Earl Hundley  
 Prog. Dir.....Ted Potter  
 Chief Eng.....Veryl W. Rupp

**WESR—Tasley—1957**

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....Accomack-Northampton Bcstg. Co.  
 Address.....Box 1330  
 Tel.: SU 7-3200.....KBS  
 President.....Vernon H. Baker  
 Gen. Mgr.....Brooks Russell  
 Ch. Eng.....Glenn Kellam

**WBOF—Virginia Beach—1954**

Frequency: 1600 Kc.....Power: 1 Kw. d.  
 Owned.....Va. Beach Bcstg. Corp.  
 Business Address.....Box 536  
 Tel.: GArden 8-3434.....KBS  
 Station Representative.....Best  
 Pres., Gen. Mgr.....Leo Hoarty  
 Sta. Mgr., Prog. Dir.....Bob Gheza  
 Comm. Mgr.....Ron Phillips  
 Sales Promotion Manager.....Bill Rhyne  
 Publicity Director.....Joe Burton  
 Chief Engineer.....Jack Garrison

## VIRGINIA-WASHINGTON

### WNNT—Warsaw—1949

Frequency: 690 Kc. Power: 250 Watts d.  
 Owned.....Grayson Headley  
 Address.....Warsaw  
 Tel.: ED 3-6900.....KBS  
 Pres., Gen. Mgr.....Grayson Headley  
 Commercial Mgr.....Ruth R. Rouzie  
 Sales Prom. Mgr.....Bill Allison  
 Prog. Dir.....Chris Naumann  
 Chief Engineer.....W. Dean Loudy

### WEER—Warrenton—1957

Frequency: 1570 Kc. Power: 500 W., d.  
 Owned.....Radio Associates, Inc.  
 Business Address.....Box 817  
 Tel.: 1500.....KBS  
 Representative.....Best  
 President.....George Oleson  
 Gen. Mgr.....Arthur Kellar  
 Sales Prom. Manager.....Donald W. Herman  
 Chief Engineer.....Joe Terrien

### WKTF—Warrenton—1957

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned By.....WKFT, Inc.  
 Business Address.....Warren Green Hotel  
 Tel.: 1420.....Independent  
 Station Representative.....Weed  
 President.....Harry Wismer  
 Gen., Sta. Mgr.....Bob Greiner  
 Commercial Manager.....Ed Falls  
 Program Director.....Jack Heaton  
 Chief Engineer.....Albert Moore

### WAYB—Waynesboro—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Waynesboro Bcastg. Corp.  
 Business Address.....526 W. Main St.  
 Tel.: WH 3-6066.....MBS-KBS  
 Rep.....Donald Cooke  
 Pres., Gen., Sta. Mgr.....N. Wilbur Kidd  
 Comm., Sales Prom. Mgr.....Al Charles  
 Prog. Dir.....Gene Daugherty  
 Chief Engineer.....William T. Gabbert

### WINC—Winchester—1941

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Marion P. Lewis  
 Business Address.....Kerr St.  
 Tel.: MOhawk 2-4855.....ABC-KBS  
 Station Representative.....Forjee  
 President.....Marion P. Lewis  
 Program Director.....Gordon Walsh  
 Publicity Director.....Roy Nester  
 Sta. Mgr., Chief Engineer.....Phil Whitney

### WYVE—Wytheville—1949

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Wythe County Bcastg. Co.  
 Address.....195 S. 1st St.  
 Tel.: CApitol 8-3185.....KBS  
 General Manager.....Arthur M. Gates  
 Commercial Manager.....Edward A. Zuber  
 Program Director.....Frank Fox Lindamood  
 Chief Engineer.....W. Jack Fleming

Pop.: 2,872,000  
 Families: 886,000  
 Radio Homes: 866,000

## Washington

Stations in State: 80  
 TV Homes: 716,000  
 TV Stations: 14

### KBKW—Aberdeen—1949

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....KBKW, Inc.  
 Address.....701 E. Heron St.  
 Tel.: 1015.....Independent  
 Station Rep.....Devney; Feltis; Jacobson  
 President.....Archie Taft, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Taft  
 Program Director.....Dale Gunderson  
 Publicity Director.....Fred Marinacci  
 Chief Engineer.....Bob Smading

### KXRO—Aberdeen—1927

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By.....KXRO, Inc.  
 Address.....207½ E. Market St.  
 Tel.: AB 4098.....MBS-KBS  
 Rep.....Walker, Ayres, Art Moore  
 President.....Harry R. Spence  
 General Manager.....Fred G. Goddard  
 Comm. Mgr.....Roy Johnson  
 Sales Prom. Manager.....Monte Cook  
 Chief Engineer.....Robert J. McNamara

### KAGT—Anacortes—1956

Frequency: 1340 Kc. Power: 250 Watts

Owned.....Fidalgo Brcstg. Inc.  
 Address.....2920 Commercial Ave.  
 Tel.: CY 4-2345.....KBS  
 Representative.....Art Moore  
 Pres., Gen. Mgr.....James C. Frits  
 Chief Engineer.....Donald Knuteson

### KASY—Auburn—1958

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned By.....Auburn Broadcasters, Inc.  
 Address.....122 S. Division St.  
 Tel.: TEmple 3-5220.....Independent  
 Station Representative.....Feltis  
 President.....Edward Garre  
 Co-Owner, Prom. Mgr.....Johnny Mowbray  
 Program Director.....Brian Calkins  
 Chief Engineer.....Charles Cook

### KFKF—Bellevue—1958

Frequency: 1330 Kc. Power: 1 Kw., d.  
 Owned.....Bellevue Bcstrs.  
 Business Address.....Pacific Natl. Bank Bldg.  
 Tel.: GLencourt 4-1330.....Independent  
 President.....Kemper Freeman  
 Station Manager.....Bill Coben  
 Program Director.....Dick Stokke  
 Chief Engineer.....Jim McGavick

**KENY—Bellingham—1958**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned By.....Whatcom County Bcstg. Inc.  
 Business Address.....220-A Unity St.  
 Tel.: REgent 3-2410.....Independent  
 Station Representative.....Grant  
 Pres., Gen., Sta. Mgr.....Tom Haveman  
 Commercial Manager.....Edgar Marroy  
 Program Director.....Clayton Holm  
 Sales Prom., Pub. Dir.....James Bailey

**KPUG—Bellingham—1947**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Operated By.....KPUG, Inc.  
 Business Address.....2340 E. Sunset Dr.  
 Tel.: REgent 4-1170.....MBS  
 Newspaper Affil.....Othello (Wa.) Outlook  
 Station Representative.....Pearson  
 President.....Jessica L. Longston  
 Ex. V.P.....Robert E. Pollock  
 Gen. Manager.....John DiMeo  
 Comm. Mgr.....Oscar Lundgren  
 Sls. Prom. Mgr.....James Tinker  
 Program Director.....William Anderson  
 Publicity Director.....Bernie Veleke  
 Chief Engineer.....Donald E. Pinney

**KVOS—Bellingham—1927**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By.....KVOS, Inc.  
 Bus-Studio Address.....1155 Ellis St.  
 Tel.: 790.....ABN  
 Representative.....Forjoe, Art Moore  
 President.....Rogan Jones  
 Gen. Mgr.....Hamilton Brosious  
 Prog. Dir.....John Sherman  
 Nat. Sales Manager.....Fred Elsethagen

**KBRO—Bremerton—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Bruce Bartley  
 Business Address.....205 Washington Ave.  
 Tel.: ESsex 7-3995.....Independent  
 Station Representative.....Feltis; Palmer  
 General Manager.....Linc Perry  
 Office Manager.....Shirley Seid  
 Sales Prom. Mgr.....Bruce Perry  
 Program Director.....Bill Luckhurst  
 Chief Engineer.....Bob Adams

**KPVA—Camas—1956**

Frequency: 1480 Kc. Power: 1 Kw., d.  
 Owned By.....William B. & Cathryn C. Murphy  
 Address.....714 NE 4th  
 Tel.: 6431.....Independent  
 Representatives.....Art Moore, Best  
 President, Gen. Mgr.....Wm. B. Murphy  
 Station Mgr.....Cathryn Murphy  
 Sales Prom. Mgr.....Clarence Hagerly  
 Assistant Mgr.....Sandy Rhodes  
 Asst. Ch. Eng.....Vincent N. Ast.

**KELA—Centralia-Chehalis  
 1937**

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.....MBS  
 Rep., Walker, O'Connell, McGavren, Art Moore  
 President.....J. Elroy McCaw  
 Gen., Sta. Mgr.....Joe Chytil  
 Sales Prom. Mgr.....Marty O'Toole  
 Program Director.....Donald Younghans  
 Publicity Director.....Bryon Johnson  
 Chief Engineer.....Bob De Lapp

**KITI—Chehalis-Centralia—1954**

Frequency: 1420 Kc. Power: 1 Kw. d.  
 Owned-Operated By.....KITI Corp.  
 Address.....804 Market St.  
 Tel.: SH 8-3379.....Independent  
 Representative.....Feltis, Grant  
 Pres., Gen. Mgr.....Donald F. Whitman  
 Sta., Comm. Mgr.....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.....Independent  
 Representative.....McGillvra  
 Pres., Gen. Mgr.....Stuart S. Maus  
 Program Director.....Marjorie Grill  
 Chief Engineer.....Dean Rhodes

**KCLX—Colfax—1950**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Adrian De Vries  
 Address.....Box 710  
 Tel.: EXbrook 7-3441.....KBS  
 Station Representative.....Best  
 Owner, Gen., Sta. Mgr.....Adrian De Vries  
 Program Director.....Betty DeVries  
 Chief Engineer.....E. O. McVay

**KCVL—Colville—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Colville Bcstg. Co.  
 Bus. Address.....Mantz & Ricky Rd.; Box 208  
 Tel.: MU 4-6481.....KBS  
 Station Representative.....Continental; Moore  
 Pres., Ch. Eng.....Merle B. Peterson  
 Commercial Manager.....Peggy J. Hull

**KGDN—Edmonds—1954**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned.....King's Garden, Inc.  
 Address.....190th & Fremont  
 Tel.: LI 3131.....Independent  
 President.....A. B. Martin  
 Manager.....A. Orville Helgeson  
 Program Director.....Gerald Swanson  
 Chief Eng.....Walter Jamison

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Central Washington Bcstrs.  
 Bus. Add. Trans. Loc.....Box 600

# WASHINGTON

Tel.: Ellensburg ..... KBS  
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 By ..... **Coulee Bcstg. Corp.**  
Tel.: SK 4-4686 ..... Independent  
President ..... **Donald R. Berry**  
Gen., Sta., Comm., Prom. Mgr. .... **Bob Moore**  
Program Director ..... **Dorothy McCue**  
Chief Engineer ..... **Len Brown**

## KRKO—Everett—1920

Frequency: 1380 Kc. .... Power: 1000 Watts  
Address ..... **P. O. Box 916**  
Tel.: Alpine 9-1144 ..... Independent  
Station Representative ..... **Devney; Moore**  
Pres., Gen. Mgr. .... **W. R. Taft**  
Sales Manager ..... **Tom Kelley**  
Chief Engineer ..... **Dave Foley**

## KQTY—Everett—1957

Frequency: 1230 Kc. .... Power: 250 W.  
Owned ..... **W. Nelskog, P. Crain, A. Baker**  
Address ..... **3021 Rocketeller**  
Tel.: CE 6111 ..... Independent  
Representative ..... **Grant**  
President ..... **Wally Nelskog**  
Gen. Mgr. .... **Paul Crain**  
Sta. Mgr. .... **Earle Gerdon**  
Prog. Dir. .... **Ray Courtmanch**

## KFDR—Grand Coulee—1950

Frequency: 1360 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... **Ralph A. Nachtmann**  
Address ..... **Box 395**  
Tel.: 140 ..... Independent  
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 ..... Independent  
Station Rep. .... **Moore; Walker-Rawalt; Oakes**  
President ..... **J. J. Flanigan**  
Gen., Sta. Mgr. .... **John F. Carlson**  
Commercial Manager ..... **Warren Peterson**  
Program Director ..... **Robert Van Roy**  
Chief Engineer ..... **Robert Meers**

## KEPR—Kennewick—1949

Frequency: 610 ..... Power: 5000 Watts  
Owned-Oper. By ..... **KWIE, Inc.**  
Address ..... **11 S. Cascade St.**  
Tel.: JU 2-5151 ..... CBS  
Representative ..... **Art Moore, Robert Meeker**  
President ..... **Thomas C. Bostic**

Sta., Comm. Mgr. .... **Monte Strohl**  
Program Director ..... **Bill Moody**

## KNBX—Kirkland—1947

Frequency: 1050 Kc. .... Power: 1 Kw. d.  
Owned-Oper. By ..... **Eastside Bdcstg. Co.**  
Business Address ..... **Civic Center; Box 338**  
Tel.: VAndyke 2-1201 ..... KBS  
Representative ..... **Art Moore**  
General Manager ..... **G. A. Wilson**  
Program Director ..... **R. Anita Busek**  
Chief Engineer ..... **A. W. Lehnhoff**

## KFHA—Lakewood—1959

Frequency: 1480 Kc. .... Power: 1000 Watts  
Owned By ..... **Ferguson & Hall**  
Address ..... **KFHA, Tacoma 99**  
Tel.: JUNiper 8-1811 ..... Independent  
Partner ..... **Adlai C. Ferguson, Jr.**  
Partner, Gen. Mgr. .... **Robert E. Hall**  
Program Director ..... **Greg Martin**  
Chief Engineer ..... **Herman Hughes**

## KBAM—Longview—1955

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... **K-BAM Bcstg. Co.**  
Business Address ..... **1451 Alaska St.; Box 31**  
Tel.: HA 3-1210 ..... Independent  
Station Rep. .... **Holman; Grant; Wagner**  
President ..... **Paul D. Wickre**  
Gen., Sta. Mgr. .... **William Hoftyzer**  
Commercial Manager ..... **Al Weeks**  
Program Director ..... **Charles Nelson**  
Chief Engineer ..... **Byron Swanson**

## KEDO—Longview—1938

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... **Triad Bcstg. Corp.**  
Address ..... **P. O. Box 779**  
Tel.: HA 5-1500 ..... MBS  
Representative ..... **Feltis; Pearson**  
Pres., Gen. Mgr. .... **William Boeing, Jr.**  
Comm. Prog. Mgr. .... **Don L. Veith**  
Chief Engineer ..... **Mac Davis**

## KSEM—Moses Lake—1947

Freq.: 1470 Kc. .... Power: 5 Kw., d.; 1 Kw., n.  
Owned-Operated By ..... **KSEM, Inc.**  
Business Address ..... **Box 276**  
Tel.: RO 5-3441 ..... KBS  
Station Representative ..... **Day; O'Connell**  
President ..... **Jessica L. Longston**  
Gen. Manager ..... **John R. DIMEO**  
Station Manager ..... **Roy Robinson**  
Commercial Manager ..... **Gene Wagner**  
Sales Promotion Manager ..... **Bill Berry**  
Program Director ..... **Neil Burmester**  
Chief Engineer ..... **Ken Hansen**

## KWIQ—Moses Lake—1956

Frequency: 1260 Kc. .... Power: 1000 Watts, d.  
Owned ..... **Central Basin Broadcasting Co.**  
Business Address ..... **815 W. Broadway**  
Tel.: ROCKwell 5-7843 ..... Independent  
Station Representative ..... **Weed; Moore**  
President ..... **Tomas Bostic**  
General Manager ..... **James Schroeder**  
Commercial Manager ..... **Ed Dahlin**

Sales Promotion Manager.....Jack Dillon  
 Program Director.....Francis King  
 Publicity Director.....Ed Morrissey  
 Chief Engineer.....Howard Hammond

**KBRC—Mount Vernon—1946**

Freq.: 1430 Kc....Power: 5 Kw., D; 1 Kw., N  
 Owned-Operated By.....Beckley Radio Co.  
 Bus.-Studio Address.....P.O. Box 240  
 Tel.: GARfield 4-2430.....Independent  
 Representative.....Art Moore  
 Pres., Gen., Sta. Mgr.....Leo H. Beckley  
 Comm., Sales, Prom. Mgr.....Ted Frayling  
 Prog., Pub. Director.....Glenn Brooke  
 Chief Engineer.....Burt McAllister

**KGY—Olympia—1922**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tom Olsen  
 Address Trans. Loca.....P. O. Box 710  
 Tel.: WHitehall 3-1240.....MBS-KBS  
 Representative.....Art Moore, Walker  
 Pres., Gen. Mgr.....Tom Olsen  
 Sta., Comm. Mgr.....Herb Anderson  
 Program, Ch. Eng.....Don Jones  
 Publicity Director.....Robert Cummings

**KITN—Olympia—1956**

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned.....KITN Corp.  
 Address.....610 Columbia Street  
 Tel.: FL 7-7718.....Independent  
 Representative.....Feltis, Grant  
 Pres., Gen. Mgr.....D. Whitman  
 Chief Engineer.....Harold C. Singleton

**KOMW—Omak—1947**

Frequency: 680 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KOMW, Inc.  
 Business-Studio Address.....Box 151  
 Tel.: 20.....Independent  
 Representative.....Feltis; Ayres  
 President.....R. L. McNett  
 General Manager.....Dean Nichols  
 Comm. Mgr.....Jerry Weaver  
 Program Director.....Mrs. Betty Uht

**KRSC—Othello—1958**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned By.....Othello Radio  
 Address.....Othello  
 Tel.: Othello.....KBS  
 General Mgr.....R. E. Pollock  
 Station Mgr.....C. Sheppard  
 Chief Engineer.....W. Dru

**KORD—Pasco—1956**

Frequency: 910 Kc.....Power: 1 Kw., d.  
 Owned.....Music Bcstrs.  
 Address.....Box 485  
 Tel.: LI 7-9791.....Independent  
 Representative.....W. S. Grant  
 Gen. Mgr.....Wally Reid

**KPKW—Pasco—1945**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Hill & Wages

Address.....Pasco  
 Tel.: Pasco.....KBS  
 Representative.....Feltis  
 Pres., Gen. Mgr.....V. B. Kenworthy  
 Comm. Mgr.....Shirley Wallen  
 Prog. Dir., Chief Engineer.....Robert Rockne

**KONP—Port Angeles—1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Radio Pacific Inc.  
 Address.....313 West First Street  
 Tel.: GL 7-4200.....KBS  
 Newspaper Affiliation.....Evening News  
 Representative.....Art Moore  
 President.....Charles Webster  
 Gen. Mgr.....George Buck  
 Sta. Mgr., Prog. Dir.....Jack Keith Proctor  
 Sales Promotion Manager.....Robert French  
 Publicity Director.....Rachel Gallegher  
 Chief Engineer.....Frederick F. Fields

**KARY—Prosser—1956**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned By.....Prosser-Grandview Bcsts.  
 Address.....P. O. Box 1310  
 Tel.: YUkon 4-7310.....KBS  
 Station Rep.....Best  
 President.....Ray Rockstrom  
 General Mgr.....J. L. Quinn  
 Comm. Prom. Mgr.....R. Wilson  
 Chief Engineer.....D. Trostel

**KOFE—Pullman—1950**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bayton & Hicks  
 Address.....Pullman-Coltco Hy.  
 Tel.: 1-5251.....Independent  
 Representative.....Ayres, Best  
 Station Mgr.....J. Ronald Bayton  
 Promotion Mgr.....B. J. Bayton

**KAYE—Puyallup—1951**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Henry Perozzo  
 Address.....P. O. Box 271  
 Tel.: THornwall 5-1711.....KBS  
 Station Representative.....Moore  
 Gen. Mgr., Ch. Eng.....Henry Perozzo  
 Commercial Manager.....Marvin A. Young  
 Program Director.....Janet Lee Kelly

**KPOR—Quincy—1957**

Frequency: 1370 Kc.....Power: 1 Kw., d.  
 Owned.....Quincy Valley Bcstrs.  
 Address.....1st & B St.  
 Tel.: SUNset 7-6731.....Independent  
 Pres., Gen. Mgr.....Donald R. Nelson  
 Chief Engineer.....Jerry Leathers

**KAPA—Raymond—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Seattle Musicasters  
 Address.....P. O. Box 626  
 Tel.: 1010.....KBS  
 Station Rep.....Moore; Walker; Continental  
 Sta. Mgr.....R. E. Claunch  
 Comm. Mgr.....J. W. Reavley  
 Chief Engineer.....Robert Sheetz

**WASHINGTON**

**KLAN—Renton—1946**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By: Seattle Musicasters  
Address Trans. Loca.: 615 Third Ave.  
Tel.: ALpine 5-8245 Independent  
President: Ralph J. Sander, Jr.  
General Manager: Chas. E. Sullivan

**KALE—Richland—1950**

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By: KALE, Inc.  
Address: P. O. Box 367  
Tel.: 4-3180 Independent  
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.: MAin 3-2480 Independent  
Station Representative: Young  
President: Jessica L. Longston  
Gen. Mgr.: R. E. Pollock  
Sta. Mgr.: Jim Hamstreet  
Comm. Mgr.: Gilbert C. Bond  
Prog. Dir.: Ted Bell  
Chief Engineer: Verle Jones

**KING—Seattle—1927**

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned-Oper. By: KING Bcstg. Co.  
Address: 320 Aurora Ave.  
Tel.: MUtual 2-3555 ABC-NBC  
Station Rep.: Blair  
Pres., Gen. Mgr.: Mrs. A. Scott Bullitt  
V.P. Business: Henry B. Owen  
Station Mgr.: Gibbs Lincoln  
Program Mgr.: Jack Link  
Pub. & Prom. Mgr.: Mel Anderson  
Chief Engineer: A. A. Shultz

**KIRO—Seattle—1927**

Frequency: 710 Kc. Power: 50,000 Watts  
Owned-Oper. By: Queen City Bcstg. Co.  
Bus.-Studio Address: 1530 Queen Anne Ave.  
Tel.: AL 9800 CBS  
Representative: Peters, Griffin, Woodward, Inc.  
President: Saul Haas  
Comm. Manager: William F. Tucker  
Station Mcnager: 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 28 Ave. S.W.  
Tel.: HO 5100 Independent  
Representative: Branham, McGavren, Jacobson  
Pres., Gen Mgr.: Lester M. Smith  
Commercial Manager: Gaylen S. Blackford  
Pgm. Director: Homer Pope  
Chief Engineer: George Newton

*"The Album Sound"*

*(the ones who buy!)*



MUSIC FOR ADULTS AND MATURE YOUNG PEOPLE

5000 WATTS — TOP OF YOUR DIAL

**KOL—Seattle—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By... Seattle Bcstg. Co.  
 Bus.-Studio Address... 1100 W. Florida St.  
 Tel.: MA 2-2312 Independent  
 Representative... Bolling  
 President... Marie S. Taft  
 Gen., Sta. Mgr... Archie Taft, Jr.  
 Commercial Manager... W. L. Simpson  
 Program Director... Howard Hall  
 Publicity Director... Robert Ward  
 Chief Engineer... Dallas Barnard

**KOMO—Seattle—1926**

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Fisher's Blend Station, Inc.  
 Bus.-Studio Address... 100 4th Ave. No.  
 Tel.: MA 4-6000 NBC  
 Representative... NBC Spot Sales  
 President... O. W. Fisher  
 Gen. Mgr., Exec. V. P... W. W. Warren  
 Comm. Manager... James McLoughlin  
 Station Manager... Maitland Jordan  
 Sls. Prom. Mgr... Bob Ryan  
 Program Manager... F. J. Patterson  
 Pub. Rel. Mgr... Margaret Frey  
 Chief Engineer... C. E. Miller

**KTIX—Seattle—1956**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned-Operated By... KTIX, Inc.  
 Business Address... 101 Bellevue Ave. North  
 Tel.: EAst 3-1590 Independent  
 Station Representative... Webb, Lucas  
 Pres., Gen. Mgr... Hugh Ben LaRue  
 Comm. Mgr... Bill Rickard  
 Publicity Director... Doris Holman  
 Chief Engineer... Jack Hemingway

**KTW—Seattle—1920**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned... The First Presbyterian Church  
 Business Address... 710 Madison  
 Tel.: MUtual 2-1250 Independent  
 Station Representative... Pickens  
 Gen., Sta. Mgr... Don J. Bevilacqua  
 Comm., Sales Prom. Mgr... George W. Boucher  
 Program Director... William McMillen  
 Ch. Eng... James S. Ross

**KVI—Seattle—1926**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.  
 Bus. Address... Camlin Hotel, 1619 9th Ave.  
 Tel.: MAin 4-4848 MBS  
 Representative... H-R Reprs.  
 President, Gen. Mgr... Mrs. Vernice Irwin  
 Commercial Mgr... Earl T. Irwin  
 Program Dir... Harry Long  
 Chief Engineer... D. M. McDonough

**KXA—Seattle—1926**

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Operated By... KXA, Inc.  
 Bus.-Studio Address... 320 Second Ave., W.

Tel.: AL 8600 Independent  
 Representative... Meeker  
 President... Wesley I. Dumm  
 Comm. Mgr... G. A. Wellington  
 Gen. Mgr., Chief Eng... John Dubuque

**KGa—Spokane—1926**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Bankers Life & Casualty  
 Bus.-Studio Address... Moran Prairie, Box 141  
 Tel.: KE 4-0631 ABC  
 Representative... Everett-McKinney, O'Connell  
 General Manager... Len Greenword  
 Managing Director... John P. Cannaven, Jr.

**KHQ—Spokane—1922**

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By... KHQ, Inc.  
 Bus.-Studio Address... 700 Radio Central Bldg.  
 Tel.: MA 4-5131 NBC  
 Representative... Katz  
 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

**KNEW—Spokane—1947**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By... Seattle-Portland Radio  
 Business Address... P.O. Box 8033  
 Tel.: KE 4-9363 Independent  
 Station Representative... McGavren-Quinn  
 General Manager... Lester M. Smith  
 Program Director... Bill Gratton  
 Chief Engineer... Vince Hoffant

**KPEG—Spokane—1957**

Frequency: 1380 Kc. Power: 5 Kw. d.  
 Owned... Bellevue Bcstrs.  
 Bus. Ad... 1527 W. 2nd Ave.; Box 838  
 Tel.: MAdison 4-0454 Independent  
 President... H. Kemper Freeman  
 Gen. Mgr., Ch. Engr... Larry Lester  
 Program Director... Mrs. Frances M. St. Dennis

**KREM—Spokane—1947**

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... KREM Bcstg. Co.  
 Address... 4103 South Regal  
 Tel.: KE 4-0466 Independent  
 Representative... ForJoe  
 Pres., Gen. Mgr... Louis Wasmer  
 Sta., Comm. Mgr... Robert Temple  
 Sales Prom. Mgr., Pub. Dir... Ted Richeson  
 Program Director... E. A. Moseley  
 Chief Engineer... Hommer W. Mead

**KLYK—Spokane—1921**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... KLYK, Inc.  
 Address, Trans. Loca... Realty Bldg.  
 Tel.: RIVERSide 7-8033 MBS  
 Station Representative... Moore



## WASHINGTON

President ..... Harold Lampel  
Gen. Comm. Mgr. .... William B. Murphy  
Sales Promotion Manager.... Cathryn Murphy  
Program Director..... Glenn Huston  
Publicity Director..... Hal Thomas  
Chief Engineer..... Ryder Chronic

### KXLY—Spokane—1922

Frequency: 920 Kc.....Power: 5,000 Watts  
Owned-Oper. By.....No. Pacific Radio Corp.  
Address.....W. 315 Sprague Ave.  
Tel.: MA 4-1218.....CBS  
Station Rep.....Avery-Knodel; Day; Jacobson  
Pres.....Norman Alexander  
General Manager.....James R. Agostino  
Station Manager.....George Anthony

### KZUN—Spokane—1955

Frequency: 630 Kc.....Power: 500 Watts, d.  
Owned.....Voice of Spokane Valley  
Address.....Box 123  
Tel.: WA 4-2400.....Independent  
Representative.....W. S. Grant  
General Manager.....Robert L. Swartz  
Co-Manager.....Arthur R. MacKelyvie  
Sales Manager.....Richard White

### KREW—Sunnyside—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Cole E. Wylie  
Business Address.....Box 209  
Tel.: TEmple 7-2277.....Independent  
Representative.....Tracy Moore  
Pres., Gen. Mgr.....Cole E. Wylie  
Sta., Comm. Mgr.....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.....Independent  
Station Representative... Avery-Knodel; Moore  
Pres., Gen. Sta. Mgr.....J. Archie Morton  
Prom., Pub. Dir.....Win McCracken  
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.....Independent  
Representative.....Gill-Perna, Scott; Feltis  
President, Gen. Mgr.....Jerry Geehan  
Assistant Manager.....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 Sta.  
Tel.: FU 3-2561.....Independent  
Newspaper Affil.....News Tribune

Representative ..... Weed  
Station Manager.....Max H. Bice  
Commercial Mgr.....John Upham  
Sales Prom. Mgr.....Robert Lyte  
Program Director.....Don St. Thomas  
Chief Engineer.....Max H. Bice

### KENE—Toppenish—1954

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Radio Broadcasters Inc.  
Address.....P. O. Box 350  
Tel.: TO 5-7272.....KBS  
Representative.....Hil F. Best  
President.....Jack R. Woodrooffe  
Gen. Sta. Manager.....Robert A. Sumbardo  
Program Director.....Don Downing  
Chief Engineer.....Charles Peterson

### KKEY—Vancouver—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
Owned-Oper. By.....Western Bcstg. Co.  
Address.....5500 Fourth Plain Road  
Tel.: OX 3-2565.....KBS  
Representative.....Bernard  
President.....Ralph C. Weagant  
General Mgr.....Ernest Crater  
Commercial Mgr.....Al Picinni  
Program Dir.....Ken Debord  
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  
Representative.....Grant Webb, Tracy Moore  
President.....Sheldon F. Sackett  
General Mgr.....Larry H. Lau  
Station Mgr.....James Gunn  
Nat. Sales Mgr.....Isabelle Hoyt  
Chief Engineer.....Leo Erickson

### KHIT—Walla Walla—1956

Frequency: 1320 Kc.....Power: 1000 Watts d.  
Owned By.....Leader Broadcasting Co.  
Business Address.....Denny Bldg.  
Tel.: JAckson 5-1390.....Independent  
Station Representative.....Grant; Feltus  
Pres., Gen., Sta. Mgr.....Arch Le Roux  
Program Director.....Herb Kennedy  
Chief Engineer.....Less Ashworth

### KTEL—Walla Walla—1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Walla Walla Bdcstg. Co.  
Address.....Box 1028  
Tel.: JAckson 5-4103.....ABC-KBS  
Sta. Rep.....Rambeau, Vance, Hopple; Cox  
Pres., Gen. Mgr.....Jack Keating  
Sales Prom. Mgr., Prog. Dir.....Adaline Bussard  
Chief Engineer.....Beven Roth

### KUJ—Walla Walla—1929

Freq.: 1420 Kc.....Power: 5000 Wts. d., 1000 n.  
Owned-Operated By.....KUJ, Inc.  
Business Address.....Route 2

## WASHINGTON-WEST VIRGINIA

Tel.: JA 9-1230.....Independent  
 Representative.....Forjoe, Art Moore  
 President, Gen. Mgr.....H. E. Studebaker  
 Comm. Mgr.....Norval Armes  
 Sales Prom. Mgr., Prog. Dir.....Ken Brooks  
 Chief Eng.....Glenn Dubbe

### KPQ—Wenatchee—1929

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
 Bus.-Studio Address.....32 N. Mission  
 Phone: NO 3-5121.....News Service: UP  
 Representative.....Forjoe  
 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

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wenatchee Broadcasters  
 Address.....P. O. Box 1510  
 Tel.: NO 2-7135.....MBS  
 Representatives.....McGillyvra, Feltis, Cox  
 Co-Owners.....S. Maus, M. Sorley  
 Sales Manager.....Mark Sorley

### KUEN—Wenatchee—1956

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned.....Queens Bcstg. Co.  
 Address.....209 Orondo Ave.  
 Tel.: NOrmandy 3-5186.....KBS  
 Station Representative.....Grant; Feltis  
 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

Frequency: 1460 Kc.....Power: 5000 Watts

Owned-Oper. By.....Cascade Bdcstg. Co.  
 Address.....P. O. Box 702  
 Tel.: GLencourt 2-9111.....ABC-CBS-NBC  
 Rep.....Weed & Co., Art Moore  
 President.....A. W. Talbot  
 Gen. Manager.....Thomas C. Bostic  
 Station Mgr.....W. B. Hansen  
 Sales Manager.....Gene Grischow  
 Program Director.....Rex Heninger  
 Chief Engineer.....Dovel DeVon

### KIT—Yakima—1929

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Bus. Ad.....414½ E. Yakima Ave.; Box 1222  
 Tel.: GL 7-8115.....Independent  
 Station Representative.....McGavren-Quinn  
 President.....Carl E. Haymond  
 Gen., Sta. Mgr.....Jack H. Goetz  
 Prog. Dir.....John Puckett  
 Publicity Director.....Pete Wick  
 Chief Engineer.....Dave Hubert

### KUTI—Yakima—1954

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....H. A. Roddick  
 Address.....316 Butterfield Rd.  
 Tel.: CH 8-0980.....Independent  
 Station Representative.....Forjoe; Day  
 Pres., Gen. Mgr.....H. A. Roddick  
 Commercial Manager.....Jack McMahan  
 Sales Promotion Manager.....Bill Bainter  
 Program Director.....Kay Arnold  
 Chief Engineer.....Lee Hurley

### KLOQ—Yakima—1947

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned By.....Shela & Durham  
 Address.....P. O. Box 172  
 Tel.: GL 2-7143.....MBS  
 Representative.....Headley-Reed, Walker  
 Gen., Sta., Comm. Mgr.....Warren J. Durham

Pop.: 2,095,000  
 Families: 563,000  
 Radio Homes: 537,000

## West Virginia

Stations in State: 48  
 TV Homes: 416,000  
 TV Stations: 11

### WJLS—Beckley—1939

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.....CBS  
 Representative.....Burke—Stuart  
 President, Gen. Mgr.....Joe L. Smith, Jr.

### WVNR—Beckley—1947

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Rahall Bcstg. Co.  
 Address.....1708 Harper Road  
 Tel.: CL 3-8309.....Independent  
 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  
 Publicity Dir.....Robert Harvit  
 Chief Eng.....Anthony P. Gonzalez  
 Owners of: WKAP, Allentown, Pa.; WNAR,  
 Norristown, Pa.; WFEA, Manchester, N. H.;  
 WTSP, St. Petersburg, Fla.  
 (See Page 584)

### WCST—Berkeley Springs—1958

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned By.....Berkeley Springs Radio St. Corp.  
 Business Address.....Berkeley Springs  
 Tel.: 771.....Independent  
 Gen., Sta. Mgr.....Thomas Butscher  
 Commercial Manager.....James Merrill  
 Program Director.....Kenneth Robertson  
 Chief Engineer.....Gary Daniels

# WEST VIRGINIA

## WHIS—Bluefield—1929

Freq.: 1440 Kc. Power: 5 Kw., d.; 500 W., n.  
Owned-Oper. By... Daily Telegraph Prtg. Co.  
Business Address... Municipal Bldg.; Box 70  
Tel.: DA 7-7115... NBC  
Newspaper Affil. Telegraph; News Observer  
Representative... Katz  
Pres., Gen. Mgr. Hugh Ike Shott  
Sta. Mgr. Melvin Barnett  
Commercial Manager... George Hendricks  
Pub. Director... Janie Marie Lambert  
Chief Engineer... P. T. Flanagan

## WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 253 Watts  
Owned-Oper. By... WKOY, Inc.  
Address... Box 248  
Tel.: DA 7-8124... MBS  
Rep. Devney & Co., Holman, Dora-Clayton  
Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Alley  
Sta. Mgr., Prog. Dir. Ed Erb

## WCAW—Charleston—1946

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Capitol Bcastg. Corp.  
Address... Kanawha Hotel Bldg.  
Tel.: DI 3-7503... Independent  
Representative... Dore  
President... E. M. Johnson  
General Mgr. A. J. Files  
Comm. Mgr. Elaine Johnson  
Program Dir. Al Walker  
Sales Prom. Mgr. Gloria Best  
Publicity Dir. Adele Durr  
Chief Engineer Frank Allender

## WCHS—Charleston—1927

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By... The Tierney Co.  
Address... 1111 Virginia St.  
Tel.: DI 2-8131... CBS  
Representative... Branham  
President... Hawthorne T. Battle  
V.P., Gen. Mgr. John T. Gelder, Jr.  
Station Manager... Robert M. Sinclair  
Commercial Manager... Carl Cook  
Sales Prom., Pub. Dir. Harry Brawley  
Program Director... Joe Farris  
Chief Engineer... William E. Doxon

## WHMS—Charleston—1939

Frequency: 1490 Kc. Power: 250 W.  
Owned-Oper. By... Charleston Bcastg. Co.  
Business Address... 315 Professional Bldg.  
Tel.: DI 3-9544... ABC  
Station Representative... Stars Natl.; Ayers  
President... Joseph L. Brechner  
General Manager... Norman L. Posen  
Commercial Manager... Carl B. Margin  
Sales Promotion Manager... Jean Jespersen  
Program Director... Bill Miller  
Chief Engineer... Vernon Hutchinson

## WKAZ—Charleston—1957

Frequency: 950 Kc. Power: 5 Kw., d.; 1 Kw. n.  
Owned By... Kanawha Valley Bcastg Co., Inc.

Address... 210 Dickinson St.  
Tel.: Dickens 3-7541... NBC  
Station Rep. Katz  
President... Lawrence H. Rogers, II  
General Mgr. Tom J. Murray  
Comm., Program Dir. Don O. Hays  
Sales, Prom. Mgr. Jack Williams  
Publicity Dir. Nell McMillan Frazier  
Chief Engineer... William Ford

## WTIP—Charleston—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Chemical City Bcastg. Co.  
Bus. Address... Capitol & Fife Sts.; Box 3032  
Tel.: Dickens 2-3166... MBS-KBS  
Station Rep. Rambeau, Vance, Hopple  
Pres., Ch. Eng. Gus Zaharis  
General Manager... Mel S. Burka  
Commercial Manager... Bud A. Burka  
Sales Promotion Manager... Bob Bower  
Prog., Pub. Dir. Fred Griffith

## WBOY—Clarksburg—1937

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... WSTV, Inc.  
Business Address... 912 W. Pike St.  
Tel.: MA 4-7571... NBC  
Representative... Branham  
President... Jack Berkman  
Gen. Mgr. George H. Clinton  
Sta., Comm. Mgr. Anthony Corvello  
Prom. Mgr., Pub. Dir. Carl Loose  
Program Director... Robert Toothman  
Chief Engineer... V. G. Brooks

## WHAR—Clarksburg—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Harrison Corp.  
Address Trans. Loca... 1200 E. Pike St.  
Tel.: MAin 3-1171... ABC-MBS-KBS  
Rep. Burn-Smith  
Pres., Sta. Mgr. Mason C. Deaver  
General Manager... Charles Gaylord  
Commercial Manager... F. T. Gregg  
Sales Promotion Manager... Jennings Randolph  
Program Director... Paul Ellison  
Chief Engineer... Beryle Snyder

## WPDX—Clarksburg—1947

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Clarksburg Bcastg. Corp.  
Business-Studio Address... 339 W. Main St.  
Tel.: MA 4-6425... Independent  
Station Representative... Pearson  
Gen., Comm. Mgr. Joseph M. Larosa  
Sta. Mgr., Prog. Dir. Dewitt H. Wyatt  
Chief Engineer... Robert D. Hough

## WDNE—Elkins—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Marja Bcastg. Corp.  
Address... Davis & Wash. Sts.  
Tel.: Elkins... KBS  
Pres., Gen. Mgr. John Carr  
Vice-Pres. Howard A. Donahoe  
Program Director... John O'Brien  
Comm. Manager... Grady F. Guye

**WMMN—Fairmont—1928**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Oper. By Peoples Bcstg. Co.  
 Business Address: 246 N. High St.  
 Tel.: 3100 CBS  
 Representative: Hollingbery  
 President: Murray D. Lincoln  
 General Manager: Herbert E. Evans  
 Program Director: Frank Lee  
 Chief Engineer: Harry W. Jackson

**WTCS—Fairmont—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Fairmont Broadcasting Co.  
 Address: Box 1549  
 Tel.: 5000 ABN-KBS  
 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

**WELD—Fisher—1956**

Frequency: 690 Kc. Power: 500 W., d.  
 Owned-Oper. By: Marion P. Lewis  
 Address: Fisher  
 Tel.: LE 8-6062 ABC  
 President: Marian Park Lewis  
 Station Manager: Kimberley Johnson  
 Program Director: G. Gust Boyd, Jr.

**WVW—Grafton-Fairmont  
1947**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned: Beacom Bcstg. Enterprises  
 Address: 400 Quincy Street  
 Tel.: GR 2000 MBS  
 Representative: Gill-Perna, Inc.  
 President: J. Patrick Beacom  
 Sta. Mgr.: Robert B. Frazier  
 Comm. Mgr.: William Cotrell

**WHTN—Huntington—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper.: Cowles Bcstg. Co.  
 Business-Studio Address: 625 Fourth Ave.  
 Tel.: JA 5-7661 MBS  
 Rep.: Meeker  
 General Manager: Robert R. Tincher

**WPLH—Huntington—1946**

Frequency: 1470 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By: The Tierney Co.  
 Business Address: 1046½ Third Ave.  
 Tel.: JA 3-3421 MBS  
 Representative: Branham  
 President: Hawthorne D. Battle  
 V.P., Gen. Mgr.: Jack Gelder  
 Station Mgr.: James F. McDonald, Jr.  
 Chief Engineer: Louis Rowan

**WSAZ—Huntington—1923**

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 NBC  
 Newspaper Affil.: Huntington Pub. Co.  
 Representative: Katz  
 President: Lawrence H. Rogers  
 Station Manager: George Andrick  
 Sales Promotion Manager: George Greenwood  
 Program Director: C. Bosworth Johnson  
 Chief Engineer: Carroll Kessell

**WKYR—Keyser—1953**

Freq.: 1270 Kc. Power: 5000 Kw. d.  
 Owned: WKYR Inc.  
 Business Address: P.O. Box 231  
 Tel.: SUNset 8-3211 KBS  
 Station Rep.: Burn-Smith  
 President: Walter Patterson  
 Gen., Comm. Mgr.: William W. Robinson  
 Publicity Director: Jack R. Husson  
 Chief Engineer: Lee Bruner

**WLOG—Logan—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: C. H. Frey, R. O. Greover  
 Address: 445 Stratton St.  
 Tel.: 540 MBS  
 Newspaper Affil.: Banner  
 Partner: Clarence H. Frey  
 Partner: Robert O. Greover  
 Comm. Mgr.: C. H. Murphey  
 Program Director: Lucille Gallion  
 Chief Engineer: Lewis H. Frye

**WVOW—Logan—1952**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Logan Bcstg. Co.  
 Address: Box 1921  
 Tel.: 2358 KBS  
 General Manager: William P. Becker  
 Commercial Manager: Martha J. Becker  
 Program Director: Audie Albright  
 Chief Engineer: John Lamont

**WEPM—Martinsburg—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Martinsburg Bcstg. Co.  
 Business Address: Peoples Trust Co. Bldg.  
 Tel.: AM 3-5252 CBS  
 Representative: McGillvra  
 Co-Owner, Gen. Mgr.: C. Leslie Golliday  
 Program Director: John E. Taylor  
 Sta., Comm. Manager: George N. O'Brien  
 Chief Engineer: Sheridan Campbell

**WHJC—Matewan—1951**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Three States Bcstg. Co.  
 Tel.: 4771 KBS  
 Representative: Continental  
 President, Gen. Mgr.: Fred Morningstar

**WMON—Montgomery—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: Fayette Associates, Inc.  
 Address: 1028 First Ave.

# WEST VIRGINIA

Tel.: HI 2-4620.....MBS  
President.....Arnold M. Vickers  
Station Manager.....Robert L. Marsh  
Program Director.....Richard A. Rhodes  
Chief Engineer.....J. C. Craver

## WAJR—Morgantown—1941

Freq.: 1440 Kc. Power: 5 Kw. d., 500 Watts, n.  
Owned-Oper. By...West Virginia Radio Corp.  
Business-Studio Address.....448 Spruce St.  
Tel.: 9488.....NBC  
Newspaper Affil. W. Va. Newspaper Pub. Co.  
Rep.....Tom C. Clark  
President.....Agnes J. Reeves Greer  
Gen., Sta. Mgr.....Malcolm A. Campbell, Jr.  
Comm., Sales Prom. Mgr.....James Redmond  
Program Director.....Jack Tennant  
Chief Engineer.....Al Novak

## WCLG—Morgantown—1954

Frequency: 1300 Kc. Power: 1000 Watts, d.  
Owned.....Morgantown Broadcasting Co.  
Address.....P. O. Box 885  
Tel.: 2-2222.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....C. Leslie Golliday  
Sta., Comm. Mgr.....Charlie Arnett  
Prog. Dir., Ch. Eng.....Jim McEweun

## WMOD—Moundsville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Taylor & Gail  
Address.....505 Seventh St.  
Tel.: Tilden 5-1230.....KBS  
Pres., Gen. Mgr.....John T. Taylor  
Comm., Sales Prom. Mgr.....Alice Shein  
Program Director.....Jim Herink  
Publicity Director.....Marlys McCoy  
Chief Engineer.....Felice Regoli

## WETZ—New Martinsville 1952

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Magnolia Broadcasting Co.  
Bus. Address. Radio Park, 3rd St., N.; Box 391  
Tel.: Gladstone 5-3030.....KBS  
Station Representative.....Johnson  
President, Gen. Mgr.....Harry G. Bright  
Comm. Manager.....George K. Eubanks  
Sales Promotion Manager.....Don Hartline  
Program Director.....T. L. Anderson  
Publicity Director.....Lorraine Espy  
Chief Engineer.....J. L. Jones

## WOAY—Oak Hill—1947

Frequency: 860 Kc. Power: 10 Kw. d.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel.: HO 9-3361.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Commercial Manager.....A. W. Vickers  
Chief Engineer.....Curtis Horton

## WCEF—Parkersburg—1954

Frequency: 1050 Kc. Power: 1000 Watts

Owned.....Franklin Broadcasting Co.  
Address.....P. O. Box 228  
Tel.: GA 2-1844.....KBS  
Representative.....Bcst. Time Sales  
Gen. Mgr., Ch. Eng.....C. E. Franklin  
Commercial Mgr.....Mike Morris  
Sales Prom. Mgr.....Dorothy Leon  
Publicity Director.....Harvey Kaye

## WCOM—Parkersburg—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Valley Broadcasters Inc.  
Address.....317 Ninth St.  
Tel.: HU 5-4491.....ABC  
Representative.....Devney  
President.....Joseph M. Handlan  
Gen. Mgr., Ch. Eng.....William E. Collins  
Commercial Manager.....A. N. Archer  
Program Director.....John A. See  
Sales Prom. Mgr.....Lee Hawk

## WPAR—Parkersburg—1935

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....WSTV, Inc.  
Business-Studio Address.....211 5th St.  
Tel.: HUDson 5-5475.....CBS  
Representative.....Branham  
President.....Jack N. Berkman  
General Manager.....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.....Independent  
President.....R. D. Bailey  
Gen., Sta., Comm. Mgr.....Edward Hawley  
Program Director.....Elaine Taylor  
Chief Engineer.....William D. Stone

## WLOH—Princeton—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Co.  
Address.....Princeton, W. Va.  
Representative.....Hopewell  
Pres., Sta. Mgr.....Robert L. Harrison  
Commercial Manager.....Bill Waldorf  
Prog. Dir.....Bob Woodburn  
Chief Engineer.....Earl Graham

## WMOV—Ravenswood—1957

Frequency: 1360 Kc. Power: 1000 Watts  
Owned By.....Valley Broadcasters, Inc.  
Address.....Gibbs & Gallatine Sts.  
Tel.: Browning 3-2544.....Independent  
President.....Joseph M. Handlan  
General Mgr.....William Collins  
Station Mgr.....Lloyd R. Daugherty  
Commercial Mgr.....A. N. Archer  
Program Dir.....Bill Watterson  
Chief Engineer.....J. G. Caplinger

## WMNF—Richwood—1957

Frequency: 1280 Kc. Power: 1000 Watts

## WEST VIRGINIA-WISCONSIN

Owned By.....W. Courtney Evans  
 Business Address.....P.O. Box 608  
 Tel.: Viking 6-0411.....Independent  
 Station Representative.....Kentucky Radio Sales  
 President.....Herman Dotson  
 Gen., Comm. Mgr.....Art Grunewald  
 Program Director.....Red Mullens  
 Chief Engineer.....Ed Travis

### WRON—Ronceverte—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blake Bcstg. Co.  
 Business Address.....Ronceverte  
 Tel.: Midway 5-1327.....KBS  
 Pres., Gen. Mgr.....James Venable  
 Commercial Manager.....Hollis L. Imes

### WKLC—St. Albans—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Business Address.....109 6th Ave.  
 Tel.: PA 7-1300.....Independent  
 General Manager.....Raymond I. Kandel  
 Chief Engineer.....Harry Bowen

### WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-State Bcstg. Co.  
 Address.....3992 Main St.  
 Tel.: 2814.....NBC  
 Station Representative.....Weed  
 President.....Thomas E. Millsop  
 General Manager.....Edward J. Hirshberg  
 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.....KBS  
 President, General Manager.....Sam Sidote  
 Comm., Prom. Mgr.....James French, Jr.  
 Program Director.....Marilyn Sturgill  
 Chief Engineer.....Howard R. King

### WMCD—Welch—1955

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Williamson Broadcasting Corp.  
 Address.....Rhodes Realty Building  
 President.....Alice Shein  
 Gen., Sta. Mgr.....John Blair  
 Chief Engineer.....Clifton Branham

### WHAW—Weston—1948

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central W. Va. Serv. Corp.  
 Address.....P. O. Box 431  
 Tel.: 1555.....KBS-MBS

President.....R. H. Ralston  
 Vice Pres.....Francis Andrew  
 Station Manager.....Edwin L. Doyle  
 Sales Prom. Mgr.....L. C. McMaster  
 Prog. Dir., Ch. Eng.....D. L. Beard, Jr.

### WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Wheeling Bcstg. Co.  
 Address.....Box 989  
 Tel.: CE 3-1300.....Independent  
 Representative.....Gill-Perna  
 President.....Kenneth Forney  
 Gen., Sta. Mgr.....Fred A. Grewe, Jr.  
 Commercial Mgr.....Jim Smith  
 Program Dir.....Donn Caldwell  
 Publicity Dir.....Helen Gaynor  
 Chief Engineer.....Fred Baker

### WKWK—Wheeling—1941

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Bcstg., Inc.  
 Business Address.....16th & Market Sts.  
 Tel.: CE 2-2250.....ABC  
 Station Representative.....Walker-Rawalt  
 Pres., Gen. Manager.....John B. Reynolds  
 Commercial Manager.....Elsie M. Cook  
 Sales Prom. Mgr., Pub. Dir.....Charles Brand  
 Program Director.....Dale M. Schussler  
 Chief Engineer.....James Jones

### WWVA—Wheeling—1926

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Storer Broadcasting Co.  
 Address.....Hawley Bldg.  
 Tel.: CEdar 2-1170.....CBS  
 Newspaper Affiliation.....Miami Beach Sun  
 Representative.....John Blair  
 President.....George B. Storer  
 Gen., Sta. Mgr.....Paul J. Miller  
 Commercial Manager.....Andrew F. Hofmann  
 Sales Prom. Mgr.....Howard W. Meagle  
 Program Director.....Paul A. Myers  
 Publicity Director.....Edward Pollock  
 Chief Engineer.....Edwin L. Kelm  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WIBG, Philadelphia.

### WBTH—Williamson—1939

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Williamson Bcstg. Corp.  
 Business Address.....2nd Ave. at Court St.  
 Tel.: BELmont 5-3600.....MBS  
 President.....Phil Beinhorn  
 Gen., Comm. Mgr.....John Blair  
 Prog., Sales Prom. Dir.....S. Rubenstein  
 Chief Engineer.....Clifton Branham

Pop.: 4,015,000  
 Families: 1,156,000  
 Radio Homes: 1,147,000

## Wisconsin

Stations in State: 75  
 TV Homes: 1,004,000  
 TV Stations: 16

### WATK—Antigo—1947

Frequency: 900 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Antigo Bcstg. Co.  
 Address.....Journal Bldg.  
 Tel.: 90.....Independent  
 President, Gen. Mgr.....A. F. Berner

**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 ..... Independent  
Station Representative ..... Walker-Rawalt  
Pres., General Manager ..... Connie Forster  
Commercial Manager ..... Ray Verstege  
Sales Promotion Manager ..... Jerry Luedtke  
Program Director ..... Val Sherman  
Technical Engineer ..... Ralph Evans  
Chief Engineer ..... James Markham

**WHBY—Appleton—1924**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By ..... WHBY, Inc.  
Bus. Studio Address ..... 600 So. Law St.  
Tel.: 3-6639 ..... MBS-KBS  
Gen., Comm. Mgr. .... Lewis J. Process  
Program Director ..... Raymond Brock  
Chief Engineer ..... George Merkl

**WATW—Ashland—1940**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By ..... WATW, Inc.  
Business Address ..... 321 W. 2nd St.  
Tel.: MURdock 2-2727 ..... KBS  
Representative ..... Thomas F. Clark  
President, Gen. Mgr. .... Gene Halker  
Comm. Mgr. .... J. E. Huber  
Sales Prom. Mgr. .... Robert Murphy  
Program Director ..... Arnold Peterson  
Chief Engineer ..... Russ Johnston

**WBEV—Beaver Dam—1950**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By ..... Beaver Dam Bcstg. Co.  
Address ..... 109½ Front St.  
Tel.: TU 5-4442 ..... Independent  
Representative ..... Hal Holman  
President ..... W. E. Walker  
General Mgr. .... Thomas H. Faile  
Business Mgr. .... Duane R. Wendt  
Chief Engineer ..... Kenneth Morgan

**WBEL—Beloit—1948**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By ..... Beloit Bcstrs., Inc.  
Business-Studio Address ..... 430 State St.  
Tel.: EMerson 5-5525 ..... KBS  
Representative ..... Gill-Perna  
President ..... Russ Salter  
General Mgr. .... Robert O. Moran  
Sta., Comm. Mgr. .... Joe Moen  
Program Director ..... Bill Greener  
Chief Engineer ..... Leo Wilson

**WGEZ—Beloit—1948**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By ..... Beloit Bcstg. Co.  
Business-Studio Address ..... Hotel Hilton  
Tel.: EM 5-8865 ..... MBS  
Rep. .... Everett-McKinney  
President ..... Sldney H. Bliss

General Manager ..... Vern Williams  
Commercial Manager ..... Bill Bessaire  
Sia. Mgr. .... Tom Anderson  
Program Director ..... Lou Wendlandt  
Chief Engineer ..... Wayne Clay

**WWIS—Black River Falls  
1958**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned By ..... Clarkwood Broadcasting Corp.  
Business Address ..... P.O. Box 32  
Tel.: 4645 ..... KBS  
Station Representative ..... Grant Webb  
President ..... Hartley Samuels  
Gen. Mgr., Ch. Eng. .... Walter Boller  
Program Director ..... Arlie Davison

**WAXX—Chippewa Falls—1958**

Frequency: 1150 Kc. Power: 5 Kw. d.  
Owned ..... Radio Chippewa  
Address ..... Box 41  
Tel.: PArk 3-2242 ..... Independent  
Station Representative ..... Pearson  
General Manager ..... Stephen Bellinger  
Commercial Manager ..... Paul Jones  
Station Manager ..... Keith Coleman  
Program Director ..... Don Shafer  
Chief Engineer ..... Everett Burrows

**WBIZ—Eau Claire—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By ..... WBIZ, Inc.  
Address ..... 609 Cameron St.  
Tel.: TE 5-5111 ..... Independent  
Representative ..... Pearson  
President, General Mgr. .... Howard G. Bill  
Commercial Manager ..... Jack Kelly  
Chief Eng., Prog. Dir. .... Harold Jahnke

**WEAU—Eau Claire—1936**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By ..... Central Bcstg. Co.  
Business-Studio Address ..... 2415 Hastings Way  
Tel.: TEmple 2-3474 ..... NBC  
Representative ..... Hollingberry  
President ..... W. C. Bridges  
General Mgr. .... Leo Howard  
Commercial Mgr. .... Norm Haagenson  
Chief Engineer ..... T. O. Jorgenson

**WECL—Eau Claire—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned ..... Chippewa Valley Radio & TV Corp.  
Business Address ..... Rudolph Road  
Tel.: TEmple 2-1629 ..... KBS  
Station Representative ..... Avery-Knodel  
President ..... Harry S. Hyett  
General Manager ..... Robert Nelson  
Commercial Manager ..... Donald Smith  
Program Director ..... Steve Henry  
Chief Engineer ..... Everett Burrows

**KFIZ—Fond Du Lac—1922**

Frequency: 1450 Kc. Power: 250 Watts



**Owned-Operated By**.....KFIZ Bcastg. Co.  
**Bus.-Studio-Transmitter Address**..18 W. First St.  
**Tel.:** WA 1-3770.....MBS  
**Representative**.....Holman  
**Exec. Vice Pres.**.....Emery W. Martin

**WBAY—Green Bay—1922**

**Frequency:** 1380 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Norbartine Fathers  
**Address**.....115 South Jefferson  
**Tel.:** HE 2-3333.....CBS  
**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**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Green Bay Bcastg. Co.  
**Business-Studio Address**.....225 N. Adams St.  
**Tel.:** HEMlock 5-5331.....ABC-KBS  
**Station Representative**.....McGavren-Quinn  
**Pres., Gen. Mgr.**.....Ben A. Laird  
**Sta., Prom. Mgr.**.....Allen H. Embury  
**Comm. Mgr.**.....Kenneth Sorensen  
**Program Director**.....Robert Sanders  
**Chief Engineer**.....Clifford Graff

**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 57575.....Independent  
**Newspaper Affiliation**.....Press-Gazette  
**Station Representative**.....Gill-Perna  
**Station Manager**.....John M. Walter  
**Commercial Manager**.....Glen R. Holznecht  
**Sales Prom. Mgr.**.....William McCarthy  
**Program Director**.....Clair Stone  
**Chief Engineer**.....Elmo Reed

**WTKM—Hartford—1954**

**Frequency:** 1540 Kc.....**Power:** 500 Watts d.  
**Owned-Operated By**.Kettle Moraine Bcastg. Co.  
**Address**.....Town of Erin, Hartford  
**Tel.:** 600.....KBS  
**General Mgr.**.....Walter Zastrow  
**Station Mgr., Prog. Dir.**.....Don Zastrow  
**Chief Engineer, Sales Mgr.**... George Dodge

**WHSM—Hayward—1957**

**Frequency:** 910 Kc.....**Power:** 1000 Watts, d.  
**Owned By**.....WJMC, Inc.  
**Address**.....Hayward, Wisc.  
**Tel.:** 303.....MBS-KBS  
**Station Rep.**.....Hollingsbery  
**President**.....W. C. Bridges  
**General Mgr.**.....Russell J. Brown  
**Station Mgr.**.....George Palo  
**Program Dir.**.....Allen Caraway  
**Chief Engineer**.....Robert P. Kolsky

**WCLO—Janesville—1930**

**Frequency:** 1230 Kc.....**Power:** 250 Watts

**Owned**.....Southern Wisconsin Radio, Inc.  
**Business-Studio Address**..200 E. Milwaukee St.  
**Tel.:** PL 4-3316.....MBS  
**Newspaper Affiliation**.....Daily Gazette  
**Representative**.....Everett-McKinney  
**President**.....Sidney H. Bliss  
**General Manager**.....V. W. Williams  
**Commercial Manager**.....Charles W. Bessire  
**Program Director**.....William Gargano  
**Chief Engineer**.....Wayne Clay

**WLIP—Kenosha—1947**

**Frequency:** 1050 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Kenosha Bcastg., Inc.  
**Business Address**.....625 57th St.  
**Tel.:** OL 7-6162.....Independent  
**Representative**.....Everett-McKinney  
**Pres., Gen. Mgr.**.....William L. Lipman  
**V.P., Sta. Mgr.**.....Hugh L. Gately  
**Chief Engineer**.....Casimer Lubinski

**WKBH—La Crosse—1923**

**Frequency:** 1410 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....WKBH, Inc.  
**Business-Studio Address**.....141 So. 6th St.  
**Tel.:** 2-4678.....Independent  
**Representative**.....H-R  
**President, Station Mgr.**.....Howard Dahl  
**Program Director**.....Berneke Callaway  
**Sales Manager**.....Robert Z. Morrison, Jr.  
**Chief Engineer**.....Al Leeman

**WKTY—La Crosse—1948**

**Frequency:** 580 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Lee & Associates, Inc.  
**Business-Studio Address**.....Box 751  
**Tel.:** 2-6042.....ABC  
**Rep.**.....Everett-McKinney; Evans  
**President, Gen. Mgr.**.....Herbert H. Lee  
**Prog. Dir.**.....Marilyn J. Bahwell  
**Comm. Mgr.**.....Philip A. Dyer  
**Publicity Dir.**.....Charlie Kearns  
**Chief Engineer**.....Phil Vehling

**WL CX—La Crosse—1947**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned**.....La Crosse Radio Inc.  
**Address**.....306 Rivoli Bldg.  
**Tel.:** 4-4521.....KBS  
**Representative**.....Masla  
**Pres., Gen. Mgr.**.....Joe Rohrer  
**Program Dir.**.....Jean Gitz  
**Sales Prom., Pub. Dir.**.....Bob Gaumer

**WLDY—Ladysmith—1948**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Flambeau Bcastg. Co.  
**Address**.....Hwy. 8  
**Tel.:** 585.....MBS-KBS  
**Representative**.....Thomas Clark  
**President**.....Ruth B. Nelson  
**Sec'y Treas., Gen. Mgr.**.....Chas. H. Nelson

**WIBA—Madison—1925**

**Frequency:** 1310 Kc.....**Power:** 5000 Watts

## WISCONSIN

Owned-Operated By.....Badger Bcastg. Co.  
Business-Studio Address.....3800 Regent St.  
Tel.: CE 3-5311.....NBC  
News. Affil.....Capital Times, Wis. St. Journ.  
Representative.....Avery-Knodel  
President.....William T. Evjue  
General Manager.....Kenneth F. Schmitt  
Commercial Manager.....Howard A. Johnson  
Chief Engineer.....Norman Hahn

### WISC—Madison—1948

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Wisconsin, Inc.  
Address.....4801 W. Bellline Hwy.  
Tel.: CE 3-9791.....MBS-ABC  
Newspaper Affil. Superior Evening Telegram  
Representative. Peters, Griffin, Woodward, Inc.  
President.....Ralph M. Immell  
General Manager.....Ralph O'Connor  
Commercial Manager.....Lewis J. Bassett  
Prog., Pub. Dir.....Phebe Rogers  
Chief Engineer.....Walter Hariu

### WKOW—Madison—1948

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.....CBS  
Representative.....Headley-Reed  
President.....Stewart Watson  
General Manager.....Ben Hovel  
Station Manager.....Thomas A. Riggs  
Prom. Mgr., Pub. Dir.....James Ray Miller  
Chief Engineer.....Robert Wickham

### WOMT—Manitowoc—1926

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Francis M. Kadow  
Business-Studio Address. 1118 Washington St.  
Tel.: MU 4-6015.....MBS  
Representative.....Hal Holman  
Station Mgr.....Francis M. Kadow  
Commercial Mgr.....Geo H. Erdman  
Program Dir.....Ralph Norman  
Chief Eng.....H. E. Willis

### WCUB—Manitowoc—1951

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Business Mgt., Inc.  
Address.....2500 N. Mirror Drive  
Tel.: MURray 2-2481.....Independent  
Representative.....Radio-TV Reps.  
Gen. Mgr.....Christian Schneider  
Program Director.....Bob Irish  
Publicity Director.....Al McGough  
Chief Engineer.....Oren Bushman

### WMAM—Marinette—1939

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.....NBC  
Newspaper Affil.....Superior Wis. Telegram  
Station Representative.....Hollingbery  
President.....William E. Walker

General Manager.....Joseph D. Mackin  
Sta., Comm. Mgr.....John H. Borgen  
Program Director.....Howard L. Emich  
Publicity Director.....Yvonne Fransee  
Chief Engineer.....Al Alexander

### WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Clarkwood Broadcasting Corp.  
Address.....Box 512  
Tel.: FULTon 4-2191.....Independent  
Representative.....Grant-Webb  
President, Gen. Mgr.....Hartley L. Samuels  
Station Manager.....John R. Thornton  
Program Director.....John Kal  
Publicity Director.....Glenn Brown  
Chief Engineer.....Richard Hanneman

### WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....WIGM, Inc.  
Business Address.....Box 59  
Tel.: 5147.....KBS  
Representative.....Clark  
Pres., Gen. Mgr.....Paul Allman  
Comm. Sales Prom. Mgr.....Joe Dahlvig  
Prog., Pub. Dir.....Don Seehafer  
Chief Engineer.....Roy Bohnerl

### WMNE—Menomonie—1951

Frequency: 1360 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Menomonie Bcastg. Co.  
Address.....603½ Broadway  
Tel.: 1156.....KBS  
Station Representative.....Hopewell  
President.....C. A. Whitford  
General Manager.....Don Moriwedt  
Sales Promotion Manager.....Thor Edgeberg  
Program Director.....LaVern Galton  
Chief Engineer.....Joe Dzikonski

### 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.....Independent  
Representative.....Headley-Reed  
President.....A. M. Sphaeris  
V.P., Gen. Mgr.....Hugh K. Bolce, Jr.  
Commercial Manager.....John Gagliano  
Publicity Director.....Mary Lou Burg  
Program Director.....Tom Shanahan  
Chief Engineer.....Rolland Paske

### WFOX—Milwaukee—1946

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Wisconsin Bcstrs. Inc.  
Address.....208 E. Wisconsin Ave.  
Tel.: BRoadway 2-1272.....Independent  
Station Representative.....Pearson  
Pres., Gen. Mgr.....Howard Miller  
Commercial Manager.....Viola E. Wilson  
Program Director.....Jim Lewis  
Chief Engineer.....Robert Mayer

**WISN—Milwaukee—1923**

Frequency: 1150 Kc. Power: 5,000 Watts  
 Owned-Oper. By: Hearst Corporation  
 Address: 759 N. 19th St.  
 Tel.: Division 2-3000. ABC  
 Newspaper Affiliation: Sentinel  
 Representative: Petry  
 President: D. L. Provost  
 Station Manager: James T. Butler  
 Commercial Manager: Herman Schneider  
 Sales Prom. Mgr.: Arthur H. Barnes  
 Program Director: Melvin Quinn  
 Chief Eng.: Donald Weller

**WMIL—Milwaukee—1947**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Cream City Bcstg. Co., Inc.  
 Bus.-Studio Address: 2625 W. Wisconsin Ave.  
 Tel.: WE 3-1290. Independent  
 Station Representative: Gill-Perna  
 Pres., Gen. Mgr.: Gene Posner  
 Station Manager: Sol Rodoff  
 Commercial Manager: Oliver West  
 Program Director: Norman Morgraif  
 Publicity Director: Jacqueline Kowalski  
 Chief Engineer: Gino Monaco

**WOKY—Milwaukee—1947**

Frequency: 920 Kc. Power: 1 Kw.  
 Owned: Bartell Broadcasters, Inc.  
 Address: 522 W. Wisc. Ave.  
 Tel.: BR 1-8480. Independent  
 Station Representative: Young  
 President: Gerald A. Bartell  
 General Mgr.: Mel Bartell

Commercial Manager: James Jordan  
 Sales Prom., Pub. Dir.: Miss Edith Hanson  
 Program Dir.: J. A. Reddy  
 Chief Engineer: Conrad Mangrum  
 Owners of: WAKE, Atlanta; KCBQ, San Diego, Calif.; WYDE, Birmingham, Ala.; KYA, San Francisco.

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Milwaukee, Inc.  
 Address: 5407 W. Martin Dr.  
 Tel.: SPRing 1-1140. Independent  
 Representative: Eastman  
 Exec. V.P. & Mgr. Dir.: John F. Box, Jr.  
 Gen. Mgr.: Bernie Strachota  
 Program Dir.: Leland C. Rothman  
 Publicity Dir.: Harriet Baker  
 Chief Engineer: Ralph Ingraham  
 Owners of: WIL, St. Louis; KBOX, Dallas, Texas.

(See Page 622)

**WTMJ—Milwaukee—1927**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Journal Co.  
 Business Address: 333 W. State  
 Tel.: BR 1-6000. NBC  
 Newspaper Affil.: Journal  
 Representative: Christal  
 General Manager: George Comte  
 Station Manager: R. J. Heiss  
 Sales Mgr.: Joseph Killeen  
 Prog. Mgr.: Don Loose

**survey-proved  
 ... dominant  
 in Milwaukee**

**WRIT**

MILWAUKEE, WISCONSIN  
 JOHN F. BOX, Managing Director



*One of the Balaban Stations—in tempo with the times*

sold nationally by  **robert e. eastman & co., inc.**  
 New York, Chicago, San Francisco, Dallas, St. Louis

## WISCONSIN

Mgr., Engineering..... Philip B. Laeser  
Prom. Mgr..... R. Bruce Wallace

### WEKZ—Monroe—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....Green County Bcstg. Co.  
Business Address.....Schuetze Bldg.  
Tel.: 1260.....Independent  
President.....Kenneth Stuart  
General Manager.....Joseph Urban  
Commercial Manager.....Stanley Neuberger  
Chief Engineer.....Rex Eyler

### WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.  
Owned.....Neenah-Menasha Bcstg. Co.  
Address.....Radio Park  
Tel.: PA 2-6471.....Independent  
Station Rep.....Everett-McKinney  
V.P., Gen. Mgr.....Don C. Wirth  
Commercial Mgr.....Don Harrington  
Program Dir.....Tom Collins  
Chief Engineer.....Gordon Daily

### WCCN—Neillsville—1957

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned.....Central Wisconsin Bcstg.  
Business Address.....140 W. 5th St.  
Tel.: 333.....Independent  
President.....Herman North  
Gen., Sta. Mgr.....Howie Sturtz, Jr.  
Comm., Sales Prom. Mgr.....Wayne Grap  
Prog. Dir., Ch. Eng.....Charles Marvin  
Publicity Director.....Robert Luloff

### WOSH—Oshkosh—1941

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Oshkosh Bcstg. Co.  
Business Address.....2333 Bowen St.  
Tel.: Oshkosh.....KBS  
Representative.....Burn-Smith  
General Manager.....Wm. L. McDonald

### WFPF—Park Falls—1953

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Northland Bcstg. Co., Inc.  
Address.....Hwy. 13  
Tel.: 369.....KBS  
Representative.....Clark  
Pres., Gen., Comm. Mgr.....Gordon Schluter

### WSWW—Platteville—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....Southwest Wisc. Co.  
Address.....P. O. Box 1  
Tel.: 2775.....KBS  
General, Comm. Mgr.....R. J. Bidden  
Chief Engineer.....Lloyd Nowak

### WPLY—Plymouth—1954

Frequencies: 1420 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....WPLY, Inc.  
Address.....Box 222  
Tel.: TWinbrook 3-2661.....KBS

President.....R. Bunker Rogoski  
Gen., Sta. Mgr.....Dalton C. Hille  
Chief Eng.....Chris P. Markworth

### WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Portage Bcstg. Co.  
Address.....Box 142  
Tel.: RI 2-2350.....Independent  
President.....W. T. Comstock  
Manager.....Robert D. Hutchings  
Comm. Mgr.....Carol Mork

### WIBU—Poynette—1925

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Station WIBU  
Bus.-Transmitter Address.....Poynette  
Tel.: 98.....MBS-KBS  
Pres., Gen. Mgr.....William C. Forrest  
Program Director.....Sarah Forrest  
Chief Engineer.....Leonard Doese

### WPRE—Prarie Du Chien—1952

Frequency: 980 Kc.....Power: 500 Watts, d.  
Owned.....Prarie Bcstg. Co., Inc.  
Address.....P. O. Box 36  
Tel.: 637.....Independent  
Representative.....Holman  
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.  
Comm., Sales Prom. Mgr.....Thomas Multerer

### WRAC—Racine—1951

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....WRAC, Inc.  
Business Address.....423 Main St.  
Tel.: ME 2-1627.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....William J. Prialux  
Comm., Sales Prom. Mgr.....Raymond J. Pawzun  
Program Director.....Edward J. Ruetz  
Chief Engineer.....Ronald Liedick

### WRJN—Racine—1926

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Racine Bcstg. Corp.  
Business Address.....4201 Victory Ave.  
Tel.: ME 4-3311.....ABC  
Newspaper Affiliation.....Journal-Times  
Station Representative.....Walker-Rawalt  
President.....J. D. McMurray  
General Manager.....H. R. LePoidevin  
Station Manager.....Harold J. Newcomb  
Commercial Manager.....Gerald D. Nelson  
Program Director.....Lyman Merens  
Publicity Director.....Amelia French  
Chief Engineer.....Stanley D. Fisher

### WRDB—Reedsburg—1953

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....William C. Forrest  
Address.....Box 207, Reedsburg  
Tel.: 400.....MBS, KBS  
President.....William C. Forrest  
Gen., Sta. Mgr.....Michael J. Flaherty

Commercial Manager.....Lee Olson  
 Prog. Dir.....Robert Sands  
 Chief Engineer.....Douglas W. Beaudoin

**WOBT—Rhineland—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Onelda Bcstg. Co.  
 Business Address.....P.O. Box 498  
 Tel.: FO 2-6140.....Independent  
 Station Representative.....Devney  
 President.....James Cleary  
 General Manager.....Howard Koenitzer  
 Chief Engineer.....William Anderson

**WJMC—Rice Lake—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WJMC, Inc.  
 Address Trans. Loca.....Box 352  
 Tel.: 550.....MBS-KBS  
 Representative.....Hollingbery  
 President.....W. C. Bridges  
 Station Manager.....Russell J. Brown

**WRCO—Richland Center—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland Bcstg. Co.  
 Address.....P. O. Box 192  
 Tel.: MI 7-2111.....KBS  
 Pres., Gen. Mgr.....H. D. Pebbles  
 Comm. Manager.....Gerald W. Cook  
 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.....Independent  
 Representative.....Walker  
 President.....Miriam Monroe  
 Gen., Sta. Mgr.....Francis J. Stratman  
 Sales Prom. Mgr.....Roger Westlund  
 Prog. Dir.....James Densmoor  
 Publicity Dir.....Henrietta Butzin  
 Chief Engineer.....Gordon Alsum

**WTCH—Shawano—1948**

Frequency: 960 Kc.....Power: 1,000 Watts d.  
 Owner.....Shawano County Leader Pub. Co.  
 Business-Studio Address.....107 E. Green Bay St.  
 Tel.: 668.....KBS  
 Representative.....Hil F. Best  
 General Manager.....J. P. Donald  
 Station Manager.....Ray Gruetzmacher

**WHBL—Sheboygan—1926**

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....WHBL, Inc.  
 Bus.-Studio Address.....Box 27  
 Tel.: GL 8-2107.....ABC  
 Sta. Rep.....Burn-Smith  
 Pres., General Manager.....Paul F. Skinner  
 Comm. Manager.....Ray Wittuhn  
 Comm. Traffic Mgr.....Doris Domnie  
 Chief Engineer.....Christ Bauer

**WKTL—Sheboygan—1955**

Frequency: 950 Kc.....Power 500 Watts, d.  
 Owned By.....Central States Bcstg Co.  
 Address.....507 N. 8th St.  
 Tel.: GLencourt 7-9481.....Independent  
 Representative.....Holman  
 President.....W. E. Walker  
 General Mgr.....John D. Harvey  
 Station Mgr.....Peter Murphy  
 Chief Engineer.....Ray Falle

**WCOW—Sparta—1951**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned.....Sparta-Tomah Broadcasting Co.  
 Address.....124½ S. Water Street  
 Tel.: 3307.....KBS  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....John D. Rice  
 Commercial Manager.....Charles Sullivan  
 Program Director.....Thomas J. Dorsey  
 Publicity Director.....Bill S. Lahm  
 Chief Engineer.....Thomas P. Heffernan

**WSPT—Stevens Point—1948**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.  
 Business Address.....414½ Main St.  
 Tel.: Diamond 4-9778.....KBS  
 Representative.....Hal Holman  
 President.....William F. Johns, Sr.  
 V.P., Gen. Mgr.....Peter A. Barnard  
 Commercial Manager.....David Silverman  
 Program Director.....Dick Canney  
 Chief Engineer.....Don Du Chene

**WDOR—Sturgeon Bay—1951**

Frequency: 910 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Door County Bcstg. Co. Inc.  
 Address.....15th & Utah St.  
 Tel.: Pioneer 3-4411.....KBS  
 Pres., Gen., Comm. Mgr.....Edward Allen, Jr.  
 Prog., Sales Prom. Mgr.....Dolores Allen  
 Chief Engineer.....Robert Egeland

**WDSM—Superior—1939**

Frequency: 710 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Northwest Pub., Inc.  
 Busl. Address.....230 E. Superior St., Duluth, Minn.  
 Tel.: RA 7-8484.....Independent  
 News, Afilil.....Duluth Herald & News Tribune  
 Representative.....Peters, Griffin, Woodward, Inc.  
 General Manager.....Tom Garvin  
 Commercial Mgr.....Mike Daley  
 Program Director.....James T. Payton  
 Chief Engineer.....George Carlson

**WTRW—Two Rivers—1951**

Frequency: 1590 Kc.....Power: 1000 W. d.  
 Owned-Operated By.....Two Rivers Bcstg. Co.  
 Address.....1817 Washington  
 Tel.: 324.....KBS  
 Station Representative.....Webb  
 Pres., Sales Prom. Mgr.....Ken A. Daum  
 Gen., Sta. Mgr.....Ray F. Kessenich  
 Prog. Dir.....Alvin Anderson  
 Publicity.....Eleanore Daum

# WISCONSIN-WYOMING

## WISV—Viroqua—1958

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned By: Parks Robinson  
 Business Address: Box 147  
 Tel.: 5200 Independent  
 Gen. Mgr., Ch. Eng.: Parks Robinson  
 Program Director: Dwain Munyon  
 Publicity Director: Dorothy Geddes

## WTTN—Watertown—1950

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Watertown Radio, Inc.  
 Address: 104 W. Main St.  
 Tel.: 2215 KBS  
 Station Rep.: Hopewell  
 Pres., Gen. Mgr.: Carl V. Kolata  
 Sta. Mgr.: Willard James  
 Comm. Mgr.: Clifford Scott  
 Program Dir.: Ernie Siegrist  
 Chief Engineer: Richard Haskey

## WAUX—Waukesha—1947

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Operated By: Waukesha Bcastg. Co.  
 Business-Studio Address: 319 W. Main St.  
 Tel.: Liberty 2-6636 Independent  
 Representative: Holman  
 Gen. Mgr., Prog. Dir.: Mig Figi  
 Commercial Manager: Charles E. Williams  
 Chief Engineer: Adin Randall

## WDX—Waupaca—1956

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned: Laird Broadcasting Co.  
 Address: 204½ S. Main  
 Tel.: 83 KBS  
 Representative: Grant Webb  
 President: Ben A. Laird  
 General Mgr.: Garfield L. Fox  
 Comm. Mgr.: Tom Karavakis

## WHVF—Wausau—1953

Freq.: 1230 Kc. Power: 250 Watts  
 Owned: Lakeland Bcastg. Corp.  
 Address: 1110 Wausau Ave.  
 Tel.: Wausau KBS  
 President: Hilding V. Forseen  
 General Manager: Harold Golding

## WOSA—Wausau—1948

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Operated By: Alvin E. O'Konski  
 Address: 4th & Scott Sts.  
 Tel.: 2-2111 ABN-KBS  
 Rep.: H.R. Bulmer & Johnson

Owner: Alvin O'Konski  
 Mgr.: Art N. Lynn  
 Comm. Mgr.: Dan Turner

## WRIG—Wausau—1958

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: WRIG, Inc.  
 Address: 529 Third St.  
 Tel.: 2-1921 Independent  
 President: Duey Wright, Sr.  
 General Mgr.: Duey Wright, Jr.  
 Comm., Sta. Mgr.: Jack Gardiner  
 Program Dir.: Marv Nelles  
 Chief Engineer: Norm Walker

## WSAU—Wausau—1937

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: Wisc. Valley TV Corp.  
 Business Address: 427 4th St.  
 Tel.: 2-2111 NBC  
 Newspaper Affil.: Record Herald  
 Representative: Meeker  
 Gen. Mgr.: Richard D. Dudley  
 Station Manager: George Bundner  
 Commercial Manager: James Frey  
 Sales Prom., Pub. Dir.: Thomas E. Bolger  
 Prog. Dir.: Don De Byle  
 Chief Engineer: Roland W. Richardt

## WBKV—West Bend—1950

Frequency: 1470 Kc. Power: 500 Watts d.  
 Owned-Oper. By: West Bend Bcastg. Co.  
 Business Address: P.O. Box 60  
 Tel.: FE 4-2344 Independent  
 Representative: Clark  
 Pres., Gen. Mgr.: August C. Berkholtz  
 Station Manager: Harold H. Berkholtz  
 Comm. Mgr., Chief Eng.: Paul J. Mueller  
 Sales Promotion Manager: Jack Skidmore  
 Program Director: Robert Becker

## WFHR—Wisconsin Rapids 1940

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: William F. Huffman Radio  
 Business Address: 230 First Ave. South  
 Tel.: 723 MBS  
 Newspaper Affil.: Daily Tribune  
 Representative: Devney & Co.  
 President: Louise F. Huffman  
 Gen., Sta. Mgr.: George T. Fretelle  
 Commercial Manager: L. J. Zurawski  
 Program Director: Arnie Strope  
 Chief Engineer: Gordon Miller

Pop.: 341,000  
 Families: 100,000  
 Radio Homes: 96,000

# Wyoming

Stations in State: 22  
 TV Homes: 54,000  
 TV Stations: 5

## KBBS—Buffalo—1956

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Northern Wyoming Bcastg. Corp.

Address: 98 S. Main Street  
 Tel.: MU 4-7169 KBS  
 Gen. Mgr.: Jack Rosenthal  
 Comm. Mgr.: Lance W. Vanderhoef

**KATI—Casper—1956**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned ..... KATI Corp.  
 Address ..... P. O. Box 2006  
 Tel.: 2-2200 ..... KBS  
 Station Representative ..... Pearson  
 Pres., Gen. Mgr. .... Kenneth G. Prather  
 Commercial Manager ..... Francis E. Medley  
 Sales Prom. Mgr. .... Misha S. Prather  
 Program Director ..... James Lewis  
 Chief Engineer ..... Joan Cheatham

**KSPR—Casper—1930**

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Donald L. Hathaway  
 Business Address ..... Box 930  
 Tel.: 3-5777 ..... CBS  
 Station Representative ..... Walker-Rawalt  
 Gen. Mgr. .... Donald L. Hathaway  
 Chief Eng. .... C. L. Brandt

**KVOC—Casper—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By ..... KVOC Bcstg. Co.  
 Bus.-Studio-Transmitter Address ..... Box 2090  
 Tel.: 2-4511 ..... ABC-MBS-IMN  
 Station Representative ..... Devney  
 Sta., Sales Prom. Mgr. .... William F. Shutts  
 Comm. Mgr., Ch. Eng. .... Duane W. Simons  
 Program Director ..... Robert P. Turner

**KFBC—Cheyenne—1940**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By ..... Frontier Bcstg. Co.  
 Bus.-Studio Address ..... 2923 East Lincoln Way  
 Tel.: 4-4461 ..... ABC-CBS-NBC  
 Representative ..... Avery Knodel  
 News, Afil. .... Wyoming Eagle, State Tribune  
 President ..... Robert S. McCracken  
 Gen., Sta. Mgr., Chief Eng. .... William C. Grove  
 Commercial Manager ..... Charles Cahill  
 Sales Promotion Manager ..... John J. McKinney  
 Program Director ..... Betty Willis  
 Publicity Director ..... Margaret O'Brien

**KVWO—Cheyenne—1952**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Operated By ..... Great West Co.  
 Address ..... Box 926  
 Tel.: 2-6433 ..... CBS, KBS  
 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 ..... Independent  
 Station Representative ..... Devney

President ..... R. B. Croft  
 General Manager ..... R. B. Beall  
 Comm. Manager ..... W. E. Killmer  
 Chief Engineer ..... Phil Barnhart

**KWIV—Douglas—1957**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned By ..... Douglas Broadcasting, Inc.  
 Business Address ..... Box 114  
 Tel.: 800 ..... KBS  
 Pres., Gen. Sta. Mgr. .... J. Howard Jones  
 Chief Engineer ..... James R. Wheeler

**KLUK—Evanston—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By ..... BBH Enterprises  
 Address ..... P. O. Box 198  
 Tel.: 700 ..... MBS-IMN-KBS  
 Representative ..... Avery-Knodel  
 President ..... M. D. Buchen  
 General Manager ..... Al Pyatt  
 Chief Engineer ..... Harry Albers

**KMIL—Gillette—1957**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By ..... Gillette Bcstg Co.  
 Address ..... 405 Lakeside Ave.  
 Tel.: MUtual 2-4747 ..... KBS  
 President ..... B. Ostlund  
 General Mgr. .... J. Lambros  
 Program Dir. .... R. Allen  
 Chief Engineer ..... A. D. Gaddis

**KOVE—Lander—1948**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Fremont Bcstg.  
 Business Address ..... P. O. Box 436  
 Tel.: 488 ..... KBS-MBS  
 Representative ..... Continental  
 Sta., Gen. Mgr. .... Dan Breece  
 Comm. Manager ..... Dorothy L. Reed  
 Sales Prom. Mgr. .... James Fitzgerald

**KOWB—Laramie—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Own.-Oper. By ..... Kowboy Bcstg.  
 Address ..... Box 972  
 Tel.: FRanklin 5-4888 ..... KBS  
 Representative ..... Gill-Perna  
 President ..... John C. Hunter  
 Gen., Sales Prom. Mgr. .... Charles R. Bell  
 Station Manager ..... W. Britt Davis  
 Program Director ..... Robert J. Scott  
 Commercial Manager ..... Colleen Ralston  
 Publicity Director ..... Larry Cobb  
 Chief Engineer ..... Lee Kaser

**KASL—Newcastle—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned ..... Northeast Wyoming Bcstrs. Inc.  
 Address ..... Masonic Bldg.  
 Tel.: SH 6-2721 ..... KBS  
 Representative ..... Devney  
 President ..... Stella Sue Parrott  
 Gen., Comm. Mgr. .... Roy Marsh  
 Prog. Dir. .... Dorothy Accola  
 Sales., Prom., Pub. Dir. .... Denny Hawkins  
 Chief Engineer ..... Ben Rinehardt



# WYOMING-GUAM

## KPOW—Powell—1941

Freq. 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By A. J. Meyer  
 Tel.: 222 MBS-KBS  
 Representative Avery-Knodel  
 President, Sta. Manager Al Meyer  
 Comm. Manager K. Meyer  
 Program Director Agnes Fields  
 Chief Engineer J. S. Kilness

Business-Studio Address 21 N. Main  
 Tel.: ORchard 4-4461 MBS-KBS  
 Representative Avery-Knodel  
 Pres., Gen. Mgr. Jim Carroll  
 Commercial Mgr. Zeke Taggart  
 Sales Prom. Mgr. Don Tannehill  
 Program Director Don Hargis  
 Chief Engineer Bob Crosthwaite

## KRAL—Rawlins—1947

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Rawlins Bcstg. Co.  
 Business Address Box 385  
 Tel.: EA 4-2711 MBS, KBS  
 Gen. Mgr. W. C. Grove  
 Sta. Manager Donald D. Stanczyk  
 Program Director Juvana Wheeler  
 Chief Engineer R. E. Williams

## KRTR—Thermopolis—1955

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Mildred V. Ernst  
 Address 500 Broadway  
 Tel.: 500 MBS-IMN-KBS  
 Gen., Comm. Mgr. Mildred V. Ernst  
 Sta. Mgr. Karl V. Kerstan  
 Chief Engineer Joseph P. Ernst

## KWRL—Riverton—1948

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Joseph P. Ernst  
 Business Address Box 393  
 Tel.: UL 6-2251 Independent  
 Station Representative Dorney  
 President Joseph P. Ernst  
 General Manager William G. Stewart  
 Comm., Sales Prom. Mgr. John Hickok  
 Program Director Fred Crimmel  
 Publicity Director Shirley Ekman  
 Chief Engineer Dave Griesel

## KTHE—Thermopolis—1958

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Big Horn Basin Bcstg. Co.  
 Business Address P.O. Box 591  
 Tel.: 386 Independent  
 Pres., Gen. Mgr. Hugh R. Graham  
 Comm., Sales Prom. Mgr. Bill Dee Peterson  
 Program Director Sharon Liesch  
 Chief Engineer Joe Henry

## KVRS—Rock Springs—1938

Freq.: 1360 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned Wyoming Broadcasting Co.  
 Address Box 1087  
 Tel.: 93-94 MBS-IMN-KBS  
 Representative Avery-Knodel  
 President D. G. Richardson  
 Gen., Sta. Mgr. Dwight A. Fisher  
 Comm., Sales Prom. Mgr. Laurel H. Mosbey

## KGOS—Torrington—1950

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Kermit G. Kath  
 Address Box 271  
 Tel.: Jefferson 2-2158 KBS  
 Gen., Sta. Mgr. Kerm Kath  
 Sales Promotion Manager Bob Kath  
 Program Director Al Anderson  
 Publicity Director Jack Jolly  
 Chief Engineer Wayne McFarland

## KWYO—Sheridan—1934

Frequency: 1410 Kc. Power: 1000 d., 500 n.  
 Owned-Operated By Bighorn Bcstg. Co.

## KWOR—Worland—1946

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Joseph P. Ernst  
 Tel.: Worland KBS  
 Comm. Manager Mildred V. Ernst

# TERRITORIES and POSSESSIONS

## GUAM

## KUAM—Agana—1954

Frequency: 610 Kc. Power: 1000 Watts  
 Owned By Radio Guam, Inc.  
 Address Box 68  
 Tel.: 7961 ABC-NBC  
 Station Rep. Intercont. Services Ltd.

Pres., Gen. Mgr. Harry M. Engel  
 Station Mgr. John P. Barton  
 Commercial Mgr. Mary Chapelle  
 Sales Prom. Mgr. Len Stein  
 Program Dir. Gil Bahr  
 Publicity Dir. Dick Williams  
 Chief Engineer Stuart Rider

# Puerto Rico

## WABA—Aguadilla—1951

Frequency: 850 Kc. Power: 500 Watts  
 Owned-Operated By: L. Hector Reichard  
 Address: Box 188  
 Tel.: 241 Independent  
 General Manager: F. Bonnet Velez

## WCMN—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By: Caribbean Bdcstg Corp.  
 Address: P. O. Box 7  
 President: Antonio E. Vidal  
 General Manager: Nabal Barreto

## WMIA—Arecibo—1957

Frequency: 1070 Kc. Power: 500 Watts  
 Owned: Abacoa Radio Corp.  
 Address: Box 126  
 Tel.: 463 Independent  
 Station Representative: Pan-American  
 Pres., Gen. Mgr.: Carlos M. Pirallo-Lopez  
 Comm. Manager: Epifanio Rodriguez-Velez  
 Program Director: Enid Gomez  
 Chief Engineer: Jose E. Medina

## WENA—Bayamon—1947

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By: Gustavo Diaz Atilas  
 Business Address: Box 157  
 Tel.: 539 Independent  
 President: Gustavo Diaz Atilas  
 General Manager: Grimaldi G. Graw  
 Commercial Manager: Lidia Velez de Diaz  
 Chief Engineer: Fernando Salazar

## WNEL—Caguas—1947

Frequency: 1450 Kc. Power: 250 Watts  
 Owner: Inter-American Radio Corp.  
 Address: Box 487  
 Tel.: 677 Independent  
 Pres., Gen. Mgr.: C. E. Eduardo Biascochea  
 Station Mgr.: Emilia P. Biascochea  
 Program Director: Charles Miner  
 Comm. Mgr.: Alberto Flores-Blandino

## WVJP—Caguas—1947

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By: Borinquen Bdcstg. Co.  
 Address: P. O. Box 207  
 Tel.: 789 Independent  
 General Manager: Hector Pereira  
 Station Manager: Federico E. Virella  
 Commercial Manager: Jorge L. Arzuaga  
 Program Director: J. Colon Santiago

## WMDD—Fajardo—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: WMDD, Inc.  
 Address: Box 387  
 General Manager: Agustin B. Camunas

## WXRf—Guayama—1948

Frequency: 1590 Kc. Power: 1,000 Watts

Owned-Oper. By: Guayama Bcstg. Co. Inc.  
 Business Address: P.O. Box 615  
 Tel.: 243 Independent  
 Pres., Gen. Mgr.: Rafael Fuster, Jr.  
 Sta., Comm. Mgr.: Gumersindo Cordero, Jr.  
 Program Director: Maria Belen Rivera  
 Publicity Director: Jose Gilberto Morales  
 Chief Engineer: Johnny Ortiz

## WAEI—Mayaguez—1948

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: Mario Acosta  
 Business Address: 12 Iglesia St.  
 Tel.: 600 Independent  
 Rep.: Pan-American Bcstg.  
 Gen. Manager: Mario Acosta  
 Comm. Mgr.: Manuel Piralto

## WKJB—Mayaguez—1946

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By: Jose A. Bechara, Jr.  
 Address: Box 1293  
 Tel.: 983 Independent  
 Pres., Gen. Mgr.: Jose A. Bechara, Jr.  
 Manager: Arturo Cortes

## WORA—Mayaguez—1947

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By: Radio Americas Corp.  
 Studio Address: P. O. Box 43  
 Tel.: 1150 Independent  
 Station Representative: Interamerican  
 Pres., Gen. Mgr.: Alfredo R. DeArellano  
 Sta., Comm. Mgr.: Reinaldo M. Dupont  
 Sales Prom., Pub. Dir.: Carlos Vizcarondo  
 Program Director: Nelson Del Valle  
 Chief Engineer: John Prather

## 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: Post & Palmer Sts.  
 Tel.: 1290 Independent  
 President: William G. Mamary  
 Gen., Comm. Mgr.: Gilbert Mamary  
 Station Mgr.: P. R. Fermaint  
 Program Dir.: Rafael Colon Diaz  
 Chief Engineer: Aristides Zapata

## WISO—Ponce—1953

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By: South P. R. Bcstg. Corp.  
 Tel.: 2-1257 Independent  
 President: Andres Grillasca  
 Gen. Mgr., Ch. Eng.: Luis E. Freyre  
 Program Dir.: A. L. Ramos

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Puerto Rico  
WAPA**

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Circle 7-8224**

Sta. Manager..... Nilda P. Freyre  
Sls. Prom. Mgr..... Manuel Pirallo

**WLEO—Ponce—1956**

Frequency: 1170 Kc..... Power: 250 Watts  
Owned By..... Ponce Broadcasting Corp.  
Business Address..... Torres Esq Villa Sts.  
Tel.: 2-0136..... Independent  
Pres., Gen. Mgr..... Charles Cordero  
Program Director..... Felix Irizarry  
Chief Engineer..... J. H. Conesa

**WPAB—Ponce—1939**

Frequency: 550 Kc... Power: 5 kwd.; 1 Kw n.  
Owned By... Portorican Am. Bcstg. Co., Inc.  
Bus.-Studio Address..... 164 Villa St.  
Tel.: 783..... Independent  
Representative..... Inter-American Pub'l., Inc.  
Pres., Gen. Mgr..... A. Gimenez-Aguayo

**WPRP—Ponce—1936**

Frequency: 910 Kc..... Power: 5000 Watts  
Owned-Operated By..... Voice of Porto Rico  
Address..... P. O. Box 430  
Tel.: 2-0166..... Independent  
Representative..... Inter-Amer. Pub.  
President, Gen. Mgr..... Alfredo R. de Arellano  
Station, Comm. Mgr..... Antonio Miro  
Program Director..... Vicente Lianza  
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  
Tel.: 6-2450..... Independent  
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..... Independent  
Representative..... Caribbean Network, Inc.  
Owner, Gen. Mgr..... Jose Ramon Quinones  
Sta., Comm. Mgr..... Segismundo Quinones  
Program Dir..... Francisco Aranzamendi, Jr.  
Chief Engineer..... Jose Arzuaga

**WHOA—San Juan—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... Continental Broadcasting Corp.  
Address..... Box 168 Hato Rey  
Tel.: 2-3187..... KBS  
Representative..... Pan-American Broadcasting  
Pres., Gen. Mgr..... William R. Anthony  
Commercial Mgr..... Richard Ledesma  
Program Dir..... Vic Miles  
Chief Engineer..... Hans Perl

**PUERTO RICO-VIRGIN ISLANDS**

**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.....Calle Comercio 450  
Newspaper Affiliation.....El Imparcial  
Tel.: 3-3594.....Independent  
President.....Antonio A. Valdivieso  
General Mgr.....Mariano A. Suarez  
Station Mgr.....Osvaldo T. Velazquez  
Chief Engineer.....Luis Prado Martorell

**WKAQ—Santurce—1922**

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Oper. By.....El Mundo Bcstg. Corp.  
Business Address....Box 9007, Santurce, P. R.  
Tel.: 2-2023.....Independent  
Newspaper Affiliation.....El Mundo  
Representatives....Inter-American Publ., Inc.  
President.....Angel Ramos  
General Mgr.....V. Lamas, Jr.  
Program Director...Esther Pales de Rodriguez  
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.  
Tel.: 3-0840.....Independent  
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.....Independent  
Representative.....Young  
Gen. Mgr., Chief Eng.....William N. Greer  
Commercial Mgr.....Nellie Greer

**WIVI—Christiansted—1952**

Frequency: 1040 Kc.....Power: 250 Watts  
Owned-Oper. Radio American West Indies, Inc.  
Address.....Christiansted, St. Croix, V. I.  
Tel.: 28.....KBS  
Station Rep.....Pan American  
Pres., Gen. Mgr.....Mrs. Hazel M. Higdon  
Station Manager.....Mrs. Mavis Lang



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50 Rockefeller Plaza

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# PROGRESS MADE BY CBC IN 1958:

## ... A Year of Many Changes

By J. ALPHONSE OUIMET

President, Canadian Broadcasting Corporation



IT has been an eventful year for the Canadian Broadcasting Corporation, as, it seems, every year is. In August, the Canadian Parliament passed a broadcasting act which resulted in overall changes in Canada's broadcasting system. Since 1936 the CBC had been responsible for providing a national radio and television program service, and for regulating all broadcasting of publicly-owned and privately-owned stations in Canada. On Nov. 10 when the new Act was proclaimed, a Board of Broadcast Governors, a Board independent of either the CBC or the private stations, assumed the latter responsibility. At that time too, a new Board of Directors for the CBC was appointed.

\* \* \*

Since July 1, our microwave television network (the longest in the world) has extended from Sydney, Nova Scotia, on the east coast to Victoria, British Columbia, on the west coast. The continent-spanning network, built and operated by the Trans-Canada Telephone System, and the CNR and CPR, provides simultaneous television to three million homes through French and English stations. It links both CBC and private stations across the country, in every province except Newfoundland. In a few months Newfoundland too, will be connected.

\* \* \*

Video tape came into use by the CBC on July 1. At the relay center in Calgary, Alberta, television network programs are recorded on video tape for retelecast at more appropriate

times over stations in the western time zones.

A plan to develop CBC northern broadcasting service went into operation on Nov. 10. At that time the CBC assumed control of radio station CFWH at Whitehorse, the capital of the Yukon. This means that our radio programs are now being broadcast in seven time zones. CFWH was operated for the past 12 years by Canadian Army and Air Force volunteers.

An FM radio network has been planned between Toronto, Ottawa and Montreal, and will soon go into operation.

This Fall we entered the television network market in the United States. Five of our dramas appeared simultaneously on the CBC network in Canada in the "General Motors Presents" series, and on the ABC network in the United States under the series title "Encounter."

\* \* \*

The CBC, in 1958, won seven first awards and seven honorable mention awards at the 22nd Annual American Exhibition of Educational Radio and Television Programs at Ohio State University. No other network in North America received as many awards.

The CBC, during 1958, provided several special broadcasts that made extraordinary demands — the March 31 Federal Election (a record audience of 7,860,000 persons witnessed the live CBC television and radio, French and English coverage of the election results), the Springhill, Nova Scotia mining disaster, and Princess Margaret's tour in Canada.

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CBC  
CARTB  
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**1959**

# THE FINEST OF TELEVISION AT REASONABLE COST



Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

## **CBC TELEVISION**

NETWORK SALES · TORONTO · CANADA



# CANADIAN BROADCASTING CORP.

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Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

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# ARE YOU USING THE RIGHT TOOLS IN CANADA TO GET BUSINESS?

A good question to answer early in 1959, the year expected to set an all-time record of \$21 billion consumer spending in Canada and push the Gross National Product to a new high of \$33 billion.

To sell all you can, you must *reach* all you can. And nothing reaches the Canadian market like the broadcast media. Virtually 100% of Canada's households have radio and 75% have television. In nine of Canada's top fifteen cities over 90% of the homes have TV.

Here are some reasons why business leaders believe Canada's viewers and listeners will be good *buyers* in 1959 . . . and on a level above that of 1958:

- Savings are at an all-time high
- Consumer credit is in good shape
- A substantial increase in housing is boosting sales of major appliances
- There's been a sharp recovery in new car sales
- The number of two-car families is growing steadily
- Department store sales reached an all-time high in 1958

Whatever *you* wish to sell, investigate the advantages of using some of the 143 independent radio stations and 37 independent TV stations that reach all Canadians. Give your sales message *impact* and the warmth of the *spoken* word.

## 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 149 privately owned (independent) radio broadcasting stations, and 37 television stations in Canada.

# CANADA'S PRIVATE BROADCASTERS

## ... See A Better Outlook For Regulation

By T. J. ALLARD

Executive Vice-President, CARTB



THE high point of 1958 for Canadian private broadcasters was the late-in-the-year appointment of a 15-member Board of Broadcast Governors, under the leadership of Dr. Andrew Stewart, an economist and President of the University of Alberta.

Private broadcasters had pressed for the appointment of such a board before two royal commissions and several parliamentary radio committees. Establishment of the BBG (the Canadian Broadcasting Corporation, Canada's government-owned broadcasting system, now has its own separate board) takes the private stations out of the former situation in which they were regulated by, at the same time that they were competing with the CBC.

The new Board of Broadcast Governors will be concerned only with regulation, and private broadcasters are now hoping for action on two more of their requests before the royal commissions: (1) the immediate licensing of non-government television stations in main metropolitan centres which are now reserved exclusively for government-owned television and, (2) permission to form private networks.

Four new private radio stations and four new TV stations came on the air last year and at year's end there were 30 applications in the hands of the Department of Transport awaiting reference to the new Board of Broadcast Governors in 1959. As soon as applications for second TV stations are accepted there will be a flood of new applications. Second station applications have not been accepted in order to prevent applicants assuming

a favoured position by filing an application on an if and when basis.

The membership of the Canadian Association of Broadcasters now stands at 149 radio members, 37 television members and 59 associates. Both the Radio and Television Sales and Research offices in Toronto expanded the research and statistical studies supplied to agencies, advertisers, reps and stations this year. Separate radio and television weeks were held (radio week in the spring and TV week in the fall) to inform the public on the informative and entertaining qualities of the media.

The Toronto offices sent out promotion kits featuring spots; fact sheets; idea books; dramatized announcements (including a series of announcements by top Canadian sports stars; display promotional material, etc.

The Canadian Association of Broadcasters annual meeting (held in May this year because of the federal election in March) again featured separate radio and TV workshops.

Radio stations have been encouraged this year by the fact that radio sales have led TV set sales (446,417 radio sets were sold compared to 273,765 TV sets as of September 30).

Most of these new radio sales seem to have gone to multiple radio homes, and car radio sales have also boomed. This has meant an increasing emphasis of diversified radio programs, especially for night time radio.

The trend in television has been toward still more daytime television since network option time swallows much of the Class "A", 8 to 11 p.m. period.

# CANADIAN AM STATIONS

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|--------------|-------------------------|------|--------------|---------------------------|------|
| CBA . . .    | Sackville, N. B.        | 688  | CFRG . . .   | Gravelbourg, Sask.        | 699  |
| CBAF . . .   | Moncton, N. B.          | 688  | CFRN . . .   | Edmonton, Alta.           | 684  |
| CBE . . .    | Windsor, Ont.           | 695  | CFRS . . .   | Simcoe, Ont.              | 694  |
| CBF . . .    | Montreal, Que.          | 697  | CFRY . . .   | Portage La Prairie, Man.  | 687  |
| CBG . . .    | Gander, Nfld.           | 689  | CFSL . . .   | Weyburn, Sask.            | 700  |
| CBH . . .    | Halifax, N. S.          | 689  | CFTJ . . .   | Galt, Ont.                | 691  |
| CBI . . .    | Sydney, N. S.           | 690  | CFUN . . .   | Vancouver, B. C.          | 686  |
| CBJ . . .    | Chicoutimi, Que.        | 696  | CHAB . . .   | Moose Jaw, Sask.          | 699  |
| CBK . . .    | Regina, Sask.           | 700  | CHAD . . .   | Amos, Que.                | 696  |
| CBL . . .    | Toronto, Ont.           | 695  | CHAT . . .   | Medicine Hat, Alta.       | 685  |
| CBM . . .    | Montreal, Que.          | 697  | CHED . . .   | Edmonton, Alta.           | 684  |
| CBN . . .    | St. John's, Nfld.       | 689  | CHEF . . .   | Granby, Que.              | 696  |
| CBO . . .    | Ottawa, Ont.            | 693  | CHEX . . .   | Petersborough, Ont.       | 693  |
| CBT . . .    | Grand Falls, Nfld.      | 689  | CHFA . . .   | Edmonton, Alta.           | 684  |
| CBU . . .    | Vancouver, B. C.        | 686  | CHGB . . .   | Ste. Anne de La Poc, Que. | 698  |
| CBV . . .    | Quebec City, Que.       | 697  | CHLN . . .   | Three Rivers, Que.        | 699  |
| CBW . . .    | Winnipeg, Man.          | 687  | CHLO . . .   | St. Thomas, Ont.          | 694  |
| CBX . . .    | Edmonton, Alta.         | 684  | CHLT . . .   | Sherbrooke, Que.          | 698  |
| CBY . . .    | Corner Brook, Nfld.     | 689  | CHML . . .   | Hamilton, Ont.            | 691  |
| CFAB . . .   | Windsor, N. S.          | 690  | CHNC . . .   | New Carlisle, Que.        | 697  |
| CFAC . . .   | Calgary, Alta.          | 684  | CHNO . . .   | Sudbury, Ont.             | 694  |
| CFAM . . .   | Altona, Man.            | 687  | CHNS . . .   | Halifax, N. S.            | 689  |
| CFAR . . .   | Flin Flon, Man.         | 687  | CHOK . . .   | Sarnia, Ont.              | 694  |
| CFBC . . .   | Saint John, N. B.       | 688  | CHOV . . .   | Pembroke, Ont.            | 693  |
| CFBR . . .   | Sudbury, Ont.           | 694  | CHRC . . .   | Quebec City, Que.         | 697  |
| CFCH . . .   | Montreal, Que.          | 697  | CHRD . . .   | Drummondville, Que.       | 696  |
| CFCF . . .   | North Bay, Ont.         | 692  | CHRL . . .   | Roberval, Que.            | 698  |
| CFCL . . .   | Timmins, Ont.           | 695  | CHSJ . . .   | Saint John, N. B.         | 688  |
| CFCN . . .   | Calgary, Alta.          | 684  | CHUB . . .   | Nanaimo, B. C.            | 685  |
| CFCO . . .   | Chatham, Ont.           | 691  | CHUM . . .   | Toronto, Ont.             | 695  |
| CFCW . . .   | Camrose, Alta.          | 684  | CHVC . . .   | Niagara Falls, Ont.       | 692  |
| CFCY . . .   | Charlottetown, P. E. I. | 696  | CHWK . . .   | Chilliwack, B. C.         | 685  |
| CFDA . . .   | Victoriaville, Que.     | 699  | CHWO . . .   | Oakville, Ont.            | 693  |
| CFGP . . .   | Grande Prairie, Alta.   | 684  | CJAD . . .   | Montreal, Que.            | 697  |
| CFGT . . .   | Alma, Que.              | 696  | CJAT . . .   | Trail, B. C.              | 686  |
| CFJB . . .   | Brampton, Ont.          | 691  | CJAV . . .   | Port Alberni, B. C.       | 686  |
| CFJC . . .   | Kamloops, B. C.         | 685  | CJBC . . .   | Toronto, Ont.             | 695  |
| CFJR . . .   | Brockville, Ont.        | 691  | CJBQ . . .   | Belleville, Ont.          | 690  |
| CFNB . . .   | Fredericton, N. B.      | 688  | CJBR . . .   | Rimouski, Que.            | 698  |
| CFNS . . .   | Saskatoon, Sask.        | 700  | CJCA . . .   | Edmonton, Alta.           | 684  |
| CFOB . . .   | Fort Frances, Ont.      | 691  | CJCB . . .   | Sydney, N. S.             | 690  |
| CFOR . . .   | Orillia, Ont.           | 693  | CJCH . . .   | Halifax, N. S.            | 690  |
| CFOS . . .   | Owen Sound, Ont.        | 693  | CJCS . . .   | Stratford, Ont.           | 694  |
| CFPA . . .   | Port Arthur, Ont.       | 693  | CJDC . . .   | Dawson Creek, B. C.       | 685  |
| CFPL . . .   | London, Ont.            | 692  | CJEM . . .   | Edmundston, N. B.         | 688  |
| CFPR . . .   | Prince Rupert, B. C.    | 686  | CJET . . .   | Smith Falls, Ont.         | 694  |
| CFQC . . .   | Saskatoon, Sask.        | 700  | CJFP . . .   | Rivière-Du-Loup, Que.     | 698  |
| CFRA . . .   | Ottawa, Ont.            | 693  | CJFX . . .   | Antigonish, N. S.         | 689  |
| CFRB . . .   | Toronto, Ont.           | 695  | CJGX . . .   | Yorkton, Sask.            | 700  |

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# CANADIAN AM STATIONS

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|--------------|---------------------------------|------|--------------|------------------------------------|------|
| CJIB . . .   | Vernon, B. C. . . . .           | 686  | CKLD . . .   | Thetford Mines, Que. . . . .       | 699  |
| CJIC . . .   | Sault Ste. Marie, Ont. . . . .  | 694  | CKLG . . .   | North Vancouver, B. C. . . . .     | 686  |
| CJKL . . .   | Kirkland Lake, Ont. . . . .     | 692  | CKLN . . .   | Nelson, B. C. . . . .              | 685  |
| CJLS . . .   | Yarmouth, N. S. . . . .         | 690  | CKLS . . .   | La Sarre, Que. . . . .             | 696  |
| CJMS . . .   | Montreal, Que. . . . .          | 697  | CKLY . . .   | Lindsay, Ont. . . . .              | 692  |
| CJMT . . .   | Chicoutimi, Que. . . . .        | 696  | CKMR . . .   | New Castle, N. B. . . . .          | 688  |
| CJNB . . .   | North Battleford, Sask. . . . . | 700  | CKNB . . .   | Campbellton, N. B. . . . .         | 688  |
| CJNR . . .   | Blind River, Ont. . . . .       | 690  | CKNW . . .   | New Westminster, B. C. . . . .     | 685  |
| CJOB . . .   | Winnipeg, Man. . . . .          | 687  | CKNX . . .   | Wingham, Ont. . . . .              | 695  |
| CJOC . . .   | Lethbridge, Alta. . . . .       | 684  | CKOC . . .   | Hamilton, Ont. . . . .             | 691  |
| CJON . . .   | St. John's, Nfld. . . . .       | 689  | CKOK . . .   | Penticton, B. C. . . . .           | 685  |
| CJOR . . .   | Vancouver, B. C. . . . .        | 686  | CKOM . . .   | Saskatoon, Sask. . . . .           | 700  |
| CJOY . . .   | Guelph, Ont. . . . .            | 691  | CKOT . . .   | Tillsonburg, Ont. . . . .          | 694  |
| CJQC . . .   | Quebec City, Que. . . . .       | 698  | CKOV . . .   | Kelowna, B. C. . . . .             | 685  |
| CJRH . . .   | Richmond Hill, Ont. . . . .     | 693  | CKOX . . .   | Woodstock, Ont. . . . .            | 695  |
| CJRL . . .   | Kenora, Ont. . . . .            | 691  | CKOY . . .   | Ottawa, Ont. . . . .               | 693  |
| CJRW . . .   | Summerside, P. E. I. . . . .    | 696  | CKPC . . .   | Brantford, Ont. . . . .            | 691  |
| CJSO . . .   | Sorel, Que. . . . .             | 699  | CKPG . . .   | Prince George, B. C. . . . .       | 686  |
| CJSP . . .   | Leamington, Ont. . . . .        | 692  | CKPR . . .   | Fort William, Ont. . . . .         | 691  |
| CJVI . . .   | Victoria, B. C. . . . .         | 687  | CKRB . . .   | St. George De Beauce, Que. . . . . | 698  |
| CKAC . . .   | Montreal, Que. . . . .          | 697  | CKRC . . .   | Winnipeg, Man. . . . .             | 687  |
| CKBB . . .   | Barrie, Ont. . . . .            | 690  | CKRD . . .   | Red Deer, Alta. . . . .            | 685  |
| CKBC . . .   | Bathurst, N. B. . . . .         | 688  | CKRM . . .   | Regina, Sask. . . . .              | 700  |
| CKBI . . .   | Prince Albert, Sask. . . . .    | 700  | CKRN . . .   | Royn, Que. . . . .                 | 698  |
| CKBL . . .   | Matane, Que. . . . .            | 697  | CKRS . . .   | Jonquiere, Que. . . . .            | 696  |
| CKBM . . .   | Montmagny, Que. . . . .         | 697  | CKSB . . .   | St. Boniface, Man. . . . .         | 687  |
| CKBW . . .   | Bridgewater, N. S. . . . .      | 689  | CKSF . . .   | Cornwall, Ont. . . . .             | 691  |
| CKCH . . .   | Hull, Que. . . . .              | 696  | CKSL . . .   | London, Ont. . . . .               | 692  |
| CKCK . . .   | Regina, Sask. . . . .           | 700  | CKSM . . .   | Shawinigan Falls, Que. . . . .     | 698  |
| CKCL . . .   | Truro, N. S. . . . .            | 690  | CKSO . . .   | Sudbury, Ont. . . . .              | 694  |
| CKCQ . . .   | Quesnel, B. C. . . . .          | 686  | CKSW . . .   | Swift Current, Sask. . . . .       | 700  |
| CKCR . . .   | Kitchener, Ont. . . . .         | 692  | CKTB . . .   | St. Catharines, Ont. . . . .       | 693  |
| CKCV . . .   | Quebec City, Que. . . . .       | 698  | CKTR . . .   | Trois-Rivieres, Que. . . . .       | 699  |
| CKCW . . .   | Moncton, N. B. . . . .          | 688  | CKTS . . .   | Sherbrooke, Que. . . . .           | 699  |
| CKCY . . .   | Sault Ste. Marie, Ont. . . . .  | 694  | CKVD . . .   | Val D'Or, Que. . . . .             | 699  |
| CKDA . . .   | Victoria, B. C. . . . .         | 687  | CKVL . . .   | Montreal, Que. . . . .             | 697  |
| CKDM . . .   | Dauphin, Man. . . . .           | 687  | CKVM . . .   | Ville-Marie, Que. . . . .          | 699  |
| CKEC . . .   | New Glasgow, N. S. . . . .      | 690  | CKWS . . .   | Kingston, Ont. . . . .             | 692  |
| CKEN . . .   | Kentville, N. S. . . . .        | 690  | CKWX . . .   | Vancouver, B. C. . . . .           | 686  |
| CKEY . . .   | Toronto, Ont. . . . .           | 695  | CKX . . .    | Brandon, Man. . . . .              | 687  |
| CKFH . . .   | Toronto, Ont. . . . .           | 695  | CKXL . . .   | Calgary, Alta. . . . .             | 684  |
| CKGB . . .   | Timmins, Ont. . . . .           | 695  | CKY . . .    | Winnipeg, Man. . . . .             | 688  |
| CKJL . . .   | St. Jerome, Que. . . . .        | 698  | CKYL . . .   | Peace River, Alta. . . . .         | 685  |
| CKLB . . .   | Oshawa, Ont. . . . .            | 693  | VOAR . . .   | St. John's, Nfld. . . . .          | 689  |
| CKLC . . .   | Kingston, Ont. . . . .          | 692  | VOCM . . .   | St. John's, Nfld. . . . .          | 689  |

# "CUSTOMER-SLANTING" The Television Buy

## ... New Dimensions in Buying Time, Programs, Films

By Sydney Roslow, Ph. D

Director of Pulse, Inc. Founded 1941



**T**HE demand for qualitative information about audiences literally put us into the ratings business as our most conspicuous product, market by market and network. Yet, twenty years ago if I had been shown the crystal ball, no one would have been more surprised. For, engrossed in consumer-attitude studies for governmental agencies, and some ten years with a foremost group of psychologists, my work revolved around special surveying.

Today while we meet the keen competition of ratings-only firms established after ours in 1941, we have kept our qualitative perspective uppermost. And through mass subscription for our data, servicing the most markets and the most subscribers, we have been able to reduce subscription costs materially.

So, briefly, using face-to-face interviewing in the homes of the nation, our trained interview specialists visit an entirely new sample of 100,000 different families monthly. Five thousand different families are interviewed for each once-a-week television program, and the particular characteristics and purchases of each are recorded. Twenty thousand different families are similarly interviewed for multi-broadcast programs, and spectaculars and specials are duly entered. Each month a new category is analyzed. We are now interviewing in all our major markets 365 days of the year. And for all other markets interviewed less than monthly we also use daily interviewing instituted several years ago for the smaller markets.

The value of this information be-

comes obvious when we look at situations such as illustrated in typical situations. Interpreting the percentages in terms of the industry's figure of 45,000,000 television homes for Spring, 1959, the differences are impressive. Let us take just one category:

### WEEKLY EXPENDITURE FOR DRUGS, TOILETRIES, COSMETICS

| Nighttime                            | No. Of Programs | Avg. Pulse Network | None Bought | Under \$3.00 | Over \$3.00 |
|--------------------------------------|-----------------|--------------------|-------------|--------------|-------------|
| Musical Programs                     | 10              | 11.9               | 25.5%       | 29.7%        | 44.8%       |
| Quiz, Panel & Audience Participation | 12              | 16.1               | 25.5        | 29.8         | 44.7        |
| Mysteries, Crime, Melodramas         | 14              | 15.6               | 27.1        | 29.1         | 43.8        |
| Dramas                               | 8               | 20.6               | 23.3        | 32.4         | 44.3        |
| Westerns                             | 23              | 21.2               | 26.8        | 28.2         | 45.0        |
| Situation Comedy                     | 14              | 20.2               | 26.3        | 26.8         | 46.9        |
| "Live" Comedy & Variety              | 14              | 21.1               | 26.4        | 30.0         | 43.6        |
| Adventure                            | 5               | 13.5               | 26.5        | 29.3         | 44.2        |

The above are norms for each kind of program. The individual program, therefore, can be measured against the norm, and its value appraised accordingly. Our data in this and other categories indicate that certain advertisers' programs attract millions of customers and prospects above the norm, or millions below the norm. It behooves an advertiser of a low-customer's show to know when a competitor is out-hitting him with a program attracting more customers and prospects. Plainly the conventional focus on big ratings becomes questionable.

It is our belief that this new concept of customer-slanting (from samples so large that quibbling is impossible), will become a widely recognized and positive contribution to the mechanics of today's demands for lower-cost, more effective product-selling.



# Alberta

## CFAC—Calgary—1922

Frequency: 960 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Calgary Bcstg. Co., Ltd.  
 Business Address: Greyhound Bldg.  
 Tel.: AM 6-1036  
 President: Basil Dean  
 Sta. Manager: A. M. Cairns  
 Commercial Manager: D. H. Hartford  
 Sales Promotion Manager: G. B. Mannix  
 Program Director: George Brown  
 Chief Engineer: E. C. Connor

## CFCN—Calgary—1922

Frequency: 1060 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  
 Representative: Cam. Sta. Rep., Oakes  
 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  
 Representative: Independent  
 H. C. Stovin, For Joe  
 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  
 Representative: Independent  
 Lorrie Potts  
 Pres., Gen. Mgr.: H. J. Yerxa  
 Sta. Mgr., Pub. Dir.: Gene Ross  
 Chief Engineer: Kenneth Anholt

## CBX—Edmonton—1948

Frequency: 1010 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Canadian Bcstg. Corp.  
 Bus. Studio Address: 713 MacDonalld Hotel  
 Tel.: Edmonton  
 Representative: Independent  
 General Manager: J. Alphonse Oulmet  
 Sta. Mgr.: D. C. Claringbull  
 Commercial Manager: W. E. Powell

## CFRN—Edmonton—1934

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By: Sunwapta Bcstg. Co., Ltd.  
 Business Studio Address: 109 CPR Bldg.  
 Tel.: GArden 2-2101  
 Representative: CBC  
 Radio Reps.: Young Canadian; Oakes Assoc.  
 Pres., Gen Mgr.: G. R. A. Rice  
 Station Manager: A. J. Hopps

Commercial Manager: Tom A. Shandro  
 Sales Prom., Pub. Dir.: Mrs. Corinne Noonan  
 Program Director: Harry Farmer  
 Chief Engineer: Frank G. Makepeace

## CHED—Edmonton—1954

Freq.: 1080 Kc. Power: 10,000 Wts. d., 1000 n.  
 Owned-Oper. By: CHED, Ltd.  
 Address: 10006—107th St.  
 Tel.: 4-2111  
 Representative: Stephens & Towndrow  
 Gen. Commercial Mgr.: M. D. Dyck  
 Prog. Dir.: Jerry Forbes  
 Chief Engineer: Clint Nichol

## CHFA—Edmonton—1949

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By: Radio Edmonton, Ltd.  
 Business Address: 10012—109th St.  
 Tel.: 4-2157  
 Representative: CBC  
 Station Rep.: Interprovincial; Hunt; Devney  
 President: Andre M. Dechene  
 Sta. Mgr.: B. J. Gagnon  
 Program Director: Marcel Couture  
 Chief Engineer: Larry Leclair

## CJCA—Edmonton—1922

Frequency: 930 Kc. Power: 10 Kw. d., 5 n.  
 Owned-Oper. By: Edmonton Bcstg. Co., Ltd.  
 Business Address: 413 Birks Bldg.  
 Tel.: 4-4131  
 Representative: CBC  
 All-Canada, Weed  
 Sta. Manager: Gerry Gaetz  
 Commercial Manager: Rolfe Barnes  
 Sales Promotion Manager: W. E. McNabb  
 Program Director: Dalt Elton  
 Chief Engineer: Frank Hollingworth

## CFGP—Grande Prairie—1937

Frequency: 1050 Kc. Power: 10 Kw.  
 Owned By: Northern Bcstg. Corp., Ltd.  
 Business Address: 9910 99th St.  
 Tel.: 2311  
 Representative: CBC  
 All-Canada, Weed  
 President: Hugh E. Pearson  
 Asst. Mgr., Prog. Dir.: Jack E. Soars  
 Station Manager: Cameron A. Perry  
 Local Comm. Mgr.: G. Pearcy  
 Sales Promotion Manager: Alice Lorenz  
 Chief Engineer: Jim de Roaldes

## CJOC—Lethbridge—1926

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  
 Representative: CBC  
 Station Representative: All-Canada; Weed  
 President: H. R. Carlson  
 Station Manager: A. J. Balfour  
 Commercial Manager: B. J. O'Grady  
 Promotion Manager: Mrs. Mary Pieschuk  
 Program Director: Wally Stambuck  
 Chief Engineer: Doug Card

**CHAT—Medicine Hat—1946**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Monarch Bcstg. Co., Ltd.  
 Address.....520 First St.  
 Tel.: Jackson 6-2821.....CBC  
 Representative.....Weed, All-Canada  
 President.....J. H. Yull  
 Gen., Sta. Mgr.....R. J. Buss  
 Commercial, Prom. Mgr.....Orv Kope  
 Program Director.....Bill Savick  
 Publicity Director.....June Duncan  
 Chief Engineer.....Sid Gaffney

**CKYL—Peace River—1954**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Peace River Bcstg. Co.

Address.....Radio Bldg.  
 Representative.....Hunt, Lorrie Potts  
 Manager.....W. C. Gliege  
 Sls. Prom. Mgr.....Dave Lilwall  
 Engineer.....Bob Guy

**CKRD—Red Deer—1949**

Freq.: 850 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Central Alberta Bcstg. Co.  
 Bus. Address.....5203 Gaetz Ave., Foster Block  
 Tel.: 2083.....CBC  
 Reprs.....Bcst. Sales; Radio Reprs.; Messner  
 Pres., Gen. Mgr.....G. S. Henry  
 Comm. Mgr.....W. R. Scott  
 Prog., Pub. Dir.....J. M. Younie  
 Chief Engineer.....Bob Sears

**British Columbia**

**CHWK—Chilliwack—1927**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fraser Valley Bcstrs., Ltd.  
 Address.....50 Yale Rd., E.  
 Tel.: 3200.....CBC  
 Representative.....All-Canada, Weed  
 Pres., Gen. Mgr.....Jack Pilling  
 Comm. Mgr., Prom. Mgr.....W. G. Teetzel  
 Prod. Mgr.....J. M. MacLachlan  
 Chief Eng.....R. Cartmell

**CJDC—Dawson Creek—1948**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Station CJDC, Ltd.  
 Business Address.....902 - 102nd Ave.  
 Tel.: Sterling 2-3838.....CBS  
 Representative.....Radio Representative, Cooke  
 President.....H. Michaud  
 Gen. Mgr., Comm. Mgr.....Mike Lavern  
 Program Director.....Chuck Mudrak  
 Chief Engineer.....Mel Lang

**CFJC—Kamloops—1927**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned.....Inland Bcstrs., Ltd.  
 Address.....387—Fourth Ave.  
 Tel.: 1021.....CBC  
 Sta. Rep.....All-Canada, Weed  
 President.....Ronald White  
 General Manager.....Ian G. Clark  
 Comm. Sales Prom. Mgr.....Walter Harwood  
 Program Director.....Norman McDonald  
 Chief Engineer.....Fred Webber

**CKOV—Kelowna—1931**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Okanagan Bcstrs., Ltd.  
 Address.....Box 1481  
 Tel.: 3331.....CBC  
 Representative.....All-Canada, Weed  
 President.....Mrs. J. W. B. Browne  
 Gen. Mgr.....J. H. Browne  
 Comm. Manager.....J. D. Bews  
 Chief Engineer.....A. Vipond

**CHUB—Nanaimo—1949**

Frequency: 1570 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Standard Bcstg. Co.  
 Business Address.....Malaspina Hotel  
 Tel.: 2630.....Independent  
 Newspaper Affil.....Vancouver Sun  
 Representative.....Stephens & Towndrow  
 Sta. Mgr., Prog. Dir.....C. J. Rudd  
 Nat. Sales Dir.....Sheila Hassell  
 Prom., Pub. Mgr.....Catherine Sanders  
 Chief Engineer.....Lew Fox

**CKLN—Nelson—1939**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....News Publishing Co., Ltd.  
 Address.....P. O. Box 250  
 Tel.: 10.....CBS  
 Newspaper Affiliation.....Nelson Daily News  
 Rep.....Stovin & Byles; Adam Young  
 Sta. Mgr., Ch. Eng.....Alan 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.....Independent  
 Representative.....Forjoe, R-Reprs., B'cast. Reprs.  
 President.....Frank A. Griffiths  
 Gen., Station Mgr.....W. J. Hughes  
 Prog. Dir.....Hal Davis  
 Natl. Sales Mgr.....Mel Cooper  
 Chief Engineer.....Jack Gordon

**CKOK—Penticton—1948**

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.  
 Owned-Operated By.....CKOK, Ltd.  
 Business-Studio Address.....125 Nanaimo Ave.  
 Tel.: 2800.....CBC  
 Representative.....All Canada; Weed  
 Pres., Gen., Mgr.....Maurice P. Finnerly  
 Station Manager.....Ralph J. Robinson  
 Sales Mgr.....Ken Compton

## BRITISH COLUMBIA

Program Director.....Leland H. Faebish  
Sales Prom., Pub. Dir.....Ed Boyd  
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.....Independent  
Rep.....Hunt, Cooke, Stephens & Towndrow  
Pres., Gen. Mgr.....Kenneth Hutcheson  
Commercial Mgr.....Ray Jordan  
Prog., Sta. Mgr.....Andy Marquis  
Publicity Dir.....Sherwin Shragge  
Chief Engineer.....J. McFegan

### CKPG—Prince George—1954

Frequency: 550 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station CKPG, Ltd.  
Address.....1220 Sixth Ave.  
Tel.: LO 4-2626.....CBC  
Representative.....All-Canada, Weed  
President.....Frank H. Elphicke  
Managing Dir.....Cecil G. Elphicke  
Comm. Manager.....R. T. Harkins  
Prog. Director.....Ronald A. East  
Chief Engineer.....L. Fraser

### CFPR—Prince Rupert—1938

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)

### CKCQ—Quesnel—1957

Frequency: 570 Kc.....Power: 1 Kw.  
Owned.....Cariboo Bcstrs. Ltd.  
Address.....Box 639  
Tel.: 485.....Independent  
Representative.....Radio Rep., Cooke  
President.....James H. Ritchie  
Gen. Mgr., Ch. Eng.....J. Fred Weber  
Station Manager.....Dennis Reed  
Comm. Prom. Mgr.....John V. Boates  
Program Director.....Robert R. Leckie

### CJAT—Trail—1931

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.  
Business-Studio Address.....Radio Centre  
Tel.: 1840.....CBC  
Rep.....Weed, All-Canada Radio Facilities  
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

Frequency: 690 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....701 Hornby St.  
Tel.: MA 6121.....CBC  
Dir. for Brit. Col.....Kenneth Caples  
Comm. Mgr. (Toronto).....Walter E. Powell

### CJOR—Vancouver—1926

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....CJOR, Ltd.  
Business-Studio Address.....846 Howe St.  
Tel.: MUTual 5-6464.....CBC  
Representative.....Stovin & Byles, Ltd.  
Pres., Sta. Mgr., Gen. Mgr., George C. Chandler  
Prog. Director.....Vic Waters  
Commercial Mgr.....Don Laws  
Publicity Director.....Hudson W. Olson  
Chief Engineer.....Art Chandlea

### CFUN—Vancouver—1922

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio CFUN Ltd.  
Address.....1900 W. 4th Ave.  
Tel.: REgent 1-6511.....Independent  
Rep.....Nat. Broadcast Sales; Devney  
President.....R. R. Keay  
Gen. Mgr.....J. L. Sayers  
Comm. Manager.....Fin Anthony  
Program Director.....T. J. Garner  
Sales Prom., Pub. Dir.....Doug Reid  
Chief Engineer.....Dave Rogers

### CKWX—Vancouver—1923

Frequency: 1130 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....CKWX Radio, Ltd.  
Business-Studio Address.....1275 Burrard St.  
Tel.: MU 4-5131.....MBS  
Representative.....All-Canada, Weed  
President.....Arthur Holstead  
General Manager.....Frank H. Elphicke  
National Sls. Manager.....Clare Copeland  
Program Manager.....John Ansell  
Png., Res. Director.....MacIntosh MacDonald  
Chief Engineer.....Charles Smith

### CKLG—North Vancouver 1955

Frequency: 730 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Lions Gate B'casting., Ltd.  
Address.....143 E. 11th, North Vancouver  
Tel.: YUkon 8-1101.....Independent  
Reps.....Stephens-Towndrow; Donald Cook  
President.....A. Earson Gibson  
Station Mgr.....John N. Hunt  
Comm. Manager.....F. W. Mantell  
Prog. Director.....Rudy Hartman  
Prom., Pub. Mgr.....R. H. Smith  
Chief Engineer.....Peter Mackintosh

### CJIB—Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts  
Owned-Operated By.....Interior Bcstrs., Ltd.  
Business Address.....3330 Barnard Ave.  
Tel.: 3900.....CBC  
Rep.....All Canada; Weed  
President.....Richard Peters  
Sta. Manager.....A. G. Seabrook  
Commercial Mgr.....Ann Gaustin  
Program Director.....Jack Pollard  
Sales Prom. Mgr.....Ed Boyd  
Publicity Director.....George Leek  
Chief Engineer.....Laurie Wright

**CJVI—Victoria—1925**

Frequency: 900 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Island Bcstg. Co., Ltd.  
 Business-Studio Address: 817 Fort Street  
 Tel.: EV 2-8221  
 Representative: All-Canada  
 Sta. Gen. Mgr.: W. M. Guild  
 Sls. Prom. Mgr.: Ralph S. Jamison  
 Prog. Dir.: Walter Cownden  
 Publicity Dir.: William S. Allen  
 Chief Engineer: Joe Sommers

**CKDA—Victoria—1950**

Frequency: 1280 Kc. Power: 10 Kw.  
 Owned-Oper. By: Capital Bcstg. System  
 Address: 1450 Douglas St.  
 Tel.: EVergreen 4-9311  
 Independent  
 Representative: Radio Reprs., Forjoe  
 President: David M. Armstrong  
 Gen., Comm. Mgr.: David B. Hill  
 Program Director: Andy Stephen  
 Publicity Director: Geo. Glover  
 Chief Engineer: Norman Berbquist

**Manitoba**

**CFAM—Altona—1957**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned: Southern Manitoba Bcstg. Co.  
 Business Address: P.O. Box 1000  
 Tel.: 285  
 Independent  
 Reprs.: Cooke; Hunt; Messner; Natl. Bcst. Sales  
 President: Walter E. Kroeker  
 Station Manager: Dave K. Friesen  
 Chief Engineer: John J. Pauls

**CKX—Brandon—1928**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By: Western Manitoba Bcstrs.  
 Address: 2940 Victoria Ave.  
 Tel.: Parkway 6-5393  
 CBC  
 Station Representative  
 Radio Reprs.: Hunt; Messner; Young Canadian  
 Pres., Gen. Manager: J. B. Craig  
 Commercial Manager: E. D. Holland  
 Prog. Dir.: Frank Bird  
 Publicity Director: Marvin Freeman  
 Chief Engineer: E. Humphrey Davies

**CKDM—Dauphin—1950**

Frequency: 730 Kc. Power: 1000 d.; 250 n.  
 Owned: Dauphin Bcstg. Co., Ltd.  
 Address: 3rd Ave., N. E.  
 Tel.: 3230  
 Independent  
 Reprs.: Messner; Hunt; Young Canadian  
 President: A. T. Warnock  
 Station Manager: Michael Hopkins  
 Sales Promotion Manager: Lorne G. Bignell  
 Program Director: Brian Skinner  
 Chief Engineer: Alan Watson

**CFAR—Flin Flon—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By: Arctic Radio Corp., Ltd.  
 Business Address: 75 Callinan St.  
 Tel.: 4422  
 CBC  
 President: Grey Mundie  
 Station Manager: C. H. Witney  
 Comm., Sales Prom. Mgr.: Alec D. Cobban  
 Program Director: E. Smallwood

**CFRY—Portage La Prairie  
 1956**

Frequency: 1570 Kc. Power: 250 Watts

Owned: Portage-Delta Bcstg. Co.  
 Address: Hotel Portage  
 Representative: Lorrie Potts  
 Pres., Mgr.: R. D. Hughes  
 Comm. Mgr.: Dolores Kustra

**CKSB—St. Boniface—1946**

Frequency: 1050 Kc. Power: 10,000 Watts d.  
 Owned: Radio-St. Boniface Ltd.  
 Address: 607 Langevin St.  
 Tel.: CH 7-4865  
 CBC  
 Reprs.: Devney; Hunt; Interprovincial Sales  
 President: Auguste Dansereau  
 Gen., Sta. Mgr.: Roland Couture  
 Commercial Mgr.: Raoul Normandeau  
 Program Dir.: Denis Belair  
 Chief Engineer: Yves Savignac

**CBW—Winnipeg—1948**

Frequency: 990 Kc. Power: 50,000 Watts  
 Owned-Operated By: Canadian Bcstg. Corp.  
 Business Address: 541 Portage Ave.  
 Tel.: SP 4-2541  
 CBC  
 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 Address: 10th Fl., Lindsay Bldg.  
 Tel.: WH 2-6374  
 Independent  
 Sta. Rep.: Radio Reprs.; Young Canadian  
 Pres., Gen. Mgr.: John O. Blick  
 Commercial Manager: R. M. MacLennan  
 Sales Prom. Mgr.: R. Moody  
 Prog. Director: George C. Davies  
 Chief Engineer: R. V. Durie

**CKRC—Winnipeg—1927**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned: Transcanada Communications, Ltd.  
 Bus.-Studio Address: 300 Carlton St.  
 Tel.: WH 2-2201  
 CBC  
 Representative: Weed, All-Canada  
 Gen., Sta. Mgr.: William A. Speers

# MANTOBA-NEW BRUNSWICK

Commercial Manager..... R. F. Tait  
Sales Promotion Manager..... Gordon Walker  
Program Director..... Robert Bye  
Chief Engineer..... Burt Hooper

## CKY—Winnipeg—1949

Frequency: 580 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Station CKY, Ltd.

Business Address..... 432 Main St., N.  
Tel.: Whitehall 3-1531..... Independent  
Representative..... Stovin, Forjoe  
President..... Lloyd E. Moffat  
Station Manager..... Jack M. Davidson  
Comm. Manager..... D. McDermid  
Program Director..... Jack R. Stewart  
Chief Engineer..... Andy Malowanchuk

# New Brunswick

## CKBC—Bathurst—1955

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... Bathurst Broadcasting Co., Ltd.  
Business Address..... 455 Golf St.  
Tel.: LI 6-4461..... Independent  
Station Representative..... Potts  
President..... J. Leo Hachey  
Station Manager..... W. A. Winton  
Comm. Sales Prom. Mgr..... R. J. Gallagher  
Prog., Pub. Dir..... Ray Bourque  
Chief Engineer..... Phil Paquet

## CKNB—Campbellton—1939

Frequency: 950 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Restigouche Bcstg. Co., Ltd.  
Business Address..... 110 Water St.  
Tel.: Plaza 3-4415..... CBS  
Representative..... Hardy, Weed  
President..... John Alexander  
Sta., Comm. Mgr..... Robert D. Richards  
Chief Engineer..... Phil Paquet

## CJEM—Edmundston—1944

Frequency: 570 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Edmundston Radio, Ltd.  
Address..... 91 Canada Rd.  
Tel.: RE 5-3351..... CBC  
Representative..... Stovin, Young  
Gen. Mgr..... Jack Brilliant  
Station, Comm. Mgr..... Georges Guerrette

## CFNB—Fredericton—1923

Frequency: 550 Kc..... Power: 5000 Watts  
Owned..... James S. Neill & Son, Ltd.  
Address..... York St.  
Tel.: GR 5-5501..... CBC  
Representative..... All-Canada, Weed  
President..... J. Stewart Neill  
General Manager..... D. Malcolm Neill  
Prog. Director..... H. L. McFee  
Sta., Comm. Manager..... J. T. H. Fenety  
Chief Engineer..... Glenn D. Love

## CBAF—Moncton—1953

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

Frequency: 1220 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... Moncton Bcstg., Ltd.  
Address..... K of P Bldg.  
Tel.: EV 4-9111..... CBC  
Station Rep..... Young Canadian; Stovin-Byles  
Pres., Gen. Mgr..... F. A. Lynda  
Sta., Comm. Mgr..... Tom H. Tonner  
Sales Prom. Mgr., Prog. Dir..... Bob Reid  
Chief Engineer..... Keith MacConnell

## CKMR—New Castle—1949

Frequency: 790 Kc..... Power: 1000 Watts  
Owned..... Miramichi Bcstg. Co., Ltd.  
Business Address..... New Castle  
Tel.: 690..... CBC  
Sta. Rep..... Radio Time Sales; Hunt  
President..... L. W. Flett  
Sta., Comm. Mgr..... R. J. Wallace  
Sales Prom. Mgr., Pub. Dir..... Fred Haining

## CBA—Sackville—1939

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

Frequency: 930 Kc..... Power: 5000 Watts  
Owned-Operated By..... Fundy Bcstg. Co., Ltd.  
Business Address..... 68 Carleton St.; Box 930  
Tel.: OX 2-3301..... CBC  
Station Rep..... Radio Reps.; Young Canadian  
President..... A. M. A. McLean  
General Manager..... R. T. Bowman  
Sales Manager..... Vincent Saunders  
Program Supervisor..... D. H. Armstrong  
Publicity Director..... Marita McNully  
Chief Engineer..... H. M. Stout

## CHSJ—Saint John—1947

Frequency: 1150 Kc..... Power: 5000 Watts  
Owned-Oper. By..... New Brunswick Bcstg. Co.  
Business-Studio Address..... 14 Church St.  
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

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Representative... C. V. Hierlihy  
 Gen. Mgr. (CBC)... J. Alphonse Ouimet  
 Comm. Mgr.... W. E. Powell  
 Prog. Dir.... Charles Jennings

## CBG—Gander—1949

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

## CBT—Grand Falls—1949

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business Address... Mill Road  
 Tel.: 2102... CBC  
 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  
 Chief Engineer... E. D. Witherstone

## CBN—St. John's—1949

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: 10,000 Watts  
 Owned-Oper. By... Nfld. Bcstg. Co., Ltd.  
 Address... Prince of Wales St.  
 Tel.: 7105... Independent  
 Station Rep.... Stovin-Byles; Weed  
 Pres.... Geoffrey W. Stirling  
 General Manager... Don Jamieson  
 Sta. Mgr.... George MacDonald  
 Commercial Manager... Jack Baird  
 Sales Promotion Manager... Mary Brennan  
 Program Director... G. A. Wiggins  
 Publicity Director... Judith A. Curtis  
 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... Independent  
 President... W. A. Nelson  
 General Manager... G. O. Adams  
 Chief Engineer... George Rabbitts

## VOCM—St. Johns—1936

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By... Colonial Bcstg. System  
 Address... McBride's Hill & Water Sts.  
 Tel.: 3140... Independent  
 Rep.... Radio TV Sales; Young Canadian  
 Pres., Ch. Eng... W. B. Williams  
 Managing Director... H. N. Butler  
 Station Mgr.... J. V. Butler  
 Commercial Mgr.... Denys Ferry  
 Program Director... J. M. Murdoch  
 Sales Prom. Mgr.... Bill Squires  
 Publicity Dir.... Bob Lockhart

# Nova Scotia

## CJFX—Antigonish—1943

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By... Atlantic Bcstrs., Ltd.  
 Address... St. Ninian St.  
 Tel.: 580... CBC  
 Station Rep.... Young Canadians; Mulvihill  
 President... Rev. Dr. F. Giniven  
 Gen., Sta. Mgr.... J. Clyde Nunn  
 Commercial Manager... Bruce Rafuse  
 Sales Prom. Mgr.... Charles O'Brien  
 Chief Eng.... Gordon MacDougall

## CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts  
 Owned-Oper. By... Acadia Bcstg. Co., Ltd.  
 Business Address... 399 King St.  
 Tel.: LI 3-2401... CBC  
 Representative... Radio Reps., Don Cooke

President... C. J. Morrow  
 General Manager... John F. Hirtle  
 Sta. Mgr., Comm. Mgr.... James A. MacLeod  
 Sales Prom. Mgr., Pub. Dir.... David Flack  
 Program Director... A. Maxwell Ramey  
 Chief Engineer... Douglas B. Hirtle

## CBH—Halifax—1947

Frequency: 1330 Kc. Power: 100 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address... 100 Sackville St.  
 Regional Director... W. E. S. Briggs  
 Reg. Prog. Dir.... J. A. MacEwen  
 Comm. Rep.... Don LeBlanc  
 Press & Inf. Rep.... A. W. Wilson

## CHNS—Halifax—1926

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.

## NOVA SCOTIA-ONTARIO

Bus.-Studio Address.....10 Tobin St.  
Tel.: 3-8318 .....CBC  
**Representative**.....All-Canada, Weed  
Gen., Station Manager.....Gerald Redmond  
Commercial Manager.....Douglas Grant  
Program Manager.....John A. Funston  
Chief Engineer.....Arthur H. Greig

### CJCH—Halifax—1944

Freq.: 920 Kc. Power: 10,000 Wts. d., 5000 n.  
Owned-Operated By.....CJCH Limited  
Bus.-Studio Address.....741 Robie St.  
Tel.: 5-5443 .....Independent  
Representative.....Mulvihill, Young Can.  
President.....B. Pearson McCurdy  
Station Manager.....E. Finlay MacDonald  
Comm. Manager.....Howard E. Gerard  
Sls. Prom. Manager.....Clair Chambers  
Program Director.....Leonard J. Chapple  
Chief Engineer.....A. Reginald MacWilliams

### CKEN—Kentville—1947

(See CFAB, Windsor)

### CKEC—New Glasgow—1953

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Hector Bcstg. Co.  
Address.....130 George St.  
Tel.: 2-4200 .....CBC  
Representative.....Donald Cooke  
Pres., Gen. Mgr.....James M. Cameron  
Prog. Dir.....W. Ellis  
Chief Engineer.....Lew Wright

### CBI—Sydney—1948

Freq.: 1140 Kc. Power: 5000 Watts  
Owned-Operated By.....Canadian Bcstg. Corp.  
Address.....P. O. Box 700  
Tel: 4495 .....CBC  
President.....J. A. Ouimet  
Station Manager.....F. G. Cooke  
Comm. Mgr.....Don LeBlanc  
Publicity Dir.....Bert Wilson  
Chief Engineer.....G. R. Oulton

### CJCB—Sydney—1929

Freq.: 1270 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.  
Business Address.....Charlotte St.  
Tel.: 5596 .....CBC  
Station Rep.....All Canada; Weed; Reynolds  
President.....Nathaniel Nathanson  
Station Manager.....Norris L. Nathanson  
Commercial Manager.....M. Grant  
Sales Promotion Manager.....Lloyd W. Taylor  
Program Director.....T. C. Robertson  
Publicity Director.....Florence MacLeod  
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 .....Independent  
Representative.....Radio Time Sales  
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 .....Independent  
Representative.....Lorrie Potts  
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

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.  
Address.....222 W. Main St.  
Tel: 500 .....CBC  
Representative.....All-Canada, Weed  
Gen., Comm. Mgr.....D. L. Smith

## Ontario

### CKBB—Barrie—1949

Freq.: 950 Kc. Power: 5000 Wts. d., 2500 n.  
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.  
Business Address.....Box 519  
Tel.: PA 6-6466 .....Independent  
Representative.....Young, Mulvihill  
Pres.....Ralph T. Snelgrove  
Sta. Mgr.....Robert Hunter  
Comm. Mgr.....Edward Delaney  
Program Director.....Jack Ruttle  
Chief Engr.....Jack Mattenley

### CJBQ—Belleville—1946

Frequency: 800 Kc. Power: 1000 Watts  
Owned-Operated By.....Quinte Bcstg. Co., Ltd.

Business Address.....11 Victoria Ave.: Box 399  
Tel: Woodland 8-5555 .....CBC  
Representative.....Young, Stovin  
President.....A. MacLean Hutz  
Station Manager.....W. H. Stovin  
Commercial Manager.....J. H. MacDonald  
Program Director.....L. Jourard  
Sls. Prom. Manager.....T. Hookings  
Chief Engineer.....J. B. Buchanan

### CJNR—Blind River—1958

Frequency: 730 Kc. Power: 1000 Watts  
Owned By.....Nash Radio-TV Bcstg. Co.  
Address.....Lawton St.  
Tel: ELgin 6-2209 .....CBC  
Representative.....Radio-TV Sales



President.....Thomas C. Nash  
Sta., Comm. Mgr.....C. McKnight  
Program Dir.....Jack Reid

**CFJB—Brampton—1953**

Frequency: 1090 Kc.....Power: 250 W. d.  
Owned-Oper. By.....CFJB, Ltd.  
Address.....2 Ellen St.  
Tel.: GL 1-3110.....Independent  
Rep.....Radio Time Sales  
President.....Emerson McKinney  
Sta. Mgr.....John Fox  
Chief Eng.....Robert McBeam

**CKPC—Brantford—1923**

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned-Oper. By...Telephone City Bcast., Ltd.  
Address.....525 Colborne St.  
Tel.: Plaza 3-2664.....CBC  
Station Representative.....Potts; Hunt  
President.....Mrs. Florence M. Buchanan  
Station Manager.....R. Buchanan  
Comm., Prom. Mgr.....Russ Waters  
Prog. Dir.....Arnold Anderson  
Chief Engineer.....J. Featherston

**CFJR—Brockville—1926**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By...Eastern Ontario Bcastg. Co., Ltd.  
Business-Studio Address...Revere Hotel Bldg.  
Tel.: Diamond 2-4628.....CBC  
Station Rep...Stovin-Byles; Young Canadian  
Pres., Gen. Mgr.....Jack R. Radford  
Asst. Sta. Mgr.....Thomas Statham  
Comm. Mgr.....Keith Pelton  
Prog., Pub. Dir.....Jim Chapman  
Chief Engineer.....Sid Penstone

**CFCO—Chatham—1926**

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By.....John Beardall  
Business Address.....Box 550  
Tel.: EL 2-3000.....CBC  
Manager.....John Beardall  
Chief Engineer.....Gordon Brooks

**CKSF—Cornwall—1945**

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned-Operated By...Standard-Freeholder, Ltd.  
Business-Studio Address.....38 Pitt St.  
Tel.: Wellington 3-2030.....CBC  
Newspaper Affil....Dly. Standard-Freeholder  
Station Rep.....Stovin-Byles; Devney  
President.....G. D. Fleming  
Sta., Comm. Mgr.....Fred H. Pemberton  
Sales Prom. Mgr.....Alma Larocque  
Program Director.....John Larocque  
Chief Engineer.....Mahlon Clark

**CFOB—Fort Frances—1944**

Frequency: 800 Kc.....Power: 1000 Watts  
Owned By.....Border Bcastg., Ltd.  
Business-Studio Address.....242 Scott St.  
Tel.: 200.....CBC  
Rep.....Cooke, Radio Reps., Bcast. Reps.  
Manager.....Don Fawcett

**CKPR—Fort William—1931**

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.....CBC  
Station Reps.....Radio Reps.; All Canada  
Pres., Gen. Mgr.....H. F. Dougall  
Sta., Comm. Mgr.....George Jeffrey  
Sales Prom. Mgr.....Jack Masters  
Prog., Pub. Dir.....J. P. Friesan  
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.....Independent  
Representative.....Radio Time Sales  
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.....Independent  
Representative.....Radio Reps., Cooke  
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**

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.....CBC  
Program Director.....William E. Hall  
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**

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned.....Wentworth Radio Bcastg. Co., Ltd.  
Business-Studio Address.....32 John St., N.  
Tel.: JA 7-4483.....CBC  
Representative.....All-Canada, Weed  
President.....Clifford Sifton  
V. P., General Manager.....W. T. Cranston  
Comm. Mgr., Asst. Mgr.....J. N. Inkster  
Sales Promotion Manager.....Lyn Cooper  
Program Director.....John M. Hill  
Chief Engineer.....Leslie Horton

**CJRL—Kenora—1938**

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned-Oper. By...Lake of Woods B'cast, Ltd.  
Business Address.....Johnson Block Main St.  
Tel.: 7850.....CBC  
Newspaper Affiliation.....Miner & News

## ONTARIO

Representative ..... Stovin-Byles  
President ..... Stuart King  
Station Manager ..... William Wylie  
Program Director ..... Jack Thomson

### CKLC—Kingston—1953

Frequency: 1380 Kc. .... Power: 5 Kw.  
Owned-Oper. By. .... St. Lawrence Bcstg. Co., Ltd.  
Address ..... 99 Brock St.  
Tel.: LI 2-4927 ..... Independent  
Representative ..... Stovin, Forjoe  
Sta., Gen. Manager ..... T. D. French  
Comm. Manager ..... J. F. French  
Prog. Director ..... C. J. Bermingham  
Chief Engineer ..... Barry M. Ogden

### CKWS—Kingston—1942

Frequency: 960 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Frontenac Bcstg. Co., Ltd.  
Address ..... 170 Queen St.  
Tel.: LI 2-4877 ..... CBC-NBC  
Newspaper Affil. .... Kingston Whig Standard  
Rep. .... Natl. Bcst. Sales, Weed  
President ..... Senator W. R. Davies  
Gen. Manager ..... Harvey Freeman  
Station Manager ..... Wally Rewegan  
Commercial Manager ..... Bill Kins  
Prog. Director ..... Allan Brooks  
Sales Prom. Mgr. .... Mrs. Rita Lloyd  
Pub. Director ..... Carl Cogan  
Chief Engineer ..... Bert Cobb

### CJKL—Kirkland Lake—1934

Frequency: 560 Kc. .... Power: 5000 Watts  
Owned ..... Kirkland Lake Bcstg., Ltd.  
Address ..... 22 Govt. Rd. West  
Tel.: 27 ..... CBC  
Reps. .... Natl. Bcst. Sales; All Canada; Weed  
President ..... Irma Brydson  
General Manager ..... H. C. Freeman  
Station Manager ..... K. C. Billings  
Commercial Manager ..... Dave Clark  
Prog. Dir. .... Don O'Neil  
Chief Engineer ..... C. L. Spence

### CKCR—Kitchener—1929

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Opera. By. .... K.W. Bcstg. Co., Ltd.  
Business-Studio Address ..... 125 King St. W.  
Tel.: SH 3-3628 ..... CBC  
Rep. .... Natl. Bcst. Sales; Devney  
Pres., Gen. Mgr. .... James C. Mitchell  
Comm. Mgr. .... Jack G. Liddle  
Sales Prom. Mgr. .... G. J. Schus  
Program Dir. .... Gordon Ross  
Publicity Dir. .... John Hodges  
Chief Engineer ..... Ion Hartman

### CJSP—Leamington—1954

Frequency: 710 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Sun Parlor Bcstrs., Ltd.  
Address ..... 23 Erie St., N.  
Tel.: 2780 ..... Independent  
Representative ..... Radio-TV Sales; Best  
Pres., Comm. Mgr. .... A. A. Bruner  
Sales Manager ..... J. L. Moore

Program Dir. .... Lou Tomasi  
Sales Prom. Mgr. .... Mrs. Eleanor Carper  
Chief Engineer ..... Ed Derkach

### CKLY—Lindsay—1955

Frequency: 910 Kc. .... Power: 1 Kw.  
Owned-Operated By. .... Greg-May Bcstg. Ltd.  
Business Address ..... 249 Kent St.  
Tel.: FA 4-3585 ..... Independent  
Sta. Rep. .... Radio Time Sales; Hunt  
Pres., Sta. Mgr. .... E. N. Gregory  
Gen. Mgr., Ch. Engr. .... C. A. Gregory

### CFPL—London—1922

Frequency: 980 Kc. .... Power: 5000 Watts  
Owned-Oper. .... London Free Press Printing Co.  
Address ..... 442 Richmond St.  
Tel.: GEneral 8-8391 ..... CBC  
Newspaper Affil. .... London Free Press  
Representative ..... Weed, All-Canada  
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. Robitaille

### CKSL—London—1956

Frequency: 1290 Kc. .... Power: 5 Kw.  
Owned ..... London Bcstrs.  
Address ..... 343 Richmond St.  
Tel.: GEneral 2-4181 ..... Independent  
Representative ..... Young Canadian  
President ..... F. Vincent Regan  
Gen., Sta. Mgr. .... William E. Robinson  
Comm. Mgr. .... Fred Urse  
Sales Prom. Mgr., Pub. Dir. .... Pat Dorey  
Program Director ..... Vaughn Bjerre  
Chief Engineer ..... Ron Turnpenny

### CHVC—Niagara Falls—1947

Frequency: 1600 Kc. .... Power: 5,000 Watts  
Owned-Oper. By. .... Radio Station CHVC, Ltd.  
Business Address ..... Rainbow Bridge  
Tel.: EL 8-7151 ..... Independent  
Station Rep. .... Potts; Cooke; Hunt  
President ..... B. Howard Bedford  
Asst., Comm. Mgr. .... A. W. Blakely  
Program Director ..... J. Ross Kenzie  
Publicity Director ..... Crawford Douglas  
Chief Engineer ..... Les Rooke

### CFCH—North Bay—1931

Frequency: 600 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Northern Bcstg.  
Address ..... Frazer Ave. & 1st St.  
Tel.: GR 4-2000 ..... CBC  
Sta. Rep. .... Natl. Bcst. Sls.; All Canada; Weed  
President ..... Mrs. A. P. Campbell  
Gen., Sta. Mgr. .... Harry M. Edgar  
Commercial Manager ..... Clarence Houston  
Sales Promotion Manager ..... George Barr  
Program Director ..... Bill O'Halloran  
Chief Engineer ..... Jack Barnaby

**CHWO—Oakville—1956**

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned.....CHWO Radio  
 Address.....Radio Bldg.  
 Tel.: VI 5-2821.....Independent  
 Representative.....Radio & TV Sales Inc.  
 Pres., Gen. Mgr.....Howard C. Caine  
 Commercial Manager.....Victor Tipple  
 Program Director.....Robert McLaughlin  
 Chief Engineer.....Hans J. Wecke

**CFOR—Orillia—1945**

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.....CBC  
 Rep.....Stephens & Towndrow  
 Pres., Gen. Mgr.....Gordon E. Smith  
 Comm., Sales Prom. Mgr.....William J. Pratt  
 Program Director.....Pete McGarvey  
 Chief Engineer.....George Slinn

**CKLB—Oshawa—1946**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By...Lakeland Bcstg. Co., Ltd.  
 Business-Studio Address...16 Centre St.  
 Tel.: RA 3-3415.....Independent  
 Rep.....Lorrie Potts, John N. Hunt, Devney  
 General Mgr.....A. H. Collins  
 Station Mgr.....Gordon G. Garrison  
 Commercial Mgr.....R. P. MacGowan  
 Program Director.....Fred M. Oliver  
 Chief Engineer.....W. C. Marchand

**CBO—Ottawa—1924**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Bus.-Studio Address...Chateau Laurier Hotel  
 Tel.: (Toronto) WA 3-5461.....CBC  
 Gen. Mgr.....J. A. 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.....Independent  
 Representative.....Stephens & Towndrow, Weed  
 Pres., Gen., Sta. Mgr.....Frank Ryan  
 Comm. Mgr.....George M. Gowling  
 Program Director.....Terry Kiely  
 Program Manager.....Tom Foley  
 Publicity Director.....Don MacKinnon  
 Chief Engineer.....Harold Peerenboom

**CKOY—Ottawa—1924**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....CKOY, Ltd.  
 Address.....635 Richmond Rd.  
 Tel.: PA 2-2650.....CBC  
 Station Rep.....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**

Frequency: 560 Kc. Power: 1000 Watts  
 Owned.....Grey & Bruce Bcstg. Co., Ltd.  
 Address.....270 9th St. E.  
 Tel.: 1940.....CBC  
 Station Rep.....Stovin-Byles; Young Canadian  
 President.....C. J. McTavish  
 Station Manager.....William N. Hawkins  
 Commercial Manager.....Russ Tomlinson  
 Program Director.....D. Danard  
 Publicity Director.....Ron Boyd  
 Chief Engineer.....R. Speck

**CHOV—Pembroke—1942**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By...Ottawa Valley Bcstg. Co.  
 Business Address.....319 Pembroke St., E.  
 Tel.: RE 2-3657.....CBC  
 Representative.....Stovin  
 President.....E. Gordon Archibald  
 Commercial Manager.....Ramsay F. Garrow  
 Sales Promotion Manager.....J. B. Scott  
 Program Director.....William K. Kutschke  
 Chief Engineer.....W. Edwin Schmidt

**CHEX—Peterborough—1942**

Frequency: 980.....Power: 5000 Watts  
 Owned.....Kawartha Bcstg. Co., Ltd.  
 Business-Studio Address.....Box 627  
 Tel.: RI 2-7708.....CBC  
 News, Afil.....The Examiner  
 Representative.....Natl. Bcst. Sales, Weed  
 President.....W. R. Davies  
 Gen. Mgr.....H. C. Freeman  
 Station Manager.....N. I. Weatherwax  
 Chief Engineer.....A. Crump

**CFPA—Port Arthur—1944**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Ralph H. Parker  
 Bus. Address.....87 N. Hill St.; Box 747  
 Tel.: 4-2404.....CBC  
 Sta. Rep.....Mulvihill; Messner; Hunt; Weed  
 President, Gen. Mgr.....Ralph H. Parker  
 Commercial Manager.....Don Willis  
 Program Director.....Doug Phillips

**CJRH—Richmond Hill—1957**

Freq.: 1310 Kc. Power: 1000 Wts. d., 250 n.  
 Owned.....Radio Richmond Hill  
 Business Address.....50 Yonge St. N.  
 Tel.: AVenue 5-4915.....Independent  
 Station Representative.....Radio Reps. Ltd.  
 Pres., Gen. Mgr.....John O. Graham  
 Station Manager.....Stewart H. Coxford  
 Commercial Manager.....Stanley L. Larke  
 Program Director.....Stephen K. Appleby  
 Chief Engineer.....William McDougall

**CKTB—St. Catharines—1930**

Frequency: 610 Kc. Power: 5000 Watts

## ONTARIO

**Owned**.....Niagara District Bcstg. Co., Ltd.  
**Business-Studio Address**.....12 Yates St.  
**Tel.:** MU 4-1174.....CBC  
**Station Representative**.....Mulvihill; Devney  
**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—1948

**Frequency:** 680 Kc.....**Power:** 1000 Watts  
**Owner**.....Station CHLO, Ltd.  
**Address**.....133 Curtis St.  
**Tel.:** ME 1-3910.....CBC  
**Representative**.....Radio-TV Sales: Cooke  
**President**.....G. C. Nichols  
**Gen., Sta. Mgr.**.....John L. Moore  
**Comm. Mgr.**.....George Harper  
**Sales Prom., Pub. Dir.**.....Don Lumley  
**Program Director**.....W. G. Moyer  
**Chief Engineer**.....W. R. Onn

### CHOK—Sarnia—1946

**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.....CBC  
**Representative**.....Cooke, Mulvihill  
**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

**Frequency:** 1050 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Hyland Radio-TV Ltd.  
**Address**.....119 East St.  
**Tel.:** 3-1121.....CBC  
**Representative**.....Lorrie Potts, McGillvra  
**President**.....J. G. Hyland  
**Gen. Manager**.....E. Vance  
**Comm. Mgr.**.....Wilf 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.....Independent  
**Representative**.....Young Canadian  
**President**.....C. P. Greco  
**Manager**.....F. A. Bestall

### CFRS—Simcoe—1956

**Frequency:** 1560 Kc.....**Power:** 250 W. d.  
**Owned**.....Simcoe Bcstg. Co.  
**Business Address**.....228 John St.  
**Tel.:** GA 6-3240.....Independent  
**Representative**.....Radio & TV Sales  
**Pres., Gen. Mgr.**.....Ted M. Fielder  
**Sta., Comm. Mgr.**.....Fred G. Sherratt  
**Sales Prom. Mgr.**.....Richard T. Maxwell  
**Publicity Director**.....Phil Clayton  
**Chief Engineer**.....Robert Watmough

### CJET—Smith Falls—1955

**Frequency:** 1070 Kc.....**Power:** 1000 Watts  
**Owned**.....Rideau Broadcasting Ltd.  
**Address**.....Box 1070  
**Tel.:** 1070.....Independent  
**Representative**.....Lorrie Potts, McGillvra  
**President, Gen. Mgr.**.....Jark Pollie  
**Comm. Mgr.**.....Don Slater  
**Chief Engineer**.....Fred Roney

### CJCS—Stratford—1924

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....CJCS, Ltd.  
**Address**.....125 Ontario St.  
**Tel.:** 1675.....CBC  
**Station Rep.**.....Radio Reps.: Weed  
**Pres., Gen. Manager**.....Frank M. Squires  
**Sta., Comm. Mgr.**.....S. E. Tapley  
**Program Director**.....William Inkol  
**Chief Engineer**.....John Grigg

### CFBR—Sudbury—1957

**Frequency:** 550 Kc.....**Power:** 1000 Watts  
**Owned**.....Sudbury Bcstg. Co.  
**Bus. Address**.....166 Elm St. W.; Box 700  
**Tel.:** OSborne 4-6401.....CBC  
**Sta. Rep.**.....Interprovincial: Hunt; Young  
**Pres., Gen. Mgr.**.....F. Baxter Ricard  
**Sta., Comm. Mgr.**.....Rene Riel  
**Program Director**.....Jean Pierre Coallier  
**Publicity Director**.....Robert Grandmaison  
**Chief Engineer**.....Henry Albert

### CHNO—Sudbury—1947

**Frequency:** 900 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Sudbury Bcstg. Co., Ltd.  
**Business Address**.....168 Elm St. W.  
**Tel.:** OS 4-6401.....CBC  
**Sta. Rep.**.....Hunt; Young Canadian  
**President, General Mgr.**.....F. B. Ricard  
**Station, Commercial Manager**.....Peter Scott  
**Chief Engineer**.....Henry Albert

### CKSO—Sudbury—1935

**Frequency:** 790 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....CKSO, Radio, Ltd.  
**Business Address**.....336 Ash St.; Box 400  
**Tel.:** OS 4-1711.....CBC  
**Representative**.....All-Canada, Weed  
**President**.....G. M. Miller, Q.C.  
**Gen., Sta. Mgr.**.....W. J. Woodill  
**Nat. Comm. Mgr.**.....Ralph Connor  
**Program Director**.....Robert Station  
**Chief Engineer**.....James McRae

### CKOT—Tillsonburg—1955

**Frequency:** 1510 Kc.....**Power:** 1 Kw., d.  
**Owned-Oper. By**.....Tillsonburg Bcstg. Co., Ltd.  
**Address**.....20 Baldwin St.  
**Tel.:** 1500.....Independent  
**Representative**.....Radio Reps.  
**General Manager**.....John Lamers  
**Comm. Mgr.**.....Jack Campbell  
**Prog. Dir., Chief Eng.**.....A. Ken Orton

**CFCL—Timmins—1951**

Frequency: 580 Kc. Power: 1 Kw. d n.  
 Owned. J. Conrad Lavigne Ent. Ltd.  
 Address. Box 620  
 Tel.: 577 CBC  
 Representative. Mulvihill; Hunt; Devney  
 President. J. Conrad Lavigne  
 Gen. Mgr. Rene Barrette  
 Comm. Mgr. Ted Meunier  
 Station Mgr. Albert Aube  
 Program Dir. Gerald Lelebvre  
 Chief Engineer. Roch Demers

**CKGB—Timmins—1933**

Freq.: 680 Kc. Power: 5000 Watts  
 Owned-Oper. By. Timmins Bcstg. Ltd.  
 Bus.-Studio Address. Cedar St., South  
 Tel.: 680 CBC  
 Newspaper Affiliation. Daily Press  
 Rep. Natl. Bcst. Sales, Weed, All-Canada  
 President. K. R. Thomson  
 Dir. of Bcstg. H. C. Freeman  
 Station Manager. W. G. Hall  
 Comm. Mgr. Gino Cicci  
 Program Director. B. Nadeau  
 Publicity Director. D. Kelly  
 Chief Engineer. E. Mott

**CBL—Toronto—1927**

Frequency: 740 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Canadian Bcstg. Corp.  
 Business-Studio Address. 354 Jarvis St.  
 General Manager (CBC). J. Alphonse Ouimet  
 Dir. of Radio. J. M. Kannawin  
 Commercial Manager (CBC). W. E. Powell  
 Program Director (CBC). Charles Jennings

**CFRB—Toronto—1927**

Frequency: 1010 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Rogers Radio Bcstg. Co., Ltd.  
 Address. 37 Bloor St. W.  
 Tel.: WAlnut 4-5711. CBS  
 Sta. Rep. All Canada; Young Canadian  
 President. J. Elsworth Rogers  
 V.P. E. W. Bickle  
 V.P. Sales. Waldo Holden  
 Station Mgr. Wes McKnight  
 Sls. Prom. Mgr., Pub. Dir. Ken Marsden  
 Chief Engineer. Clive Eastwood

**CHUM—Toronto—1945**

Freq.: 1050 Kc. Power: 5000 Wts. d., 2500 n.  
 Owned-Oper. By. York Bcstrs., Ltd.  
 Address. 250 Adelaide St. W.  
 Tel.: UN 1-4441. Independent  
 Station Rep. Stephens & Towndrow  
 President, Gen. Mgr. Allan F. Waters  
 Pub. Dir. Phil Stone  
 Comm. Mgr. Wes Armstrong  
 Program Director. Allan Slaight  
 Chief Engineer. George Jones

**CJBC—Toronto—1943**

Frequency: 860 Kc. Power: 50 Kw.  
 Owned. Canadian Broadcasting Corp.  
 Address. 354 Jarvis Street  
 Tel.: WA 3-5461. CBC

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. Frybrook Ltd.  
 Bus. Address. 1262 Don Mills Rd.  
 Tel.: Hickory 4-2580. Independent  
 Representative. Natl. Bcst. Sales, Cooke  
 President. Jack K. Cooke  
 Gen., Sta. Mgr. Hal Cooke  
 Commercial Mgr. James Armstrong  
 Program Director. Don Insley  
 Publicity Dir. Bas Foster  
 Chief Engineer. Allan Taylor

**CKFH—Toronto—1951**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned. Foster Hewitt Bcstg., Ltd.  
 Address. 1 Grenville St.  
 Tel.: WA 3-0921. Independent  
 President. Foster Hewitt  
 Commercial Mgr. Keith Davey  
 Prog., Pub. Dir. Barry Nesbitt  
 Chief Engineer. Gerald Wilson

**CBE—Windsor—1950**

Frequency: 1550 Kc. Power: 10,000 Watts  
 Owned-Oper. By. Canadian Bcstg. Corp.  
 Address. Security Bldg.  
 Tel.: CL 4-5116. CBC  
 General Manager. J. A. Ouimet  
 Station Manager. K. A. Murray  
 Commercial Manager. W. E. Powell  
 Sales Prom. Mgr. R. S. Joynr  
 Program Director. M. W. Robinson  
 Publicity Director. J. S. Brickenden  
 Chief Engineer. R. A. Clark

**CKLW—Windsor**

(See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**

Frequency: 920 Kc. Power: 2500 Watts  
 Owned. CKNX, Ltd.  
 Address. Carling Terrace  
 Tel.: Wingham 158. CBC  
 Station Rep. Potts; Young Canadian  
 Pres. W. T. Cruickshank  
 General Manager. G. W. Cruickshank  
 Sta. Manager. J. J. Cruickshank  
 Program Dir. John Langridge  
 Publicity Director. Roger West  
 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. Independent  
 Representative. Lorrie Potts, Hunt  
 President, Gen.-Station Mgr. Monty J. Werry  
 Program Director. William Toner  
 Chief Engineer. Paul Hunter

# Prince Edward Island

## CFCY—Charlottetown—1924

Frequency: 630 Kc. Power: 5 Kw.  
 Owned-Oper. By: Island Radio Bcstg. Co.  
 Business-Studio Address: 85 Kent St.  
 Tel.: 7347  
 Representative: All-Canada, Weed  
 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  
 Representative: Independent  
 Radio Reprs.  
 Pres., General Manager: R. C. Schurman  
 Program Director: L. E. Huestis  
 Chief Engineer: Angus MacKie

# Quebec

## CFGT—Alma—1953

Frequency: 1270 Kc. Power: 1 Kw.  
 Owned-Oper. By: Radio Lac. St. Jean, Ltee.  
 Address: 200 DuPont Ave.  
 Tel.: NO 2-3461  
 General Manager: Jean Jacques Fortin  
 Commercial Mgr.: Jacques Cote  
 Program Dir.: Rosaire Pelletier  
 Chief Engineer: Claude Collard

## CHAD—Amos—1942

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Northern Radio Inc.  
 Business Address: P. O. Box 70  
 Tel.: RO 2-7741  
 Representative: CBC  
 Rep.: Weed  
 Pres., Gen. Mgr.: David A. Gourd  
 Sta., Comm. Mgr.: Yvon Martel  
 Chief Eng.: Jean G. Langevin

## CBJ—Chicoutimi—1933

Frequency: 1580 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Canadian Bcstg. Corp.  
 Tel.: CBC  
 Address: Ottawa  
 General Manager: J. A. Oulmet  
 Station Manager: V. Fortin  
 Chief Engineer: J. Roberts

## CJMT—Chicoutimi—1954

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned: CJMT Ltd.  
 Business Address: 365 Racine St.  
 Tel.: LI 3-1517  
 Representative: Independent  
 Station Rep.: Interprovincial; Weed  
 President: J. O. Masse  
 Sta. Mgr.: J. Marcel Houle  
 Commercial Manager: Pierre Tremblay  
 Sales Prom. Mgr.: Francois Ranger  
 Program Director: Andre Jean  
 Chief Engineer: Lucien Simard

## CHRD—Drummondville—1954

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Drummond Ltee.  
 Address: 248 Lindsay St.

Tel.: 2-5458  
 Representative: Independent  
 Mgr., Comm. Dir.: Benoit Vanier

## CHEF—Granby—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: La Voix de l'Est Ltee.  
 Business Address: Granby  
 Tel.: 2-3301  
 Representative: Independent  
 Newspaper Affil.: La Voix de l'Est  
 Station Representative: RTS; Hardy  
 Pres., Gen. Mgr.: Aime Laurion  
 Station Manager: Constant Brodeur  
 Comm. Mgr., Pub. Dir.: R. M. Dube  
 Sales Prom. Mgr.: Andre Lague  
 Chief Engineer: Gerard Laliberte

## CKCH—Hull—1933

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  
 Representative: Weed  
 President: Willfrid 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  
 Representative: Independent  
 Hardy, Young  
 President: Henri Lepage  
 Gen., Comm. Mgr.: Tom Burham  
 Sta. Mgr., Prog. Dir.: Guy Boivin  
 Chief Engineer: Gerard Lemieux

## CKLS—La Sarre—1950

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Radio LaSarre, Inc.  
 Business Address: P.O. Box 70, Rouyn  
 Tel.: ROger 2-7741, Rouyn  
 Sta. Rep.: Weed; Trans-Ocean; Hunt

Pres., Gen. Mgr. . . . . David Armand Gourd  
 Comm., Sales Prom. Mgr. . . . . Y. Martel  
 Program Director . . . . . B. Valiquette  
 Chief Engineer . . . . . J. G. Langevin

**CKBL—Matane—1948**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned By

La Compagnie De Radiodiffusion De Matane  
 Address . . . . . 4 Rue St. Sacrement  
 Tel.: 1100 . . . . . CBC  
 Representative . . . . . Hardy, Young  
 Pres., Gen. Mgr. . . . . Rene Lapointe  
 Station Mgr. . . . . Octave Lapointe  
 Comm., Sales Prom. Mgr. . . . . J. Paul Cote  
 Prog., Pub. Dir. . . . . Claude Guenette  
 Chief Engineer . . . . . Yvan Fortier

**CKBM—Montmagny—1954**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Alleghany, Inc.  
 Address . . . . . 8. Rue St. Thomas  
 Tel.: 801 . . . . . Independent  
 Representative . . . . . Radio & TV Sales  
 President, Prog. Dir. . . . . Henri Deschenes  
 Gen., Comm., Sls. Prom. Mgr. . . . . Andre Mercier  
 Chief Engineer . . . . . Marcel Coulombe

**CBF—Montreal—1937**

Frequency: 690 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
 Address . . . . . 1425 Dorchester St., W.  
 Tel.: UN 6-2571 . . . . . CBC-ABC-MBS-NBC  
 General Mgr. . . . . J. A. Ouimet  
 Dir., Sound Bcstng. . . . . Benoit Lafleur  
 Commercial Mgr. . . . . W. E. Powell  
 Program Dir. . . . . Jean-Marie Dugas

**CBM—Montreal—1936**

Frequency: 940 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
 Business Address . . . . . P.O. Box 6000  
 Tel.: UNIVERSITY 6-2571 . . . . . NBC  
 Gen. Mgr. . . . . J. Alphonse Ouimet  
 Dir., Sound Bcstng. . . . . Benoit Lafleur  
 Commercial Manager . . . . . Maurice Valiquette  
 Program Director . . . . . Kenneth Withers  
 Publicity Director . . . . . J. J. Trudeau  
 Chief Engineer . . . . . Etienne Dubreuil

**CFCF—Montreal—1919**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Canadian Marconi Co.  
 Bus.-Studio Address. 4824 Cote des Neiges Rd.  
 Tel.: RE 1-1101 . . . . . ABC-CBC  
 Representative . . . . . Weed. All-Canada  
 General Manager . . . . . R. E. Misener  
 Comm. Mgr. . . . . Keith Dancy  
 Program Director . . . . . Vin Dittmer  
 Chief Engineer . . . . . J. Creighton Douglas

**CJAD—Montreal—1945**

Frequency: 800 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By . . . . . CJAD, Ltd.  
 Business-Studio Address . . . . . 1191 Mountain St.  
 Tel.: UNIVERSITY 6-6821 . . . . . CBS

Sta. Rep., Radio Time Sales; Young Canadian  
 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  
 Publicity Director . . . . . Miss Gerry Brown  
 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 . . . . . Independent  
 Station Representative . . . . . Stephens; Towndrow  
 President . . . . . Fernand Guay  
 Station Manager . . . . . J. "Johnny" Nadon  
 Program Director . . . . . Jean Lajoie  
 Chief Engineer . . . . . Jean Garceau

**CKAC—Montreal—1922**

Frequency: 730 Kc. . . . . Power: 50,000 Watts  
 Owned . . . . . Publication La Presse  
 Studio Address . . . . . 980 St. Catherine St., W.  
 Tel.: UNIVERSITY 6-7301 . . . . . CBS  
 Representative . . . . . Weed, I.B.S. Canada  
 News. Affil. . . . . La Presse  
 Pres. . . . . Mrs. A. Du Tremblay  
 Sta. Manager . . . . . Phil Lalonde  
 Program Director . . . . . Ferdinand Biondi  
 Comm. Mgr. . . . . G. Bourassa  
 Sales Prom. Mgr., Pub. Dir. . . . . Paul Gelinas  
 Chief Engineer . . . . . Leonard Spencer

**CKVL—Montreal—1946**

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
 Address . . . . . 211 Gordon Ave.  
 Tel.: PO 6-2311 . . . . . Independent  
 Newspaper Affil. . . . . Radiomonde Ltd.  
 Rep. . . . . Radio & TV Sls., Inc., Cooke  
 President . . . . . Jack Tietolman  
 Station Manager . . . . . Corey Thomson

**CHNC—New Carlisle—1933**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Gaspesia Radio Bcstg. Co.  
 Tel.: 63 & 64 . . . . . CBC  
 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**

Frequency: 980 Kc. . . . . Power: 5,000 Watts  
 Owned . . . . . Canadian Bcstg. Corp.  
 Bus. Address . . . . . Palais Montcalm, St. John St.  
 Tel.: LA 5-8155 . . . . . CBC  
 General Manager . . . . . J. A. Ouimet  
 Station Manager . . . . . Rene Dussault  
 Commercial Manager . . . . . Maurice Valiquette

**CHRC—Quebec City—1926**

Frequency: 800 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By . . . . . CHRC, Limitée



## QUEBEC

Business Address.....1149, rue St. Jean  
Tel.: LA 2-8177.....Independent  
Station Rep.....Hardy; Young Canadian  
**President**.....Herve Baribeau  
**General Manager**.....Henri Lepage  
**Station Manager**.....Aurele Pelletier  
**Comm. Sls. Prom. Mgr.**.....F. Richard Thibodeau  
**Program Director**.....Magella Alain  
**Chief Engineer**.....Arsene Nadeau

### CJQC—Quebec City—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....The Goodwill Bcstrs. of Quebec  
Address.....405 Blvd. Hamel  
Tel.: MU 3-4931.....CBC  
**Station Representative**.....Radio & TV Sales  
**President**.....Paul Lepage  
**Gen., Sta. Mgr.**.....H. Burnside  
**Program Director**.....Richard Drew  
**Chief Engineer**.....Fernand Guilmette

### CKCV—Quebec City—1926

Frequency: 1280 Kc.....Power: 5 Kw.  
Owned-Operated By.....CKCV, Ltd.  
Bus-Studio Address.....978 St. John St.  
Tel.: LA 2-1585.....CBC  
**Rep.**.....Weed, Interprov.  
**President**.....Gaston Pratte  
**Gen. Mgr.**.....Paul Lepage  
**Sta., Comm. Mgr.**.....Marcel Leboeuf  
**Sales Prom., Pub. Dir.**.....Jean-Gay Bernier  
**Prog. Dir.**.....Michel Gariepy  
**Chief Engineer**.....Lucien Gobell

### CJBR—Rimouski—1937

Frequency: 900 Kc.....Power: 10,000 Watts  
Owned.....Cen. Pub. Service Corp., Ltd.  
Business Address.....6 St. Jean St.  
Tel.: RA 3-2217.....CBC  
**Newspaper Affil.**.....Le Progres Du Golfe  
**Station Representative**.....IBS, Ltd.; Weed  
**President**.....Jacques Brillant  
**Gen., Sta. Mgr.**.....Andre Lecomte  
**Sls. Prom., Prog. Dir.**.....S. Burgess  
**Publicity Director**.....Harry A. Willisie  
**Chief Eng.**.....Ronald Tennett, Marcel Vallee

### CJFP—Riviere-Du-Loup—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio-Temiscouata Ltee  
Address.....322 rue Lafontaine  
Tel.: 2727.....CBC  
**Representative**.....IBS, Young  
**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.....Independent  
**Representative**.....Jos. A. Hardy

### CKRN—Rouyn—1937

Frequency: 1400 Kc.....Power: 250 Watts

Owned.....Northern Radio Nord, Inc.  
Address.....P. O. Box 70  
Tel.: RO 2-7741.....CBC  
**Representative**.....Weed  
**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

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned.....CHGB, Ltd.  
Tel.:.....CBC  
**Representative**.....Renaud, McGillivra  
**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.  
Tel.: 751.....Independent  
**Station Rep.**.....Renaud; I.B.S., Ltd.  
**Managing, Comm. Dir.**.....Charles A. Thibaudeau

### CKJL—St. Jerome—1956

Frequency: 900 Kc.....Power: 1 Kw.  
Owned.....Radio Laurentides  
Address.....Hotel Lapointe  
Tel.: GE 8-8383.....Independent  
**Representative**.....Lorrie Potts  
**Pres., Gen. Mgr.**.....Jean Lalonde  
**Commercial Mgr.**.....Marcel Cadieux  
**Program Dir.**.....Hank Bassior  
**Sales Prom. Mgr.**.....Blaise Gouin  
**Publicity Dir.**.....Claude Gratton  
**Chief Engineer**.....Jean Senecal

### CKSM—Shawinigan Falls 1951

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned.....Shawinigan Falls Bcstg.  
Address.....Box 69  
Tel.: LE 6-4494.....Independent  
**Representative**.....Hardy  
**Gen. Mgr., Pub. Dir.**.....Allen Rogerson  
**Comm. Mgr.**.....Emilien Beaulieu  
**Prog. Dir.**.....Alain Chartier  
**Chief Engineer**.....Ernest Brunelle

### CHLT—Sherbrooke—1947

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Oper. By.....La Tribune Ltee.  
Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
**Representative**.....Trans. Ocean; Young  
**President**.....Paul Desruisseaux  
**General Manager**.....J. Alpee Gauthier  
**Comm. Sales Prom. Mgr.**.....Jean Louis Gauthier  
**Prog. Dir.**.....Viateur Bernard  
**Chief Engineer**.....Le. Gilbeau

## QUEBEC-SASKATCHEWAN

### CKTS—Sherbrooke—1946

Frequency: 1240 Kc. Power: 230 Watts  
Owned-Oper. Telegram Printing & Pub. Co.  
Business-Studio Address: 221 Dufferin St.  
Tel.: LO 9-2525 CBC  
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 d.  
Owned-Oper. By Radio Richelleu, Ltee  
Business-Studio Address: 72 du Roi St.  
Tel.: RI 3-3318 Independent  
Station Representative Trans-Ocean  
President J. Arthur Villeneuve  
General Manager Henri Olivier  
Station Manager Maurice Boulianne  
Comm. Manager Maurice Berube  
Program Director Claude Rochon  
Sls. Prom. Manager L. Brouillard  
Chief Engineer Joseph Cardin

### CKLD—Thetford Mines—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Radio Megantic Ltee.  
Address Ave Labbe  
Tel.: FE 5-7500 CBC  
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 Engineer Paul Cloutier

### 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 Independent  
Representative IBS, Young  
President Honore Dansereau  
Station Manager Léon Trépanier  
Program Dir. Maurice Dansereau

Comm., Prom., Pub. Dir. Maurice Duval  
Chief Engineer Oric Lefebvre

### CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc. Power: 5000 Wts. d., 1000 n.  
Owned-Oper. By CKTR, Ltd.  
Address 543 Gervais St.  
Tel.: FR 5-4855 Independent  
Station Representative Cooke; Trans-Ocean  
President Paul Aboud  
Gen., Sta. Mgr. J.-F. Rufiange  
Commercial Manager Charles Couture  
Program Director Jacques Dufresne  
Publicity Director Jacques Hebert  
Chief Engineer Herve Lapointe

### CKVD—Val D'Or—1939

Frequency: 1230 Kc. Power: 250 Watts  
Owned Northern Radio-Radio Nord, Inc.  
Address P. O. Box 70  
Representative Renaud, Weed  
President David A. Gourd  
Station Manager Franco Capellari  
Sls. Prom. Mgr., Comm. Mgr. Yvon Martel  
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 Independent  
Representative Radio & TV Sales  
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

Frequency: 710 Kc. Power: 1000 Watts  
Owned-Operated By Radio Temiscamingue  
Business Address C.P. 330  
Tel.: 710 CBC  
Representative Young Canadian, Hardy  
President Herve LeBlanc  
Sta., Comm. Mgr. Guy Burelle  
Sales Promotion Mgr. Gisele Loiselle  
Prog., Pub. Dir. Marcel Ladouceur  
Chief Engineer Gaston Tasset

## Saskatchewan

### CFRG—Gravelbourg—1952

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 CBC  
Representative Hunt  
Gen., Sta., Comm. Mgr. Dumont LePage  
Sales Prom. Mgr. Joseph E. DeGagne  
Chief Engineer Marc Riou

### CHAB—Moose Jaw—1922

Freq.: 800 Kc. Power: 10,000 Wts. d., 5000 n.  
Owned-Operated By CHAB, Ltd.  
Bus. Studio Address: 127 Main N.  
Tel.: OX 2-6464 CBC  
Station Representative Weed  
Pres., Gen. Mgr. Jack Moffat  
Station Manager Sid Boyling  
Commercial Manager Nev Skingle  
Sales Prom. Mgr. Terry McBurney

# SASKATCHEWAN

Program Director..... Jay Leddy  
Chief Engineer..... M. Pickford

## CJNB—North Battleford—1947

Frequency: 1460 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... Northwestern Bcstg. Co., Ltd.  
Business Address..... P.O. Box 1460  
Tel.: 2477..... Independent  
Representative..... Stovin  
President..... Harry S. Hay  
Gen. Sta. Mgr..... Harry Dekker  
Commercial Manager..... Alex Johnson  
Sales Prom. Mgr., Pub. Dir..... Mrs. Chris Dekker  
Program Director..... Lee Sage  
Chief Engineer..... Al Ruddell

## CKBI—Prince Albert—1934

Frequency: 900 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... Central Bcstg. Co., Ltd.  
Address..... 10th St. West  
Tel.: ROger 3-7421..... CBC  
Representative..... All-Canada. Weed  
General Manager..... E. A. Rawlinson  
Comm., Sales Prom. Mgr..... G. Prest  
Program Director..... Ian Barrie  
Chief Engineer..... T. Van Nes

## CBK—Regina—1939

Frequency: 540 Kc..... Power: 50 Kw.  
Owned..... Canadian Bcstg. Corp.  
Business Address..... 1840 McIntyre St., Box 347  
Tel.: LAkeside 3-6641..... CBC  
Sta. Mgr..... R. H. Roberts

## CKCK—Regina—1922

Frequency: 620 Kc..... Power: 5000 Watts  
Owned..... Trans Canada Communications Ltd.  
Address..... 1853 Hamilton St.  
Tel.: LA 2-8525..... CBC  
Newspaper Affiliation..... Leader Post  
Representative..... All-Canada, Weed  
President..... Clifford Sifton  
General Manager..... Harold A. Crittenden  
Station Manager..... Donald R. Dawson  
Commercial Manager..... Roy Malone  
Sales Prom., Pub. Dir..... Miss Lorie Molter  
Program Director..... Bob MacDonald  
Chief Engineer..... E. A. Strong

## CKRM—Regina—1926

Frequency: 980 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Western Communications Ltd.  
Business-Studio Address..... 2060 Halifax St.  
Tel.: LA 3-5661..... Independent  
Representative..... Young Canadian  
President..... Dr. E. A. McCusker  
Gen. Manager..... W. E. Collier  
Commercial Manager..... H. C. Dane  
Program Director..... B. R. Hill  
Chief Eng..... L. Cozine

## CFNS—Saskatoon—1952

Frequency: 1170 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Radio-Prairies-Nord, Ltd.

Address..... 1902 Broadway  
Tel.: Windsor 9-3766..... CBC  
Station Rep..... IBS Ltd., Hunt; Devney  
President..... Cl. Denis  
Sta. Mgr..... Charles Papen  
Comm. Mgr..... J. DeGagne  
Prog. Dir..... M. A. Papen  
Chief Engineer..... J. Lacroix

## CFQC—Saskatoon—1923

Frequency: 600 Kc..... Power: 5000 Watts  
Owned-Oper. By..... A. A. Murphy & Sons, Ltd.  
Bus. Studio Address..... 216 1st Ave. N.  
Tel.: CHerry 2-6611..... CBC  
Representative..... Young, Oakes  
President..... A. A. Murphy  
Station Mgr..... Vernon Dallin  
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  
Tel.: OLiver 2-1420..... Independent  
Representative..... Stovin, Weed  
Pres., Gen. Mgr..... R. A. Hosie  
Sta., Comm. Mgr..... G. D. Tunnicliffe  
Sales Prom., Pub. Dir..... Patricia Baudru  
Program Director..... A. E. Stilling  
Chief Engineer..... Maynard Greer

## CKSW—Swift Current—1956

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... Frontier City Bcstg.  
Address..... 134 Central Ave.  
Tel.: PR 3-4605..... Independent  
Representative..... Radio Reps.  
Pres., Gen. Mgr..... Douglas Scott  
Sta. Mgr., Prog. Dir..... Will Gilbey  
Comm., Sales Prom. Mgr..... William H. Friest  
Chief Engineer..... Mac Hanna

## CFSL—Weyburn—1957

Frequency: 1340 Kc..... Power: 250 Watts  
Owned..... Soo Line Bcstg. Co.  
Business Address..... P.O. Box 1330  
Tel.: 4666..... Independent  
Sta. Rep..... Stovin-Byles; Natl. Bcst. Sales  
President..... Gordon H. Russell  
Gen. Mgr..... Keith D. Baker  
Com. Rep..... Ivan Stinson  
Program Director..... George Sillery

## CJGX—Yorkton—1927

Freq.: 940 Kc..... Power: 10,000 Wts. d., 1000 n.  
Owned-Oper. By..... Yorkton Bcstg. Co., Ltd.  
Business Address..... Tower Bldg.  
Tel.: 3-2258..... CBC  
Sta. Reps..... Messner; Young Canadian  
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  
Chief Engineer..... H. F. McRae

# THE FOREIGN LANGUAGE RADIO MARKET

## ... Translation Know-How Is The Key

By CHARLES BALTIN

Vice President, Sales Manager  
WHOM, New York City



**T**HE most effective method of selling the Foreign Language Market is to do so in the language the listener understands best—his native tongue. But it is not enough to depend upon his knowledge of the language alone, for unless the message creates a desire for the product or service, a lot of money and motion have been wasted.

\* \* \*

To do a good job, the foreign language commercial must be expressed not only in words the listener comprehends but in meaningful ideas as well. It is practically impossible to translate English copy verbatim into a foreign tongue. Colloquial, everyday expressions which lend impact in English often become a linguistic mish-mash in translation.

Sales themes must be regarded from the psychological viewpoint of the listener or they will fail to achieve the expected results. The really effective foreign language sales story takes into account many factors that consciously or subconsciously determine the consumer's buying habits.

\* \* \*

The many problems concerned with getting over a message to a foreign-speaking market with maximum effectiveness have largely been solved, fortunately for advertising agencies and clients.

Today, most of the leading foreign language stations in the United States

are equipped to handle, from all angles, the educated projection of words and ideas into the desired tongue. At WHOM, for example, there is maintained a service for consultation and translation which is available to all accounts. The station has participated in many conferences and auditions designed to pin-point the most effective methods of reaching the tremendous number of Americans who speak a second language.

The business of foreign language radio in this country has assumed major proportions. Scores of leading advertisers in the United States are using this great advertising medium with increasing success.

\* \* \*

Once the message is prepared for foreign-language consumption, it still requires a competent announcer to deliver. Competence is measured in terms of the ability to handle the spoken word in a convincing and conversational manner without traces of any accent which belies a true knowledge of the language. Listeners love to hear their native tongue spoken correctly and fluently.

\* \* \*

And the most conspicuous successes are scored, not surprisingly, by those advertisers who reach this vast market in the familiar vernacular and idioms of the listeners for whom the message has been specifically tailored.

# STATIONS FEATURING NEGRO PROGRAMS

## ALABAMA

(100% Programming)

WENN—Birmingham  
 WJLD—Birmingham  
 WEUP—Huntsville  
 WGOK—Mobile  
 WMOZ—Mobile  
 WRMA—Montgomery  
 WRBS—Tuscaloosa  
 (8 or more hours per week)  
 WRFS—Alexander City  
 WATM—Atmore  
 WAUD—Auburn  
 WXAL—Demopolis  
 WDIG—Dothan  
 WOOF—Dothan  
 WBLO—Evergreen  
 WOWL—Florence  
 WETO—Gadsden  
 WJHO—Opelika  
 WROS—Scottsboro  
 WHBB—Selma  
 WJDB—Thomasville  
 WTUS—Tuskegee

## ARKANSAS

(100% Programming)

KOKY—Little Rock  
 (8 or more hours per week)  
 KVRC—Arkadelphia  
 KBBA—Benton  
 KLCN—Blytheville  
 KXJK—Forrest City  
 KFFA—Helena  
 KCLA—Pine Bluff  
 KOTN—Pine Bluff  
 KPBA—Pine Bluff  
 KWYN—Wynne

## CALIFORNIA

(8 or more hours per week)

KICO—Calexico  
 KCRE—Crescent City  
 KGST—Fresno  
 KGFJ—Hollywood  
 KGER—Long Beach  
 KPOP—Los Angeles  
 KWBR—Oakland  
 KALI—Pasadena  
 KSAN—San Francisco

## COLORADO

(8 or more hours per week)

KFSC—Denver

## DELAWARE

(8 or more hours per week)

WILM—Wilmington

## DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington

## FLORIDA

(100% Programming)

WOBS—Jacksonville  
 WFEC—Miami  
 WMBM—Miami Beach  
 WBOP—Pensacola  
 WTMP—Tampa  
 (8 or more hours per week)  
 WSWN—Belle Glade  
 WDSP—DeFuniak Springs  
 WFTL—Fort Lauderdale  
 WIRA—Fort Pierce  
 WRHC—Jacksonville  
 WMAF—Madison  
 WMOP—Ocala  
 WCNH—Quincy  
 WTRR—Sanford  
 WTNT—Tallahassee

## GEORGIA

(100% Programming)

WAOK—Atlanta  
 WCLS—Columbus  
 WCRY—Macon  
 (8 or more hours per week)  
 WAAG—Adel  
 WJAZ—Albany  
 WDEC—Americus  
 WAUG—Augusta  
 WBIA—Augusta  
 WGIG—Brunswick  
 WMOG—Brunswick  
 WGRA—Cairo  
 WCLA—Claxton  
 WDAK—Columbus  
 WMJM—Cordele  
 WDWD—Dawson  
 WBHB—Fitzgerald  
 WFPM—Fort Valley

## NEGRO PROGRAMMING

WHIE—Griffin  
WLAG—LaGrange  
WIBB—Macon  
WYTH—Madison  
WMTM—Moultrie  
WBBN—Perry  
WSGA—Savannah  
WKTG—Thomasville  
WGOV—Valdosta  
WACL—Waycross  
WBRO—Waynesboro  
WBMK—West Point

### ILLINOIS

(100% Programming)

WBEE—Chicago  
(8 or more hours per week)  
WAAF—Chicago  
WGES—Chicago  
WHFC—Chicago  
WSBC—Chicago  
WTAQ—LaGrange  
WOPA—Oak Park  
WROK—Rockford

### INDIANA

(8 or more hours per week)

WGRY—Gary  
WWCA—Gary  
WJOB—Hammond  
WGEE—Indianapolis

### KANSAS

(8 or more hours per week)

KCKN—Kansas City  
KTOP—Topeka

### KENTUCKY

(100% Programming)

WLou—Louisville  
(8 or more hours per week)  
WKIC—Hazard  
WMLF—Pineville

### LOUISIANA

(100% Programming)

WXOK—Baton Rouge  
WBOK—New Orleans  
WYLD—New Orleans  
KOKA—Shreveport  
(8 or more hours per week)  
KDBS—Alexandria  
KFNV—Ferriday  
KLEC—Jonesville  
KAOK—Lake Charles  
KLPL—Lake Providence  
KLIC—Monroe  
KSLO—Opelousas  
KTLD—Tallulah

### MARYLAND

(100% Programming)

WANN—Annapolis  
WEBB—Baltimore  
WSID—Baltimore  
(8 or more hours per week)  
WITH—Baltimore  
WUST—Bethesda  
WDVM—Pocomoke City

### MICHIGAN

(8 or more hours per week)

WJLB—Detroit  
WAMM—Flint  
WBBC—Flint  
WCHB—Inkster

### MISSISSIPPI

(100% Programming)

WOKJ—Jackson  
WQIC—Meridian  
(8 or more hours per week)  
WGLC—Centreville  
WROX—Clarksdale  
WCLD—Cleveland  
WACR—Columbus  
WMAG—Forest  
WGVM—Greenville  
WMDC—Hazlehurst  
WKOZ—Kosciusko  
WESY—Leland  
WMBC—Macon  
WSJC—Magee  
WHNY—McComb  
WNAT—Natchez  
WSSO—Starkville  
WROB—West Point

### MISSOURI

(100% Programming)

KPRS—Kansas City  
KATZ—St. Louis  
KXLW—St. Louis  
(8 or more hours per week)  
KSTL—St. Louis

### NEVADA

(8 or more hours per week)

KENO—Las Vegas

### NEW JERSEY

(8 or more hours per week)

WMID—Atlantic City  
WCAM—Camden  
WHBI—Newark  
WBUD—Trenton

### NEW MEXICO

(8 or more hours per week)

KFUN—Las Vegas

# NEGRO PROGRAMMING

## NEW YORK

(8 or more hours per week)

WLIB—New York  
WOV—New York  
WWRL—New York

## NORTH CAROLINA

(100% Programming)

WSRC—Durham  
WAAA—Winston-Salem  
(8 or more hours per week)  
WBBB—Burlington  
WGIV—Charlotte  
WCDJ—Edenton  
WFMO—Fairmont  
WFAI—Fayetteville  
WFMC—Goldsboro  
WGBG—Greensboro  
WHVH—Henderson  
WHPE—High Point  
WISP—Kinston  
WPAQ—Mt. Airy  
WRAL—Raleigh  
WCEC—Rocky Mount  
WSAT—Salisbury  
WEEB—Southern Pines  
WAIR—Winston-Salem

## OHIO

(100% Programming)

WCIN—Cincinnati  
WJMO—Cleveland  
(8 or more hours per week)  
WVKO—Columbus

## OKLAHOMA

(8 or more hours per week)

KWPR—Claremore  
KBIX—Muskogee  
KHBG—Okmulgee

## PENNSYLVANIA

(100% Programming)

WHAT—Philadelphia  
(8 or more hours per week)  
WDAS—Philadelphia  
WAMO—Pittsburgh

## SOUTH CAROLINA

(100% Programming)

WYNN—Florence  
(8 or more hours per week)  
WANS—Anderson  
WBAW—Barnwell  
WBSC—Bennettsville  
WPAL—Charleston  
WOIC—Columbia  
WJMX—Florence  
WOLS—Florence  
WESC—Greenville

WEAB—Greer  
WJOT—Lake City  
WLCM—Lancaster  
WJAY—Mullins  
WTND—Orangeburg  
WSSC—Sumter  
WALD—Walterboro

## TENNESSEE

(100% Programming)

WMFS—Chattanooga  
WJAK—Jackson  
WLOK—Memphis  
WVOL—Nashville  
(8 or more hours per week)  
WEAG—Alcoa  
WMCH—Church Hill  
WJZM—Clarksville  
WDKN—Dickson  
WBEJ—Elizabethton  
KWEM—Memphis  
WDIA—Memphis  
WHEY—Millington  
WLAC—Nashville  
WTUC—Union City

## TEXAS

(8 or more hours per week)

KJET—Beaumont  
KRIC—Beaumont  
KNOK—Fort Worth  
KGBC—Galveston  
KYOK—Houston  
KSEL—Lubbock  
KMHT—Marshall  
KLVL—Pasadena  
KFTV—Paris  
KOLE—Port Arthur  
KCOR—San Antonio  
KDOK—Tyler

## VIRGINIA

(100% Programming)

WYOU—Newport News  
WRAP—Norfolk  
WANT—Richmond  
(8 or more hours per week)  
WBTM—Danville  
WEVA—Emporia  
WHAP—Hopewell  
WBRG—Lynchburg  
WMVA—Martinsville  
WSSV—Petersburg  
WYTI—Rocky Mount  
WHLF—South Boston

## WASHINGTON

(8 or more hours per week)

KNBX—Kirkland





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

presents

# ***FM STATIONS***

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**LISTED BY STATE AND CITY  
WITH CALL LETTERS, CHANNEL,  
FREQUENCY, ERP, LAT. - LONG.  
NEW CONSTRUCTION PERMITS**

**1959**

# **FIRST IN FM**

**CONCERT NETWORK, INC.**

**LAWRENCE WYNN, General Manager**

**28 West 44th Street      BRyant 9-7530**

|                   |             |              |
|-------------------|-------------|--------------|
| <b>NEW YORK</b>   | <b>WNCN</b> | <b>104.3</b> |
| <b>BOSTON</b>     | <b>WBCN</b> | <b>104.1</b> |
| <b>HARTFORD</b>   | <b>WHCN</b> | <b>105.9</b> |
| <b>PROVIDENCE</b> | <b>WXCN</b> | <b>101.5</b> |

# FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1959 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1959

| City           | Call Letters | Freq. | Prp.<br>(Kw). | Ant. Hgt.<br>in Ft. | Licensee                   |
|----------------|--------------|-------|---------------|---------------------|----------------------------|
| <b>ALABAMA</b> |              |       |               |                     |                            |
| Albertville    | WAVU-FM      | 105.1 | 4.5           | 360                 | Sand Mt. Bcstg. Service    |
| Alexander City | WRFS-FM      | 106.1 | 4.6           | 240                 | Piedmont Service Corp.     |
| Andalusia      | WCTA-FM      | 98.1  | 10            | 200                 | Andalusia Bcstg. Co., Inc. |
| Anniston       | WHMA-FM      | 100.5 | 3.7           | 190                 | Anniston Bcstg. Co.        |
| Birmingham     | WAPI-FM      | 99.5  | 72            | 780                 | Ala. Bcstg. System, Inc.   |
|                | WSFM         | 93.7  | 20            | 80                  | J. V. Melonas              |
| Clanton        | WKLF-FM      | 100.9 | .37           | 255                 | Southeastern Bcstg. Co.    |
| Cullman        | WFMH-FM      | 101.1 | 5.3           | 165                 | Voice of Cullman           |
| Decatur        | WHOS-FM      | 92.5  | 7             | 30                  | N. Ala. Bcstg. Co.         |
| Homewood       | WJLD         | 104.7 | 23            | 300                 | Johnston Bcstg. Co.        |
| Lanett         | WRLD-FM      | 102.9 | 8.5           | 165                 | Valley Bcstg. Co., Inc.    |
| Mobile         | WKRG-FM      | 99.9  | 3             | 310                 | WKRG-TV Inc.               |
| Tuscaloosa     | WTBC-FM      | 95.7  | 17.5          | 320                 | Tuscaloosa Bcstg. Co.      |

## ARIZONA

|         |         |       |     |       |                              |
|---------|---------|-------|-----|-------|------------------------------|
| Globe   | KWJB-FM | 100.3 | 11  | 2,270 | Gila Bcstg. Co.              |
| Mesa    | KTYL-FM | 104.7 | 16  | 140   | Greater Phoenix Bcstg. Co.   |
| Phoenix | KELE    | 95.5  | 18  | 115   | ANJO Bcstrs. & Tlctrs., Inc. |
| Tucson  | KFMM    | 99.5  | 7.2 | —24   | Copper State Bcstg. Corp.    |

## ARKANSAS

|                |         |       |     |     |                    |
|----------------|---------|-------|-----|-----|--------------------|
| Blytheville    | KLCN-FM | 96.1  | 21  | 600 | H. L. Sudbury      |
| Jonesboro      | KBTM-FM | 101.9 | 8   | 200 | Patteson Bros.     |
| Mammoth Spring | KAMS    | 103.9 | .31 | 125 | Radio Station KALM |
| Siloam Springs | KUOA-FM | 105.7 | 2.6 | 450 | KUOA Inc.          |

## CALIFORNIA

|               |         |       |      |       |                               |
|---------------|---------|-------|------|-------|-------------------------------|
| Atherton      | KPEN    | 101.3 | 18   | 2,400 | Peninsula FM                  |
| Bakersfield   | KERN-FM | 94.1  | 9.1  | 240   | McClatchy Newspapers          |
|               | KQXR    | 101.5 | 14.5 | 155   | KLEF Bcstrs.                  |
| Berkeley      | KPFA    | 94.1  | 54   | 1,330 | Pacifica Foundation           |
|               | KRE-FM  | 102.9 | 19.5 | —32   | Central Calif. Bcstrs. Inc.   |
| Beverly Hills | KGBH    | 98.7  | 75   | 1,218 | A. A. Crawford                |
|               | KLFM    | 105.5 | .30  | 435   | Long Beach FM Bcstg. Co.      |
| Eureka        | KRED    | 96.3  | 5.6  | 3,200 | Redwood Bcstg. Co., Inc.      |
| Fresno        | KARM-FM | 101.9 | 7.4  | 360   | KARM, The Geo. Harm Station   |
|               | KMJ-FM  | 97.9  | 7.3  | 630   | McClatchy Newspapers          |
|               | KRFM    | 93.7  | 70   | 4,600 | Calif. Inland Bcstg. Co.      |
| Glendale      | KFMU    | 97.1  | 58   | 750   | Brazy Bcstg. Corp.            |
|               | KUTE    | 101.9 | 82   | 620   | R. P. Adams                   |
| Long Beach    | KFOX-FM | 102.3 | 1    | 120   | KFOX, Inc.                    |
|               | KNOB    | 97.9  | 3.4  | 670   | Cerritos Bcstg. Co.           |
| Los Angeles   | KABC-FM | 95.5  | 4.3  | 2,800 | American Bcstg. Co.           |
|               | KBCA    | 105.1 | 6    | 2,900 | Radio Beverly Hills           |
|               | KBIQ    | 104.3 | 55   | 2,950 | KPLA, Inc.                    |
|               | KBMS    | 105.9 | 60   | 770   | Planned Music, Inc.           |
|               | KFAC-FM | 92.3  | 59   | 2,810 | L. A. Bcstg. Co., Inc.        |
|               | KGLA    | 103.5 | 13   | 430   | Echo Pk. Evangelistic Assn.   |
|               | KHJ-FM  | 101.1 | 16.8 | 2,950 | RKO Teleradio Pictures        |
|               | KHOF    | 99.5  | 100  | 260   | The Maple Chapel              |
|               | KNX-FM  | 93.1  | 67   | 2,870 | Columbia Bcstg. System        |
|               | KPOL-FM | 93.9  | 38   | 550   | Coast Radio Bcstg. Corp.      |
|               | KRHM    | 94.7  | 58   | 2,835 | KRHM Bcstg. Co.               |
|               | KRKD-FM | 96.3  | 54   | 475   | Continental Telecasting Corp. |
| Marysville    | KWYC-FM | 99.9  | 4.9  | 150   | Marysville-Yuba City Bcstrs.  |
| Modesto       | KBEE-FM | 103.3 | 11.5 | 150   | McClatchy Bcstg. Co.          |
|               | KTRB-FM | 104.1 | 4.7  | 283   | KTRB Bcstg. Co., Inc.         |
| Oakland       | KAFE    | 98.1  | 1.5  | 1,080 | D. X. Solo                    |
| Ontario       | KASK-FM | 93.5  | 1    | —415  | The Daily Report Co.          |

(Continued on Page 709)

# ASCAP AND THE BROADCASTERS

## ... Next Step: The U. S. District Court

By EMANUEL DANNETT

Counsel, All-Industry Radio Music License Committee



**A**LL-INDUSTRY Radio Music License Committee was formed on May 1, 1958. The music licensing situation at the time of the Committee's organization was entirely different from that which prevailed in 1940.

In 1940, when the radio industry was confronted with a demand by ASCAP for a substantial increase in license fees, broadcasters had these choices: to capitulate to ASCAP's demands; or to cease broadcasting ASCAP music. No other choice was available. To have broadcast without an ASCAP license would have been unthinkable since that would have subjected stations to liability in astronomical sums for copyright infringement. The industry thus chose the only genuinely available course and abandoned the use of ASCAP music until licenses containing fair and equitable terms could be negotiated.

Today, ASCAP is functioning under the Consent Decree of 1950. Under that decree, any station, upon the expiration of its license, is entitled to broadcast ASCAP music merely by sending a written notice to ASCAP stating it desires to broadcast ASCAP compositions. Thus, unlike the situation in 1940, today a station can continue to broadcast ASCAP compositions without fear of copyright infringement and without the necessity of first having accepted ASCAP's terms as to license fees. Under the Consent Decree, if no agreement is reached with ASCAP as to fees, the station must commence a rate case in the United States District Court for the Southern District of New York. That court will determine what con-

stitutes reasonable fees to ASCAP.

Meetings were held with ASCAP on November 6 and December 2 and 3. Prior to those meetings, the Committee undertook a survey of industry conditions to determine the proposals to be submitted to ASCAP.

The emergence of television, during the past decade, as the dominant entertainment medium and its adverse effect upon radio, the substantial reduction in radio network programs, the substantial increase in the number of radio stations, and the change in the industry pattern from the sale of programs to spot announcements, led the Committee to conclude that many of the provisions of ASCAP's licenses were today obsolete and that a substantial improvement in the terms of the licenses was required.

The problems of radio broadcasters were reviewed at length at the ASCAP meetings, and the Committee there pointed out the reasons why the licenses, and especially the fees, should be substantially revised. However, hopes of reaching an amicable understanding were shattered when, on December 3, the Committee was informed that no financial concession of any kind would be made.

This left the broadcasters with the alternative either of accepting ASCAP's proposal for the renewal of its licenses on the old terms, or of proceeding under the ASCAP Consent Decree in a rate case before the United States District Court. All the stations represented by Committee members have elected to proceed by the route of the Consent Decree.

## FM STATIONS

| City          | Call Letters | Freq. | Erp.<br>(Kw.) | Ant. Hgt.<br>in Ft. | Licensee                                                                                                                                                                                       |
|---------------|--------------|-------|---------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sacramento    | KCRA-FM      | 96.1  | 11            | 380                 | KCRA, Inc.<br>McClatchy Newspapers<br>Town & Country Bcstrs.<br>Cal-Val Radio, Inc.<br>Los Tres Diablos Bcstrs.<br>KFSD, Inc.<br>Music Unlimited<br>San Fernando Valley Bcstg. Co.             |
|               | KFBK-FM      | 92.5  | 1.9           | —115                |                                                                                                                                                                                                |
|               | KJML         | 95.3  | 1             | 158                 |                                                                                                                                                                                                |
| San Diego     | KXQA-FM      | 107.9 | 12.5          | 200                 | National Bcstg. Co., Inc.<br>K.S.F.R. Inc.<br>Santa Clara Broadcasting<br>Voice of Orange Empire, Inc.<br>C. A. Warren<br>Groom & Hagerman<br>Sundial Bcstg. Corp.<br>Pacific-South Bcstg. Co. |
|               | KDWD         | 98.1  | 3.7           | 650                 |                                                                                                                                                                                                |
|               | KFSD-FM      | 94.1  | 33            | 425                 |                                                                                                                                                                                                |
| San Fernando  | KITT         | 105.3 | 56            | 180                 | Amer. Bcstg.-Paramount Theatres                                                                                                                                                                |
|               | KVFM         | 94.3  | .86           | —130                |                                                                                                                                                                                                |
| San Francisco | KCBS-FM      | 98.9  | 35            | 640                 | Electronic Service Corp.                                                                                                                                                                       |
|               | KEAR         | 97.3  | 82            | 1,100               |                                                                                                                                                                                                |
| San Jose      | KGO-FM       | 103.7 | 23.6          | 930                 | National Bcstg. Co., Inc.<br>K.S.F.R. Inc.<br>Santa Clara Broadcasting<br>Voice of Orange Empire, Inc.<br>C. A. Warren<br>Groom & Hagerman<br>Sundial Bcstg. Corp.<br>Pacific-South Bcstg. Co. |
|               | KNBC-FM      | 99.7  | 45            | 1,240               |                                                                                                                                                                                                |
|               | KSFR         | 94.9  | 9.5           | 1,170               |                                                                                                                                                                                                |
|               | KSJO-FM      | 92.3  | 1.4           | —66                 |                                                                                                                                                                                                |
|               | KWIZ-FM      | 96.7  | 1             | 160                 |                                                                                                                                                                                                |
| Santa Ana     | KRCW         | 97.5  | 17.5          | 2,890               | C. A. Warren<br>Groom & Hagerman<br>Sundial Bcstg. Corp.<br>Pacific-South Bcstg. Co.                                                                                                           |
| Santa Barbara | KSMA-FM      | 102.5 | 27            | —57                 |                                                                                                                                                                                                |
| Santa Maria   | KDFC         | 102.1 | 33            | 1,050               |                                                                                                                                                                                                |
| Sausalito     | KDWC         | 98.3  | .81           | 250                 |                                                                                                                                                                                                |

## COLORADO

|                 |         |       |      |      |                           |
|-----------------|---------|-------|------|------|---------------------------|
| Boulder         | KRNW    | 97.3  | 2    | —730 | Colorado Recording Co.    |
| Denver          | KDEN-FM | 99.5  | 1.5  | 594  | KDEN Bcstg. Corp.         |
|                 | KFML-FM | 98.5  | 2.35 | 580  | Note Bcstg. Co.           |
|                 | KTGM    | 105.1 | 10   | 250  | Good Music Associates     |
| Manitou Springs | KSMS-FM | 102.7 | 10   | —780 | Garden of Gods Bcstg. Co. |

## CONNECTICUT

|            |         |      |     |     |                            |
|------------|---------|------|-----|-----|----------------------------|
| Brookfield | WGHF    | 95.1 | 20  | 500 | Easton Bcstg. System, Inc. |
| Danbury    | WLAD-FM | 98.3 | .34 | 280 | Berkshire Bcstg. Corp.     |

Hartford      WHCN      105.9      7      750      Concert Network Inc.

Owner: Concert Network, Inc.; Year Established: 1956; Address: P.O. Box 1062, Hartford, Conn.; Phone: BEvery 5-8622; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Meola.

|           |         |      |     |       |                                |
|-----------|---------|------|-----|-------|--------------------------------|
| Hartford  | WTIC-FM | 96.5 | 8   | 705   | Travelers Bcstg. Service Corp. |
| Meriden   | WMMW-FM | 95.7 | 20  | 1,100 | Silver City Crystal Co.        |
| New Haven | WNHC-FM | 99.1 | 10  | 630   | Triangle Publications, Inc.    |
| Stamford  | WSTC-FM | 96.7 | .65 | 305   | Western Conn. Bcstg. Co.       |

## DELAWARE

|            |         |      |     |     |                     |
|------------|---------|------|-----|-----|---------------------|
| Dover      | WDOV-FM | 94.7 | 2.8 | 200 | Dover Bcstg. Corp.  |
| Wilmington | WDEL-FM | 93.7 | 20  | 460 | Delmarva Bcstg. Co. |
|            | WJBR    | 99.5 | 19  | 500 | J. B. Reynolds      |

## DISTRICT OF COLUMBIA

|            |         |       |     |     |                           |
|------------|---------|-------|-----|-----|---------------------------|
| Washington | WASH    | 97.1  | 15  | 470 | Com'n'l Radio Equip. Co.  |
|            | WFAN    | 100.3 | 9.4 | 320 | United Bcstg. Co., Inc.   |
|            | WGMS-FM | 103.5 | 20  | 440 | Good Music Station, Inc.  |
|            | WMAL-FM | 107.3 | 20  | 450 | Evening Star Bcstg. Co.   |
|            | WOL-FM  | 98.7  | 20  | 485 | Washington Bcstg. Co.     |
|            | WRC-FM  | 93.9  | 20  | 484 | National Bcstg. Co., Inc. |
|            | WTOP-FM | 96.3  | 20  | 390 | Washington Post Co.       |
|            | WWDC-FM | 101.1 | 20  | 410 | WWDC, Inc.                |

## FLORIDA

|               |         |       |      |     |                                |
|---------------|---------|-------|------|-----|--------------------------------|
| Daytona Beach | WNDB-FM | 94.5  | 8.5  | 330 | News-Journal Corp.             |
| Gainesville   | WRUF-FM | 104.1 | 12   | 407 | Univ. of Fla.                  |
| Hallandale    | WSJG    | 94.9  | 56   | 460 | H'dale Drive-In Theatres, Inc. |
| Jacksonville  | WJAX-FM | 95.1  | 7.7  | 560 | City of Jacksonville           |
|               | WMBR-FM | 96.1  | 50   | 850 | Fla. Bcstg. Co.                |
|               | WZFM    | 96.9  | 9.7  | 350 | Radio Jax, Inc.                |
| Miami         | WCKR-FM | 97.3  | 100  | 250 | Biscayne TV Corp.              |
|               | WGBS-FM | 96.3  | 1.55 | 80  | Storer Bcstg. Co.              |
|               | WMET-FM | 93.9  | 13   | 170 | Community Service Bcstrs. Inc. |
|               | WWPB-FM | 101.5 | 9.2  | 275 | P. Brake                       |

(Continued on Next Page)

## FM STATIONS

| City        | Call Letters | Freq  | Erp.<br>(Kw.) | Ant. Hgt.<br>in Ft. | Licensee               |
|-------------|--------------|-------|---------------|---------------------|------------------------|
| Orlando     | WBDO-FM      | 92.3  | 25            | 500                 | Orlando Bcstg. Co.     |
|             | WHDQ-FM      | 96.5  | 59            | 460                 | WHDQ Radio Inc         |
|             | WORZ         | 100.3 | 16.5          | 300                 | Central Fla. Bcstg. Co |
| Palm Beach  | WWPG-FM      | 97.9  | 22            | 235                 | Palm Beach Radio Inc.  |
|             | WDLF-FM      | 98.9  | 1.6           | 300                 | Dixie Radio, Inc.      |
| Panama City | WDAE-FM      | 100.7 | 65            | 434                 | Tampa Times Co         |
| Tampa       | WFLA-FM      | 93.3  | 46            | 910                 | The Tribune Co.        |
|             | WPKM         | 104.7 | 10.5          | 160                 | FM Bcstrs.             |

## GEORGIA

|             |         |       |       |     |                             |
|-------------|---------|-------|-------|-----|-----------------------------|
| Athens      | WGAU-FM | 102.5 | 4.4   | 365 | Clark Bcstg. Corp.          |
| Atlanta     | WAGA-FM | 103.3 | 36    | 960 | Storer Bcstg. Co.           |
|             | WGKA-FM | 92.9  | 9.4   | 270 | Glenkaran Associates, Inc.  |
|             | WSB-FM  | 98.5  | 45.48 | 770 | Atlanta Newspapers, Inc.    |
| Augusta     | WAUG-FM | 105.7 | 5.5   | 100 | Garden City Bcstg. Co.      |
|             | WBBQ-FM | 103.7 | 19.3  | 682 | Musicast of the South, Inc. |
|             | WRBL-FM | 93.3  | 25    | 570 | Columbus Bcstg. Co.         |
| Columbus    | WDUN-FM | 103.9 | .34   | 175 | Northeast Ga. Bcstg. Co.    |
| Gainesville | WLAG-FM | 104.1 | 2.3   | 180 | LaGrange Bcstg. Co.         |
| LaGrange    | WMAZ-FM | 99.1  | 3     | 170 | Southeastern Bcstg. Co.     |
| Macon       | WCOH-FM | 96.7  | .33   | 240 | Newnan Bcstg. Co.           |
| Newnan      | WTOC-FM | 97.3  | 7.9   | 397 | Savannah Bcstg. Co., Inc.   |
| Savannah    | WLET-FM | 106.1 | .73   | 190 | R. G. LaTourneau            |
| Toccoa      |         |       |       |     |                             |

## HAWAII

|          |         |      |     |      |                       |
|----------|---------|------|-----|------|-----------------------|
| Honolulu | KAIM-FM | 95.5 | 5.7 | —290 | Christian Bcstg. Assn |
|----------|---------|------|-----|------|-----------------------|

## ILLINOIS

|              |         |       |      |     |                                |
|--------------|---------|-------|------|-----|--------------------------------|
| Anno         | WRAJ-FM | 92.7  | 1    | 250 | Anna Bcstg. Co.                |
| Bloomington  | WJBC-FM | 101.5 | 5.1  | 425 | Bloomington Bcstg. Corp.       |
| Carmi        | WROY-FM | 97.3  | 11   | 210 | Carmi Bcstg. Co.               |
| Champaign    | WDWS-FM | 97.5  | 27   | 430 | Champaign News Gazette Inc.    |
|              | WBBM-FM | 96.3  | 10.5 | 560 | Columbia Bcstg. System, Inc.   |
| Chicago      | WCLM    | 101.9 | 18   | 500 | Carol Music, Inc.              |
|              | WDHF    | 95.5  | 52   | 270 | DeHaan Hi-Fi, Inc.             |
|              | WEBH    | 93.9  | 35   | 240 | Buddy Black Bcstg. Co.         |
|              | WEFM    | 99.5  | 44   | 560 | Zenith Radio Corp.             |
|              | WENR-FM | 94.7  | 4.3  | 580 | American Bcstg. Co., Inc.      |
|              | WFME    | 100.3 | 33   | 540 | Functional Music Inc.          |
|              | WFMT    | 98.7  | 29.5 | 550 | Gale Bcstg. Co., Inc.          |
|              | WKFM    | 103.5 | 50   | 500 | F. S. Kovas, Jr.               |
|              | WMAQ-FM | 101.1 | 24   | 640 | National Bcstg. Co., Inc.      |
|              | WNIB    | 97.1  | 11   | 210 | Northern Ill. Bcstg. Co., Inc. |
|              | WSEL    | 104.3 | 40   | 567 | F. J. Curtis                   |
|              | WEHS    | 97.9  | 21   | 200 | WHFC, Inc.                     |
| Cicero       | WSOY-FM | 102.1 | 31   | 460 | Illinois Bcstg. Co.            |
| Decatur      | WSEI    | 95.7  | 20   | 295 | Illinois Bcstg. Co.            |
| Effingham    | WXFM    | 105.9 | 32   | 250 | E. R. C. Schoonfield           |
| Elmwood Pk.  | WEAW-FM | 105.1 | 36   | 300 | North Shore Bcstg. Co., Inc.   |
| Evanston     | WEBQ-FM | 99.9  | 1.65 | 305 | First Trust Association        |
| Harrisburg   | WLDS-FM | 100.5 | 9    | 340 | Jacksonville Radio & TV Bcstg. |
| Jacksonville | WLBH-FM | 96.9  | 23   | 190 | Mattoon Bcstg. Co.             |
| Mattoon      | WMIX-FM | 94.1  | 15.2 | 550 | Mt. Vernon Radio & TV Co.      |
| Mt. Vernon   | WOPA-FM | 102.7 | 3.6  | 260 | Village Bcstg. Co.             |
| Oak Park     | WVLL-FM | 92.9  | 18.5 | 338 | Illinois Bcstg. Co.            |
| Olney        | WPRS-FM | 98.3  | 1    | 225 | Paris Bcstg. Co.               |
| Paris        | WMBD-FM | 92.5  | 2.5  | 550 | WMBD, Inc.                     |
| Peoria       | WGEM-FM | 105.1 | 8.3  | 640 | Quincy Newspapers, Inc.        |
| Quincy       | WTAD-FM | 99.5  | 27   | 770 | Lee Bcstg. Inc.                |
|              | WROK-FM | 97.5  | 16   | 300 | Rockford Bcstrs. Inc.          |
| Rockford     | WHBF-FM | 98.9  | 3.7  | 380 | Rock Island Bcstg. Co.         |
| Rock Island  | WTAX-FM | 103.7 | 6.7  | 315 | WTAX Inc.                      |
| Springfield  |         |       |      |     |                                |

## INDIANA

|                |         |       |      |     |                                |
|----------------|---------|-------|------|-----|--------------------------------|
| Bloomington    | WFIU    | 103.7 | 33   | 200 | Indiana Univ                   |
| Columbus       | WCSI-FM | 98.3  | .76  | 231 | White River Bcstg. Co          |
| Connersville   | WCNB-FM | 100.3 | 9.8  | 270 | News-Examiner Co               |
| Crawfordsville | WBBS    | 106.3 | 1    | 58  | First Baptist Church           |
| Elkhart        | WTRC-FM | 100.7 | 9.7  | 350 | Truth Radio Corp.              |
| Evanville      | WKY-FM  | 104.1 | 19   | 450 | South Central Bcstg. Corp.     |
| Hammond        | WJOB-FM | 92.3  | 3.1  | 400 | South Shore Bcstg. Corp.       |
| Indianapolis   | WFMS    | 95.5  | 4.5  | 110 | Williams FM Service            |
| Jasper         | WITZ-FM | 104.7 | 1.65 | 280 | Jasper on the Air, Inc.        |
| Madison        | WORX-FM | 96.7  | .35  | 290 | Electronic Laboratories, Inc.  |
| Morion         | WMRI-FM | 106.9 | 31   | 275 | Chronicle Publishing Co., Inc. |
| Muncie         | WMUN    | 104.1 | 7.4  | 286 | Tri-City Radio Corp.           |



## FM STATIONS

| City        | Call Letters | Freq. | Erp.<br>(Kw). | Ant. Hgt.<br>in Ft. | Licensee                     |
|-------------|--------------|-------|---------------|---------------------|------------------------------|
| Newcastle   | WCTW         | 102.5 | 4             | 250                 | Courier-Times Inc.           |
| Terre Haute | WTHI         | 99.9  | 7.4           | 365                 | Wabash Valley Bcstg. Corp.   |
| Wabash      | WAIU-FM      | 97.5  | 4.6           | 88                  | Wabash-Peru Bcstg. Co., Inc. |
| Warsaw      | WRSW-FM      | 107.3 | 34            | 230                 | Reub William & Son           |
| Washington  | WFML         | 106.5 | 14            | 365                 | Washington Radio Inc.        |

## IOWA

|            |         |       |     |     |                            |
|------------|---------|-------|-----|-----|----------------------------|
| Boone      | KFGQ-FM | 99.3  | .31 | 200 | Boone Biblical College     |
| Clinton    | KROS-FM | 96.1  | 13  | 400 | Clinton Bcstg. Co.         |
| Davenport  | WOC-FM  | 103.7 | 33  | 490 | Tri-City Bcstg. Co.        |
| Des Moines | WHO-FM  | 100.3 | 24  | 690 | Central Bcstg. Co.         |
| Dubuque    | WDBQ-FM | 103.3 | 15  | 335 | Dubuque Bcstg. Co.         |
| Mason City | KGLO-FM | 101.1 | 16  | 230 | Lee Radio, Inc.            |
| Muscatine  | KWPC-FM | 99.7  | .78 | 290 | Muscatine Bcstg. Co., Ltd. |
| Storm Lake | KAYL-FM | 101.5 | 8.9 | 370 | Cornbelt Bcstg. Co.        |

## KANSAS

|         |        |       |    |     |                    |
|---------|--------|-------|----|-----|--------------------|
| Wichita | KFH-FM | 100.3 | 11 | 410 | Radio Sta. KFH Co. |
|---------|--------|-------|----|-----|--------------------|

## KENTUCKY

|              |         |       |      |     |                            |
|--------------|---------|-------|------|-----|----------------------------|
| Ashland      | WCMI-FM | 93.7  | 2.75 | 200 | Edwina Bcstg. Co.          |
| Central City | WNES-FM | 101.9 | 21.5 | 215 | Muhlenberg Bcstg. Co.      |
| Fulton       | WFUL-FM | 104.9 | .5   | 155 | Ken-Tenn Bcstg. Corp.      |
| Henderson    | WSON-FM | 99.5  | 20   | 400 | Henderson Bcstg. Co., Inc. |
| Hopkinsville | WHOP-FM | 98.7  | 8.7  | 210 | Hopkinsville Bcstg. Co.    |
| Lexington    | WLAP-FM | 94.5  | 3.5  | 320 | WLAP Radio Inc.            |
| Madisonville | WMFW-FM | 93.9  | 2.5  | 450 | Messenger Bcstg. Co., Inc. |
| Mayfield     | WNGO-FM | 94.7  | .583 | 203 | W. Ky. Bcstg. Co., Inc.    |
| Owensboro    | WOMI-FM | 92.5  | 19.5 | 375 | Owensboro Bcstg. Co.       |
|              | WVJS-FM | 96.1  | 10   | 370 | Owensboro on the Air, Inc. |
| Paducah      | WKYB-FM | 93.3  | 31   | 430 | Barrington Co. of Ky.      |
|              | WPAD-FM | 96.9  | 36   | 335 | Paducah Bcstg. Co., Inc.   |
| Somerset     | WSFC-FM | 92.3  | 3    | 210 | Southeastern Bcstg. Co.    |

## LOUISIANA

|             |         |       |      |     |                              |
|-------------|---------|-------|------|-----|------------------------------|
| Alexandria  | KALB-FM | 96.9  | 8.4  | 393 | Alexandria Bcstg. Co.        |
| Baton Rouge | WBRL    | 98.1  | 7.6  | 460 | Baton Rouge Bcstg. Co., Inc. |
| Monroe      | KMLB-FM | 104.1 | 17   | 220 | Liner's Bcstg. Sta., Inc.    |
| New Orleans | WDSU-FM | 105.3 | 3.4  | 590 | WDSU Bcstg. Co.              |
|             | WRCM    | 97.1  | 5.9  | 250 | Supreme Bcstg. Co., Inc.     |
|             | WWMT    | 95.7  | 44   | 215 | Fidelity Bcstg. Co.          |
| Shreveport  | KRMD-FM | 101.1 | 11.5 | 200 | Radio Station KRMD           |
|             | KWKH-FM | 94.5  | 13.5 | 390 | International Bcstg. Corp.   |

## MAINE

|          |         |      |     |     |                            |
|----------|---------|------|-----|-----|----------------------------|
| Caribou  | WFST-FM | 97.7 | .19 | 185 | Northern Bcstg. Co.        |
| Lewiston | WCOU-FM | 93.9 | 9.6 | 250 | Twin City Bcstg. Co., Inc. |

## MARYLAND

|                |         |       |      |       |                             |
|----------------|---------|-------|------|-------|-----------------------------|
| Annapolis      | WNAV-FM | 99.1  | 16.6 | 370   | Capital Bcstg. Co.          |
| Baltimore      | WCAO-FM | 102.7 | 20   | 400   | Plough Bcstg. Co., Inc.     |
|                | WITM-FM | 104.3 | 20   | 500   | Md. Bcstg. Co.              |
| Bethesda       | WUST-FM | 106.3 | .5   | 320   | Broadcast Management, Inc.  |
| Bradbury Hgts. | WPGC    | 95.5  | 15.5 | 280   | WPGC, Inc.                  |
| Cumberland     | WCUM-FM | 102.9 | 1.25 | —4    | Tower Realty Co.            |
| Hagerstown     | WARK-FM | 106.9 | 2.2  | 225   | United Bcstg. Co. of W. Md. |
|                | WJEJ-FM | 104.7 | 9.4  | 1,340 | Hagerstown Bcstg. Co.       |

## MASSACHUSETTS

|        |      |       |    |     |                      |
|--------|------|-------|----|-----|----------------------|
| Boston | WBCN | 104.1 | 20 | 490 | Concert Network Inc. |
|--------|------|-------|----|-----|----------------------|

Owner: Concert Network Inc.; Year Established: 1958; Address: 171 Newbury St., Boston 16, Mass.; Phone: Copley 7-6020; President: T. M. Hastings; General and Station Manager: John Thornton; Program Director: John Quincy Adams; Chief Engineer: Kim Kirshway.

(Continued on Next Page)



## FM STATIONS

| City      | Call Letters | Freq  | Exp.<br>(Kw) | Ant Hgt.<br>in Ft. | Licensee                      |
|-----------|--------------|-------|--------------|--------------------|-------------------------------|
| Boston    | WBZ-FM       | 106.7 | 2.8          | 1,040              | Westinghouse Bestg. Co., Inc. |
|           | WCOP-FM      | 100.7 | 20           | 495                | Plough Bestg. Corp.           |
|           | WEEI-FM      | 103.3 | 20           | 430                | Columbia Bestg System, Inc.   |
|           | WHDH-FM      | 94.5  | 20           | 455                | WHDH, Inc.                    |
|           | WRKO-FM      | 98.5  | 20           | 410                | RKO Teleradio Pictures, Inc   |
| Brockton  | WBET-FM      | 97.7  | 8            | 275                | Enterprise Publishing Co.     |
| Cambridge | WHRB-FM      | 107.1 | 96           | 44                 | Harvard Radio Bestg Co., Inc. |

Cambridge WXHR 96.9 20 440 Middlesex Bestg. Co.

Owner: Middlesex Broadcasting Co.; Address: Cambridge, Mass.; Manager: Wallace Dunlap

|               |         |       |      |       |                          |
|---------------|---------|-------|------|-------|--------------------------|
| Greenfield    | WHAJ-FM | 98.3  | 1    | —240  | Haigns Bestg. Corp.      |
| Lowell        | WLLH-FM | 99.5  | 12.2 | 600   | Merrimac Bestg Co., Inc. |
| New Bedford   | WBSM-FM | 97.3  | 2.5  | 330   | Bay State Bestg Co.      |
|               | WNBH-FM | 98.1  | 20   | 380   | E. Anthony & Sons, Inc.  |
| Springfield   | WHYN-FM | 93.1  | 3.2  | 1,000 | Hampden-Hampshire Corp.  |
|               | WMAS-FM | 94.7  | 1.35 | 175   | WMAS Inc.                |
|               | WCRB-FM | 102.5 | 9.2  | 180   | Charles River Bestg. Co. |
| Waltham       | WOCB-FM | 94.3  | 1    | 155   | E. Anthony & Sons        |
| West Yarmouth |         |       |      |       | WTAG Inc.                |
| Worcester     | WTAG-FM | 96.1  | 10   | 640   |                          |

## MICHIGAN

|               |              |         |       |      |                            |                           |
|---------------|--------------|---------|-------|------|----------------------------|---------------------------|
| Benton Harbor | WHFB-FM      | 99.9    | 9.2   | 230  | Palladium Publishing Co    |                           |
| Coldwater     | WTVB-FM      | 98.3    | .26   | 230  | Twin Valley Bestrs. Inc.   |                           |
| Darborn       | WKMH-FM      | 100.3   | 7.1   | 190  | Knorr Bestg. Corp.         |                           |
| Detroit       | WDET-FM      | 101.9   | 52    | 320  | Wayne State Univ.          |                           |
|               | WHFI         | 94.7    | 20.5  | 270  | Meadowcroft Bestg. Inc.    |                           |
|               | WJKB-FM      | 93.1    | 30    | 440  | Storer Bestg. Co.          |                           |
|               | WJR-FM       | 96.3    | 24    | 483  | The Goodwill Station, Inc. |                           |
|               | WMIJ         | 103.5   | 19.5  | 180  | Alpha Bestg. Co.           |                           |
|               | WMAZ         | 97.9    | 10    | 430  | Booth Bestg. Co.           |                           |
|               | WWJ-FM       | 97.1    | 50    | 480  | Evening News Assn. Inc     |                           |
|               | WXYZ-FM      | 101.1   | 27    | 880  | WXYZ Inc.                  |                           |
|               | Grand Rapids | WJEF-FM | 93.7  | 115  | 420                        | Fitzer Bestg. Co.         |
|               |              | WLAV-FM | 96.9  | 1.75 | 210                        | Stevens-Wismer Bestg Inc. |
|               |              | WLDM    | 95.5  | 20   | 430                        | Lincoln Bestg. Co.        |
|               | Oak Park     | WOMC    | 104.3 | 61   | 390                        | Sparks Bestg. Co.         |
| Royal Oak     | WSAM-FM      | 98.1    | 1.7   | 330  | Knorr Bestg Corp           |                           |
| Saginaw       |              |         |       |      | WSTR, Inc.                 |                           |
| Sturgis       | WSTR-FM      | 103.1   | 285   | 210  |                            |                           |

## MINNESOTA

|           |         |       |      |     |                            |
|-----------|---------|-------|------|-----|----------------------------|
| Mankato   | KYSM-FM | 103.5 | 14   | 525 | Southern Supply Co.        |
|           | KTIS-FM | 98.5  | 5.3  | 250 | Northwestern Bible College |
|           | KWFM    | 97.1  | 21   | 150 | Fidelity Bestg. Co.        |
| St. Cloud | WLQL-FM | 99.5  | 9.7  | 320 | WLQL-FM Corp.              |
|           | KFAM-FM | 104.7 | 15   | 425 | The Times Publishing Co    |
| Winona    | KWNO-FM | 97.5  | 18.5 | 610 | Winona Radio Service       |

## MISSISSIPPI

|         |         |       |    |       |                     |
|---------|---------|-------|----|-------|---------------------|
| Jackson | WJDX-FM | 102.9 | 50 | 6,000 | Lamar Life Ins. Co. |
|---------|---------|-------|----|-------|---------------------|

## MISSOURI

|              |         |      |     |     |                               |
|--------------|---------|------|-----|-----|-------------------------------|
| Clayton      | KFJO-FM | 99.1 | 6.7 | 260 | Lutheran Church, Mo Synod     |
| Joplin       | WMBH-FM | 96.1 | 70  | 450 | O'Brien & Assoc., Inc.        |
| Kansas City  | KCMK    | 93.3 | 35  | 300 | FM Bestrs. Inc.               |
|              | KSMO-FM | 94.9 | 56  | 390 | Meredith Engr. Co.            |
| Kennett      | KBOA-FM | 98.9 | 6.9 | 320 | Kennett Bestg. Corp.          |
| Paplar Bluff | KWOC-FM | 94.5 | 14  | 215 | Paplar Bluff Broadcasting Co. |
| St. Louis    | KCFM    | 93.7 | 70  | 550 | Commercial Bestg. Co          |
| Springfield  | KTTS-FM | 94.7 | 9.1 | 660 | Independent Bestg. Co.        |
| West Plains  | KWPM-FM | 93.9 | 3.4 | 130 | R. F. Neathery                |

## NEBRASKA

|         |      |      |     |     |           |
|---------|------|------|-----|-----|-----------|
| Lincoln | KFMQ | 95.3 | .32 | 100 | H. Burton |
|---------|------|------|-----|-----|-----------|

# FM STATIONS

| City          | Call Letters | Freq. | Exp. (Kw). | Ant. Hgt. in Ft. | Licensee   |
|---------------|--------------|-------|------------|------------------|------------|
| <b>NEVADA</b> |              |       |            |                  |            |
| Reno          | KNEV         | 95.5  | 10.5       | 35               | E. B. Cobb |

# NEW HAMPSHIRE

|                |         |       |     |       |                                |
|----------------|---------|-------|-----|-------|--------------------------------|
| Berlin         | WKQC    | 103.7 | 10  | 290   | McKee Bestg. Co., Inc.         |
| Claremont      | WT5V-FM | 106.1 | 3.4 | 1,000 | Grandview, Inc.                |
| Manchester     | WKBR-FM | 95.7  | 3.6 | 940   | Granite State Bestg. Co., Inc. |
| Mt. Washington | WMTW-FM | 94.9  | 49  | 3,850 | Mt. Washington TV Inc.         |
| Nashua         | WOTW-FM | 106.3 | 1   | 195   | Gateway Bestg. Corp.           |

# NEW JERSEY

|               |         |       |      |     |                                 |
|---------------|---------|-------|------|-----|---------------------------------|
| Asbury Park   | WJLK-FM | 94.3  | 1    | 250 | Asbury Park Press, Inc.         |
| Bridgeton     | WSNJ-FM | 98.9  | 9    | 480 | Eastern States Bestg. Corp.     |
| Camden        | WKDN-FM | 106.9 | 7.3  | 340 | South Jersey Bestg. Co.         |
| Newark        | WNTA-FM | 94.7  | 15   | 621 | NTA Radio Broadcasting          |
| New Brunswick | WCTC-FM | 98.3  | 1    | 110 | Raritan Valley Bestg. Co., Inc. |
| Paterson      | WPAT-FM | 93.1  | 20   | 310 | WPAC, Inc.                      |
| Princeton     | WPRB    | 103.9 | .85  | 195 | Princeton Bestg. Service Inc.   |
| Trenton       | WTOA    | 97.5  | 14.5 | 275 | Mercer Bestg. Co.               |
| Zarephath     | WAWZ-FM | 99.1  | 4.8  | 175 | Pillar of Fire, Inc.            |

# NEW MEXICO

|             |         |      |     |      |                       |
|-------------|---------|------|-----|------|-----------------------|
| Albuquerque | KHFM    | 96.3 | 1.5 | 140  | CHE Bestg. Co., Inc.  |
| Los Alamos  | KRSN-FM | 98.5 | 4.6 | —33  | Parker & Burns        |
| Tularosa    | KMFM    | 97.9 | 13  | —160 | Tularosa Bestg. Corp. |

# NEW YORK

|               |         |       |      |       |                                |
|---------------|---------|-------|------|-------|--------------------------------|
| Auburn        | WMBO-FM | 96.1  | 18   | 520   | WMBO, Inc.                     |
| Babylon       | WTFM    | 103.5 | 15   | 120   | WGLI, Inc.                     |
| Binghamton    | WKOP-FM | 95.3  | .420 | 320   | Binghamton Bcstrs., Inc.       |
|               | WNB-FM  | 98.1  | 1    | 912   | Triangle Publications, Inc.    |
| Buffalo       | WBEN-FM | 106.5 | 110  | 1,350 | WBEN, Inc.                     |
|               | WBNY-FM | 92.9  | 48.5 | 500   | Albertson Bestg. Corp.         |
|               | WWOL-FM | 104.1 | .250 | 310   | Greater Erie Bestg. Co.        |
| Cherry Valley | WARR    | 101.9 | 5.4  | 1,080 | Northeast Radio Corp.          |
| Corning       | WCLL-FM | 106.1 | 4.2  | 500   | Radio Corning, Inc.            |
| Cortland      | WKRT-FM | 99.9  | 14   | 270   | Radio Cortland, Inc.           |
| DeRuyter      | WRRD    | 105.1 | 5.3  | 560   | Northeast Radio Corp.          |
| Hempstead     | WHLI-FM | 98.3  | 1    | 250   | FM Bestg. Corp.                |
| Hornell       | WWHG-FM | 105.3 | 8.3  | 560   | Ra-Tel Bcstrs. Inc.            |
| Ithaca        | WBRA    | 103.7 | 5.6  | 890   | Northeast Radio Corp.          |
|               | WHCU-FM | 97.3  | 40   | 730   | Cornell Univ.                  |
|               | WYBR-FM | 93.5  | .175 | —210  | Cornell Radio Guild, Inc.      |
| Jamestown     | WJTN-FM | 93.3  | 9.5  | 735   | James Bestg. Co.               |
| Kenmore       | WINE-FM | 103.3 | 4.6  | 230   | Western N. Y. Bestg. Co.       |
| Massena       | WMSA-FM | 105.3 | 13   | 335   | The Brockway Co.               |
| New York      | WABC-FM | 95.5  | 6.5  | 760   | American Bestg. Co.            |
|               | WBAI    | 99.5  | 18   | 588   | WBAI-FM Inc.                   |
|               | WBFM    | 101.9 | 10.3 | 650   | Muzak Corp.                    |
|               | WCBS-FM | 101.1 | 1.5  | 1,270 | Columbia Bestg. System, Inc.   |
|               | WEVD-FM | 97.9  | 20   | 340   | DEBS Memorial Radio Fund, Inc. |
|               | WHOM-FM | 92.3  | 11   | 630   | Progress Bestg. Corp.          |
|               | WNCN    | 104.3 | 15   | 560   | Concert Network Inc.           |

New York WNCN 104.3 15 560 Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1957; Address: 28 West 44th St., N.Y.C.; Phone: BR 9-7530; President: T. M. Hastings; General and Commercial Manager: Lawrence L. Wynn; Program Director: John Quincy Adams; Chief Engineer: David Passell.

|               |         |       |     |       |                              |
|---------------|---------|-------|-----|-------|------------------------------|
| Niagara Falls | WNEW-FM | 102.7 | .54 | 1,360 | Metropolitan Bestg. Corp.    |
| Olean         | WNYC-FM | 93.9  | 18  | 535   | NYC Municipal Bestg. System  |
| Patchogue     | WOR-FM  | 98.7  | 1.7 | 1,260 | RKO Teleradio Pictures, Inc. |
|               | WQXR-FM | 96.3  | 11  | 675   | Interstate Bestg. Co., Inc.  |
|               | WRCA-FM | 97.1  | 1.1 | 1,445 | National Bestg. Co., Inc.    |
|               | WHLD-FM | 98.5  | 46  | 420   | E. C. Hull                   |
|               | WHDL-FM | 95.7  | 43  | 830   | WHDL, Inc.                   |
|               | WALK    | 97.5  | 15  | 520   | Suffolk Bestg. Corp.         |
|               | WPAC-FM | 106.1 | 8.3 | 145   | Patchogue Bestg. Co., Inc.   |

(Continued on Next Page)

# FM STATIONS

| City         | Call Letters | Freq. | Erp. (Kw.) | Ant. Hgt. in Ft. | Licensee                      |
|--------------|--------------|-------|------------|------------------|-------------------------------|
| Poughkeepsie | WKIP-FM      | 104.7 | 2.3        | 1,120            | Dutchess County Bcstg. Corp.  |
| Rochester    | WHFM         | 98.9  | 8.7        | 240              | Riggs & Greene Bcstg. Corp.   |
| Schenectady  | WGFM         | 99.5  | 6          | 805              | General Electric Co.          |
| S. Bristol   | WRRE         | 95.1  | 5.3        | 990              | Northeast Radio Corp.         |
| Syracuse     | WDDS-FM      | 93.1  | 97         | 660              | Functional Bcstg. Inc.        |
|              | WONO         | 100.9 | .26        | 475              | Sentinel Heights FM Bcstrs.   |
|              | WSYR-FM      | 94.5  | 10         | 480              | Central New York Bcstg. Corp. |
| Troy         | WFLY         | 92.3  | 5.4        | 840              | Troy Record Co.               |
| Utica        | WRUN-FM      | 105.7 | 4.3        | 490              | Rome Sentinel Co.             |
| Wetherfield  | WRRL         | 107.7 | 5.4        | 460              | Northeast Radio Corp.         |
| White Plains | WFAS-FM      | 103.9 | .12        | 675              | Westchester Bcstg. Corp.      |
| Woodside     | WRFM         | 105.1 | 20         | 235              | Long Island Bcstg. Corp.      |

# NORTH CAROLINA

|                |         |       |      |       |                                   |
|----------------|---------|-------|------|-------|-----------------------------------|
| Albemarle      | WABZ-FM | 100.9 | .75  | 52    | Radio Station WABZ Inc.           |
| Asheboro       | WGWR-FM | 92.3  | 10   | 650   | Asheboro Bcstg. Co., Inc.         |
| Asheville      | WLOS-FM | 104.3 | 9.2  | 130   | Skyway Bcstg. Corp.               |
| Burlington     | WBBB-FM | 101.1 | 3.8  | 410   | Alamance Bcstg. Co., Inc.         |
|                | WFNS-FM | 93.9  | 2.8  | 250   | Burlington-Graham Bcstg. Co.      |
| Charlotte      | WSOC-FM | 103.5 | 35   | 415   | WSOC Bcstg. Co.                   |
| Durham         | WBDC-FM | 105.1 | 36   | 380   | Durham Radio Corp.                |
| Elkin          | WIFM-FM | 100.9 | .35  | —35   | Tri-County Bcstg. Co., Inc.       |
| Fayetteville   | WFNC-FM | 98.1  | 14   | 290   | Cape Fear Bcstg. Co.              |
| Forest City    | WBBO-FM | 93.3  | 1.5  | 345   | Rutherford County Radio Co.       |
| Franklin       | WFSC-FM | 94.5  | .93  | —310  | Mocon County Bcstg. Co.           |
| Gastonia       | WGNC-FM | 101.9 | 11.1 | 890   | C. T. McSwain                     |
| Goldstboro     | WEQR    | 96.9  | 16   | 360   | Eastern Carolina Bcstg. Co., Inc. |
| Greensboro     | WMDE    | 98.7  | 5.8  | 110   | H. C. Hall                        |
| Henderson      | WHNC-FM | 92.5  | 9    | 260   | Henderson Radio Corp.             |
| Hendersonville | WHKP-FM | 102.5 | 9.5  | 2     | Radio Hendersonville              |
| High Point     | WHPE-FM | 95.5  | 13   | 395   | High Pt. Bcstg. Co.               |
|                | WMFR-FM | 99.5  | 8    | 350   | WMFR Inc.                         |
|                | WNOS-FM | 100.3 | 2.7  | 195   | Statesville Bcstg. Co.            |
| Laurinburg     | WEWO-FM | 96.5  | 9.2  | 215   | Scotland Bcstg. Co.               |
| Leaksville     | WLOE-FM | 94.5  | 20   | 96    | WLOE Inc.                         |
| Lexington      | WBUT-FM | 94.3  | .3   | 210   | Davidson County Bcstg. Co.        |
| Morion         | MITT    | 106.9 | 36   | 3,100 | Mt. Mitchell Bcstrs. Inc.         |
| Raleigh        | WKIX-FM | 96.1  | 30   | 420   | WKIX Broadcasting Co.             |
|                | WPTF-FM | 94.7  | 50   | 560   | WPTF Radio Co.                    |
|                | WRAL-FM | 101.5 | 54   | 325   | Capital Bcstg. Co., Inc.          |
| Reidsville     | WREV-FM | 102.1 | 1.6  | 330   | Reidsville Bcstg. Co.             |
| Rocky Mount    | WEED-FM | 92.1  | .27  | 160   | W. A. Wynne                       |
|                | WFMA    | 100.7 | 33   | 400   | Eastern Carolina Electronics      |
| Salisbury      | WSTP-FM | 106.5 | 2.9  | 250   | WSTP, Inc.                        |
| Sanford        | WWGP-FM | 105.5 | .49  | 340   | WWGP Bcstg. Corp.                 |
| Shelby         | WOMS-FM | 96.1  | 2.6  | 460   | Western Carolina Radio Corp.      |
| Statesville    | WFMX    | 105.7 | 2.4  | 335   | Statesville Bcstg. Co., Inc.      |
| Tarboro        | WCPS-FM | 104.3 | 7    | 260   | Coastal Plains Bcstg. Co.         |
| Thomasville    | WTNC-FM | 98.3  | .45  | 250   | Thomasville Bcstg. Co.            |
| Winston-Salem  | WAIR-FM | 93.1  | 34   | 370   | Forsythe Bcstg. Co.               |
|                | WSJS-FM | 104.1 | 42   | 160   | Piedmont Publishing Co.           |

# OHIO

|                 |         |       |      |     |                                |
|-----------------|---------|-------|------|-----|--------------------------------|
| Akron           | WAKR-FM | 97.5  | 4.4  | 260 | Summit Radio Corp.             |
| Alliance        | WFAH-FM | 101.7 | 1    | 160 | Review Publishing Co.          |
| Ashland         | WNCO-FM | 101.3 | 10.2 | 380 | Radio Ashland, Inc.            |
| Ashtabula       | WICA-FM | 103.7 | 40   | 270 | WICA Inc.                      |
| Bellaire        | WTRX-FM | 100.5 | 9    | 500 | WTRX Inc.                      |
| Canton          | WHBC-FM | 94.1  | 15   | 390 | Ohio Broadcasting Co.          |
| Cincinnati      | WCPO-FM | 105.1 | 12.5 | 590 | Scripps-Howard Radio Inc.      |
|                 | WKRC-FM | 101.9 | 15.5 | 530 | Radio Cincinnati Inc.          |
|                 | WSAI-FM | 102.7 | 14.7 | 550 | Gordon Bcstg. Co.              |
| Cleveland       | KYW-FM  | 105.7 | 27   | 900 | Westinghouse Bcstg. Co., Inc.  |
|                 | WDOK-FM | 102.1 | 31   | 120 | Civic Bcstrs. Inc.             |
|                 | WERE-FM | 98.5  | 40   | 600 | Cleveland Bcstg. Co., Inc.     |
|                 | WGAR-FM | 99.5  | 31   | 410 | Peoples Bcstg. Corp.           |
|                 | WHK-FM  | 100.7 | 11.5 | 620 | Forest City Publishing Co.     |
|                 | WJW-FM  | 104.1 | 2.8  | 510 | Storer Bcstg. Co.              |
| Cleveland Hgts. | WSRS-FM | 95.3  | 1    | 250 | WSRS Inc.                      |
| Columbus        | WBNS-FM | 97.1  | 54   | 315 | RadiOhio, Inc.                 |
|                 | WCOL-FM | 92.3  | 6.8  | 350 | Air Trails, Inc.               |
|                 | WVCO-FM | 94.7  | 52   | 220 | Sky-Way Bcstg. Corp.           |
| Dayton          | WHIO-FM | 99.1  | 19   | 515 | Miami Valley Bcstg. Corp.      |
| Elyria          | WEOL-FM | 107.3 | 15   | 290 | Elyria-Lorain Bcstg. Co.       |
| Findlay         | WFIN-FM | 100.5 | 8.2  | 240 | Findlay Publishing Co.         |
| Fostoria        | WFOB-FM | 96.7  | 1    | 215 | Seneca Radio Corp.             |
| Fremont         | WFRO-FM | 99.3  | 1    | 200 | Wolfe Bcstg. Corp.             |
| Hamilton        | WQMS    | 96.7  | .29  | 285 | Community Bcstg. Co.           |
| Lima            | WLMA-FM | 102.1 | 15   | 250 | Northwestern Ohio Bcstg. Corp. |
| Marion          | WMRN-FM | 106.9 | 25   | 330 | Marion Bcstg. Co.              |
| Mt. Vernon      | WAVO-FM | 93.7  | 2.9  | 270 | Mt. Vernon Bcstg. Co.          |
| Newark          | WCLT-FM | 100.3 | 8.5  | 370 | WCLT Radio Inc.                |
| Portsmouth      | WPAY-FM | 104.1 | 7    | 520 | P. F. Braden                   |
| Springfield     | WBLY-FM | 103.9 | 1    | 62  | Champion City Bcstg. Co.       |
| Steubenville    | WSTV-FM | 103.5 | 3.1  | 880 | WSTV, Inc.                     |

# FM STATIONS

| City       | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. in Ft. | Licensee                        |
|------------|--------------|-------|------------|------------------|---------------------------------|
| Toledo     | WMHE         | 92.5  | 10         | 135              | Hillebrand Electronics          |
|            | WSPD-FM      | 101.5 | 23         | 440              | Storer Bcstg. Co.               |
|            | WTOD-FM      | 99.9  | 8.8        | 160              | Booth Bcstg. Co.                |
|            | WTOL-FM      | 104.7 | 1.3        | 156              | Community Bcstg. Co.            |
| Wooster    | WWST-FM      | 104.5 | 13         | 330              | Wooster Republican Printing Co. |
| Youngstown | WKBN-FM      | 98.9  | 50         | 545              | WKBN Bcstg. Corp.               |

## OKLAHOMA

|               |      |      |     |     |                           |
|---------------|------|------|-----|-----|---------------------------|
| Oklahoma City | KEFM | 94.7 | 2.9 | 125 | C. E. Williams            |
|               | KYFM | 98.9 | 1.5 | 155 | Capital City Bcstg. Co.   |
| Stillwater    | KSPI | 93.9 | 3.9 | 300 | Stillwater Publishing Co. |

## OREGON

|             |         |       |     |       |                                  |
|-------------|---------|-------|-----|-------|----------------------------------|
| Eugene      | KUGN-FM | 99.1  | .39 | 60    | KUGN, Inc.                       |
| Grants Pass | KGPO    | 96.9  | 1.3 | —475  | Southern Ore. Bcstg. Co.         |
| Portland    | KEX-FM  | 92.3  | 56  | 955   | Westinghouse Bcstg. Co.          |
|             | KOIN-FM | 101.1 | 48  | 1,390 | Mt. Hood Radio & TV Bcstg. Corp. |
|             | KPFM    | 97.1  | 33  | 900   | Bcstrs. Ore. Ltd.                |
|             | KPOJ-FM | 98.7  | 4.4 | 1,100 | KPOJ, Inc.                       |
|             | KQFM    | 100.3 | 17  | 960   | H. Q. Cox                        |
|             |         |       |     |       |                                  |

## PENNSYLVANIA

|              |            |         |       |       |                               |                               |
|--------------|------------|---------|-------|-------|-------------------------------|-------------------------------|
| Allentown    | WFMZ       | 100.7   | 4.8   | 835   | WFMZ, Inc.                    |                               |
| Altoona      | WVAM-FM    | 100.1   | .36   | —345  | General Broadcasting Corp.    |                               |
| Bethlehem    | WGPA-FM    | 95.1    | 10    | 630   | Bethlehem's Globe Pub. Co.    |                               |
| Bloomsburg   | WHLM-FM    | 106.5   | 8.8   | 600   | Bloom Radio                   |                               |
| Butler       | WBUT-FM    | 97.7    | .72   | 290   | WBUT Radio                    |                               |
| Chambersburg | WCHA-FM    | 95.9    | .7    | 240   | Chambersburg Bcstg. Co., Inc. |                               |
| DuBois       | WCED-FM    | 102.1   | 3.2   | 660   | Tri-County Bcstg. Co.         |                               |
| Easton       | WEEX-FM    | 99.9    | 3.3   | 200   | Easton Publishing Co.         |                               |
|              | WEST-FM    | 107.9   | 11    | 50    | Associated Bcstrs. Inc.       |                               |
| Erie         | WERC-FM    | 99.9    | 9.7   | 400   | WERC Bcstg. Corp.             |                               |
| Harrisburg   | WHP-FM     | 97.3    | 1.55  | —35   | WHP Inc.                      |                               |
| Hazleton     | WAZL-FM    | 97.9    | 6     | 630   | Hazleton Bcstg. Co., Inc.     |                               |
| Johnstown    | WARD-FM    | 92.1    | .285  | —87   | Central Bcstg.                |                               |
|              | WJAC-FM    | 95.5    | 8.3   | 1,070 | WJAC, Inc.                    |                               |
| Lancaster    | WGAL-FM    | 101.3   | 3.8   | 215   | WGAL, Inc.                    |                               |
|              | WLAN-FM    | 96.9    | 6.7   | 80    | Peoples Bcstg. Co.            |                               |
| Lebanon      | WLBR-FM    | 100.1   | .72   | 290   | Lebanon Bcstg. Co.            |                               |
| Meadville    | WAMGW-FM   | 100.3   | 10    | 585   | Meadville Bcstg. Service Inc. |                               |
| Philadelphia | WCAU-FM    | 98.1    | 10    | 660   | WCAU, Inc.                    |                               |
|              | WDAS-FM    | 105.3   | 20    | 285   | M. M. Leon, Inc.              |                               |
|              | WFIL-FM    | 102.1   | 6.3   | 780   | Triangle Publications Inc.    |                               |
|              | WFLN-FM    | 95.7    | 20    | 490   | Franklin Bcstrs. Corp.        |                               |
|              | WHAT-FM    | 105.3   | 20    | 290   | Independence Bcstg. Co., Inc. |                               |
|              | WIBG-FM    | 94.1    | 20    | 170   | Seaboard Radio Bcstg. Corp.   |                               |
|              | WIP-FM     | 93.3    | 20    | 430   | WIP Bcstg. Inc.               |                               |
|              | WPEN-FM    | 102.9   | 20    | 420   | Wm. Penn Bcstg. Co.           |                               |
|              | Pittsburgh | KDKA-FM | 92.9  | 47    | 890                           | Westinghouse Bcstg.           |
|              |            | WFMP    | 99.7  | 24    | 470                           | National Bcstg. Co., Inc.     |
|              |            | WKJF    | 93.7  | 40    | 470                           | A. J. R. Greer                |
|              |            | WWSW-FM | 94.5  | 50    | 940                           | WWSW Radio Inc.               |
|              | Pottsville | WPPA-FM | 101.9 | 2.8   | 650                           | Pottsville Bcstg. Co.         |
|              | Scranton   | WGBI-FM | 101.3 | 1.8   | 1,200                         | WGBI Radio Inc.               |
|              | Sharon     | WPIC-FM | 102.9 | 26    | 455                           | Sharon Herald Bcstg. Co.      |
|              | Sunbury    | WKOK-FM | 94.1  | 4.4   | 875                           | Sunbury Bcstg. Corp.          |
|              | Warren     | WRRN    | 92.3  | 3     | 450                           | Northern Allegheny Bcstg. Co. |
| Washington   | WJPA-FM    | 104.3   | 4     | 360   | Washington Bcstg. Co.         |                               |
| Wilkes-Barre | WBRE-FM    | 98.5    | 2.25  | 1,160 | WBRE Radio Inc.               |                               |
| Williamsport | WLYC-FM    | 105.1   | .84   | 1,150 | Lycoming Bcstg. Co.           |                               |
|              | WRAX-FM    | 100.3   | 4     | 1,220 | WGAL, Inc.                    |                               |
| York         | WNOW-FM    | 105.7   | 1.2   | 465   | WNOW, Inc.                    |                               |

## RHODE ISLAND

|            |         |       |     |     |                          |
|------------|---------|-------|-----|-----|--------------------------|
| Providence | WPFM    | 95.5  | 3.2 | 170 | Golden Gote Corp.        |
|            | WPJB-FM | 105.1 | 20  | 500 | Providence Journal Co.   |
|            | WPRO-FM | 92.3  | 15  | 560 | Cherry & Webb Bcstg. Co. |
|            | WTMH    | 101.5 | 20  | 500 | General Bcstg. Corp.     |

Providence    WXCN    101.5    20    —    Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1955; Address: P.O. Box 1015, Providence, R. I.; Phone: Nlogora 7-4827; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Hlavas.

(Continued on Next Page)

## FM STATIONS

| City       | Call Letters | Freq. | Exp. (Kw.) | Ant. Hgt. in Ft. | Licensee              |
|------------|--------------|-------|------------|------------------|-----------------------|
| Woonsocket | WWON-FM      | 106.3 | .39        | 215              | Woonsocket Bcstg. Co. |

## SOUTH CAROLINA

|             |         |       |     |       |                          |
|-------------|---------|-------|-----|-------|--------------------------|
| Anderson    | WCAC    | 101.1 | 6.4 | 330   | W. E. Hall               |
| Charleston  | WCSC-FM | 96.9  | 68  | 700   | WCSC, Inc.               |
|             | WTMA-FM | 95.1  | 10  | 385   | Corp. of Charleston      |
| Columbia    | WCOS-FM | 97.9  | 5.3 | 260   | WCOS, Inc.               |
| Dillon      | WDSC-FM | 92.9  | 8.8 | 290   | Border Bcstg. Co.        |
| Greenville  | WESC-FM | 92.5  | 12  | 360   | Greenville Bcstg. Co.    |
|             | WFBC-FM | 93.7  | 9.9 | 1,350 | WMRC, Inc.               |
| Orangeburg  | WORC-FM | 102.7 | 4.6 | 110   | WTND, Inc.               |
| Rock Hill   | WRHI-FM | 98.3  | 65  | 310   | York County Bcstg. Co.   |
| Seneca      | WSNW-FM | 98.1  | 9.4 | 330   | Blue Ridge Bcstg. Co.    |
| Spartanburg | WSPA-FM | 98.9  | 4.9 | 520   | Spartan Radiocasting Co. |

## TENNESSEE

|              |         |       |     |       |                                  |
|--------------|---------|-------|-----|-------|----------------------------------|
| Bristol      | WOPI-FM | 96.9  | 9.7 | 260   | Radiophone Bcstg. St. WOPI, Inc. |
| Greeneville  | WGRV-FM | 94.9  | 4.6 | 250   | Radio Greeneville, Inc.          |
| Jackson      | WTJS-FM | 104.1 | 50  | 640   | Sun Publishing Co., Inc.         |
| Johnson City | WJHL-FM | 100.7 | 9.6 | 1,400 | WJHL, Inc.                       |
| Kingsport    | WKPT-FM | 98.5  | 10  | 960   | Kingsport Bcstg. Co., Inc.       |
| Knoxville    | WBIR-FM | 93.3  | 3.3 | 620   | WBIR, Inc.                       |
| Memphis      | WMCF    | 99.7  | 300 | 940   | Memphis Publishing Co.           |
| Nashville    | WFMB    | 105.9 | 3.6 | 42    | Great Southern Bcstg. Co.        |

## TEXAS

|                |         |       |      |     |                           |
|----------------|---------|-------|------|-----|---------------------------|
| Austin         | KAZZ    | 95.5  | 1.35 | 150 | Audioland Bcstg. Co.      |
|                | KHFI    | 98.3  | .780 | 52  | R. E. Kennedy             |
| Beaumont       | KRIC-FM | 97.5  | 9.1  | 360 | Enterprise Co.            |
| Cedar Hill     | KDFW    | 99.5  | 25   | 770 | C & F Musiccasting Co.    |
| Cleburne       | KCLE-FM | 94.9  | 6.4  | 260 | Marti, Inc.               |
| Corpus Christi | KDMC    | 95.5  | 4.1  | 280 | Master Music, Inc.        |
| Dallas         | KIXL-FM | 104.5 | 25   | 470 | Variety Bcstg. Co.        |
|                | KRLD-FM | 92.5  | 40   | 480 | KRLD Radio Corp.          |
|                | KSFM    | 105.3 | 11   | 280 | Metropolitan Bcstg. Corp. |
|                | WRR-FM  | 101.1 | 68   | 500 | City of Dallas            |
| Denton         | KDNT-FM | 106.3 | .76  | 270 | H. V. Shepard             |

Diboll KSPL 95.5 1  
 Address: P. O. Box 336, Diboll, Texas; Phone: MY 8-5533; Manager: Tommy Ward Lanyon, Assistant Manager: Don Wier; Program Director: Ruth Ruby; Commercial Manager: Evelyn Lanyon.

|             |         |       |      |     |                          |
|-------------|---------|-------|------|-----|--------------------------|
| Fort Worth  | WBAP-FM | 96.3  | 52   | 475 | Carter Publications Inc. |
| Houston     | KFMK    | 97.9  | 10.5 | 235 | J. R. Corry              |
|             | KHGM    | 102.9 | 48   | 550 | Taft Bcstg. Co.          |
|             | KTRH-FM | 101.1 | 29.5 | 485 | KTRH Bcstg. Corp.        |
| Lubbock     | KSEL-FM | 93.7  | 9.6  | 195 | Southwestern Bcstg. Co.  |
| San Antonio | KEEZ    | 97.3  | 17.5 | 110 | C. B. Gay, Inc.          |
|             | KISS    | 99.5  | 3    | 515 | The Walmac Co.           |
|             | KONO-FM | 92.9  | 4.4  | 475 | Mission Bcstg. Co.       |
| Texasarkana | KCMC-FM | 98.1  | 1.5  | 390 | KCMC, Inc.               |

## UTAH

|                |         |       |     |       |                                 |
|----------------|---------|-------|-----|-------|---------------------------------|
| Salt Lake City | KDYL-FM | 98.7  | 1.2 | 2,970 | Intermountain Bcstg. & TV Corp. |
|                | KSL-FM  | 100.3 | 6.1 | 3,660 | Radio Service Corp. of Ut.      |

## VIRGINIA

|                 |         |       |      |       |                                |
|-----------------|---------|-------|------|-------|--------------------------------|
| Arlington       | WARL-FM | 105.1 | 2.05 | 500   | Northern Va. Bcstrs. Inc.      |
| Charlottesville | WINA-FM | 95.3  | .620 | 225   | Charlottesville Bcstg.         |
| Crewe           | WSVS-FM | 104.7 | 14   | 450   | Southern Va. Bcstg. Corp.      |
| Harrisonburg    | WSVA-FM | 100.7 | 7.2  | 345   | Shenandoah Valley Bcstg. Corp. |
| Lynchburg       | WVOD-FM | 100.1 | .94  | 170   | Lynchburg Independent Bcstrs.  |
| Martinsville    | WMVA-FM | 96.3  | 2.9  | 625   | Martinsville Bcstg. Co., Inc.  |
| Newport News    | WGH-FM  | 97.3  | 37   | 186   | Hampton Rds. Bcstg. Corp.      |
| Norfolk         | WRVC    | 102.5 | 8.7  | 95    | Virginia Good Music Corp.      |
| Richmond        | WCOD    | 98.1  | 34   | 430   | Havens & Martin Inc.           |
|                 | WRNL-FM | 102.1 | 50   | 320   | Richmond Newspapers Inc.       |
|                 | WRVA-FM | 94.5  | 25   | 460   | Larus & Bro. Co., Inc.         |
| Roanoke         | WDBJ-FM | 94.9  | 14.5 | 1,940 | Times-World Corp.              |
|                 | WLSL-FM | 99.1  | 21   | 1,890 | Roanoke Bcstg. Corp.           |
| Winchester      | WRFL    | 92.5  | 13.4 | 1,390 | R. F. Lewis, Jr., Inc.         |



## FM STATIONS

| City              | Call Letters | Freq. | Exp.<br>(Kw). | Ant. Hgt.<br>in Ft. | Licensee                    |
|-------------------|--------------|-------|---------------|---------------------|-----------------------------|
| <b>WASHINGTON</b> |              |       |               |                     |                             |
| Seattle           | KING-FM      | 98.1  | 15            | 410                 | King Bcstg. Co.             |
|                   | KIRO-FM      | 100.7 | 16.5          | 750                 | Queen City Bcstg. Co., Inc. |
|                   | KISW         | 99.9  | 2.1           | 350                 | E. W. Lippincott            |
|                   | KMCS         | 98.9  | 10.5          | 1,070               | FM Bcstrs. Inc.             |
| Spokane           | KREM-FM      | 92.9  | 4.8           | 720                 | KREM Bcstg. Corp.           |
| Tacoma            | KTNT-FM      | 97.3  | 10.2          | 410                 | Tribune Publishing Co.      |
|                   | KTWR         | 103.9 | .85           | 240                 | T. W. Read                  |

## WEST VIRGINIA

|             |         |       |      |       |                           |
|-------------|---------|-------|------|-------|---------------------------|
| Beckley     | WBKW    | 99.5  | 34   | 1,050 | J. L. Smith, Jr., Inc.    |
| Charleston  | WKAZ-FM | 97.5  | 9    | 124   | Kanawha Valley Bcstg. Co. |
|             | WKNA    | 98.5  | 2.65 | 390   | J. L. Smith, Jr.          |
| Huntington  | WHTN-FM | 100.5 | 53   | 560   | Cowles Bcstg. Co.         |
| Logan       | WLOG-FM | 103.3 | 2.1  | 725   | Frey & Greever            |
| Martinsburg | WEPM-FM | 94.3  | .81  | 170   | Martinsburg Bcstg. Co.    |
| Morgantown  | WAJR-FM | 99.3  | 99.3 | 1     | West Va. Radio Corp.      |
| Oak Hill    | WOAY-FM | 94.1  | 14.5 | 660   | R. R. Thomas, Jr.         |
| Parkersburg | WAAM-FM | 106.5 | 8.9  | 280   | Ohio Valley Bcstg. Corp.  |
| Wheeling    | WKWK-FM | 97.3  | 10   | 470   | Community Bcstg. Inc.     |
|             | WWVA-FM | 98.7  | 7.4  | 470   | Storer Bcstg. Co.         |

## WISCONSIN

|                  |         |       |      |       |                            |
|------------------|---------|-------|------|-------|----------------------------|
| Eau Claire       | WEAU-FM | 94.1  | 60   | 360   | Central Bcstg. Co.         |
| Greenfield       | WWCF    | 94.9  | 37   | 1,300 | W. C. Forrest              |
| Janesville       | WCLO-FM | 99.9  | 15.5 | 200   | Southern Wis. Radio Inc.   |
| Madison          | WISC-FM | 98.1  | 1    | 105   | Radio Wisconsin Inc.       |
|                  | WMFM    | 104.1 | 7.5  | 80    | E. W. Fessler              |
| Marshfield       | WDLB-FM | 103.9 | .25  | 250   | Clarkwood Bcstg. Corp.     |
| Merrill          | WLIN    | 100.7 | 22   | 348   | Wis. Valley TV Corp.       |
| Milwaukee        | WFMR    | 96.5  | 15   | 215   | High Fidelity Bcstg. Corp. |
|                  | WQFM    | 93.3  | 30   | 190   | Koeth Bcstg. Corp.         |
| Rocine           | WRJN-FM | 100.7 | 15   | 265   | Racine Bcstg. Corp.        |
| Rice Lake        | WJMC-FM | 96.3  | 50   | 540   | WJMC Inc.                  |
| West Bend        | WBKV-FM | 92.5  | 6    | 145   | West Bend Bcstg. Co.       |
| Wisconsin Rapids | WFHR-FM | 103.3 | 2.1  | 360   | W. F. Huffman Radio Inc.   |

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**Is Preferred**

... by Listeners — because it is  
dependable as well as interesting.

**Ap**

**Preferred**

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**KSPL**

95.5 MGC. FM

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Fastest Growing

Finest

In All East Texas

# CONSTRUCTION PERMITS FOR NEW FM STATIONS

(As of January 1959)

| City              | Call Letters | Freq. | Exp.<br>(Kw.) | Ant. Hgt.<br>in Ft. | Licensee                         |
|-------------------|--------------|-------|---------------|---------------------|----------------------------------|
| <b>ALABAMA</b>    |              |       |               |                     |                                  |
| Athens            | WJOF         | 104.3 | 1.05          | 260                 | Athens Bcstg. Co., Inc.          |
| Birmingham        | WTAF         | 106.9 | 15.5          | 900                 | WBRC Inc.                        |
| <b>CALIFORNIA</b> |              |       |               |                     |                                  |
| Alameda           | —            | 92.7  | .275          | —2                  | Henry & Larsen                   |
| Bakersfield       | KGEE-FM      | 96.5  | 2.95          | 3,730               | KGEE Inc.                        |
| El Cajon          | KFUM         | 93.3  | 3.4           | 160                 | K. C. Farrow                     |
| Fresno            | KJPO         | 99.5  | 17.5          | 360                 | J. H. Poolc                      |
|                   | KMAK-FM      | 99.5  | 26            | 175                 | McMahon Bcstg. Co.               |
| Inglewood         | XYM-FM       | 103.9 | .45           | 385                 | A. J. Williams                   |
| La Habra          | KDOG         | 95.9  | .48           | 360                 | W. E. Clark                      |
| Lancaster         | KANT-FM      | 107.9 | 20.5          | 1,520               | C. W. Fray                       |
| Los Angeles       | KMLA         | 100.3 | 58            | 1,190               | KMLA Bcstg. Corp.                |
|                   | —            | 107.5 | 19.5          | 175                 | Bible Institute of L. A.         |
| National City     | KEAX         | 99.3  | .84           | —80                 | J. H. Harmon                     |
| Newport Beach     | KAJS         | 103.1 | .86           | 41                  | A. J. Stone                      |
| Oxnard            | KOXR-FM      | 104.7 | 10.5          | 14                  | Oxnard Bcstg. Corp.              |
| Palm Springs      | KPSR         | 92.1  | 1             | —600                | R. T. Sampson                    |
| Redondo Beach     | XAPP         | 93.5  | 1             | 82                  | South Bay Bcstg. Co.             |
| Riverside         | KACE-FM      | 92.7  | .69           | —50                 | K-ACE Radio Inc.                 |
|                   | KPIP         | 99.1  | 1.55          | 1,630               | Parker-Lee Inc.                  |
|                   | KQXM         | 97.5  | 81            | 1,690               | Medical Evangelists Alumni       |
| Sacramento        | KGMS-FM      | 100.5 | 15            | 200                 | Capitol Radio Enterprises        |
|                   | KSRM         | 96.9  | 3.5           | 250                 | Audiolab Inc.                    |
| San Bernardino    | KPAX         | 99.9  | 30            | 1,570               | S. C. Corwin                     |
| San Diego         | KCBQ-FM      | 107.7 | 9.3           | 195                 | KCBQ Inc.                        |
|                   | KFMB-FM      | 100.7 | 18.5          | 630                 | Marietta Bcstg. Inc.             |
|                   | KFMX         | 96.5  | 29.5          | 590                 | S. C. Corwin                     |
|                   | KGB-FM       | 101.5 | 36            | 200                 | KGB Inc.                         |
|                   | KSON-FM      | 103.7 | 11.5          | 155                 | Broadmoor Bcstg. Corp.           |
|                   | —            | 106.5 | 3.5           | 240                 | Barbary Coast Records Inc.       |
| San Fernando      | KSFV         | 106.3 | 1             | —110                | San Fernando Bcstg. Co.          |
| San Francisco     | KBAY-FM      | 104.5 | 29            | 890                 | S. W. Corwin                     |
|                   | KFRC-FM      | 106.1 | 71            | 1,160               | RKO Teleradio Pictures Inc.      |
|                   | KOBY-FM      | 95.7  | 27.1          | 1,038               | Mid-American Bcstrs. Inc.        |
|                   | KPUP         | 106.9 | 18            | 1,020               | F. Mteuli                        |
|                   | XRON-FM      | 96.5  | 13.5          | 1,230               | Chronicle Publishing Co.         |
|                   | KYA-FM       | 93.3  | 16.5          | 710                 | Golden State Bcstrs., Inc.       |
|                   | —            | 105.3 | 17.5          | 450                 | Bay FM Bcstrs.                   |
| San Jose          | KRPM         | 98.5  | 3.8           | —111                | The Audio House, Inc.            |
| San Luis Obispo   | —            | 99.9  | 3.8           | —510                | KATY, Sweetheart of S.L.O. Inc.  |
| Santa Ana         | KFIL         | 106.3 | 1             | 145                 | P. F. Brestoff                   |
| Santa Barbara     | KFMC         | 107.9 | 29.5          | —800                | S. C. Corwin                     |
|                   | KMLZ         | 99.9  | 3.1           | 110                 | Tri-Counties Bcstg. Co.          |
| Santa Maria       | KEYM         | 99.1  | 3.2           | —135                | Santa Maria Bcstg. Co.           |
| Stockton          | KRAK-FM      | 92.9  | 1.5           | 300                 | Golden Valley Bcstg. Co.         |
|                   | KSTN-FM      | 107.3 | 8.9           | 1,571               | Valley Bcstrs. Inc.              |
|                   | KWG-FM       | 105.7 | 3.5           | 130                 | KWG Bcstg. Co.                   |
| Ventura           | KUDU-FM      | 95.1  | 24            | —16                 | Tri-Counties Public Service Inc. |
|                   | KVEN-FM      | 100.7 | 12            | 280                 | Coast Ventura Co.                |
| <b>COLORADO</b>   |              |       |               |                     |                                  |
| Colo. Springs     | KFMH         | 96.5  | 24.5          | 1,590               | FM Colorado Co.                  |
| Denver            | KLIR-FM      | 100.3 | 8.8           | 236                 | G. B. Anderson                   |
|                   | —            | 98.5  | 9.1           | 380                 | KDEN Bcstg. Co.                  |
| Grand Junction    | —            | 92.3  | 2.8           | —10                 | Western Slope Bcstg. Co.         |



| City | Call Letters | Freq. | Erp.<br>(Kw). | Ant. Hgt.<br>in Ft. | Licensee |
|------|--------------|-------|---------------|---------------------|----------|
|------|--------------|-------|---------------|---------------------|----------|

**CONNECTICUT**

|           |         |       |    |     |                                         |
|-----------|---------|-------|----|-----|-----------------------------------------|
| Hartford  | WDRC-FM | 102.9 | 7  | 750 | Conn. Bcstg. Co.<br>General Bcstg. Inc. |
|           | —       | 93.7  | 7  | 750 |                                         |
| New Haven | WYBC-FM | 94.3  | .3 | 120 | Yale Bcstg. Co., Inc.                   |

**FLORIDA**

|                |         |       |      |     |                                                |
|----------------|---------|-------|------|-----|------------------------------------------------|
| Coral Gables   | WVCG-FM | 105.1 | 18.5 | 220 | Peninsular Bcstg. Corp.<br>Fla. Air-Power Inc. |
| Ft. Lauderdale | WWIL-FM | 103.5 | 15.5 | 175 |                                                |
| Miami          | —       | 99.9  | 105  | 210 | Rand Bcstg. Co.                                |
| St. Petersburg | —       | 99.5  | 31   | 190 | Trans-Chord Co.                                |

**GEORGIA**

|       |         |      |     |     |                  |
|-------|---------|------|-----|-----|------------------|
| Macon | WNEX-FM | 96.9 | 4.1 | 415 | Macon Bcstg. Co. |
|-------|---------|------|-----|-----|------------------|

**ILLINOIS**

|         |      |       |    |     |          |
|---------|------|-------|----|-----|----------|
| Chicago | WFMQ | 107.5 | 11 | 560 | L. Vihon |
|---------|------|-------|----|-----|----------|

**INDIANA**

|              |         |      |     |     |           |
|--------------|---------|------|-----|-----|-----------|
| Indianapolis | WIBC-FM | 93.1 | 2.8 | 170 | WIBC Inc. |
|--------------|---------|------|-----|-----|-----------|

**KANSAS**

|             |         |       |     |     |                                                 |
|-------------|---------|-------|-----|-----|-------------------------------------------------|
| Kansas City | —       | 98.1  | 4.4 | 159 | F. W. Hurlburt<br>G. B. Anderson<br>C. B. Axton |
| Newton      | KJRG-FM | 96.7  | .25 | 225 |                                                 |
| Topeka      | KTOP-FM | 100.1 | .76 | 100 |                                                 |

**KENTUCKY**

|        |         |      |    |     |                              |
|--------|---------|------|----|-----|------------------------------|
| Hazard | WKIC-FM | 96.5 | 15 | 400 | Mountain Bcstg. Service Inc. |
|--------|---------|------|----|-----|------------------------------|

**MAINE**

|          |   |      |    |     |                     |
|----------|---|------|----|-----|---------------------|
| Portland | — | 97.9 | 10 | 175 | Casco Bcstrs. Corp. |
|----------|---|------|----|-----|---------------------|

**MARYLAND**

|               |         |       |      |       |                                             |
|---------------|---------|-------|------|-------|---------------------------------------------|
| Annapolis     | WANN-FM | 107.9 | 4.04 | 205   | Annapolis Bcstg. Corp.<br>Audiophonic Corp. |
| Baltimore     | WFDS-FM | 97.9  | 15   | 240   |                                             |
|               | WSID-FM | 92.3  | 11   | 185   | United Bcstg. Co. of E. Md.                 |
| Frederick     | WFMD-FM | 99.9  | 2.1  | 1,120 | Monocacy Bcstg. Co.                         |
| Silver Spring | WAYL    | 99.5  | 20   | 280   | Tri-Suburban Bcstg. Corp.                   |
| Towson        | WTCW-FM | 101.9 | 20   | 280   | WTOW Inc.                                   |

**MASSACHUSETTS**

|           |         |      |      |     |                                                                  |
|-----------|---------|------|------|-----|------------------------------------------------------------------|
| Brookline | WBOS-FM | 92.9 | 15   | 285 | Champion Bcstg. System<br>WHAV Bcstg. Co.<br>Lawrence Bcstg. Co. |
| Haverhill | WHAV-FM | 95.5 | 20   | 350 |                                                                  |
| Lawrence  | WGHJ-FM | 93.7 | 1.35 | 210 |                                                                  |

**MICHIGAN**

|         |      |      |     |     |                                            |
|---------|------|------|-----|-----|--------------------------------------------|
| Jackson | WMKZ | 94.1 | 5.4 | 310 | Booth Bcstg. Co.<br>Gross Telecasting Inc. |
| Lansing | —    | 97.5 | 46  | 340 |                                            |

**NEW JERSEY**

|           |         |       |   |     |                                    |
|-----------|---------|-------|---|-----|------------------------------------|
| Fair Lawn | WRBI    | 105.5 | 1 | 125 | Radio Bergen Inc.<br>F. H. Accorsi |
| Red Bank  | WFHA-FM | 106.3 | 1 | 155 |                                    |

(Continued on Next Page)

# FM CONSTRUCTION

| City | Call Letters | Freq. | Exp.<br>(Kw). | Ant. Hgt.<br>in Ft. | Licensee |
|------|--------------|-------|---------------|---------------------|----------|
|------|--------------|-------|---------------|---------------------|----------|

## NEW MEXICO

|         |         |      |     |     |                   |
|---------|---------|------|-----|-----|-------------------|
| Roswell | KBIM-FM | 97.1 | 2.9 | 180 | Taylor Bcstg. Co. |
|---------|---------|------|-----|-----|-------------------|

## NEW YORK

|         |         |       |      |     |                                |
|---------|---------|-------|------|-----|--------------------------------|
| Babylon | WBAB-FM | 102.3 | .670 | 110 | Babylon-Bay Shore Bcstg. Corp. |
| Buffalo | WEBR-FM | 96.1  | 16   | 340 | WEBR Inc.                      |
|         | WGR-FM  | 96.9  | 17.5 | 320 | Transcontinent TV Corp.        |

|            |      |      |    |     |                |
|------------|------|------|----|-----|----------------|
| Hicksville | WLIR | 92.7 | 81 | 140 | John R. Rieger |
|------------|------|------|----|-----|----------------|

Owner: John R. Rieger, Year Established: 1958, Address: 67 N. Broadway, Hicksville, N. Y.; Program Director: Dorothy C. Rieger; Chief Engineer: Ray Lanahan

|              |         |       |    |     |                             |
|--------------|---------|-------|----|-----|-----------------------------|
| Hicksville   | WLIR    | 92.7  | 81 | 140 | High Fidelity Music Co.     |
| New Rochelle | WNRC-FM | 93.5  | 1  | 190 | Radio New Rochelle Inc.     |
| Peekskill    | WLNA-FM | 100.7 | 20 | 500 | Highland Broadcasting Corp. |
| Rochester    | WROC-FM | 97.9  | 18 | 410 | Transcontinent TV Corp.     |

## NORTH CAROLINA

|               |         |       |      |     |                           |
|---------------|---------|-------|------|-----|---------------------------|
| Hickory       | WHKY-FM | 102.9 | 15   | 325 | Catawba Valley Bcstg. Co. |
| Roxboro       | WRXO-FM | 96.7  | .60  | 280 | Roxboro Bcstg. Co.        |
| Winston-Salem | WYFS    | 107.5 | 1.55 | 195 | Winsonette, Inc.          |

## OHIO

|            |         |       |      |     |                              |
|------------|---------|-------|------|-----|------------------------------|
| Akron      | WCUE-FM | 96.5  | 14.5 | 105 | Akron Bcstg. Corp.           |
| Cleveland  | WCRF-FM | 103.3 | 21.5 | 575 | Moody Bible Institute (Chi.) |
|            | WJMO-FM | 106.5 | 16.5 | 51  | Friendly Bcstg. Co.          |
| Liverpool  | WOHI-FM | 104.3 | 27   | 330 | E. Liverpool Bcstg. Co.      |
| Hamilton   | WHOH    | 103.5 | 8.7  | 255 | Ft. Hamilton Bcstg. Co.      |
| Lancaster  | WHOK-FM | 95.5  | 16   | 140 | Hocking Valley Bcstg. Corp.  |
| Middletown | WPFB-FM | 105.9 | 30   | 350 | P. F. Braden                 |
| Salem      | WSOM    | 105.1 | 100  | 400 | R. C. Jones                  |
| Youngstown | WBBW-FM | 93.3  | 19.5 | 39  | Mahoning Valley Bcstg. Corp. |
|            | WYNS    | 101.1 | 24.5 | 110 | M. Jones                     |

## OKLAHOMA

|            |         |       |     |     |                        |
|------------|---------|-------|-----|-----|------------------------|
| Durant     | KSEO-FM | 107.3 | 2.9 | 365 | Durant Pub. Bcstg. Co. |
| Okla. City | KCEF    | 92.3  | 6.6 | 225 | Musicro, Inc.          |

## OREGON

|         |         |      |      |      |              |
|---------|---------|------|------|------|--------------|
| Eugene  | KEGA    | 93.1 | 1.35 | 90   | KEED Inc.    |
|         | KFMY    | 97.9 | 3.6  | -60  | Music, Inc.  |
| Medford | KBOY-FM | 95.3 | .65  | -225 | C. E. Wilson |

## PENNSYLVANIA

|              |         |       |     |     |                             |
|--------------|---------|-------|-----|-----|-----------------------------|
| Bradock      | WLOA-FM | 96.9  | 68  | 490 | Matta Bcstg. Co.            |
| Carlisle     | WHYL-FM | 102.3 | .76 | 19  | R. F. Lewis, Jr., Inc.      |
| Glenside     | WIFI    | 92.5  | 20  | 300 | High-Fidelity Bcstrs. Corp. |
| Montrose     | WPEL-FM | 96.5  | 57  | 500 | Montrose Bcstg. Corp.       |
| Oil City     | WDJR    | 98.5  | 3.4 | 300 | WKRZ Inc.                   |
| Philadelphia | —       | 106.1 | 20  | 480 | George Varon & Co.          |
| Waynesboro   | WAYZ-FM | 101.5 | 3   | 21  | R. F. Lewis Jr., Inc.       |
| Wilkes-Barre | WYZZ    | 103.3 | 3.1 | 975 | R. G. Evans                 |

## RHODE ISLAND

|          |      |      |     |     |                       |
|----------|------|------|-----|-----|-----------------------|
| Cranston | WLOV | 99.9 | 3.4 | 255 | Neighborly Bcstg. Co. |
|----------|------|------|-----|-----|-----------------------|

| City | Call Letters | Freq. | Erp.<br>(Kw). | Ant. Hgt.<br>in Ft. | Licensee |
|------|--------------|-------|---------------|---------------------|----------|
|------|--------------|-------|---------------|---------------------|----------|

**TENNESSEE**

|         |         |      |      |     |           |
|---------|---------|------|------|-----|-----------|
| Memphis | WMPS-FM | 97.1 | 21.5 | 380 | WMPS Inc. |
|---------|---------|------|------|-----|-----------|

**TEXAS**

|             |         |      |      |      |                              |
|-------------|---------|------|------|------|------------------------------|
| Amarillo    | KGNC-FM | 93.1 | 14.5 | 440  | Plains Radio Bcstg. Co.      |
| Dallas      | WFAA-FM | 97.9 | 38   | 300  | A. H. Belo Corp.             |
| El Paso     | KHMS    | 94.7 | 2.55 | —115 | H-M Service Co.              |
| Ft. Worth   | —       | 97.1 | 22   | 730  | Tarrant Bcstg. Co.           |
| Gainesville | KGAF-FM | 94.5 | 2.5  | 250  | Gainesville Bcstg. Co., Inc. |
| Lubbock     | KBFM    | 96.3 | 3.6  | 275  | J. W. Blankenship            |
| Midland     | KNFM    | 92.3 | 3.4  | 410  | FM Associates                |
| Waxahachie  | KBEC-FM | 93.5 | .35  | 115  | R. Tuck Enterprises          |

**UTAH**

|                |         |      |    |      |                 |
|----------------|---------|------|----|------|-----------------|
| Salt Lake City | KLUB-FM | 97.1 | 23 | —190 | KLUB Bcstg. Co. |
|----------------|---------|------|----|------|-----------------|

**VIRGINIA**

|            |         |       |      |     |                              |
|------------|---------|-------|------|-----|------------------------------|
| Gretna     | WMNA-FM | 103.3 | 3    | 105 | Central Va. Bcstg. Co., Inc. |
| Norfolk    | WYFI    | 99.9  | 11.5 | 70  | Electronic Research Inc.     |
| Woodbridge | WBVA    | 105.9 | 9.5  | 305 | S & W Enterprises Inc.       |

**WASHINGTON**

|         |         |       |      |       |                     |
|---------|---------|-------|------|-------|---------------------|
| Edmonds | KGFM    | 105.3 | 17.5 | 760   | King's Garden, Inc. |
| Seattle | KLSN    | 96.5  | 14.5 | 350   | Sight & Sound       |
|         | —       | 101.5 | 10   | 1,070 | Chem-Air, Inc.      |
| Tacoma  | KLAY-FM | 106.3 | .850 | 240   | C. F. Huntington    |

**WISCONSIN**

|           |         |       |     |       |                   |
|-----------|---------|-------|-----|-------|-------------------|
| Madison   | WIBA-FM | 101.5 | 45  | 1,020 | Badger Bcstg. Co. |
| Milwaukee | WTMJ-FM | 94.1  | 2.8 | 980   | The Journal Co.   |

**SEE PAGE 69  
FOR RADIO RECEIVERS — WORLDWIDE**

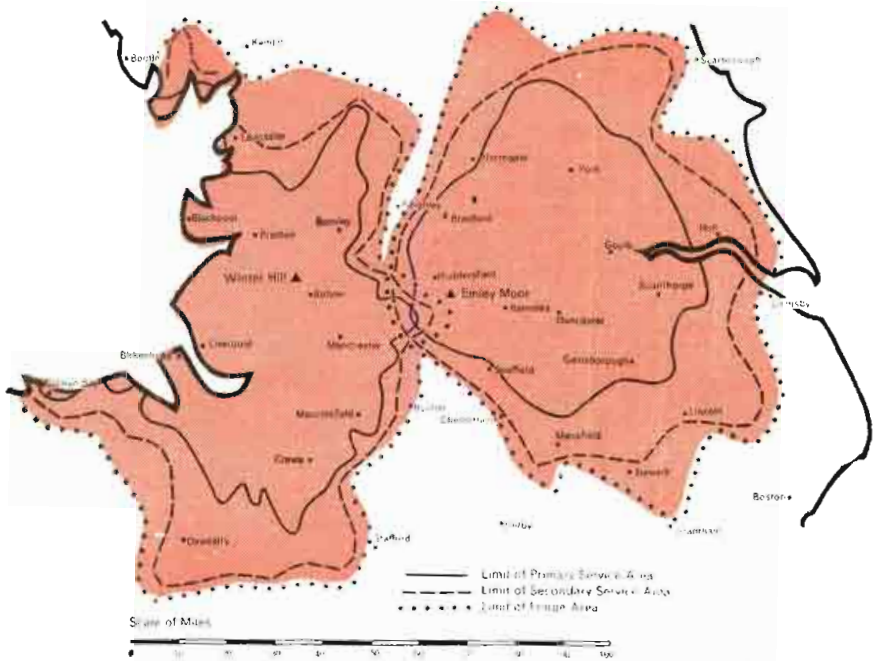
**SEE PAGE 39  
FOR SPOT RADIO TIME SALES FIGURES**

# GRANADA TV

## BRITAIN'S NORTHERN REGION PROGRAMME COMPANY MONDAY THRU FRIDAY

### *Facts about the Northern Region*

Population 12,651,850 Viewers able to  
receive Granada TV 7,120,000



### Some Programmes presented by Granada TV

#### PLAYS

The Skin of Our Teeth  
Death of a Salesman  
All My Sons  
The Strong are Lonely

#### ENTERTAINMENT

Chelsea at Nine  
Sir Thomas Beecham at  
Lincoln's Inn

#### DISCUSSIONS

Homosexuality and the Law  
A Blessing or a Sin  
The Troubled Middle East  
Insanity or Illness  
Thou Shalt Not Kill

#### SPECIAL FEATURE

Rochdale by-Election

**GRANADA TV NETWORK** LONDON AND MANCHESTER

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

presents

***INTERNATIONAL  
BROADCASTING***

\*\*\*\*\*

BRITISH COMMERCIAL TV  
INTERNATIONAL STATIONS  
RADIO CADENA NACIONAL, S.A.  
RADIO PROGRAMAS de MEXICO, S.A.

**1959**

Just published by Intam Ltd.

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INTERNATIONAL  
TELEVISION  
DATA BOOK

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**A World-wide survey of Coverage, Transmission Times,  
Advertising Rates and Production Procedures**

Intam Ltd, the International Division of the London Press Exchange Organization, announce the publication of their International Television Data Book – the first comprehensive survey of the Commercial Television Services of the world (excluding U.S.A. and Canada).

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# BRITISH COMMERCIAL TV

## INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNightsbridge 5341

Chairman . . . . . Sir Ivone Kirkpatrick  
Deputy Chairman . . . . . Sir Ronald Matthews  
Director-General . . . . . Sir Robert Fraser  
Press Officer . . . . . J. D. R. Cuthbert  
Chief Engineer . . . . . P. A. T. Bevan

### 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 8  
AP: 50 kw; VP: 200 kw  
Commenced Feb. 17, 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  
AP:  $\frac{1}{4}$  of VP's  $\left\{ \begin{array}{l} 475 \text{ kw N.E.} \\ 200 \text{ kw S.W.} \\ 65 \text{ kw N.W. \& S.E.} \end{array} \right.$   
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)**

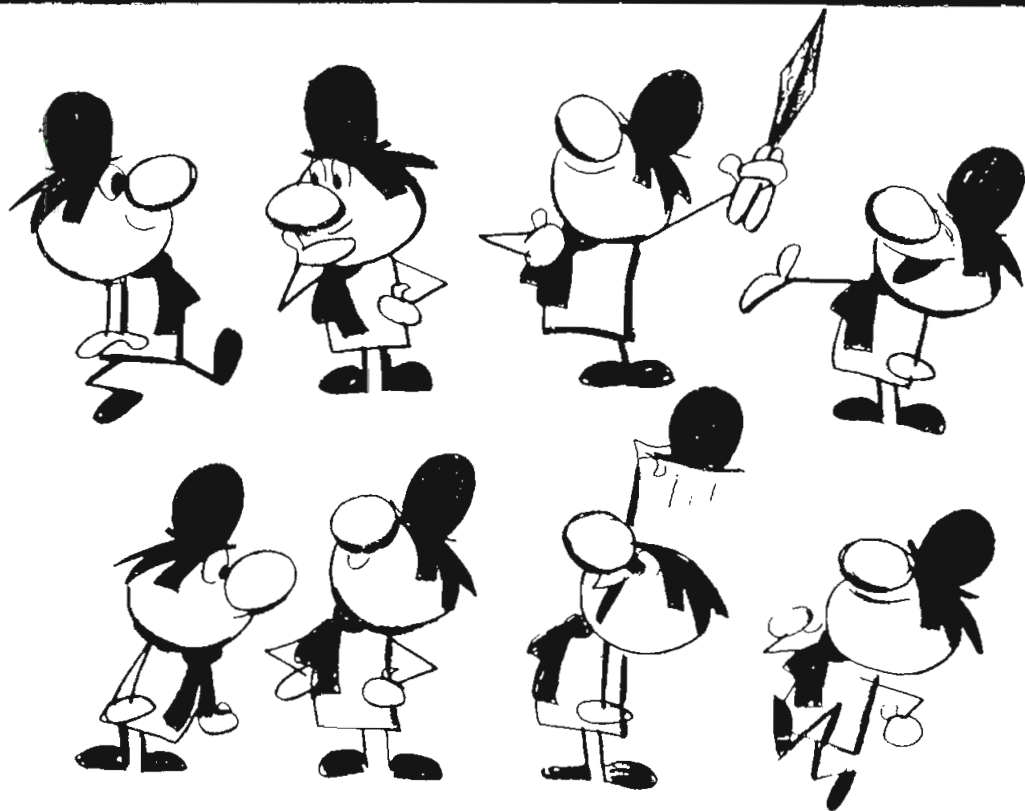
Band III, Channel 11  
AP: 25 kw; VP: 100 kw  
Commenced Summer 1958

#### **Burnhope (North East Region)**

Band III, Channel 8  
ERP: 100 kw  
Commenced Jan. 15, 1959



# The Best in Cartoons



A NEW CARTOON CHARACTER — **FOOFOO**



# Halas & Batchelor Cartoon Films Ltd.

Lysbeth House, Soho Square, London, W.1

# 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.**

Hanover Square, London W.1  
Phone: Hyde Pk 7222

Midlands and Northern Transmissions:  
Saturday and Sunday

Chairman.....Sir Philip Warter  
Deputy Chairman.....Dr. Eric Fletcher  
Managing Director.....Howard Thomas

## **Anglia Television Ltd.**

Nascreno House, London W.1  
Phone: Gerrard 6042

Chairman  
Marquis Townsend of Rainham  
Chief Executive.....Donald Stevenson

## **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.....T. M. Brownrigg  
Press Officer.....Norman Hoskins

## **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  
Deputy Mgr. Director.....Lew Grade

Directors.....Val Parnell,  
Lew Grade, Richard Meyer, Robert  
Renwick, C. O. Stanley, Hugh Cudlip,  
E. S. Birk, J. L. Drummond.

## **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.....Cecil Bernstein  
Secretary.....Joe Warton  
Exec. Dir. & Gen. Mgr.....Victor Peers  
TV Sales, Ad Dir.....Alex Anson  
TV Exec. Producer.....Denis Forman  
Prog. Controller.....Stuart Griffiths  
Chief Engineer.....Reg Hammans  
Publicity .....Don Harker  
Producers.....Josephine Douglas,  
Peter Eton, Harry Elton, Barrie Heads,  
Tim Hewat.

Directors.....Warren Jenkins,  
David Warwick, Herbert Wise, Francis  
Coleman, Graham Evans, Wilfred Field-  
ing, David Main, James Ormerod, Cliff  
Owen, Michael Scott, Mark Stuart,  
Max MorganWitts, Mike Wooller.

Senior Drama Dir.....Silvio Narizzano

## **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

(Continued on Page 729)

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**Give your budget a tonic!**

**Give yourself a holiday!**

**Jet yourself to England!**

—and production in England means production at

**WALTON STUDIOS**

**ENGLAND'S OLDEST AND LARGEST INDEPENDENT STUDIO**



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Complete servicing, from minor location facilities to handling of major features and television series.

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West End of London — 25 Minutes

London Airport — 15 Minutes

**Southern Television Ltd.**

Southern Tv Center, Northam,  
Southampton  
Phone: Holborn 7888

Chairman.....John Davis  
General Manager.....C. D. Wilson  
Press Officer.....Jeff Winnington

**T.W.W. Ltd.**

195 Oxford Street, London W.1  
Phone: Gerrard 6996  
Wales and West of England  
Transmission: All Week

Chairman...Rt. Hon. Viscount Cilcennin  
President...Rt. Hon. the Earl of Derby  
General Manager.....J. R. Myers

**B.B.C. TELEVISION SERVICE**  
**(Government controlled)**

Television Center, Wood Lane, W12  
Phone: Shepherd Bush 8030

Director General.....Sir Ian Jacob  
Dir. TV Broadcasting....Gerald Beadle  
Controller, Programmes.....K. A. Adam  
Head of Program Planning  
Mrs. J. R. Spicer

Superintendent of Engineering  
D. C. Birkenshaw  
Publicity Officer.....George Campey  
Presentation Editor.....B. C. Rawes  
Head of TV Films Dept.....J. H. Mewett

**BRITISH TV STUDIOS**

**Ardmore Studios Ltd.**

11 St. Stephens Green, Dublin  
Phone: Bray 3490

**Brighton Studios**

St. Nicholas Rd., Brighton Sussex  
Phone: Brighton 20905

**Bushey**

Melbourne Rd., Bushey, Herts.  
Phone: Bushey Heath 1621

**Halliford Films Studios**

Manygate Lane, Shepperton, Middlesex  
Phone: Walton-on-Thames 6341

**Kay Film Studio**

72A Carlton Hill, St. John's Wood, London  
Phone: Maida Vale 1141

**Marylebone Studios**

245 Marylebone Rd., London  
Phone: Ambassador 1881

**Merton Park**

269 Kingston Rd., London  
Phone: Liberty 4291

**National**

Boreham Wood, Elstree, Herts.  
Phone: Elstree 1644

**Pinewood Studios**

Iver Heath, Bucks.  
Phone: Iver 700

**Shepperton Studios**

Shepperton, Middlesex  
Phone: Chertsey 2611

**Southall Studios**

Gladstone Rd., Middlesex  
Phone: Southall 3281

**Twickenham**

St. Margaret's, Twickenham  
Phone: Popesgrove 9063

**Walton Studios Ltd.**

Walton-on-Thames, Surrey  
Phone: Walton-on-Thames 8811  
Mgr. Director.....J. K. Morris

# BRITISH PRODUCER-DISTRIBUTORS

## **Action Films Ltd.**

Vigo St. London, W. 1  
Phone: Regent 8600

TV Supervisor.....S. Lyndon-Haynes

## **Alliance Film Studios, Ltd.**

Twickenham Studios, Middlesex  
Phone: Popesgrove 9063

Directors:.....G. J. & K. W. Shipman

## **Anglo-Scottish Pictures Ltd.**

Shepperton Studios, Middlesex  
Phone: Chertsey 2611

Directors:.....L. Reeves, J. Crichton Slagg,  
B. Davies

## **Anvil Films Ltd.**

Beaconsfield Studios  
Phone: Beaconsfield 557

Directors:.....R. N. May, K. Cameron,  
C. H. Warren

## **Associated British Picture Corp. Ltd.**

Elstree Studios  
Phone: Elstree 1600

Directors:.....Philip Warter, Eric Fletcher,  
C. J. Latta

## **Harold Baim Productions Ltd.**

199 Piccadilly, London W. 1  
Phone: Regent 5640

Directors:.....Harold Baim, G. Baim

## **Basic Films Ltd.**

Soho Square, London, W. 1  
Phone: Gerrard 7015

Directors:.....L. Clore, John Taylor, B. Vincent

## **Biographic Cartoon Films Ltd.**

90 Dean, London W. 1  
Phone: Gerrard 9682

Directors:.....Keith Learner, N. Hanna,  
Bob Godfrey

## **Boulton-Hawker Films Ltd.**

Hadleigh, Suffolk  
Phone: Hadleigh 2235

Directors:.....M. J. Boulton, K. P. Boulton

## **British Alfa Films Ltd.**

Southampton Row, London W. 1  
Phone: Terminus H95

Directors:.....H. Haynsen, P. A. Haynsen

## **British Documentary Films Ltd.**

37 Furzehill Rd., Boreham Wood  
Phone: Elstree 2616

Director:.....Ronald Haines

## **British Films Ltd.**

199 Piccadilly, London W. 1  
Phone: Regent 2828

Directors:.....K. L. Lockstone, H. Russell Smith

## **Christine Bruce Prod. Ltd.**

66 Wardour St., London W. 1  
Phone: Gerrard 8788

Producer:.....D. Carter

## **Burlington Films Ltd.**

12 Buckingham St., London W. 1  
Phone: Trafalgar 1688

Directors:.....J. F. Argyle, G. A. Gray

## **Burnell Prod. Ltd.**

98 Mount St., London W. 1  
Phone: Grosvenor 1163

## **Henry Caldwell Prod. Ltd.**

23 Albermarle St., London W. 1  
Phone: Hyde Park 4820

Directors:.....John & Henry Caldwell

## **CBS News**

26 Hallam St., London W. 1  
Phone: Langham 1166

Chief:.....Charles Collingwood

## **Conbarr Prod. Ltd.**

19 Chapel Side, London W. 2  
Phone: Baywater 6033

Directors:.....A. P. Barralet, W. Price,  
D. de Marney

## **Crest Film Prod. Ltd.**

171 Shatesbury Ave., London W. 2  
Phone: Temple Bar 3982

Directors:.....D. C. Wynne, Russell Lloyd

## **Bernard Delfont TV Ltd.**

Whitcomb St., London W. C. 2  
Phone: Whitehall 9901

Directors:.....Bernard Delfont, Robert Nesbitt,  
W. Marsh, Keith Devon

## **Walt Disney Prod. Ltd.**

68 Pall Mall, London W. 1  
Phone: Trafalgar 8010

Directors:.....Thomas Swan, C. James,  
Cyril Edgar

## **Elder Film Prod. Ltd.**

Glasgow, Scotland  
Phone: Glasgow Bell 0252

Director:.....John C. Elder

## **Douglas Fairbanks Ltd.**

Boreham Wood, Elstree  
Phone: Elstree 1611

Directors: Douglas Fairbanks, Edwin Herbert,  
H. Alan Hawes, Tom White, Peter Marriott



**BRITISH PRODUCER-DISTRIBUTORS** .....

**Film Centre Ltd.**

25 Conduit St., London W. 1  
Phone: Mayfair 8661

Directors.....John Grierson, Stuart Legg,  
Ernestine Roberts, Raymond Spottiswoode

**Film House Prod. Ltd.**

142 Wardour St., London W. 1  
Phone: Gerrard 6461

Director.....R. W. Dickenson

**Four Falconers Ltd.**

60 Wardour St., London W. 1  
Phone: Gerrard 5158

Directors.....James Robertson Justice,  
Richard Meyer

**Four Provinces Films Ltd.**

Lansdowne Rd., Dublin  
Phone: Dublin 63361

Directors..John Ford, Brian Desmond Hurst,  
Michael Scott

**Fremantle International**

Warwick St., London W. 1  
Phone: Gerrard 8227

Gen. Manager.....Angela Cuthbertson

**Gateway TV Prod. Ltd.**

Palmers Green, London  
Phone: Palmers Green 1003

Directors...W. H. Baddeley, C. W. Bending,  
E. J. Chard, A. M. Wright

**Halas-Batchelor Cartoon  
Films Ltd.**

10 Soho Square, London W. 1  
Phone: Gerrard 7681

Directors.....John Halas, Joy Batchelor,  
S. Eckman, Jr.

**Helios Telefilm Prod. Ltd.**

17 Pembridge Place, London W.2  
Phone: Bayswater 5703

Directors.....Otto Kreisler, C. H. Bonner,  
A. F. Kreisler

**Jack Hylton TV Prod. Ltd.**

3 Savile Road, London W. 1  
Phone: Regent 6711

Directors.....Jack Kylton, A. H. Maxwell,  
John Baxter, Hugh Charles

**Interfilms Ltd.**

144 Piccadilly, London W. 1  
Phone: Mayfair 8272

Directors.....Brian Kingcome, J. Heyting,  
E. M. Smedley-Aston

**Langton Films Ltd.**

34 South Molton, London W. 1  
Phone: Mayfair 6557

Directors.....A. P. Hope, John Croydon,  
P. Crane, A. Shaughnessy

**London Film**

146 Piccadilly, London W. 1  
Phone: 8272

Directors:.....H. G. Boxall, Vincent Korda,  
David Cunyngham

**Mancunian Film Corp.**

2 Parsonage, Manchester 3  
Phone: Blackfriar 1023

Directors.....M. I. Blakeley, John E. and  
Thomas Blakeley

**Martlet Prod. Ltd.**

171 Shatesbury Ave., London W. C. 2  
Phone: Temple Bar 3982

Producer.....D. Wynne

**M. E. Films Ltd.**

4 Park Lane, London W. 1  
Phone: Hyde Park 2418

Directors.....R. Montgomeries, P. E. Hyne

**National Telefilm  
Associates (U.K.)**

109 Jermyn St., London S. W. 1  
Phone: Trafalgar 1127

Mgr. Dir.....Vernon Burns

**Orb Film Distribution Ltd.**

41 Wardour St., London W. 1  
Phone: Gerrard 8282

Directors..Nat Miller, L. Miller, B. Holland

**Peregrine Film Prod. Ltd.**

23 Albert Terrace Mews, London N. W. 1  
Phone: Primrose 5849

Directors.....K. Mander, D. Cheshire

**Phoenix Film Prod. Ltd.**

31 Hanover Court, London W. 1  
Phone: Mayfair 9692

Directors....L. Casel-Gerard, Tom Conway,  
C. Campion, B. Knowles, George Mills

**Radiovision Ltd.**

91 Moorgate, London E. C. 2  
Phone: Metropolitan 0211

Directors.....H. Scott-Thompson, D. Miller

**Rayant Pictures Ltd.**

11 St. James Place, London S. W. 1  
Phone: Grosvenor 5441

Directors..D. Hill, A. Gilkson, R. F. Hopkins

**Ross TV Prod. Ltd.**

7 Harlay St., London W. 1  
Phone: Langham 5391

Directors..C. M. Bailey-Watson, J. F. Sturge,  
N.B. Whitney

**Sapphire Films Ltd.**

Walton Studios, Surrey  
Phone: Walton-on-Thames 8811

Directors.....Arthur Jarratt, D. R. Humm,  
W. J. Gudgin, H. Weinstein

(Continued on Next Page)

**Screen Gems Ltd.**

150 Wardour St., London W. 1  
Phone: Gerrard 1321

Director.....J. B. Cron

**TV Workshop Prod. Ltd.**

St. Martin's St., London W. C. 2  
Phone: Whitehall 8397

Directors.....M. Munden, D. R. Sland

**Templar Film Studios**

7 Lynedoch St., Glasgow, C. 3  
Phone: Douglas 2648

Director.....A. R. Black

**Towers Of London Ltd.**

81 Halla St., London W. 1  
Phone: Lougham 6248

Director.....A. Towers

**Transatlantic Picture Corp.  
Ltd.**

36 Golden Square, London W. 1  
Phone: Regent 8080

Directors.....Sidney Bernstein,  
Alfred Hitchcock

**Video Shows Ltd.**

24 Austin Friars, London E. C. 2  
Phone: London Wall 3000

Directors....Oliver Smedley, J. A. Collins,  
T. S. Sutherland, H. B. Richardson

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3 Audley Square, London W. 1  
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| <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              | 110 kw.      |
|                                                                 | -2                  | 110 kw.      |
|                                                                 | -3                  | 110 kw.      |
|                                                                 | -4                  | 110 kw.      |
|                                                                 | -5                  | 110 kw.      |
|                                                                 | -6                  | 110 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.       |
| *Radio Station KGEI, Inc., Belmont, Calif.....                  | KGEI                | 50 kw.       |

\*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

## 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                   | CKNA .....          | 5970                   |
| CHLA .....          | 21710                  | CKNC .....          | 17820                  |
| CHLS .....          | 9610                   | CKNK .....          | 11945                  |
| CHOL .....          | 11720                  | CKOB .....          | 5090                   |
| CKCS .....          | 15220                  | CKRA .....          | 11760                  |
| CKCX .....          | 15190                  | CKRP .....          | 21600                  |
| CKEX .....          | 11900                  | CKRZ .....          | 6060                   |
| CKLO .....          | 9630                   | CKXA .....          | 11705                  |
| CKLP .....          | 9585                   | CHYS .....          | 17865                  |
| CHAY .....          | 5990                   | CKUS .....          | 15105                  |
| CHLR .....          | 9710                   | CKSR .....          | 15255                  |
| CHFO .....          | 9740                   | CKBR .....          | 15275                  |
| CHRX .....          | 17735                  | CHSB .....          | 17710                  |



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| NEKU | XECV | XEBA  | XER1  | XESF | XEGC | XEBP |
| XERO | XEGW | XEAD  | XEZ   | XECG | XERS | XEUE |
| XEAQ | XECQ | XEDI  | XECL  | XENR | XEFO | XE11 |
| XECC | XEM  | XEJZ  | XERCN | XEK  | XEPW | XENZ |
| XE1  | XEDU | XERW  | XE11  | XEOA | XEKQ | XEBZ |
| XEFV | XECM | XECU  | XET   | XEPK | XEKZ | XELG |
| NEWG | XEDX | XEO   | XEJM  | XECD | XEN1 | XEBQ |

# STATIONS OF MEXICO

| <i>Location</i>               | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|-------------------------------|---------------------|------------------|-------------------------------|
| Acambaro, Gto. ....           | XEVW                | 1600             |                               |
| Acaponeta, Nay ....           | XELH                | 1400             |                               |
| Acapulco, Gro. ....           | XEBB                | 600              |                               |
| Acapulco, Gro. ....           | XECI                | 1340             |                               |
| Acapulco, Gro. ....           | XEDO                | 1600             | Heriberto Guizar Castro       |
| Acapulco, Gro. ....           | XEKJ                | 1400             | Ramon Ortego Escobedo         |
| Agua Prieta, Son. ....        | XEAQ                | 1490             | Manuel Rodriguez              |
| Agua Prieta, Son. ....        | XEFH                | 1310             | Jesus Rodriguez Verdugo       |
| Aguascalientes, Ags. ....     | XEIO                | 560              |                               |
| Aguascalientes, Ags. ....     | XEBI                | 790              | Pedro C. Rivas                |
| Aguascalientes, Ags. ....     | XEDC                | 1560             |                               |
| Aguascalientes, Ags. ....     | XEYI                | 1170             |                               |
| Aguascalientes, Ags. ....     | XERO                | 1490             | Radio Hidrotermopolitana      |
| Apatzingan, Mich. ....        | XECJ                | 770              |                               |
| Arueca, Jal. ....             | XEED                | 1490             |                               |
| Atemajac, Jal. ....           | XEKB                | 1590             |                               |
| Atotomilco, Jal. ....         | XEHE                | 1460             |                               |
| Boca del Rio, Ver ....        | XEOD                | 1090             |                               |
| Campeche, Camp. ....          | XEA                 | 1430             |                               |
| Campeche, Camp. ....          | XEUK                | 1370             | Casanova Brito                |
| Cananea, Son. ....            | XEID                | 630              |                               |
| Cardenas, SLP. ....           | XELJ                | 1540             |                               |
| Cananea, Son. ....            | XEFQ                | 980              | Pedro L. Diaz                 |
| Celaya, Gto. ....             | XENC                | 1540             | El Heraldo del Bajio          |
| Celaya, Gto. ....             | XEY                 | 1360             |                               |
| Chetumal, Q.R. ....           | XEOS                | 960              |                               |
| Chihuahua, Chih. ....         | XEFO                | 680              |                               |
| Chihuahua, Chih. ....         | XEHM                | 920              |                               |
| 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 Radiomisor, S.A. |
| Chilpancingo, Gro. ....       | XEJW                | 1450             |                               |
| Chilpancingo, Gro. ....       | XEIZ                | 630              |                               |
| 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 Delicia, Chih. ....    | XEBN                | 1240             |                               |
| Ciudad Delicia, Chih. ....    | XEJK                | 1340             | Amador Ronquillo Reza         |
| Ciudad Guzman ....            | XEBC                | 990              | Roberto Chavez Gonzalez       |
| Ciudad Guzman ....            | XEIS                | 670              |                               |
| Ciudad Jimenez, Chih. ....    | XEJZ                | 1320             |                               |
| Ciudad Juarez, Chih. ....     | EXFV                | 1240             | Dario Cordo Rocha             |
| Ciudad Juarez, Chih. ....     | XEF                 | 1420             | Jose Carlos Amaya             |
| Ciudad Juarez, Chih. ....     | XEJ                 | 970              | Pedro Meneses, Jr.            |
| Ciudad Juarez, Chih. ....     | XELO                | 800              | Cia Radio de Piedras Negras   |
| Ciudad Juarez, Chih. ....     | XEWG                | 1490             | Carlos Mendez                 |
| Ciudad Juarez, Chih. ....     | XEYC                | 1460             | Ysela Fern. Caball. de Yanez  |
| Ciudad Juarez, Chih. ....     | XEP                 | 1300             |                               |
| Ciudad Ixtepec, Oax. ....     | XECA                | 1480             |                               |
| Ciudad, Lerdo ....            | XENO                | 960              |                               |

(Continued on Page 741)



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# STATIONS OF MEXICO

(Continued from Page 739)

| Location                   | Call<br>Letters | Frequency | Owner                       |
|----------------------------|-----------------|-----------|-----------------------------|
| Ciudad Lerdo, Dur.         | XEGZ            | 790       |                             |
| Ciudad Madero, Tam.        | XERP            | 1320      |                             |
| Ciudad Mante, Tam.         | XECM            | 1450      |                             |
| Ciudad Miguel Aleman, Tam. | XEHD            | 1430      |                             |
| Ciudad Miguel Aleman, Tam. | XEHI            | 1470      |                             |
| Ciudad Obregon, Son.       | XEHO            | 910       |                             |
| 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.       | XER             | 810       |                             |
| Ciudad Reynosa, Tam.       | XEJN            | 940       |                             |
| Ciudad Serdan, Pueb.       | XELU            | 1340      |                             |
| Ciudad Valle               | XECV            | 610       |                             |
| Ciudad Valles, S.L.P.      | XECV            | 1260      | Tomas Oliva Banuelos        |
| Ciudad Victoria, Tam.      | XEHP            | 580       |                             |
| Ciudad Victoria, Tam.      | XECP            | 1450      |                             |
| Ciudad Victoria, Tam.      | XEBJ            | 1340      | Fernando Elizalde           |
| Coatepe, Ver.              | XEGR            | 1160      |                             |
| Coatzacoalcos, Ver.        | XEGB            | 840       |                             |
| Coatzacoalcos, Ver.        | XEOM            | 1340      | Daniel Schact Perez         |
| Colima, Col.               | XERL            | 1470      |                             |
| Colima, Col.               | XEVT            | 1280      | J. Roberto Levy             |
| Comalcolco                 | XECY            | 570       |                             |
| Cordoba, Ver.              | XEAG            | 1280      | Luz Maria Zuniga de Miguel  |
| Cordoba, Ver.              | XEDZ            | 580       |                             |
| Cosamaloapan, Ver.         | XEFU            | 630       |                             |
| Cozumul, Q.R.              | XEUP            | 1420      |                             |
| Cuatla, 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.             | XENZ            | 570       |                             |
| Culiacan, Sin.             | XESA            | 1360      | Pablos y Elizalde           |
| Durango, Dgo.              | XECK            | 620       |                             |
| Durango, Dgo.              | XEDU            | 860       | Carlos C. Armas             |
| Durango, Dgo.              | XEE             | 590       | Jose Valenzuela             |
| El Gruyo, Jal.             | XEJY            | 1540      |                             |
| El Sauzal, B.C.            | XEDX            | 1010      |                             |
| Empalme, Son.              | XEBQ            | 1240      | Roberto Gonzalex Mata.      |
| Ensenada, B.C.             | XESS            | 1450      |                             |
| Ensenada, B.C.             | XEEY            | 920       |                             |
| Ensenada, B.C.             | XEJV            | 1500      |                             |
| Esperanza, Son.            | XEEB            | 1500      |                             |
| Fortin, Ver.               | XEFY            | 1370      |                             |
| Fortin, Ver.               | XKEG            | 620       |                             |
| Fresnillo                  | XEEL            | 660       |                             |
| Fresnillo, Zac.            | XEMA            | 1340      | Jose Miguel Acevedo Moya    |
| Fresnillo, Zac.            | XEIH            | 1400      |                             |
| Gomez Palacio              | XEGI            | 700       |                             |
| Gomez Palacio, Dur.        | XEMD            | 920       |                             |
| Gomez Palacio, Dur.        | XERS            | 1380      |                             |
| Gomez Palacio, Dur.        | XEPM            | 690       |                             |
| 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. |

(Continued on Next Page)

# STATIONS OF MEXICO

| Location                    | Call Letters | Frequency | Owner                        |
|-----------------------------|--------------|-----------|------------------------------|
| 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.           | XEWK         | 1190      |                              |
| Guamchil, Sin.              | XEJL         | 1400      |                              |
| Guanajuata, Gto.            | XEWZ         | 600       | Gonzalo Sanchez Gomez        |
| Guasave, Sin.               | XESN         | 680       |                              |
| Guasave, Sin.               | XEGS         | 610       |                              |
| Guaymas, Son.               | XEDR         | 1490      | Sucrs. de Modesto Ortega     |
| Guaymas, Son.               | XEFX         | 630       |                              |
| Gutierrez Zamora, Ver.      | XEGF         | 1420      |                              |
| Hermosillo, Son.            | XEBH         | 920       | Carlos Balderrama            |
| Hermosillo, Son.            | XEDL         | 1250      | Eufemia Esquer de Vidai      |
| Hermosillo, Son.            | XEDM         | 1580      | Radio Pacifico               |
| Hermosillo, Son.            | XEHQ         | 590       | Radio Hermosillo             |
| Hermosillo, Son.            | XEIQ         | 960       |                              |
| Hermosillo, Son.            | XEQN         | 1540      |                              |
| Hidalgo del Parral, Chich.  | XEAT         | 1250      | Sucrs. de Jorge Perez        |
| Hidalgo del Parral, Chich.  | XEDG         | 1520      |                              |
| Hidalgo, del Parral, Chich. | XEJR         | 1490      |                              |
| Hidalgo del Parral, Chich.  | XEJS         | 1150      | Olfonso Perez Porras         |
| Huamantla, Tlax.            | XEHT         | 1520      | Alf. Macias y Mario Pardo S. |
| Huatabompo, Son.            | XESD         | 1450      |                              |
| Huauchinango, Puebla        | XEGU         | 1490      |                              |
| Huetamo, Mich.              | XEKM         | 1490      |                              |
| Huimanquillo, Tab.          | XETH         | 1520      |                              |
| Iguala, Gro.                | XEHA         | 1250      |                              |
| Iguala, Gro.                | XEKF         | 1360      | Rafael Campos Marquina       |
| Irapuato, Gto.              | XEBO         | 1330      | Alfonso Martinez             |
| Irapuato, Gto.              | XEGO         | 1080      |                              |
| Irapuato, Gto.              | XEWE         | 1420      | Felipe Gallardo              |
| Jalapa, Ver.                | XEJJ         | 1550      |                              |
| Jalapa, Ver.                | XEFA         | 1340      | Adolfo Alvarez               |
| Jalapa, Ver.                | XEJA         | 610       | Adolfo Alvarez               |
| Jalapa, Ver.                | XEJW         | 1130      | Mariano Caraza               |
| Jalapa, Ver.                | XEXB         | 1400      |                              |
| Jalapa, Ver.                | XEKL         | 550       | Carlos Ferraez Matos.        |
| Jiquilpan, Mich.            | XEIX         | 1290      |                              |
| Jojutla, Mar.               | XELP         | 1290      |                              |
| La Barca, Jal.              | XELB         | 1090      | Ramon Alvarez Lopez          |
| Lagos de Moreno, Jal.       | XELM         | 770       |                              |
| Lagos de Moreno, Jal.       | XELJ         | 1110      |                              |
| La Paz, B.C.                | XEEK         | 1310      |                              |
| La Paz, B.C.                | XENT         | 790       |                              |
| La Paz, B.C.                | XEPX         | 550       |                              |
| La Piedad, Mich.            | XELC         | 980       |                              |
| Leon, Gto.                  | XEKX         | 1270      |                              |
| Leon, Gto.                  | XEY          | 730       |                              |
| Leon, Gto.                  | XEKY         | 1270      |                              |
| Leon, Gto.                  | XELG         | 680       | Radio Impuls. del Centro     |
| 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                  | XEEI         | 650       |                              |
| Los Mochis, Sin.            | XECU         | 1470      | Luis Perez Gomez             |
| Magdalena, Son.             | XEDJ         | 1450      | Jesus L. Rochin              |
| Magdalena, Son.             | XESY         | 1320      |                              |
| Manzanillo, Col.            | XEIU         | 560       |                              |
| Manzanillo, Col.            | XE           | 1360      |                              |
| Manzanillo, Col.            | XEAL         | 1490      |                              |
| Manzanillo, Col.            | XECS         | 1400      |                              |

## STATIONS OF MEXICO

| <i>Location</i>                 | <i>Call<br/>Letters</i> | <i>Frequency</i> | <i>Owner</i>                   |
|---------------------------------|-------------------------|------------------|--------------------------------|
| Martinez de la Torre, Ver.      | XEHU                    | 1300             |                                |
| Martinez de la Torre, Ver. .... | XEHZ                    | 1330             |                                |
| Matamoros, Tam. ....            | XEAM                    | 1310             | Manuel L. Salinas              |
| Matamoros, Tam. ....            | XEEW                    | 1420             |                                |
| Matamoros, Tam. ....            | XEMT                    | 1340             | Severo Garza Saenz             |
| Matamoros, Tam. ....            | XEO                     | 970              | Can. Maria Gonzalez            |
| Matehuala, S.L.P. ....          | XEFF                    | 1490             |                                |
| Mazatlan, Sin. ....             | XEIG                    | 1520             |                                |
| Mazatlan, Sin. ....             | XERJ                    | 1320             | Oscar Perez E.                 |
| Mazatlan, Sin. ....             | XETK                    | 630              | Radio Emisora de Occidente     |
| Mazatlan, Sin. ....             | XENX                    | 1270             |                                |
| Meoqui, Chih. ....              | XEBZ                    | 1590             |                                |
| Merida, Yuc. ....               | XEZ                     | 600              |                                |
| 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.B. ....             | XEHG                    | 1370             | Consuelo Tonnela King          |
| Mexicali, B.C. ....             | XEAO                    | 910              | Juan C. Chavez                 |
| Mexicali, B.C. ....             | XEWV                    | 940              |                                |
| Mexicali, B.C. ....             | XED                     | 1050             | Carlos Blando                  |
| Mexicali, B.C. ....             | XEGE                    | 1570             |                                |
| Mexicali, B.C. ....             | XESU                    | 790              |                                |
| Mexico, D.F. ....               | XEIP                    | 760              |                                |
| Mexico, D.F. ....               | XEB                     | 1220             | El Buen Tono S.A.              |
| Mexico, D.F. ....               | XEAI                    | 1320             | G.N. Medina y Loc. Ag. Ramos   |
| Mexico, D.F. ....               | XEBS                    | 1410             | Hispano Mexicano S.A.          |
| Mexico, D.F. ....               | XERPM                   | 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    |
| Mexico, D.F. ....               | XEFR                    | 1530             |                                |
| 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 Nacional de Mexico |
| Mexico, D.F. ....               | XEW                     | 900              | Cadena Radiodifusora, S.A.     |
| Minatitlan, Ver. ....           | XEIL                    | 1550             |                                |
| Minatitlan, Ver. ....           | XEDW                    | 970              | Ouers de Hector Silva Canto    |
| Monclova, Coah. ....            | XEKN                    | 1450             |                                |
| Monclova, Coah. ....            | XEMF                    | 1260             | Alfonso L. Bres.               |
| Monclova, Coah. ....            | XEMW                    | 970              |                                |
| Montemorelos, N.L. ....         | XERN                    | 1320             |                                |
| Monterrey, N.L. ....            | XEEH                    | 600              |                                |
| Monterrey, N.L. ....            | XEAR                    | 1480             | Alfonso Flores Lopez           |
| Monterrey, N.L. ....            | XEAW                    | 1280             | Jesus D. Gonzalez              |
| Monterrey, N.L. ....            | XEDD                    | 1560             | (Continued on Next Page)       |

# STATIONS OF MEXICO

| <i>Location</i>         | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|-------------------------|---------------------|------------------|-------------------------------|
| 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.         | XEMB                | 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.         | 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.          | 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.           | XEKE                | 980              |                               |
| Nogales, Son.           | XECG                | 1240             |                               |
| Nogales, Son.           | XEHF                | 1370             | Gaston Mascareñas             |
| Nogales, Son.           | XENS                | 1480             |                               |
| Nogales                 | XEXW                | 1300             |                               |
| Nogales, Son.           | XEHN                | 1270             |                               |
| Nueva Italia, Mich.     | XENI                | 1320             |                               |
| 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.      | XER                 | 960              | Rafael Tijerina Carranza      |
| Nuevo Laredo, Tam.      | XEXO                | 1550             | Julio Santo Coy               |
| Nuevo Laredo, Tam.      | XENU                | 1370             |                               |
| Nuevo Rosita, Coah.     | XEJF                | 1400             |                               |
| Nueva Rosita, Coah.     | XELF                | 1380             |                               |
| Nueva Rosita, Coah.     | XERN                | 980              |                               |
| Oaxaca                  | XEEK                | 650              |                               |
| Oaxaca, Oax.            | XEOX                | 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.  |
| Pachuca, Hgo.           | XEPK                | 1420             |                               |
| Panuco, Ver.            | XEIK                | 1570             |                               |
| Parras, Coah.           | XEJQ                | 1440             |                               |
| Papantla, Ver.          | XEGK                | 920              |                               |
| Patzcuaro, Mich.        | XEXL                | 1370             |                               |
| Piedras Negras, Coah.   | XEMJ                | 920              | Jesus L. Elizondo             |
| Piedras Negras, Coah.   | XEMU                | 570              | Alfonso L. Bres.              |
| Poza Rica, Ver.         | XEJD                | 1450             |                               |
| Progreso, Yuc.          | XEEN                | 690              |                               |
| Progreso, Yuc.          | XEVL                | 1580             |                               |
| Progreso, Yuc.          | XEPY                | 1450             |                               |
| Progreso, Yuc.          | XECN                | 1400             |                               |
| Puebla, Pue.            | XECD                | 1170             | Roberto Canedo                |
| Puebla, Pue.            | XEHR                | 1090             | Manuel R. Canale              |
| Puerta Vallarta, Jal.   | XEEJ                | 650              |                               |
| Puerto Vallarta, Jal.   | XEIT                | 1410             |                               |
| Queretaro, Qro.         | XEJX                | 1250             | Radio Emisora Queretaro       |
| Queretaro, Qro.         | XENA                | 1450             | Ramon Rodriguez Familiar      |
| Quertaro, Que.          | XEDI                | 570              |                               |
| Reynosa, Tam.           | XEFP                | 1240             |                               |

## STATIONS OF MEXICO

| <i>Location</i>              | <i>Call<br/>Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|------------------------------|-------------------------|------------------|---------------------------------|
| Reynosa, Tam.                | XEGH                    | 620              |                                 |
| Reynosa, Tam.                | XEOR                    | 1390             | Cond. S. Vda. de Gonzalez       |
| Rio Bravo, Tam.              | XERT                    | 570              |                                 |
| Rio Bravo, Tam.              | XEFD                    | 1170             |                                 |
| Rio Bravo, Tam.              | XEFL                    | 1110             |                                 |
| Rio Verde, S.L.P.            | XEEM                    | 660              |                                 |
| Rosarito, B.C.               | XERB                    | 1090             | Interamericana de Radio, S.A.   |
| Rosario, Sin.                | XEHW                    | 1440             |                                 |
| Sabinas, Coah.               | XEBX                    | 610              | Radiodif. Coahuila, S.A.        |
| 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.              | XEBD                    | 920              |                                 |
| Saltillo, Coah.              | XEDE                    | 1400             | Enrique Martinez y Martinez     |
| Saltillo, Coah.              | XESJ                    | 1250             | Froylan Mier Narro              |
| Saltillo, Coah.              | XEXU                    | 1490             |                                 |
| San Andres Tuxtla, Ver.      | XEIA                    | 980              |                                 |
| San Andres Tuxtla, Ver.      | XERM                    | 1370             |                                 |
| San Andres Tuxtla, Ver.      | XELN                    | 1510             |                                 |
| San Andres Tuxtla, Ver.      | XEDQ                    | 1400             |                                 |
| San Blas, Nay.               | XEJM                    | 1570             |                                 |
| San Blas, Nay.               | XEIF                    | 1240             |                                 |
| San Luis de Paz, Gto.        | XEGX                    | 1480             |                                 |
| 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                    | 1310             | 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.      | XEEQ                    | 750              |                                 |
| San Luis Rio Colorado, Son.  | XECB                    | 1450             | Carlos Flando                   |
| San Pedro Tlaquepaque, Jal.  | XESP                    | 1400             | Hermínio Macias Alonso          |
| San Pedro, Coah.             | XEBF                    | 1410             |                                 |
| Santa Ana, Son.              | XEAB                    | 1400             | Alfredo Marin Castro            |
| San Francisco del Oro, Chih. | XEHB                    | 770              |                                 |
| Santa Barbara, Chih.         | XESB                    | 1400             | Domingo Salayandia Najera       |
| Santa Barbara, Chih.         | XEES                    | 820              |                                 |
| Santa Rosalia, B.C.          | XEAH                    | 560              |                                 |
| Santa Rosalia, B.C.          | XESR                    | 1320             |                                 |
| Santiago, Nay.               | XESI                    | 1240             |                                 |
| Tala, Jal.                   | XEAF                    | 550              |                                 |
| Tampico, Tam.                | XEJT                    | 1460             |                                 |
| 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             |                                 |
| Tapachula                    | XEXQ                    | 670              |                                 |
| Tapachula, Chi.              | (New)                   | 850              |                                 |
| Tapachula, Chis.             | XETS                    | 630              | Napolean Correa                 |
| Teapa, Tab.                  | XEUI                    | 1320             |                                 |
| Tecate, B.C.                 | XECC                    | 560              |                                 |
| Tecate, B.C.                 | XEAK                    | 560              |                                 |
| Tecate, B.C.                 | XEKT                    | 1380             |                                 |
| Tecuala, Nay.                | XETD                    | 1450             |                                 |
| Tehuacan, Pue.               | XEEX                    | 1520             |                                 |
| Tehuacan, Pue.               | XEWJ                    | 1420             | Jaime Retif Del Morel           |
| Tehuacan, Pue.               | XEGY                    | 1080             |                                 |
| Tehuantepec, Oax.            | XEJI                    | 1390             |                                 |
| Tehuantepec, Oax.            | XEUC                    | 550              |                                 |
| Tehuantepec, Oax.            | XEDS                    | 600              |                                 |
| Tepatiplan, Jal.             | XEFG                    | 1500             |                                 |
| Tepic, Nay.                  | XENL                    | 860              |                                 |

(Continued on Next Page)

# STATIONS OF MEXICO

| Location               | Call Letters | Frequency | Owner                            |
|------------------------|--------------|-----------|----------------------------------|
| Tepic, Nay.            | XERK         | 1380      | Dario Mondragon                  |
| Tepic, Nay.            | XEXT         | 980       | State Government                 |
| Tepic, Nay.            | XEEF         | 620       |                                  |
| Tepic, Nay.            | XEEU         | 810       |                                  |
| Teziutlan, Pue.        | XEGF         | 680       |                                  |
| Teziutlan, Pue.        | XEFJ         | 1330      |                                  |
| Tierra Blanca, Ver.    | XEJF         | 1350      |                                  |
| Tijuana, B.C.          | XEAK         | 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. Ferrea |
| Todos Santos, B.C.     | XEIB         | 1490      |                                  |
| Toluca, Mex.           | XECH         | 1490      | Rodolfo Llamas                   |
| Tonala, Jal.           | XEZZ         | 760       |                                  |
| Tomantzintla, Pue.     | XEKA         | 1560      |                                  |
| Torreón, Coah.         | XEEG         | 760       |                                  |
| Torreón, Coah.         | XETJ         | 570       |                                  |
| Torreón, Coah.         | XEBP         | 1310      | La Voz de la Laguna, S.A.        |
| Torreón, Coah.         | XEDN         | 600       | Difusora del Norte, S.A.         |
| Torreón, Coah.         | XETB         | 1350      | Radio Laguna, S.A.               |
| Torreón, Leon          | XEOB         | 1490      |                                  |
| Torreón, Coah.         | XETC         | 1240      |                                  |
| Tulancingo, Hgo.       | XENQ         | 1580      |                                  |
| Tuxpan, Nay.           | XEUX         | 1340      | Salvador Hrena Benitez           |
| Tuxpan, Ver.           | XETL         | 1390      | Calixte Almazan                  |
| Tuxtepec, Oax.         | XETN         | 1320      |                                  |
| Tuxtla Gutierrez       | XEON         | 710       | Enrique Balero Arambula          |
| Tuxtla Gutierrez, Chi. | XEUE         | 580       |                                  |
| Uruapan, Mich.         | XEFN         | 1130      |                                  |
| Uruapan, Mich.         | XEUF         | 610       | Ignacio Navarro                  |
| Veracruz, Ver.         | XECW         | 1490      |                                  |
| Veracruz, Ver.         | XEXV         | 920       |                                  |
| 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  |
| Villa de Seris, Son.   | XEVS         | 1110      |                                  |
| Villa de Seris, Son.   | XEKI         | 1510      |                                  |
| Villahermosa, Tab.     | XEVG         | 1440      |                                  |
| Villahermosa, Tab.     | XETZ         | 1380      |                                  |
| Villahermosa, Tab.     | XEUH         | 1500      |                                  |
| Villahermosa, Tab.     | XEVT         | 970       |                                  |
| Villahermosa, Tab.     | XEEV         | 870       |                                  |
| Zacapu, Mich.          | XEZU         | 1270      | Guillermo Calzada Cervantes      |
| Zacatecas, Zac.        | XELK         | 1280      | Macia y Acevedo                  |
| Zacatecas, Zac.        | XEXZ         | 1150      | Manuel Llamas Felix              |
| Zamora, Mich.          | XEQL         | 1580      |                                  |
| 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         | 1080      | Gabriel Saenz Gutierrez          |



# STATIONS OF CUBA

| <i>Location</i>       | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|-----------------------|---------------------|------------------|-------------------------------|
| Banes                 | CMDO                | 1020             | Radio Banes                   |
| Baracoa               | CMDX                | 1450             | J. Amable Martinez            |
| Bayamo                | CMDE                | 1260             | Cadena Oriental               |
| Bayamo                | CMDT                | 820              | Reloj del Aire                |
| Bayamo                | CMKX                | 1390             | Aistides Gervet Villafane     |
| Bayamo                | CMDD                | 1200             | Radio Oriente                 |
| Caibarien             | CMHS                | 1020             | A. Aragonces Machado          |
| Caibaiquan            | CMHY                | 1590             | Cia. Marlin y Perez           |
| Camaguey              | CMJT                | 700              | Radio Progreso                |
| Camaguey              | CMJB                | 880              | Union Radio                   |
| Camaguey              | CMFA                | 1110             | P. A. Alejo                   |
| Camaguey              | CMJE                | 680              | Radio Progreso                |
| Camaguey              | CMJF                | 1340             | Radio Camaguey                |
| Camaguey              | CMJC                | 1270             | Cadena Camagueyana de Radio   |
| Camaguey              | CMJL                | 920              | Circuito CMQ, S.A.            |
| Camaguey              | CMJW                | 1440             | Adres Moran Cisneros          |
| Camaguey              | CMJA                | 1060             | Rafael Valdes Jiminez         |
| Camaguey              | CMJR                | 1030             | N. Radio Lej. S.A.            |
| Camaguey              | CMJN                | 960              | CNC                           |
| Camaguey              | CMJG                | 1000             | Cadena Oriental de Radio      |
| Camaguey              | CMJK                | 1160             | Jones, Castrillon y Cia.      |
| Cardenas              | CMGB                | 1580             | R. Rodriguez Aragon           |
| Cardenas              | CMGE                | 1470             | Genaro Sabater Fox            |
| Ciego de Avila        | CMJY                | 760              | R. Miranda C.                 |
| Ciego de Avila        | CMJM                | 840              | CNC                           |
| Ciego de Avila        | CMJV                | 900              | Circuito CMQ, S.A.            |
| Ciego de Avila        | CMJZ                | 1500             | P. Castellanos Caballero      |
| Ciego de Avila        | CMJH                | 1370             | Luis Marauri Mendoza          |
| Ciego de Avila        | CMJD                | 1190             | Union Radio S.A.              |
| Ciego de Avila        | CMJP                | 580              | A. A. Jimenez F.              |
| Ciego de Avila        | CMJS                | 800              | Cadena Oriental de Radio      |
| Ciego de Avila        | CMJO                | 1470             | Bonifacino Idelfonso Morales  |
| Cienfuegos            | CMHU                | 720              | M. R. Vazquez                 |
| Cienfuegos            | CMHH                | 940              | Radio Garcia Serra            |
| Cienfuegos            | CMHN                | 680              | Radio Progreso                |
| Cienfuegos            | CMHF                | 1040             | H. Valdes Yero                |
| Cienfuegos            | CMJH                | 1350             | Telerrape, S.A.               |
| Colon                 | CMGO                | 1030             | Insular de Radiodifusion      |
| Colon                 | CMGU                | 1340             | Cadena Oriental de Radio      |
| Consolacion del Norte | CMAX                | 1400             | G. Blanco Pi.                 |
| Cruces                | CMHK                | 1210             | Virgilio Villanueva Fernandez |
| Encrucijada           | CMHE                | 1090             | H. Valdez Yero                |
| Florida               | CMJI                | 1400             | Dr. Osvaldo Moran Artega      |
| Guane                 | CMAP                | 1210             | Juan Escobar                  |
| Guantanamo            | CMDJ                | 950              | Radio Oriente                 |
| Guantanamo            | CMDN                | 1110             | CNC                           |
| Guantanamo            | CMKA                | 1250             | Cadena Oriental               |
| Guantanamo            | CMDG                | 1290             | C. Abrutia A.                 |
| Guantanamo            | CMKG                | 1490             | Red Provincial                |
| Guantanamo            | CMDU                | 710              | Insular de Radiodifusion      |
| Guantanamo            | CMKH                | 1140             | Cadena Oriental de Radio      |
| Guantanamo            | CMKI                | 1400             | Union Radio, S.A.             |
| Guantanamo            | CMKS                | 1070             | Radio Savon                   |
| Havana                | CMBR                | 1170             | C. Rodriguez                  |
| Havana                | CMCW                | 1290             | Guy M. Lavin G.               |
| Havana                | CMOA                | 1590             | Juan Fernandez Duran          |
| Havana                | CMZ                 | 1560             | Ministry of Education         |
| Havana                | CMOX                | 1490             | Cia. Electrica, S.A.          |

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# STATIONS OF CUBA

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                     |
|-----------------|---------------------|------------------|----------------------------------|
| Havana          | CMCM                | 1460             | Cia. Transradio Columbia, S.A.   |
| Havana          | CMCQ                | 890              | Radio Onda Musical               |
| Havana          | CMBX                | 1390             | Alberto Alvarez Ferrera          |
| Havana          | CMBG                | 1360             | A. F. Rodriguez                  |
| Havana          | CMCB                | 1330             | Radio Reloj, S.A.                |
| Havana          | CMCO                | 1230             | Edelberto Perez Rubio            |
| Havana          | CMK                 | 1190             | Faust Montiel                    |
| Havana          | CMBK                | 1150             | Ucard, S.A.                      |
| Havana          | CMBY                | 1120             | Pages y Cia                      |
| Havana          | CMBS                | 1090             | Enrique Artalejo Fernandez       |
| Havana          | CMCI                | 1260             | Cadena Oriental                  |
| Havana          | CMCX                | 1060             | Espacio Aereo                    |
| Havana          | CMCG                | 1420             | Radio Memoria                    |
| Havana          | CMBQ                | 1010             | Radio Continental CMBQ, S.A.     |
| Havana          | CMCK                | 990              | Cia. Radiodif. COCO y CMCK, S.A. |
| Havana          | CMBF                | 950              | Radio Universal, S.A.            |
| Havana          | CMCF                | 910              | Union Radio                      |
| Havana          | CMCY                | 350              | Radio Siboney                    |
| Havana          | CMBL                | 860              | Radio Cadena Suaritos            |
| Havana          | CMBZ                | 830              | Manuel y Guillermo Salas         |
| Havana          | CMCH                | 790              | Radio Onda Musical               |
| Havana          | CMBC                | 690              | Radio Progreso                   |
| Havana          | CMCD                | 760              | La Voz del Aire                  |
| Havana          | CMCA                | 730              | Radio Mambi                      |
| Havana          | CMW                 | 590              | CNC                              |
| Havana          | CMQ                 | 630              | Circuito CMQ, S.A.               |
| Havana          | CMCU                | 660              | Radio Garcia Serra S.A.          |
| Havana          | CMBD                | 1520             | Luis Perez Garcia                |
| Holguin         | CMKY                | 600              | CNC                              |
| Holguin         | CMDR                | 1410             | Insular de Radiodifusion         |
| Holguin         | CMDS                | 1580             | Radio Norte                      |
| Holguin         | CMDL                | 1150             | E. Acosta Pita                   |
| Holguin         | CMDC                | 1290             | Cadena Oriental                  |
| Holguin         | CMKO                | 1220             | Manuel Angulo Ferran             |
| Holguin         | CMKF                | 1050             | Manuel J. de Gongova             |
| Holguin         | CMKD                | 970              | Cadena Oriental                  |
| Holguin         | CMKJ                | 740              | Circuito CMQ, S.A.               |
| Holguin         | CMKP                | 670              | Radio Progreso                   |
| Holguin         | CMKM                | 560              | Union Radio, S.A.                |
| Jabotibonico    | CMJJ                | 540              | N. Rios Miera                    |
| Jobellanos      | CMGN                | 960              | CNC                              |
| Mantanzas       | CMGF                | 930              | CNC                              |
| Manzanillo      | CMDF                | 1590             | F. Sanz Valdes                   |
| Matanzas        | CMGL                | 1400             | Cadena Oriental de Radio         |
| Matanzas        | CMGX                | 910              | Union Radio                      |
| Matanzas        | CMGF                | 930              | CNC                              |
| Matanzas        | CMGW                | 1100             | R. A. Zayas Lopez                |
| Matanzas        | CMGX                | 1240             | Radio Tiempo                     |
| Matanzas        | CMJM                | 1440             | O Menocal Santana                |
| Moron           | CMJX                | 1230             | Dr. Pablo Castellanos Caballero  |
| Moron           | CMFC                | 1320             | Insular de Radiodifusion         |
| Moron           | CMJU                | 1420             | E. F. Fernandez                  |
| Moron           | CMFB                | 620              | Insular de Radiodifusion         |
| Nuevitas        | CMJQ                | 1300             | Juan Filigulieras Cabalero       |
| Palma Soriano   | CMKZ                | 1430             | Maria Dominguez Dousseu          |
| Pinar del Rio   | CMAN                | 840              | CNC                              |
| Pinar del Rio   | CMAG                | 880              | Union Radio                      |
| Pinar del Rio   | CMAS                | 990              | Radio Garcia Serra               |
| Pinar del Rio   | CMAD                | 1240             | C. Rodriguez                     |
| Pinar del Rio   | CMAE                | 1300             | C. Rodriguez                     |
| Pinar del Rio   | CMAF                | 680              | Radio Progreso                   |
| Pinar del Rio   | CMAB                | 1070             | Simeon Ferro Martinez            |
| Pinar del Rio   | CMAL                | 1340             | Radioccidenta, S.A.              |

## STATIONS OF CUBA-HAITI

| <i>Location</i>       | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>             |
|-----------------------|---------------------|------------------|--------------------------|
| Pinar del Rio         | CMAQ                | 920              | Circuito CMQ, S.A.       |
| Pinar del Rio         | CMAR                | 1190             | CIR                      |
| Pinar del Rio         | CMAW                | 800              | Pedro Redondo Fernandez  |
| Puerto Padre          | CMKY                | 1350             | Pedro Zacca Cheda        |
| Sagua la Grande       | CMHO                | 1310             | OIR                      |
| Sagua la Grande       | CMHR                | 1570             | Radio Tiempo             |
| Sagua la Grande       | CMHA                | 1280             | Justiniano Valdes Aguado |
| San Cristobal         | CMAC                | 1030             | Guillermo Garcia         |
| Sancti Spiritus       | CMHL                | 1450             | Radio Tiempo             |
| Sancti Spiritus       | CMHP                | 1250             | F. G. Enriquez           |
| Sancti Spiritus       | CMHT                | 990              | Juan B. Santana Padron   |
| Sancti Spiritus       | CMHB                | 780              | Union Radio, S.A.        |
| San Luis              | CMKQ                | 1460             | Raul de Arms Trompeta    |
| Santiago de Cuba      | CMDY                | 870              | Reloj de Aire            |
| Santiago de Cuba      | CMDW                | 1030             | R. Miranda C.            |
| Santiago de Cuba      | CMDH                | 1060             | E. Hernandez Callard     |
| Santiago de Cuba      | CMDK                | 1120             | Radio Turquino           |
| Santiago de Cuba      | CMDV                | 1550             | J. Camadro Porro         |
| Santiago de Cuba      | CMDB                | 680              | Radio Progreso           |
| Santiago de Cuba      | CMKN                | 930              | CNC                      |
| Santiago de Cuba      | CMKC                | 850              | Radio Oriental, S.A.     |
| Santiago de Cuba      | CMKL                | 800              | Cadena Oriental de Radio |
| Santiago de Cuba      | CMKU                | 630              | Circuito CMQ, S.A.       |
| Santiago de Cuba      | CMKW                | 1000             | Reloj del Aire, S.A.     |
| Santiago de Cuba      | CMDZ                | 890              | Radio Cadena Santiago    |
| Santiago de Cuba      | CMKR                | 1090             | Jaime Nadal              |
| Santiago de Cuba      | CMKB                | 1170             | Union Radio, S.A.        |
| Santiago de Cuba      | CMDA                | 1320             | Red Provincial           |
| Santa Clara           | CMHX                | 1480             | D. G. Garcia Rodriguez   |
| Santa Clara           | CMHA                | 1280             | J. M. Vazquez            |
| Santa Clara           | CMHV                | 1180             | Insular de Radiodifusion |
| Santa Clara           | CMHI                | 570              | CNC                      |
| Santa Clara           | CMHQ                | 640              | Circuito CMQ, S.A.       |
| Santa Clara           | CMHW                | 810              | CNC                      |
| Santa Clara           | CMHZ                | 970              | M. Gonzalez Cuesta       |
| Santa Clara           | CHMM                | 1130             | Cadena Oriental de Radio |
| Santa Clara           | CMHG                | 670              | Radio Progreso           |
| Santa Clara           | CMHD                | 890              | Union Radio, S.A.        |
| Santa Clara           | CMHC                | 1410             | M. Perez Marrero         |
| Santa Fe              | CMBN                | 1370             | Circuito Radiales, S.A.  |
| Victoria de las Tunas | CMDQ                | 840              | J. L. Lima Delgado       |
| Victoria de las Tunas | CMKT                | 1520             | Alfr. O. Sanchez Moregon |
| Victoria de las Tunas | CMKE                | 1240             | R. Miranda C.            |
| Victoria de las Tunas | CMDP                | 1280             | Cadena Oriental de Radio |

## STATIONS OF HAITI

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>      |
|-----------------|---------------------|------------------|-------------------|
| Gonaives        | 4VMD                | 1500             | —                 |
| Leogane         | 4VK                 | 1080             | —                 |
| Petionville     | 4AVHL               | 1260             | —                 |
| Port-au-Prince  | 4VYM                | 1250             | —                 |
| 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                | 1230             |                       |
| Ciudad Trujillo          | H1T                 | 1400             | Ramon Pacheco         |
| Ciudad Trujillo          | H1Z                 | 1350             | Frank Hatton          |
| Ciudad Trujillo          | H12H                | 1490             | Raf. E. Tavarez L.    |
| Ciudad Trujillo          | H1N                 | 1220             | Expedi Pou            |
| Ciudad Trujillo          | H1G                 | 950              | Andres Cordero Puello |
| Ciudad Trujillo          | H1L                 | 790              | Joaquin C. Pellicer   |
| Ciudad Trujillo          | H13T                | 620              | J. Arismendi Trujillo |
| Ciudad Trujillo          | H15K                | 1440             | Pedro Julio Santana   |
| Ciudad Trujillo          | HIT-TV              | Chan. 4          | J. Arismendi Trujillo |
| La Vega                  | H11L                | 1400             | Joaquin C. Pellicer   |
| La Vega                  | H18T                | 1360             | J. Arismendi Trujillo |
| Moca                     | H11A                | 1490             | Rafael Western        |
| Puerto Plata             | H19U                | 1240             | Luis A. Pelegrin      |
| Salcedo                  | H1ZA                | 1440             | J. Alfred Achezar     |
| San Cristobal            | H12R                | 1440             | Luis Alberti          |
| San Francisco de Macoris | H14C                | 1250             | Manuel R. Peralta     |
| San Pedro de Macoris     | H11J                | 610              | Fausto M. Donastorg   |
| Santiago                 | H12K                | 1450             | Roque C. Lleras       |
| Santiago                 | H18B                | 1050             | Jacinto L. Sanchez    |
| Santiago                 | H14B                | 1330             | Abraham Vanderhorst   |
| Santiago                 | H18B                | 1050             | Jacinto L. Sanchez    |
| Santiago                 | H19Z                | 820              | Luis F. Moscoso C.    |
| Santiago                 | H11N                | 1220             | Expedi Pou            |
| Santiago                 | H16T                | 1380             | J. Arismendi Trujillo |

# 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 |
| Public Relations.....              | Emilio Nassar, Jr.      |
| Traffic Dept. ....                 | Enrique Bernal Servín   |
| Publicity Dept.....                | Agustín Sierra G.       |

# RADIO PROGRAMAS DE MEXICO, S. A.

Institucion Mexicana de Radio  
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# RADIO CADENA NACIONAL, S. A.

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| Location                | Call Letters | Frequency Kcs. | Location                  | Call Letters | Frequency Kcs. |
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| Acapulco, Gro.          | XEBB         | 600            | Mazatlan, Sin.            | XERJ         | 1320           |
| Acapulco, Gro.          | XEKU         | 710            | Merida, Yuc.              | XEZ          | 600            |
| Aguascalientes, Ags.    | XERO         | 1490           | Mexicali, B.C.            | XECL         | 990            |
| Agua Prieta, Son.       | XEAQ         | 1490           | Mexico, D. F.             | XERCN        | 1110           |
|                         |              |                | Miguel Aleman,<br>Tamps.  | XEHI         | 1470           |
| Cd. del Carmen,<br>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           | Mrelia, Mich.             | XESF         | 1309           |
| Cd. Obregon, Son.       | XEAP         | 1290           |                           |              |                |
| Cd. Valles, S.L.P.      | XECV         | 610            | Nogales, Son.             | XECG         | 1240           |
| Cd. Victoria            | XEGW         | 1380           | Nva. Rosita, Coah.        | XENR         | 980            |
| Culiacan, Sin.          | XECQ         | 1300           | Nvo. Laredo, Tamps.       | XEK          | 960            |
| Chihuahua, Chih.        | XEM          | 1390           |                           |              |                |
|                         |              |                | Oaxaca, Oax.              | XEOA         | 570            |
| Durango, Dgo.           | XEDU         | 860            |                           |              |                |
|                         |              |                | Pachuca, Hgo.             | XEPK         | 1420           |
| El Mante, Tamps.        | XECM         | 1450           | Puebla, Pue.              | XECD         | 1170           |
| Ensenada, B. C.         | XEDX         | 1010           |                           |              |                |
|                         |              |                | Reynosa, Tamps.           | XEOR         | 1390           |
| Guadalajara, Jal.       | XEHL         | 1010           |                           |              |                |
| Guadalajara, Jal.       | XEBA         | 840            | Sahuayo, Mich.            | XEGC         | 1490           |
| Guadalajara, Jal.       | XEAD         | 1150           | Saltillo, Coah.           | XEKS         | 1330           |
| Guaymas, Son.           | XEBQ         | 1240           | San Luis Potosi, S.L.P.   | XEPO         | 1310           |
|                         |              |                |                           |              |                |
| Hermosillo, Son.        | XEDL         | 1250           |                           |              |                |
|                         |              |                | Tampico, Tamps.           | XEFW         | 810            |
| Jimenez, Chih.          | XEJZ         | 1320           | Tapachula, Chis.          | XEKQ         | 670            |
|                         |              |                | Tehuantepec, Oax.         | XEKZ         | 600            |
| Leon, Gto.              | XELG         | 680            | Tepic, Nay.               | XEXT         | 980            |
| Leon, Gto.              | XERW         | 1390           | Tijuana, B. C.            | XEBG         | 1550           |
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|                         |              |                | Tuxtla Gutierrez,<br>Chis | XEUE         | 580            |
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NETWORKS***

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EXECUTIVE PERSONNEL  
GROUP STATION OPERATIONS  
STATIONS COMPRISING GROUP

**1959**



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## ABC Television Western Regional Network

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Phone: NOrmandy 3-3311

V. P. West Div. . . . . James G. Riddell  
V. P. West Div., Consult. . . . . Earl Hudson  
Sales Manager . . . . . Vince Francis

### STATIONS

KABC-TV, Los Angeles, Calif.; KETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-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.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Colo.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KKLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTOU, Casper, Wyo.; KOTA-TV, Rapid City; KVIP, Redding, Calif.

## ABC Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.  
Phone: NOrmandy 3-3311

Western Sales Mgr. . . . . Harry Woodworth  
Sales Service Mgr. . . . . Sheila Manes  
Program Director . . . . . Dresser Dahlstead  
Chief Engineer . . . . . Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBC, Sacramento; KSYC, Yreka; KCAL, Redlands; 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; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KFLW, Klamath Falls; KYJC, Medford; all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KLUB, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.

## Air Trails Network

121 N. Main St., Dayton 2, Ohio  
Phone: BAldwin 2-3773

President . . . . . Charles Sawyer  
General Manager . . . . . Homer H. Odom  
Vice Pres. . . . . Alex Buchan

### STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZI, Louisville, Ky.

## Alabama Community Network

P. O. Box 411, Albertville, Ala.  
Phone: Albertville 830

Pres., Gen. Mgr. . . . . Pat M. Courington

### BRANCH OFFICE

Scottsboro, Ala., James Thompson, Phone 123

### STATIONS

WAVU-AM-FM, Albertville, Ala.; WCRI, Scottsboro, Ala.

## Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.  
Phone: MAIn 4-6333

General Manager . . . . . Wm. J. Wagner  
Representative . . . . . Alaska Radio-TV Sales

### STATIONS

KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

## All Islands Radio Network

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### STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KHBC, Hilo.

## Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.  
Phone: HIGHLand 3779

Gen., Comm. Mgr. . . . . Elmo Mills  
Sales Promotion Mgr. . . . . Harry McTigue  
Program Director . . . . . Art Grunewald  
Publicity Director . . . . . Jack Mills  
Chief Engineer . . . . . Dave Jordan

### BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen. Mgr., Phone: VOlunteer 4-2148; Representative, Harry McTigue.

### STATIONS

WFTG, London, Ky.; WCPM, Cumberland, Ky.; WNRG, Grundy, Va.; WMNF, Richwood, W. Va.

## Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.  
Phone: ALPine 4-4161

Pres., Gen. Mgr. . . . . Richard O. Lewis  
 V.P. Chg. of Sales . . . . . Ray C. Smucker  
 Program Director . . . . . Jack Willis  
 Chief Engineer . . . . . Harold Haughwout  
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**BRANCH OFFICES**

P. O. Box 2348, Tucson, Ariz., Harry B. Chambers, Mgr., Phone MA 2-4664; P. O. Box 1677, Flagstaff, Ariz., Chas. Saunders, Pres., Mgr., Phone: PR 4-2581; P. O. Box 1631, Prescott, Ariz., Harold Ritter, Pres., Mgr., Phone: 244; P. O. Box 352, Yuma, Ariz., Len Burkland, Mgr., Phone: SU 3-3305; Highway 60-70, Globe-Miami, Ariz., Willard Shoecraft, Mgr., Phone: GR 3-5571; Bor 1118, Douglas, Ariz., Dick Miller, Mgr., Phone: EM 4-3484.

**STATIONS**

KYUM, Yuma; KYCA, Prescott; KCLS, Flagstaff; KCNA, Tucson; KIKO, Globe; KAWT, Douglas, all Arizona.

**Arizona Network**

840 N. Central Ave., Phoenix, Ariz.  
 Phone: ALpine 8-8181

Pres., Gen. Mgr. . . . . John I. Hogg  
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**STATIONS**

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

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**STATIONS**

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 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.

**Balaban Stations**

3715 Lindell Blvd., St. Louis 8, Mo.  
 Phone: OLive 2-4500

Pres. & Mgr. Dir. . . . . John Box, Jr.  
 Sales Mgr. . . . . Stanley N. Kaplan  
 Sales Promo. Mgr. . . . . Wm. P. McKibben  
 Program Dir. . . . . William Armstrong  
 Publicity Dir. . . . . Harriet Baker  
 Chief Engineer . . . . . Ralph Ingraham

**STATIONS**

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.; KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.; WICS-TV, Springfield, Ill.

**The Bartell Family  
 Radio Group**

Box 105, Madison 1, Wisconsin  
 Phone: CEdar 3-0733

President . . . . . Gerald A. Bartell  
 Managing Dir. . . . . Lee Bartell

Commercial Manager . . . . . James P. Smith  
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**BRANCH OFFICES**

Number One Nob Hill Circle, San Francisco 6, Cal., (KYA) Morton J. Wagner, V.P., Gen. Mgr., Phone: DOuglas 2-2536; Seventh Ave. at Ash, San Diego 1, Cal. (KCBQ) Lee Bartell, Pres., Gen. Mgr. Phone: BELmont 2-7161; 522 W. Wis. Ave., Milwaukee 3, Wis. (WOKY) Mel Bartell, V.P., Gen. Mgr., Phone: BRoadway 1-8480; Georgian Terrace Hotel, Atlanta 83, Ga. (WAKE) Jayne Swain, Sta. Mgr., Phone: TRinity 5-8511; 1901 Montgomery Hiway, Birmingham, Ala. (WYDE) Tom Whitley, Sta. Mgr., Phone: FAirfax 2-4511.

**STATIONS**

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STATIONS  
WBAW, Barnwell; WSNW, Seneca; WABU,  
Abbeville; WSSC, Sumter, all South Carolina;  
WLFA, Lafayette, Ga.

### Booth Broadcasting Co.

700 Buhl Bldg., Detroit 26, Mich.  
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Ed. Chmn., Pres. .... John L. Booth  
Vice President. .... Thomas J. Warner  
Gen. Managers. .... R. W. Phillips (WSGW),  
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(WTOD).  
Program Director. .... Edwin E. Nyy  
Publicity Director. .... Richard Desautel  
Chief Engineer. .... Edward H. Clark

#### STATIONS

WJLB, Detroit; WSGW, Saginaw; WBBC,  
Flint; WIBM, Jackson, all Michigan; WIOU,  
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FM, Jackson, Mich.; WTRT-FM, Toledo, O.

### Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.  
Phone: Kenmore 6-0854  
President ..... James Murley  
Program Director. .... E. P. Gieringer  
Merchandising Director. .... F. P. Russell  
Representative ..... Weed

#### STATIONS

WHDH, Boston, Mass.; WCSH, Portland, Me.;  
WLBZ, Bangor, Me.; 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, Mi-  
ami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

### Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.  
Phone: Windsor 7-7675  
Pres., Gen. Mgr. .... Les Blederman  
Comm. Mgr. .... Robert Detwiler  
Chief Engineer. .... William H. Kiker

#### STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN,  
Petoskey; WATC, Gaylord; WTCM, Traverse  
City; WPBN-TV, Traverse City; WBDG-TV,  
Cheboygan, all Mich.

### Cactus State Network

K.L.U.N. Radio, Pecos, Tex.  
Phone: Pecos 5-2497  
President ..... Jack Hawkins  
Gen. Mgr., Pub. Dir. .... Bill Hubbs  
Commercial Mgr. .... David Martin  
Sales Prom Mgr. .... Lynn Garrett  
Prog. Dir., Ch. Engr. .... Harry Boehnemann

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Alpine, Tex., Gene Hendrix; Ft. Stockton,  
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#### STATIONS

KIUN, Pecos; KFST, Ft. Stockton; KVLF,  
Alpine, all Tex.; KVFC, Cortez, Colo.

### California Farm Network

2223 Fulton St., Berkeley 4, Cal.  
Phone: TH 3-9600  
Manager. .... Milton L. Levy  
Radio Director. .... Al Tiffany

#### STATIONS

KFI, Los Angeles; KFBK, Sacramento; KMJ,  
Fresno; KERN, Bakersfield; KOMY, Watson-  
ville; KXO, El Centro; KRE, Berkeley; KBEE,  
Modesto; KATY, San Luis Obispo, all Calif.

### California-Oregon TV Trio

Box 1021, Eureka, Calif.  
Phone: Hillside 3-3123  
Pres., Gen. Mgr. .... William B. Smullin  
V.P., Sales. .... Donald H. Telford  
V.P., Engr. .... Edward A. Malone

#### BRANCH OFFICES

Box 1021, Eureka, Cal. (KIEM-TV) Ed Smith,  
Mgr., Phone: HI 3-3123; Box 1189, Medford,  
Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-  
4581; Box 732, Klamath Falls, Ore. (KOTI-TV)  
Walter Richartz, Mgr., Phone: TU 4-8131.

### California Northern Group

c/o Station KSYC, Yreka, Calif.  
Phone: Victor 2-4158  
President. .... D. M. Comstock

#### STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Su-  
sanville; KRDG, Redding.

### California Radio Network

3401 Russell St., Riverside, Calif.  
Phone: Overland 6-0260  
Gen. Mgr. .... Dale R. Peterson  
STATIONS  
KPRO Riverside; KREO Indio; KYOR Blythe;  
KROP Brawley, all Calif.

### Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.  
President. .... Paul A. Brandt  
STATIONS  
WCEN, Mt. Pleasant; WBRN, Big Rapids;  
WFBC, Fremont, all Mich.

### Carolina Radio Group

Box 609, Durham, North Carolina  
Phone: Durham 8-6129  
President. .... Larry L. Welch  
General Manager. .... H. Tom Morris  
Representative. .... Pearson  
STATIONS

WTIK, Durham; WFNC, Fayetteville, N. C.;  
WKIX, Raleigh; WCEC, Rocky Mt.; WRRF,  
Washington; WGNI, Wilmington; WBBB, Bur-  
lington; WSOC, Charlotte; WGBG, Greensboro;  
WIRC, Hickory; WSAT, Salisbury; WTOB, Win-  
ston-Salem, all N. C.

**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  
Program Director.....James W. Nolan, Jr.  
Engineering Director.....M. E. Burrill

**BRANCH OFFICES**

P. O. Box 766, Pasco, Wash., Monte Strohl,  
Mgr., Phone: Kennewick Justice 6-6184; P. O.  
Box 306, Moses Lake, Wash., James Schroeder,  
Mgr., Phone: ROckwell 5-7843; P. O. Box 615,  
Lewiston, Idaho, Ben Shropshire, Mgr., Phone:  
SHerwood 3-5581.

**STATIONS**

KLEW-TV, Lewiston, Idaho; KBAS-TV, Eph-  
rata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV,  
Yakima; KWIQ, Moses Lake, all Wash.

**CBS Radio Pacific Network**

6121 Sunset Blvd., Hollywood 28, California  
Phone: Hollywood 9-1212

Gen. Manager.....Fred Ruegg  
Commercial Mgr.....Gordon Mason  
Sales Promotion Mgr.....Phil Hillman  
Program Director.....Robert P. Sutton  
Publicity Dir.....Lloyd Brownfield  
Chief Engineer.....Ted Denton

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CBS Radio Spot Sales Offices: 485 Madison  
Avenue, New York, N. Y., Phone: PL 1-2345.  
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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 8, Ga.,  
TR 4-4407, George Swearingen, Sales Mgr.;  
Ninth & Sidney Sts., St. Louis 4, Mo., PR 3-1120.  
Eugene R. Myers, Sales Mgr.; 6121 Sunset  
Blvd., Los Angeles 28, Cal., HO 9-1212, Roland  
McClure, Sales Mgr.

**STATIONS**

KNX, Los Angeles, Calif.; KCBS, San Fran-  
cisco, 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, Kenne-  
wick, Wash.; KIMA, Yakima, Wash.; KOLO,  
Reno, Nev.; KVCV, Redding, Calif.; KHSL,  
Chico, Calif.

**CBS Television Pacific  
Network**

1313 North Vine St., Los Angeles 28, Calif.  
Phone: OLive 1-2345

President.....Merle S. Jones  
General Manager.....Clark B. George

Sls. Prom., Info. Serv. Dir.....Austin Heywood  
Comm. Mgr.....Robert D. Wood  
Prog. Director.....Donald M. Hine  
Engineer in Charge.....Edwin Miller

**STATIONS**

KTVA, Anchorage, Alaska; KTVF, Fair-  
banks, Alaska; KOOL-TV, Phoenix, Ariz.;  
KOLD-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.;  
KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico,  
Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV,  
Fresno, Calif.; KNXT, Los Angeles, Calif.;  
KBET-TV, Sacramento, Calif.; KSBW-TV, Sa-  
linas-Monterey, Calif.; KFMB-TV, San Diego,  
Calif.; KPIX, San Francisco, Calif.; KSBY-TV,  
San Luis Obispo, Calif.; KKTU, Colorado  
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lulu, Hawaii; KBOI, Boise, Idaho; KID-TV,  
Idaho Falls, Idaho; KLIX-TV, Twin Falls,  
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KMSO-TV, Missoula, Mont.; KLAS-TV, Las  
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attle, Wash.; KXLY-TV, Spokane, Wash.;  
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Salt Lake City, Utah; KINY-TV, Juneau, Alaska;  
KEY-T, Santa Barbara, Cal.; KREY-TV, Mont-  
rose, Colo.; KHBC-TV, Hilo, T. H.; KMAU-TV,  
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KXLF-TV, Butte, Mont.; KXGN-TV, Glendive,  
Mont.; KBAS-TV, Ephrata, Wash.

**Colorado Network**

P. O. Box 279, Montrose, Colo.  
Phone: 599

Representative.....Cory

**STATIONS**

KRAL, Craig, Colo.; KSLV, Monte Vista,  
Colo.; KUBC, Montrose-Delta, Colo.

**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, Man-  
chester; WKXL, Concord, all N. H.; WGAN,  
Portland; WGUY, Bangor, both Maine; WCAX,  
Burlington, Vt.

**Concert Network, Inc.**

171 Newbury St., Boston 16, Mass.  
Phone: COpley 7-8020

President.....T. Mitchell Hastings  
General Manager.....Lawrence L. Wynn  
Program Director.....John Q. Adams  
Chief Engineer.....David Passell

# REGIONAL NETWORKS

## BRANCH OFFICES

28 W. 44th St., N. Y. C. 22. Phone: BR 9-7530,  
Gen. Mgr., Lawrence L. Wynn; P. O. Box 1062,  
Hartford, Conn. Phone: BEVERly 5-8622, Ch.  
Engr., Wm. Meola; P. O. Box 1015, Providence,  
R. I., Phone: NI 7-4827, Ch. Engr., Wm. Hlavas.

## STATIONS

WNCN, N.Y.C.; WBCN, Boston, Mass.;  
WHCN, Hartford, Conn.; WXCN, Providence,  
R. I.

## 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 Las-  
ser, 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. Sales.....Don L. Kearney  
Dir. Programming.....Robert H. Salk  
Dir. Research.....Charles H. Smith  
Dir. Engineering.....George G. Jacobs  
Dir. Prom. & Adv.....Robt. J. Sullivan

## STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-  
AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;  
KGUL-TV, Houston, Tex.; KBET-TV, Sacramento,  
Calif.

## Country Music Network

730 Fifth Ave. (Suite 1901), New York 19, N. Y.  
Phone: Circle 6-7242

President.....Charles "Chuck" Bernard  
Asst. to President.....Rita Hughes  
Promotion 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  
Room 624, 1000 Main St., Dallas, Texas  
Phone: RI 1-5217

Exec. in Chg.....Diane Spiegel

## STATIONS

KOFY, 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;  
WQIK, Jacksonville; WPFA, Pensacola; KDAV,

Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,  
Nashville, Tenn.; WBAC, Cleveland, Tenn.;  
WQSN, Charleston, S. C.; WPNX, Columbus,  
Ga.; WEAS, Atlanta, Ga.; WABB, Mobile, Ala.;  
WATV, Birmingham, Ala.; KLRA, Little Rock,  
Ark.; KFAY, Fayetteville, Ark.; KTCS, Ft.  
Smith, Ark.; WCBG, Chambersburg, Pa.;  
WTTL, Madisonville, Ky.; WLDB, Atlantic City,  
N. J.; WTAQ, LaGrange, Ill.; WMRO, Aurora,  
Ill.; WREM, Remsen-Utica-Rome, N. Y.

## Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio  
Phone: CHerry 1-1822

Chrm. 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.; WWLT (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 Radio Group, Inc.

706-716 Hazleton Nat'l. Bank Bldg.  
Hazleton, Pa.  
Phone: GL 4-3531

President.....Victor C. Diehm  
Administration Assistant.....Kathryn E. Kahler  
Commercial Mgr.....Robert J. Sacco  
National Sales Manager.....Thomas A. Tito  
Program Director.....Robert Williams  
Publicity Director.....Paul Cerula  
Chief Engineer.....Arthur Deters

## BRANCH OFFICES

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.  
(WAZL) Victor C. Diehm, Phone: GL 4-3531;  
Colorado & Poplar Sts., Allentown, Pa. (WHOL)  
Victor C. Diehm, Phone: HEmlock 4-4801;  
Drawer "A" Main Post Office, Tallahassee,  
Fla. (WTAL) Victor C. Diehm, Phone: 2-1270;  
Bloomsburg, Pa. (WHLM) Harry L. Magee,  
Phone: STerling 4-5500.

## STATIONS

WAZL, Hazleton; WHOL, Allentown; WHLM,  
Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

## Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.  
Phone: JUNiper 3-1743

Pres., Gen. Mgr.....Charles W. Holt

Commercial Mgr. .... Stanley Lightsey  
 Sales Prom. Mgr. .... Frank Zalnoski  
 Prog., Pub. Dir. .... Connie I. Holt  
 Chief Engineer. .... Charles Sharpling

**BRANCH OFFICES**

Montgomery, Ala. (WHHY) Robert N. Robinson; Tulsa, Okla. (KOME) Stan Hagan; McComb, Miss. (WHNY) Carroll Hines.

**STATIONS**

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.; WGCM, Gulfport; WQBC, Vicksburg; WGVM, Greenville; WABG, Greenwood; WKOZ, Kosciusko; WRJW, Picayune; WCLD, Cleveland, all Miss.; WFUN, Huntsville; WAGE, Dothan, both Ala.; WMEN, Tallahassee, Fla.; KOME, Tulsa, Okla.

**Dixie Network**

Headquarters: Williams Bldg., Jackson, Tenn.  
 Phone: 7-9611

President ..... A. B. Robinson  
 V. P., Gen. Mgr. .... Jack Cecil  
 Representative .... Venard, Rintoul, McConnell

**STATIONS**

WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

**East Coast Network**

Box 509, Edenton, N. C.  
 Phone: Edenton 2178

President ..... E. M. Schuman  
 General Mgr. .... R. W. Schuman  
 Commercial Mgr. .... R. P. Harrell  
 Program Dir. .... Boyce Williams  
 Publicity Dir. .... Haney Carson  
 Chief Engineer. .... Anthony Ostopp

**STATIONS**

WCDJ, Edenton, N. C.; WMBL, Morehead City; WDDW, New Bern; WTAB, Tabor City; WHED, Washington; All, N. Car.

**East Texas Network**

205 Austin St., Center, Tex.  
 Phone: LYric 8-3304

President ..... Tom E. Foster

**STATIONS**

KRBA Lufkin; KDET Center; KSIJ Glade-water; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KOGT, Orange; KADO, Marshall, all Texas.

**Farm & Home Radio**

Cedar & Division, Grand Island, Nebr.  
 Phone: DU 2-2800

President ..... Don Searle  
 Exec. V.P. .... Bill Martin  
 Sales Mgr. .... Bill Moore  
 Business Mgr. .... Willard Morton  
 Program Dir. .... Bill Delzell  
 Chief Engineer. .... U. L. Lynch

**STATIONS**

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.

**Fetzer Stations**

590 W. Maple St., Kalamazoo, Mich.  
 Phone: FI 5-2101

President ..... John E. Fetzer  
 Executive V.P. .... Carl E. Lee  
 Secy., Treas. .... E. L. Taft  
 Assistant Secretary ..... Robt. C. Van Horn

**STATIONS**

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTW, Cadillac, Mich.; WMBD AM-FM-TV, Peoria, Ill.

**Five-Star Group**

10th & Fillmore Sts.  
 c/o Station WREN, Topeka, Kans.  
 Phone: Central 2-0505

President ..... Max Falkenstien  
 Secy.-Treas. .... Bob Pratt  
 Representative ..... Hollingberry

**STATIONS**

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

**Friendly Group**

Exchange Realty Bldg., Steubenville, O.  
 Phone: ATlantic 2-6265

President ..... Jack N. Berkman  
 Exec. V.P., Gen. Mgr. .... John J. Laux  
 Vice Pres. .... Fred Weber  
 Sales Prom. Mgr. .... Robert Harris  
 National Sales-TV. .... Rod Gibson  
 National Sales-Radio. .... Lee Gaynor  
 Chief Engineer. .... Charles Shepherd

**BRANCH OFFICES**

52 Vanderbilt Ave., New York 17, N. Y.,  
 Phone: MU 3-6977, Rod Gibson, Nat'l. Sales  
 Mgr.; 211 Smithfield St., Pittsburgh 22, Pa.,  
 Phone: GR 1-3288, Rex King,

**STATIONS**

KMLB, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WAAM-FM, Parkersburg, W. Va.

**Gamble-Lane Stations**

140 S.W. Columbia, Portland, Ore.  
 Phone: CA 8-3333

President ..... Ted R. Gamble

**STATIONS**

KOIN TV-AM-FM, Portland, Ore.; KOMO-TV, Seattle, Wash.; KSBW-AM-FM, Salinas and KSBY-TV San Luis Obispo, Calif.

**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.

**Good Neighbor Stations, Inc.**

155 Front St., Manchester, N. H.  
 Phone: NAtional 4-4075

President ..... W. F. Rust, Jr.  
 Gen. Sls, Prom. Mgr. .... Ralph Gottlieb  
 Comm. Mgr. .... James McCann  
 Gen. Mgr., Sales Prom. Mgr. .... Ralph Gottlieb  
 Pgm. Director ..... Wm. Morrissey  
 Chief Engineer ..... Albert Davis

# REGIONAL NETWORKS

## BRANCH OFFICES

York, Pa. (WNOV) F. Richard Hill, Sta. Mgr.; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr.; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: Sherwood 2-5951; Claremont, N. H. (WTSV) Bill Perry, Sta. Mgr., Phone: 1800; Hanover, N. H. (WTSN) Howard Chase, Sta. Mgr., Phone: 1400; 7 East 47th St., NYC, Peggy Stone, V.P. Radio-TV Reps. Inc., Phone: MU 8-4340.

## STATIONS

WKBR Manchester; WTSV, Claremont; and WTSN, Hanover; WTSN, Dover, all in New Hampshire; WNOV, York, Pa.; WAEB, Allentown, Pa.

## Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.

Phone: 3584

President.....E. J. McKellar  
Sec.-Treas.....R. L. Owens

## 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.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. D.; XGXC, Sidney, Mont.

## Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah  
Phone: DA 2-5681

Pres., Gen. Mgr.....G. Bennett Larson  
Comm. Mgr.....Del Leeson  
Local Sales Mgr.....Jack Adamson  
Sales Prom., Pub. Dir.....Edw. T. Himstreet  
Program Dir.....Ed Kemp  
Chief Engineer.....A. L. Gunderson  
Representative.....Weed

## STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

## Griffin Radio-TV

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President.....James C. Leake  
Sales Prom., Pub. Dir.....Charles Larkin  
Chief Engineer.....Robert Snider

## BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill Swanson, Mgr., Phone: Hickory 6-6184; P.O. Box 1788, Little Rock, Ark. (KATV) John Fugate, Mgr., Phone: FRanklin 4-1691; P.O. Box 8557, Tulsa, Okla. (KTUL) James P. Walker, Mgr., Phone: Fillmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr., Phone: Victor 3-664.

## STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTU, 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

## STATIONS

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE, Pittsburgh; WTAE (TV), Pittsburgh, Pa. (50% ownership).

## Highland Stations

17 Dunbar St., Keene, N. H.

Phone: Elmwood 2-9230

Representative.....Meeker

## STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.

## Hildreth Network Stations

27 State St., Bangor, Maine

Phone: Bangor 6446

President.....Horace A. Hildreth  
Exec. V.P., Gen. Mgr.....Leon P. Gorman, Jr.  
Nat'l. Sales Mgr.....William J. Mullen

## BRANCH OFFICES

Presque Isle (WAGM AM-TV) Dick Marshall; Houlton (WABM) Dick Marshall; Portland (WPOR) Leon P. Gorman, Jr., Exec. V.P., all Maine.

## STATIONS

WABI-AM-TV, Bangor; WABM, Houlton; WAGM-AM-TV, Presque Isle; WPOR, Portland, all Maine.

## 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.

## STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

## Intermountain Network, Inc.

146 S. Main St., Salt Lake City 1, Utah

Phone: Empire 4-3561

Chairman of Board.....George C. Hatch

President.....Lynn L. Meyer

Exec. Vice-Pres.....Jack S. Paige

Assistant to President.....Kenneth J. Hanni

Eng. Director.....W. D'Orr Cozzens

## BRANCH OFFICE

P.O. Box 1408, Edgewater Branch, Denver, Colo., Phone: Belmont 7-2734, V.P. in Chg., Jack Shapiro.

## STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KYSN, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley, Colo.; KCOL, Ft. Collins, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, Great Falls, Mont.; KOWB, Laramie, Wyo.; KBTK, Missoula, Mont.; KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.;



KELK, Elko, Nev.; KOLR, Sterling, Colo.; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KSCV, Richfield, Utah; KVEL, 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.

**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 Bestg. Corp. (Grp.)**

15001 Michigan Ave., Dearborn, Mich.  
Phone: THany 6-8500

Pres., Gen. Mgr.....Fred A. Knorr  
Comm Mgr.....John O. Gilbert, II  
Sales Prom., Pub. Dir.....Lee C. Hanson  
Program Dir.....Richard S. Buller  
Chief Engineer.....Jerrold L. Martin

**BRANCH OFFICES**

Mich. Nat'l. Bank Bldg., Battle Creek, Mich., Paul J. Haller, Managing Dir., Phone: WO 4-7174; 15001 Michigan Ave., Dearborn, Mich., John J. Carroll, Managing Dir., Phone: TI 6-8500; 112 W. Water St., Flint 3, Mich., W. Eldon Garner, Managing Dir., Phone: CE 9-7608; 441 Wildwood Ave., Jackson, Mich. Nathan H. Alberstein, Comm. Mgr., Phone: ST 4-7181; 2435 Holland Ave., Saginaw, Mich., Geo. M. Millar, V.P., Phone: PL 2-8161.

**STATIONS**

WKMH, Dearborn-Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Detroit-Flint; WELL, Battle Creek, all Mich.

**Don Lee Broadcasting System**

1313 North Vine Street, Hollywood 28, Calif  
Phone: HOLlywood 2-2133

V.P., Gen. Mgr.....Norman Boggs  
Sec.-Treas.....A. M. Quinn  
V.P., Programming.....Tony LaFrano  
Nat'l. Sales Dir.....Paul H. Martin  
Sales Manager.....Terry Mann  
Press Info. Dir.....Tony Arnone  
Promotion Mgr.....Russell Smith  
News & Special Events.....Les Mawhinney  
Chief Engineer.....Robert Bullock

**BRANCH OFFICES**

415 Bush St., San Francisco 8, Cal., Wendell Campbell, V.P., Phone: YUkon 2-9200; National Reps., H-R Representatives: New York, Chicago, San Francisco, Detroit, Atlanta, Houston, Dallas, New Orleans.

**STATIONS**

KMAP, Bakersfield, Calif.; KPAY, Chico, Calif.; KXO, El Centro, Calif.; KRDG, Redding, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, Calif.; KGMS, Sacramento, Calif.; KSBW, Salinas, Calif.; KITO, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; KCOK, Tulare, Calif.; KWJB, Globe, Arizona; KGLU, Safford, Ariz.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KPUG, Bellingham, Wash.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle, Wash.

**ADDITIONAL GROUPS AVAILABLE:** KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KVOY, Yuma, Arizona; KVNA, Flagstaff, Arizona; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona; KWJB, Globe, Ariz.; KGLU, Safford, Ariz.

**The Linder Group**

Box 393, Willmar, Minn.  
Phone: BELmont 5-1340

Representative .....Pearson

**STATIONS**

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

**Lobster Network of Maine**

212 Middle St., Portland, Maine  
SPruce 5-2336

President .....Faust Couture  
Gen. Mgr.....Melvin L. Stone  
Commercial Manager.....David L. Royte  
Sales Promotion Manager.....John Libby  
Program Director.....Howard Leonard  
Publicity Director.....James Nields III  
Chief Engineer.....T. Richard Dunn

**BRANCH OFFICES**

225 Lisbon St., Lewiston, Me., Faust Couture, Pres., Phone: 2-7650; 160 Bangor St., Augusta, Me., Norman Gallant, Mgr., Phone: MAYfair 3-3878; 26 Central St., Bangor, Me., James Hinchey, Mgr., Phone: 7354; 89 Congress St., Rumford, Me., Kenneth Ellis, Mgr., Phone: 1057; 61 Water St., Skowhegan, Me., Harry Heustis, Mgr., Phone: Greenwood 4-2727; School St., Sanford, Me., John Carlson, Mgr., Phone: 1574; P. O. Box 65, Caribou, Me., Elby Stevens, Mgr., Phone: 3731.

**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, Tex.  
Phone: CI 5-4642

Managing Director.....J. G. Long  
Gen., Comm. Mgr.....Harry L. Becker

**STATIONS**

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

## REGIONAL NETWORKS

### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

President.....William H. Rines  
General Manager.....Donald K. Powers  
Chief Engineer.....Charles R. Brown

#### BRANCH OFFICES

Water St., Augusta, Me., Les Hubley, Sta. Mgr., Phone: MAYfair 3-4735; Main St., Bangor, Me., Ed Guernsey, Sta. Mgr., Phone: BANGor 2-4657.

#### STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; all Maine.

### J. Elroy McCaw Stations

7 Central Pk. West, New York 23, N. Y.

Phone: JUdson 2-7000

#### STATIONS

KTVW (TV), Seattle, Wash.; WINS, New York; KELA, Centralia, Wash.; KALE, Richland, Wash.; KONA (TV), Honolulu; KTVR (TV), Denver; KDAY, Hollywood, Calif.

### 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

#### STATIONS

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV, Syracuse; KRMG Tulsa, Okla.

### Metropolitan Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

Board Chairman.....John W. Kluge  
President.....Richard D. Buckley  
V.P., TV Oper.....Bennet H. Korn  
Treasurer.....Richard L. Geismar  
Secretary.....Arthur Israel  
Comptroller.....Joseph J. Madden  
Assistant Treasurer.....Clemens M. Weber  
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

#### BRANCH OFFICES

Hotel Raleigh, 12th St. & Penna. Ave. NW, Washington 4, D. C. (WTTG) John E. McArdle, Sta. Mgr., Phone: STerling 3-5300; 5000 Euclid Ave., Cleveland 3, O. (WHK) Henry W. Simmen, Sta. Mgr., Phone: EXpress 1-5000.

#### STATIONS

WNEW-TV-AM-FM, NYC; WTTG, Wash., D.C.; WHK-AM-FM, Cleveland, O.

### Midnight Sun Broadcasting Co.

Box 910

c/o KFAR, Fairbanks, Alaska

#### STATIONS

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KTKN, Ketchikan, all Alaska.

### The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

President.....Birney Imes, Jr.  
General Manager.....Bob Evans

#### STATIONS

WCBI, Columbus; WONA, Winona; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

### Miracle Valley Radio Network

3rd & N. St. N.

Station WETZ, New Martinsville, W. Va.  
Executive.....John T. Taylor  
Representative.....Clark

#### 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 Spanish Language Network

370 Lexington Ave., Suite 610,

New York 17, N. Y.

Phone: MURray Hill 5-1300

#### PERSONNEL (KWKW)

President.....Marshall S. Neal  
General Manager.....Arthur Gordon  
Commercial Mgr.....Dan Curtin  
Sales Prom., Pub. Dir.....Al Alperton

#### BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.,  
Phone: DUNKirk 2-3200, Ch. Exec., Harlan Oakes.

#### STATIONS

KWKW, Los Angeles; XEXX, Tijuana-San Diego; KGST, Fresno, all Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVT, Tucson; both Ariz.; KIWW, San Antonio; KCCT, Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVU, Houston; all Texas.

### New England Regional Network

26 Grove St., 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  
STATIONS

WSYR AM TV Syracuse, WPTA-TV Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; KTVI-TV, St. Louis.

**North Country Stations of Vermont**

Concord Ave., St. Johnsbury, Vt.  
Phone: Pioneer 8-2344

Pres., Gen. Mgr. .... E. Dean Finney  
Assistant Manager. .... Donald Thurston  
STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WSNO, Barre, Vt.

**Northeast Radio Network**

Bibbins Hall, Terrace Hill, Ithaca, N. Y.  
Phone: 4-6357

Pres. .... R. B. Gervan  
General Manager. .... H. S. Brown  
Program Supervisor. .... John Deal  
Engineering Manager. .... Donald Udey  
STATIONS

WRRE-FM, Bristol Center; WRRC-FM, Cherry Valley; WRRD-FM, DeRuyter; WRRR-FM, Ithaca; WFLY-FM, Troy-Alb.-Schen.; WRRF-FM, Weathersfield; WBNF, Binghamton; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN, Jamestown; WMSA, Massena; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WHFM, Rochester; WGY, Schenectady; WHEN, Syracuse; WRUN, Utica-Rome; WDLA, Walton; WWNY, Watertown; WKOP-FM, Binghamton; WJTN-FM, Jamestown; WHLD-FM, Niag. Falls-Buff.; WRUN-FM, Utica-Rome; WGNY, Newburgh; WKIP, Poughkeepsie; WHAM, Rochester, all New York; WEJL, Scranton, Pa.

**OK Group**

Headquarters: 505 Baronne St., New Orleans.  
Phone: TU 5363

President. .... Jules J. Paglin  
Exec. V.P., Gen. Mgr. .... Stanley Ray Jr.  
Representative .... Stars National  
STATIONS

WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; WGOK, Mobile, Ala.

**The Oregon Trail Network**

2030 Auburn Ave.,

c/o Sta. KBKR, Baker, Oregon  
General Manager. .... Gordon Capps  
STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBK, LaGrande, Ore.

**Ozark Network**

1037 S. Glenstone, Springfield, Mo.

General Manager. .... Richard Bradley  
Representative .... Best  
STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer;

KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

**Plough Broadcasting Stations**

112 Union Ave., Memphis, Tenn.

Owner ..... Abe Plough  
STATIONS

WMPX, Memphis, Tenn.; WJJD, Chicago, Ill.; WCOP AM-FM, Boston; WCAO AM-FM, Baltimore, Md.

**John Poole Stations**

6540 Sunset Blvd., Hollywood, Calif.

Phone: HOLLYWOOD 3-3205

President. .... John H. Poole  
Gen. Mgr. .... David T. Harris  
Representative .... Weed  
STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

**The Rahall Group**

Box 689, Allentown, Pa.

Phone: HEMlock 3-3166

President. .... N. 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.**

1440 Broadway, New York 18, N. Y.

Phone: LONgacre 4-8000

Pres., Board Chrmn. .... Thomas F. O'Neil  
V.P., Treasurer. .... Geo. R. Ruppel  
Vice-Presidents. .... George N. Steffy,  
Robert Leder, John B. Poor, Arnold Kaufman,  
Walter Branson, Wendell B. Campbell,  
Edward L. Walton, Wm. H. Grumbles; Daniel  
O'Shea, Norman Boggs.

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; WGMS, Washington, D. C. Also owns and operates Don Lee & Yankee Networks.

**Rollins Broadcasting, Inc.**

414 French St., Wilmington 1, Del.

Phone: OLYmpia 4-8881

President. .... O. Wayne Rollins  
Vice-President. .... Mrs. Madalyn Pruett Copley  
Vice-Presidents. .... Henry B. Tippie,  
Albert R. Lanphear.

Dir. of Sales. .... Albert R. Lanphear  
Dir. Public Rel. .... Tim Crow  
Engineering Dir. .... G. Russell Chambers  
BRANCH OFFICES

565 Fifth Ave., N. Y. C. 36, Graeme Zimmer, Natl. Sales, Phone: OXford 7-7040; 75 E. Wacker Dr., Lincoln Tower, Chicago 1, Ill., Ed Sloan, Midwest Sales, Phone: Financial 6-8611; Arcade Bldg., St. Louis 1, Mo., Bob Lyons, Midwest Sales; Phone: CHEstnut 1-6000.

# REGIONAL NETWORKS

## STATIONS

WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WBEE, Chicago, Ill.; WGEE, Indianapolis, Ind.; KATZ, St. Louis, Mo.; WNJR, Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.; WRAP, Norfolk, Va.

## Rounsaville Radio Stations

3165 Mathieson Dr., N.E., Atlanta, Ga.

Phone: Cedar 3-2195

Pres., Gen. Mgr. . . . . Robert W. Rounsaville  
V.P., Natl. Sales Mgr. . . . . Harold F. Walker  
Vice-President . . . . . John Fulton  
Sales Promotion Manager . . . . . Harold Walker  
Chief Engineer . . . . . Paul Cram

## STATIONS

WQXI, Atlanta, Ga.; WLOU, Louisville, Ky.; WCIN, Cincinnati, Ohio; WMBM, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.

## Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio

Phone: MAin 1-1811

President . . . . . Jack R. Howard

## STATIONS

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville, WMC, WMCT-TV Memphis.

## Southeastern Key Market Network

P. O. Box 600, Florence, Ala.

Phone: AT 2-7711

President . . . . . Richard B. Biddle  
General Manager . . . . . Bill Mapes  
Traffic Manager . . . . . Bettye Fowler  
Representative . . . . . RVH; Forjoe

## STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WEZB, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWW, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWW, 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; WTBF, 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; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK,

Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren; KNLR, N. Little Rock.

FLORIDA: WBAR, Barlow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARN, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jacksonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMMB, Melbourne; WSBB, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPB, 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; WDUN, Gainesville; WKEU, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WBB, Macon; WYTH, 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; WGRA, Cairo; WDWD, Dawson; WSIZ, Douglas; WTIF, Tifton.

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; KDDB, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVCL, Winnfield; KLUE, Shreveport; KDBS, Alexandria.

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; WFGV, 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; WHKY, Hickory; WRRZ, Clinton; WEWO, Laurinburg; WMAP, Monroe; WFLP, Fayetteville.

SOUTH CAROLINA: WABV, Abbeville; WAKN, Aiken; WANS, Anderson; WBAW, Barnwell; WBEU, Beaufort; WHPB, Belton; WAGS, Bishopville; WHAN, Charleston; WGCD, Chester; WPFDD, Darlington; WDSC,

Dillon; WELP, Easley; WFIS, Fountain Inn; WGTN, Georgetown; WHSC, Hartsville; WDKD, Kingstree; WLCM, Lancaster; WJAY, Mullins; WMYB, Myrtle Beach; WIND, Orangeburg; WTYC, Rock Hill; WSNW, Seneca; WJAN, Spartanburg; WSSC, Sumpter; WBCU, Union; WALD, Walterboro; WCYL, York; WLAT, Conway.

TENNESSEE: WLAR, Athens; WMFS, Chattanooga; WKRM, Columbia; WKBL, Covington; WDKN, Dickson; WDSG, Dyersburg; WCPH, Etowah; WAGG, Franklin; WIRJ, Humboldt; WKGN, Knoxville; WLAF, LaFollette; WHDM, McKenzie; WJIM, Lewisburg; WHER, Memphis; WKBJ, Milan; WCRK, Morristown; WGNB, Murfreesboro; WMAK, Nashville; WKSR, Pulaski; WRGS, Rogersville; WORM, Savannah; WHAL, Shelbysville; WEPG, South Pittsburg; WJIG, Tullahoma; WCDD, Winchester.

TEXAS: KREL, Baytown; KVLB, Cleveland; KFST, Ft. Stockton.

**Southern Michigan Network**

WTVB Bldg., Coldwater, Mich.

Phone: BRoadway 9-9119

General Manager.....E. Harold Munn, Jr.  
Commercial Manager...Normand H. Moore  
Chief Engineer.....Virgil Royer

**STATIONS**

WTVB-AM-FM, Coldwater; WSTR-AM-FM, Sturgis, both Mich.

**Southern Minnesota Network**

101 N. Second St.

c/o KYSM, Mankato, Minn.

National Rep. ....Robert Meeker

**STATIONS**

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

**The Southwest Network**

Box 1799, El Paso, Tex.

Phone: KEystone 2-6551

President.....Dorrance D. Roderick  
Vice President.....Val Lawrence  
General Manager.....Bruce M. Barnard  
Commercial Manager.....Audian H. Paxson  
Representative .....Branham

**STATIONS**

KROD-AM-TV, El Paso, Tex.; KAVE-AM-TV, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.; KZUM, Farmington, New Mex.

**Speidel-Fisher Broadcasting Group**

Box 298

WQOK, Greenville, S. C.

National Rep. ....Walker Representation Co.

**STATIONS**

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

**Steinman Stations**

8 W. King St., Lancaster, Pa.

Phone: EXpress 7-5251

Gen. Mgr.....Clair R. McCollough

**STATIONS**

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-

AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAC, Williamsport.

**Storer Broadcasting Co.**

1177 Kane Concourse, Miami Beach, Fla.

Phone: UNion 6-0211

Chrmn., President.....George B. Storer  
Senior Vice Pres.....J. Harold Ryan  
Exec. Vice Pres.....Lee B. Wailles  
Exec. V.P. Oper.....Stanton P. Kettler  
Treasurer.....Harry A. Steensen  
V.P., Secretary.....John McCoy  
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  
V.P. Advertising & Sls. Prom...A. C. Schofield  
Asst. Secretaries.....Bertha C. Prestler,  
A. A. Church

V.P.'s, Managing Directors, WSPD-TV, Allen L. Haid; WAGA-TV, J. Robert Kerns; WAGA, James E. Bailey; WJBK-TV, Bill Michaels; WJBK, Harry R. Lipson; WWVA, Paul J. Miller; WIBG, Lionel F. Baxter.

Managing Directors, WSPD, Reginald Martin; WGBS, Bernard E. Neary; WJW-TV, Ben Wickham, WJW, Reginald P. Meridew.

**BRANCH OFFICES**

625 Madison Ave., N.Y.C. 22, Maurice E. McMurray, Natl. Sales Dir. & James P. Storer, Merch. Mgr., Phone: Plaza 1-3940; 230 N. Mich. Ave., Chicago 1, Ill., Floyde E. Beaton, Midwest Sales Mgr., Phone: FRanklin 2-6498.

**STATIONS**

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM, Phila., Pa.

**Storz Broadcasting Co.**

222 S. 15th St., Omaha 2, Nebr.

Phone: WEBster 4700

President .....Todd Storz  
General Counsel.....Herbert S. Dolgoff  
Nat. Prog. Dir.....William Stewart  
Dir., Engineering.....Robert Tilton

**STATIONS**

WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WTXI, New Orleans, La.; WQAM, Miami, Fla.

**Talleorn Network**

Suite 432, Des Moines Bldg., Des Moines, Iowa  
President .....Glen Stanley  
Vice President.....Bernie Jacobsen  
V.P., Comm. Mgr.....Dutch Horning  
National Rep.....John E. Pearson Co.

**STATIONS**

KROS, Clinton; KSIB, Creston; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oska-loosa; KOKX, Keokuk; KXIC, Iowa City.

**Tele-Broadcasters, Inc.**

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

Phone: MU 7-8436

President.....H. Scott Killgore

# REGIONAL NETWORKS

## STATIONS

KALI, Pasadena, Calif.; KUDL, Kansas City, Mo.; WPOP, Hartford, Conn.; WPOW, N. Y. C.

### Texas Broadcasting System

Herald Square, Dallas, Tex.  
Phone: RI 2-6811

General Manager.....Clyde W. Renbert  
STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

### Texas Spanish Language Network

c/o Suite 610, 370 Lexington Ave., N. Y. C. 17  
Phone: MU 5-1300

President.....Robert N. Pinkerton  
General Manager.....Arthur Gordon  
Sales Promotion Mgr.....Al Alpert  
Reps.....Nat'l. Time Sls.: Oakes; Harry

## STATIONS

KIWW, San Antonio; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; XEJ, El Paso; KCCT, Corpus Christi, all Tex.

XEJ, Juarez (El Paso); KIWW, San Antonio; KTKN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

### Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.  
Phone: PErshing 7-6631

President & Gen. Mgr.....Gene L. Cagle  
Comm., Sales Prom. Mgr.....Dale Drake  
Chief Engineer.....James T. Peterson

## STATIONS

Basic: KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; WRR, Dallas; KCMC, Texarkana; KFRO, Longview; KTBB, Tyler, all Texas.

Supplemental: KRRV, Sherman; KPLT, Paris; KENS, San Antonio; KBWD, Brownwood; KTRH, Houston; KFDA, Amarillo; KRIO, McAllen; KGVL, Greenville; WACO, Waco; KNOW, Austin, all Texas.

### Time, Inc.

9 Rockefeller Plaza, New York 20, N. Y.  
Phone: JU 6-1212

V.P. (Time, Inc.)  
Bcst. Ops.....Weston C Pullen, Jr.  
Coordinator, Bcst. Ops.....Ole G. Morby

## STATIONS

KDYL-AM-FM, KTVT, Salt Lake City, Utah; XLZ-AM-TV, Denver, Colo.; WOOD-AM-TV, Grand Rapids, Mich.; WFBM-AM-TV, Indianapolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

### Tobacco Network, Inc.

516 S. Salisbury St., Raleigh, N. C.  
Phone: TEmple 2-8885

President.....Vassie G. Balkcum  
General Manager.....Wally Voigt  
Vice-President.....Jack P. Hankins  
Secretary-Treasurer.....Bill Currie  
Office Mgr.....Nina Livingston

## STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WTIK, Durham; WGNL,

Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.; WELS, Kinston, N. C.; WRCS, Ahoskie, N. C.; WFMO, Fairmont, N. C.; WEYE, Sanford, N. C.; WHVH, Henderson, N. C.; WJAY, Mullins, S. C.

### Transcontinent Television Corp.

15 E. 47th Street, New York City  
Phone: Plaza 1-3030

Ch. of the Board.....Paul A. Schoellkopf, Jr.  
President.....David C. Moore  
Ch. Exec. Comm.....J. Fred Schoellkopf, IV  
Treasurer.....Clifford M. Kirtland  
Vice Pres. Chg. Sales.....George C. Stevens  
Vice Pres., Engineering.....Carl Hoffman  
Ch. Finance Comm.....David Forman

## STATIONS

WGR AM-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.; WSWA AM-TV, Harrisonburg, W. Va.

### Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 39, Pa.  
Phone: EVergreen 2-4700

V.P., Gen. Mgr.....Roger W. Clipp  
Exec. Asst. to Gen. Mgr.....David J. Bennett  
Dir. of Natl. Sales.....Edward H. Benedict  
Dir. Public Rel., Pgmng.....John D. Scheuer, Jr.  
Dir. of Engineering.....Henry E. Rhea  
Business Mgr.....John C. Harlan  
Research Mgr.....Richard W. Gideon  
Program Supervisor.....James R. Van de Velde

## STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBF-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.; WLBR-TV, Lebanon, Pa.

### Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.  
Phone: EM 4-8433

Sales Promotion Manager.....Dave Hoss  
STATIONS

KSML, Salem; KFLY, Corvallis; KORE, Eugene, Ore.

### Tri-W Network

Bankhead-Long Bldg.  
Station WWWB, Jasper, Ala.

President.....W. W. Bankhead  
Representative.....Keystone

## STATIONS

WWWB, Jasper; WWWF, Fayette; WWWR, Russellville, Ala.

### Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.  
Phone: FEderal 6-9631

President.....Louis M. Knopp  
STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KNDC, Hettinger, all in North Dakota and others.



**United Broadcasting Network**

Eighth & Eye Sts., N.W., Washington, D. C.  
 President .....Richard Eaton  
 Representative .....McGillvra

**BRANCH OFFICE**

420 Madison Ave., New York, N. Y.

**STATIONS**

WOOK, WFAN-FM, Washington, D. C.;  
 WARK, Hagerstown; WSID, Baltimore; WINX,  
 Rockville, Md.; WANT, Richmond; WYOU,  
 Newport News, Va.; WJMO, Cleveland, Ohio.

**West Texas Television Network**

7400 College Ave., Lubbock, Texas  
 Phone: SHerwood 4-2345

Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 General Sales Manager...E. A. "Buzz" Hassett  
 Representative .....Branham

**STATIONS**

KDUB-TV, Lubbock; KPAR-TV, Abilene-  
 Sweetwater; KEDY-TV, Big Spring, all Texas.

**Westinghouse Broadcasting Co., Inc.**

122 E. 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-0808

President.....Donald H. McGannon  
 Adm. Asst. to Pres.....C. C. Woodard, Jr.  
 V.P., Engineering.....R. N. Harmon  
 V.P., Sales.....A. W. Dannenbaum  
 V.P., Programming.....R. M. Pack  
 Natl. Engineering Mgr.....G. E. Hagerty  
 Nat. Radio Sales Mgr.....P. B. Bascom  
 Nat. TV Sales Mgr.....R. M. McGredy  
 Mid-West Sales Mgr.....E. M. Blain  
 Natl. Program Mgr.....William Kaland  
 Natl. Adv., Sales Prom. Mgr...D. E. Partridge  
 Dir. of Research.....M. A. Goldberg  
 Coordinator, Pub. and  
 Spec. Events.....M. R. Santangelo  
 V.P., Washington.....J. E. Baudino  
 V.P., Boston.....W. C. Swartley  
 V.P., Pittsburgh.....H. C. Lund  
 V. P., Cleveland.....R. V. Tooke  
 V.P., Chicago.....Ralph Atlass  
 West Coast Executive.....P. G. Lasky

**BRANCH OFFICES**

2818 Prudential Plaza, Chicago, Ill., Phone:  
 STate 2-1856; 1625 "K" St., N.W., Washington,  
 D. C., Phone: STerling 3-0903.

**STATIONS**

KPIX, San Francisco, Calif.; WOWO, Fort  
 Wayne, Ind.; WBZ-WBZA, Boston-Springfield,  
 Mass.; WBZ-TV, Boston, Mass.; KYW, Cleve-  
 land, Ohio; KYW-TV, Cleveland, Ohio; KEX,  
 Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-  
 TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;  
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,  
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,  
 Cleveland, O.; KEX-FM, Portland, Ore.

**Wisconsin Network**

230 First Ave. S., Wisconsin Rapids, Wis.  
 Phone: 723

President.....John M. Walter  
 Gen., Comm. Mgr.....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Jamesville; WIBU,  
 Poyette; WHBY, Appleton; WHBL, Sheboy-  
 gan; WJPG, Green Bay; WFHR, Wisconsin  
 Rapids; WWCF, Baraboo; WSAU, Wausau;  
 WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ,  
 Beloit, Wisc.

**QXR Network**

229 West 43rd St., New York 36, N. Y.  
 Phone: LACKawanna 4-1100

Board Chairman .....Arthur Hays Sulzberger  
 President .....Orvil E. Dryfoos  
 General Manager .....James Sondheim  
 Exec. V.P.....Elliott M. Sanger  
 V.P. Sales .....Norman S. McGee

**STATIONS**

WFLY-FM, Albany, Troy, Schenectady;  
 WKOP-FM, Binghamton; WRRE-FM, Bristol;  
 WHLD-FM, Buffalo-Niagara Falls; WRRD-FM,  
 DeRuyter; WRRR-FM, Ithaca; WJTN-FM, James-  
 town; WRRG-FM, Mohawk Valley; WHDL-FM,  
 Olean; WHAM-FM, Rochester; WSYR-FM, Syra-  
 cuse; WRUN-FM, Utica-Rome; WRRL-FM,  
 Wethersfield, all New York.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.  
 Phone: 4-4461

**STATIONS**

..KFBC, Cheyenne; KRAL, Rawlins; KVOC,  
 Casper; KSID, Sidney.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.  
 Phone: Commonwealth 6-0800

President .....Norman Knight  
 Exec. V.P.....George W. Steffy  
 V.P. Sales .....Thomas Bateson  
 Nat'l. Sales Mgr.....Proctor Jones  
 Sales Promotion Mgr.....George Hallberg  
 Program Director .....John D. Maloy  
 Publicity Director .....Phyllis Doherty  
 Chief Engineer .....Irving B. Robinson

**STATIONS**

WNAC, Boston; WFAU, Augusta, Maine;  
 WIDE, Biddeford, Maine; WALE, Fall River,  
 Mass.; WEIM, Fitchburg, Mass.; WHAI, Green-  
 field, Mass.; WOCB, Hyannis, Mass.; WCOU,  
 Lewiston, Maine; WLLH, Lowell, 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, Water-  
 bury, Conn.; WAAB, Worcester, Mass.; WABI,  
 Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP,  
 Hartford, Conn.; WABM, Houlton, Me.; WGIR,  
 Manchester, N. H.; WAGM, Presque Isle, Me.;  
 WTOR, Torrington, Conn.; WARE, Ware, Mass.;  
 WKXL, Concord, N. H.; WKNE, Keene, N. H.;  
 WNHC, New Haven, Conn.; WHMP, North-  
 ampton, Mass.; WDEV, Waterbury, Vt.; WERI,  
 Westerly, R. I.



ABC Film Syndication • Angel Bread • Ballantine Beer  
Bon Ami • Crown Gold Gasoline • Dutch Masters Cigars  
Minnesota Mining and Manufacturing Corp. . . . "Scotch Tape"  
Auto-Lite • ABC Network • "BC" Headache Powders  
British Petroleum • Le Page's Plastic-Pak • Ferris Ham  
Morton Pies • Thermo Mug • Hillman Motor Car Corp.  
Lewyt Electronic Cleaner • Sylvan Seal Milk • White Rock  
Narragansett Beer • Michigan Consolidated Gas Co.  
New Jersey Bureau of Traffic Safety • Webb & Knapp  
Sandran • Olin Mathieson Chemical Corporation • Pontiac  
Williams Shaving Cream • RCA Electronic Tube Division

TV Commercials By: **NATIONAL SCREEN SERVICE**  
TELEVISION & INDUSTRIAL FILMS DIVISION



1711 NEW YORK - 509 MADISON AVENUE - CIRCLE 6-5700  
111 HOLLYWOOD - 7026 SANTA MONICA BLVD. - Phone 53136

The logo for Radio Daily, featuring the words "RADIO DAILY" in a stylized, blocky font with a blue and white color scheme.

**RADIO DAILY**

presents

The title "TELEVISION 1959" in a large, bold, red serif font, centered within a black rectangular frame.

***TELEVISION***  
***1959***

**TWENTY-SECOND ANNUAL EDITION**

**CHARLES A. ALICOATE**

Editor-In-Chief  
Copyright 1959 by  
RADIO DAILY CORP.  
1501 Broadway, N. Y. 36, N. Y.

# W. J. GERMAN, Inc.

*Agents for the Sale and Distribution of*

## EASTMAN FILMS

### FOR TELEVISION

---

We take pride in our service to that large segment of artists, technicians and craftsmen whose skills are fruitful in supplying information and entertainment which speaks the universal language of the motion picture.

We count ourselves fortunate to be part of the great enterprise which enriches the lives of people throughout the world via the screens of television, motion picture theatres, halls, homes and meeting places.

---

**FORT LEE, NEW JERSEY**

**LOngacre 5-5978**

**Hollywood:**

**6677 Santa Monica Blvd.**

**HOLLYWOOD 4-6131**

**Chicago:**

**6040 N. Pulaski Rd.**

**IRving 8-4064**

# PRODUCTION OF VARIOUS TYPES OF TELEVISION SETS

(From 1947 to 1958)

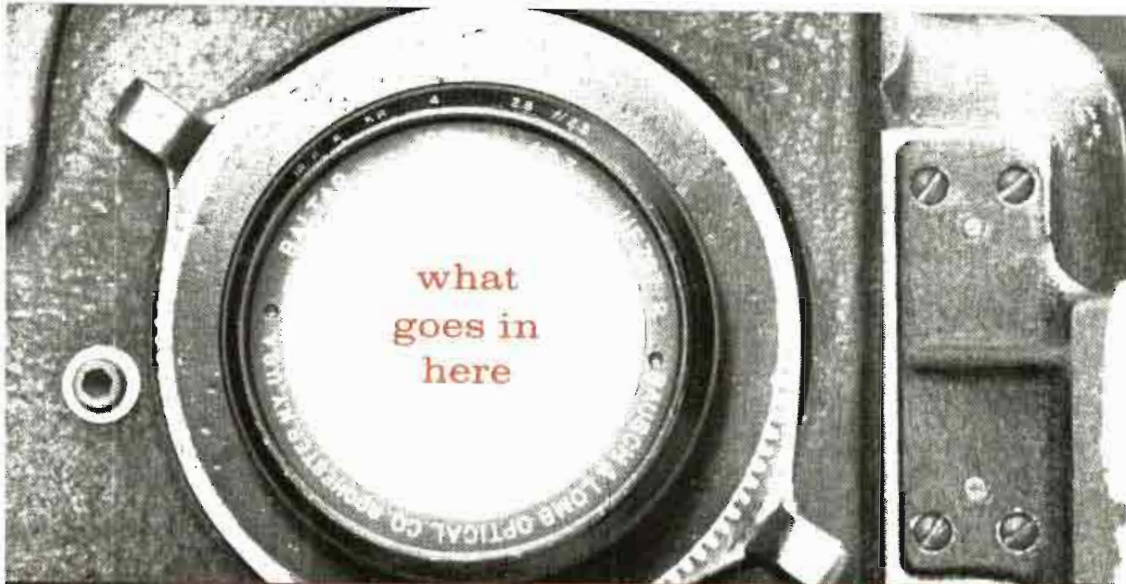
| <i>Year</i>    | <i>Table &amp; Portable</i> | <i>Console</i> | <i>Phono-Combi.</i> | <i>Total</i> | <i>Value (add 000)</i> |
|----------------|-----------------------------|----------------|---------------------|--------------|------------------------|
| 1947 . . . . . | 116,315                     | 37,039         | 25,217              | 178,571      | \$ 50,000              |
| 1948 . . . . . | 646,509                     | 179,181        | 149,310             | 975,000      | 230,000                |
| 1949 . . . . . | 1,792,691                   | 989,220        | 218,089             | 3,000,000    | 580,000                |
| 1950 . . . . . | 2,941,560                   | 3,820,060      | 702,180             | 7,463,800    | 1,350,000              |
| 1951 . . . . . | 2,275,901                   | 2,774,859      | 334,038             | 5,384,798    | 956,986                |
| 1952 . . . . . | 2,837,507                   | 3,038,895      | 219,878             | 6,096,280    | 1,049,000              |
| 1953 . . . . . | 3,224,724                   | 3,755,340      | 235,763             | 7,215,827    | 1,230,298              |
| 1954 . . . . . | 4,249,339                   | 3,011,536      | 85,840              | 7,346,715    | 1,028,540              |
| 1955 . . . . . | 4,439,676                   | 3,199,796      | 117,049             | 7,756,521    | 1,071,020              |
| 1956 . . . . . | 4,753,787                   | 2,556,845      | 75,397              | 7,387,029    | 938,596                |
| 1957 . . . . . | 3,845,807                   | 2,433,449      | 120,089             | 6,399,345    | 832,747                |
| 1958 . . . . . | 2,716,876                   | 2,068,627      | 134,925             | 4,920,428    | 667,899                |

# TELEVISION RETAIL SALES

| <i>Year</i>    | <i>Table-Portable</i> | <i>Console</i> | <i>Phono-Combi.</i> | <i>Total</i> |
|----------------|-----------------------|----------------|---------------------|--------------|
| 1953 . . . . . | 2,904,135             | 3,225,191      | 211,245             | 6,370,571    |
| 1954 . . . . . | 4,007,040             | 3,183,584      | 126,410             | 7,317,034    |
| 1955 . . . . . | 4,217,653             | 3,090,828      | 112,603             | 7,421,084    |
| 1956 . . . . . | 4,754,787             | 2,556,845      | 75,397              | 938,596      |
| 1957 . . . . . | 3,976,961             | 2,486,412      | 96,847              | 6,560,220    |
| 1958 . . . . . | 2,936,321             | (2,203,761)    |                     | 5,140,082    |

Source: EIA.





when film  
is processed at  
**CFI**

*From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Exercising CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction . . . consistently.*

**CONSOLIDATED FILM INDUSTRIES**

959 Seward St., Hollywood 38, California • HOLLYWOOD 9-1441  
521 W 57th St., New York 19, New York • CIrele 6-0210

**COMPLETE 35MM AND 16MM FILM SERVICES**

# NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1955

## Nationwide Networks Only, 1957-1955 (Including Owned and Operated Stations)

| <i>Item</i>                                         | <i>1957<br/>(Millions)</i> | <i>1956<br/>(Millions)<br/>(—)</i> | <i>1955<br/>(Millions)<br/>(* )</i> |
|-----------------------------------------------------|----------------------------|------------------------------------|-------------------------------------|
| <i>Broadcast Revenues</i>                           |                            |                                    |                                     |
| Radio .....                                         | \$ 73.5                    | \$ 70.2                            | \$ 74.5                             |
| Television* .....                                   | 467.9                      | 442.3                              | 371.                                |
|                                                     | -----                      | -----                              | -----                               |
| Total .....                                         | \$541.4                    | \$512.5                            | \$448.5                             |
| <i>Broadcast Expenses</i>                           |                            |                                    |                                     |
| Radio .....                                         | \$ 73.5                    | \$ 69.8                            | \$ 69.4                             |
| Television* .....                                   | 397.2                      | 356.9                              | 306.0                               |
|                                                     | -----                      | -----                              | -----                               |
| Total .....                                         | \$470.7                    | \$426.7                            | \$375.4                             |
| <i>Broadcast Income (before Federal Income Tax)</i> |                            |                                    |                                     |
| Radio .....                                         | \$ .0                      | \$ .4                              | \$ 5.1                              |
| Television* .....                                   | 70.7                       | 85.4                               | 63.0                                |
|                                                     | -----                      | -----                              | -----                               |
| Total .....                                         | \$ 70.7                    | \$ 85.8                            | \$ 73.1                             |

Note: RADIO—(—) Includes operation of 19 network owned stations in 1956 and 21 in 1957. (\*) Includes 2,947 AM, AM-FM or independent stations in 1956 and 3,143 in 1957.

TELEVISION—(\*) Includes three post-freeze stations (UHF). (—) 1956 data covers three networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF). (—) Data for 1955 covers four networks and 16 owned and operated stations, 95 pre-freeze and 325 post-freeze stations (225 VHF and 103 UHF).

Source: FCC.

*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.



# Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

## — BY PRODUCTS —

| Product                                         | Est. Exp. 1958 | Product                                       | Est. Exp. 1958 |
|-------------------------------------------------|----------------|-----------------------------------------------|----------------|
| AGRICULTURE .....                               | \$ 1,350,000   | COSMETICS & TOILETRIES.....                   | 46,749,000     |
| Feeds, Meals .....                              | 746,000        | Cosmetics .....                               | 8,133,000      |
| Miscellaneous .....                             | 604,000        | Deodorants .....                              | 3,426,000      |
| ALE, BEER, & WINE.....                          | 44,214,000     | Depilatories .....                            | 295,000        |
| Beer & Ale.....                                 | 40,299,000     | Hair Tonics & Shampoos.....                   | 8,674,000      |
| Wine .....                                      | 3,915,000      | Hand & Face Creams, Lotions....               | 2,813,000      |
| AMUSEMENTS, ENTERTAINMENT                       | 559,000        | Home Permanents & Coloring.....               | 5,890,000      |
| AUTOMOTIVE .....                                | 7,376,000      | Perfumes, Toilet Waters, etc.....             | 1,704,000      |
| Anti-Freeze .....                               | 112,000        | Razors, Blades .....                          | 1,904,000      |
| Batteries .....                                 | 131,000        | Shaving Creams, Lotions, etc.....             | 1,694,000      |
| Cars .....                                      | 4,134,000      | Toilet Soaps .....                            | 10,744,000     |
| Tires & Tubes.....                              | 1,554,000      | Miscellaneous .....                           | 1,472,000      |
| Trucks & Trailers.....                          | 132,000        | DENTAL PRODUCTS .....                         | 14,467,000     |
| Miscellaneous Accessories & Sup-<br>plies ..... | 1,313,000      | Dentifrices .....                             | 11,132,000     |
| BUILDING MATERIAL,<br>EQUIPMENT, FIXTURES ..... | 2,789,000      | Mouthwashes .....                             | 2,455,000      |
| Fixtures, Plumbing, Supplies.....               | 562,000        | Miscellaneous .....                           | 880,000        |
| Materials .....                                 | 656,000        | DRUG PRODUCTS .....                           | 44,626,000     |
| Paints .....                                    | 1,185,000      | Cold Remedies .....                           | 12,863,000     |
| Power Tools .....                               | 59,000         | Headache Remedies .....                       | 7,792,000      |
| Miscellaneous .....                             | 327,000        | Indigestion Remedies .....                    | 8,988,000      |
| CLOTHING, FURNISHINGS,<br>ACCESSORIES .....     | 13,241,000     | Laxatives .....                               | 3,082,000      |
| Clothing .....                                  | 11,269,000     | Vitamins .....                                | 2,825,000      |
| Footwear .....                                  | 1,445,000      | Weight Aids .....                             | 1,917,000      |
| Hosiery .....                                   | 497,000        | Miscellaneous Drug Products.....              | 6,285,000      |
| Miscellaneous .....                             | 30,000         | Drug Stores .....                             | 874,000        |
| CONFECTIONS & SOFT DRINKS..                     | 28,237,000     | FOOD & GROCERY PRODUCTS....                   | 135,687,000    |
| Confections .....                               | 12,039,000     | Baked Goods .....                             | 26,469,000     |
| Soft Drinks .....                               | 16,198,000     | Cereals .....                                 | 11,552,000     |
| CONSUMER SERVICES .....                         | 14,605,000     | Coffee, Tea & Food Drinks.....                | 32,140,000     |
| Dry Cleaning & Laundries.....                   | 81,000         | Condiments, Sauces, Appetizers..              | 5,515,000      |
| Financial .....                                 | 2,181,000      | Dairy Products .....                          | 7,853,000      |
| Insurance .....                                 | 2,773,000      | Desserts .....                                | 2,023,000      |
| Medical & Dental.....                           | 151,000        | Dry Foods (Flour, Mixes, Rice,<br>etc.) ..... | 8,314,000      |
| Moving, Hauling, Storage.....                   | 317,000        | Fruits & Vegetables, Juices.....              | 9,429,000      |
| Public Utilities .....                          | 7,099,000      | Macaroni, Noodles, Chili, etc.....            | 1,934,000      |
| Religious, Political, Unions.....               | 1,224,000      | Margarine, Shortenings .....                  | 6,673,000      |
| Schools & Colleges.....                         | 135,000        | Meat, Poultry & Fish.....                     | 6,366,000      |
| Miscellaneous Services .....                    | 644,000        | Soups .....                                   | 461,000        |
|                                                 |                | Miscellaneous Foods .....                     | 6,420,000      |
|                                                 |                | Miscellaneous Frozen Foods.....               | 1,454,000      |
|                                                 |                | Food Stores .....                             | 9,084,000      |
|                                                 |                | GARDEN SUPPLIES &<br>EQUIPMENT .....          | 661,000        |
|                                                 |                | GASOLINE & LUBRICANTS.....                    | 24,479,000     |
|                                                 |                | Gasoline & Oil.....                           | 23,411,000     |
|                                                 |                | Oil Additives .....                           | 858,000        |
|                                                 |                | Miscellaneous .....                           | 210,000        |

(Continued on Page 776)

Economee TV

78  
Fact-Based  
Half Hours!



Host-  
Narrator  
TRUMAN  
BRADLEY

## SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . .

**27.4**

Economee TV

Citizen!  
Communist!  
Counterespionage!



Starring  
RICHARD  
CARLSON

## I LED 3 LIVES

From the secret files of a counterespionage for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 18.3, Honolulu 18.2, Albany-Schenectady-Troy . . .

**24.9**

Economee TV

Action!  
Gallantry!  
Excitement!



Starring  
The Corps  
Of Cadets

## WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . .

**26.3**

# SMASH RE-RUN RATINGS AND RESULTS... for stations and advertisers!

Economee TV

Glorious as  
our country's  
history!



Starring  
The U. S.  
Midshipmen

## MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Besant-Port Arthur 24.8, Charlotte . . .

**28.7**

Economee TV

Mystery!  
Thrills!  
Romance!



Starring  
KENT  
TAYLOR

## BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . .

**25.2**



Economee TV

America's  
Favorite  
Family Show!



Starring  
MACDONALD  
CAREY

## DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . .

**26.8**

### CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

# Economee TV

ECONOMEE TELEVISION PROGRAMS, INC.,  
488 Madison Ave., New York 22, N.Y.

Other Economee TV Series: The Unexpected, Your TV Theatre, The Eddie Cantor Comedy Theatre, Yesterday's Newsreel, Sports Album, The Living Book.

Economee TV

78  
High-Rated  
Half Hours!



Starring  
DAVID  
BRIAN

## MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham . . .

**21.3**

Economee TV

Action and  
suspense . . .  
romance and  
humor!



Host  
HERBERT  
MARSHALL

## TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio . . .

**32.5**

ALL RATINGS SHOWN ARB or PULSE, 1958

Economee TV

Great new  
stars in  
each show!



Host-  
Narrator  
ADOLPHE  
MENJOU

## FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham . . .

**22.8**

Economee TV

Puts a smile  
in your  
programming!



Starring  
ANN  
BAKER

## MEET CORLISS ARCHER

39 sparkling half-hour situation comedies, lavishly staged, skillfully directed. Pensacola 17.4, Buffalo . . .

**20.0**

# Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

## — BY PRODUCTS —

(Continued from Page 773)

| Product                           | Est. Exp. 1958 | Product                           | Est. Exp. 1958 |
|-----------------------------------|----------------|-----------------------------------|----------------|
| HOTELS, RESORTS,                  |                | SPORTING GOODS, BICYCLES,         |                |
| RESTAURANTS .....                 | 423,000        | TOYS .....                        | 3,045,000      |
|                                   |                | Toys & Games .....                | 2,819,000      |
|                                   |                | Miscellaneous .....               | 191,000        |
| HOUSEHOLD CLEANERS,               |                | STATIONERY, OFFICE                |                |
| CLEANSERS, POLISHES,              |                | EQUIPMENT .....                   | 149,000        |
| WAXES* .....                      | 29,650,000     |                                   |                |
| Cleaners, Cleansers* .....        | 24,051,000     | TELEVISION, RADIO, PHONO-         |                |
| Floor & Furniture Polishes, Waxes | 4,146,000      | GRAPH, MUSICAL INSTRU-            |                |
| Glass Cleaners .....              | 392,000        | MENTS .....                       | 1,501,000      |
| Home Dry Cleaners .....           | 405,000        | Antennas .....                    | 108,000        |
| Shoe Polish .....                 | 148,000        | Radio & Television Sets .....     | 208,000        |
| Miscellaneous Cleaners .....      | 508,000        | Records .....                     | 750,000        |
| HOUSEHOLD EQUIPMENT—              |                | Miscellaneous .....               | 435,000        |
| APPLIANCES .....                  | 4,621,000      |                                   |                |
|                                   |                | TOBACCO PRODUCTS &                |                |
| HOUSEHOLD FURNISHINGS ....        | 2,926,000      | SUPPLIES .....                    | 31,119,000     |
| Beds, Mattresses, Springs.....    | 1,671,000      | Cigarettes .....                  | 28,164,000     |
| Furniture & Other Furnishings ..  | 1,255,000      | Cigars, Pipe Tobacco .....        | 2,562,000      |
|                                   |                | Miscellaneous .....               | 393,000        |
| HOUSEHOLD LAUNDRY                 |                | TRANSPORTATION & TRAVEL ..        | 2,937,000      |
| PRODUCTS .....                    | 29,940,000     | Air .....                         | 1,469,000      |
| Bleaches, Starches .....          | 4,814,000      | Bus .....                         | 666,000        |
| Packaged Soaps, Detergents* ..    | 23,217,000     | Rail .....                        | 100,000        |
| Miscellaneous .....               | 1,909,000      | Miscellaneous .....               | 100,000        |
| HOUSEHOLD PAPER PRODUCTS          | 5,163,000      | WATCHES, JEWELRY, CAMERAS,        | 4,459,000      |
| Cleansing Tissues .....           | 1,411,000      | Cameras, Accessories, Supplies .. | 290,000        |
| Food Wraps .....                  | 1,417,000      | Clocks & Watches .....            | 1,925,000      |
| Napkins .....                     | 347,000        | Jewelry .....                     | 160,000        |
| Toilet Tissue .....               | 755,000        | Pens & Pencils .....              | 1,988,000      |
| Miscellaneous .....               | 1,233,000      | Miscellaneous .....               | 96,000         |
| HOUSEHOLD, GENERAL .....          | 4,101,000      | MISCELLANEOUS .....               | 7,144,000      |
| Brooms, Brushes, Mops, etc.....   | 430,000        | Trading Stamps .....              | 892,000        |
| China, Glassware, Crockery, Con-  |                | Miscellaneous Products .....      | 2,760,000      |
| tainers .....                     | 356,000        | Miscellaneous Stores .....        | 3,492,000      |
| Disinfectants, Deodorizers .....  | 1,090,000      | TOTAL .....                       | \$511,770,000  |
| Fuels (heating, etc.) .....       | 488,000        |                                   |                |
| Insecticides, Rodenticides .....  | 821,000        |                                   |                |
| Kitchen Utensils .....            | 89,000         |                                   |                |
| Miscellaneous .....               | 827,000        |                                   |                |
| NOTIONS .....                     | 384,000        |                                   |                |
| PET PRODUCTS .....                | 4,411,000      |                                   |                |
| PUBLICATIONS .....                | 757,000        |                                   |                |

\* Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

# 'EQUAL ACCESS' DRIVE GAINS GROUND

## ... Canon 35 Study Is Important Step

By ROBERT O. SWEZEY  
Chairman, NAB Freedom  
of Information Committee



CANON 35 of the Canons of Judicial Ethics of the American Bar Association is still the focal point of the broadcasters' struggle for equal access and recognition comparable to that afforded the print media. It will be recalled that Canon 35, which has been officially adopted in some eighteen states and followed as a matter of course in many others, arbitrarily denies the use of radio and television equipment as well as photographic equipment in the coverage of court proceedings. Considerable headway has been made during the past year in familiarizing lawyers, broadcasters and, to a certain extent, the general public with the arguments, pro and con, on this issue. Many articles have been written and many speeches made. Gradually, out of the welter of argument and discussion, it has become apparent that the real question involved is only whether photography and the broadcasting of court proceedings will interfere with the due administration of justice. If they do not, there is no basis for their prohibition.

A signal forward step was taken by the American Bar Association itself, motivated by the insistent appeals of the broadcasters, the press photographers, and a progressive element within the legal fraternity, including a number of prominent judges and attorneys. In the annual meeting of the Association held in Los Angeles in August of 1958, the House of Delegates, following the recommendation of its Board of Governors, authorized the President of the ABA to appoint a special committee composed of

nine members of the Association "to conduct a continuing study of the problem involved in connection with Canon 35 and the proposed amendment, with the authority to conduct such surveys (with the prior approval of the Board of Governors) as may be deemed necessary to obtain reliable factual data on the experience of judges and lawyers in those courts where either photography, televising or broadcasting, or all of them are permitted." In due course, after the Los Angeles meeting, the President of the ABA appointed that committee, which is presently considering the problem assigned to it. We anticipate that the committee will give the broadcasters ample opportunity to meet with the committee and fully discuss the situation.

The most helpful judicial support which our position has received during the past year was the decision of the Oklahoma Criminal Court of Appeals—the court of last resort in criminal matters—rendered in the case of Lyles vs. Oklahoma in September, which held that Canon 35 was "obsolete and unrealistic", and that radio and television are entitled to the same courtroom rights as the press. It remains for us broadcasters to demonstrate convincingly that we can cover court proceedings without causing interference or distraction of the participants; that television and radio are bona fide professional news media, and not merely purveyors of entertainment; that we are willing and able to conform to the standards of conduct essential to the preservation of dignity of court proceedings.





## For **SERVICE** in **TV**

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

# TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*



*Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.*

## **BROADCAST MUSIC, INC.**

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

**TELEVISION DAILY**

presents

***TELEVISION  
NETWORKS***

**O & O STATIONS  
AFFILIATED OUTLETS  
U. S. MAP OF NETWORK  
EXECUTIVE PERSONNEL**

**1959**



# DAYTIME TV SHOWS CAN SUCCEED ... But They Can't Be Built Overnight



By OLIVER TREYZ

President, ABC Television

**O**CTOBER 13, 1958, one of the three most important dates in ABC history, found ABC Television reaching a status of full competition with its rivals.

On that day, ABC Television launched six new daytime programs, including some 70 quarter-hours, the largest block of new programs ever started by any network at one time. This culminating step in ABC-TV's growth was highlighted by the fact that the new shows were 95% sold out when they went on the air.

\* \* \*

"Operation Daybreak," as it was called in the trade, was preceded by many months of preparation and planning. Like a military operation, careful attention was given to strategy, tactics, logistics and manpower. And, above all, advertisers' needs were kept in mind.

These needs were personal salesmanship, maximum audience potential and maximum audience dispersion.

In order to accomplish these aims the following was instituted: live programs with strong personalities were selected; and clock time scheduling, which has the advantage of higher sets in use and of scheduling shows across the nation at a time when the show fits the established daily habits of viewers, was employed. In order to attain maximum audiences, advertiser's commercials were dispersed throughout the entire "Operation Daybreak" schedule.

Prior to the launching of our ex-

panded schedule, ABC Television recognized that success in daytime television does not come overnight. Daytime shows take time to build. Program sampling must take place. In order to do this, established viewing habits must be overcome, and in turn, a steadfast loyal audience must be recruited.

\* \* \*

In its early months, "Operation Daybreak" followed our predictions, building month by month. Critical and viewer praise proved to us that our planning was sound.

ABC Television has added a new dimension to daytime viewing—a third focal point for viewers. As in the nighttime hours where ABC Television earlier broke established patterns to bring about a three-network economy, so, too, daytime is now a three-way competition. And a three-way competition it will remain.

\* \* \*

The benefits of three national television network services are obvious. As in any sound business, increased competition improves the end product. The three-network economy in the daytime will bring better programming to the viewer at a minimum cost to the advertiser.

For television generally, the key to programming strength lies in the strong three network pattern. I am convinced that daytime television has a great future and that ABC-TV will continue to offer the programming that has met with such acclaim.

# ABC TELEVISION NETWORK

## **JAMES G. RIDDELL** Vice President in Charge of Western Division

James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.



## **WILLIAM P. MULLEN** Vice President in Charge of Sales

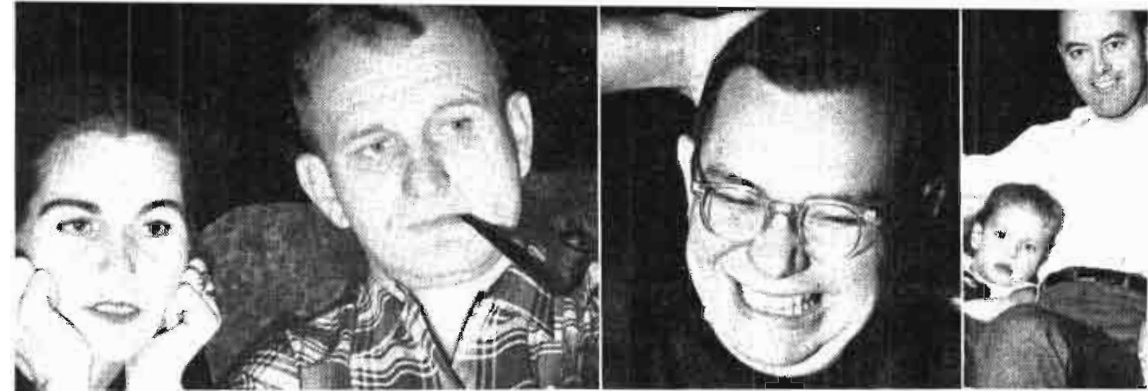


William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive 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 has gained more homes**

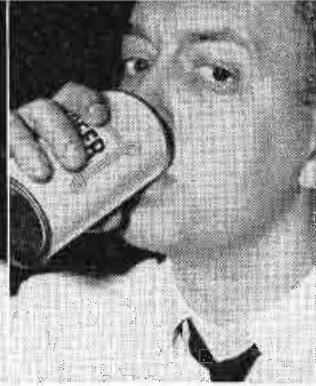


**combined...wins top ratings most**



**in the Top Ten. Clearly, America**

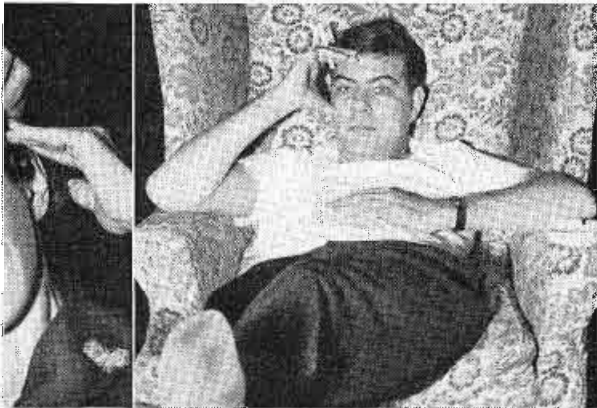




**by far than the two other networks**



**nights of the week...has most programs**



**has turned to ABC-TV. Have you?**

**ABC TELEVISION**

# A M E R I C A N B R O A D C A S T I N G C O M P A N Y , I N C .

(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 & President of American Broadcasting Company  
 Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC  
 Oliver Treyz... Pres. TV Network  
 Julius Barnathan... Vice President  
 James W. Beach... Vice-President  
 Alfred Beckman... Vice-President  
 Slocum Chapin... Vice-President  
 Girard Chester... Vice-President  
 Donald Coyle... Vice-President  
 Sanford Cummings... Vice-President  
 John Daly... Vice-President  
 Edward DeGray... Vice-President  
 Theodore Fetter... Vice-President  
 Michael J. Foster... Vice-President  
 Henry T. Hede... Vice President  
 Robert H. Hinckley... Vice-President  
 Earl Hudson... Vice-President  
 Frank Marx... Vice-President  
 John H. Mitchell... Vice-President  
 Thomas Moore... Vice-President  
 William P. Mullen... Vice-President  
 Sterling C. Quinlan... Vice-President  
 James G. Riddell... Vice President  
 Stephen Riddleberger... Vice President  
 Selig Seligman... Vice-President  
 Joseph Stamler... Vice-President  
 William H. Trevarthen... Vice President  
 Thomas Velotta... Vice-President  
 Mortimer Weinbach... Vice-President  
 Omar Elder... Secretary & Assistant General Counsel  
 Michael P. Boland... Assistant Treasurer  
 J. Russell Gavin... Assistant Treasurer

## TELEVISION

Oliver Treyz... President of ABC-TV Network

### Engineering

Frank Marx... Vice-President in Charge  
 G. Edward Hamilton... Dir. of Eng. Oprs.  
 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  
 Reginald Willcocks... Traffic Manager  
 Merle Worster... Eastern Engineering Ops. Mgr.

### Finance, Personnel & General Services

Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC  
 George Ast... Purchasing Agent

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  
 Joseph Spagnola... Dir. of Office & Studio Services

### Legal

Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Asst. General Counsel  
 Richard L. Freund... Dir. of Labor Relations

### Programming

Thomas W. Moore... Vice-President in Charge of Programming and Talent  
 Theodore H. Fetter... V.P. & Program Director  
 Girard Chester... V.P. in Charge of Daytime Programs  
 Armund Grant... Dir. Daytime Progs.  
 John B. Green... Ntwk. Exec. Producer  
 Frederick P. Laffey... Business Manager & Budget Officer  
 Leonard Maskin... Admin. Mgr.  
 Daniel Melnick... Program Development Manager  
 William Seaman... Program Production Manager  
 William Whitehouse... Dir. of Sports

### Services

Walter Trevarthen... V.-P. in Charge  
 Bernard Paulson... Mgr., Production Services  
 John Kneeshaw... Oprs. Mgr.  
 Ruth K. Blaine... Bus. Mgr.  
 James McNaughton... Executive Art Director  
 Frederick J. Schuhman... Studio Services Coordinator  
 Arthur Segal... Plant Svcs. Spv.

### News, Special Events & Public Affairs

John Daly... Vice-President in Charge of News, Special Events & 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

### Press Information

Michael J. Foster... Vice-President in Charge  
 Stephen Strassberg... Director of Press Information  
 Sidney R. Mesibov... Dir. of Spec. Exploitation Projects

### Station Clearance

Donald S. Shaw Jr... Director of Station Clearance  
 Joseph Giaquinto... Manager Station Clearance

### Continuity Acceptance

Grace Johnsen... Director

### Advertising

Dean Linger... Dir. of Advertising

## Sales

William P. Mullen..... V.P. in Charge  
Donald W. Coyle..... V.P. & TV Gen. Sales Mgr.  
Slocum Chapin..... V.P. in charge of Western  
Division TV Net-sales  
Henry T. Hede..... V.P. Admin. Sls. Mgr.  
Charles Ayres..... Eastern Sales Mgr.  
Harold Day..... Dir. of Daytime Sales

## Owned & Operated Stations

Stephen Riddleberger..... V.P. in Chg.

## Station Relations

Alfred R. Beckman..... V.P. in Charge  
Ralph S. Hatcher..... Mgr., Station Rel.

## Research and Sales Development

Julius Barnathan..... V.P. in Chg. TV Research  
Bert Briller..... Dir. of Sales Development  
Robert P. Engelke..... Mgr. of Sales Development

## ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt..... President  
Richard P. Morgan..... V.P. in Chg. Operations  
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..... Film Director  
Manuel Fingerhut..... Comptroller, WBKB  
William Gilgoly..... Dir. of Sales, TV Net.  
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

## DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager  
Joseph C. Cassel..... Comptroller  
Harold Christian..... V. P., in Charge of  
Merchandising & Research  
Ralph Dawson..... Television Sales 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.

James C. Riddell..... Vice-President, Western Div.  
J. Cliford Anderson..... Director of Labor Relations  
Jack Brembeck..... Mgr., Adv., Pub., Promo.  
Dorothy L. Brown..... Continuity Acceptance Editor,  
Western Division  
Milt Fishman..... Dir. Radio-TV News  
Rowe S. Giesen..... Mgr. Prog. Svcs.  
Theodore Grenier..... Chief Engineer, Western  
Division

Earl Hudson..... V.P., Advisory, W.D.  
Courtney McLeod..... Admin. Mgr., TV Progs.  
Norma T. Olson..... Director TV Program  
Operations  
Daniel P. O'Reilly..... Dir. News Dept.  
Austin Peterson..... Prog. Con. TV Netwk, W.D.  
Frank G. Ralston, Jr..... Network Film Dept. Dir.  
Peter G. Robinson..... Program Director, KABC-TV  
Elton Rule..... Sales Manager, KABC-TV  
Florence T. Schiro..... Personnel Director  
Selig Seligman..... V.P. & Gen. Mgr. KABC-TV  
John C. Wagner..... Controllor, Western Division  
Ernest Stern..... Dir. of Publicity  
Western Division  
Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.  
Sanford Cummings..... V.P. Net. Prog. Dept.  
Mitchell L. Gamson..... ABC Coordinator-  
Warner Bros. TV  
Gene Gordon..... ABC-Disney Coord.  
Chester Kulman..... Mgr. Film Dept., KABC-TV  
Howard H. Lipstone..... Spv. Guest Relations  
Robert Rowen..... Mgr. Purchasing Dept.  
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  
Noel Pazdral..... TV Sls. Opr. Mgr.  
Lorraine Pedersen..... Continuity Acceptance Editor  
David Sacks..... Sales Manager, KGO-TV  
Henry Saroyan..... Comptroller & Purchasing Agent  
Edward Smith..... Production Manager  
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

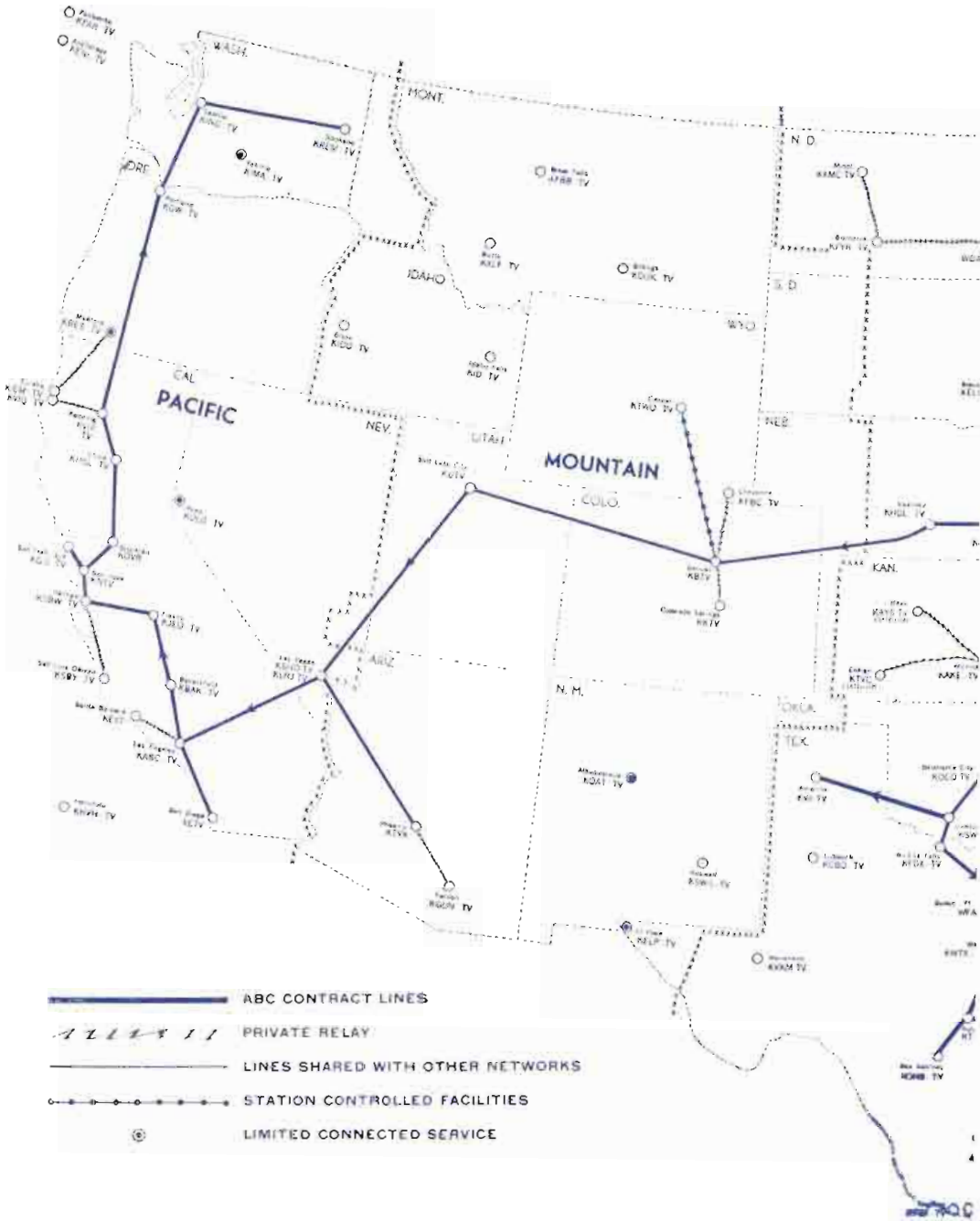
7 West 66th St., New York 22, N. Y.

Joseph Stamler..... V.P. in Charge of WABC-TV  
Gordon Kunz..... Production Manager of WABC-TV  
James Szabo..... Sales Mgr.  
Alvin Hollander, Jr..... Program Director  
Takashi Kako..... Film Director  
Lawrence Eisenberg..... Publicity Director  
Libby Calamio..... Art Director  
ABC-TV Station Affiliates Association

## BOARD OF GOVERNORS

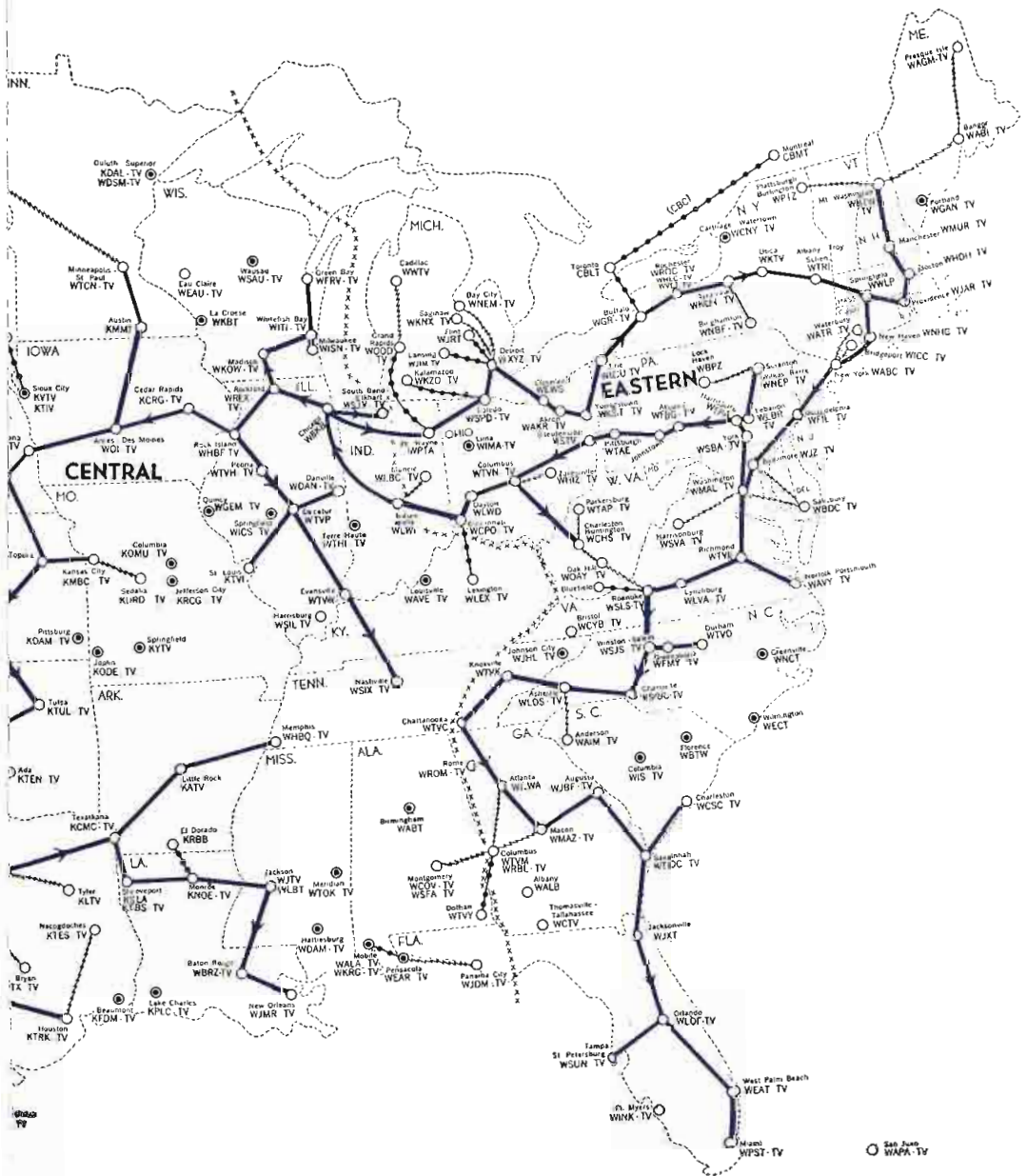
Chairman—Joseph Hladki..... KCRG-TV, Cedar  
Rapids, Ia.  
Vice-Chmn.—Brent Kirk..... KUTV, Salt Lake  
City, Utah  
Secty.—Donald Davis..... KMBC-TV, Kansas  
City, Mo.  
Treas.—Howard Maschmeier..... WNHC, New  
Haven, Conn.  
Joseph Bernard..... KTVI-TV, St. Louis, Mo.  
John Dilly..... WSJV, Elkhart, Indiana  
Joseph Drilling..... KJEO-TV, Fresno, Calif.  
John Gelder..... WCHS-TV, Charleston, W. Va.  
D. A. Noel..... WHBQ-TV, Memphis, Tenn.

# ABC TELEVIS





# ION NETWORK



# PROGRAMMING IS TV'S CORNERSTONE

## ... Talent, \$\$\$ Essential Ingredients



By LOUIS G. COWAN  
President, CBS Television

**P**ROGRAMMING is the very essence of the television business. The success and growth of networking depends on good programming. This year the CBS Television Network will continue to spend millions of dollars in program research and experimentation to conceive and engender new ideas. The care, feeding and continued improvement of our programs have always been given first priority. At the present time, our Program Department has in various stages of development some 31 programs. Not all of them will ultimately appear on the Network. But ideas beget ideas, and out of this creative process comes our most valuable new material.

To achieve our purpose of quality programming, we have gathered together the biggest, most imaginative, most talented creative staff in broadcasting. Its membership reads like an honor roll of television's top award winners, among them: Fred Coe, John Houseman, Herbert Brodtkin, Bob Banner, Ralph Nelson, Nat Hiken, Delbert Mann, John Frankenheimer, Gordon Duff, Arthur Penn, Barry Wood, Leland Hayward, Cy Howard, Perry Lafferty, Fred Friendly, Marlo Lewis, Rod Serling, Robert Alan Arthur and Reginald Rose.

This long-term commitment to creative leadership is the chief reason in my opinion why the CBS Television Network has continued to rank first both in audience and advertising for the past four years. To keep pace with our own leadership philosophy and the audience's unremitting demands for fresh entertainment, we must be

consistently on the prowl for new talent, new ideas, new concepts.

Besides cultivating our own resources, of course, we must do everything in our power to encourage all outside program sources. The importance of the contribution of independent packagers to our network schedule cannot be stressed too often. They originate many of the medium's finest and most popular network programs. And it is precisely because program production comes from so many different streams that the nation's audiences can be assured of a fresh, continually improving flow of new television entertainment.

On the CBS Television Network, our advertisers, too, benefit by having the opportunity to choose the best from two worlds—the network-developed shows and the outside packages.

Of course, in the area of news and public affairs, the Network assumes a special responsibility for the creation and development of its own programs. We recognize a primary obligation to keep the public informed and to maintain fairness and balance in the presentation of all matters of controversy. That is why, when it comes to news, current events and public issues, the Network produces all its own programs.

Television is an immensely powerful instrument, certainly the most powerful instrument of communications yet devised by men. It is still so young that we have only just begun to tap its capacity to inform and entertain.

# CBS TELEVISION NETWORK

## LOUIS G. COWAN, President of the CBS Television Network Division

Louis G. Cowan became president of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of vice president—Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Cowan had joined CBS Television as a producer in August, 1955—responsible for the creation of new ideas and new programs in coordination with the CBS Television Network's executive production staff. He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. Before joining CBS, Mr. Cowan had been President of Louis G. Cowan, Inc. The fifty-odd radio and television programs he has produced have included \$64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others. Mr. Cowan was born in Chicago in 1909 and is a graduate of the University of Chicago. He is married to the former Pauline Spiegel and is the father of four children.



## HUBBELL ROBINSON, JR. Executive Vice President in Charge of Network Programs

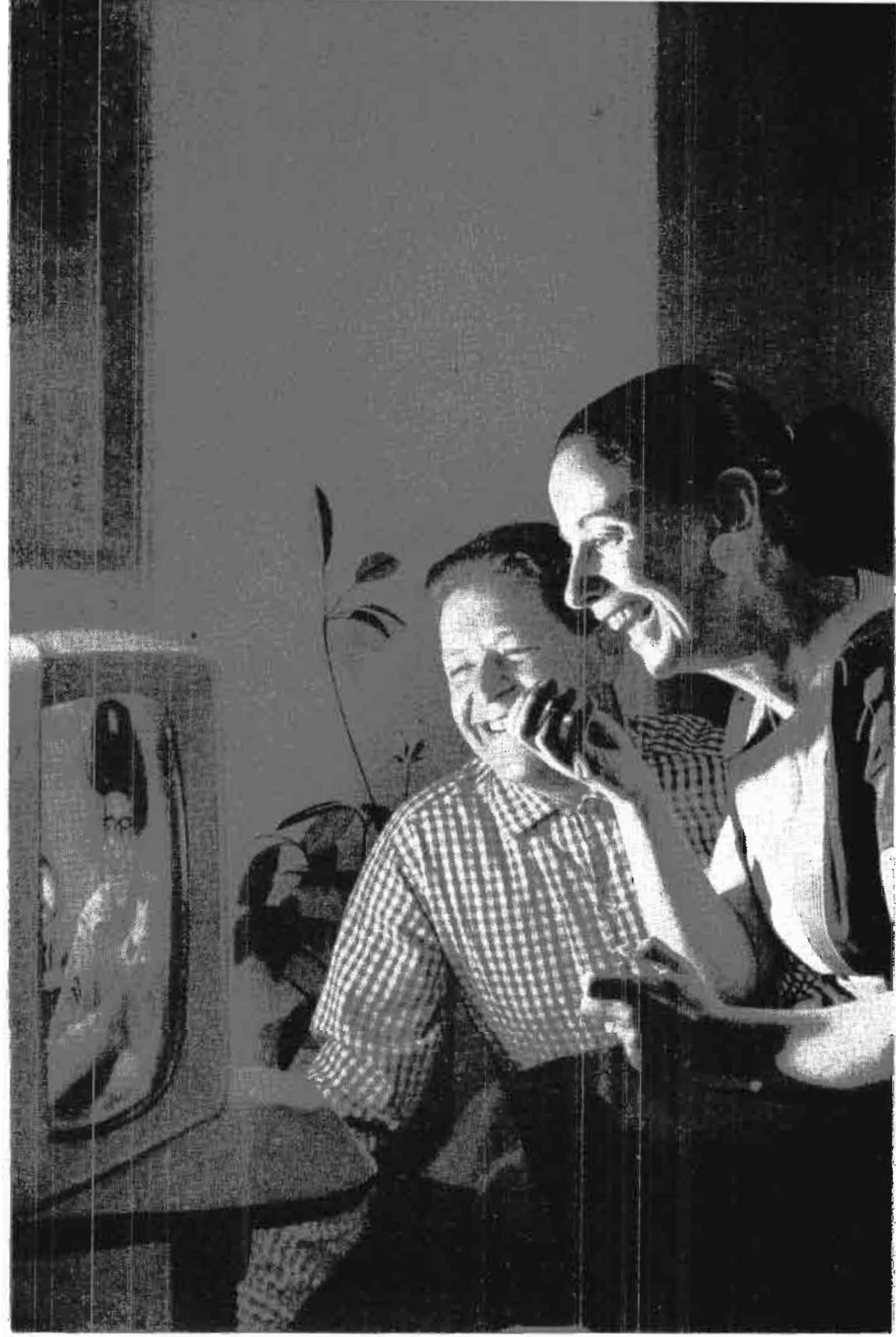
Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. Mr. Robinson joined CBS in 1947 as CBS vice president and director of programs. Before joining the network he had been vice president and director of radio for Young & Rubicam, Inc. In 1944, he left Y&R to join the Blue Network, now ABC, as vice president and director of programs and in 1945 he went to Foote, Cone & Belding, Inc., as vice president in charge of radio. Mr. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905. He attended Phillips Exeter Academy, then Brown University from which he received his A.B. in 1927. After graduation Mr. Robinson was a reporter on the Schenectady Union Star, and later on the Knickerbocker Press in Albany. In 1928, he went to New York City to review motion pictures for the Exhibitor Herald, a trade paper. Shortly after he decided on advertising as a career and during his 16-year association went from messenger boy to vice president of the agency.



## WILLIAM H. HYLAN Vice President of Sales Administration

William H. Hylan was appointed CBS Television Network vice president of sales administration in February, 1957. Previously, Mr. Hylan had held the post of vice president in charge of network sales. Mr. Hylan was account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as assistant to the director of station administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951 Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named assistant sales manager and in January, 1952, he was appointed Eastern sales manager. He was named to his present post in December, 1952. Mr. Hylan was born in New York City in 1915. He is a graduate of Yale University, class of 1937. In the Army, he saw service in Egypt, Palestine, Lebanon, Syria, Greece and Austria with the Counter-Intelligence Corps and the Office of Strategic Services. Mr. Hylan is married and has three children, a boy and two girls. His home is in Westport, Conn.







**E**ach year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the twelfth year of network television it seems reasonable to agree that television is no longer a novelty — that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

**D**uring 1958 the average television family watched more than ever—an average of five hours and five minutes a day. *Any night at 9, for example, three families out of every five could be found watching television.*

By March 1, 1959, there was at least one television set in 44,700,000 homes—87% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

**H**owever you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

**B**ecause it reaches more people — at the same instant—than any other form of mass communication, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nighttime audiences in all television (as shown in the 85 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK 

The  
novelty  
of  
television  
has  
worn  
off . . .

# 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 250.*

## 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  
Michael Dann..... Vice President in Charge  
of Network Programs, New York  
William Dozier..... Vice President, Programs,  
Hollywood  
Guy Della Cioppa..... Vice President & Director  
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  
Edmund C. Bunker..... Vice-President and General  
Sales Manager, Network Sales  
William B. Lodge..... Vice-President of Engineering  
and Station Relations  
W. Spencer Harrison..... Vice-President and  
Business Mgr. of Talent & Contract Properties  
Charles S. Steinberg..... Vice President,  
Inform. Svcs.  
Thos. K. Fisher..... Vice-President and  
General Attorney  
William J. Flynn..... Controller

### Network Sales

Thomas H. Dawson..... Vice-President—Network  
Sales  
Edmund C. Bunker..... Vice-President, General  
Sales Manager, Network Sales  
Sam K. Maxwell..... Daytime Sales Manager  
Roland Blair..... Mid-Western Sales Manager  
Robert Swats..... Detroit Sales Manager  
William J. Fagan..... Business Manager  
Robert Hoag..... Program Sales Mgr.  
Edward F. Lethen, Jr..... Manager of Network  
Sales Development

George Zurich..... Sales Service Manager  
George A. Kolpin..... Contract Manager

### Affiliate Relations

Carl Ward..... Vice-President in Charge  
Gordon Hayes..... National Mgr.  
Robert Wood..... Mgr., Contracts & Records  
Bert Lown..... Western Manager  
Ed Scovill..... Midwest Manager  
David R. Williams..... Eastern Manager  
Donald Clancy..... Administrative 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  
Michael Dann..... Vice-President in Charge  
of Network Programs, N. Y.  
William Dozier..... Vice-President,  
Programs, Hollywood  
Guy Della Cioppa..... Vice-President & Director,  
Network Programs, Hollywood  
R. M. Weitman..... V.P. Prog. Devel.  
Oscar Katz..... Vice President in Charge  
of Daytime Programs  
Lester Gottlieb..... Director, Progr. Develop.  
Robert D. Martin..... Talent & Casting Director  
New York  
Bert Berman..... Dir. of Daytime Pgm. Development  
Richard Lewine..... Director, Special Programs

### Operations

Edward L. Saxe..... Vice-President in Charge  
of Operations  
Henry Grossman..... Dir. of Facilities Operations  
R. G. Thompson..... Director of Technical  
Operations  
E. Carlton Winckler..... Dir. Prod. Oper.  
H. C. Meier..... Manager of Network Operations  
Newell T. Schwin..... Dir. Production Sls.  
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  
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  
George Bristol.....Operations Director  
Robert Strunsky.....Copy Chief  
Alex Kennedy.....Director of Program Promotion  
Richard Golden.....Director of Sales Presentations  
David Fuchs.....Mgr., Sales Presents.  
Leonard Broom.....Promotion Mgr., N. Y.  
Edward Side.....Production Manager

### Press Information

Charles Steinberg.....Vice President  
Information Services  
Hank Warner.....Director, Press Information  
Harry Feeny.....Manager of Trade &  
Business News  
Robert Blake.....Director—Hollywood  
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 Affiliate 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  
Merritt H. Coleman...Director of Business Affairs  
David Klinger.....Budget Control Manager

### Accounting

William J. Flynn.....Comptroller  
Norman C. Hadley.....Director, Accounting Ops.

### Executive Division, Hollywood

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  
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 TELEVISION STATIONS DIVISION

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.**

Frank Shakespeare, Jr.....General Manager  
Norman E. Walt.....Sales Manager  
Clarence Worden.....Assistant to General Manager  
Dan Gallagher.....Program Director  
Robert Patt.....Promotion Manager  
William C. Lacey.....Film Manager  
John Horn.....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  
**WCAU-TV, City Line &  
Monument Aves.; Phila., Pa**  
John Schneider.....General Manager  
**KMOX-TV, 12th & Cole Streets  
St. Louis 4, Mo.**

Gene Wilkey.....General Manager  
**CBS Television Spot Sales**

Bruce Bryant.....General Manager  
Ben Margolis.....Business Manager  
Robert F. Davis.....Research Manager  
Arthur Elliott, Jr.....Eastern Sales Manager  
Frank Elliott.....Director Sales Development  
W. Thomas Dawson...Director Sales Promotion  
**Branch Offices**

John White.....Midwestern Sales Manager  
630 N. McClurg Ct., Chicago

H. H. Holtshouser...Vice-President, Atlanta Manager  
805 Peachtree St., N.E., Atlanta, Ga.

Howard Marsh.....Detroit Manager  
932 Fisher Bldg., Detroit 2, Mich.

Richard Loftus.....San Francisco Manager  
Palace Hotel, San Francisco

Edward A. Larkin...Los Angeles Manager  
1313 N. Vine St., Los Angeles

### CBS Films, Inc.

Sam Cook Digges.....Adm. Vice-President  
Leslie Harris.....Vice-President, Production  
John Howell.....Vice President & Gen. Sls. Mgr.  
Fred Mahlstedt.....Dir. Oper. & Prodn.  
Eugene Moss.....Sales Promotion Manager  
Walter Scanlon.....Merchandising Manager  
Murray Benson.....Dir. of Licensing  
Robert Fuller.....Dir. of Publicity  
Howard Kany.....Dir. of Intern. Bus. Rel.

### Terrytoons Division

Paul Terry, William Weiss

### Advertising & Sales Promotion

John Cowden.....Vice-Pres. in Charge  
Tom Means.....Director

### Information Services

Charles Oppenheim.....Director  
Howard Berk.....Dir. of Publicity, CBS Owned  
TV Stations & CBS-TV Spot Sls.

### Legal

Thomas K. Fisher.....V.P. & Gen. Attorney

### Programming

Hal Hough.....Director



# CBS TELEVIS



# ION NETWORK



# NETWORK TV OFFERS BARGAIN BUYS ... To The Small-Budget Advertiser



By WALTER D. SCOTT  
Executive Vice President  
NBC-TV Network

**I**N this era of big budget network programming there is a tendency to completely lose sight of the fact there are many network TV opportunities designed specifically for the small-budget advertiser.

Today an advertiser with an annual budget as small as \$500,000 can use network television, and over an extended period of time. In fact, the opportunity to buy and use network TV in small units has never been greater. All three networks now offer nighttime minutes, low cost news programs, favorably priced daytime periods and participations in sports series, all at reasonable rates.

\* \* \*

As result of these economy-sized patterns and greatly increased flexibility, network television is serving a surprising number of modest budget advertisers. During 1958 alone, many smaller advertisers bought time on NBC-TV, most for the first time. Among them were Amity Leather Products Company, Arkin Industries, Burgess Vibrocrafters, Drexel Furniture Company, National Brewing, Rock of Ages, the Shakespeare Company and Stark Nurseries.

Advertisers with a budget of well under \$1,000,000 can order from a wide choice of year-round campaigns on web TV, be identified with a variety of exciting, quality programs and have their commercial messages seen

in over 100 leading markets. Here are some of the schedules available to such an advertiser:

\* \* \*

Sponsorship of four special filmed telementaries on the 20th Century, three of which are full-hour programs and the fourth 90-minutes, all scheduled in prime time periods during 1959; an alternate-week one-minute message in "Ellery Queen" (Friday nights) or "Cimarron City" (Saturday nights) over a 52-week period; sponsorship of an "NBC News" program on alternate weeks over a 39-week period; sponsorship of one daytime quarter-hour program segment on alternate weeks over a 52-week period, or two contiguous (i.e. on the same day) daytime quarter-hour segments on alternate weeks over a 39-week period; two participations weekly in either the "Today" program or "The Jack Paar Show," or one participation weekly in each, all over a 52-week period.

\* \* \*

In short, a cost-conscious advertiser seeking to sell more goods and enhance prestige can select the television campaign that's best for him from a wide variety of advertising patterns and programs — specials, mystery, western, news or variety — any time of the day or night, on network television.

# NBC TELEVISION NETWORK

## ROBERT E. KINTNER President of NBC

Robert E. Kintner was elected to his present post as President of NBC on July 11, 1958, after having served as executive vice president, television network, since February, 1958. He joined NBC Jan. 1, 1957, as an executive vice president and the following month was named executive vice president, television network programs and sales. Kintner, a former president of ABC, joined the editorial staff of the New York Herald Tribune following his graduation from Swarthmore College. He became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington column. He also 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 in 1944 as vice president with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive vice president and in 1949 became president. He resigned in October, 1956.



## DAVID C. ADAMS Senior Executive Vice President



David C. Adams was elected to the new position of senior executive vice president on February 6, 1959. Since September, 1956, he had been executive vice president, corporate relations. Mr. Adams joined NBC in December, 1947, as assistant general counsel. He was named vice president and general attorney of RCA Communications, Inc., in 1948, but returned to NBC in January, 1949, as assistant to the executive vice president. He was elected a vice president in February, 1953, and the next year was named a staff vice president. Before joining NBC, Mr. Adams was with the FCC, serving 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.

## WALTER D. SCOTT Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 30 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. 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.









# By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science . . ." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations\*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen . . .

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 149 stations cleared time for the course; 265 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

## NBC TELEVISION NETWORK

\*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION  
· BELL TELEPHONE SYSTEM · THE FORD FOUNDATION · THE FUND FOR  
THE ADVANCEMENT OF EDUCATION · GENERAL FOODS FUND · INTER-  
NATIONAL BUSINESS MACHINES · PITTSBURGH PLATE GLASS FOUNDATION  
· STANDARD OIL COMPANY OF CALIFORNIA · UNITED STATES STEEL

# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 265.

## DEPARTMENTS

### EXECUTIVE

Robert W. Sarnoff..... Chairman of the Board  
Robert E. Kintner..... President

### ADMINISTRATION

J. M. Clifford..... Exec. V.P., Administration

### NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg..... Exec. V.P., NBC Owned Stations  
& NBC Spot Sales  
Thomas S. O'Brien..... Dir., Business Affairs  
Anthony C. Krayer..... Business Manager

### NBC Spot Sales

Richard H. Close..... Dir., NBC Spot Sales  
Edwin T. Jameson..... Dir., TV Spot Sales  
Walter B. Davison..... Mgr., Western TV Spot Sales  
John J. Ryan..... Mgr., Eastern TV Spot Sales  
John C. Treacy..... Mgr., TV Spot Sales, Detroit  
Morton Gaffin..... Dir., New Bus. & Prom.  
John W. Mulholland..... Mgr. Central TV Spot Sales  
David Scott..... Mgr., New England Spot Sales

### NBC Owned Stations WRCA-TV, New York

William N. Davidson..... V.P. & General Manager

### WNBC, New Britain-Hartford

Peter B. Kenney..... V.P. & General Manager

### WRC-TV, Washington

Arleton D. Smith..... V.P. & General Manager

### WNBQ, Chicago

Lloyd Yoder..... V.P. & General Manager

### WRCV-TV, Philadelphia

Ray Welpott..... V.P. & General Manager

### KRCA, Los Angeles

Thomas C. McCray..... V.P. & General Manager

## TELEVISION NETWORK

### TV NETWORK ADMINISTRATION

Walter D. Scott..... Exec. V.P., TV Network  
David Levy..... V.P., TV Network Programs  
and Talent

### TV NETWORK BUSINESS AFFAIRS

Norman Racusin..... Director, Business Affairs  
John J. Heywood..... Director, Unit Manager

### NEWS

William McAndrew..... Vice President, News  
Joseph O. Meyers..... Director, News  
Julian Goodman..... Mgr., News & Special  
Events, Washington  
William Ray..... Mgr., News, Central Div.  
Stanley G. Rotkewicz..... Mgr., Budgets & Pricing  
Eugene E. Juster..... Manager, News Film  
Samuel M. Sharkey, Jr..... Editor, News  
Edward Stanley..... Director, Public Affairs  
George Heineman..... Mgr. Public Affairs  
Leslie C. Vaughan..... Manager, Administration  
News

### SPORTS

Thomas S. Gallery..... Director, Sports

## TELEVISION NETWORK PROGRAMS

Robert F. Lewine..... V.P., Network Programs  
Jerry Danzig..... V.P., Participating Programs  
Robert F. Aaron..... Mgr., Daytime Prog. Admin.  
Louis B. Ames..... Mgr., NBC Opera Unit  
Alan Courtney..... Dir., Nighttime Programs  
Joseph P. Cunneff..... Mgr., Night. Progr. Opera.  
Ross Donaldson..... Dir. Script Services  
Roger Gimbel..... Exec. Prod. Daytime Prog.  
John Greene..... Mgr., Day Prog. Opera.  
Donald B. Hyatt..... Mgr., Special Projects  
Carl Lindemann, Jr..... Dir. Day Programs  
Thomas Madigan..... Mgr., Night Prog. Opera.  
Albert McCleery..... Exec. Producer  
Roger Muir..... Exec. Producer  
James H. Nelson..... Prog. Services  
George M. Rogers, Jr..... Mgr., Administ.  
Participating Programs  
Herbert Sussan..... Dir. Special Programs  
David Tebet..... Gen. Program Exec.  
Ernest V. Theiss..... Mgr. Night Prog. Admins.



## Music

Samuel Chotzinoff.....Gen. Music Director

### TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales

Don Durgin.....V.P., TV Network Sales

Edward R. Hitz.....V.P., TV Sales, Central Div.

Thomas B. McFadden.....V.P., Gen. Sales Exec.

Charles R. Abry.....Gen. Sales Exec.

Raymond F. Eichman.....Dir. Sales Presentations  
& Promotion

Harry T. Floyd.....Mgr., TV Sales, Western Div.

Stephen Flynn.....Dir., TV Sales Services

Walter W. Gross.....Mgr., TV Sales, Detroit

David Hedley.....Mgr., TV Sales Presentations

James Hergen.....Director, Partic. Program Sales

Arthur Johnson.....Mgr., Station Sales

Richard L. Linkroum.....Dir., Spec. Pgm. Sales

Robert McFadyen.....Dir., TV Sales Development

Hamilton Robinson.....Mgr., Office Services

Andrew Ross.....Art Dir., Sales Plann.

Dean Shaffner.....Dir., Sales Planning

Ira Wolff.....Mgr., Sales Prom.

### FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation

Nicholas Gilles.....Director, Business Affairs

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., Radio Recording Sales

James Chenard.....Business Mgr.

Charles Bennis.....Mgr., Radio Recording

### Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,  
Art & Scenic Prodn.

Edward J. Bennett.....Mgr., Design & Art

Curtis Blank.....Mgr., Prodn. Services

Peter Bonardi.....Mgr., Scenic Const. & Painting

John P. Seibert.....Business Mgr.

### General Services

William S. Hedges.....V.P., General Services

Michael Clancy.....Supervisor, Protection

Edwin L. Dunham.....Mgr., Music Library & Svcs.

Mildred Joy.....Chief Librarian

### Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.

Henry Moss.....Mgr., Film Services

Stanley Parlan.....Mgr., Film Coordination  
& Preparations

Chas. L. Townsend.....Mgr., Film & Kine Oper.

Edward A. Whitney.....Mgr., Bcst. Routine

Charles Corcoran.....Mgr., Video Tape, Film, &  
Kine Operations

### TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.

Richard Aimone.....Mgr., 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.

Thomas G. Tart.....Business Mgr.

### Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning

Richard H. Edmondson.....Mgr., Tech. &  
Ops. Planning

Robert MacKichan.....Mgr., Show Requirements  
& Estimating

George McElrath.....Mgr., Broadcast Central

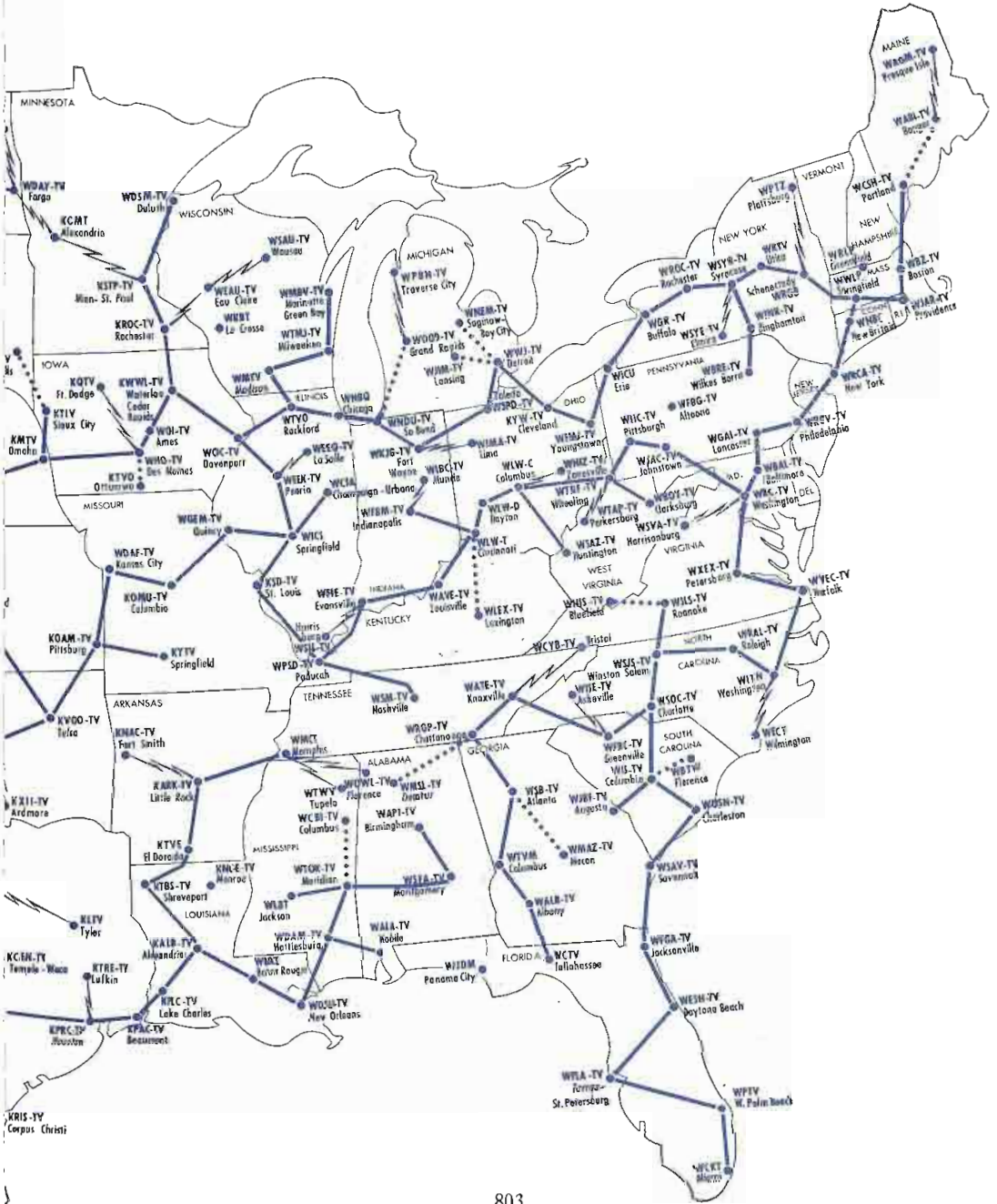
Peter Affe.....Mgr., Facilities  
Planning & Utilization

John J. Weir.....Mgr., Broadcast & Operations

# NBC TELEVIS



# ION NETWORK



# THE EARLY YEARS OF A FILM NETWORK

## ... Another National Program Service?



By CHARLES (Bud) BARRY  
President, NTA Film Network

THERE'S said to be a shining new Cadillac cruising Madison Avenue bearing a sign that reads "Made in Las Vegas . . . the hard way." Somehow that strikes me as a particularly fitting mode of transportation for a network executive in the television market today.

With Ely Landau, chairman of the parent company, wearing his white coat and rubber gloves, the NTA Network was born just about three years ago. Since then the network has accomplished some rather amazing things. I'm not trying to sound like a cigarette commercial, but because it is a pretty accurate way of putting it, I say we have accomplished some things that couldn't be done.

We have organized a group of stations into a cohesive whole . . . we have persuaded a group of major advertisers to accept the film network concept . . . we have persuaded, on many a Sunday afternoon and occasionally during the evening hours, a group of "right minded" citizens to turn their dials to our program while happily ignoring our not always friendly competitors.

We have done this without that greatest of aids to a network—the very heart of network broadcasting—the coaxial cable hooking all of the components together for a national simultaneous broadcast. We have done it the hard way, via film on a bicycle. And what's more, without that second essential in network broadcasting—prime time on prime stations.

Nevertheless, we are genuinely

grateful to the far-seeing clients who did put their faith and their dollars behind the NTA Film Network.

But in the 1959-60 market place one cannot afford much time to look back, for if there is one essential fact in this business it is . . . the future lies to him who plans for it.

The challenges of my career always seem to have been based upon dreams of tomorrow. But of all the tests of this kind I have ever faced, none has intrigued me more than the challenge of planning the necessary "Where Do We Go From Here" with the NTA Film Network.

This one is classic in its demands, because the following fundamental problems must be solved:

- a. Not enough independent stations in many markets.
- b. Not enough prime time available on stations already affiliated with our major competitors.
- c. Not enough programs.
- d. Too many agencies and advertisers reluctant to back us during our growth period.

We are convinced that the American advertising industry and the American public can support another national program service. If we can make that program service imaginative, fresh and untrammled, we believe that we can continue to build our own effective network. We further believe that the key of our network future lies foursquare on our program future.

# NTA TELEVISION NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUdson 2-7300

Chairman of the Board..... Ely A. Landau  
President..... Charles C. Barry  
Exec. Vice President..... Oliver A. Unger  
Vice President..... Harold Goldman  
Vice President..... Edythe Rein  
Vice President..... David Melamed  
Treasurer..... Eric Haight  
Secretary..... H. I. Bucher  
Controller..... Burton Lippman  
Board of Directors..... Ely A. Landau,  
Oliver A. Unger, Harold Goldman, Edythe Rein,  
Harold Kovner, Charles C. Barry.  
Director of Station Relations... Anthony Azzatu  
Exec. Dir. Advertising, Promotion, Merchandising  
Lester Krugman  
Dir. of Network Operations... Lynn Christenson  
Director of Press..... Harry Albus  
Dir. of Promotion, Sales Service.. Martin Roberts  
Dir. of Merchandising..... Irving Lichtenstein  
Creative Director, Advertising.... Ernest Fladell

## BRANCH OFFICES

### Chicago

612 N. Michigan Ave.  
Chicago, Ill.  
MI 2-5561

### Hollywood

8721 Sunset Blvd.  
Hollywood, Calif.  
OL 2-7222

# SWEETEST THING IN SIGHT

It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine products. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

## SHIRLEY TEMPLE SPRING SPECIALS / SHIRLEY TEMPLE FALL FESTIVAL '59

(8 weekends April 5 through May 24 1959)

(12 weekends Oct 1 through Dec 20 1959)







Phone, wire, write, Charles (Bud) Barry, President, NTA Television Network, 10 Columbus Circle, New York 19, N. Y. JU 2-7300 **NTA TELEVISION NETWORK**



# NTA TELEVISION

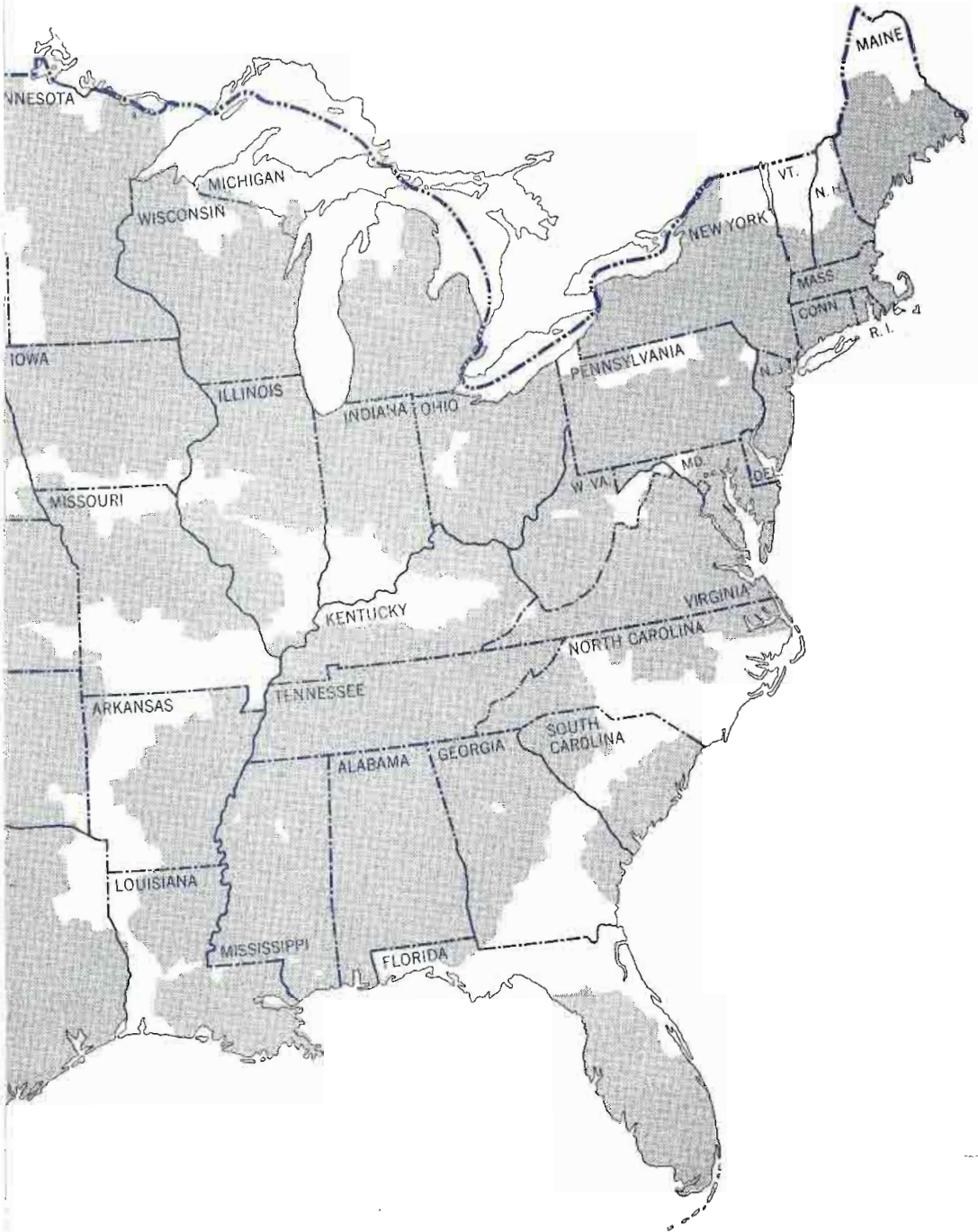


## COVERAGE 1958-1959

130 Stations representing

98.5% TV Homes

# NETWORK



# TELEVISION FILM'S FOREIGN MARKET— ... A New Horizon For The Industry

By HAROLD GOLDMAN

President, NTA International, Inc.



**T**HE burgeoning television industry outside of the United States is rapidly assuming an important role in the overall planning of TV production and distribution companies.

The foreign market today offers one of the greatest areas of expansion in our industry. Results accomplished during the past year have served to strengthen that conviction in no uncertain terms. As a consequence, increased efforts are being expended in that area. At NTA, we have organized, not too long ago, NTA International, Inc., which is to supervise our television and theatrical activities throughout the world.

\* \* \*

There are approximately 25-million television sets in operation today in more than 50 countries outside of the United States. Sales opportunities abound in the United Kingdom where more than 9-million TV sets are in operation.

A study of the foreign markets reveals that Great Britain is the most important market today for the sale of television properties. Second place honors must go to Canada with a set count in excess of 3-million. Australia ranks third in importance serving more than a half-million receivers.

Japan, with more than a million-and-a-half sets, is enjoying a television boom and is rapidly taking its place among the leaders in searching the market for suitable product.

\* \* \*

To take care of the needs of this increasing world-wide activity, the production and distribution com-

panies are keeping close touch with developments and adding to their staffs. As President of NTA International, I will be making constant trips to our international offices to keep abreast of events and gear our operations to meet prevailing conditions.

Foreign stations are constantly on the alert for good product. Features and half-hour series are enjoying wide popularity in all areas. While there is an over-abundance of product at the moment, the demand will be increasing as more and more stations begin operations and additional sets make their appearance in homes.

In line with the expanding television picture overseas, income from that source is constantly on the up-swing. In the not too distant future, receipts from foreign distribution should equal at least one-third of the total gross billing of companies engaged in international operations.

\* \* \*

As the foreign picture becomes brighter, co-production endeavors with producers in other countries will increase. We, at NTA, have recently entered into an association with the British Broadcasting Corporation for the production of "The Third Man," a 39-week series starring Michael Rennie. We plan to undertake similar co-production deals in other countries. Current plans call for such arrangements to be made with governmental and independent agencies in France, Italy, Japan, Canada and Australia.

NTA's activities in the international field have now expanded into ten countries.

**TELEVISION DAILY**

presents

***TV STATIONS***

—  
**KEY PERSONNEL  
ADDRESSES & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES  
STATISTICAL COVERAGE**

**1959**

# TELEVISION STATIONS

## Commercial Stations of U. S., Territories and Possessions

| Station | City—State                     | Page | Station | City—State                | Page |
|---------|--------------------------------|------|---------|---------------------------|------|
| CKLW-TV | — Detroit-Windsor, Mich./Ont., | 852  | KFDA-TV | — Amarillo, Tex.          | 885  |
| KABC-TV | — Los Angeles, Calif.          | 823  | KFDM-TV | — Beaumont, Tex.          | 886  |
| KAKE-TV | — Wichita, Kan.                | 846  | KFDX-TV | — Wichita Falls, Tex.     | 894  |
| KALB-TV | — Alexandria, La.              | 847  | KFEQ-TV | — St. Joseph, Mo.         | 858  |
| KARD-TV | — Wichita, Kan.                | 846  | KFJZ-TV | — Fort Worth, Tex.        | 889  |
| KARK-TV | — Little Rock, Ark.            | 819  | KFMB-TV | — San Diego, Calif.       | 824  |
| KATV    | — Little Rock, Ark.            | 821  | KFRE-TV | — Fresno, Calif.          | 821  |
| KAVE-TV | — Carlsbad, N. M.              | 863  | KFSD-TV | — San Diego, Calif.       | 824  |
| KAYS-TV | — Hays, Kan.                   | 845  | KFVS-TV | — Cape Girardeau, Mo.     | 857  |
| KBAK-TV | — Bakersfield, Calif.          | 821  | KFYR-TV | — Bismarck, N. D.         | 868  |
| KBES-TV | — Medford, Ore.                | 875  | KGBT-TV | — Harlingen, Tex.         | 889  |
| KBET-TV | — Sacramento, Calif.           | 823  | KGGM-TV | — Albuquerque, N. M.      | 863  |
| KBLR-TV | — Goodland, Kan.               | 845  | KGHL-TV | — Billings, Mont.         | 858  |
| KBMB-TV | — Bismarck, N. D.              | 868  | KGLD    | — Garden City, Kan.       | 845  |
| KBOI-TV | — Boise, Ida.                  | 839  | KGLO-TV | — Mason City, Iowa        | 844  |
| KBTW    | — Denver, Colo.                | 827  | KGMB-TV | — Honolulu, Hawaii        | 837  |
| KBTX-TV | — Bryan, Tex.                  | 886  | KGNC-TV | — Amarillo, Tex.          | 885  |
| KCBD-TV | — Lubbock, Tex.                | 891  | KGNS-TV | — Laredo, Tex.            | 891  |
| KCEN-TV | — Temple, Tex.                 | 894  | KGO-TV  | — San Francisco, Calif.   | 824  |
| KCIX-TV | — Nampa, Ida.                  | 839  | KGUL-TV | — Galveston-Houston, Tex. | 889  |
| KCKT    | — Great Bend, Kans.            | 845  | KGUN    | — Tucson, Ariz.           | 819  |
| KCMC-TV | — Texarkana, Tex.              | 894  | KGW-TV  | — Portland, Ore.          | 875  |
| KCMO-TV | — Kansas City, Mo.             | 857  | KHAS-TV | — Hastings, Neb.          | 859  |
| KCMT    | — Alexandria, Minn.            | 853  | KHJ-TV  | — Los Angeles, Calif.     | 823  |
| KCOP-TV | — Los Angeles, Calif.          | 823  | KHOL-TV | — Kearney, Neb.           | 859  |
| KCOR-TV | — San Antonio, Tex.            | 893  | KHQ-TV  | — Spokane, Wash.          | 898  |
| KCRA-TV | — Sacramento, Calif.           | 824  | KHQA-TV | — Hannibal, Mo.           | 857  |
| KCRG-TV | — Cedar Rapids, Iowa           | 844  | KHSL-TV | — Chico, Calif.           | 821  |
| KCSJ-TV | — Pueblo, Colo.                | 827  | KHVH-TV | — Honolulu, Hawaii        | 837  |
| KCTV    | — San Angelo, Tex.             | 893  | KICA-TV | — Clovis, N. M.           | 863  |
| KDAL-TV | — Duluth-Superior, Minn.       | 853  | KID-TV  | — Idaho Falls, Ida.       | 839  |
| KDIX-TV | — Dickinson, N. D.             | 868  | KIEM-TV | — Eureka, Calif.          | 821  |
| KDKA-TV | — Pittsburgh, Pa.              | 879  | KIMA-TV | — Yakima, Wash.           | 899  |
| KDUB-TV | — Lubbock, Tex.                | 891  | KING-TV | — Seattle, Wash.          | 898  |
| KEDY-TV | — Big Spring, Tex.             | 886  | KINY-TV | — Juneau, Alaska          | 818  |
| KELO-TV | — Sioux Falls, S. D.           | 882  | KIRO-TV | — Seattle, Wash.          | 898  |
| KELP-TV | — El Paso, Tex.                | 887  | KIVA    | — Yuma, Ariz.             | 819  |
| KENI-TV | — Anchorage, Alaska            | 818  | KJEO    | — Fresno, Calif.          | 821  |
| KENS-TV | — San Antonio, Tex.            | 893  | KKTW    | — Colorado Springs, Colo. | 825  |
| KERO-TV | — Bakersfield, Calif.          | 821  | KLAS-TV | — Las Vegas, Nev.         | 861  |
| KETV    | — Omaha, Neb.                  | 860  | KLFY-TV | — Lafayette, La.          | 847  |
| KEY-T   | — Santa Barbara, Calif.        | 825  | KLIX-TV | — Twin Falls, Ida.        | 839  |
| KFAR-TV | — Fairbanks, Alaska            | 818  | KLOR-TV | — Provo, Utah             | 894  |
| KFBB-TV | — Great Falls, Mont.           | 859  | KLRI-TV | — Las Vegas, Nev.         | 861  |
| KFBC-TV | — Cheyenne, Wyo.               | 901  |         |                           |      |



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|---------|-------------------------------|------|---------|---------------------------------|------|
| KLTV    | — Tyler, Tex.                 | 894  | KREY-TV | — Montrose, Colo.               | 827  |
| KLZ-TV  | — Denver, Colo.               | 825  | KRGV-TV | — Weslaco, Tex.                 | 894  |
| KMBC-TV | — Kansas City, Mo.            | 857  | KRIS-TV | — Corpus Christi, Tex.          | 886  |
| KMID-TV | — Midland, Tex.               | 892  | KRLD-TV | — Dallas, Tex.                  | 887  |
| KMJ-TV  | — Fresno, Calif.              | 821  | KRNT-TV | — Des Moines, Iowa              | 844  |
| KMMT    | — Austin, Minn.               | 853  | KROC-TV | — Rochester, Minn.              | 855  |
| KMOS-TV | — Sedalia, Mo.                | 858  | KROD-TV | — El Paso, Tex.                 | 889  |
| KMOX-TV | — St. Louis, Mo.              | 858  | KRON-TV | — San Francisco, Calif.         | 824  |
| KMSO-TV | — Missoula, Mont.             | 859  | KRSD-TV | — Rapid City, S. D.             | 882  |
| KMSP-TV | — Minneapolis-St. Paul, Minn. | 855  | KRTV    | — Great Falls, Mont.            | 859  |
| KMTV    | — Omaha, Neb.                 | 860  | KSBW-TV | — Salinas, Calif.               | 824  |
| KMVI    | — Wailuku, Hawaii             | 837  | KSBY-TV | — San Luis Obispo, Calif.       | 825  |
| KNAC-TV | — Fort Smith, Ark.            | 819  | KSD-TV  | — St. Louis, Mo.                | 858  |
| KNOE-TV | — Monroe, La.                 | 847  | KSHO-TV | — Las Vegas, Nev.               | 861  |
| KNOP-TV | — North Platte, Neb.          | 860  | KSL-TV  | — Salt Lake City, Utah          | 894  |
| KNOX-TV | — Grand Forks, N. D.          | 869  | KSLA-TV | — Shreveport, La.               | 848  |
| KNTV    | — San Jose, Calif.            | 825  | KSPR    | — Casper, Wyo.                  | 901  |
| KNXT    | — Los Angeles, Calif.         | 823  | KSTP-TV | — St. Paul-Minneapolis, Minn.   | 855  |
| KOA-TV  | — Denver, Colo.               | 827  | KSWO-TV | — Lawton, Okla.                 | 874  |
| KOAM-TV | — Pittsburg, Kan.             | 846  | KSWs-TV | — Roswell, N. M.                | 863  |
| KOAT-TV | — Albuquerque, N. M.          | 863  | KSYD-TV | — Wichita Falls, Tex.           | 894  |
| KOB-TV  | — Albuquerque, N. M.          | 863  | KTAG-TV | — Lake Charles, La.             | 847  |
| KOCO-TV | — Enid, Okla.                 | 874  | KTBC-TV | — Austin, Tex.                  | 886  |
| KODE-TV | — Joplin, Mo.                 | 857  | KTBS-TV | — Shreveport, La.               | 848  |
| KOIN-TV | — Portland, Ore.              | 875  | KTEN    | — Ada, Okla.                    | 874  |
| KOLD-TV | — Tucson, Ariz.               | 819  | KTES    | — Nacogdoches, Tex.             | 892  |
| KOLN-TV | — Lincoln, Neb.               | 859  | KTHV    | — Little Rock, Ark.             | 819  |
| KOLO-TV | — Reno, Nev.                  | 861  | KTIV    | — Sioux City, Iowa              | 845  |
| KOMO-TV | — Seattle, Wash.              | 898  | KTLA    | — Los Angeles, Calif.           | 823  |
| KOMU-TV | — Columbia, Mo.               | 857  | KTNT-TV | — Tacoma-Seattle, Wash.         | 899  |
| KONA-TV | — Honolulu, Hawaii            | 837  | KTRE-TV | — Lufkin, Tex.                  | 892  |
| KONO-TV | — San Antonio, Tex.           | 893  | KTRK-TV | — Houston, Tex.                 | 891  |
| KOOK-TV | — Billings, Mont.             | 859  | KTRX    | — Kennewick-Pasco, Wash.        | 898  |
| KOOL-TV | — Phoenix, Ariz.              | 818  | KTSM-TV | — El Paso, Tex.                 | 889  |
| KOSA-TV | — Odessa, Tex.                | 892  | KTTS-TV | — Springfield, Mo.              | 858  |
| KOTA-TV | — Rapid City, S. D.           | 882  | KTTV    | — Los Angeles, Calif.           | 823  |
| KOTI-TV | — Klamath Falls, Ore.         | 875  | KTUL-TV | — Tulsa, Okla.                  | 874  |
| KOTV    | — Tulsa, Okla.                | 874  | KTVA    | — Anchorage, Alaska             | 818  |
| KOVR-TV | — Stockton, Calif.            | 825  | KTVB    | — Boise, Ida.                   | 839  |
| KPAC-TV | — Port Arthur, Tex.           | 892  | KTVC-TV | — Ensign, Kan.                  | 845  |
| KPAR-TV | — Abilene, Tex.               | 885  | KTVE    | — El Dorado, Ark.               | 819  |
| KPHO-TV | — Phoenix, Ariz.              | 818  | KTVF    | — Fairbanks, Alaska             | 818  |
| KPIX    | — San Francisco, Calif.       | 824  | KTVH    | — Hutchinson, Kan.              | 845  |
| KPLC-TV | — Lake Charles, La.           | 847  | KTVI    | — St. Louis, Mo.                | 858  |
| KPLR-TV | — St. Louis, Mo.              | 858  | KTVK    | — Phoenix, Ariz.                | 819  |
| KPRC-TV | — Houston, Tex.               | 889  | KTVO    | — Ottumwa, Iowa                 | 845  |
| KPTV    | — Portland, Ore.              | 875  | KTVR    | — Denver, Colo.                 | 827  |
| KQTV    | — Fort Dodge, Iowa            | 844  | KTVT    | — Salt Lake City, Utah          | 895  |
| KRBC-TV | — Abilene, Tex.               | 885  | KTVU    | — San Francisco-Oakland, Calif. | 824  |
| KRCA    | — Los Angeles, Calif.         | 823  | KTVW    | — Seattle, Wash.                | 898  |
| KRCG-TV | — Jefferson City, Mo.         | 857  | KTWO-TV | — Casper, Wyo.                  | 901  |
| KRDO-TV | — Colorado Springs, Colo.     | 825  | KUAM-TV | — Agana, Guam                   | 902  |
| KREM-TV | — Spokane, Wash.              | 898  | KULR    | — Kalispell, Mont.              | 859  |
| KREX-TV | — Grand Junction, Colo.       | 827  | KUTV    | — Salt Lake City, Utah          | 895  |
|         |                               |      | KVAL-TV | — Eugene, Ore.                  | 875  |
|         |                               |      | KVAR    | — Mesa, Ariz.                   | 818  |
|         |                               |      | KVII-TV | — Amarillo, Tex.                | 885  |

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|---------|------------------------|------|---------|--------------------------|------|
| KVIP    | — Redding, Calif.      | 823  | WBTW    | — Florence, S. C.        | 882  |
| KVIQ-TV | — Eureka, Calif.       | 821  | WEZ-TV  | — Boston, Mass.          | 851  |
| KVKM-TV | — Monahans, Tex.       | 892  | WCAU-TV | — Philadelphia, Pa.      | 879  |
| KVOA-TV | — Tucson, Ariz.        | 819  | WCAX-TV | — Burlington, Vt.        | 895  |
| KVOO-TV | — Tulsa, Okla.         | 874  | WCBI-TV | — Columbus, Miss.        | 855  |
| KVOS-TV | — Bellingham, Wash.    | 898  | WCBS-TV | — New York, N. Y.        | 865  |
| KVTV    | — Sioux City, Iowa     | 845  | WCCO-TV | — Minneapolis, Minn.     | 853  |
| KWRB-TV | — Riverton, Wyo.       | 901  | WCHS-TV | — Charleston, W. Va.     | 899  |
| KWTV    | — Oklahoma City, Okla. | 874  | WCIA    | — Champaign, Ill.        | 839  |
| KWTK-TV | — Waco, Tex.           | 894  | WCKT    | — Miami, Fla.            | 832  |
| KWWL-TV | — Waterloo, Iowa       | 845  | WCNY-TV | — Carthage, N. Y.        | 864  |
| KXAB-TV | — Aberdeen, S. D.      | 882  | WCOV-TV | — Montgomery, Ala.       | 817  |
| KXGN-TV | — Glendive, Mont.      | 859  | WCPO-TV | — Cincinnati, Ohio       | 871  |
| KXII    | — Ardmore, Okla.       | 874  | WCSC-TV | — Charleston, S. C.      | 881  |
| KXJB-TV | — Valley City, N. D.   | 869  | WCSH-TV | — Portland, Me.          | 849  |
| KXLF-TV | — Butte, Mont.         | 859  | WCTV    | — Thomasville, Ga.       | 837  |
| KXLY-TV | — Spokane, Wash.       | 898  | WCYB-TV | — Bristol, Va.           | 895  |
| KXMC-TV | — Minot, N. D.         | 869  | WDAF-TV | — Kansas City, Mo.       | 857  |
| KYTV    | — Springfield, Mo.     | 858  | WDAM-TV | — Hattiesburg, Miss.     | 855  |
| KYW-TV  | — Cleveland, Ohio      | 871  | WDAN-TV | — Danville, Ill.         | 840  |
| KZTV    | — Corpus Christi, Tex. | 887  | WDAU-TV | — Scranton, Pa.          | 880  |
| WABC-TV | — New York, N. Y.      | 864  | WDAY-TV | — Fargo, N. D.           | 869  |
| WABI-TV | — Bangor, Me.          | 849  | WDBJ-TV | — Roanoke, Va.           | 897  |
| WAFB-TV | — Baton Rouge, La.     | 847  | WDBO-TV | — Orlando, Fla.          | 833  |
| WAGA-TV | — Atlanta, Ga.         | 835  | WDEF-TV | — Chattanooga, Tenn.     | 883  |
| WAGM-TV | — Presque Isle, Me.    | 849  | WDMJ-TV | — Marquette, Mich.       | 852  |
| WAIM-TV | — Anderson, S. C.      | 881  | WDSM-TV | — Duluth-Superior, Minn. | 853  |
| WAKR-TV | — Akron, Ohio          | 871  | WDSU-TV | — New Orleans, La.       | 847  |
| WALA-TV | — Mobile, Ala.         | 817  | WDXI-TV | — Jackson, Tenn.         | 883  |
| WALB-TV | — Albany, Ga.          | 835  | WEAR-TV | — Pensacola, Fla.        | 833  |
| WANE-TV | — Fort Wayne, Ind.     | 841  | WEAT-TV | — West Palm Beach, Fla.  | 835  |
| WAPA-TV | — San Juan, P. R.      | 902  | WEAU-TV | — Eau Claire, Wis.       | 900  |
| WAPI-TV | — Birmingham, Ala.     | 817  | WECT    | — Wilmington, N. C.      | 868  |
| WARD-TV | — Johnstown, Pa.       | 877  | WEEK-TV | — Peoria, Ill.           | 840  |
| WAST    | — Albany, N. Y.        | 864  | WEHT    | — Evansville, Ind.       | 841  |
| WATE-TV | — Knoxville, Tenn.     | 883  | WESH-TV | — Daytona Beach, Fla.    | 831  |
| WATR-TV | — New Haven, Conn.     | 831  | WEWS    | — Cleveland, Ohio        | 871  |
| WAVE-TV | — Louisville, Ky.      | 846  | WFAA-TV | — Dallas, Tex.           | 887  |
| WAVY-TV | — Norfolk, Va.         | 897  | WFAM-TV | — Lafayette, Ind.        | 843  |
| WBAL-TV | — Baltimore, Md.       | 850  | WFBC-TV | — Greenville, S. C.      | 882  |
| WBAP-TV | — Fort Worth, Tex.     | 889  | WFBG-TV | — Altoona, Pa.           | 875  |
| WBAY-TV | — Green Bay, Wis.      | 900  | WFBM-TV | — Indianapolis, Ind.     | 843  |
| WBBM-TV | — Chicago, Ill.        | 839  | WFGA-TV | — Jacksonville, Fla.     | 832  |
| WBEN-TV | — Buffalo, N. Y.       | 864  | WFIE-TV | — Evansville, Ind.       | 841  |
| WBIR-TV | — Knoxville, Tenn.     | 883  | WFIL-TV | — Philadelphia, Pa.      | 877  |
| WBKB    | — Chicago, Ill.        | 840  | WFLA-TV | — Tampa, Fla.            | 833  |
| WBNS-TV | — Columbus, Ohio       | 872  | WFMJ-TV | — Youngstown, Ohio       | 873  |
| WBOC-TV | — Salisbury, Md.       | 850  | WFMY-TV | — Greensboro, N. C.      | 868  |
| WBOY-TV | — Clarksburg, W. Va.   | 899  | WFRV-TV | — Green Bay, Wis.        | 900  |
| WBPZ-TV | — Lock Haven, Pa.      | 877  | WGAL-TV | — Lancaster, Pa.         | 877  |
| WBRC-TV | — Birmingham, Ala.     | 817  | WGAN-TV | — Portland, Me.          | 849  |
| WBRE-TV | — Wilkes-Barre, Pa.    | 880  | WGEM-TV | — Quincy, Ill.           | 840  |
| WBRZ    | — Baton Rouge, La.     | 847  | WGN-TV  | — Chicago, Ill.          | 839  |
| WBTW    | — Charlotte, N. C.     | 867  | WGR-TV  | — Buffalo, N. Y.         | 864  |



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| WHAS-TV | Louisville, Ky.         | 846  | WITI-TV | Milwaukee, Wis.      | 901  |
| WHBF-TV | Rock Island, Ill.       | 841  | WITN    | Washington, N. C.    | 868  |
| WHBQ-TV | Memphis, Tenn.          | 883  | WJAC-TV | Johnstown, Pa.       | 877  |
| WHCT    | Hartford, Conn.         | 829  | WJAR-TV | Providence, R. I.    | 881  |
| WHDH-TV | Boston, Mass.           | 851  | WJBF-TV | Augusta, Ga.         | 835  |
| WHEC-TV | Rochester, N. Y.        | 865  | WJBK-TV | Detroit, Mich.       | 852  |
| WHEN-TV | Syracuse, N. Y.         | 867  | WJDM    | Panama City, Fla.    | 833  |
| WHIO-TV | Dayton, Ohio            | 872  | WJHL-TV | Johnson City, Tenn.  | 883  |
| WHIS-TV | Bluefield, W. Va.       | 899  | WJIM-TV | Lansing, Mich.       | 852  |
| WHIZ-TV | Zanesville, Ohio        | 873  | WJMR-TV | New Orleans, La.     | 847  |
| WHO-TV  | Des Moines, Iowa        | 844  | WJPB-TV | Fairmont, W. Va.     | 899  |
| WHP-TV  | Harrisburg, Pa.         | 877  | WJRT    | Flint, Mich.         | 852  |
| WHTN-TV | Huntington, W. Va.      | 899  | WJTV    | Jackson, Miss.       | 855  |
| WHYN    | Springfield, Mass.      | 851  | WJW-TV  | Cleveland, Ohio      | 872  |
| WIBW-TV | Topeka, Kan.            | 846  | WJXT    | Jacksonville, Fla.   | 832  |
| WICC-TV | Bridgeport, Conn.       | 829  | WJZ-TV  | Baltimore, Md.       | 850  |
| WICS    | Springfield, Ill.       | 841  | WKAQ-TV | San Juan, P. R.      | 902  |
| WICU-TV | Erie, Pa.               | 877  | WKBN-TV | Youngstown, Ohio     | 873  |
| WIC     | Pittsburgh, Pa.         | 880  | WKBT    | La Crosse, Wis.      | 900  |
| WILX-TV | Onondaga-Lansing, Mich. | 853  | WKBW-TV | Buffalo, N. Y.       | 864  |
| WIMA-TV | Lima, Ohio              | 873  | WKJG-TV | Fort Wayne, Ind.     | 841  |
| WINK-TV | Fort Myers, Fla.        | 831  | WKNX-TV | Saginaw, Mich.       | 853  |
| WINR-TV | Binghamton, N. Y.       | 864  | WKOW-TV | Madison, Wis.        | 900  |
| WIS-TV  | Columbia, S. C.         | 881  | WKRC-TV | Cincinnati, Ohio     | 871  |
| WISC-TV | Madison, Wis.           | 900  | WKRQ-TV | Mobile, Ala.         | 817  |
| WISE-TV | Asheville, N. C.        | 867  | WKST-TV | New Castle, Pa.      | 877  |
| WISH-TV | Indianapolis, Ind.      | 843  | WKTV    | Utica, N. Y.         | 867  |
| WISN-TV | Milwaukee, Wis.         | 901  | WKY-TV  | Oklahoma City, Okla. | 874  |

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| WKYT    | — Lexington, Ky.       | 846  | WROC-TV | — Rochester, N. Y.               | 865  |
| WKZO-TV | — Kalamazoo, Mich.     | 852  | WRVA-TV | — Richmond, Va.                  | 897  |
| WLAC-TV | — Nashville, Tenn.     | 885  | WSAU-TV | — Wausau, Wis.                   | 901  |
| WLBC-TV | — Muncie, Ind.         | 843  | WSAV-TV | — Savannah, Ga.                  | 837  |
| WLBT    | — Jackson, Miss.       | 855  | WSAZ-TV | — Huntington, W. Va.             | 899  |
| WLBY-TV | — Bangor, Me.          | 849  | WSB-TV  | — Atlanta, Ga.                   | 835  |
| WLEX-TV | — Lexington, Ky.       | 846  | WSBA-TV | — York, Pa.                      | 881  |
| WLOF-TV | — Orlando, Fla.        | 833  | WSBT-TV | — South Bend, Ind.               | 843  |
| WLOS-TV | — Asheville, N. C.     | 867  | WSEE    | — Erie, Pa.                      | 875  |
| WLVA-TV | — Lynchburg, Va.       | 897  | WSFA-TV | — Montgomery, Ala.               | 817  |
| WLW-A   | — Atlanta, Ga.         | 835  | WSIL-TV | — Harrisburg, Ill.               | 840  |
| WLW-C   | — Columbus, Ohio       | 872  | WSIX-TV | — Nashville, Tenn.               | 885  |
| WLW-D   | — Dayton, Ohio         | 873  | WSJS-TV | — Winston-Salem, N. C.           | 868  |
| WLW-I   | — Indianapolis, Ind.   | 843  | WSJV    | — South Bend-Elkhart, Ind.       | 843  |
| WLW-T   | — Cincinnati, Ohio     | 871  | WSLS-TV | — Roanoke, Va.                   | 897  |
| WLYH-TV | — Lebanon, Pa.         | 877  | WSM-TV  | — Nashville, Tenn.               | 885  |
| WMAL-TV | — Washington, D. C.    | 831  | WSOC-TV | — Charlotte, N. C.               | 867  |
| WMAR-TV | — Baltimore, Md.       | 850  | WSPA-TV | — Spartanburg, S. C.             | 882  |
| WMAZ-TV | — Macon, Ga.           | 837  | WSPD-TV | — Toledo, Ohio                   | 873  |
| WMBD-TV | — Peoria, Ill.         | 840  | WSTV-TV | — Steubenville, Ohio             | 873  |
| WMBV-TV | — Marinette, Wis.      | 901  | WSUN-TV | — St. Petersburg, Fla.           | 833  |
| WMCT    | — Memphis, Tenn.       | 883  | WSUR-TV | — Ponce, P. R.                   | 902  |
| WMSL-TV | — Decatur, Ala.        | 817  | WSVA-TV | — Harrisonburg, Va.              | 897  |
| WMT-TV  | — Cedar Rapids, Iowa   | 844  | WSYR-TV | — Syracuse, N. Y.                | 867  |
| WMTV    | — Madison, Wis.        | 900  | WTAE    | — Pittsburgh, Pa.                | 880  |
| WMTW-TV | — Poland Spring, Me.   | 849  | WTAP-TV | — Parkersburg, W. Va.            | 900  |
| WMUR-TV | — Manchester, N. H.    | 861  | WTAR-TV | — Norfolk, Va.                   | 897  |
| WNAC-TV | — Boston, Mass.        | 851  | WTCN-TV | — Minneapolis, Minn.             | 855  |
| WNBC    | — New Britain, Conn.   | 829  | WTEN    | — Albany, N. Y.                  | 864  |
| WNBF-TV | — Binghamton, N. Y.    | 864  | WTHI-TV | — Terre Haute, Ind.              | 844  |
| WNBQ    | — Chicago, Ill.        | 839  | WTIC-TV | — Hartford, Conn.                | 829  |
| WNCT    | — Greenville, N. C.    | 868  | WTMJ-TV | — Milwaukee, Wis.                | 901  |
| WNDU-TV | — South Bend, Ind.     | 843  | WTOC-TV | — Savannah, Ga.                  | 837  |
| WNEM-TV | — Bay City, Mich.      | 851  | WTOK-TV | — Meridian, Miss.                | 857  |
| WNEP-TV | — Scranton, Pa.        | 880  | WTOL-TV | — Toledo, Ohio                   | 873  |
| WNEW-TV | — New York, N. Y.      | 865  | WTOPTV  | — Washington, D. C.              | 831  |
| WNHC-TV | — New Haven, Conn.     | 831  | WTOV-TV | — Norfolk, Va.                   | 897  |
| WNOK-TV | — Columbia, S. C.      | 881  | WTPA    | — Harrisburg, Pa.                | 877  |
| WNTA-TV | — Newark, N. J.        | 863  | WTRF-TV | — Wheeling, W. Va.               | 900  |
| WOAI-TV | — San Antonio, Tex.    | 893  | WTTG    | — Washington, D. C.              | 831  |
| WOAY-TV | — Oak Hill, W. Va.     | 899  | WTTV    | — Bloomington, Ind.              | 841  |
| WOC-TV  | — Davenport, Iowa      | 844  | WTVC    | — Chattanooga, Tenn.             | 883  |
| WOI-TV  | — Ames, Iowa           | 844  | WTVB    | — Durham, N. C.                  | 867  |
| WOOD-TV | — Grand Rapids, Mich.  | 852  | WTVH    | — Peoria, Ill.                   | 840  |
| WOR-TV  | — New York, N. Y.      | 865  | WTVJ    | — Miami, Fla.                    | 832  |
| WORA-TV | — Mayaguez, P. R.      | 902  | WTVK    | — Knoxville, Tenn.               | 883  |
| WOW-TV  | — Omaha, Neb.          | 860  | WTVM    | — Columbus, Ga.                  | 837  |
| WOWL-TV | — Florence, Ala.       | 817  | WTVN-TV | — Columbus, Ohio                 | 872  |
| WPBN-TV | — Traverse City, Mich. | 853  | WTVS    | — Rockford, Ill.                 | 840  |
| WPIX    | — New York, N. Y.      | 865  | WTVR    | — Decatur, Ill.                  | 840  |
| WPRO-TV | — Providence, R. I.    | 881  | WTVR    | — Richmond, Va.                  | 897  |
| WPSD-TV | — Paducah, Ky.         | 846  | WTVT    | — Tampa, Fla.                    | 833  |
| WPST-TV | — Miami, Fla.          | 833  | WTVW    | — Evansville, Ind.               | 841  |
| WPTA    | — Fort Wayne, Ind.     | 843  | WTVY    | — Dothan, Ala.                   | 817  |
| WPTV    | — Palm Beach, Fla.     | 833  | WTVW    | — Tupelo, Miss.                  | 857  |
| WPTZ    | — Plattsburgh, N. Y.   | 865  | WUSN-TV | — Charleston, S. C.              | 881  |
| WRAL-TV | — Raleigh, N. C.       | 868  | WVEC-TV | — Hampton-Norfolk, Va.           | 895  |
| WRBL-TV | — Columbus, Ga.        | 835  | WVET-TV | — Rochester, N. Y.               | 865  |
| WRC-TV  | — Washington, D. C.    | 831  | WVUE-TV | — New Orleans, La.               | 848  |
| WRCA-TV | — New York, N. Y.      | 865  | WWJ-TV  | — Detroit, Mich.                 | 852  |
| WRCV-TV | — Philadelphia, Pa.    | 879  | WWL-TV  | — New Orleans, La.               | 848  |
| WRDW-TV | — Augusta, Ga.         | 835  | WWLP    | — Springfield, Mass.             | 851  |
| WREC-TV | — Memphis, Tenn.       | 885  | WWOR    | — Worcester, Mass.               | 851  |
| WREX-TV | — Rockford, Ill.       | 840  | WWTV    | — Cadillac, Mich.                | 852  |
| WRGB    | — Schenectady, N. Y.   | 867  | WXEX-TV | — Petersburg, Va.                | 897  |
| WRGP-TV | — Chattanooga, Tenn.   | 883  | WXIX    | — Milwaukee, Wis.                | 901  |
| WRK-TV  | — Ponce, P. R.         | 902  | WXYZ-TV | — Detroit, Mich.                 | 852  |
| WRLP    | — Greenfield, Mass.    | 851  | XETV    | — San Diego-Tijuana, Calif./Mex. | 824  |

Pop.: 3,345,000  
Families: 864,000  
Radio Homes: 819,000

# Alabama

Stations in State: 106  
TV Homes: 614,000  
TV Stations: 11

## WAPI-TV—Birmingham—1949

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Tel.: FA 3-6141.....ABC-NBC  
Newspaper Affiliation.....Birmingham News  
Representative..Harrington, Righter & Parsons  
V.P., Gen. Mgr.....Charles F. Grisham  
Sales Dir.....Albert J. Gillen  
Program Director.....Ray A. Forr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By.....WBRC, Inc.  
Bus. Studio Address.....Atop Red Mountain  
Tel.: FA 2-4701.....CBS  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
Gen. Sta. Mgr.....B. T. Schlinkert  
Commercial Manager.....Oliver V. Naylor  
Film, Prog., Ch. Eng.....Keith E. Barze  
Public., Prom. Dir.....Jim Creamer  
Chief Engineer.....R. L. DuPriest

## WMSL-TV—Decatur—1954

Channel: 23 UHF.. AP: 102 Kw.. VP: 189 W.  
Owned-Oper. By..Tenn. Valley Radio & TV Co.  
Address.....701 Banks St.  
Tel.: EL 3-0361.....ABC-CBS-NBC  
Rep.....Masla  
President.....Frank Whisenant  
Commercial Manager.....Gene Harwell  
Program, Prom. Mgr.....Alice A. Whisenant  
Film Manager.....Mort Hargrove  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955

Channel: 9 VHF.. A.P.: 14.1 Kw.. VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Cottonwood Rd.  
Tel.: 5-2810.....CBS  
Representative.....O'Connell  
President.....Charles Woods  
V.P., 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

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.....CBS-NBC  
Representative.....Forjoe-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.....Mrs. Pat Bradley  
Film Mgr.....John Abbott  
Chief Engineer.....Larry Rohling

## WALA-TV—Mobile—1953

Channel: 10 VHF.. AP: 191 Kw.. VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Representative.....H-R  
Pres., Gen. Sta. Mgr.....W. O. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Dick McMullen  
Publicity Dir.....Chuck Thompson  
Film Manager.....Joe Daniels  
Chief Engineer.....Raymond Hurley

## WKRQ-TV—Mobile—1955

Channel: 5 VHF... AP: 50 Kw.... VP: 100  
Owned-Operated By.....WKRQ-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....ABC-CBS-NTA  
Newspaper Affiliation.....Press-Register  
Representative.....Avery Knodel  
President.....Kenneth R. Giddens  
General Manager.....C. P. Persons, Jr.  
Program Dir.....George Layne  
Publicity Dir.....Sara Spottswood  
Film Manager.....Bob Grimes  
Chief Engineer.....J. L. Evans

## WCOV-TV—Montgomery—1953

Channel: 20... AP: 117 Kw.... VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
Tel.: AM 5-3561.....ABC-CBS  
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

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned and Operated By..WKY TV Sys. Inc.  
Business Address.....10 East Delano  
Tel.: AM 5-1251.....NBC-ABC  
Newspaper Affil.....Okla. Publishing Co.  
Representative.....Katz  
President.....E. K. Gaylord  
General Manager.....Carter Hardwick  
Nat. Sales Mgr.....W. H. Yeoman  
Program Director.....Gene Jacobsen  
Prom. Manager.....Burt Lydic  
Film Manager.....Alice Mayfield  
Chief Engineer.....Robert M. Hayward

Pop.: 221,000  
Families: 64,000  
Radio Homes: 63,000

# Alaska

Stations in State: 13  
TV Homes: 42,000  
TV Stations: 5

## KENI-TV—Anchorage—1953

Channel: 2 VHF.. AP: 55 Kw.. VP: 59 Kw.  
Owned-Oper. By... Midnight Sun Bcstg. Co.  
Business Address..... Box 1160  
Tel.: 5-2201..... NBC-ABC-CBS  
Reps..... Fletcher; Day  
President..... Harry J. Hill  
Sta., Gen. Mgr..... Alvin O. Bramstedt  
Comm. Mgr..... William Stewart  
Program Director..... Gerry Hinchee  
Prom., Pub. Director..... Mrs. Marcia Hiber  
Film Manager..... Mrs. Laura Hendricks  
Chief Engineer..... Charles Gray

## KTVA—Anchorage—1953

Channel: 11 VHF.. AP: 1.61 Kw.. VP: 3.22 Kw.  
Owned-Oper. By... Northern Television, Inc.  
Business Address..... 4th & Denali Sts.  
Representative..... Weed; Alaska Radio-TV  
Pres., Gen. Sta. Mgr..... A. G. Hiebert  
Prog. Dir..... Paul West  
Prom., Pub. Dir..... Dorothy Rydall  
Film Manager..... Sarah Van Housen  
V.P., Tech. Dir..... Jack Walden

## KFAR-TV—Fairbanks—1955

Channel: 2 VHF.. AP: 2 Kw.. VP: 5.4 Kw.  
Owned-Oper. By... Midnight Sun Bcstg. Co.  
Business Address..... 516 Second Ave.  
Tel.: 2125..... CBS  
Reps..... Fletcher; Day

President..... Harry C. Hill  
General Manager..... Alvin C. Bramstedt  
Station Manager..... Don Andon  
Commercial Mgr..... Jack Barnhart  
Prog. Dir..... Donna Modrow  
Chief Engineer..... Charles Gray

## KTVF—Fairbanks—1955

Channel: 11 VHF.. AP: 5.5 Kw.. VP: 11 Kw.  
Owned-Oper. By... Northern TV, Inc.  
Business Address..... Box 590  
Tel.: 3636..... CBS  
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

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 8333..... CBS  
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

Pop.: 1,215,000  
Families: 339,000  
Radio Homes: 330,000

# Arizona

Stations in State: 47  
TV Homes: 267,000  
TV Stations: 9

## KVAR—Mesa—1953

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..... NBC  
Representative..... Avery-Knodel  
Pres., Gen. Mgr..... Richard O. Lewis  
Commercial Mgr..... Ray Smucker  
Program Director..... Robert Vache  
Publicity Dir..... Paul Hughes  
Promotion Director..... Carol Ackerman  
Film Director..... Betty Campbell  
Chief Engineer..... John Beck

## KOOL-TV—Phoenix—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By... KOOL Radio-TV, Inc.  
Business Address..... 511 West Adams St.  
Tel.: ALpine 3-3121..... CBS  
Representative..... Hollingbery  
Ch. of Bd..... Gene Aulry  
Pres., Gen. Mgr..... Tom Chauncey

V.P., Sta. Mgr..... Kenneth Morton  
V.P., Sta. Prog. Dir..... Jack Murphy  
Sales Mgr..... Kenneth Morton  
Film Manager..... Helen Lane  
Publicity Dir..... Homer Lane  
Chief Engineer..... Nelson Nichols

## 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..... Independent  
Representative..... Katz  
General Manager..... Richard B. Rawls  
Sta., Comm. Mgr..... Howard Stalnaker  
Program Director..... Robert Martin  
Prom., Pub. Dir..... Stephen Q. Shannon  
Film Manager..... Thomas Sherlock  
Chief Engineer..... George McClanathan  
Owners of KCMO-TV, Kansas City, Mo.;  
WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse,  
N. Y.

(See Page 498)

**KTVK—Phoenix—1955**

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....Arizona TV Co.  
 Address.....3435 No. 16th St.  
 Tel.: AM 6-5691.....ABC  
 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

**KGUN—Tucson—1956**

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.....ABC  
 Rep.....Headley-Reed; Clark Brown  
 President.....Tom E. Foster  
 General Manager.....Tolbert Foster  
 Sta. Mgr., Prog. Mgr.....James Hays  
 Comm. Mgr.....Ben L. Slack  
 Prom. Public. Dir.....Charlotte Hutchinson  
 Film Mgr.....Dan Dellinger  
 Chief Engineer.....Jack Tudor

**KOLD-TV—Tucson—1953**

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.....CBS  
 Representative.....Hollingbery

Managing Dir.....Tom Chaucey  
 General Manager.....E. S. Mittendorf  
 Commercial Manager.....Bernie Perlin  
 Program Director.....Budd Wiener  
 Chief Eng.....Bob Shriner

**KVOA-TV—Tucson—1953**

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw  
 Owned-Oper. By.....Arizona Bcstg. Co.  
 Business Address.....209 West Elm St.  
 Tel.: MAin 3-2555.....NBC-NTA  
 Representative.....The Branham Co.  
 President.....Clinton D. McKinnon  
 Station Manager.....Fred L'Vance  
 Operations Manager.....Gordon E. Hamilton  
 Program Director.....Henry Hubbard  
 Prom., Public. Dir.....Jim Owen  
 Film Manager.....E. D. Wood  
 Chief Engineer.....Raymond H. Holsclaw

**KIVA—Yuma—1953**

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.....NBC-CBS-ABC  
 President.....Harry C. Butcher  
 General Manager.....Ray C. Smucker  
 Sta., Prom. Mgr.....Leavenworth Wheeler  
 Publicity Director.....Jean Van Cleaf  
 Program Director.....Russ Siner  
 Commercial Manager.....Patrick Carrick  
 Film Director.....Aretta Crowell  
 Chief Engineer.....Blake Ramsey

Pop.: 1,929,000  
 Families: 548,000  
 Radio Homes: 541,000

**Arkansas**

Stations in State: 61  
 TV Homes: 362,000  
 TV Stations: 6

**KTVE—El Dorado—1955**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Donald W. Reynolds  
 Address.....Box 791  
 Tel.: UN 2-3488.....ABC-NBC  
 Station Representative.....O'Connell  
 President.....Joe F. Rushton  
 General Manager.....Bill Bigley  
 Comm. Mgr.....W. C. Womack  
 Prog.....John Turner  
 Prom., Pub. Dir.....Fred Landry  
 Film Manager.....John Turner  
 Chief Engineer.....John Long

**KNAC-TV—Fort Smith—1956**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned By.....Donald W. Reynolds  
 Business Address.....101 N. 4th St.  
 Tel.: SU 3-3131.....ABC-CBS-CBC  
 Newspaper Affil.....American-Times Record  
 Representative.....Venard, Rintoul & McConnell  
 President.....Jack Sobol  
 V.P., Gen. Mgr.....Walter M. Windsor  
 Sales Manager.....Rex Hayes  
 Program Director.....Pat Porta

Prom. Director.....Charles Putnam  
 Production Mgr.....Robert L. McCay  
 Chief Engineer.....Rubin L. Masters

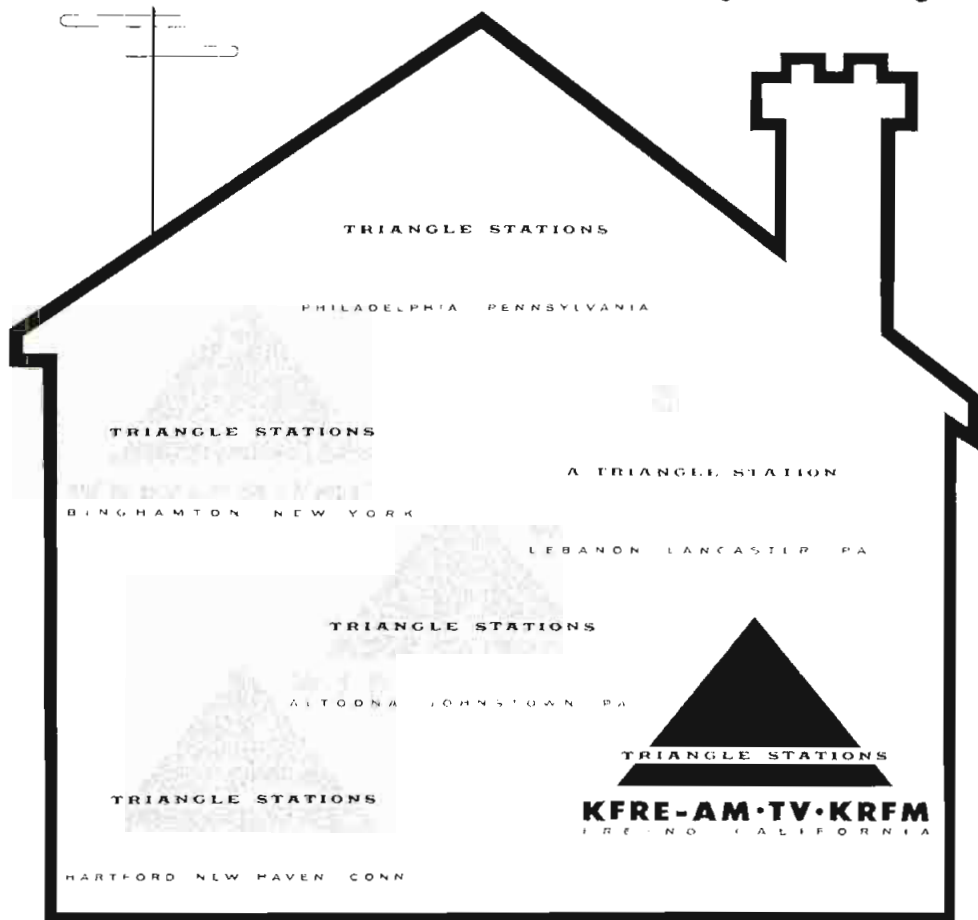
**KARK-TV—Little Rock—1954**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Arkansas Radio & Equip. Co.  
 Business Address.....10th & Spring Streets  
 Tel.: FRanklin 6-2481.....NBC  
 Representative.....Petry  
 President.....T. H. Barton  
 Commercial Mgr.....H. Lee Bryant  
 Sta. Film Mgr.....Douglas Romine  
 Program Dir.....Fred Schmutz  
 Prom. Public Dir.....Shirley R. Kennedy  
 Chief Engineer.....Champ Smith

**KTHV—Little Rock—1955**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By.....Arkansas TV Co.  
 Address.....8th & Izard Sts.  
 Tel.: FR 4-3764.....CBS  
 Newspaper Affil.....Arkansas Democrat  
 Station Representative.....Branham  
 President.....K. A. Engel

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KFRE-AM-TV-KRFM Fresno—serving the world's richest farm market—have joined the Triangle family. \$4 billion annual spendable income. 2.6 million consumers. Remember, there's no business like Fresno business. Call Blair-TV today for the facts on the newest Triangle Stations.

Source: Sales Management 1958

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N.Y. / WLVH-TV, Lebanon-Lancaster, Pa.  
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

## ARKANSAS-CALIFORNIA

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

### KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw..VP: 170 Kw.

Owned-Oper. By.....Central South Sales Co.  
 Address.....310½ W. 3rd St.  
 Tel.: FR 4-1691.....ABC  
 Representative.....Avery-Knodel, Inc.  
 President.....James C. Leake  
 General Manager.....John H. Fugate  
 Prom., Pub. Director.....Joe Myers  
 Chief Engineer.....A. R. Garrett

Pop.: 14,899,000  
 Families: 4,799,000  
 Radio Homes: 4,761,000

## California

Stations in State: 183  
 TV Homes: 4,169,000  
 TV Stations: 36

### KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.  
 Owned-Oper. By.....Bakersfield Bcstg. Co.  
 Business Address.....29 Woody Road  
 Tel.: EX 9-1761.....CBS-ABC  
 Newspaper Affil.....San Francisco Chronicle  
 Representative.....Weed  
 President.....Harold P. See  
 General Manager.....Edward R. Tabor  
 Program Dir.....Matt Burak

### KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.  
 Owned-Oper. By...Marietta Broadcasting Co.  
 Business Address.....1420 Truxtun Ave.  
 Tel.: FA 7-1441.....NBC-ABC  
 Representative.....Petry  
 President.....J. D. Wraether  
 Vice Pres.....George Whitney  
 General Manager.....A. M. Mortensen  
 Sales Mgr.....Roland T. Kay  
 Program Manager.....Kenneth R. Croes  
 Prom. Public Dir.....Margaret Ireton  
 Production Manager.....Bruce Fleming  
 Film Manager.....K. R. Croes  
 Chief Engineer.....Edwin Andress

### KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw..VP: 312 Kw.  
 Owned-Oper. By...Golden Empire Bcstg. Co.  
 Address.....180 E. 4th St.  
 Tel.: FI 2-0141.....ABC-CBS  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Mrs. Hugh McClung  
 Station Manager.....M. F. Woodling  
 Nat'l Sales Mgr.....George Ross  
 Program Dir.....Martin Jacobson  
 Prom. Public Dir.....Don Miller  
 Film Manager.....Earl Ling  
 Chief Engineer.....R. B. Pope

### KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.  
 Owned.....Calif. Northwest Bcstg. Co.  
 Address.....Box 84  
 Tel.: HI 3-3061.....ABC-NBC  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Carroll R. Hauser  
 Comm. Prom. Dir.....Ralph Sacks

Publicity Dir.....Fred Zehnder  
 Film Manager.....Jerry Youker  
 Chief Engineer.....Hurschell McKenzie

### KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.  
 Owned-Oper. By...California-Oregon TV, Inc.  
 Business Address.....P. O. Box 1021  
 Tel.: HI 3-3123.....ABC-CBS  
 Rep.....Blair Television Associates, Inc.  
 President.....William B. Smullin  
 VP-Manager.....Donald H. Telford  
 Comm. Mgr.....Robert Miller  
 Station Manager.....W. Edwin Smith  
 Pub. Dir.....Jack Mortimer  
 Prom. Dir.....Ben Randall  
 Chief Engineer.....Donald King

### KFRE-TV—Fresno—1956

Channel: 12 VHF...AP: 158...VP: 316 Kw.  
 Owned By.....Triangle Publications  
 Business Address.....733 L St.  
 Tel.: AM 8-6444.....CBS  
 Representative.....Blair-TV  
 Station Manager.....Ed J. Frech  
 Sales Manager.....John Barrett  
 Program Director.....Hal O'Donnell  
 Film Manager.....Fred Carbine  
 Chief Engineer.....Keith L. Mealey

### KJEO—Fresno—1953

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.  
 Owned:.....O'Neill Broadcasting Co.  
 Business Address.....P. O. Box 1708  
 Tel.: BA 2-2411.....ABC  
 Representative.....H-R TV  
 President.....J. E. O'Neill  
 V.P., General Manager.....Joseph C. Drilling  
 Comm. Manager.....W. O. Edholm  
 Production Manager.....Don Webster  
 Prom., Public Dir.....Phil McPherson  
 Film Manager.....John Parkhurst  
 Chief Engineer.....Jack McElwain

### KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
 Owned-Oper. By.....McClatchy Newspapers  
 Address.....1117 "N" St.  
 Tel.: AM 8-6666.....NBC  
 Representative.....Katz





## Declaration of an Independent

**KTLA CHANNEL 5**...in order to form the **STRONGEST NEWS OPERATION IN SOUTHERN CALIFORNIA**, presents this powerful combination of personality and equipment...

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**BILL KENNEALLY**—the former foreign correspondent and network newscaster, now turning his incisive reporting eye on the local news scene.

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AND THE BIGGEST SALES**

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**KTLA**

CHANNEL

**5**

President ..... Eleanor McClatchy  
 Station Mgr. .... John Edwards  
 Nat'l Sls. & Ser. Mgr. .... W. Lefler  
 Program Director ..... Joseph Tomes  
 Comm. Manager ..... Orbie Sullivan  
 Chief Engineer ..... J. B. Hancock

**KCOF-TV—Los Angeles—1953**

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.  
 Owned-Oper. By ..... KCOF-TV, Inc.  
 Bus.-Studio Address ..... 1000 Cahuenga Blvd.  
 Tel.: HO 2-7311.....Independent  
 Representative ..... Pety  
 V.P. & Gen. Mgr. .... Alvin G. Flanagan  
 Commercial Manager ..... Amos T. Baron  
 Sales Prom Dir. .... Hal Biard  
 Program Dir. .... Mary Warren  
 Publicity Dir. .... Jerry Ross  
 Chief Engineer ..... Al Browdy

**KRCA—Los Angeles—1949**

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.  
 Owned ..... NBC  
 Bus.-Studio Address ..... Sunset & Vine St.  
 Tel.: TH 5-7000.....NBC  
 Representative ..... NBC Spot Sales  
 V.P., General Manager ..... Thomas McCray  
 Commercial Manager ..... James Parks  
 Promotion Dir. .... Frank Hovore  
 Prog. Dir. .... Jack Kenaston  
 Operations Manager ..... Robert Henry  
 Film Manager ..... George Burke  
 Chief Engineer ..... John Knight

**KABC-TV—Los Angeles—1949**

Channel: 7 VHF..AP: 82 Kw. VP: 165 kw.  
 Owned-Oper. By ..... ABC  
 Business Address Prospect & Talmadge Streets  
 Tel.: NO 3-3311.....ABC  
 Representative ..... Katz  
 V.P., Gen. Mgr. .... Selig J. Seligman  
 Gen. Sales Mgr. .... Elton Rule  
 Program Director ..... Peter Robinson  
 Prom., Pub. Dir. .... Jack Brembeck  
 Prod. Mgr. .... Louis Sanman  
 Film Manager ..... Howard Lipstone  
 Chief Engineer ..... Theodore Grenier

**KHJ-TV—Los Angeles—1948**

Channel: 9 VHF..AP: 81 Kw..VP: 162 Kw.  
 Owned-Oper. By ..... RKO Teleradio, Inc.  
 Business-Studio Address ..... 1313 N. Vine St.  
 Tel.: HO 2-2133.....Independent  
 Representative ..... H-R  
 President ..... Thomas F. O'Neil  
 Vice Pres., Gen. Mgr. .... J. T. Reynolds  
 Commercial Manager ..... Howard Wheeler  
 Promotion Director ..... Bob Nelson  
 Program Director ..... James D. Higson  
 Film Manager ..... Bill White  
 Publicity Director ..... Tony Arnone  
 Chief Engineer ..... Bob Bullock

**KNXT—Los Angeles—1948**

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.  
 Owned-Oper. By ..... CBS Inc.

Business-Studio Address ..... 1313 N. Vine St.  
 Tel.: OLive 1-2345.....CBS  
 Representative ..... CBS TV Spot Sales  
 President ..... Merle S. Jones  
 General Manager ..... Clark B. George  
 Gen. Sales Mgr. .... R. D. Wood  
 Program Director ..... Donald M. Hine  
 Prom., Publicity Director ..... Austin Heywood  
 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'wywood  
 Tel.: HO 9-3181.....Independent  
 Representative ..... PGW  
 V.P. in Charge ..... James A. Schulke  
 Commercial Mgr. .... Richard Jolliffe  
 Program Dir. .... Lee Cooley  
 Promotion Dir. .... James J. Rue  
 Publicity Dir. .... Dick Robbins  
 Chief Engineer ..... John Silva

**KTTV—Los Angeles—1949**

Channel: 11 VHF..AP: 83 Kw..VP: 165 Kw.  
 Owned-Oper. By ..... Times-Mirror Co.  
 Business Address ..... 5746 Sunset Blvd.  
 Tel.: HO 2-7111.....Independent  
 Newspaper Affil. .... L.A. Times, Mirror  
 Representative ..... Blair TV  
 Pres., Gen. Mgr. .... Richard A. Moore  
 V.P.-Sales ..... John R. Vrba  
 V.P.-Programming ..... Robert Breckner  
 Dir. & Merch. & Prom. .... Jack O'Mara  
 Film Manager ..... Richard Woollen

**XEM-TV—Mexicali-El Centro  
 1957**

(See Mexico Stations)

**KVIP—Redding—1956**

Channel: 7 VHF..AP: 158.5 Kw..VP: 316 Kw.  
 Owned By ..... Shasta Telecasting Corp.  
 Business Address ..... 2770 Pioneer Drive  
 Tel.: CH 1-1414.....ABC-NBC  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr. .... George C. Fleharty  
 Commercial Manager ..... Ray Grant  
 Program Director ..... Lee Arnold  
 Chief Eng., Ass't Mgr. .... Russell K. Olsen

**KBET-TV—Sacramento—1955**

Channel: 10....AP: 158 Kw....VP: 316 Kw.  
 Owned By ..... Great Western Bcstg Corp.  
 Address ..... 601 7th Ave.  
 Tel.: GI 1-4041.....CBS  
 Rep. .... H-R  
 President ..... J. H. Whitney  
 Vice-Pres., Gen. Mgr. .... John H. Schacht  
 Station Mgr. .... George Greaves  
 Commercial Mgr. .... George J. Kapel  
 Film Mgr. .... Nick Luppino  
 Promotion Dir. .... Harvey Tefler  
 Chief Eng. .... Pete Onnialian

**KCRA-TV—Sacramento—1955**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....KCRA, Inc.  
 Address.....310 10th St.  
 Tel.: Hickory 4-7300.....NBC  
 Representative.....Petry  
 Pres., Gen. Mgr.....Ewins C. Kelly  
 Sta. Mgr.....Robert E. Kelly  
 Film Mgr., Prog. Dir.....Tom Breen  
 Prom. Dir.....Ted F. Hardy  
 Chief Engineer.....W. Herbert Hartman

**KSBW-TV—Salinas—1953**

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper. By.....Salinas Bcstg. Corp.  
 Address.....238 John St.  
 Tel.: HA 2-6422.....ABC-CBS-NBC  
 Representative.....H.R. Television  
 Pres., Gen. Mgr.....John C. Cohan  
 Asst. Gen. Mgr.....W. M. Oates  
 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**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KFSD, Inc.  
 Business Address.....P.O. Box 628  
 Tel.: CO 2-2421.....NBC  
 Representative.....Katz  
 President.....James G. Rogers  
 V.P., General Manager.....William E. Goetze  
 V.P., Dir. Sales.....Jay Grill  
 Merchandising Mgr.....John Abernathy  
 Prom., Public. Dir.....Frank Reynolds  
 Program Director.....Burke Ormsby  
 Chief Engineer.....LeRoy A. Bellwood

**KFMB-TV—San Diego—1949**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned.....Marietta Bcstg. Inc.  
 Business Address.....1405 Fifth Ave.  
 Tel.: BE 2-2114.....CBS  
 Representative.....Petry  
 President.....Jack D. Wrather  
 V.P., Gen. Mgr.....George Whitney  
 Station Mgr.....Bill Fox  
 Prog. Mgr.....George Stantis  
 Prom., Pub. Rel.....Dan Bellus  
 Film Manager.....Del Gay  
 Chief Engineer.....Charles Abel

**XETV—San Diego—Tia Juana  
1953**

Channel: 6 VHF..AP: 117 Kw..VP: 318 Kw.  
 Owned By.....Radio Television S.A.  
 Business Address.....4229 Park Blvd.  
 Tel.: CY 8-7191.....ABC  
 Station Representative.....Blair  
 President.....Frank Fouce  
 V.P., Gen. Mgr.....Julian M. Kaufman

Business Mgr.....Lou Meiers  
 Sales Mgr.....Hank Guzik  
 Prog., Prom. Dir.....Harrison W. H. Eagles  
 Merch. Dir.....Bill Story  
 Film Manager.....Wayne Feree

**KRON-TV—San Francisco—1949**

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.....NBC  
 Newspaper Affiliation.....Chronicle  
 Representative.....Peters, Griffin, Woodward Inc.  
 President.....Charles Thierlot  
 Gen. Manager.....Harold P. See  
 Station Manager.....A. H. Constant  
 Sales Mgr.....Norman Louvau  
 Program Dir.....Douglas Elleson  
 Promotion Dir.....Roland Irving  
 Sls. Prom., Mdsq. Dir.....Cecil Webb  
 Film Buyer.....Jim Bentley  
 Publicity Dir.....Thomas Mullahey  
 Chief Engineer.....J. L. Berryhill

**KGO-TV—San Francisco—1949**

Channel: 7 VHF..AP: 168 Kw..VP: 316 Kw.  
 Owned-Oper.....Amer. Bcstg. Paramount Thtrs.  
 Address.....277 Golden Gate Ave.  
 Tel.: UN 3-0077.....ABC  
 Representative.....Blair  
 V.P., Gen., Sta. Mgr.....John H. Mitchell  
 Sales Mgr.....David Sacks  
 Pub., Promotion Director.....George T. Rodman  
 Program Director.....George Rice  
 Film Manager.....Robert Mitchell  
 Chief Engineer.....Harry Jacobs

**KPIX—San Francisco—1948**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Westinghouse Bcstg., Inc.  
 Address.....2855 Van Ness Ave.  
 Tel.: PR 6-5100.....CBS  
 Sta. Representative.....Katz  
 After July 1.....TVAR  
 Pres.....Donald H. McGannon  
 Exec. Director.....Philip G. Lasky  
 General Manager.....Louis S. Simon  
 Asst. Gen. Manager.....George Mathiesen  
 Commercial Manager.....L. P. Fraiberg  
 Pro. Dir., Film Mgr.....Ray A. Hubbard  
 Promotion Dir.....George Goldman  
 Publicity Dir.....Al Baccari  
 Chief Engineer.....Thomas T. Ely  
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
 land; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore,  
 Md.

**KTVU—San Francisco-Oakland  
1958**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....S. F.-Oakland TV, Inc.  
 Address.....1 Jack London Sq., Oakland  
 Tel.: TE 4-2000.....Independent  
 Representative.....H.R. Television  
 Gen. Mgr.....William D. Pabst

## CALIFORNIA-COLORADO

Gen. Sales Mgr. . . . . Ward D. Ingram  
 Prog. Dir. . . . . Kenneth B. Craig  
 Prom. Director . . . . . A. Richard Robertson  
 Publicity Director . . . . . Don Arlett  
 Film Manager . . . . . Stan Lichenstein  
 Chief Engineer . . . . . Robert Arne

### **KNTV—San Jose—1955**

Channel: 11VHF . . . AP: 123 Kw. . . VP: 60 Kw.  
 Owned-Oper. By . . . Standard Radio & TV Co.  
 Address . . . . . 645 Park Avenue  
 Tel.: CY 7-5577 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . A. T. Gilliland  
 Gen. Mgr. . . . . Roger Van Duzer  
 Comm. Mgr., Prom. Dir. . . . . Fran Conrad  
 Chief Engineer . . . . . Bruce Joyner

### **KSBY-TV—San Luis Obispo 1953**

Channel: 6 VHF . . . AP: 8.9 Kw. . . VP: 16 Kw.  
 Owned-Oper. By . . . Salinas Valley Bcstg.  
 Business Address . . . . . Box 286  
 Tel.: LI 3-0920 . . . . . ABC-CBS-NBC  
 Representative . . . . . H.R.  
 Pres., Gen. Mgr. . . . . John C. Cohan  
 Commercial Manager . . . . . Graham Moore  
 Program Director . . . . . Gaby Ferlisi  
 Prom. Dir. . . . . Clarke Bradley

Station Manager . . . . . Arthur V. Hapgood  
 Film Manager . . . . . Dick Williams  
 Publicity Director . . . . . Orval Brown  
 Chief Engineer . . . . . Charles Mitchell

### **KEY-T—Santa Barbara—1953**

Channel: 3 VHF . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned . . . . . Key TV, Inc.  
 Business Address . . . . . 730 Miramonte Dr.  
 Tel.: WO 5-8533 . . . . . ABC-CBS-NBC  
 Representative . . . . . Headley-Reed  
 Pres., Gen. Mgr. . . . . Richard C. Bell  
 Comm. Mgr. . . . . Bob Burris  
 Prom. Dir. . . . . Joe Constantino  
 Prog. Dir. . . . . Mary Ann Casey  
 Chief Engineer . . . . . Paul Williams

### **KOVR-TV—Stockton—1954**

Channel: 13 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . Television Diablo, Inc.  
 Address . . . . . 225 E. Miner Ave.  
 Tel.: HO 6-6981 . . . . . ABC  
 Representative . . . . . Blajir  
 President . . . . . Paul Miller  
 Gen. Mgr. . . . . Glover DeLaney  
 Program Film Mgr. . . . . Bel Lange  
 Prom. Dir. . . . . Frank Wright  
 Chief Engineer . . . . . Richard J. Anderson

Pop.: 1,729,000  
 Families: 523,000  
 Radio Homes: 484,000

## Colorado

Stations in State: 56  
 TV Homes: 408,000  
 TV Stations: 9

### **KKTV—Colorado Springs—1952**

Channel: 11 VHF . . . AP: 54 Kw. . . VP: 107½ Kw.  
 Owned-Operated By . . . TV Colorado, Inc.  
 Address . . . . . P. O. Box 1078  
 Tel.: ME 4-2844 . . . . . ABC-CBS  
 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 Mabanke  
 Chief Engineer . . . . . H. Strang

### **KRDO-TV—Colorado Springs 1953**

Channel: 13 VHF . . . AP: 5.65 Kw. . . VP: 11.31 Kw.  
 Owned-Oper. By . . . . . Pikes Peak Bcstg. Co.  
 Business Address . . . . . 399 South Eighth St.  
 Tel.: ME 2-1515 . . . . . NBC  
 Representative . . . . . Pearson  
 President . . . . . Harry W. Hoth  
 Station Manager . . . . . Jay E. Gardner  
 Film Manager . . . . . Hugh Sweeney  
 Chief Engineer . . . . . Herb Schubarth

### **KLZ-TV—Denver—1953**

Channel: 7 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned By . . . . . Time, Inc.  
 Business Address . . . . . 131 Speer Blvd.

Tel.: MA 3-4271 . . . . . CBS  
 Representative . . . . . Katz  
 Pres., Gen. Mgr. . . . . Hugh B. Terry  
 Sta. Mgr., Sales Dir. . . . . Jack Tipton  
 Program Director . . . . . Paul Blue  
 Promotion Director . . . . . Jimm Seaney  
 Publicity Director . . . . . Ed McLaughlin  
 Film Manager . . . . . William Witt  
 Chief Engineer . . . . . Eugene Jenkins

# Ap News Is Preferred

. . . by Stations — because it  
 adds both profits and prestige.

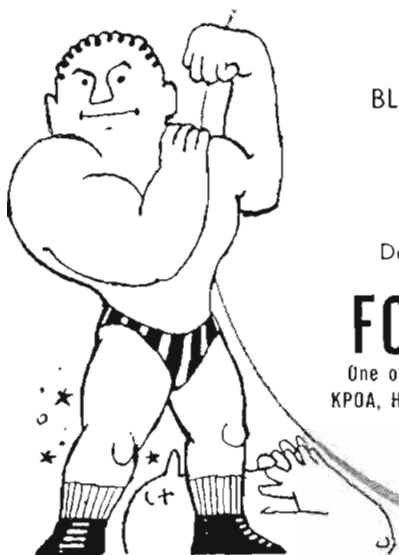
# Ap

## Preferred

50 Rockefeller Plaza · New York 20, N. Y.

# KTVR

## Channel 2 DENVER, COLORADO



Station Representative  
**BLAIR TELEVISION ASSOCIATES**

DAVID MENDELSON  
General Manager  
550 Lincoln Street

Denver, Colo.      Keystone 4-8281

## FOUNDERS CORP.

One of the Founders' group of stations, including  
KPOA, Honolulu, and the Inter-Island Network; WTAC,  
Flint, Michigan; and KTVR, Channel 2,  
Denver, Colorado



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726.

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,300 people who have a spendable income of \$2,803,077,000

### MORE FACTS

**FACT:** One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day . . . a new record!

**FACT:** When Channel 9 TV personalities promoted kids theatre party . . . *Downtown Theatre jammed! Thousands turned away! Out-pulled competition's identical promotion . . . same day and same time . . . Two to one!*

THE FACT IS . . .

The best buy in Denver is . . .

**KBTU** Channel **9**  
THE FAMILY STATION

Why don't you join "The Rush To The Rockies" and come to Colorado in '59?



**KBTV—Denver—1952**

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.  
 Owned-Operated By.....TV Denver, Inc.  
 Address.....1089 Bannock St.  
 Tel.: AM 6-3601.....ABC  
 Representative..Peters, Griffin, Woodward, Inc.  
 President.....John C. Mullins  
 Station Manager.....Joseph Herold  
 Nat. Sls. Mgr.....Robert L. Brown  
 Prog. Mgr.....Mann Reed  
 Promotion Director.....Barry Lorie  
 Film Mgr.....Don Mumford  
 Chief Engineer.....Jim Butts

**KOA-TV—Denver—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By...Metropolitan TV Co.  
 Business Address.....1625 California  
 Tel.: MA 3-6211.....NEC  
 Representative.....NBC Spot Sales  
 Pres., Gen. Manager.....William Grant  
 Station Mgr.....Ralph Radetsky  
 Commercial Manager.....Dick Harris  
 Program Director.....Heyward Siddons  
 Prom., Pub. Dir.....Dean Faulkner  
 Film Manager.....Sam Houston, Jr.  
 Chief Engineer.....S. Davidson

**KTVR—Denver—1951**

Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.  
 Owned-Oper. By.....KTVR, Inc.  
 Business Address.....550 Lincoln St.  
 Tel.: KE 4-8281.....Independent

Representative ..... Blair  
 Exec. V.P., Gen. Mgr.....Hugh B. La Rue  
 Gen. Mgr.....Dave Mendelsohn  
 Commercial Manager.....Jim Brennan  
 Program Director.....Doug Taylor  
 Chief Engineer.....Robert C. Artman

**KREX-TV—Grand Junction  
 1954**

Channel 5 VHF..AP: 6.46 Kw..VP: 12.9 Kw.  
 Owned By.....Western Slope Bcstg Co., Inc.  
 Business Address.....Box 30  
 Tel.: CH 2-5000.....ABC-CBS-NBC  
 Station Representative.....Holman; McGuire  
 President, General Mgr.....Rex Howell  
 Sta., Comm. Mgr.....Robbie Robinson  
 Chief Engineer.....James Meyer

**KREY-TV—Montrose—1956**

Channel: 10 VHF..AP: 308 Kw..VP: 616 Kw.  
 (Satellite of KREX-TV)

**KCSJ-TV—Pueblo—1953**

Channel: 5 VHF..AP: 6.8 Kw..VP: 13.6 Kw.  
 Owned-Oper. By.....Star Broadcasting Co.  
 Business Address.....2226 Television Lane  
 Tel.: LI 4-5782.....NBC  
 Station Representative.....Pearson; McGuire  
 Executive Director.....Cliff Hendrix  
 Station Manager.....J. G. Croll  
 Film Manager.....Jackson Cravens  
 Chief Engineer.....Marion C. Cunningham



**News Is Preferred...**

**... by Stations .. because it adds  
 both profits and prestige.**

**Ap  
 Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

# NOW

WTIC-TV  
CHANNEL

# 3

MEANS **CBS**

TELEVISION  
IN RICH, RICH

# SOUTHERN NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL JACKSON 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.





Pop.: 2,425,000  
Families: 724,000  
Radio Homes: 706,000

# Connecticut

Stations in State: 30  
TV Homes: 658,000  
TV Stations: 9

## WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 186 Kw.  
Owned By.....Conn.-N. Y. Bcsters.  
Business Address.....Box 9140  
Tel.: AM 8-1601.....ABC  
Representative.....Adam Young  
Comm. Mgr.....Manning Slater  
Pgm. Dir.....Harry Downie  
Film Ed.....Irving Magilnick  
Chief Engineer.....Russell Adams

## WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.  
Owned-Oper. By.....Capitol Bcstg. Inc.  
Business Address.....555 Asylum St.  
Tel.: JACKSON 5-2611.....Independent  
Station Representatives...Young; Nona Kirby  
Pres., Gen. Mgr.....Edward D. Taddei  
V.P., Prog. Dir.....David K Harris  
Gen Sales Mgr.....Bruce Compton  
Chief Engineer.....Anthony Guarino, Jr.

## 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.: JACKSON 5-0801.....CBS  
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  
Film Editor.....Ernest Olivieri  
Chief Engineer.....Herman D. Taylor

## WNBC—New Britain—1952

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned..New Britain Bcstg. Co. (Subs. of NBC)  
Address.....1422 New Britain Ave.  
Tel.: ADAMS 3-8551.....NBC  
Representative.....NBC Spot Sales  
President.....P. A. Sugg  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Sales Dir.....Robert J. Reardon  
Film Manager.....Phillip B. Hale  
Program Manager.....Robert W. Bray

SEE PAGE 41

FOR RADIO

MARKETS RANKED

BY SPOT VOLUME



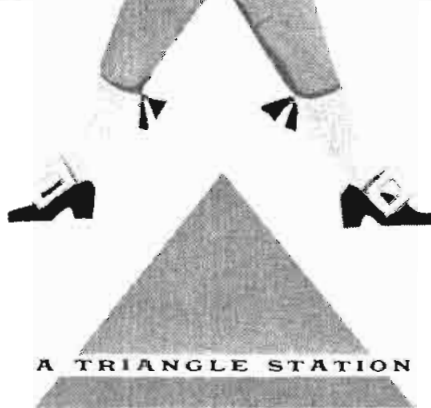
Nielsen and ARB agree WNBC-TV, Hartford-New Haven, is FIRST!\* WNBC-TV, the only station covering a vast area of 831,000 TV homes... the entire state of Connecticut plus portions of Massachusetts and Long Island. WNBC-TV... your best buy.

\*Average total audience, sign on to sign off

Sources: Nielsen, Hartford Area, December 1958

ARB, Hartford-New Haven, Dec. 1-7, 1958

Television Magazine, January 1959



**WNBC-TV**

HARTFORD-NEW HAVEN, CONN.

**Channel 8**

**ABC-TV • BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNBC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

**WNHC-TV—New Haven—1948**

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By ..Triangle Publications, Inc.  
 Business Address .....1110 Chapel St.  
 Tel.: SPruce 7-3611.....ABC  
 News. Affil. .... Phila. Inquirer & Daily News  
 Station Representative .....Blair  
 General Manager.....Howard W. Mashmeier  
 Sales Mgr.....John F. Cundiff  
 Prog. Mgr.....Chester R. Cooper  
 Chief Engineer.....Howard W. Wessenberg  
 Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.

**WATR-TV—New Haven—1953**

Channel: 53 UHF..AP: 125 Kw..VP: 345 Kw.  
 Owned-Operated By.....WATR, Inc.  
 Business Address.....440 Meadow St.  
 Tel.: PL 5-1121.....ABC  
 Station Rep.....McGavren-Quinn; Kirby  
 President .....Harold Thomas  
 Gen., Sta., Commercial Mgr...Samuel Elman  
 Prog. Dir., Film Manager.....Astrid Curtis  
 Chief Engineer.....Andrew Torros

Pop.: 921,000  
 Families: 274,000  
 Radio Homes: 270,000

**Dist. of Columbia**

Stations in State: 6  
 TV Homes: 247,000  
 TV Stations: 5

**WMAL-TV—Washington—1947**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By The Evening Star Bcstg. Co.  
 Address.....4461 Connecticut Ave., N.W.  
 Tel.: KE 7-1100.....ABC  
 Newspaper Affiliation.....The Evening Star  
 Representative .....H-R Television  
 President.....John W. Thompson, Jr.  
 General Manager.....F. S. Houwink  
 Commercial Manager.....Neal J. Edwards  
 Program Director.....Theodore N. McDowell  
 Prom. & Pub. Director.....E. Haywood Meeks  
 Film Manager.....Robert Morgan  
 Chief Engineer.....Allan Powley

**WTOP-TV—Washington—1949**

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.  
 Owned By.....Wash. Post Bcstg Div.  
 Business Address.....40th & Brandywine Sts.  
 Tel.: EM 2-9300.....CBS  
 Newspaper Affiliation....Wash. Post, Br. Div.  
 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 Director.....Thomas B. Jones  
 Film Manager.....William Hedgpeh  
 Vice President for Engineering....Clyde Hunt

**WRC-TV—Washington—1947**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....National Bcstg. Co., Inc.  
 Bus. Address...4001 Nebraska Avenue, N.W.  
 Tel.: EM 2-4000.....NBC  
 Representative....NBC Television Spot Sales  
 President.....Robert E. Kintner  
 VP, Gen. Mgr.....Carleton D. Smith  
 Dir. TV Sales, Adv., Prom. & P.R.. Wm Coyle  
 Comm. Mgr.....Peter B. James  
 Program Dir.....Wes Harris  
 Adv. Prom. Mgr.....Ralph R. McCawley  
 Pub. Mgr.....Edwin H. Peterson  
 Dir. of Oper.....Leflerts A. McClelland

**WTTG—Washington—1947**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....Metropolitan Bcstg. Corp.  
 Business-Studio Address.....Hotel Raleigh  
 Tel.: STerling 3-5300.....NTA  
 Representative .....Weed and Co.  
 President .....Bernard Goodwin  
 Station Manager.....John E. McArdle  
 Production Manager.....Edward Scherer  
 Publicity Director.....Charles Heaton  
 Chief Engineer.....Malcolm M. Butleson

Pop.: 4,241,000  
 Families: 1,238,000  
 Radio Homes: 1,208,000

**Florida**

Stations in State: 148  
 TV Homes: 954,000  
 TV Stations: 23

**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.....Independent  
 Rep.....Avery Knodel  
 President .....John H. Perry, Jr.  
 General Manager .... Thomas S. Gilchrist, Jr.

Station Mgr.....Walter Strouse  
 Program Dir.....John Whitmore  
 Gen. Sls. Mgr.....Thomas B. Newsom  
 Chief Engineer .....A. O. Peck

**WINK-TV—Fort Myers—1954**

Channel: 11 VHF...AP: 6 Kw...VP: 12 Kw.  
 Owned By.....Ft. Myers Bcstg Co.  
 Business Address.....Palm Beach Blvd.  
 Tel.: ED 4-1131.....ABC-CBS

**FLORIDA**

Representative ..... Walker-Rawalt  
 President ..... Edward McBride  
 Gen., Sales Mgr. .... A. J. Bauer  
 Technical Dir. .... Bob Bachman  
 Program Dir. .... Frank Nodine  
 Publicity Dir. .... Dixie Howell

**WFGA-TV—Jacksonville—1957**

Channel: 12 VHF... AP: 200 Kw... VP: 316 Kw.  
 Owned..... Florida-Georgia TV Co., Inc.  
 Address..... 1070 E. Adams St.  
 Tel.: EL 6-3381..... ABC-NBC  
 Representative..... Peters, Griffin, Woodward  
 President..... George H. Hodges  
 Gen., Sta. Mgr..... Jesse H. Cripe  
 Comm. Mgr..... Ralph Nimmons  
 Program Dir..... Rusty Bruton  
 Prom., Pub. Dir..... William G. Walker  
 Film Manager..... Herb Gold  
 Chief Engineer..... Harry Wingfield

**WJXT—Jacksonville—1949**

Channel: 4 VHF... AP: 69.2 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... Washington Post  
 Business Address..... 605 S. Main  
 Tel.: EX 8-0501..... ABC-CBS  
 Newspaper Affil... Wash. Post & Times Herald  
 Representative..... CBS TV Spot Sales  
 President..... Glenn Marshall, Jr.  
 Vice President..... Charles M. Stone  
 Commercial Manager..... David Booher  
 Prog. Dir., Film Mgr... Leonard L. Mosby, Jr.  
 Prom., Pub. Dir. .... Philip J. McMahon  
 Chief Engineer..... Ernest Vordermark

**WTVJ—Miami—1949**

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... WTVJ, Inc.  
 Address..... 316 N. Miami Ave.  
 Tel.: FR 4-6262..... CBS  
 Representative. Peters, Griffin, Woodward, Inc.  
 President..... Mitchell Wolfson  
 General Manager..... Lee Ruwitch  
 Vice-Pres., Operations Mgr..... John A. Shay  
 Sales Manager..... Ken Bagwell  
 Commercial Manager..... William Brazzil  
 Program Director..... Lee Waller  
 Promotion Director..... Burt Toppan  
 Pub. Dir..... George Vickery  
 Film Manager..... Robert J. Ross  
 Chief Engineer..... Earl W. Lewis

**WCKT—Miami—1956**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Biscayne Television Corp.  
 Business Address..... P.O. Box 38 M  
 Tel.: PL 1-6692..... NBC  
 Newspaper Affiliation..... Herald; News  
 Representative..... NBC Spot Sales  
 President, Gen. Mgr..... Niles Trammell  
 Station Manager..... Charles Kelly  
 Commercial Manager..... Robert L. Fidler  
 Production Manager..... Gene Walz  
 Promotion Director..... Jon Arden  
 Adv., Pub. Dir..... Symon Cowles  
 Film Manager..... Frank Struzzisri  
 Chief Engineer ..... M. C. Scott, Jr.

In South Florida  
**WTVJ**  
 beats every  
 other station  
 by a  
 wide  
 margin ←

Month after month, year after year, every recognized rating service places WTVJ at the top of the list of South Florida TV stations by a wide margin. See your PGW colonel now.

**WTVJ** SOUTH FLORIDA  
 **CHANNEL 4**

Represented by: Peters, Griffin, Woodward, Inc.



**WPST-TV—Miami—1957**

Channel: 10 VHF...AP: 195 Kw...VP: 316 Kw.  
 Owned.....Public Service TV, Inc.  
 Business Address.....21st & Biscayne Blvd.  
 Tel.: FR 1-6501.....ABC  
 Representative.....Petry  
 Gen. Mgr.....Walter Koessler  
 Nat. Sales Mgr.....Bob Hanna  
 Operations Mgr.....Jack Barry  
 Prom., Pub. Dir.....Nat Tashman  
 Film Mgr.....John Murphy  
 Chief Engineer.....William R. Needs

**WDBO-TV—Orlando—1954**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Cherry Bcstg.  
 Business Address.....30 S. Ivanhoe Blvd.  
 Tel.: CH 1-1491.....CBS  
 Representative.....Blair-TV  
 President.....William S. Cherry, Jr.  
 General Manager.....Harold P. Danforth  
 Sales Co-ordinator.....A. V. Carlson  
 Prod. Dir.....Mark V. Barker, Jr.  
 Prog. Dir., Film Buyer.....Walter E. Sickles  
 Promotion Director.....Margaret Davis  
 Publicity Director.....Kay Gabrielson  
 Film Manager.....Harold P. Danforth, Jr.  
 Chief Engineer.....J. E. Yarbrough

**WLOF-TV—Orlando—1958**

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned.....Mid Florida TV Corp.  
 Address.....639 W. Central Ave.  
 Tel.: GArden 4-8537.....ABC  
 Representative.....Young TV, Inc.  
 President.....Joseph L. Brechner  
 V.P., Gen. Mgr.....Donn Colee  
 Commercial Mgr.....Lee Hall  
 Prog., Prom. Dir.....Walter Baker  
 Publicity Director.....Lucy Conroy  
 Film Manager.....Hank Johnson  
 Chief Engineer.....Dodd Daniels

**WPTV—Palm Beach—1954**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper.....John H. Phipps Bcstg.  
 Business Address.....5 Coccaunt Row  
 Tel.: TE 3-2471.....NBC  
 Representative.....Blair TV Assoc.  
 President.....John H. Phipps  
 General Manager.....Herschel Graves  
 Comm. Mgrs.....K. Kampion, R. L. Ray  
 Station Mgr.....Chester E. Pike, Jr.  
 Dir. of Oper.....Robert D. Murphy  
 Film Mgr.....Robert E. Abel  
 Chief Engineer.....Lewis Evenden

**WJDM—Panama City—1953**

Channel: 7 VHF...AP: 5.36 Kw...VP: 10.7 Kw.  
 Owned-Operated By.....WJDM-TV  
 Business Address.....Box 428  
 Tel.: AD 4-2251.....NBC-ABC-CBS  
 Representative.....Hollingbery  
 President.....Mel Wheeler

V.P., Natl. Sales Mgr.....Milt de Reyna  
 General Manager.....Hugh Barclay  
 Commercial Manager.....Byron Hayford  
 Program Director.....William Becker  
 Chief Engineer.....Claude Maenza

**WEAR-TV—Pensacola—1953**

Channel: 3 VHF...AP: 33 Kw...VP: 55 Kw.  
 Owned-Oper. By.....Gulfport Bcstg. Corp.  
 Business Address.....Highway 90  
 Tel.: GL 5-7311.....ABC-CBS  
 Representative.....Hollingbery  
 President, Gen. Mgr.....Mel Wheeler  
 Asst. Gen. Sales Mgr.....Milt de Reyna, Jr.  
 Comm. Mgr.....Irv Welch  
 Chief Engineer.....Gene Sudduth

**WSUN-TV—St. Petersburg  
1953**

Channel: 38 UHF...AP: 107 Kw...VP: 200 Kw.  
 Owned-Operated By.....City of St. Petersburg  
 Business Address.....Municipal Pier  
 Tel.: 5-4121.....ABC  
 Representative.....Venard, Rintoul & McConnell  
 General Manager.....Fred P. Shawn  
 Commercial Manager.....Earl W. Welde  
 Program Director.....Leo Ribitzki  
 Promotion Director.....Jerome Baker  
 Pub. Director.....Jean Miller  
 Film Managers.....Ribitzki, Shawn  
 Chief Engineer.....William J. Coddling

**WCTV—Tallahassee—1955**

(See Thomasville, Ga.)

**WFLA-TV—Tampa—1955**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Tribune Company  
 Address.....Box 1410  
 Tel.: 2-0131.....NBC  
 Newspaper Affiliation.....Tampa Tribune  
 Representative.....Blair-TV  
 President.....J. C. Council  
 V.P., General Manager.....George W. Harvey  
 Sales Mgr.....William B. Faber  
 Prog. Dir., Film Mgr.....J. E. Faraghan  
 Promotion Director.....Byron Taggart  
 Prog. Oper. Mgr.....Carl Bergquist  
 Production Manager.....L. George Gelger  
 Chief Engineer.....J. H. Mitchell

**WTVT—Tampa—1955**

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WKY Television  
 Bus. Ad., 3213 Grand Central Ave.; Box 1198  
 Tel.: RE 6-1313.....CBS  
 Representative.....Katz  
 President.....E. K. Gaylord  
 Manager.....Eugene B. Dodson  
 Commercial Mgr.....John Haberman  
 Promotion Director.....Robert Edrington  
 Film Mgr.....Jayne Boyd

*White Columns* The home of WSB Radio and WSB-TV



## Your advertising in Atlanta belongs on the WSB stations

In few major markets of America do you find so high a degree of media dominance. In Georgia WSB Radio and WSB-TV are overwhelming firsts in audience, in coverage, in facilities.

Thirty-six years of programming in the public interest has earned for these stations an audience confidence and respect which means much to advertisers. It means a *pre-conditioned* acceptance of your programs. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

**wsb radio / wsb-tv**

*Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.*

Program Dir.....Robert Doty  
Chief Engineer.....William Witt

**WEAT-TV—West Palm Beach**  
1955

Channel: 12 VHF..AP: 83 Kw..VP: 250 Kw.  
Owned-Oper. By.....WEAT TV, Inc.

Business Address.....P.O. Box 70  
Tel.: TE 3-9668.....ABC  
Representative.....Venard Rintoul McConnell  
President.....Rex Rand  
Gen. Mgr.....Bertram Lebhear, Jr.  
Gen. Sales Mgr.....E. J. Hennessy  
Production Director.....Jack Poole  
Chief Engineer.....J. Ross McPherson

Pop.: 3,809,000  
Families: 1,003,000  
Radio Homes: 999,000

**Georgia**

Stations in State: 124  
TV Homes: 744,000  
TV Stations: 13

**WAGA-TV—Atlanta—1949**

Channel: 5....AP: 50 Kw....VP: 100 Kw.  
Owned-Operated By....Storer Bcstg. Co., Inc.  
Business Address.....1018 W. Peachtree St.  
Tel.: TR 2-3553.....CBS  
Representative.....Katz  
President.....George B. Storer  
General Manager.....J. Robert Kerns  
Commercial Manager.....William Flynn  
Program Director.....Henry Davis  
Promotion Director.....Louis O. Hertz, Jr.  
Film Manager.....Douglas Johnson  
Chief Engineer.....Hugo Bondy  
Owners of: WJBK-TV, Detroit; WSPD-TV,  
Toledo; WJW-TV, Cleveland.  
(See Page 836)

Representative.....Bomar-Lowrance; Moore  
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  
Production Manager.....Jim Sharp  
Chief Engineer.....Harvey Aderhold

**WJBF-TV—Augusta—1953**

Channel 6: VHF...AP: 50 Kw...VP 100 Kw.  
Owned-Oper. By..Georgia-Carolina Bcstg. Co.  
Business Address.....Television Park  
Tel.: PA 2-8666.....ABC-NBC  
Representative.....Hollingbery  
President, Gen. Mgr.....J. B. Fuqua  
Commercial Mgr.....George Oliviere  
Program, Prom. Dir.....John Radeck  
Chief Engineer.....John Jopling

**WSB-TV—Atlanta—1948**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw  
Owned-Oper. By....The Atlanta Newspapers  
Business Address..1601 W. Peachtree St., N.E.  
Tel.: TR 5-7221.....NBC  
Newspaper Affiliations ..Journal-Constitution  
Representative.....Petty  
Board Chairman.....James M. Cox, Jr.  
Exec. Dir.....J. Leonard Reinsch  
General Manager.....Marcus Bartlett  
Comm. Mgr.....Don E. Heald  
Prom., Pub. Dir.....Walter Paschall  
Film Director.....Jean Hendrix  
Chief Engineer.....R. A. Holbrook

**WRDW-TV—Augusta—1954**

Channel: 12 VHF..AP: 60 Kw..VP: 102 Kw.  
Owned-Oper. By...Southeastern Newspapers  
Business Address.....P.O. Box F, N. Augusta  
Tel.: TA 4-5432.....ABC-CBS-NTA  
Newspaper Affiliation.....Chronicle, Herald  
Representative.....Branham Company  
President.....Pat H. Rice, Jr.  
General Manager.....J. W. Hicks  
Sta., Comm. Mgr.....Lou Stratton  
Program Dir.....Richard A. Fennel  
Prom., Pub. Dir.....Don Shepherd  
Film Manager.....Frank Allen  
Chief Engineer.....Joseph P. Gill, Jr.

**WALB-TV—Albany—1954**

Channel: 10 VHF..AP: 56 Kw..VP: 112 Kw.  
Owned-Oper. By.....Herald Publishing Co.  
Business Address.....Stuart Ave.  
Tel.: HE 5-8388.....ABC-CBS-NBC  
Newspaper Affiliation.....Herald  
Representative...Venard, Rintoul & McConnell  
President.....James H. Gray  
Gen., Comm. Manager...Raymond E. Carow  
Program Director.....Harold Suit  
Prom., Dir., Film Mgr.....Reba Hill  
Chief Engineer.....Bruce Singleton

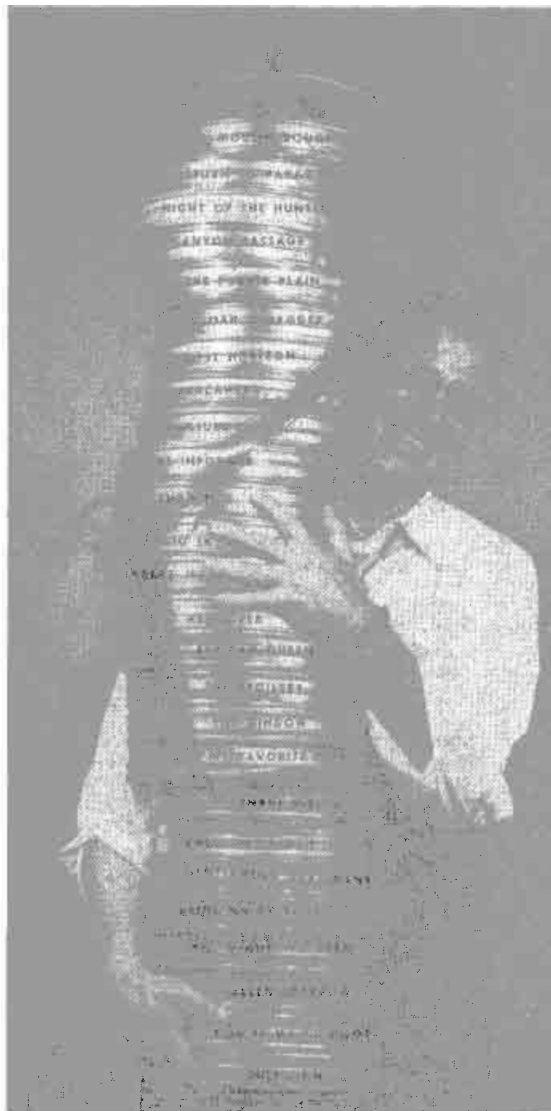
**WRBL-TV—Columbus—1953**

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By.....Columbus Bcstg. Co.  
Business Address.....1350 13th Ave.  
Tel.: FA 2-0602.....CBS-ABC  
Newspaper Affil.....Ledger Enquirer  
Representative.....Hollingbery  
Gen. Manager.....J. W. Woodruff, Jr.  
Sta. Mgr., Film Buyer.....Ridley Bell  
Commercial Manager...George "Red" Jenkins  
Program Director.....Robert H. Walton  
Promotion Director.....Carrie Barry  
Pub. Dir.....Doug Wallace  
Film Manager.....Fred Tomlin  
Chief Engineer.....Joe A. Gamble

**WLW-A—Atlanta—1951**

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 2-1141.....ABC





# MORE TOP MOVIES

from WAGA-TV  
ATLANTA's  
"live channel 5" with  
**MORE SELLING POWER**

In Greater Atlanta and 58 surrounding counties WAGA-TV is boosting sales and ratings with powerful new programming that includes 732 Warner Brothers first-run films, plus hundreds of Screen Gems, RKO, and 20th Century films for the EARLY SHOW at 5:30 P.M. Mondays thru Fridays, and the late evening Starlight Movies.

There's a new success story almost every day on WAGA-TV. It'll pay you to get up-to-date on Atlanta TV by seeing your KATZ man today.

## Storer Television

WAGA-TV  
Atlanta

WJBK-TV  
Detroit

WJW-TV  
Cleveland

WSPD-TV  
Toledo

WITI-TV  
Milwaukee



**WTVM—Columbus—1953**

Channel: 28 UHF.. AP: 121 Kw.. VP: 234 Kw.  
 Owned..... Martin Thea. of Georgia, Inc.  
 Business Address..... 1307 1st Ave.  
 Tel.: FA 2-8828..... NBC-ABC  
 Station Representative..... Young  
 President..... E. D. Martin  
 Gen. Mgr..... Guy Tiller  
 Station Manager..... Frank Ragsdale  
 Commercial Manager..... Ben Purvis  
 Program Director..... Tom Hipps  
 Promotion Director..... Jack Rathbun  
 Film Manager..... Herman Ragland  
 Chief Engineer..... Charles Parrott

**WMAZ-TV—Macon—1953**

Channel: 13 VHF.. AP: 125 Kw.. VP: 250 Kw.  
 Owned-Oper. By..... Southeastern Bcstg. Co.  
 Business Address..... Bankers Insurance Bldg.  
 Tel.: 2-7373..... CBS-ABC-NBC  
 Representative..... Avery-Knodel  
 President, Ch. Eng..... George Rankin, Jr.  
 General Manager..... Wilton E. Cobb  
 Comm. Manager..... Frank Crowther  
 Promotion Director..... Joe Andrews  
 Publicity Director..... Sara Lawson McGinty  
 Film Manager..... Jim Arnold  
 Chief Engineer..... J. D. Lawhon

**WSAV-TV—Savannah—1956**

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..... ABC-NBC  
 Representative..... Blair  
 Pres., Gen. Mgr., Sta. Mgr..... Harben Daniel  
 Ex. V.P..... Charles Bell  
 Operations Manager..... M. E. Thompson  
 Commercial Manager..... H. M. Humpidge  
 Program Director..... William E. Lucas  
 Prom., Pub. Dir..... Mrs. Shirley Slater  
 Film Manager..... Alyce Miller  
 Chief Engineer..... Byron Strong

**WTOG-TV—Savannah—1954**

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..... CBS-ABC  
 Station Representative..... Avery-Knodel  
 President & Gen. Mgr..... William T. Knight, Jr.  
 Commercial Mgr..... Ben B. Williams  
 Film Mgr., Program Director..... Dwight J. Bruce  
 Promotion Director..... Frank S. Bryson, Jr.  
 Chief Engineer..... Kyle Goodman

**WCTV—Thomasville—1955**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... John H. Phipps Bcstg Co.  
 Business Address..... Box 3166, MSS, Tallahassee  
 Tel.: 3-3666..... ABC-CBS-NBC  
 Station Representative..... Blair; Cummings  
 Owner..... John H. Phipps  
 Mng. Dir..... L. Herschel Graves  
 Station Manager..... Joseph E. Hosford  
 Dir. Engineering..... Wm. A. Snowden

|                      |               |                       |
|----------------------|---------------|-----------------------|
| Pop.: 569,500        | <b>Hawaii</b> | Stations in State: 15 |
| Families: 143,300    |               | TV Homes: 104,703     |
| Radio Homes: 128,800 |               | TV Stations: 7        |

**KGMB-TV—Honolulu—1952**

Channel: 9 VHF.. AP: 79 Kw.. VP: 132 Kw.  
 Owned-Oper..... Hialand Deve. Corp.  
 Business Address..... 1534 Kapiolani Boulevard  
 Tel.: 9-2011..... CBS  
 Newspaper Affil..... Star Bulletin  
 Representative..... Peters, Griffin, Woodward  
 President, Gen. Mgr..... J. Howard Worrall  
 Gen. Sls. Mgr..... Charles Crockett  
 Sta., Comm. Mgr..... Melvin B. Wright  
 Program Director..... Dar Ried  
 Prom., Pub. Dir..... Colleen Ng  
 Chief Engineer..... Daniel O. Hunter

Pres., Gen. Mgr..... John D. Keating  
 Sta., Gen. Sales Mgr..... Art Sprinkle  
 Nat'l Sales Mgr..... Jim Spencer  
 Film Manager..... Mary Stasack  
 Chief Engineer..... Alvin Chang

**KHVV-TV—Honolulu—1954**

Channel: 4 VHF.. AP: 13.1 Kw.. VP: 26.3 Kw.  
 Owned-Oper. By..... Kaiser Hawaiian TV, Inc.  
 Address..... 1290 Ala Moana Blvd.  
 Tel.: 5-3991..... ABC  
 Representative..... Young-TV  
 Gen. Mgr..... Richard C. Block  
 Business Mgr..... Jay S. Clark  
 Prom. Dir..... Paul Yamamoto  
 Chief Engineer..... R. T. Miyahira

**KONA-TV—Honolulu—1952**

Channel: 2 VHF.. AP: 30 Kw.. VP: 60 Kw.  
 Owned-Oper. By..... Radio Honolulu, Ltd.  
 Business Address..... 1170 Auahi St.  
 Tel.: 6-2366..... NBC  
 Newspaper Affil..... Honolulu Advertiser  
 Representative..... NBC Spot Sales

**KMVI—Wailuku—1955**

Channel: 12 VHF.. AP: 15 W.. VP: 30 Ww.  
 Owned-Oper..... Maui Publishing Co., Ltd.  
 Business Address..... Box 374  
 Tel.: 33-981..... CBS  
 General Manager..... Ezra J. Crane  
 Station Manager..... Richard E. Mawson  
 Commercial Mgr..... Frank R. Kovacic

# GEE!

## THIS BEER REALLY TASTES LIKE BEER



He was watching WGN-TV and he's SOLD! Your commercials get results on WGN-TV because WGN-TV programming keeps folks watching.

Keep your eyes on WGN-TV during 1959. New and better programs are already being scheduled which will mean even larger audiences than before.

Put **GEE!** In Your Chicago Sales

**WGN-TV**

CHANNEL 9  
CHICAGO



**441 N. MICHIGAN AVE.  
CHICAGO 11, ILLINOIS**

Pop.: 666,090  
Families: 201,000  
TV Stations: 7

# Idaho

Stations in State: 33  
TV Homes: 145,000  
Radio Homes: 194,000

## KBOI-TV—Boise—1953

Channel: 2 VHF... AP: 33 Kw... VP: 65 Kw.  
Owned-Oper. By... Boise Valley Bcstrs. Inc.  
Business Address... 1007 Jefferson St.  
Tel.: 3-2511... CBS  
Representative. Peters, Griffin, Woodward, Inc.  
Pres., Gen. Mgr.... Westernman Whillock  
Sta., Comm. Mgr., Prog. Dir... Earl Glade, Jr.  
Publicity Director... Sheila Wagner  
Production Director... Vestal Baker  
Film Manager... Robert Howell  
Chief Eng. ... J. A. Johtnz, Jr.

## KTVB—Boise—1953

Channel: 7 VHF... AP: 87.1 Kw... VP: 166 Kw.  
Owned-Oper. By... KTVB, Inc.  
Address... 709 Idaho St.  
Tel.: 2-4611... ABC-NBC  
Representative... Blair  
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 Toedtemeler

## KID-TV—Idaho Falls—1952

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Idaho Radio Corp.  
Business Address... Box 761

Tel.: IA 2-5100... CBS-NBC-ABC  
Representative... Gill-Perna; Moore  
President... A. W. Schwieder  
Gen. Mgr.... C. N. Layne  
Sta., Comm. Mgr.... Claude Cain  
Program Dir.... Roy Southwick  
Prom. Mgr.... Mel Richardson  
Chief Engineer... Carroll Secrist

## KCIX-TV—Nampa—1958

Channel: 6 VHF... AP: 41.7 Kw... VP: 83.2 Kw.  
Owned-Oper. By... Hagadone Bcstg Co.  
Address... 208 - 12th Ave., S.  
Tel.: 6-6616... ABC-CBS-NBC  
Representative... McGavren-Quinn  
President... Roger L. Hagadone  
Sales Manager... David F. Jolly  
Program Dir... Jesse B. Godfrey

## KLIX-TV—Twin Falls—1955

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... ABC-CBS-NBC  
Representative... Gill-Perna; Moore  
Vice President... Cecil L. Hettel  
General Mgr.... Gordon Glasmann  
Station Mgr.... Joe Gibney  
Program Director... Dave Fox  
Chief Engineer... C. W. Evans

Pop.: 10,175,000  
Families: 3,095,000  
Radio Homes: 3,035,000

# Illinois

Stations in State: 94  
TV Homes: 2,799,000  
TV Stations: 25

## WCIA—Champaign—1953

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... CBS-NBC  
Representative... Hollingbery  
President... August C. Meyer  
V.P., Sales Manager... Guy Main  
National Sales Dir... Leonard Davis  
Film Mgr.... John Ketterer  
Production Manager... James Fielding  
Chief Engineer... Bob Myers

## WBBM-TV—Chicago—1953

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... CBS  
Representative... CBS TV Spot Sales  
Vice-Pres., Gen. Mgr.... H. Leslie Atlans  
Sales Manager... George Arkedie  
Promotion Director... William Hohmann  
Production Manager... Jack Wartlieb

Publicity Dir.... George Condon  
Program Director... Frank Atlans  
Film Manager... Patricia Danneman  
Chief Engineer... J. J. Beloungy

## 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... NTA  
Newspaper Affiliation... Chicago Tribune  
Representative... Pety  
President... J. Howard Wood  
V.P., Gen. Mgr.... Ward L. Quaal  
Program Director... Alexander C. Field  
Sales Mgr.... Bradley R. Eidmann  
Promotion Director... Charles A. Wilson  
Publicly Director... James Hanlon  
Film Director... Edward Warren  
Chief Engineer... Carl J. Meyers

## WNBQ—Chicago—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... National Bcstg. Co.

# ILLINOIS

**Business-Studio Address**...Merchandise Mart  
**Tel.:** SU 7-8300.....NBC  
**Representative**.....**NBC Spot Sales**  
President.....Robert E. Kintner  
V.P., General Manager.....Lloyd E. Yoder  
Gen. Exec.....Robert W. Lemon  
Dir. of Sales.....William B. Decker  
Prom. Director.....John Keys  
Program Dir.....Harry D. Trieg  
Publicity Director.....Chet Campbell  
Chief Engineer.....Howard C. Lutgens

## WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....**American Bcstg. Co.**  
Business Address.....190 N. State St.  
Tel.: AN 3-0800.....ABC  
Representative.....**Blair-TV**  
General Manager.....Mathew Vieracker  
Station Manager.....Sterling C. Quinlan  
Commercial Manager.....Clarence Hieder  
Film Dir.....Ralph Andrews  
Prog. Dir.....Dan Schuffman  
Prom., Pub. Dir.....Elliott Henry  
Chief Engineer.....William P. Kusack

## WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.  
Owned-Oper. By.....**Northwestern Publishing Co.**  
Business Address.....1500 N. Washington Ave.  
Tel.: 1700.....ABC  
Representative.....**Everett-McKinney, Inc.**  
General Manager.....Robert J. Burow  
Station Manager.....Max Shaffer  
Commercial Manager.....John Eckert  
Program Director.....Honore Ronan  
Chief Engineer.....Norlyn Dossey

## WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.  
Owned-Oper. By.....**Prairie Television Co.**  
Business Address.....Box 631-Southside Dr.  
Tel.: 8-4304.....ABC  
Representative.....**Gill-Perna**  
President.....Geo. A. Bolas  
Stc. Mgr.....B. K. West  
Program Mgr.....Jack Kussart  
Chief Engineer.....Hubert F. Ablalter

## WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....**Turner-Farrar Assn.**  
Business Address.....Television Bldg.  
Tel.: Clearbrook 3-7922.....ABC  
Representative.....Walker  
Pres., Gen. Mgr.....Oscar L. Turner  
Chief Engineer.....Charles Gilliam

## WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 250 Kw..VP: 500 Kw.  
Owned-Operated By.....**West Central Bcstg. Co.**  
Address.....2907 Springfield Rd., E. Peoria  
Tel.: 9-3961.....NBC  
Representative.....**Headley-Read**  
President.....Robert S. Kerr

V.P., Gen. Mgr.....Fred C. Mueller  
Comm. Manager.....John Leslie  
Program Director.....Victor Fletcher  
Promotion Director.....Al Knapp  
Film Manager.....Robert Kroepel  
Chief Engineer.....Wayne Lovely

## WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.  
Owned.....**WMBD, Inc.**  
Business Address.....212 SW Jefferson Ave.  
Tel.: 6-0711.....CBS  
Representative Peters, Griffin, Woodward, Inc.  
President.....Charles C. Caley  
V.P. & Mgr.....Robert O. Runnerstrom  
Dir. of Sales.....Samuel F. Jackson  
Reg. Sales Mgr.....Robert M. Riley, Jr.  
Prom. Dir.....James J. Johnston  
Prog. Dir.....Winthrop P. Baker  
Chief Engineer.....George Pyle

## WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.  
Owned.....**Hilltop Bcstg. Co.**  
Business Address.....621 Main St.  
Tel.: 9-7211.....ABC  
President.....Henry P. Slane  
Gen. Mgr.....Harold V. Phillips  
Controller.....Gerald W. Swank  
Sales Manager.....David J. Schlink  
Program, Film Mgr.....Robert Holben  
Prom., Pub. Dir.....Andy Amyx  
Chief Engineer.....Wallace Wurz

## WGEM-TV—Quincy—1953

Channel: 10 VHF..AP 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....**Quincy Bcstg. Co.**  
Business Address.....Hotel Quincy  
Tel.: BA 2-6840.....ABC-NBC  
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  
Publicity Director.....Hal Heidbreder  
Chief Engineer.....Frank E. Laughlin

## WREX-TV—Rockford—1953

Channel: 13 VHF..AP: 115 Kw..VP: 229 Kw.  
Owned-Oper. By.....**Greater Rockford TV, Inc.**  
Business Address.....Auburn & Winnebago Rds.  
Tel.: Rockford 8-1813.....ABC-CBS-NTA  
Newspaper Affil.....**Star & Republic**  
Representative.....**H-R Representatives**  
President.....L. E. Caster  
General Manager.....Joe M. Balsch  
Comm. Manager.....Rod MacDonald  
Program Director.....John Mazzie  
Prom., Pub. Dir.....Charles Olson  
Film Manager.....Gene Hines  
Chief Engineer.....Dick Peck

## WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.

Owned-Oper. By . . . Winnebago Television Corp.  
 Business Address . . . . . Meridian Rd.  
 Tel.: 3-5413 . . . . . NBC  
 Representative . . . . . Headley-Reed  
 President . . . . . Harry Balaban  
 Manager . . . . . Harold Froelich  
 Sales Manager . . . . . Gene Denari  
 Program Dir. . . . . John W. Kelin  
 Film Director . . . . . Carl P. Stiemler  
 Owners of: WIC-TV, Springfield, Ill.

**WHBF-TV—Rock Island—1950**

Channel: 4 VHF . . . AP: 70 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Rock Island Bcstg. Co.  
 Business Address . . . . . Telco Bldg., 231 18th St.  
 Tel.: R.I. 6-5441 . . . . . ABC-CBS  
 Newspaper Affil. . . . . "The Argus"  
 Representative . . . . . Avery-Knodel, Hyett  
 President . . . . . Ben. H. Potter  
 V.P., Sta., Gen. Manager . . . . . Leslie C. Johnson

Director of Sales . . . . . Maurice Corken  
 Program Director . . . . . Forest W. Cooke  
 Prom., Pub. Dir. . . . . Fern Hawks  
 Merchandising Mgr. . . . . H. E. Darton  
 Film Manager . . . . . Joseph Grear  
 Chief Engineer . . . . . Robert J. Sinnett

**WICS—Springfield—1953**

Channel: 20 UHF . AP: 182.5 Kw. . VP: 406 Kw.  
 Owned-Oper. By . . . . . Plains Television Corp.  
 Business Address . . . . . Leland Office Bldg.  
 Tel.: 8-0465 . . . . . NBC  
 Representative . . . . . Adam Young  
 President . . . . . Elmer Balaban  
 General Manager . . . . . Milton D. Friedland  
 Comm. Manager . . . . . Warren King  
 Program Director . . . . . H. J. Hoskins  
 Promotion Dir. . . . . William Means  
 Film Manager . . . . . William Shaw  
 Chief Engineer . . . . . Jerrold Merritt  
 Owners of: WTOV-TV, Rockford, Ill.

|                        |                |                       |
|------------------------|----------------|-----------------------|
| Pop.: 4,639,000        | <b>Indiana</b> | Stations in State: 61 |
| Families: 1,475,000    |                | TV Homes: 1,315,000   |
| Radio Homes: 1,421,000 |                | TV Stations: 18       |

**WTTV—Bloomington—1949**

Channel: 4 VHF . . . AP: 28.8 Kw. . . VP: 44.6  
 Owned-Oper. By . . . . . Sarkes Tarzian, Inc.  
 Business Address . . . . . 340 Bluff Rd.  
 Tel.: ST 7-2211 . . . . . Independent  
 Representative . . . . . Meeker  
 President . . . . . Sarkes Tarzian  
 Gen. Sta. Mgr. . . . . Herb Nelson  
 Commercial Manager . . . . . Frank Willis  
 Program Director . . . . . Susan Sherman  
 Prom., Pub. Dir. . . . . Keith Wilson  
 Film Manager . . . . . Ed Justice  
 Chief Engineer . . . . . Carl Onken

**WTVW—Evansville—1956**

Channel: 7 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Evansville TV, Inc.  
 Business Address . . . . . 405 Carpenter St.  
 Tel.: H. 2-1121 . . . . . ABC  
 Representative . . . . . Hollingbery  
 President . . . . . Ferris E. Traylor  
 Gen. Sta. Mgr. . . . . Dick Shively  
 Comm. Mgr. . . . . Al McKelfresh  
 Program Dir. . . . . William Hill  
 Prom. Dir. . . . . Jack MacGregor  
 Film Manager . . . . . S. J. Rusche  
 Chief Engineer . . . . . John Schutta

**WEHT—Evansville—1953**

Channel: 50 UHF . AP: 83.2 Kw. . VP: 155 Kw.  
 Owned-Oper. By . . . . . WEHT, Inc.  
 Business Address . . . . . Box 395  
 Tel.: HA 4-9215 . . . . . CBS  
 Representative . . . . . Young  
 Pres., Gen. Mgr. . . . . Edwin G. Richter, Jr.  
 Sales Mgr. . . . . Howard D. Duncan  
 Program Dir. . . . . Ulysses A. Carlini  
 Promotion Dir. . . . . Mrs. Priscilla Finberg  
 Chief Engineer . . . . . Robert M. Cleveland

**WANE-TV—Fort Wayne—1954**

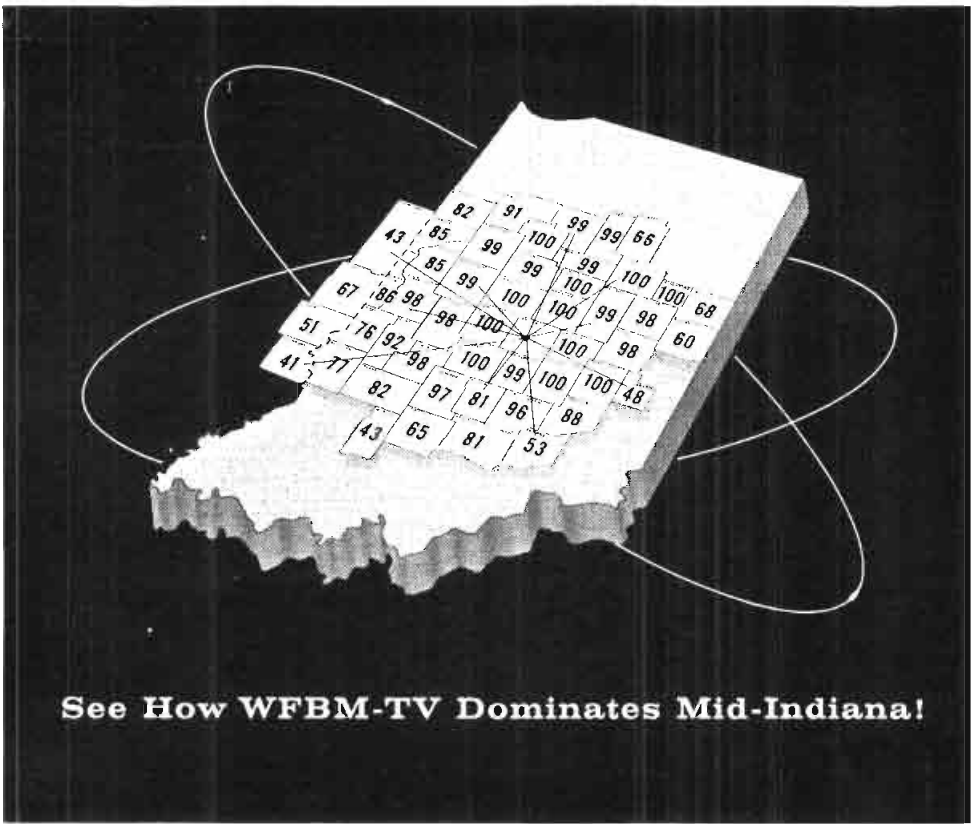
Channel: 15 UHF . AP: 222 Kw. . VP: 445 Kw.  
 Owned-Oper. By . . . . . Indiana Broadcasting Corp.  
 Business Address . . . . . 2915 W. State Blvd.  
 Tel.: A-9411 . . . . . CBS  
 Representative . . . . . Petry  
 President . . . . . C. Wrede Petersmeyer  
 Station Manager . . . . . Reid G. Chapman  
 Sales Dir. . . . . John Keenan  
 Program Director . . . . . J. Larry Beauchamp  
 Promotion Director . . . . . Douglas Shull  
 Film Manager . . . . . James Goheen  
 Chief Engineer . . . . . Charles E. Wallace  
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,  
 Indianapolis; KGUL-TV, Houston, Tex.

**WFIE-TV—Evansville—1953**

Channel: 14 UHF . AP: 104.8 Kw. . VP: 200 Kw.  
 Owned-Oper. By . . . . . WFIE, Inc.  
 Business Address . . . . . 1115 Mount Auburn Rd.  
 Tel.: HA 5-6201 . . . . . NBC  
 Representative . . . . . Raymer  
 President . . . . . Nathan Lord  
 V.P., Gen. Mgr. . . . . Berry Smith  
 Comm. Manager . . . . . Lee Browning  
 Prog. Dir. . . . . Chester T. Behrman  
 Prom., Pub. Director . . . . . Ed Yalowitz  
 Chief Engineer . . . . . Paul Kelley

**WKJG-TV—Fort Wayne—1953**

Channel: 33 UHF . AP: 144 Kw. . VP: 263 Kw.  
 Owned . . . . . WKJG, Inc.  
 Business Address . . . . . 220 E. Jefferson St.  
 Tel.: AN 2295 . . . . . NBC  
 Station Rep. . . . . H R Television Inc.  
 President . . . . . John F. Dille, Jr.  
 Gen., Sta. Mgr. . . . . Edward G. Thoms



**See How WFBM-TV Dominates Mid-Indiana!**

**First by a good margin**, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration. *Map shows county percentages measured by Nielsen Coverage Study No. 3, 1958.*

*where else . . .*

—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point* . . . and *only one* principal station with no overlapping network affiliates to do the complete advertising job?

*only here*—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Of course, we have 100% in Marion county, too . . . and are proud of our current ARB. Better take another look!

*The Nation's 13th Television Market*  
 . . . with the only basic NBC coverage  
 of 760,000 TV set-owning families

● *Indianapolis itself*—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

⋄ *11 Satellites*—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the KATZ Agency



WFBM-TV  
 CHANNEL 6  
 INDIANAPOLIS



Commercial Mgr. . . . . Carleton B. Evans  
 Program Director . . . . . Calo Mahlock  
 Promotion Director . . . . . Wilson Schroeder  
 Chief Engineer . . . . . Eugene A. Chase

**WPTA—Fort Wayne—1957**

Channel: 21 UHF . AP: 98 Kw . VP: 178 Kw.  
 Owned . . . . . Sarkes Tarzian, Inc.  
 Business Address . . . . . Butler Road  
 Tel.: AN-7125 . . . . . ABC  
 Station Representative . . . . . Young  
 President . . . . . Sarkes Tarzian  
 Gen., Sta. Mgr. . . . . Ronald R. Ross  
 Comm., Prom. Mgr. . . . . Richard D. Morgan  
 Program Dir. . . . . Arthur Hook  
 Publicity Director . . . . . Barbara Railsback  
 Film Manager . . . . . Grant Hoatson  
 Chief Engineer . . . . . Fred Molchin

**WFBM-TV—Indianapolis—1949**

Channel: 6 . . . . . AP: 50 Kw . VP: 100 Kw.  
 Owned By . . . . . Time, Inc.  
 Bus.-Studio Address . . . . . 1330 N. Meridian St.  
 Tel.: ME1rose 4-8521 . . . . . NBC  
 Representative . . . . . Katz  
 President . . . . . W. C. Pullen, Jr.  
 V.P., Gen. Mgr. . . . . Eldon Campbell  
 Commercial Manager . . . . . Don Menke  
 Nat. Sales Mgr. . . . . Hugh L. Kibbey  
 Prog. Dir. . . . . William Fall  
 Promotion Director . . . . . John F. Hurlbut  
 Film Mgr. . . . . William E. Fagan  
 Chief Engineer . . . . . Robert Flanders

**WISH-TV—Indianapolis—1954**

Channel: 8 VHF . AP: 158 Kw . VP: 316 Kw.  
 Owned . . . . . Indiana Bcstg. Corp.  
 Business Address . . . . . 1440 North Meridian  
 Tel.: ME1rose 4-6411 . . . . . CBS-NTA  
 Representative . . . . . Bolling  
 President . . . . . C. Wrede Petersmeyer  
 Gen., Sta. Manager . . . . . Robert B. McConnell  
 Commercial Manager . . . . . Joseph E. Lake  
 Program Director . . . . . Steve Briggs  
 Prom., Pub. Director . . . . . Ray Reisinger  
 Chief Engineer . . . . . Stokes Gresham, Jr.  
 Owners of: KOTV, Tulsa, Okla.; WANE-TV,  
 Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

**WLW-I—Indianapolis—1957**

Channel: 13 VHF . AP: 158 Kw . VP: 316 Kw.  
 Owned . . . . . Crosley Bcstg. Corp.  
 Business Address . . . . . 1401 N. Meridian St.  
 Tel.: ME1rose 9-2311 . . . . . ABC  
 Station Rep. . . . . Crosley; Lowrance; Moore  
 President . . . . . Robert E. Dunville  
 General Manager . . . . . John B. Babcock  
 Spec. Bcst. Serv. Dir. . . . . Bruce B. Cox  
 Sales Manager . . . . . Bob Lamb  
 Program Mgr. . . . . Chuck Brodhead  
 Promotion Director . . . . . Lyle Allen  
 Film Manager . . . . . Ken Read  
 Chief Engineer . . . . . Norman Nixon

**WFAM-TV—Lafayette—1953**

Channel: 59 UHF . AP: 51 Kw . VP: 102 Kw.

Owned . . . . . Lafayette Bcstg., Inc.  
 Business Address . . . . . McCarty Lane  
 Tel.: 2-7306 . . . . . CBS-NBC  
 Representative . . . . . Rambeau  
 President . . . . . E. J. Bannon  
 Gen., Sta. Mgr. . . . . Henry Rosenthal  
 Comm. Mgr. . . . . Dick Pittenger  
 Program Director . . . . . Harry Bradway  
 Film Manager . . . . . Al Spafford  
 Chief Engineer . . . . . Richard Cochran

**WLBC-TV—Muncie—1953**

Channel: 49 UHF . AP: 8.5 Kw . VP: 17 Kw.  
 Owned-Oper. By . . . . . Tri-City Radio Corp.  
 Business Address . . . . . Box 271  
 Tel.: ATLAS 8-4403 . . . . . ABC-CBS-NBC  
 Representative . . . . . Holman  
 Pres., Gen., Sta. Mgr. . . . . Don Burton  
 Comm., Film Mgr. . . . . Bill Craig  
 Program Director . . . . . Lee Allerton  
 Chief Engineer . . . . . Pat Finnegan

**WNDU-TV—South Bend—1955**

Channel: 16 UHF . AP: 153.4 Kw . VP: 282 Kw.  
 Owned-Oper. By . . . . . Michiana Telecasting  
 Address . . . . . Box 989  
 Tel.: CE 3-7111 . . . . . NBC  
 Station Representative . . . . . Petry  
 President . Rev. Theodore M. Hesburgh, C.S.C.  
 Gen., Sta. Mgr. . . . . Bernard C. Barth  
 Comm. Manager . . . . . Wm. Thomas Hamilton  
 Prom., Pub. Dir. . . . . June Borkowski  
 Film Manager . . . . . H. Allen Hervey  
 Chief Engineer . . . . . Basil O'Hagan

**WSBT-TV—South Bend—1952**

Channel: 22 UHF . AP: 122 Kw . VP: 204 Kw.  
 Owned-Operated By . . . . . South Bend Tribune  
 Address . . . . . 300 W. Jefferson Blvd.  
 Tel.: CE 3-3141 . . . . . CBS  
 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'Neil

**WSJV—South Bend-Elkhart  
 1954**

Channel: 28 UHF . AP: 148 Kw . VP: 268 Kw.  
 Owned-Oper. By . . . . . Truth Publishing Co.  
 Business Address . . . . . Box 28, South Bend  
 Tel.: CE1ral 2-2828 . . . . . ABC  
 Newspaper Affiliation . . . . . Elkhart Truth  
 Representatives . . . . . H-R  
 President . . . . . John F. Dille Jr.  
 V.P., Gen. Mgr. . . . . Paul C. Brines  
 Program Director . . . . . Edwin J. Lasko  
 Nat. Sales Mgr. . . . . Vince Doyle  
 Production Mgr. . . . . W. Forest Morrow  
 Chief Engineer . . . . . Lester E. Zellner

**WTHI-TV—Terre Haute—1954**

Channel: 10 VHF... AP: 191 Kw... VP: 316 Kw.  
 Owned-Oper. By... Wabash Valley Bcstg. Co.  
 Business Address... 918 Ohio Street  
 Tel.: CRawford 9481... ABC-CBS-NBC-NTA

Representative... Bolling  
 President... Anton Hulman, Jr.  
 General Manager... J. M. Higgins  
 Program Director... Ben Falber, Jr.  
 Prom. Dir... Charles Cogan  
 Chief Engineer... Don Petit!

Pop.: 2,875,000  
 Families: 884,000  
 Radio Homes: 876,000

**Iowa**

Stations in State: 65  
 TV Homes: 776,000  
 TV Stations: 12

**WOI-TV—Ames—1950**

Channel: 5 VHF... AP: 50.1 Kw... VP: 100 Kw.  
 Owned-Oper. By... Iowa State College  
 Address... Service Bldg.  
 Tel.: CE 2-3400... A3C  
 Representative... H R  
 President... Dr. James Hilton  
 Gen. Manger... Robert C. Mulhall  
 Assoc. Gen. Manager... James H. Davis  
 Commercial Mgr... Ted Tostlebe  
 Chief Engineer... Keith Ketcham

**WHO-TV—Des Moines—1954**

Channel: 13 VHF... AP: 191 Kw... VP: 316 Kw.  
 Owned-Oper. By... Central Broadcasting Co.  
 Business Address... 1100 Walnut St.  
 Tel.: AT 8-6511... NBC  
 Representative... Peters, Griffin, Woodward, Inc.  
 President... Col. B. J. Palmer  
 Exec. V.P... Ralph Evans  
 V.P., Resident Manager... Paul A. Loyer  
 Sales Manager... Robert H. Harter  
 Film Buyer, Prog. Director... Jack Kerrigan  
 Film Editor... Robert P. Kress  
 Chief Engineer... Roy W. Pratt

**KCRG-TV—Cedar Rapids—1953**

Channel: 9 VHF... AP: 156 Kw... VP: 316 Kw.  
 Owned-Oper. By... Cedar Rapids TV Co.  
 Business Address... 104½ First St., S.W.  
 Tel.: EM 4-4149... ABC  
 Representative... Weed TV Corp.  
 Newspaper Affiliation... Cedar Rapids Gazette  
 President... Joseph F. Hladky, Jr.  
 General Manager... Redd Gardner  
 Commercial Manager... Gene McClure  
 Prog. Dir., Film Mgr... Ralph D. Willey  
 Prom., Pub. Dir... Edna A. Herbst  
 Chief Engineer... Ira V. McDaniel

**KRNT-TV—Des Moines—1955**

Channel: 8 VHF... AP: 199.5 Kw... VP: 316 Kw.  
 Owned-Operated By... KRNT-TV Co.  
 Address... Ninth & Pleasant St.  
 Tel.: CH 3-4141... CBS  
 Representative... Katz  
 General Manager... Robert W. Dillon  
 Commercial Manager... Paul M. Elliott  
 Program Dir... Joe G. Huggens  
 Sls. Mgr... Bill Hippee  
 Chief Engineer... Charles F. Quentin

**WMT-TV—Cedar Rapids—1953**

Channel: 2 VHF... AP: 70 Kw... VP: 100 Kw.  
 Owned-Oper. By... WMT-TV, Inc.  
 Bus. Address... Paramount Theatre Bldg.  
 Tel.: EM 4-0171... CBS  
 Representative... Katz  
 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 Director... Richard Pinney  
 Film Mgr... Belle Warren  
 Chief Engineer... George Hixenbaugh

**KQTV—Fort Dodge—1953**

Channel: 21 UHF... AP: 160 Kw... VP: 330 Kw.  
 Owned-Oper. By... Northwest Television Co.  
 Business Address... Warden Bldg.  
 Tel.: 4-0351... ABC-CBS-NBC  
 Representative... Pearson  
 Pres., Gen. Mgr... Edward Breen  
 Exec. Vice Pres... Gene P. Loffler  
 Comm. Manager... Rollie Camp  
 Program Director... Richard Johnson  
 Film Manager... Stanley McCurdy  
 Chief Engineer... David Sinclair

**WOC-TV—Davenport—1949**

Channel: 6 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper. By... Central Bcstg. Co.  
 Business Address... 805 Brady St.  
 Tel.: 3-3661... NBC  
 Representative... Peters, Griffin, Woodward, Inc.  
 President... Col. B. J. Palmer  
 Resident Manager... Ernest Sanders  
 Sales Manager... F. Pax Shaffer  
 Film Editor... Ken Wagner  
 Program Director... Rymond Guth  
 Promotion Director... Richard W. Upp  
 Chief Engineer... Paul Arvidson

**KGLO-TV—Mason City—1954**

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Lee Radio, Inc.  
 Business Address... Second & Pennsylvania  
 Tel.: 2800... CBS  
 Representative... Weed  
 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  
 Chief Engineer... Roger Sawyer

## IOWA-KANSAS

### KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By...KTVO Television, Inc.  
Business Address .....209 East 2nd St.  
Tel.: MUrray 2-4535.....ABC-CBS-NBC-NTA  
Representative .....Hollingbery  
Pres., Gen. Mgr.....James J. Conroy  
Sta., Comm. Mgr.....Berg Allison  
Program Director.....James Frost  
Film Manager.....Glen Proeschold  
Chief Engineer.....Loyd Hansen

### KTIV—Sioux City—1954

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....KTIV Television Corp.  
Address.....Tenth & Grandview  
Tel.: 8-0545.....NBC  
Newspaper Affil.....Journal-Tribune  
Representative .....Hollingbery  
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

Channel: 9 VHF..AP: 144 Kw...VP: 288 Kw.  
Owned-Oper. By.....Peoples Bcstg. Corp.  
Business Address.....7th & Douglas  
Tel.: 2-2711.....CBS-ABC  
Representative .....Katz  
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

Channel: 7 VHF..AP: 214 Kw...VP: 316 Kw.  
Owned-Oper. By.....Black Hawk Bcstg. Co.  
Business Address.....Insurance Bldg.  
Tel.: AD 4-4404.....NBC  
Representative .....Avery-Knodel  
Pres., Gen., Sta. Mgr.....Ralph J. McElroy  
Commercial Mgr.....Don E. Inman  
Chief Engineer.....T. W. Kirksey

Pop.: 2,275,000  
Families: 724,000  
Radio Homes: 672,000

## Kansas

Stations in State: 47  
TV Homes: 571,000  
TV Stations: 10

### KTVC-TV—Ensign—1957

(Satellite of KAKE-TV, Wichita)

Channel: 6 VHF..AP: 14.1 Kw...VP: 28.2 Kw.  
Owned.....S.W. Kansas TV Co., Inc.  
Bus. Address.....705½ Second St., Dodge City  
Tel.: HU 3-8666, Dodge City.....ABC  
Representative .....Katz  
President .....Leigh Warner  
Gen., Sta. Mgr.....Wendell Elliott  
Prog. Dir., Film Mgr.....Herschel Holland  
Chief Engineer.....Kenneth Karr

### KGLD—Garden City—1958

Channel: 11 VHF..AP: 24.7 Kw...VP: 49.3 Kw.  
(Satellite of KCKT, Great Bend)

Owned-Oper. By.....Central Kans. TV Co.  
Business Address.....Box 182, Great Bend  
Tel.: BRidge 6-4311.....NBC  
Station Representative .....Bolling  
Resident Manager.....O. Carmichael  
Chief Engineer.....H. Haeefe

### KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Tri-State TV, Inc.  
Business Address.....17th St. & B'way Ave.  
Tel.: TW 9-2331.....CBS  
Pres., Gen. Mgr.....Leslie Whittemore  
Station Manager.....E. R. Jones  
Sales Manager.....Jack Walkmeyer  
Program Director.....B. McEvoy  
Chief Engineer.....Paul Bateman

### KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By..Central Kansas TV Co., Inc.  
Business Address.....Box 182  
Tel.: GL 3-7868.....NBC  
Representative .....Bolling  
P resident.....E. C. Wedell  
Gen., Sta. Mgr.....E. L. Kuhlman  
Program Director.....Bonnie Perry  
Prom., Pub. Dir.....Lelia Henkle  
Film Manager.....Wayne Davis  
Chief Eng.....H. G. Haeefe

### KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 63.2 Kw...VP: 116.5 Kw.  
Owned-Oper. By.....Kays, Inc.  
Business Address.....2300 Hall St.  
Representative .....Holman, Katz  
President.....Ross Beach, Sr.  
General Mgr.....Robert E. Schmidt  
Station Mgr.....Gene Confield  
Production Dir.....Richard A. McDaniel  
Chief Engineer.....Jame E. Kane

### KTVH—Hutchinson—1953

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.....CBS  
News. Affil.....Minneapolis Star & Tribune  
Station Representative .....Blair  
President .....Joyce A. Swan  
General Mgr.....Howard O. Peterson

# KANSAS-KENTUCKY

Commercial Manager..... Eugene F. Gray  
 Prog. Dir., Film Mgr..... Robert D. Snyder  
 Promotion Director..... Mrs. Dean Howing  
 Chief Engineer ..... Ken H. Cook

## KOAM-TV—Pittsburg—1953

Channel: 7 VHF.. AP: 138 Kw.. VP: 245 Kw.  
 Owned-Oper.. Mid-Continent Telecasting, Inc.  
 Business Address..... Box 659  
 Tel.: 2508 ..... NBC-ABC  
 Representative ..... Katz  
 General Manager ..... R. E. Wade  
 Program Director ..... Louis R. Martin

## WIBW-TV—Topeka—1953

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned..... Stauffer Publications, Inc.  
 Business Address..... Box 119  
 Tel.: CE 3-2377..... ABC-CBS-NBC  
 Representative ..... Avery-Knodel  
 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

## KAKE-TV—Wichita—1954

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..... ABC  
 Representative ..... Katz  
 President..... Mark Adams  
 Gen. Sta. Mgr..... Martin Umansky  
 Commercial Mgr..... Donovan D. Waldron  
 Program Dir..... John Froome  
 Film Mgr..... Bary Hultgren  
 Prom., Pub. Dir..... Robert C. Payne  
 Chief Engineer..... Harold Newby

## KARD-TV—Wichita—1955

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By..... Wichita TV Corp.  
 Address..... 833 N. Main St.  
 Tel.: AM 5-5633..... NBC  
 Representative ..... Petry  
 President..... G. M. Brown  
 V.P., Gen., Sta. Mgr..... W. Moyer  
 Comm. Manager..... Donald Sbarra  
 Program Director..... Sam Worsham  
 Chief Engineer..... Russell V. Goyette

Pop.: 3,209,000  
 Families: 883,000  
 Radio Homes: 865,000

# Kentucky

Stations in State: 78  
 TV Homes: 617,000  
 TV Stations: 9

## WKYT—Lexington—1957

Channel: 27 UHF.. AP: 8.7 KW.. VP: 17.3 Kw.  
 Owned..... WKYT, Inc.  
 Business Address..... 177 N. Upper St.  
 Tel.: 2-2533 ..... CBS  
 Representative ..... Young  
 President..... Hulbert Taft, Jr.  
 Gen. Mgr., Film Buyer..... R. C. Wiegand  
 Program Director..... Garry Brown  
 Film Director..... Dave Fleischer  
 Chief Engineer..... Robert Austin

## WLEX-TV—Lexington—1955

Channel: 18 UHF.. AP: 9.2 Kw.. VP: 17.0 Kw.  
 Owned-Oper. By..... WLEX-TV, Inc.  
 Business Address..... P.O. Box 1457  
 Tel.: 4-8747 ..... ABC-NBC  
 Representatives..... Bolling; Dora-Clayton  
 Exec. V.P., Gen. Mgr..... Earl Boyles  
 Station Manager..... Harry C. Barfield  
 Program Mgr..... Alex B. Macaulay  
 Chief Engineer..... Jim Robertson

## WAVE-TV—Louisville—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By..... WAVE, Inc.  
 Address..... 334 East Broadway  
 Tel.: JU 5-2201..... NBC-ABC  
 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

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... WHAS, Inc.  
 Address..... 525 W. Broadway  
 Tel.: JU 5-2211..... CBS  
 Representative..... Harrington, Righter, Parsons  
 Director..... Victor A. Sholis  
 Program Director..... Sam Gifford  
 Prom. Dir..... William Loader  
 Film Manager..... Charles McDanel  
 Dir. Engineering..... O. W. Towner

## WPSD-TV—Paducah—1957

Channel: 6 UHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned..... Paducah Newspapers, Inc.  
 Business Address..... 100 Television Lane  
 Tel.: 2-8214..... NBC-NTA  
 Representative..... Pearson  
 President..... Edwin J. Paxton, Sr.  
 V.P., Mgr., Dir..... E. J. Paxton, Jr.  
 General Mgr..... Sam Livingston  
 Sales Mgr..... Charles M. Neel  
 Prog. Dir..... Fitz Hooton  
 Film Mgr..... Bill Watson  
 Chief Engineer..... William Mobley

Pop.: 3,221,000  
Families: 889,000  
Radio Homes: 843,000

# Louisiana

Stations in State: 79  
TV Homes: 666,000  
TV Stations: 14

## KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 15.2 Kw..VP: 28.4 Kw.  
Owned.....Lanford Telecast. Co., Inc.  
Business Address.....605-11 Washington  
Tel.: 52456.....ABC-CBS-NBC  
Representative.....Weed  
Pres., Film Buyer.....T. B. Lanford  
General Manager.....Willard L. Cobb  
Oper., Prog. Mgr.....Larry McHale  
Chief Engineer.....Robert E. Miller

## WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned.....Modern Bcstg. Co., Inc.  
Business Address.....P.O. Box 2671  
Tel.: DI 4-8571.....CBS  
Station Representative.....Blair  
Board Chairman.....Dwight W. Martin  
Pres., Gen. Mgr.....Tom E. Gibbens  
Comm. Mgr.....Mervyn E. Rhys  
Program Director.....Don G. Hallmann  
Prom., Pub. Dir.....Grace McElveen  
Chief Engineer.....Donald K. Allan

## WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw..VP: 97.7 Kw.  
Owned-Operated By.....La. TV Bcstg. Co.  
Bus. Address.....1650 Highland Rd.; Box 2906  
Tel.: DI 8-1491.....ABC-NBC-NTA  
News. Affil. State-Times Morning Advocate  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Douglas L. Manship  
Sales Manager.....Jules L. Mayeux  
Program, Film Mgr.....John Ferguson  
Promotion Director.....Edward F. Hessel, Jr.  
Chief Engineer.....Pat Weathersby

## KLFY-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned.....Camellia Bcstg. Co. Inc.  
Address.....P.O. Box 398  
Tel.: CE 5-9494.....CBS  
Representative.....O'Connell; Clarke Brown  
President.....Paul H. DeClouet  
Gen. Mgr.....Dierrell Hamm  
Comm. Mgr.....Guy Corley  
Prog. Dir.....David Manning  
Prom. Dir.....Toni Coons  
Film Mgr.....LeRoy Guidry  
Chief Engineer.....Maurice Wynn

## KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw  
Owned-Oper. By.....Calcasieu Bcstg. Co.

Business Address.....320 Division St.  
Tel.: HE 6-3631.....ABC-NBC  
Representative.....Weed  
President.....T. B. Lanford  
Gen., Sta. Manager.....P. E. Mills, Jr.  
Comm. Manager.....Art Reuben  
Prom. Dir.....Adele Barnette  
Prog. Director.....A. B. Craft, Jr.  
Chief Engineer.....Ed Barton

## KTAG-TV—Lake Charles—1953

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.....CBS  
Representative.....Pearson  
President.....Warren Berwick  
Vice Pres.....Kevin Reilly  
Station Mgr.....Harper Clark  
Chief Engineer.....Lawrence Vicknair

## KNOE-TV—Monroe—1953

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.  
Owned-Oper. By.....Noe Enterprises, Inc.  
Business Address.....Box 1472  
Tel.: FA 2-8155.....ABC-CBS-NTA  
Station Representative.....H-R Representatives  
Board Chairman.....James A. Noe  
President.....James A. Noe, Jr.  
Vice-Pres., Gen. Mgr.....Paul H. Goldman  
Sales & Prom. Mgr.....Jack Ansell, Jr.  
Program Director.....Harry Arthur  
Dir. Engineering.....Ray Boyd

## WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....WDSU Bcstg. Corp.  
Business-Studio Address.....520 Royal St.  
Tel.: TU 4371.....NBC  
Representative.....Blair  
President.....Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr.....Robert D. Swesey  
V.P., Comm. Mgr.....A. Louis Read  
Program Director.....Jerry Romig  
Film Dir.....Elaine Phillips  
Prom., Pub. Dir.....Marion Annenberg  
Operations Mgr.....Stanley Holiday  
Chief Engineer.....Lindsey Riddle

## WJMR-TV—New Orleans—1953

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.  
Owned-Oper. By.....Supreme Bcstg. Co. Inc.  
Business Address.....Jung Hotel  
Tel.: EX 3131.....ABC

# LOUISIANA

Representative ..... Weed  
Pres. .... Chester F. Owens  
V.P., Mgr., Dir. .... Geo. A. Mayoral  
V.P., Secy.-Treas. .... Robert E. Jeffers  
General Mgr. .... Mort Silverman  
Station Mgr. .... Dick Kepler

## WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..... Loyola University  
Address. .... 1024 N. Rampart St.  
Tel.: EX 4444 ..... CBS  
Representative ..... Katz  
General Manager. .... W. H. Summerville  
Sales Manager. .... Lawrence M. Carino  
Program Director. .... E. M. Hoerner  
Promotion Mgr. .... Hughes D. Drumm  
Chief Engineer. .... J. D. Bloom, Jr.

## WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 55 Kw..VP: 95 Kw.  
Owned-Oper. By ..... New Orleans TV Corp.  
Business Address. .... 1422 Cleveland Ave.  
Tel.: JACKSON 2-2481. .... ABC  
Representative ..... Weed  
Pres., Gen. Mgr. .... Joseph A. Paretti  
Vice President. .... Chester F. Owens  
Secy. Treas. .... Chalin O. Perez

Program Director ..... Tom Abbott  
D.r. Engineering ..... George Mayoral

## KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By ..... Shreveport TV Corp.  
Business Address ..... Box 92  
Tel.: 3-6151 ..... CBS  
Representative ..... Paul H. Raymer  
Gen. Mgr. .... Ben Beckham, Jr.  
Station Mgr. .... Winston B. Linam  
Comm. Mgr. .... Deane R. Flett  
Prom., Pub. Dir. .... Carol Vinson  
Chief Engineer. .... Morris C. Barten

## KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..... KTBS, Inc.  
Address. .... 312 E. Kings Hwy.  
Tel.: 7-3644 ..... NBC-ABC  
Representative ..... Edward Petry  
Pres., Gen. Mgr. .... E. Newton Wray  
Station Manager ..... Patrick J. White  
Commercial Manager ..... Joe B. Foster  
Program Director. .... Don Moore  
Promotion Director. .... Doug Duperrault  
Film Manager ..... Marvin Perry  
Chief Engineer. .... Claude R. Scott

# WVUE

ABC TELEVISION  
IN NEW ORLEANS

# CHANNEL

# 13

AMERICA'S NEWEST  
MAJOR MARKET STATION

Represented Nationally by  
**WEED TELEVISION CORP.**

Pop.: 959,700  
Families: 279,000  
Radio Homes: 270,000

# Maine

Stations in State: 23  
TV Homes: 242,000  
TV Stations: 7

## WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.  
Owned-Oper.....Community Telecasting Serv.  
Business Address.....55-57 State St.  
Tel.: 6446.....ABC-CBS  
Reps.....Hollingbery, Kettel-Carter  
President.....Horace Hildreth  
Exec. V.P.....Leon P. Gorman, Jr.  
V.P.-Operations.....Walter L. Dickson  
Station Manager.....Richard B. Bronson  
Comm. Mgr.....Robert C. McCausland  
Program Director.....Leon H. Nelson  
Promotion Director.....Jeanne Bryant  
Film Manager.....Ralph Libby

## WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 18.6 Kw..VP: 36.35 Kw.  
Owned-Operated By.....WLBZ Television Inc.  
Business Address.....7 Main St.  
Tel.: 2-4822.....ABC  
Sta. Rep.....Weed  
President.....William H. Rines  
Station Manager.....Rudolph O. Marcoux  
Program, Prod. Mgr.....James Robinson  
Film Manager.....Don Deakin  
Chief Engineer.....John Wibby  
(See Page 462)

## WMTW-TV—Poland Spring 1954

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.  
Owned-Oper. By.....Mt. Washington TV Inc.  
Business Address.....477 Congress St., Portland  
Tel.: Portland Sp. 3-5665.....ABC  
Rep.....Harrington, Righter & Parsons  
Pres. & Gen. Mgr.....John W. Guider  
Sta., Comm. Mgr.....Robert L. Maynard  
Prog., Prom. Dir.....Robert M. Joyce  
Publicity Director.....Richard Gove  
Film Dir.....Brian Higgins  
Chief Engineer.....Parker H. Vincent

## WCSS-TV—Portland—1953

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.....ABC-NBC  
Representative.....Weed  
President.....William H. Rines  
Asst. to Pres.....Elmore B. Lyford  
Station Manager.....Jack S. Atwood  
Comm. Manager.....Bruce McGorrill  
Program Director.....Burnell Poole, Jr.  
Promotion Director.....Linwood T. Pitman  
Film Manager.....George Bowler  
Chief Engineer.....Chas. Brown  
(See Page 462)

## WGAN-TV—Portland—1954

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.....CBS  
Newspaper Affil.....Gannett Publ. Co.  
Station Rep.....Avery-Knodel; Foster & Creed  
President.....Jean Gannett Williams  
General Manager.....Creighton E. Gatchell  
Prog. Dir.....William G. Wadman  
Comm. Manager.....Richard E. Bates  
Sta. Manager.....Samuel G. Henderson  
Prom., Pub. Dir.....John M. Havey  
Film Manager.....Earl Fenderson  
Chief Engineer.....Roger W. Hodgkins

## WAGM-TV—Presque Isle—1956

Channel: 8 VHF..AP: 30 Kw..VP: 60 Kw.  
Owned-Oper. By.....Aroostook Bcstg. Corp.  
Business Address.....489 Main St.  
Tel.: 8-2461.....ABC-NBC  
Station Rep.....Hollingbery; Kettel-Carten  
President.....Horace A. Hildreth  
Exec. V.P.....Leon P. Gorman, Jr.  
Station Manager.....Stanley A. Lyons  
Commercial Manager.....Forrest J. Craig  
Program Director.....Keith Fowles  
Film Manager.....Mrs. L. Joyce Gilbert  
Chief Engineer.....J. Richards

### NATIONAL - REGIONAL SPOT TV ADVERTISERS

See Page 77  
FOR TOP 100



Pop.: 3,030,000  
 Families: 842,000  
 Radio Homes: 795,000

# Maryland

Stations in State: 35  
 TV Homes: 731,000  
 TV Stations: 6

## WJZ-TV—Baltimore—1957

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By... Westinghouse Bcstg. Co.  
 Business Address... Television Hill  
 Tel.: MO 4-7600... ABC  
 Sta. Representative... Blair TV  
 After July 1... TvAR  
 President... Donald H. McGannon  
 Gen. Sta. Mgr... Larry H. Israel  
 Sales Mgr... Joseph P. Dougherty  
 Pub. Dir... Tommy Dukehart  
 Ops. Mgr... Jim Kilian  
 Prog. Mgr... Joel Chaseman  
 Promotion Director... A. H. "Chris" Christensen  
 Chief Engineer... B. Wolfe  
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
 land; KPIX, San Francisco; KDKA-TV, Pitts-  
 burgh.

## WBAL-TV—Baltimore—1948

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By... Hearst Corporation  
 Business-Studio Address... 2610 N. Charles  
 Tel.: HO 7-3000... NBC  
 Newspaper Affil... Baltimore News, Post  
 Representative... Edward Petry  
 Vice-Pres. & Gen. Mgr... D. L. Provost  
 Vice-Pres. (Engineering)... John T. Wilner

Station Manager... Brent O. Guntz  
 Asst. Sta. & Sales Mgr... Willis K. Friert  
 Program Director... James E. Kovach  
 Promotion Mgr... Kent Redgrave

## WMAR-TV—Baltimore—1947

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By... The A. S. Abell Co.  
 Business Address... 2 W. Redwood St.  
 Tel.: MU 5-5670... CBS  
 Newspaper Affiliation... Baltimore Sunpapers  
 Representative... Katz  
 President... William F. Schmick, Sr.  
 Exec. V.P... William F. Schmick, Jr.  
 General Manager... E. K. Jett  
 Commercial Manager... E. A. Lang  
 Promotion Director... Anthony Picha  
 Chief Engineer... Carlton G. Nopper

## WBOC-TV—Salisbury—1954

Channel: 16 UHF...AP: 8.4 Kw...VP: 15.8 Kw.  
 Owned & Oper... Peninsula Broadcasting Co.  
 Address... Radio-Tv, Park  
 Tel.: PI 9-6131... ABC-CBS  
 Sta. Rep... Headley-Reed  
 President... John W. Downing  
 Gen. Prom. Mgr... Charles J. Truitt  
 Commercial Manager... H. Wendell Henry

**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 cities and counties labeled. A large CBS eye logo is positioned over the map. A starburst graphic on the right contains the text 'IN MARYLAND MOST PEOPLE WATCH WMAR TV CHANNEL 2'. A speech bubble on the left contains the text 'MARYLAND'S PIONEER TELEVISION STATION'. The map shows major cities like Baltimore, Annapolis, and Washington D.C., and counties like Baltimore, Howard, and Anne Arundel.

Pop.: 5,125,000  
Families: 1,559,000  
Radio Homes: 1,529,000

# Massachusetts

Stations in State: 58  
TV Homes: 1,418,000  
TV Stations: 12

## WBZ-TV—Boston—1948

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.....NBC  
Sta. Representative..Peters, Griffin, Woodward  
After July 1.....TVAR  
President.....Donald H. McGannon  
General Mgr.....F. A. Tooke  
Program Director.....H. B. Cahan  
Promotion Director.....W. B. Colvin  
Publicity Director.....Frances M. Corcoran  
Film Manager.....R. Jenkins  
Chief Engineer.....W. H. Hauser  
Owners of: KYW-TV, Cleveland; KPIX, San  
Francisco; KDKA-TV, Pittsburgh, Pa.; WJZ-TV,  
Baltimore.

## WHDH-TV—Boston—1957

Channel: 5 VHF..AP: 32.4 Kw..VP: 64.6 Kw.  
Owned.....WHDH, Inc.  
Address.....6 St. James Ave.  
Tel.: HANcock 6-5500.....ABC-CBS-NBC-NTA  
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

## WNAC-TV—Boston—1948

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.....CBS  
Representative.....H-R  
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  
Film Manager.....Guy Giampapa  
Technical Director.....Harry Whittemore

## WRLP—Greenfield—1957

(Affiliated with WWLP, Springfield)  
Channel: 32 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Business Address.....P.O. Box 32, Northfield  
Tel.: Northfield 336.....ABC-NBC  
Sta. Rep.....Hollingsbery; Kettell-Carter  
Pres., Gen. Mgr.....William L. Putnam  
Commercial Manager.....Horace Nichols

## WWLP—Springfield—1952

Channel: 22 VHF..AP: 107 Kw..VP: 219 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Business Address.....P.O. Box 2210  
Tel.: STate 5-5311.....ABC-NBC  
Sta. Rep.....Hollingsbery; Kettell-Carter  
Chairman.....Roger L. Putnam  
Pres., Gen. Mgr.....William L. Putnam  
Gen. Sales Mgr.....J. H. Ferguson, Jr.  
Station Mgr.....John Fergie  
Program Director.....Jerry Barnes  
Promotion Mgr.....Frank Dougherty, Jr.  
Film Buyer.....Wallace Sawyer  
Chief Engineer.....Ralph Jay

## WHYN—Springfield—1953

Channel: 40 UHF..AP: 125 Kw..VP: 250 Kw.  
Owned-Oper. By..Hampden-Hampshire Corp.  
Business Address.....1300 Liberty St.  
Tel.: RE 4-1126.....ABC-CBS-NTA  
Representative.....Branham, Wheeler  
President.....William Dwight  
Gen., Sta. Manager.....Charles N. DeRose  
Comm. Manager.....Patrick J. Montague  
Program, Film Mgr.....Murray Tesser  
Chief Engineer.....Harold Schumacker

## WWOR—Worcester—1952

Channel: 14 UHF..AP: 18.2 Kw..VP: 9.6 Kw.  
Owned By.....Springfield TV Bcstg Co.  
Business Address..P. O. Box 2210, Springfield  
Tel.: STate 5-5311.....ABC-NBC  
Representative.....Hollingsbery, Kettell-Carter  
Pres. & Gen. Mgr.....William L. Putnam  
Vice President.....George R. Townsend  
Program Dir.....Jerry Barnes  
Chief Engineer.....James MacMahon

Pop.: 8,099,000  
Families: 2,329,000  
Radio Homes: 2,289,000

# Michigan

Stations in State: 95  
TV Homes: 2,095,000  
TV Stations: 19

## WNEM-TV—Bay City- Saginaw—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....Gerity Bcstg. Co.  
Business Address.....Wenonah Hotel

Tel.: TW 3-4504.....NBC-NTA  
Representative.....Petry  
President.....James Gerity, Jr.  
V.P., Gen. Mgr.....Russell A. Gohring  
Dir. Operations.....Tom Matthews  
Production Director.....Hal Stone  
Promotion Director.....Thomas Sumner

**MICHIGAN** .....

Film Manager.....Vince Collins  
Chief Engineer.....Leo Heisel

**WWTW—Cadillac—1954**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Felzer TV, Inc.  
Business Address.....417 N. Mitchell St.  
Tel.: PR 5-3478.....ABC-CBS  
Representative.....Hollingbery  
President.....John E. Felzer  
Gen. Mgr.....Gene Ellerman  
Prog. Dir.....Paul Hill  
Prom., Mdsq. Mgr.....John Wheat  
Chief Engineer.....George A. Wilson

**CKLW-TV—Detroit-Windsor  
1954**

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.  
Owned-Oper..Western Ontario Brdcstg. Co.  
Business Address.....3300 Guardian Bldg.  
Tel.: WO 1-7200.....CBC  
Rep.....All-Canada TV Ltd., Adam Young  
Pres., Gen. Manager.....J. E. Campeau  
Oper. Mgr., Prog. Dir.....S. C. Ritchie  
Comm. Mgr.....Norman Hawkins  
Prom., Pub. Dir.....Arthur Gloster  
Film Manager.....Arthur MacColl  
Dir. of Engineering.....Stuart Clark

**WJBK-TV—Detroit—1948**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg Co.  
Business Address.....7441 Second Blvd.  
Tel.: TR 3-7400.....CBS  
Newspaper Affiliation.....Miami Beach Sun  
Representative.....Katz  
President.....George B. Storer  
V.P., Managing Dir.....Bill Michaels  
Program Mgr.....Ralph R. Rust  
Comm. Mgrs..K. T. McKenney, B. S. Buchanan  
Prom., Merch. Mgr.....Bob Edell  
Publicity Dir.....Betty Anderson  
Chief Engineer.....Joseph B. Haigh  
Owners of: WSPD-TV, Toledo; WAGA-TV,  
Atlanta; WJW-TV, Cleveland.

**WWJ-TV—Detroit—1947**

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.  
Owned-Operated By.....Evening News Assoc.  
Business Address.....622 W. Lafayette  
Tel.: WO 2-2000.....NBC  
Newspaper Affiliation.....Detroit News  
Representative. Peters, Griffin, Woodward, Inc.  
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**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By.....American Broadcasting Co.  
Business Address.....1700 Mutual Bldg.  
Tel.: WO 3-8321.....ABC  
Representative.....Blair-TV  
V.P.....John F. Pival  
Sales Manager.....Ralph Dawson  
Merchandising Manager.....Harold Christian  
Film Mgr.....Ken Sims  
Prom., Publicity Director.....Bud Kirvan  
Chief Engineer.....Charles Kocher

**WJRT—Flint—1958**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....WJR, Goodwin Station, Inc.  
Business Address.....2302 Lapeer Road  
Tel.: CE 9-6611.....ABC  
Station Rep.....Harrington, Righter & Parsons  
President.....John F. Patt  
Gen. Mgr.....Worth Kramer  
Sta. Mgr.....A. Donovan Faust  
Program Director.....Franklin C. Mitchell  
Prom., Public. Dir.....Donn Shelton  
Film Mgr.....Francis Edwards  
Chief Engineer.....C. Jones

**WOOD-TV—Grand Rapids—1949**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Wood Bcstg., Inc.  
Address.....120 College S E  
Tel.: GLEndale 9-4125.....ABC-NBC-NTA  
Representative.....Katz  
Pres., Gen. Mgr.....Willard Schroeder  
Gen. Sales Manager.....Arthur M. Swift  
Program Director.....John Shaw  
Promotion Director.....Clark Grant  
Publicity Director.....John Burpee  
Film Manager.....Bob Smith  
Chief Engineer.....Charles Robison

**WKZO-TV—Kalamazoo—1950**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....Felzer Bcstg. Co.  
Address.....590 West Maple  
Tel.: FI 5-2101.....ABC-CBS  
Representative.....Avery-Knodel, Inc.  
President.....John E. Felzer  
V.P., Managing Director.....Carl E. Lee  
Sales Manager.....Donald DeSmit  
Program Director.....Charles Lynch  
Promotion Director.....William Hunt  
Film Mgr.....Mel Haavind  
Chief Engineer.....Arthur Covell

**WJIM-TV—Lansing—1950**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Gross Telecasting, Inc.  
Address.....2820 E. Saginaw  
Tel.: IV 2-1333.....ABC-CBS-NBC  
Representative.....Peters, Griffin, Woodward  
President.....Harold Gross  
Commercial Mgr.....Keith R. Oliver  
Film Manager.....Phil Shorck  
Prom., Pub.....Ned Ryan  
Chief Engineer.....Carleton Musson

**WDMJ-TV—Marquette—1956**

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  
**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

**WILX-TV—Onondaga-Lansing  
1959**

**Channel:** 10 VHF . . . . . AP: 174 Kw. . . . . VP: 316 Kw.  
**Owned-Oper. By** . . . . . TV Corp. of Mich.  
**Business Address** . . . . . Hotel Hayes, Jackson  
**Tel.:** State 3-2621 . . . . . NBC  
**Sta. Rep.** . . . . . Venard, Rintoul, McConnell  
**Pres., Gen. Mgr.** . . . . . J. C. Pomeroy  
**Gen. Sales Mgr.** . . . . . Martin Giarimo  
**Promotion Manager** . . . . . L. B. Fishout  
**Program Director** . . . . . David Froh  
**Chief Engineer** . . . . . Donald Wright

**WKNX-TV—Saginaw—1953**

**Channel:** 57 UHF . . . . . AP: 207 Kw. . . . . VP: 103 Kw.  
**Owned-Operated By** . . . . . Lake Huron Bcstg. Co.  
**Address** . . . . . 221 S. Wash. Ave.  
**Tel.:** PL 3-4471 . . . . . CBS  
**Representative** . . . . . Gill-Perna, Inc.  
**President, Gen. Mgr.** . . . . . William J. Edwards  
**V.P.** . . . . . Hon. Alvin M. Bentley  
**Station Manager** . . . . . Howard H. Wolfe  
**Commercial Manager** . . . . . Robert M. Chandler  
**Program Director** . . . . . Robert A. Oliver  
**Business Mgr.** . . . . . L. Lee Purvis  
**Prom. Dir.** . . . . . Vincent Picard  
**Film Manager** . . . . . A. J. Schweitzer  
**Chief Engineer** . . . . . Max W. Thomas

**WPBN-TV—Traverse City  
1954**

**Channel:** 7 VHF . . . . . AP: 32.4 Kw. . . . . VP: 53.7 Kw.  
**Owned-Oper. By** . . . . . Midwestern Bcstg. Co.  
**Business Address** . . . . . Paul Bunyan Bldg.  
**Tel.:** WI 7-7675 . . . . . NBC  
**Representative** . . . . . Beckjorden  
**President, Gen. Mgr.** . . . . . Les Biederman  
**Station Mgr., Prog. Dir.** . . . . . John Anderson  
**Commercial Mgr.** . . . . . R. E. Detwiler  
**V.P.-Chief Engineer** . . . . . William H. Kiker

Pop.: 3,325,000  
 Families: 969,000  
 Radio Homes: 946,000

**Minnesota**

Stations in State: 63  
 TV Homes: 814,000  
 TV Stations: 11

**KCMT—Alexandria—1958**

**Channel:** 7 VHF . . . . . AP: 13.2 Kw. . . . . VP: 26.6 Kw.  
**Owned By** . . . . . Central Minn. TV Co.  
**Business Address** . . . . . 7th & Fillmore  
**Tel.:** RO 3-5166 . . . . . ABC-NBC  
**Sta. Rep.** . . . . . Avery-Knodel, Inc.  
**President** . . . . . Joseph O. Perino  
**Gen., Sta. Mgr.** . . . . . Glenn W. Flint  
**Comm. Mgr.** . . . . . Gideon Klein  
**Prog. Dir.** . . . . . Ken Bechtel  
**Prom. Dir.** . . . . . Russell Cox  
**Film Mgr.** . . . . . Douglas Froemming  
**Chief Engineer** . . . . . K. Olson

**KMMT—Austin—1953**

**Channel:** 6 VHF . . . . . AP: 6.17 Kw. . . . . VP: 12.3 Kw.  
**Owned By** . . . . . Blackhawk Bcstg. Co.  
**Business Address** . . . . . Hiway No. 105 S.  
**Tel.:** HE 3-8836 . . . . . ABC-NTA  
**Representative** . . . . . Avery-Knodel, Inc.  
**General Manager** . . . . . Thomas L. Young  
**Commercial Manager** . . . . . Don Jones  
**Promotion Director** . . . . . Marge Nelson  
**Film Manager** . . . . . Dick Lane  
**Chief Engineer** . . . . . Leo Chenier

**KDAL-TV—Duluth-Superior  
1954**

**Channel:** 3 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.

**Owned-Oper. By** . . . . . Red River Bcstg. Co., Inc.  
**Business Address** . . . . . Bradley Building  
**Tel.:** RA 2-2628 . . . . . ABC-CBS  
**Representative** . . . . . Avery-Knodel  
**General Manager** . . . . . Odin S. Ramsland  
**Sales Manager** . . . . . John Grandy  
**Chief Engineer** . . . . . Robert Dettman

**WDSM-TV—Duluth-Superior  
1954**

**Channel:** 6 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
**Owned-Oper. By** . . . . . Northwest Publications, Inc.  
**Bus. Address** . . . . . 230 E. Superior St., Duluth  
**Tel.:** RA 7-8484 . . . . . ABC-NBC  
**News. Affil.** . . . . . Duluth Herald & News-Tribune  
**Sta. Rep.** . . . . . Peters, Griffin, Woodward; Evans  
**President** . . . . . Bernard H. Ridder  
**General Mgr.** . . . . . Clarence D. Tully  
**Commercial Manager** . . . . . Carlo Anneke  
**Program Dir.** . . . . . Ed Conrad  
**Promotion Director** . . . . . Martin Olson  
**Film Manager** . . . . . Bill Ashton  
**Chief Engineer** . . . . . George Carlson

**WCCO-TV—Minneapolis—1949**

**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 . . . . . CBS  
**Newspaper Affiliation** . . . . . Star & Tribune Co.

There's always  
something  
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**KMSP-TV**  
**Channel 9**

MINNEAPOLIS-ST. PAUL

AN NTA OWNED AND OPERATED STATION

## MINNESOTA-MISSISSIPPI

Chr. of Bd. . . . . Wm. J. McNally  
 President. . . . . Robert B. Ridder  
 Exec. V.P. . . . . F. Van Konyenburg  
 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

### **KMSP-TV—Minneapolis-St. Paul 1955**

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By . . . . . United Television, Inc.  
 Business Address . . . . . 180 Foshay Tower  
 Tel.: FE 9-8811 . . . . . NTA  
 Station Rep. . . . . NTA Spot Sales; H & R West  
 Pres., Gen. Mgr. . . . . Donald Swartz  
 Commercial Manager. . . . . Richard Butterfield  
 Nat. Sales Mgr. . . . . James W. Anderson  
 Program Dir. . . . . Joseph Carney  
 Publicity Director . . . . . David Lee  
 Chief Engineer . . . . . Gordon Benson

### **WTCN-TV—Minneapolis—1953**

Channel: 11 VHF. AP: 150 Kw. VP: 316 Kw.  
 Owned-Operated By . . . . . Twin State Bcstg. Inc.  
 Business Address . . . . . 2925 Dean Blvd.  
 Tel.: WALnut 7-8881 . . . . . ABC  
 Representative . . . . . Katz  
 President. . . . . Weston C. Pullen, Jr.  
 Gen., Sta. Mgr. . . . . Phil Hoffman  
 Commercial Manager. . . . . James R. Hoel

Prog. Dir., Film Mgr. . . . . Ted Snider  
 Asst. Mgr. . . . . John M. Baldwin  
 Chief Engineer. . . . . W. Fritze

### **KROC-TV—Rochester—1953**

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 . . . . . NBC  
 Station Representative. . . . . Meeker; Hyett  
 President. . . . . Mrs. Gregory P. Gentling  
 General Manager. . . . . G. David Gentling  
 Station Manager. . . . . Willard Lampman  
 Comm. Mgr. . . . . Will Jackson  
 Prom., Pub. Director. . . . . Mrs. Gen Holmes  
 Prog. Dir., Film Manager. . . . . Don Perry  
 Chief Engineer. . . . . Robert W. Cross

### **KSTP-TV—St. Paul—Minneapolis—1948**

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 . . . . . NBC  
 Representative . . . . . Edward Petry  
 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

Pop.: 2,259,000  
 Families: 585,000  
 Radio Homes: 569,000

## Mississippi

Stations in State: 72  
 TV Stations: 11  
 TV Homes: 334,000

### **WCBI-TV—Columbus—1956**

Chanrel: 4 VHF. AP: 18 Kw. VP: 20 Kw.  
 Owned-Oper. By . . . . . Bernie Imes, Jr.  
 Business Address . . . . . Highway 12 North  
 Tel.: FAirfax 8-5631 . . . . . ABC-CBS-NBC-NTA  
 Newspaper Affiliation . . . . . Commercial Dispatch  
 Representative . . . . . Everett-McKinney  
 President. . . . . Birney Imes, Jr.  
 Gen., Prom. Mgr. . . . . P. B. Hinman  
 Commercial Mgr. . . . . Bill Whitfield  
 Program Director. . . . . Jack Huffman  
 Film Manager. . . . . Edward Prescott  
 Chief Engineer. . . . . Tom McFerrin

### **WDAM-TV—Hattiesburg**

Channel: 9 VHF. AP: 33.1 Kw. VP: 55 Kw.  
 Owned-Oper. By . . . . . Lion Television Corp.  
 Business Address . . . . . Box 1649  
 Tel.: JU 4-8441 . . . . . ABC-NBC  
 Representative . . . . . Pearson  
 President . . . . . David A. Matison  
 General Mgr. . . . . Marvin Reuben  
 Comm. Mgr. . . . . Jerry P. Keith  
 Program Director. . . . . Dave L. Waite  
 Promotion Director. . . . . Max Goodman  
 Film Manager . . . . . Charles Shade  
 Chief Engineer. . . . . Clarence Vogel

### **WJTV—Jackson—1954**

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By . . . . . Capitol Broadcasting Co.  
 Business Address . . . . . Box 8187  
 Tel.: FI 4-2512 . . . . . ABC-CBS-NTA  
 Newspaper Affil. . . . . Clarion Ledger; Daily News  
 Station Representative . . . . . Katz  
 President. . . . . T. M. Heder, Jr.  
 General Manager. . . . . L. M. Sepaugh  
 Station Manager. . . . . Owens F. Alexander  
 Comm. Manager. . . . . Bill Carlier  
 Program Director. . . . . Ken Parks  
 Prom., Pub. Dir. . . . . Sandy McMillan  
 Film Manager. . . . . L. M. Sepaugh, Jr.  
 Chief Engineer. . . . . C. A. Perkins

### **WLBT—Jackson—1953**

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By . . . . . Lamar Life Bcstg. Co.  
 Business Address . . . . . 715 S. Jefferson  
 Tel.: FI 2-2691 . . . . . ABC-NBC  
 Representative . . . . . Hollingbery  
 President. . . . . P. K. Lutken  
 Gen., Station Mgr. . . . . Fred L. Beard  
 Comm. Manager. . . . . Frank Gentry  
 Program Director. . . . . Maurice Thompson  
 Prom., Pub. Director. . . . . Charles H. Allen

channel **11** st. louis, mo.

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St. Louis 8, Missouri



**16** *new concept on location studios*

**2** *video tape units*

*swimming pool*

*ice rink*

**75'** by **65'** *main production stage*

For The Full  
Channel 11 Story  
See the Colonel  
at P.G.W.

MR. HAROLD KOPLAR *President*

MR. JAMES L. CADDIGAN *Executive Vice-President*

MR. JAMES GOLDSMITH *Director of Sales*



**MISSISSIPPI-MISSOURI**

Film Manager.....Bruce Nicholson  
 Chief Engineer.....Bob Smathers

**WTOK-TV—Meridian—1953**

Channel: 11 VHF..AP: 156 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Southern Television Corp.  
 Business Address.....Southern Bldg.  
 Tel.: 3-1441.....ABC-CBS-NBC  
 Representative.....Headly-Reed  
 President.....Robert F. Wright  
 Sales Manager.....W. B. Crooks  
 Prog., Prom. Dir.....Cecil Germany  
 Chief Engineer.....Joe Saxon

**WTWV—Tupelo—1957**

Channel: 9 VHF..AP: 13.6 Kw..VP: 27.2 Kw.  
 Owned-Oper. By.....Tupelo Citiz. TV Co.  
 Bus. Address.....Beech Springs Rd.; Box 163  
 Tel.: VI 2-7620.....NBC  
 Representative.....Jack Masla  
 Pres., Gen. Mgr.....Frank K. Spain  
 Commercial Manager...Charles H. Hicks, Jr.  
 Program Director.....William B. Landers  
 Prom., Pub. Dir.....Perrin Purvis  
 Film Manager.....Gerald D. Stanford

Pop.: 4,531,070  
 Families: 1,359,000  
 Radio Homes: 1,321,000

**Missouri**

Stations in State: 77  
 TV Homes: 1,169,000  
 TV Stations: 17

**KFVS-TV—Cape Girardeau  
1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Hirsch Broadcasting Co.  
 Business Address.....324 Broadway  
 Tel.: ED 5-5511.....CBS  
 Station Representative.....Headley-Reed Co.  
 President.....Oscar C. Hirsch

**KOMU-TV—Columbia—1953**

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.  
 Owned-Oper. By.....Curators of Univ. of Mo.  
 Business Address.....Highway 63, South  
 Tel.: Gbson 2-1122.....ABC-NBC-NTA  
 Representative.....H.R.  
 Director of TV.....Edward C. Lambert  
 Station Manager.....Glenn G. Griswold  
 Commercial Manager.....John O. Conwell  
 Program Director.....Monte Gurwit  
 Promotion Director.....Jean Meredith  
 Film Manager.....Ron C. Hunt  
 Chief Engineer.....William J. Reagan

**KHQA-TV—Hannibal—1953**

Channel: 7 VHF..AP: 158..Kw..VP: 316 Kw.  
 Owned-Oper. By.....Lee Broadcasting, Inc.  
 Business Address.....510 Main St., Quincy, Ill.  
 Tel.: BA 2-6200.....CBS  
 Representative.....Weed  
 Gen., Nat'l. Sls. Mgr.....Walter Rothschild  
 Program Dir.....Bob Eickmeyer  
 Promotion Director.....Dick Moore  
 Film Manager.....Jean Eager  
 Chief Engineer.....J. E. Gray

**KRCG-TV—Jefferson City—1955**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Jefferson TV Co.  
 Business Address.....Jefferson City  
 Tel.: 6-6188.....ABC-CBS  
 Newspaper Affiliation.....News Tribune  
 Representative.....Blair TV Assoc.  
 President.....William H. Weldon  
 Gen., Film Mgr.....Robert Blosser  
 Sales Mgr.....R. E. Maxwell  
 Chief Engineer.....Edward Schuelein

**KODE-TV—Joplin—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WSTV, Inc.  
 Business Address.....1928 W 13th St.  
 Tel.: MA 3-7260.....ABC-CBS-NTA  
 Representative.....Avery-Knodel  
 President.....Jack N. Berkman  
 General Manager.....Harry Burke  
 Commercial Mgr.....D. T. Knight  
 Program Director.....Ronald Robson  
 Prom., Pub. Dir.....William Harned  
 Chief Engineer.....Jack Langford

**KCMO-TV—Kansas City—1953**

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.....CBS  
 Representative.....Katz  
 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

Owners of: KPHO, Phoenix, Ariz.; WOW-TV,  
 Omaha, Neb.; WHEN-TV, Syracuse, N. Y.  
 (See Page 498)

**WDAF-TV—Kansas City—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....Natl. Missouri TV Inc.  
 Business Address.....Signal Hill  
 Tel.: PL 3-4567.....NBC  
 Representative.....Harrington, Righter, & Parsons  
 President.....Charles L. Glett  
 General Manager.....William A. Bates  
 Station Manager.....Jay Barrington  
 Comm. Manager.....E. Manne Russo  
 Program Director.....Bob Wormington  
 Promotion Director.....Jud Woods  
 Chief Engineer.....James Schmidt

**KMBC-TV—Kansas City—1953**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Business Address.....11th & Central Streets

## MISSOURI-MONTANA

Tel.: HA 1-2650.....ABC  
 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  
 Promotion Director.....Joe Redmond  
 Chief Engineer.....Henry Goldenberg

### KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.  
 Owned-Oper. By.....Cook Paint & Varnish Co.  
 Business Address.....2100 W. Broadway  
 Tel.: TAYlor 6-1651.....ABC  
 Representative.....Pearson  
 Gen., Sta. Mgr.....John Garner  
 Commercial Manager.....Virgil L. Cobia  
 Prog., Prom. Dir.....Miss Le Chapman  
 Chief Engineer.....Bob Klein

### KTTS-TV—Springfield—1953

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Independent Bcstg. Co.  
 Business Address.....P.O. Box 1716 SSS  
 Tel.: UNiversity 2-7474.....CBS-NTA  
 Representative.....Weed  
 President.....J. H. G. Cooper  
 Gen., Sta. Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Kevin McAndrews  
 Film Manager.....Ted Tucker  
 Chief Engineer.....William F. Curry

### KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Springfield Television Inc.  
 Business Address.....999 W. Sunshine  
 Tel.: 6-2766.....NBC-ABC  
 Representative.....Hollingbery  
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam  
 Co-Mgr., Prog. Dir.....Carl Fox  
 Chief Engineer.....E. Dennis White

### KFEQ-TV—St. Joseph—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KFEQ Bcstg. Co.  
 Business Address.....40th & Faraon  
 Tel.: ADams 3-2528.....ABC-CBS  
 Representative.....Blair Assoc.  
 President.....Jesse D. Fine  
 Gen., Sta. Mgr.....Ted Nelson  
 Sales Manager.....Carlton Schirmer  
 Prog. Dir., Film Mgr.....Gene Milsteen  
 Promotion Director.....Franklin Kay  
 Chief Engineer.....John Carroll

### KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....North Kingshighway, Inc.  
 Address.....4935 Lindell Blvd.  
 Tel.: FOrEst 7-3300.....Independent  
 Representative.....Peters, Griffin, Woodward  
 President.....Harold Koplar  
 Exec. Vice President.....James L. Caddigan  
 Dir. of Sales.....James Goldsmith  
 Publicity-Promo.....M. E. Furey  
 Dir. of Engineering.....K. E. Hildebrand  
 (See Page 856)

### KSD-TV—St. Louis—1947

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Pulitzer Publishing Co.  
 Address.....1111 Olive St.  
 Tel.: MAin 1-1111.....NBC  
 Newspaper Affiliation.....St. Louis Post-Dispatch  
 Representative.....NBC Spot Sales  
 President.....Joseph Pulitzer, Jr.  
 Gen., Sta. Mgr.....Harold Grams  
 Commercial Mgr.....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—1958

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Business Address.....12th & Cole Sts.  
 Tel.: MAin 1-9100.....CBS  
 Representative.....CBS-TV Spot Sales  
 Gen. Mgr.....Gene Wilkey  
 Sales Manager.....Charles McAbee  
 Prog. Dir., Film Mgr.....Leon Drew  
 Dir. of Tech. Oper.....Harry Harvey  
 Dir., Pub., Prom.....Tom Stanton

### KTVI—St. Louis—1955

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Signal Hill Telecasting Corp.  
 Business Address.....5915 Berthold  
 Tel.: MI 7-3600.....ABC  
 Newspaper Affiliation.....Globe Democrat  
 Representative.....Blair-TV  
 President.....Harry Tenenbaum  
 V.P., Gen. Mgr.....Joseph Bernard  
 V.P., Sta. Mgr.....Paul E. Peltason  
 Commercial Manager.....Paul Litt  
 Prog. Dir.....Frederick S. Buschmeyer  
 Promotion Director.....Don B. Curran  
 Film Manager.....John Link  
 Chief Engineer.....Richard Trompeter

Pop.: 674,000  
 Families: 211,000  
 Radio Homes: 197,000

## Montana

Stations in State: 32  
 TV Homes: 122,900  
 TV Stations: 10

### KGHL-TV—Billings—1958

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Address.....214 N. 30th St.  
 Owned.....Midland Empire Bcstg. Co.

Tel.: 2-4676.....NBC  
 Station Representative.....Young  
 President.....P. N. Fortin  
 General Manager.....Jeff Klichit  
 Commercial Mgr.....Warren Marshall

Prog., Prom. Dir. .... Gertrude Nyberg  
 Chief Engineer ..... D. Jansma

**KOOK-TV—Billings—1953**

Channel: 2VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..... Montana Network  
 Business Address ..... P. O. Box 2557  
 Tel.: 2-5611 ..... ABC-CBS  
 Station Representative ..... Gill-Perna; Moore  
 Pres., Gen. Mgr. .... Joseph S. Sample  
 Station Manager ..... Ed Peiss  
 Comm. Manager ..... John Conner  
 Program Director ..... George Green  
 Promotion Director ..... Conna G. May  
 Publicity Director ..... C. Randall Phlump  
 Film Manager ..... Duane McCoy  
 Chief Engineer ..... Grant French

**KXLF-TV—Butte—1953**

Channel: 4 VHF..AP: 29.5 Kw..VP: 56.2 Kw.  
 Owned-Oper. By ..... Television Montana  
 Business Address ..... Box 1956  
 Tel.: 2-9111 ..... ABC-NBC-CBS  
 Representative ..... Gill Perna, Moore  
 Pres., Gen. Mgr. .... E. B. Craney  
 Station Manager ..... Jim Manning  
 Chief Engineer ..... Lloyd Scott

**KXGN-TV—Glendive—1957**

Channel: 5 VHF..AP: 2.5 Kw..VP: 5 Kw.  
 Owned by ..... Glendive Bcstg. Corp.  
 Address ..... 122 S. Merrill Ave.  
 Tel.: EMpire 5-3377 ..... ABC-CBS  
 Representative ..... Grant Webb  
 Pres., Film Mgr. .... Lewis W. Moore  
 Pres., Gen. Mgr. .... E. B. Craney  
 General Manager ..... Daniel C. Palen  
 Program Director ..... Shirley Henriksen

**KFBB-TV—Great Falls—1953**

Channel: 5 VHF..AP: 12.7 Kw..VP: 25.4 Kw.  
 Owned-Oper. By ..... Wilkins Broadcast Inc.

Business Address ..... Box 1139  
 Tel.: GL 3-4377 ..... ABC-CBS-NBC  
 Station Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... J. P. Wilkins  
 Comm., Sta. Manager ..... W. C. Blanchette  
 Program Director ..... Pen Brown  
 Chief Engineer ..... Anthony Lopuch

**KRTV—Great Falls—1958**

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.  
 Owned By ..... Snyder & Assoc.  
 Business Address ..... Box 818  
 Tel.: GL 2-2433 ..... Independent  
 Sta. Rep. .... Forjoe  
 Pres., Gen., Sta. Mgr. .... Dan Snyder  
 Program, Prom. Dir. .... Don Bradley

**KULR—Kalispell—1957**

Channel: 9 .....AP: 8.9 Kw..VP: 15.1 Kw.  
 Owned By ..... KGEZ-TV, Inc.  
 Business Address ..... Buffalo Hill  
 Tel.: SK 6-5056 ..... CBS-NBC  
 Representative ..... Donald Cooke  
 President ..... Frank Reardon  
 Station Manager ..... G. Norman Penwell  
 Ch. Eng. .... Jess Waymire

**KMSO-TV—Missoula—1954**

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.  
 Owned-Oper. By ..... Mosby's Inc.  
 Business Address ..... 127 East Main St.  
 Tel.: 9-4169 ..... ABC-CBS-NBC  
 Pres., Sta. Mgr. .... A. J. Mosby  
 Comm. Mgr., Prog. Dir. .... Stanley Deck  
 Prom., Pub. Dir. .... Laurel Eicholz  
 Film Manager ..... Linda Paoli  
 Chief Engineer ..... Amos Hargarve

Pop.: 1,519,000  
 Families: 461,000  
 Radio Homes: 450,000

**Nebraska**

Stations in State: 33  
 TV Homes: 373,000  
 TV Stations: 11

**KHAS-TV—Hastings—1956**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..... Nebraska TV Corp.  
 Business Address ..... Box 476  
 Tel.: 3-1321 ..... NBC  
 Newspaper Affiliation Hastings Daily Tribune  
 Representative ..... Weed  
 President ..... Fred A. Seaton  
 General Mgr. .... Duane L. Watts  
 Operations Mgr. .... Bob Schnuelle  
 Chief Engineer ..... Duane Allison

Tel.: WY 5-5952 ..... ABC-CBS  
 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 Greeley

**KOLN-TV—Lincoln—1953**

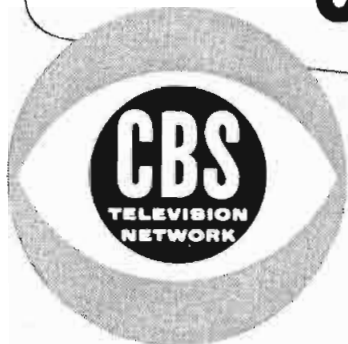
Channel: 10 VHF..AP: 153 Kw..VP: 316 Kw.  
 Owned By ..... Cornhusker Radio & TV Corp.  
 Address ..... 40th and W Sts.  
 Tel.: 6-2387 ..... ABC-CBS-NTA  
 Representative ..... Avery-Knodel  
 President ..... John E. Fetzer  
 Gen., Sta. Mgr. .... A. James Ebel

**KHOL-TV—Kearney—1953**

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.  
 Owned-Oper. By ..... BI-States Co.  
 Business Address ..... Holdrege, Nebr.

**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.**

Comm. Manager . . . . . Lester C. Rau  
Program Director . . . . . Robert L. Johnson  
Prom., Pub. Dir. . . . . Charles Wallick  
Film Manager . . . . . Eli Modenstein  
Chief Engineer . . . . . D. R. Taylor

**KNOP-TV—North Platte—1958**

Channel: 2 VHF . AP: 13 Kw. . VP: 25.9 Kw.  
Owned By . . . . . North Platte TV Inc.  
Business Address . . . . . Box 756  
Tel.: 5474 . . . . . NBC  
President . . . . . Russ Clarke  
Gen., Sta. Mgr. . . . . Bob Riedy  
Comm. Mgr. . . . . Howard Morgan, Jr.  
Program. Prom. Dir. . . . . Bill Wood

**KETV—Omaha—1957**

Channel: 7 VHF . AP: 158 Kw. . VP: 316 Kw.  
Owned . . . . . Herald Corp.  
Address . . . . . 27th & Douglas Sts.  
Tel.: HARney 7777 . . . . . ABC-NTA  
Newspaper Affil. . . . . World-Herald  
Station Representative . . . H-R Representatives  
President . . . . . Ben H. Cowdery  
V.P., Gen. Mgr. . . . . Eugene S. Thomas  
Commercial Manager . . . Robert O. Parson  
Program Director . . . . . W. D. Donaldson  
Prom., Pub. Dir. . . . . Robert F. Coats  
Film Manager . . . . . Dewey Nelsen  
Chief Engineer . . . . . J. S. Petrik

**KMTV—Omaha—1949**

Channel: 3 . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
Owned-Oper. By . . . . . May Bcstg. Co.  
Bus. Trans. Address . . . . . 2615 Farnam St.  
Tel.: HA 3333 . . . . . NBC  
Representative . . . . . Petry  
President . . . . . Edward W. May  
Gen. Sta. Mgr. . . . . Owen Saddler  
Commercial Mgr. . . . . Arden E. Swisher  
Program Director . . . . . Lew Jeffrey  
Promotion Director . . . . . Amos Eastridge  
Film Manager . . . . . Ken Michaelsen  
Pub. Dir. . . . . Burt Mann  
Chief Engineer . . . . . R. J. Schroeder

**WOW-TV—Omaha—1949**

Channels: 6 VHF . AP: 50 Kw. . VP: 100 Kw.  
Owned-Oper. By . . . . . Meredith WOW, Inc.  
Business Address . . . . . Insurance Bldg.  
Tel.: WE 3400 . . . . . CBS  
Representative . . . . . Blair TV  
V.P., Gen. Manager . . . . . Frank P. Fogarty  
Asst. Gen. Manager . . . . . Lyle DeMoss  
Sales Mgr. . . . . Fred Ebener  
Prog. Dir., Film Mgr. . . . . Bill McBride  
Prom., Pub. Dir. . . . . Robert Seitzer  
Dir. of Engineering . . . . . Wm. J. Kotera  
Chief Engineer . . . . . Glenn Flynn  
Owners of: KCMO-TV, Kansas City, Mo.;  
KPHO, Phoenix, Ariz; WHEN-TV, Syracuse,  
N. Y.

(See Page 498)

Pop.: 286,000  
Families: 96,000  
Radio Homes: 87,000

# Nevada

Stations in State: 17  
TV Homes: 88,000  
TV Stations: 6

## KLRJ-TV—Las Vegas—1955

Channel: 2 VHF..AP: 6.3 Kw..VP: 12.2 Kw.  
Owned-Oper. By...Southwestern Publishing  
Bus. Address...4850 Henderson Hwy.; Box 550  
Tel.: DU 2-1760.....NBC-NTA  
Newspaper Affiliation .....Review-Journal  
Representative .....Avery-Knodel  
President .....Donald W. Reynolds  
General Mgr. ....William D. Stiles  
Station Manager.....Mark Smith  
Nat'l Sls. Mgr.....Allen W. Dunn  
Managing Director .....A. E. Cahlan  
Prog. Dir., Film Mgr.....Robert Shehtanian  
Chief Engineer .....David Rogers

## KLAS-TV—Las Vegas—1953

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.....CBS  
Newspaper Affiliation .....Sun  
Representative .....Weed  
President.....Herman M. Greenspun  
General Manager.....Marian Y. Komar  
Sales Mgr.....Alex Gold

Program Director.....Don Holladay  
Chief Engineer.....Herschel C. McKenzie

## KSHO-TV—Las Vegas—1956

Channel: 13VHF...AP: 5.5 Kw...VP: 11 Kw.  
Owned-Oper.....TV Co. of Amer., Inc.  
Business Address.....El Rancho Hotel  
Tel.: DU 2-8010.....ABC  
Representative .....Forjoe  
V.P., Gen. Mgr.....George Glavin  
Commercial Mgr.....Hal Wilkerson  
Oper. Mgr.....Lee Peer  
Chief Engineer.....Al Mehner

## KOLO-TV—Reno—1953

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.....ABC-CBS-NBC  
Representative .....Pearson  
President.....Donald W. Reynolds  
General Manager.....Harry Huey  
Sta. Mgr.....Lee Hirshland  
Prod. Dir. ....Durward Yasmer  
Pub. Dir. ....Helen Busscher  
Chief Engineer .....Tom Hughes

Pop.: 584,000  
Families: 174,000  
Radio Homes: 170,000

# New Hampshire

Stations in State: 16  
TV Homes: 155,000  
TV Stations: 2

## WMUR-TV—Manchester—1953

Channel: 9 VHF..AP: 155 Kw..VP: 282 Kw.  
Owned-Oper. By.....United TV Co. of N. H.  
Business Address.....1819 Elm St.  
Tel.: NAtional 3-8061.....ABC

Representative .....Forjoe  
President.....Francis P. Murphy  
Comm. Manager.....Gordon Moore  
Prog. Dir.....Warren S. Park  
Chief Engineer.....Ralph U. Nadeau

**FOR RADIO STATION  
PERSONNEL  
SEE PAGE 516**

**There's always  
something  
interesting and  
exciting on  
WNTA-TV  
Channel 13**

**METROPOLITAN N.Y.**

**AN NTA OWNED AND OPERATED STATION**

Pop.: 5,865,000  
Families: 1,745,000  
Radio Homes: 1,731,000

## New Jersey

Stations in State: 26  
TV Homes: 1,539,000  
TV Stations: 5

### WNTA-TV—Newark—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By....National Telefilm Assoc.  
Business Address.....1020 Broad Street  
Tel.: MI 2-6400.....NTA

V.P. Gen. Mgr.....Malcolm C. Klein  
Sales Mgr.....Paul O'Brien  
Business Mgr.....Joe Morris  
Program Director.....Jack Lynn  
Sales Prom. Dir.....Barbara Wilkens  
Chief Engineer.....Henry L. Dabrowski

Pop.: 904,000  
Families: 249,000  
Radio Homes: 240,000

## New Mexico

Stations in State: 49  
TV Homes: 172,000  
TV Stations: 7

### KGGM-TV—Albuquerque—1953

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.....CBS  
Representative.....Branham  
Pres., Gen. Sta. Mgr.....A. R. Hebenstreit  
Comm. Manager.....Ralph C. Rhoads  
Prom. Dir.....Jim Laramore  
Traf. Dir.....Vergie Abeyta  
Film Manager.....Stretch Scherer  
Chief Engineer.....Leonard F. Dodds

### KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 44.7 Kw..VP: 87.1 Kw.  
Owned-Oper. By.....Alvarado TV Co.  
Business Address.....122 S.E. Tulane Dr.  
Tel.: ALpine 5-8716.....ABC-NTA  
Station Representative.....Bolling; Brown  
President.....Clinton D. McKinnon  
Gen. Sta. Mgr.....Max A. Sklower  
Program Director.....Phil Eakins  
Chief Engineer.....James Sharmon

### KOB-TV—Albuquerque—1948

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.....NBC  
Representative.....Petry  
Pres.....Stanley Hubbard  
Gen., Sta. Mgr.....George S. Johnson  
Commercial Manager...Robert D. Williams  
Prog. Dir., Film Mgr.....Jerry Danziger  
Prom., Pub. Dir.....Lowell Christison  
Chief Engineer.....Jerry Danziger

### KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5 Kw..VP: 10.7 Kw.  
Owned-Oper. By...Voice of the Caverns, Inc.  
Business Address.....P.O. Box 631  
Tel.: TUxedo 5-4101.....CBS  
Representative.....Branham  
President.....Edward Talbot  
Gen., Comm. Mgr.....Tom Wiseheart  
Program Director.....Neal Jones  
Promotion Director.....Marjorie Winfield  
Publicity Director.....Jerri Wright  
Film Manager.....Harvey Kagen  
Chief Engineer.....W. C. Carnahan

### KICA-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.  
Owned-Oper. By.....KICA, Inc.  
Business Address.....1000 Sycamore St.  
Tel.: PO 3-5511.....CBS  
Station Representative.....Branham  
President.....Frank Lesley  
Gen., Sta. Mgr.....J. H. Morris  
Commercial Manager.....Jim Wilkes  
Program Director.....James Moreland  
Film Manager.....Jim Martin  
Chief Engineer.....M. S. O'Dell

### KSWs-TV—Roswell—1953

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....John A. Barnett  
Business Address.....1717 W. Second St.  
Tel.: MA 2-6450.....ABC-CBS-NBC  
Representative.....Meeker, Melville  
Owner & Gen. Mgr.....John A. Barnett  
Asst. Gen. Manager.....W. L. Shackelford  
Director of Sales.....Paul B. McEvoy  
Prod. Director.....Owen Moore  
Act. Ch. Eng.....Edward R. Ridlon



Pop.: 17,125,000  
Families: 5,359,000  
Radio Homes: 5,285,000

# New York

Stations in State: 125  
TV Homes 4,829,000  
TV Stations: 32

## WTEN—Albany—1953

Channel: 10 UHF.. AP: 72.5 Kw.. VP: 145 Kw.  
Owned-Oper. By..... Capital Cities TV Corp.  
Business Address..... Box 10  
Tel.: 3-2225..... CBS  
Station Representative..... Blair  
President, Managing Dir..... Frank M. Smith  
General Manager..... Thomas S. Murphy  
Sales Manager..... William J. Lewis  
Program Dir..... Charles Pogan  
Promotion Dir..... Harry L. Goldman  
Chief Engineer..... Charles Heisler

## WAST—Albany—1953

Channel: 35 UHF.. AP: 380 Kw.. VP: 85.2 Kw.  
Owned-Operated By..... Van Curler Bcstg. Corp.  
Business Address..... 15 N. Pearl St.  
Tel.: ALBANY 5-5291..... ABC-NTA  
Representatives Venard, Rintoul & McConnell  
President..... S. H. Fabian  
General Mgr..... William A. Riple  
Commercial Mgr..... Dom Tovino  
Prog. Dir., Film Mgr..... Fred D. Shavor  
Chief Engineer..... Elmer C. Snow

## WINR-TV—Binghamton—1957

Channel: 40 UHF.. AP: 535 Kw.. VP: 1070 Kw.  
Owned..... Binghamton Press Co.  
Business Address..... 70 Henry St.  
Tel.: 4-4318..... ABC-CBS-NBC  
Station Representative..... Everett-McKinney  
General Manager..... David F. Milligan  
Commercial Manager..... Bob Treuitt  
Program Director..... Shirley Ricciardelli  
Chief Engineer..... G. Ricciardelli

## WNBF-TV—Binghamton—1949

Channel: 12 VHF.. AP: 83 Kw.. VP: 166 Kw.  
Owned Oper. By..... Triangle Publications, Inc.  
Business Address..... One Henry St.  
Tel.: 3-7311..... ABC-CBS  
Newspaper Affiliation..... Phila. Inquirer  
Representative..... Blair TV, Inc.  
Vice President..... Roger W. Clipp  
General Manager..... George R. Durham  
Commercial Manager..... Edward M. Scala  
Oper. Mgr..... Russ Baker  
Merchandise Mgr..... Ruth Hider  
Film Manager..... Betty Edwards  
Chief Engineer..... Lamar Cox

## WBEN-TV—Buffalo—1948

Channel: 4 VHF.. AP: 54 Kw.. VP: 100 Kw.  
Owned-Oper. By..... WBEN, Inc.  
Business Address..... Statler-Hilton Hotel  
Tel.: MO 0930..... CBS  
Newspaper Affiliation..... Evening News  
Sta. Rep..... Harrington, Righter, Parsons  
President..... Alfred H. Kirchhofer  
General Manager..... C. Robert Thompson  
Comm. Manager..... Nicholas J. Malter

Station Mgr..... George R. Torge  
Prom. Director..... Joseph A. Haefner  
Film Director..... Quintin P. Renner  
Program Director..... Frederick W. Keller  
Chief Engineer..... Ralph J. Klingsley

## WKBW-TV—Buffalo—1958

Channel: 7 VHF.. AP: 42.7 Kw.. VP: 70.8 Kw.  
Owned-Operated By..... WKBW, Inc.  
Business Address..... 1420 Main St.  
Tel.: GARfield 0770..... ABC  
Sta. Rep..... Avery-Knodel  
Pres., Gen. Mgr..... Dr. Clinton H. Churchill  
Commercial Mgr..... Thomas E. Martin  
Program Dir..... Labe B. Mell  
Chief Engineer..... Floyd A. Timberlake

## WGR-TV—Buffalo—1954

Channel: 2VHF.. AP: 66 Kw.. VP: 100 Kw.  
Owned..... Transcontinent TV Corp.  
Business Address..... 184 Barton St.  
Tel.: Su 7115..... NBC  
Representative..... Peters, Griffin, Woodward  
President..... David C. Moore  
Asst. Gen. Mgr..... William P. Dix, Jr.  
Sta. Mgr..... Van Beuren W. DeVries  
Comm. Mgr..... G. Paschall Swift  
Program Dir..... Paul Sciandra  
Owners of: WROC-TV, Rochester, N. Y.;  
WNEP-TV, Scranton, Pa.; WSWA-TV, Harrison-  
burg, Va.

## WCNY-TV—Carthage—1954

Channel: 7 VHF.. AP: 95.5 Kw.. VP: 178 Kw.  
Owned-Oper. By..... The Brockway Company  
Bus. Address..... P. O. Box 211, Watertown, N. Y.  
Tel.: SU 2-1800..... ABC-CBS  
Newspaper Affil..... Watertown Daily Times  
Representative..... Weed  
President..... John B. Johnson  
General Manager..... Louis Saiff, Jr.  
Station Manager..... James W. Higgins  
Commercial Manager..... Alfred M. Tauroney  
Prog., Director..... David M. Graves  
Film Manager..... John A. LaLiberte  
Chief Engineer..... Michael R. Yonkovig

## WNTA-TV—Newark, N. J.

(See New Jersey listing)

## WABC-TV—New York—1948

Channel: 7 VHF.. AP: 55 Kw.. VP: 110 Kw.  
Owned By..... American Bcstg. Para. Theas Inc.  
Business Address..... 7 W. 66th St.  
Tel.: SU 7-5000..... ABC  
Representative..... Blair TV  
President..... Leonard Goldenson  
Vice President..... Robert L. Stone  
Sales Manager..... J. Stamler  
Program Director..... A. L. Hollander, Jr.

Vr. Res. & Sls. Dev. . . . . Lawrence Pollock  
 Publicity Director . . . . . Lawrence Eisenberg  
 Film Dir. . . . . T. Kako  
 Chief Engineer . . . . . G. Edward Hamilton

**WNEW-TV—New York—1944**

Channel: 5 VHF . . . AP: 18.6 Kw. . . VP: 37.1 Kw.  
 Owned-Oper. By . . . Metropolitan Bcstg. Corp.  
 Business Address . . . . . 205 E. 67th St.  
 Tel.: LE 5-1000 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . Bernard Goodwin  
 V.P. . . . . Richard D. Buckley  
 V.P., Sta. Mgr. . . . . Bennett H. Korn  
 Prog., Pub. Dir. . . . . David Yarnell  
 Adv., Prom. Dir. . . . . Kenneth Klein  
 Film Manager . . . . . Elizabeth Bain  
 Chief Engineer . . . . . William Kelly

**WCBS-TV—New York—1941**

Channel: 2 VHF . . . AP: 21 Kw. . . VP: 42 Kw.  
 Owned-Oper. . . . . Columbia Bcstg. System Inc.  
 Business Address . . . . . 485 Madison Ave.  
 Tel.: PL 1-2345 . . . . . CBS  
 Representative . . . . . CBS TV Spot Sales  
 President (CBS Inc.) . . . . . Frank Stanton  
 Pres. (CBS TV Stations Div.) . . . . . Merle S. Jones  
 General Manager . . . . . Frank Shakespeare  
 Asst. General Mgr. . . . . Clarence Worden  
 General Sales Mgr. . . . . Norman Walt  
 Program Director . . . . . Dan Gallagher  
 Promotion Director . . . . . Robert G. Patt  
 Publicity Director . . . . . Robert Fuller  
 Film Dept. Manager . . . . . William C. Lacey  
 Dir. Tech. Operations . . . . . Robert G. Thompson

**WOR-TV—New York—1949**

Channel: 9 VHF . . . AP: 65 Kw. . . VP: 130 Kw.  
 Owned-Oper. By . . . . . RKO Teleradio Pictures  
 Business Address . . . . . 1440 Broadway  
 Tel.: LO 4-8000 . . . . . Independent  
 Station Representative . . . . . H-R  
 President . . . . . Thomas F. O'Neill  
 V.P., Gen. Mgr. . . . . Robert J. Leder  
 Dir. of Program . . . . . Robert S. Smith  
 Commercial Mgr. . . . . Bert Lambert  
 Dir. Sls. Dev. . . . . Robert Hoffman  
 Program Dir. . . . . Ivan Reiner  
 Opera. Superv. . . . . Barney Boyle  
 Public Rel. . . . . Marvin Camp  
 Chief Engineer . . . . . Harry Tilley

**WPIX—New York—1948**

Channel: 11 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Operated By . . . . . WPIX, Inc.  
 Address . . . . . 220 E. 42nd St.  
 Tel.: MU 2-6500 . . . . . NTA  
 News. Affil. N. Y. Dly. News; Chicago Trib.  
 Representative. Peters, Griffin, Woodward, Inc.  
 V.P., Gen. Mgr. . . . . Fred M. Thrower  
 V.P. in Chg. Sales . . . . . J. A. Patterson  
 V.P. Operations . . . . . L. J. Pope  
 Manager of Opra . . . . . Alice E. Cook  
 Promotion Manager . . . . . F. X. Tuoti  
 Live Program Manager . . . . . W. D. Engels  
 Film Manager . . . . . W. Cooper  
 Chief Engineer . . . . . O. S. Freeman

**WRCA-TV—New York—1941**

Channel: 4 VHF . . . AP: 12.9 Kw. . . VP: 30.2 Kw.  
 Owned-Oper. By . . . . . National Bcstg. Co.  
 Business Address . . . . . 30 Rockefeller Plaza  
 Tel.: CI 7-8300 . . . . . NBC  
 Representative . . . . . NBC Spot Sales Dept.  
 General Manager . . . . . William Davidson  
 Marketing Dir. . . . . Max Buck  
 Commercial Manager . . . . . Jay Heitin  
 Program Director . . . . . George Heineman  
 Sales Prom. Mgr. . . . . Michael Lannon  
 Film Manager . . . . . Al Odeal  
 Chief Engineer . . . . . John H. Riedel

**WPTZ—Plattsburgh—1954**

Channel: 5 VHF . . . AP: 12 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . Rollins Bcstg.-Tcstg. of N.Y.  
 Business Address . . . . . 357 Cornelia St.  
 Tel.: 3070 . . . . . ABC-NBC-NTA  
 Station Representative . . . . . Blair; McDermott  
 President . . . . . O. Wayne Rollins  
 V.P., Gen. Mgr. . . . . George BarenBregge  
 Commercial Manager . . . . . Lincoln A. Mayo  
 Prog. Dir. . . . . Al. Cahill  
 Publicity Director . . . . . Dick Ford  
 Chief Engineer . . . . . Joseph Missick

**WHEC-TV—Rochester—1953**

Channel: 10 VHF . . . AP: 66 Kw. . . VP: 124 Kw.  
 Owned-Oper. By . . . . . WHEC, Inc.  
 Business Address . . . . . 191 East Ave.  
 Tel.: BA 5-3050 . . . . . ABC-CBS  
 Newspaper Affil. . . . . Gannett Co.  
 Representative . . . . . Everett-McKinney  
 President . . . . . Paul Miller  
 General Mgr. . . . . Lowell Mac Millan  
 Comm. Manager . . . . . LeMoine C. Wheeler  
 Program, Film Mgr. . . . . William J. Adams  
 Production Dir. . . . . Dorothy Cotton  
 Technical Director . . . . . Richard K. Blackburn

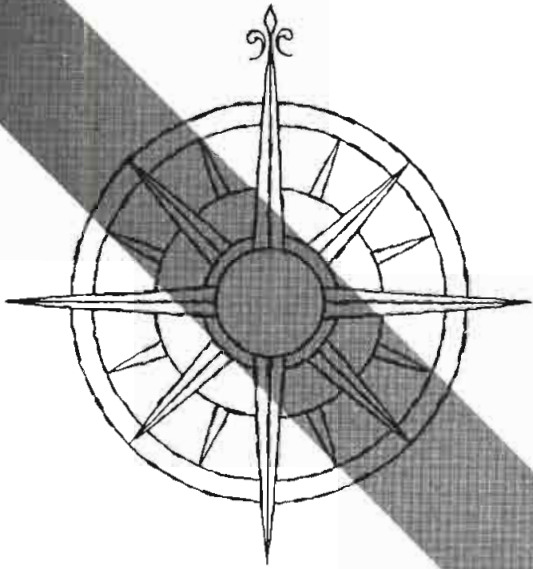
**WROC-TV—Rochester—1949**

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . Transcontinental TV Corp.  
 Business Address . . . . . 201 Humboldt St.  
 Tel.: BU 8-8400 . . . . . ABC-NBC  
 Station Rep. . . . . PGW; McDermott  
 President . . . . . David C. Moore  
 Gen. Mgr. . . . . Gunnar O. Wiig  
 Ass't. Gen. Mgr. . . . . John W. Kennedy, Jr.  
 Commercial Mgr. . . . . Armin N. Bender  
 Program Director . . . . . Charles Siverson  
 Promotion Director . . . . . L. Walton Smith  
 Film Manager . . . . . Eugene Zacher  
 Chief Engineer . . . . . Kenneth Gardner

Owners of: WGR-TV, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WWSA-TV, Harrisonburg, Va.

**WVET-TV—Rochester—1953**

Channel: 10 VHF . . . AP: 62.5 Kw. . . VP: 123 Kw.  
 Owned-Oper. By . . . . . Veterans Bcstg. Co., Inc.  
 Business Office . . . . . 17 Clinton Ave. S.  
 Tel.: HAmilton 6-4820 . . . . . ABC-CBS-NTA  
 Representative . . . . . Bolling  
 Pres., Gen. Mgr. . . . . Ervin F. Lyke  
 Comm. Manager . . . . . Arthur Murrellwright  
 Program Director . . . . . F. Chase Taylor  
 Publicity Director . . . . . Bill Schubert



**CHARLOTTE-WBTV RULES ABSOLUTE  
AS FIRST TELEVISION MARKET  
IN ENTIRE SOUTHEAST  
AS MEASURED BY N.C.S. #3**

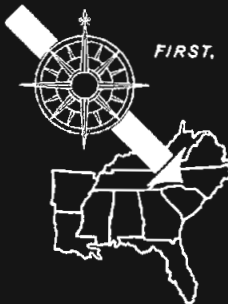
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

**COMPARE THESE SOUTHEAST MARKETS!**

|                       |         |
|-----------------------|---------|
| WBTV-Charlotte        | 632,070 |
| Atlanta               | 579,090 |
| Louisville            | 509,480 |
| Birmingham            | 587,800 |
| Memphis               | 453,240 |
| Charlotte Station "B" | 442,690 |
| Miami                 | 434,800 |
| New Orleans           | 380,020 |
| Nashville             | 366,560 |
| Norfolk-Portsmouth    | 337,580 |
| Richmond              | 311,580 |



**FIRST, BIGGEST STEP  
TO TV COVERAGE  
IN THE  
SOUTHEAST**



JEFFERSON STANDARD  
BROADCASTING COMPANY

## NEW YORK-NORTH CAROLINA

Film Manager.....Arthur V. Cook  
Chief Engineer.....Raymond Jobs

### WRGB—Schenectady—1939

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.  
Owned-Oper. By.....General Electric Co.  
Business-Studio Address...1400 Balltown Rd.  
Tel.: FR 7-2261.....NBC  
Representative.....NBC Spot Sales  
President.....Robert Paxton  
Gen. Mgr.....J. Milton Lang  
Operations Mgr.....Merl L. Galusha  
Marketing Mgr.....Robert F. Reid  
Sales Manager.....George F. Spring  
Program Dir.....Donn Chown  
Promotion Mgr.....Arthur R. Garland  
Film Mgr.....William Monroe  
Chief Engineer.....Willard J. Purcell

### WHEN-TV—Syracuse—1948

Channel: 8 VHF..AP: 190 Kw...VP: 316 Kw.  
Owned-Oper. By.....Meredith Syracuse TV Corp.  
Address.....101 Court St.  
Tel.: GR 4-8511.....ABC-CBS-NTA  
Representative.....Katz  
President.....E. T. Meredith, Jr.  
Vice-Pres. & Gen. Mgr.....Paul Adanti  
Comm. Manager.....Frederick R. Menzies  
Prog. Dir., Film Mgr.....Gordon Alderman  
Promotion Director.....Robert Peel  
Chief Engineer.....Albert Chismark

Owners of: KCMO-TV, Kansas City, Mo.;  
KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.  
(See Page 498)

### WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Central N. Y. Bcstg. Corp.  
Business Address.....1030 James St.  
Tel.: GRanite 4-3911.....NBC  
News. Affil..Post & Standard, Herald-Journal  
Representative.....Harrington-Righter-Parsons  
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.....Les Martin  
Chief Engineer.....Albert Eicholzer

### WKTU—Utica—1949

Channel: 13 VHF..AP: 159 Kw...VP: 316 Kw.  
Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.  
Business Address.....P.O. Box 386  
Tel.: RE 3-0404.....ABC-CBS-NBC  
Representative.....Donald Cooke, Inc.  
President.....Gordon Gray  
Exec. Vice Pres.....William T. MacNeilly  
Gen., Comm. Mgr.....Michael C. Fusco  
Program Director.....Jack Fredericks  
Publicity Director.....Frank Grenewald  
Promotion Director.....Steve Purcell  
Film Manager.....Joseph Casaletta  
Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,740,000  
Families: 1,224,000  
Radio Homes: 1,198,000

## North Carolina

Stations in State: 135  
TV Homes: 905,000  
TV Stations: 17

### WISE-TV—Asheville—1953

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.  
Owned-Operated By.....WISE-TV, Inc.  
Address.....92 Haywood St.  
Tel.: AL 3-5381.....NBC  
Station Representative..Broadcast Time Sales  
President.....Harold H. Thoms

### WLOS-TV—Asheville—1954

Channel: 13 VHF..AP: 85 Kw...VP: 170 Kw.  
Owned-Oper. By.....Skyway Broadcasting Co.  
Business Address.....288 Macon Avenue  
Tel.: AL 4-4321.....ABC-NTA  
Station Representative.....PGW; Ayers  
Pres., Gen. Mgr.....T. A. Eiland  
Commercial Manager.....Saul Rosenzweig  
Program Director.....Ashe Dawes  
Prom., Pub. Dir.....Jack Winters  
Film Mgr.....Bob Hensley  
Chief Engineer.....George Sprague

### WBTV—Charlotte—1949

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.....CBS-NBC  
Representative.....CBS TV Spot Sales  
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

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned.....WSOC Bcstg. Co.  
Business Address.....Box 2536  
Tel.: FR 6-8401.....ABC-NBC  
Station Representative.....H-R Reps.; F-J  
Pres., Gen. Mgr.....Larry Walker  
V.P., Gen. Sales Mgr.....C. George Henderson  
Prog. Dir.....Robert Provence  
Prom., Pub. Dir.....James W. Evans  
Film Manager.....Hall Houpe  
Chief Engineer.....L. L. Caudle, Jr.

### WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw...VP: 316 Kw.  
Owned-Oper.....Durham Bcstg. Enterprises, Inc.  
Business Address.....1750 Newton Rd.  
Tel.: 2-2111.....ABC-CBS  
Representative.....Petry

**NORTH CAROLINA-NORTH DAKOTA**

General Mgr. .... Harmon L. Duncan  
 Comm. Manager ..... Mike Thompson  
 Program Director ..... Ernie Grup  
 Prom., Pub. Dir. .... Ken Corbitt  
 Film Mgr. .... Jack Freddy  
 Chief Engineer ..... Henry Cronin

**WFMY-TV—Greensboro—1949**

Channel: 2 VHF.. AP: 100 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Greensboro News Co.  
 Business Address... Phillips Ave. at White St.  
 Tel.: BR 4-0114..... ABC-CBS  
 News. Affil. .... News, Record  
 Representative... Harrington, Righter & Parsons  
 President. .... E. B. Jeffress  
 General Manager ..... C. O. Jeffress  
 Station Manager ..... Gaines Kelley  
 Commercial Manager..... E. A. Hassett  
 Prog., Pub. Dir. .... Gomer R. Lesch  
 Promotion Director..... Judd A. Choler  
 Film Manager ..... Don Causey  
 Chief Engineer..... Doyle D. Thompson

**WNCT—Greenville—1953**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Carolina Bcstg. System Inc.  
 Business Address... S. Evans St. Ext.: Box 898  
 Tel.: 6181 ..... ABC-CBS-NTA  
 Representative ..... Hollingbery  
 President. .... Earl Westbrook  
 General Manager..... A. Hartwell Campbell  
 Oper. Mgr. .... Marion B. Tribley  
 Comm. Manager..... John G. Clark, Jr.  
 Program Director..... Bill Norwood  
 Prom., Pub. Manager..... Dave Mosier  
 Production Manager..... Mac Nicholson  
 Film Mgr. .... Bill Carroll  
 Chief Engineer..... Heber Adams

**WRAL-TV—Raleigh—1956**

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Capitol Bcstg. Co., Inc.  
 Business Address... 2619 Western Blvd.  
 Tel.: VAnce 8-2511..... ABC-NBC  
 Representative ..... H-R  
 President. .... A. J. Fletcher  
 V.P., Gen. Mgr. .... Fred Fletcher  
 Commercial Manager..... Fletcher Turner

Prog. Dir. .... George Hall  
 Film Mgr. .... James Riddle  
 Prom., Pub. Dir. .... David Witherspoon  
 Chief Engineer..... Virgil Duncan

**WITN—Washington—1955**

Channel: 7 VHF.. AP: 160 Kw.. VP: 316 Kw.  
 Owned-Oper. By... North Carolina TV, Inc.  
 Business Address... P.O. Box 468  
 Tel.: WH 6-3131..... NBC  
 Station Representative... Headley-Reed; Ayers  
 Pres., Gen., Sta. Mgr. .... W. R. Roberson, Jr.  
 V.P., Sls. Manager..... T. H. Patterson  
 Program. Film Mgr. .... Hal Wilson  
 Promotion Director..... Peggy J. Cooper  
 Chief Engineer..... Harvey Mason

**WECT—Wilmington—1954**

Channel: 6 VHF.. AP: 62 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Atlantic Telecasting Corp.  
 Business Address... P.O. Box 1769  
 Tel.: RO 3-4666..... ABC-CBS-NBC  
 Station Representative... Weed; Ayers  
 President. .... Dan. D. Cameron  
 General Mgr. .... Claud O'Shields  
 Program Dir. .... Wayne Jackson  
 Prom., Pub. Dir. .... Faith Buchanan  
 Film Manager..... Roland Register  
 Production Manager..... Jack Forehand  
 Chief Engineer..... E. I. Herring, Jr.

**WSJS-TV—Winston-Salem  
1953**

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..... NBC  
 Newspaper Affil. Journal & Twin City Sentinel  
 Representative ..... Headley-Reed  
 President. .... W. K. Hoyt  
 Exec. V.P. & Gen. Mgr. .... Harold Essex  
 Sales Manager..... Harry B. Shaw  
 Program Manager..... John A. Comas  
 Promotion Dir. .... Richard Barron  
 Publicity Dir. .... Harold Carter  
 Film Manager..... Carl Wiegold  
 Operations Manager..... Phil Hedrick

Pap.: 696,000  
 Families: 189,000  
 Radio Homes: 183,000

**North Dakota**

Stations in State: 19  
 TV Homes: 128,000  
 TV Stations: 9

**KBMB-TV—Bismarck—1955**

Channel: 12 VHF.. AP: 45 Kw.. VP: 90 Kw.  
 Owned-Oper. By... North Dakota Bcstg. Co.  
 Business Address... 1811 - 15th St.  
 Tel.: CA 3-9197..... CBS  
 Representative ..... Weed  
 Pres. .... John W. Boler  
 Manager ..... Howard Morris  
 Commercial Mgr. .... F. E. Fitzsimmonds  
 Chief Engineer..... Thomas Ahner

**KFYR-TV—Bismarck—1953**

Channel: 5 VHF.. VP: 50 Kw.. VP: 100 Kw.

Owned-Oper. By... Meyer Bcstg. Co.  
 Business Address... 202½ Fourth St.  
 Tel.: CA 3-0900..... ABC-NBC  
 Representative ..... Blair-TV Assoc.  
 President, Gen. Mgr. .... William Ekberg  
 Station Manager..... Cal Culver  
 Comm. Manager..... A. L. Anderson  
 Chief Engineer..... Ivar Nelson

**KDIX-TV—Dickinson—1956**

Channel: 2 VHF.. AP: 13 Kw.. VP: 26 Kw.  
 Owned-Oper. By... Dickinson Radio Ass'n  
 Business Address... 119 2nd Ave. West

**NORTH DAKOTA**

Tel.: 5133 ..... ABC-CBS  
 Station Representative..... Holman; Hurley  
 President..... Dr. P. J. Weir  
 General Manager..... Orville F. Burda  
 Commercial Manager..... Mal Hallock  
 Program Director..... Lauren Haacke  
 Promotion Director..... Ruth Adams  
 Film Manager..... Carol Wanner  
 Chief Engineer..... Benjamin Lockerd

General Mgr..... R. C. Lukkason  
 Chief Engineer..... David L. Chumley

**KXMC-TV—Minot—1953**

Channel: 13 VHF.. AP: 120 Kw.. VP: 245 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Address..... Highway 83, S.  
 Tel.: 51-161..... ABC-CBS  
 Representative ..... Weed  
 President ..... John W. Boler  
 V.P., Sta. Mgr..... Chester Rieten  
 Program Dir..... Rod Romine  
 Chief Engineer..... Henry Haeusler

**WDAY-TV—Fargo—1953**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... WDAY, Inc.  
 Business Address..... 207 N. 5th St.  
 Tel.: AD 2-3371..... ABC-NBC  
 Newspaper Affiliation ..... Forum  
 Representative . Peters, Griffin, Woodward, Inc.  
 President..... E. C. Reineke  
 Gen., Sales Mgr..... Tom Barnes  
 Station Manager..... Jack Dunn  
 Program Manager..... Ken Kennedy  
 Promotion Mgr..... Roy Pedersen  
 Film Manager..... Buddy Nulph

**KXJB-TV—Valley City—1954**

Channel: 4 VHF.. AP: 57 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Bus. Ad..... 4000 W. Main, Fargo, N. D.  
 Tel.: Adams 5-4461..... ABC-CBS  
 Representative ..... Weed  
 Pres., Gen. Mgr..... John W. Boler  
 Commercial Manager..... W. L. Hurley  
 Program Director..... Constance Blackstead  
 Prom., Pub. Dir..... Lois Bonk  
 Film Manager..... Steve Winter  
 Chief Engineer..... Robert Ridgeway

**KNOX-TV—Grand Forks  
 1955**

Channel: 10 VHF.. AP: 14.1 Kw.. VP: 28.2 Kw.  
 Owned-Oper. By..... Community Radio Corp.  
 Business Address..... Box 1110  
 Tel.: 4-4611 ..... NBC  
 Rep..... Rambeau, Vance, Hopple  
 President..... Arthur Tweet

**LOOKING  
 FOR  
 TOP MARKETS...?**

**TAKE A LOOK AT KXJB-TV,  
 Valley City — Fargo — Grand Forks**



KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets . . . North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota. But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact! Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

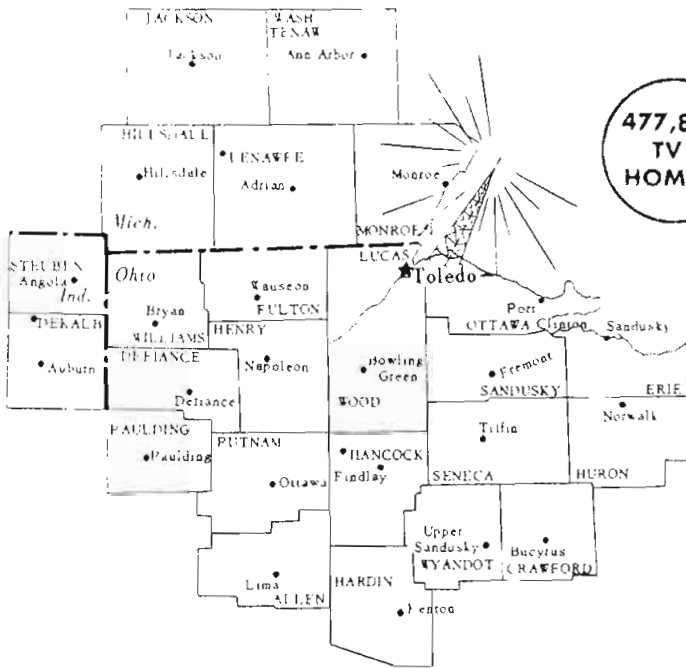
**KXJB-TV, Valley City-Fargo-Grand Forks; KBMB-TV, Bismarck-Mandan; KCJB-TV, Minot, KDIX-TV, Dickinson, KXAB-TV, Aberdeen\*** (\*on the air October, 1958).

Station Representative:  
 Weed Television Co.

Minneapolis Representative:  
 Bill Hurley, 300 Roanoke Bldg.



# "Billion Dollar Pocketbook"



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

14th in Buying Power per Family

39th in Total Effective Buying Power

50th in Population

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL  
**13**

**WSPD-TV**



Represented Nationally  
by KATZ

TOLEDO,  
OHIO



Pop.: 9,749,000  
Families: 2,925,000  
Radio Homes: 2,845,000

# Ohio

Stations in State: 88  
TV Homes: 2,661,000  
TV Stations: 28

## WAKR-TV—Akron—1953

Channel: 49 UHF..AP: 107 Kw..VP: 213 Kw.  
Owned-Oper. By.....Summit Radio Corp.  
Business Address.....853 Copley Road  
Tel.: PO 2-8811.....ABC  
Newspaper Affiliation.....Beacon Journal  
Station Representative.....McGavren-Quinn  
President.....S. Bernard Berk  
Gen., Sta. Mgr.....Roger G. Berk  
Commercial Manager.....Kenneth M. Keegan  
Prog., Prom. Dir.....Robert I. Bostian  
Film Manager.....Jack F. Lotz  
Chief Engineer.....Irwin L. Knopp

## WCPO-TV—Cincinnati—1949

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.  
Owned-Oper. By..Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Tel.: CA 1-0777.....ABC  
Newspaper Affiliation.....Cincinnati Post  
Representative.....Blair  
V.P., General Mgr.....M. C. Waters  
Asst. Gen. Mgr.....Glenn C. Miller  
Prog. Director.....Colin G. Male  
Pub. Director.....Vera Schulte  
Film Manager.....Bernie Borden  
Chief Engineer.....Paul Adams

## WKRC-TV—Cincinnati—1949

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Tel.: GA 1-1331.....CBS  
Newspaper Affil. ....Times-Star  
Representative.....Katz  
Exec. V.P.....David G. Taft  
Gen. Sales Mgr.....Roger B. Read  
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.....Hugh D. LaCrosse

## WLW-TV—Cincinnati—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By...Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Tel.: CH 1-1822.....NBC

Rep.....WLW Sales, NBC Spot Sales  
Chairman of the Board.....James D. Shouse  
Pres., Gen. Mgr.....Robert E. Dunville  
V.P. Television.....John T. Murphy  
V.P.-Programming.....Al Bland  
V.P.-Pub. Relations.....Gil Kingsbury  
V.P.-Treas.....K. T. Murphy  
V.P.-Sales.....H. P. Lasker  
V.P.-Engineering.....R. J. Rockwell  
Sales Mgr.....Steve Crane  
Dir. Client Service Dept.....Jack Frazier  
Program Dir.....Abe Cowan  
Film Dir.....Tom Storey  
Tech. Adm. Ass't.....Howard Leppe

## WEWS—Cleveland—1947

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.....ABC  
Newspaper Affiliation.....E. W. Scripps Co.  
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

## KYW-TV—Cleveland—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business-Studio Address..815 Superior St., N.E.  
Tel.: CH 1-3942.....NBC  
Sta. Representative..Peters, Griffin, Woodward  
After July 1.....TVAR  
President.....D. McGannon  
General Mgr.....George H. Mathiesen  
Sales Manager.....Albert Krivin  
Program Manager.....Ralph Hanson  
Adv't. Prom.....Robert Nashick  
Chief Engineer.....Sidney V. Stadig  
Owners of: WBZ-TV, Boston; KPIX, San Francisco; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

# OHIO

## WJW-TV—Cleveland—1954

Channel: 8 VHF..AP: 182 Kw..VP: 302 Kw.  
 Owned-Oper. By.....Storer Bcastg. Co.  
 Address.....1630 Euclid Ave.  
 Tel.: TO 1-6080.....CBS  
 Representative.....Katz  
 President.....George B. Storer  
 Managing Director.....Ben Wickham  
 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  
 Owners of: WIBK-TV, Detroit; WSPD-TV, To-  
 ledo; WAGA-TV, Atlanta.

## WBNS-TV—Columbus—1949

Channel: 10 VHF..AP: 123 Kw..VP: 219 Kw.  
 Owned By.....Dispatch Printing Co.  
 Business Address.....33 N. High St.  
 Tel.: CA 8-3538.....CBS  
 Station Representative.....Blair TV  
 Dir. of Television.....Richard A. Borel  
 Program Director.....John A. Haldi  
 Sales Director.....Robert D. Thomas  
 Promotion Director.....Jack Dorr  
 Sales Serv Mgr.....Robert M. Sprouse  
 Merchandising Dir.....Mel Grossman  
 Film Buyer.....Betty Dixon  
 Chief Engineer.....Lester H. Natzger

## WLW-C—Columbus—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....Crosley Bcastg. Corp.  
 Business Address.....3155 Olentangy River Rd.  
 Tel.: AM 3-5441.....NBC  
 Station Rep.....Crosley; NBC Spot Sls.  
 President.....Robert E. Dunville  
 Gen., Sta. Mgr.....James Leonard  
 Sales Manager.....Walter E. Bartlett  
 Program Director.....Bud Gillis  
 Prom., Pub. Dir.....Jack Kavanagh  
 Film Dir.....Juanita W. Mitchell  
 Chief Engineer.....Charles Sloan

## WTVN-TV—Columbus—1949

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Cincinnati  
 Business Address.....753 Harman Ave.; Box 718  
 Tel.: CA 8-5801.....ABC-NTA  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General Manager.....J. W. McGough  
 Asst. Gen., Sales Mgr.....Chuck Dwyer  
 Prog. Dir.....Joseph A. Jenkins  
 Prom., Pub. Dir.....Harry Mohr  
 Film Manager.....Paul Lloyd  
 Chief Engineer.....Ray Owens

## WHIO-TV—Dayton—1949

Channel 7 VHF..AP: 100 Kw..VP: 200 Kw.  
 Owned-Oper. By...Miami Valley Bcastg. Corp.

**buyers buy**  
 PRODUCTS ADVERTISED ON  
 CHANNEL 8 • CBS  
**WJW-TV**  
 CLEVELAND, OHIO  
 Represented nationally by The Katz Agency, Inc.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup. Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on WJW-TV.



WJW-TV WSPD-TV WAGA-TV WITI-TV WJBK-TV  
 Cleveland Toledo Atlanta Milwaukee Detroit

**Business Address**.....1414 Wilmington Ave.  
**Tel.:** CL 4-5311.....CBS-NTA  
**Newsp. Affili.**.....News, Journal Herald  
**Representative** .....Hollingbery  
**President** .....James M. Cox Jr.  
**General Manager**.....Robert H. Moody  
**Commercial Manager**.....Stanley G. Mouse  
**Prog., Prom. Director**.....Charles Gay  
**Film Mgr.**.....Bill Campbell  
**Publicity Dir.**.....Naomi Montgomery  
**Chief Engineer**.....Ernest L. Adams

**WLW-D—Dayton—1949**

**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.....ABC-NBC  
**General Mgr.**.....George Gray  
**Comm. Manager**.....Dale A. Smith  
**Program Dir.**.....Paul Law  
**Prom., Pub. Director**.....Dorothy A. Sanders  
**Chief Engineer**.....Robert Wehrmann

**WIMA-TV—Lima—1953**

**Channel:** 35 UHF..AP: 97.7 Kw..VP: 195 Kw.  
**Owned-Operated By**.....WLOK, Inc.  
**Business Address**.....1424 Rice Ave.  
**Tel.:** CA 5-3010.....ABC-CBS-NBC  
**Representative** .....H-R  
**President**.....G. E. Hamilton  
**General Manager**.....Robert W. Mack  
**Sta., Comm. Mgr.**.....J. L. Spring  
**Program Director**.....Sam Fitzsimmons  
**Chief Engineer**.....M. L. Lamb

**WSTV-TV—Steubenville—1953**

**Channel:** 9 VHF..AP: 117 Kw..VP: 234 Kw.  
**Owned-Oper. By**.....WSTV, Inc.  
**Business Address**.....Exchange Realty Bldg.  
**Tel.:** ATLantic 2-6265.....ABC-CBS-NTA  
**Representative** .....Avery-Knodel  
**President** .....Jack N. Berkman  
**Gen., Sta. Manager**.....John J. Laux  
**Comm., Film Mgr.**.....Joseph M. Troesch  
**Production Supvrs.**.....Higgins, Arim  
**Prom., Pub. Dir.**.....Robert Harris  
**Chief Engineer**.....Charles S. Shepherd

**WSPD-TV—Toledo—1948**

**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.....ABC-NBC  
**Representative** .....Katz  
**President** .....George B. Storer  
**Vice President**.....Allen L. Haid  
**Managing Dir.**.....Peter Storer  
**Commercial Manager**.....Bill Ashworth  
**Chief Engineer**.....Bill Stringfellow  
**Owners of WJBK-TV, Detroit; WAGA-TV, Atlanta; WJW-TV, Cleveland.**

(See Page 870)

**WTOL-TV—Toledo—1958**

**Channel:** 11 VHF..AP: 191 Kw..VP: 316 Kw.  
**Owned By**.....Community Bcstg. Co.  
**Business Address**.....604 Jackson St.  
**Tel.:** CH 3-3291.....CBS-NBC  
**Station Representative** .....H-R  
**President**.....Frazier Reams  
**Gen. Sta. Mgr.**.....Thomas S. Bretherton  
**Comm. Mgr.**.....R. B. Stone  
**Program, Film Mgr.**.....Robert H. Krieghoff  
**Prom., Public. Dir.**.....Steve Fayer

**WFMJ-TV—Youngstown  
1953**

**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.....NBC  
**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—1953**

**Channel:** 27 UHF..AP: 215 Kw..VP: 430 Kw.  
**Owned-Operated By**.....WKBN Bcstg. Co.  
**Address**.....3930 Sunset Blvd.  
**Tel.:** ST 2-1145.....CBS  
**Representative** .....Raymer  
**President, Gen. Mgr.**.....W. P. Williamson, Jr.  
**Sta., Comm. Mgr.**.....J. L. Bowden  
**Program Director**.....Paul Turner  
**Prom., Pub. Dir.**.....W. P. Williamson, III  
**Film Manager**.....Jack Beatty  
**Chief Engineer**.....B. T. Wilkens

**WKST-TV—Youngstown—1957**

(See New Castle, Pa.)

**WHIZ-TV—Zanesville—1953**

**Channel:** 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.  
**Owned-Oper. By**.....Southeastern Ohio TV Sys.  
**Bus. Address**.....Lind Arcade Bldg., N. 5th St.  
**Tel.:** GL 2-5431.....NBC  
**Representative** .....Pearson  
**President** .....Clay Littick  
**Gen., Station Mgr.**.....Allan Land  
**Comm. Manager**.....Nate Milder  
**Program Director**.....Reed Mellon  
**Prom., Pub. Director**.....Naomi Lorton  
**Film Manager**.....Rclph Young  
**Chief Engineer**.....William A. Hunt, Sr.

Pop.: 2,378,000  
Families: 739,000  
Radio Homes: 718,000

# Oklahoma

Stations in State: 55  
TV Homes: 676,000  
TV Stations: 14

## KTEN—Ada—1954

Channel: 10 VHF.. AP: 141 Kw.. VP: 252 Kw.  
Owned-Oper. By... Eastern Okla. TV Co., Inc.  
Business Address... P. O. Box 10  
Tel.: Federal 2-2211... ABC-CBS-NBC-NTA  
Rep... Venard, Rintoul & McConnell; Browne  
Pres., Gen. Mgr... Bill Hoover  
V.P. & Station Mgr... Brown Morris  
Program Director... Doc Bowen  
Promotion Director... Earl Miller  
Film Manager... Doyle Page  
Chief Engineer... Fred Smith

## KXII—Ardmore—1956

Channel 12 VHF.. AP: 13.7 Kw.. VP: 27.3 Kw.  
Owned-Oper. By... John F. Easley Estate  
Business Address... 114 N. Washington  
Tel.: 946... NBC  
Newspaper Affil... Daily Ardmoreite  
Representative... Pearson  
General Mgr... John Easley Riesen  
Commercial Mgr... Gordon E. Lack  
Promotion Dir... Barbara Winkler  
Chief Engineer... Bill Kolb

## KOCO-TV—Enid—1954

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned By... Cimarron TV Corp.  
Address... 63rd & Portland  
Tel.: VI 2-6633... ABC  
Representative... Blair TV Assoc.  
President... L. E. Caster  
General Mgr... Charlie Keys  
Program Dir... N. B. Chase  
Operation Dir... Bill Bailey  
Chief Engineer... Eugene Clark

## KSWO-TV—Lawton—1953

Channel: 7 VHF.. AP: 5 Kw.. VP: 10 Kw.  
Owned By... Oklahoma Quality Bcstg. Co.  
Address... Box 699  
Tel.: EL 5-1380... ABC  
Representative... Pearson  
President... R. H. Drewry  
General Manager... Emmett Keough  
Commercial Mgr... R. H. Scott  
Prog. Dir... Tom Reddell  
Film Mgr... Paul N. Goode  
Chief Engineer... Jim Lockard

## KWTW—Oklahoma City—1953

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By... Oklahoma Television Corp.  
Business Address... Box 8788  
Tel.: VI 3-6641... CBS  
Representative... Petry  
President... Roy J. Turner  
Ex. V.P., General Manager... Edgar T. Bell  
Commercial Mgr... Jack De Lier  
Promotion, Pub. Dir... Montez Tjaden

Prog. Dir... Carl Gadd  
Chief Engineer... Morris W. Thomas

## WKY-TV—Oklahoma City—1949

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... NBC  
Newspaper Affiliation... Daily Oklahoman  
Representative... Katz  
President... E. K. Gaylord  
Station Manager... Norman P. Bagwell  
Commercial Manager... James R. Terrell  
Program Director... Joe Jerkins  
Promotion Director... Jack Sherry  
Publicity Director... Gene Allen  
Oper. Mgr... Kieth Mathers  
Chief Engineer... G. Lyons

## KOTV—Tulsa—1949

Channel: 6 VHF.. AP: 60 Kw.. VP: 100 Kw.  
Owned-Oper. By... KOTV, Inc.  
Business Address... 302 S. Frankfort St.  
Tel.: CH 2-9233... CBS  
Representative... Petry  
President... C. Wrede Petersmeyer  
Gen. Sta. Mgr... George Stevens  
Commercial Manager... Edward Pfeiffer  
Prog., Film Mgr... Dale E. Hart  
Prom., Pub. Dir... Robert Freeland  
Chief Engineer... LaVoy Hooker  
Owners of: WISH-TV, Indianapolis; WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

## KTUL-TV—Tulsa—1954

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By... Tulsa Broadcasting Co.  
Business Address... Box 9697  
Tel.: HI 6-6184... ABC-NTA  
Representative... Avery-Knodel  
President... James C. Leake  
General Manager... Bill Swanson  
Commercial Manager... Jim Black  
Program Director... Bob Gordon  
Prom., Pub. Director... Chas. E. Larkins  
Film Mgr... John Rausser  
Chief Engineer... R. Snider

## KVOO-TV—Tulsa—1954

Channel: 2 VHF.. AP: 60 Kw.. VP: 100 Kw.  
Owned-Oper... Central Plains Enterprises, Inc.  
Business Address... 3701 S. Peoria; Box 1349  
Tel.: RI 2-5561... NBC  
Representative... Blair TV  
President... Harold C. Stuart  
Gen., Sta. Mgr... C. B. Akers  
Comm. Manager... John Devine  
Program Director... Bill Sadler  
Promotion Director... Gordon Gerhardt  
Publicity Director... Ann Fellows  
Film Manager... Allen Cox  
Chief Engineer... J. M. Bushnell

Pop.: 1,879,000  
Families: 596,000  
Radio Homes: 587,000

# Oregon

Stations in State: 71  
TV Homes: 447,000  
TV Stations: 9

## KVAL-TV—Eugene—1954

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.....NBC  
Rep.....Hollingbery, Art Moore  
President.....Bob Booth  
Gen., Sta. Manager.....S. W. McCready  
Commercial Manager.....Glenn Nickell  
Prog. Dir.....R. E. Anderson  
Prom., Pub. Director.....Arlene J. Richardson  
Film Manager.....Walt Young  
Chief Engineer.....William R. Riley

## KOTI-TV—Klamath Falls—1956

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.....ABC-CBS-NBC  
Representative.....Blair TV  
General Mgr.....William B. Smullin  
Station Mgr.....Walter R. Richartz  
Program Director.....R. W. Green  
Chief Engineer.....B. L. Smith

## KBES-TV—Medford—1953

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.....ABC-CBS-NBC  
Newspaper Affil.....Grants Pass Courier  
Representative.....Blair TV  
Sta. Manager.....Jerold R. Poulos

## KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.  
Owned-Oper. By.....King Bcstg. Co.

Business Address.....1139 S. W. 13th Ave.  
Tel.: CA 3-6364.....ABC  
Representative.....Blair TV  
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt  
V.P. Broadcast Div.....Otto P. Brandt  
V.P. Business Div.....Henry B. Owen  
Station Manager.....Walter E. Wagstaff  
Comm. Manager.....John Pindell  
Program Director.....Tom Dargan  
Prom., Pub. Dir.....Wm. R. Nutt  
Chief Engineer.....Clare Hanawalt

## KOIN-TV—Portland—1953

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.....CBS  
Newspaper Affil.....Oregonian  
Rep.....CBS Spot Sales  
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

## KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Oregon TV, Inc.  
Address.....735 S.W. 20th Pl.  
Tel.: CA 2-9921.....NBC  
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

Pop.: 11,788,000  
Families: 3,829,000  
Radio Homes: 3,746,000

# Pennsylvania

Stations in State: 147  
TV Homes: 3,409,000  
TV Stations: 39

## WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...Triangle Publications, Inc.  
Address.....1320 11th Ave  
Tel.: Windsor 4-2031.....ABC-CBS-NTA  
Newspaper Affiliation.....Phila. Inquirer  
Representative.....Blair TV  
General Mgr.....Frank Palmer  
Station Manager.....Jack Snyder  
Commercial Manager.....Robert E. Miller  
Program Director.....William G. Mulvey  
Promotion Director.....Ed Shea  
Film Dir.....Betty Adams  
Chief Engineer.....K. R. Brubaker

Owners of: WFIL-TV, Philadelphia; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

## WSEE—Erie—1954

Channel: 35 UHF..AP: 85.2 Kw...VP: 170 Kw.  
Owned-Oper. By...Great Lakes Television Co.  
Address.....1220 Peach Street  
Tel.: 5-7575.....CBS  
Newspaper Affiliation.....Times; News  
Representative.....Young TV Corp.  
President.....George J. Mead  
Gen. Manager.....Cecil M. Sansbury  
Promotion Director.....Liz Gorton



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FIRST station, month after month  
after month. Before you buy, check  
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**WFIL-TV**

PHILADELPHIA, PENNSYLVANIA

**CHANNEL 6**

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N. Y. / WLYH-TV, Lebanon-Lancaster, Pa.  
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Film Manager.....Frank Herrick  
 Chief Engineer.....Edward Zellefrow

**WICU-TV—Erie—1949**

Channel: 12 VHF..AP: 185 Kw...VP:316 Kw.  
 Owned-Oper. By.....Dispatch, Inc.  
 Bus.-Trans. Address.....3514 State St.  
 Tel: Erie 4-5201.....NBC  
 Newspaper Affil. ....Dispatch  
 Representative .....Petry  
 President .....Edward Lamb  
 General Manager.....Ben McLaughlin  
 Comm. Manager.....Bob Lundquist  
 Program, Film Mgr.....Bruce Flaherty  
 Prom., Public. Dir.....William Babcock  
 Chief Engineer.....Mike Cspoc

**WHP-TV—Harrisburg—1953**

Channel: 55 UHF..AP: 502 Kw..VP: 1,000 Kw.  
 Owned-Oper. By.....WHP, Inc.  
 Business Address.....216 Locust St.  
 Tel.: CE 4-3211.....CBS  
 Representative .....Bolling  
 President.....E. J. Stackpole  
 General Mgr.....Mrs. A. K. Redmond  
 Comm. Prom. Dir.....Geo. Gottschalk, Jr.  
 Program Dir.....Joseph S. Harper  
 Film Manager.....Charles Baddorf  
 Chief Engineer.....E. Daniel Leibensperger

**WTPA—Harrisburg—1953**

Channel: 27 UHF..AP: 648 Kw...VP: 1030 Kw.  
 Owned-Oper. By.....Patriot-News Co.  
 Business Address.....3235 Hoffman St.  
 Tel.: CE 8-7171.....ABC  
 Newspaper Affiliation.....Patriot-News  
 Representative...Harrington, Righter, Parsons  
 General Manager.....Donald D. Wear  
 Sales Mgr.....Allen Solada  
 Prom., Prog. Dir.....Mac McCauley  
 Film Mgr.....Glenn Hoerner  
 Chief Engineer.....Paul Gross

**WARD-TV—Johnstown—1953**

Channel: 56 UHF..AP: 114 Kw...VP: 217 Kw.  
 Owned-Oper. By.....Rivoli Realty Co.  
 Business Address.....235 Franklin St.  
 Tel.: 7-0761.....CBS  
 Representative .....Weed  
 President.....W. M. Thomas  
 General Manager.....George G. Gartland  
 Station Manager.....Howard Morris  
 Commercial Manager.....Joseph Cavanaugh  
 Program Director.....William Santoro  
 Film Manager.....John Kaho  
 Chief Engineer.....D. Kline

**WJAC-TV—Johnstown—1949**

Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.  
 Owned-Operated By.....WJAC, Inc.  
 Business Address.....329 Main St.  
 Tel.: 7-8711.....ABC-NBC  
 Newspaper Affil.....The Tribune-Democrat  
 Representative .....Katz  
 President.....Walter W. Krebs  
 Gen., Sta. Mgr.....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**

Channel: 8 VHF..AP: 158 Kw...VP: 318 Kw.  
 Owned-Operated By.....WGAL, Inc.  
 Address.....Lincoln Highway W.  
 Tel.: EX 3-5851.....CBS-NBC  
 Representative .....Meeker  
 President, Gen. Mgr.....Clair R. McCollough  
 Ass't Gen. Mgr.....J. Robert Gulick  
 Station Manager.....Harold E. Miller  
 Business Manager.....Harry J. Shaub, Jr.  
 Program Director.....Paul Rodenhauer  
 Promotion Director.....Paul I. Woodland  
 Technical Director.....J. E. Mathiot

**WLYH-TV—Lebanon—1957**

Channel: 15 UHF..AP: 69.2 Kw...VP: 129 Kw.  
 Owned.....Triangle Publications, Inc.  
 Bus. Address.....R. D. #5, Television Hill  
 Tel.: CRestview 3-4551.....Independent  
 Representative .....Blair  
 Gen. Mgr.....Joe Zimmermann  
 Dir. Nat. Sales.....Edward H. Benedict  
 Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WNHC-TV, New Haven, Conn.

**WBPZ-TV—Lock Haven—1958**

Channel: 32 UHF..AP: 11.9 Kw...VP: 21.9 Kw.  
 Owned.....Lock Haven Bcstg. Corp.  
 Business Address.....132½ E. Main St.  
 Tel.: 4038.....ABC  
 Station Rep.....Devney  
 President.....Donald C. Welch  
 Gen., Sta. Mgr.....Harris Lipez  
 Prom. Dir., Film Mgr.....Lee Vernon  
 Program, Public. Dir.....Geo. Sperry, Jr.  
 Chief Engineer.....Albert Stratmoen

**WKST-TV—New Castle—1953**

Channel: 45 UHF..AP: 118 Kw...VP: 200 Kw.  
 Owned .....WKST, Inc.  
 Address.....First Federal Plaza  
 Tel.: OL 4-5501.....ABC-NTA  
 Representative .....Everett-McKinney  
 Pres., Gen. Mgr.....S. W. Townsend  
 Commercial Mgr.....Robert C. Harnack  
 Program, Prom. Dir.....Fred Nebat

**WFIL-TV—Philadelphia—1947**

Channel: 6 VHF..AP: 37 Kw...VP: 74 Kw.  
 Owned-Oper. By...Triangle Publications Inc.  
 Business Address.....46th & Market Sts.  
 Tel.: EV 2-4700.....ABC  
 Newspaper Affiliation...Philadelphia Inquirer  
 Representative .....Blair TV  
 General Manager.....Roger W. Clipp  
 Station Mgr.....George A. Koehler  
 Gen. Sales Manager...Kenneth W. Stowman  
 T.V. Sales Mgr.....Kenneth Curto  
 Program Director.....Lew Klein  
 Business Mgr.....John C. Harlan  
 Dir. Natl. Sales.....Edward H. Benedict  
 Chief Engineer.....Henry Rhea  
 Owners of: WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

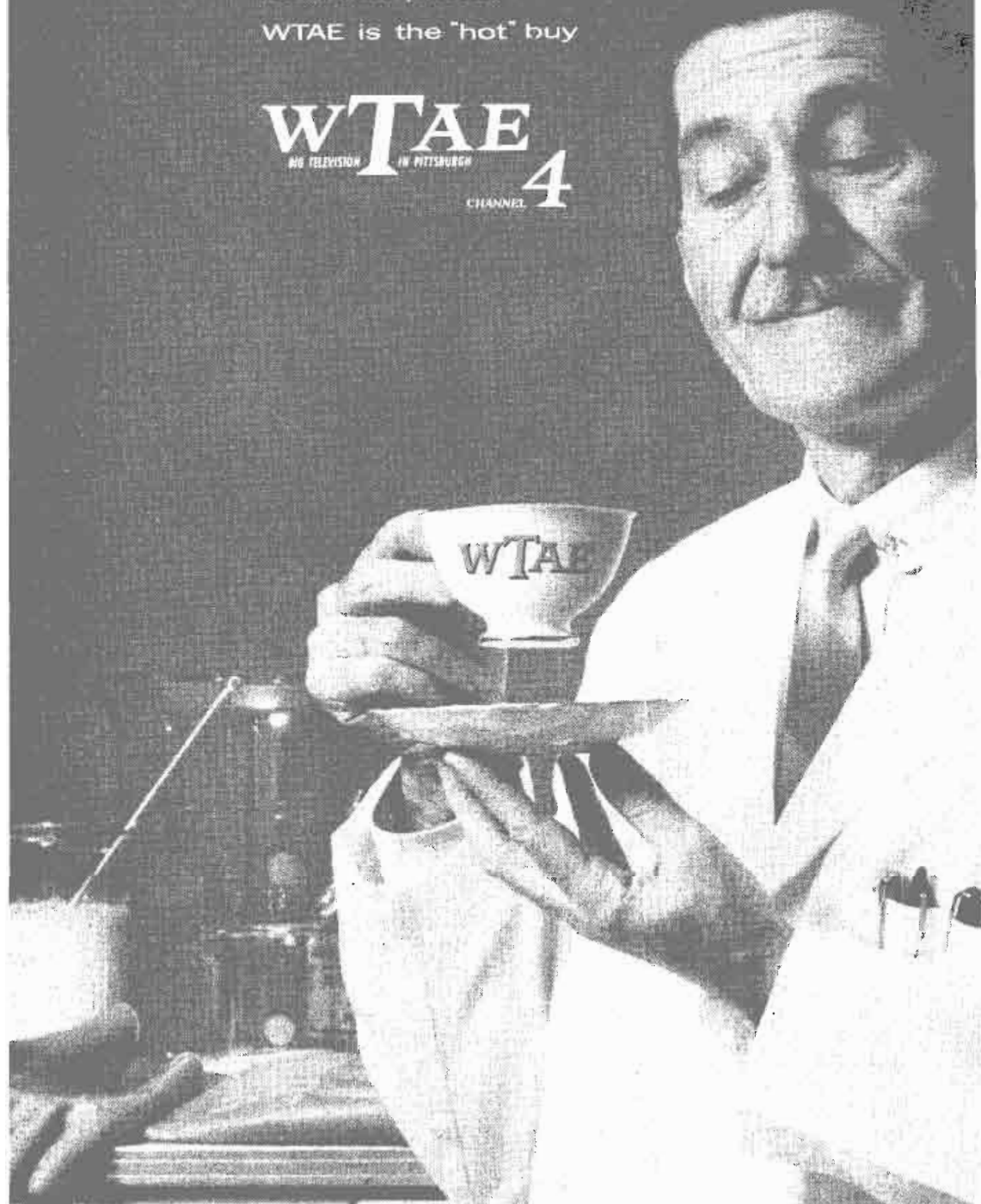


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CHANNEL **4**



**WRCV-TV—Philadelphia—1941**

Channel: 3 VHF..AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....National Bcstg. Co.  
 Business Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 V.P., Gen. Mgr.....Raymond Welpott  
 Comm. Manager...Theodore H. Walworth, Jr.  
 Program Director.....George Cyr  
 Prom., Pub. Dir.....John P. Wiley  
 Film Manager.....Frank Hall  
 Mgr. Tech. Oper.....William A. Howard

**WCAU-TV—Philadelphia—1948**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Address.....City Line & Monument Aves.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS TV Spot Sales  
 Manag. Dir.....Donald W. Thornburgh  
 General Mgr.....John A. Schneider  
 Gen. Scles Mgr.....James Conley

Reg. Sales Mgr.....E. Gordon Walls  
 Program Dir.....John Dolph, Jr.  
 Dir. Prom. & Info.....Robert N. Pryor  
 Film Mgr.....Allan Ludlum  
 V.P. in chg. Engineering.....John G. Leitch

**KDKA-TV—Pittsburgh—1949**

Channel: 2....AP: 50 Kw....VP: 100 Kw.  
 Owned-Oper. By..Westinghouse Brcdstng. Co.  
 Business Address.....1 Gateway Center  
 Tel.: EX 1-3000.....CBS  
 Sta. Representative..Peters, Griffin, Woodward  
 After July 1.....TvAR  
 President.....Donald H. McGannon  
 Vice President.....Harold C. Lund  
 General Manager.....Jerome R. Reeves  
 Comm. Manager.....John Stilli  
 Program Director.....Cal Jones  
 Promotlon Director.....David N. Lewis  
 Film Manager.....Richard Dreyfuss  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....Raymond Rodgers

Owners of: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; WJZ-TV, Baltimore, Md.

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**PENNSYLVANIA**

**WIIC—Pittsburgh—1957**

Channel: 11 VHF AP: 158 Kw. VP: 316 Kw.  
 Owned By . . . . . WIIC, Inc.  
 Address . . . . . 341 Rising Main St.  
 Tel.: WE 1-6900 . . . . . NBC  
 Newspaper Affil. . . . . Post Gazette  
 Representative . . . . . Blair TV  
 President . . . . . H. K. Brennen  
 Gen. Mgr. . . . . Robert A. Mortensen  
 Commercial Mgr. . . . . Roger D. Rice  
 Operations, Prod. . . . . Shelton Weaver  
 Prom., Pub. Dir. . . . . Caley E. Augustine  
 Chief Engineer. . . . . Henry Kaiser

**WTAE—Pittsburgh—1958**

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned By . . . . . Television City, Inc.  
 Business Address . . . . . 400 Ardmore Blvd.  
 Tel.: CHurchill 2-4300 . . . . . ABC-NTA  
 Newspaper Affil. . . . . Sun-Telegraph  
 Station Representative . . . . . Katz  
 President . . . . . Earl F. Reed  
 General Manager . . . . . Franklin G. Snyder  
 Sales Mgr. . . . . Alan Trench  
 Program Director . . . . . Dave Murray  
 Prom. Dir. . . . . Gregory Van Camp  
 Film Mgr. . . . . Howard Reser

**WNBP-TV—Scranton—1954**

Channel: 16 UHF AP: 102 Kw. VP: 191 Kw.  
 Owned-Oper. By . . . . . Northeastern Pa. Bcstg. Inc.  
 Business Address . . . . . 333 Madison Ave.  
 Tel.: DI 3-1245 . . . . . ABC

Representative . . . . . Avery-Knodel  
 President . . . . . Mitchell Jenkins  
 Gen., Sta. Mgr. . . . . Thomas P. Shelburne  
 Commercial Manager . . . . . Malcolm W. Dale  
 Prom., Pub. Dir. . . . . Louise Tillie  
 Film Manager . . . . . Donald Shook  
 Prog. Dir. . . . . Hal Berg  
 Ch. Eng. . . . . Roswell J. Parker  
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WSVA-TV, Harrisonburg, Va.

**WDAU-TV—Scranton—1953**

Channel: 22 UHF AP: 544 Kw. VP: 100 Kw.  
 Owned-Oper. By . . . . . Scranton Bcstrs., Inc.  
 Business Address . . . . . 1000 Wyoming Ave.  
 Tel.: DI 2-7634 . . . . . CBS  
 Representative . . . . . H-R  
 President . . . . . Donald W. Thornburgh  
 Vice-Pres., Gen. Mgr. . . . . Vance L. Eckersley  
 General Sales Mgr. . . . . Francis H. Conway  
 Station Manager . . . . . Robert E. McDowell  
 Prog. Dir., Film Mgr. . . . . Mort Rosenthal  
 Prcm., Pub. Dir. . . . . Doug Holcomb  
 Chief Engineer. . . . . K. R. Cooke

**WBRE-TV—Wilkes-Barre—1953**

Channel: 28 UHF AP: 500 Kw. VP: 1000 Kw.  
 Owned-Oper. By . . . . . WBRE TV Inc.  
 Address . . . . . 62 S. Franklin St.  
 Tel.: VA 3-3101 . . . . . NBC  
 Representative . . . . . Headley Reed  
 President . . . . . Louis G. Baltimore  
 V.P., General Manager . . . . . David M. Baltimore

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 FAirfax 1-8700 TWX: PS 16

**PA.-RHODE ISL.-SO. CAR.**

Operations Manager.....F. D. Coslett  
 Comm. Manager.....Ernest Lewis  
 Promotion Dir.....Richard Paul  
 Production Manager.....Fred Foerster  
 Film Manager.....Robert Gibson  
 Chief Engineer.....Charles Sakoski, Sr.

**WSBA-TV—York—1952**

Channel: 43 UHF..AP: 66 Kw...VP: 132 Kw.

Owned-Operated By...Susquehanna Bcstg. Co.  
 Business Address.....S. Queen St. Extended  
 Tel.: 2-5531 .....ABC  
 Representative.....Jack Masla  
 President.....Louis J. Appell, Jr.  
 Comm. Mgr.....Robert M. Stough  
 Prog. Dir., Film Mgr.....Jim Curtis  
 Publicity Director.....Sonia L. Strohman  
 Chief Engineer.....Arthur C. Hafer

Pop.: 881,000  
 Families: 267,000  
 Radio Homes: 249,030

**Rhode Island**

Stations in State: 13  
 TV Homes: 243,000  
 TV Stations: 3

**WJAR-TV—Providence—1949**

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.....ABC-NBC  
 Representative.....Petry  
 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**

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Cherry & Webb Bcstg. Co.  
 Address.....24 Mason St.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair-TV  
 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

Pop.: 2,519,000  
 Families: 623,000  
 Radio Homes: 605,030

**South Carolina**

Stations in State: 70  
 TV Homes: 454,000  
 TV Stations: 11

**WAIM-TV—Anderson—1953**

Channel: 40 UHF..AP: 207 Kw...VP: 103.5 Kw.  
 Owned-Oper. By.....Wilton E. Hall  
 Business Address.....321 Kingsley Rd.  
 Tel.: CA 8-1511.....ABC-CBS  
 Newspaper Affil...Independent & Daily Mail  
 Representative.....Headley-Reed  
 Owner.....Wilton E. Hall  
 General Mgr.....Glenn P. Warnock  
 Sales Mgr.....John McCallum  
 Program Director.....Ray Barath  
 Chief Engineer.....Earl Cosend

**WUSN-TV—Charleston—1954**

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.  
 Owned-Oper. By...Southern Broadcasting Co.  
 Address.....P. O. Box 879  
 Tel.: TU 4-4141.....ABC-NBC  
 Representative.....Bolling  
 Pres., Gen. Mgr.....J. Drayton Hastie  
 Sec'y, Ass't Gen. Mgr.....Doug M. Bradham  
 Commercial Mgr.....Grange S. Cuthbert, Jr.  
 Prod. Director.....Bob Edwards  
 Chief Engineer.....Walter M. Nelson

**WCSC-TV—Charleston—1953**

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....WCSC, Inc.  
 Business Address.....485 East Bay St.  
 Tel.: RAYMOND 3-8371.....CBS  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....John M. Rivers  
 Station Manager.....Roland Weeks  
 Commercial Manager.....Ralph Thornley  
 National Sales Mgr.....Charles S. Cady  
 Program Director.....Charles Hall  
 Prom., Pub. Director...Mrs. Annie Lee Small  
 Film Manager.....Annie Laurie Quarterman  
 Chief Engineer.....Rudy Hughes

**WIS-TV—Columbia—1953**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Bcstg. Co. of the South  
 Business Address.....1111 Bull St.  
 Tel.: ALPINE 3-8356.....ABC-NBC  
 Representative...Peters, Griffin, Woodward, Inc.  
 President.....G. Richard Shatto  
 Station Manager.....Charles A. Batson  
 Comm. Manager.....Law Epps  
 Program Director.....Dixon Lovvorn  
 Prom., Pub. Dir.....Tom Cureton  
 Film Manager.....Bob Humphries  
 Chief Engineer.....Barnett Goldberg

**WNOK-TV—Columbia—1953**

Channel: 67 NHF..AP: 47 Kw...VP: 93.5 Kw.

## SOUTH CAROLINA-SOUTH DAKOTA

**Owned-Oper. By.** Palmetto Radio Corp.  
**Business Address.** 1811 Main St.; Box 5307  
**Tel.:** AL 2-7737  
**Representative** Raymer  
**V.P., Gen. Mgr.** H. Moody McElveen, Jr.  
**Comm. Mgr.** David C. Phillips  
**Prog. Dir., Film Mgr.** Graham M. Thomas  
**Promotion Director** Pat Conder  
**Chief Engineer** Charlton W. Bowers

### **WBTW—Florence—1954**

**Channel:** 8 VHF...**AP:** 191 Kw...**VP:** 316 Kw.  
**Owned-Oper. By.** Jefferson Standard Bcstg. Co.  
**Address** Box 630  
**Tel.:** MO 2-1566...**ABC-CBS-NBC**  
**Representative** CBS Television Spot Sales  
**President** Joseph M. Bryan  
**General Manager** Charles H. Crutchfield  
**Managing Director** J. William Quinn  
**Nat'l Sales Mgr.** John H. Brock  
**Program Director** George B. Burnette  
**Prom., Pub. Director** Whiteford Smith  
**Film Manager** Harry Hughes  
**Chief Engineer** E. A. Sellars

### **WFBC-TV—Greenville—1953**

**Channel:** 4 VHF...**AP:** 50 Kw...**VP:** 100 Kw.

**Owned-Oper. By.** WMRC, Inc.  
**Business Address.** 505 Rutherford St.  
**Tel.:** CE 9-1321...**NBC**  
**Newspaper Affiliation** News-Piedmont  
**Representative** Weed  
**President** R. A. Jolley  
**General Manager** Kenneth Beachboard  
**Commercial Manager** Bob Glass  
**Program Director** Norvin C. Duncan  
**Prom., Pub. Dir.** Edna Seaman  
**Film Director** Charles Howard  
**Chief Engineer** W. E. Garrison

### **WSPA-TV—Spartanburg—1956**

**Channel:** 7 VHF...**AP:** 144 Kw...**VP:** 257 Kw.  
**Owned-Oper. By.** Spartan Radiocasting Co.  
**Business Address.** 224 E. Main St.  
**Tel.:** 3-3621...**CBS**  
**Representative** Hollingbery  
**Pres., Gen. Mgr.** Walter J. Brown  
**Nat. Sales Mgr.** Roger Shaffer  
**Commercial Manager** Jack Sholar  
**Prog. Dir., Film Mgr.** James B. Hobbs, Jr.  
**Promotion Mgr.** William A. Adams  
**Engineering Dir.** Harold Beckholt

**Pop.:** 732,000  
**Families:** 205,000  
**Radio Homes:** 198,000

## South Dakota

**Stations in State:** 20  
**TV Homes:** 129,000  
**TV Stations:** 9

### **KXAB-TV—Aberdeen—1958**

**Channel:** 9 VHF...**AP:** 15 Kw...**VP:** 30 Kw.  
**Owned-Operated By.** N. Dak. Bcstg. Co. Inc.  
**Bus. Address.** 4000 W. Main St., Fargo, N.D.  
**Tel.:** AD 5-4461...**ABC-NBC**  
**Representative** Weed  
**President** John W. Boler  
**Station Mgr.** Neal Edwards  
**Commercial Manager** M. J. O'Leary  
**Prog., Prom. Dir.** Connie Blackstead  
**Chief Engineer** Henry Hausler

### **KOTA-TV—Rapid City—1955**

**Channel:** 3 VHF...**AP:** 37.5 Kw...**VP:** 72.4 Kw.  
**Owned-Oper. By.** Duhamel Enterprises, Inc.  
**Business Address.** 524½ 6th St.; Box 1752  
**Tel.:** Fillmore 2-2000...**ABC-CBS**  
**Representative** Headley-Reed  
**Pres., Gen. Mgr.** Helen S. Duhamel  
**Commercial Mgr.** William F. Turner

**Prog. Dir., Film Mgr.** J. Norman Heffron  
**Chief Engineer** Robert Musfeldt

### **KRSD-TV—Rapid City—1958**

**Channel:** 7...**AP:** 12.9 Kw...**VP:** 25.7 Kw.  
**Owned.** Heart of Black Hills Stations  
**Address.** 1438 Mi. View Drive  
**Representative** Meeker  
**General Mgr.** Eli Daniels

### **KELO-TV—Sioux Falls—1953**

**Channel:** 11 VHF...**AP:** 123 Kw...**VP:** 220 Kw.  
**Owned-Oper. By.** Midcontinent Bcstg. Co.  
**Business Address.** 8th St. & Phillips Ave.  
**Tel.:** 4-5841...**ABC-CBS-NBC**  
**Station Representative** H.R. Evans  
**President** Joseph L. Floyd  
**Gen., Comm. Mgr.** Evans A. Nord  
**Sta. Mgr., Prog. Dir.** Tom Sheeley  
**Prom., Pub. Director** Jack Townsend  
**Chief Engineer** Les Froke

Pop.: 3,695,000  
Families: 1,009,000  
Radio Homes: 976,000

# Tennessee

Stations in State: 105  
TV Homes: 738,000  
TV Stations: 15

## WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

## WDEF-TV—Chattanooga—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...WDEF Broadcasting Co.  
Address...3300 Broad St.  
Tel.: AM 7-3393...CBS  
Representative...Branham  
President...Carter M. Parham  
Gen. Sta. Mgr...Otis H. Segler  
Nat. Sales Mgr...Richard W. Holloway  
Prog., Pub. Dir...Morris Quave  
Promotion Dir...Mrs. Nancy Cook  
Film Manager...John Bonney  
Chief Engineer...B. C. Baker

## WRGP-TV—Chattanooga—1956

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...NBC  
Representative...H-R  
Pres., Gen. Mgr...R. G. Patterson  
Sta. Mgr., Prog. Dir...Helen Patterson  
Commercial Mgr...George P. Moore  
Film Mgr...Jim Nabors  
Chief Engineer...B. B. Barne

## WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned...Martin Theatres of Georgia, Inc.  
Business Address...Hotel Patten; Box 1026  
Tel.: AM 6-4151...ABC  
Representative...Meeker, Ayres  
Gen. Mgr., Film Buyer...Reeve Owen  
Commercial Manager...Joe Windsor  
Prog. Dir...Jack Sausman  
Promotion Director...Conrad Alexander  
Publicity Director...Earl Winger  
Ch. Eng...Leon Webb

## WDXI-TV—Jackson—1955

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...Dixie Bcstg. Co.  
Business Address...Williams Bldg.  
Tel.: 7-9611...ABC-CBS  
Representative...Venard, Rintoul, McConnell  
President...Aaron B. Robinson  
General Manager...John E. North  
Commercial Mgr...Jack Mayer  
Prog. Dir., Film Mgr...James W. Hoppers  
Publicity Dir...Marge Borg  
Chief Engineer...James Thomas

## WJHL-TV—Johnson City 1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...WJHL, Inc.

Business Address...145 W. Main St.  
Tel.: 6200...ABC-CBS  
Representative...Pearson  
Pres., Gen. Mgr...W. Hanes Lancaster, Jr.  
Sales Mgr...J. Will Hall  
Program Director...Alfred Gregory  
Prom., Pub. Director...W. A. McDonald  
Film Manager...Vernita Wright  
Chief Engineer...Rowland Medler

## WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper...WATE, Inc.  
Business Address...612 S. Gay St.  
Tel.: 2-7111...NBC  
Representative...Avery-Knodel  
V.P., Gen. Mgr...W. Henry Linebrough  
Comm. Manager...J. T. McCloud  
Program Director...Jack Weideman  
Prom. Publicity Director...Carl Huster  
Film Buyer...J. H. Reese  
Chief Engineer...Fred M. Andrews

## WBIR-TV—Knoxville—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...WBIR, Inc.  
Business Address...1513 Hutchison Ave.  
Tel.: 5-8101...CBS  
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

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...So. Central Bcstg. Co.  
Business Address...P. O. Box 1388  
Tel.: 5-2113...ABC  
Representative...Pearson  
Pres., Gen., Sta., Comm. Mgr...J. Engelbrecht  
Commercial Mgr...Guy L. Smith, III  
Prog. Dir., Film Mgr...Bill Eckstein  
Sales Promotion...Florence Woodford  
Chief Engineer...Carl Lawson

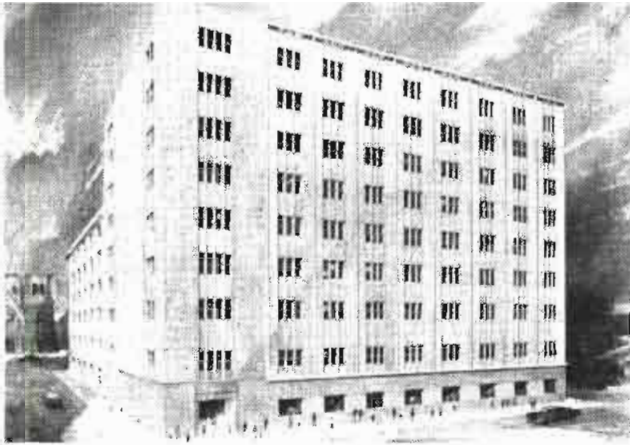
## WHBQ-TV—Memphis—1953

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
Owned-Oper. By...RKO Teleradio Pictures  
Business Address...1381 Madison Ave.  
Tel.: BR 2-3441...ABC  
Representative...H-R  
President...Thomas F. O'Neil  
Gen. Mgr...D. A. Noel  
Prog., Pub. Dir...Gene Roper  
Promotion Director...Anne Berkeley  
Film Mgr...Freddie Burns  
Chief Engineer...Welton Roy

## WMCT—Memphis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.





\$7,700,000 Southwestern Bell Telephone Company building—Fort Worth



Exchange Park, 120 Acre Business center—Dallas



Multi million dollar Sears Shopping Center, largest in area—Fort Worth



Connecting Turnpike, only 25 minutes from Fort Worth to Dallas

# GROWING GREAT!

The Fort Worth-Dallas metropolitan area, 12th largest market in the United States . . . where more than \$1 billion\* in commercial, industrial and residential building has been undertaken recently . . . where population increased 500,000\*\* and retail sales have climbed from a little over \$1 billion\*\* to almost \$2 bil-

lion\*\* since 1950 . . . and where the first and consistently high rated television station from sign-on to sign off is—WBAP-TV.

\*Source: Printers Ink  
Guide to marketing October 31, 1958

\*\*Source: Sales Management



# WBAP-TV CHANNEL 5

**BASIC NBC FOR NORTH TEXAS**  
FORT WORTH • 3900 BARNETT      DALLAS • 1900 NORTH AKARD

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

ROY BACUS  
Manager

JACK ROGERS  
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc — National Representatives



Owned-Operated.....Memphis Publish Co.  
 Address.....P.O. Box 8325  
 Tel.: BROADWAY 2-0552.....NBC  
 Newspaper Affil.....Commercial Appeal  
 Representative.....Blair TV  
 General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Chief Engineer.....E. C. Frase, Jr.

**WREC-TV—Memphis—1956**

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.....CBS  
 Representative.....Katz  
 Owner, Gen. Mgr.....Hoyt B. Wooten  
 Commercial Mgr.....Charles B. Brakefield  
 Prog. Dir.....Jack Michael  
 Chief Engineer.....Wilson Raney

**WLAC-TV—Nashville—1954**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. ....WLAC-TV Inc.  
 Address.....159 Fourth Avenue North  
 Tel.: CH 2-4331.....CBS  
 Representative.....Katz  
 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

Film Editor.....Donnie Gross  
 Chief Engineer.....Ralph L. Hucaby

**WSIX-TV—Nashville—1953**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WSIX Inc.  
 Business Address.....Nashville Trust Bldg.  
 Tel.: AL 5-5431.....ABC  
 Station Representative.....H-R: Brown  
 President.....Louis R. Draughon  
 Sta., Gen. Mgr.....E. S. Tanner  
 Commercial Manager.....George Morris  
 Operations Director.....Robert L. Chaudoin  
 Prom., Pub. Dir.....W. A. Jones

**WSM-TV—Nashville—1950**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned...Nat'l Life & Accident Insurance Co.  
 Address.....7th & Union  
 Tel.: AL 4-5656.....NBC  
 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.....Brad Crandall  
 Chief Engineer.....Aaron Shelton

Pop.: 9,695,000  
 Families: 2,789,000  
 Radio Homes: 2,727,000

**Texas**

Stations in State: 238  
 TV Homes: 2,149,000  
 TV Stations: 49

**KPAR-TV—Abilene—  
 Sweetwater—1956**

Channel: 12 VHF...AP: 72.5 Kw...VP: 145 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Bus. Address. 7400 College Ave., Lubbock, Tex.  
 Tel.: SH 4-2345.....CBS-NTA  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 Vice President.....W. H. Shipley  
 V.P., Sta. Mgr.....Jimmie Isacs  
 General Sales Manager. R. S. "Bud" Nielsen  
 Prog. Dir., Film Mgr.....Ray Trent  
 National Sales Manager.....John Henry  
 Promotion Manager.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

**KRBC-TV—Abilene—1953**

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.: OW 2-4242.....NBC  
 Representative.....Raymer  
 President.....Dale Ackers  
 Sta. Mgr.....George C. Breeding, Jr.  
 Commercial Manager.....Don C. Guthrie  
 Program Director.....Normand Mann  
 Chief Engineer.....Troy Mallon

**KFDA-TV—Amarillo—1953**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned & Oper. By.....Amarillo Bcstg. Co., Inc.  
 Address.....P. O. Box 1440  
 Tel.: EV 3-2226.....CBS-NTA  
 Representative.....Blair  
 President.....Gene L. Cagle  
 Gen., Sta., Film Mgr.....Ed Moore  
 Operations Director.....Bill Spiller  
 Promotion Director.....Claudette Leachman  
 Merch. Dir.....Howard Roberson

**KGNC-TV—Amarillo—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Globe News Publishing Co.  
 Business Address.....2000 N. Polk St.  
 Tel.: EVERGREEN 3-3321.....NBC  
 Newspaper Affiliation...News, Times, Globe  
 Representative.....Katz  
 President.....Parker Prouty  
 General Manager.....Jack Liston  
 Sta. Mgr.....Bob Watson  
 Commercial Manager.....Bill Clarke  
 Adv. Prom. Mgr.....Robert Kelley  
 Prod. Mgr.....Bud Purgley  
 Chief Engineer.....W. H. Torrey

**KVII-TV—Amarillo—1957**

Channel: 7...AP: 158 Kw...VP: 316 Kw.

Owned..... Southwest States, Inc.  
 Business Address..... P.O. Box 925  
 Tel.: FL 6-5241..... ABC  
 Station Representative..... Bolling  
 President..... Jack C. Vaughn  
 V.P., Gen. Mgr..... Dick Watts  
 Asst. Gen. Mgr..... Gordon R. Phillips  
 Regional Sales Manager..... John Conboye  
 Operations Manager..... Jerry Gardner

**KTBC-TV—Austin—1952**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... The L-B-J Co.  
 Address..... Box 1155  
 Tel.: GR 2-2424..... ABC-CBS-NBC  
 Representative..... Raymer  
 Chairman of Bd..... Claudia T. Johnson  
 Pres., Gen. Mgr..... J. C. Kellam  
 Gen. Sales Manager..... O. P. (Bob) Bobbitt  
 Program Director..... Richard "Cactus" Pryor  
 Publicity Dir..... Elmo Brown  
 Chief Engineer..... Ben Hearn

**KFDM-TV—Beaumont—1955**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Beaumont Bcstg. Corp.  
 Business Address..... 1420 Calder Ave.  
 Tel.: TE 8-4731..... ABC-CBS  
 Representative..... Peters, Griffin, Woodward  
 President..... D. A. Cannan  
 General Manager..... C. B. Locke  
 Commercial Mgr..... Mott M. Johnson  
 Program Dir..... Bob McManus  
 Program. Film Mgr..... Jack Dahmer  
 Chief Engineer..... Harold W. Bartlett

**KEDY-TV—Big Spring—1956**

Channel: 4 VHF... AP: 6.3 Kw... VP: 12.9 Kw  
 Owned-Oper. By..... Texas Telecasting  
 Address..... 7400 College Ave., Lubbock, Tex.  
 Tel.: SH 4-2345 (Lubbock)..... CBS  
 Representative..... Branham  
 President..... W. D. Rogers  
 Vice President..... W. H. Shipley  
 Natl. Sales Mgr..... John Henry  
 Program Mgr..... Ray Trent  
 Chief Engineer..... Rudy Starnes

**KBTX-TV—Bryan—1957**

Channel: 3 VHF... AP: 30.2 Kw... VP: 60.3 Kw.  
 Owned..... Brazos Bcstg. Co.  
 Business Address..... Box 3237  
 Tel.: VI 6-777..... ABC-CBS  
 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**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Gulf Coast Bcstg. Co.  
 Business Address..... Box 840  
 Tel.: TU 3-6511..... ABC-NBC  
 Representative..... Peters, Griffin, Woodward

**KRLD-TV channel**



**the number 1 station**

**in the number 1 market!**

N. C. S. #3 and  
 Television Magazine "Top 100" Survey

Low-band channel, with maximum power, telecasting from its  
 tremendous tower (1,685 feet above average terrain) . reaches  
 more than 650,000 TV Homes!

John W. Runyan, Chairman of the Board      Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KSIX-Television, Inc.  
 Business Address.....Show Room Bldg.  
 Tel.: Tulip 4-1616.....ABC-CBS  
 Station Representative .....Branham  
 Pres., Gen. Mgr.....Vann M. Kennedy  
 Commercial Manager.....William Lydle  
 Prom., Pub. Dir.....M. L. Kennedy  
 Program Dir.....Gene Looper

**WBAP-TV—Dallas—1948**

(See Ft. Worth Listing)

**WFAA-TV—Dallas—1949**

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.....ABC  
 Newspaper Affiliation.....Morning News  
 Representative .....Petry  
 Managing Dir.....Alex Keese  
 Station Manager.....Mike Shapiro  
 General Sales Manager.....Dick Drummy  
 Program Director.....Bob King  
 Prom., Pub. Dir.....Rikki Boltz  
 Film Manager.....Dunlap Clark  
 Chief Engineer.....Jim W. Cooper

**KFJZ-TV—Dallas—1955**

(See Ft. Worth Listing)

**KRLD-TV—Dallas—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Times Herald Printing Co.  
 Business Address.....Herald Square  
 Tel.: RI 2-6811.....CBS  
 Newspaper Affiliation...Dallas Times Herald  
 Representative .....Branham  
 President.....Clyde Rembert  
 V.P., Gen. Mgr.....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**

Channel: 13 VHF..AP: 15.8 Kw..VP: 26.6 Kw.  
 Owned-Oper. By.....KELP TV Corp.  
 Business Address.....4530 Delta St.; Box 105  
 Tel.: KE 3-5911.....ABC  
 Representative .....Young TV  
 President .....Norman Alexander  
 General Manager.....Harry Edelman  
 Sta. Prog. Dir.....Jerry Baker  
 Promotion Director.....George Harkins  
 Film Manager.....Harold Wooley  
 Ch. Eng.....Michael Gaglio



**IMPACT!**  
**56.1%**

**BIGGEST SHARE OF AUDIENCE IN AMERICA  
 IN MARKETS OF 3 OR MORE STATIONS\***

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (\*ARB, November 1958)

**EL PASO POPULATION NOW 5th IN TEXAS**

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth.

|      |                |         |
|------|----------------|---------|
| 5th  | El Paso        | 783,000 |
| 6th  | Austin         | 197,000 |
| 7th  | Corpus Christi | 175,000 |
| 8th  | Lubbock        | 148,000 |
| 9th  | Amarillo       | 145,000 |
| 10th | Waco           | 125,000 |

See your Branham man  
 for full details.



CBS Television Network • Channel 4 • El Paso, Texas

Dorance D. Reddish, Pres. Val Lawrence, V-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

# 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 35 years. KPRC-TV, now over ten 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

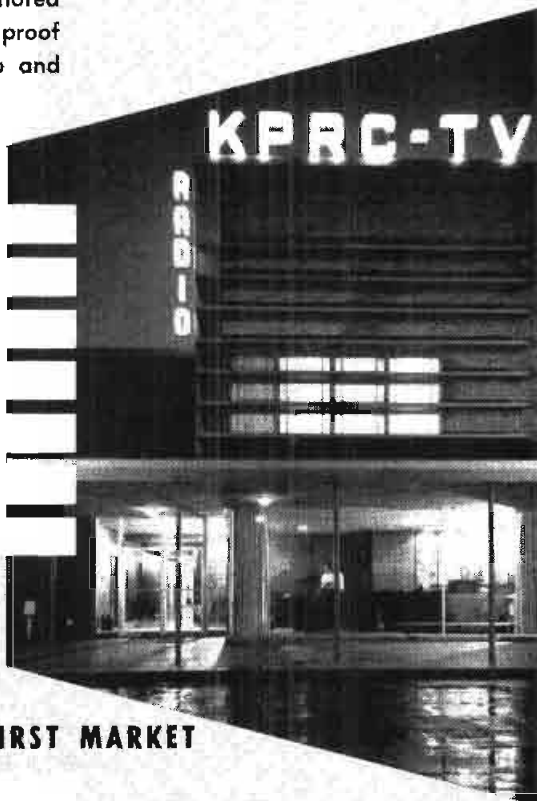
FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



### FIRST IN THE SOUTH'S FIRST MARKET



**KPRC-TV** CHANNEL **2**  
HOUSTON

JACK HARRIS  
Vice President and General Manager  
Nationally Represented by  
EDWARD PETRY AND COMPANY

**KROD-TV—El Paso—1952**

Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.  
 Owned-Oper. By.....Roderick Bcstg. Co.  
 Address.....2201 Wyoming St.  
 Tel.: KE 2-6551.....CBS-NTA  
 Newspaper Affiliation.....Times  
 Representative.....Branham  
 President.....D. D. Roderick  
 Gen., Sta. Mgr.....Val Lawrence  
 Prog., Prom. Dir.....Bernie Bracher  
 Film Manager.....Frank Jordan  
 Chief Engineer.....Edward P. Talbott

**KTSM-TV—El Paso—1953**

Channel: 9 VHF...AP: 28 Kw...VP: 58 Kw  
 Owned-Operated By.....Tri-State Bcstg. Co.  
 Address.....801 N. Oregon St.  
 Tel.: KE 2-5423.....NBC  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Karl O. Wyler, Sr.  
 Exec. Ass't.....Karl O. Wyler, Jr.  
 Commercial Manager.....Roy T. Chapman  
 Prog. Dir., Film Mgr.....Jack R. Rye  
 Promotion Director.....Mary Davis  
 Publicity Director.....Conrey Bryson  
 Chief Engineer.....Kenneth J. Walton

**WBAP-TV—Fort Worth—1948**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Tel.: JE 6-1981.....NBC  
 Newspaper Affiliation.....Star-Telegram  
 Representative.....Peters, Griffin, Woodward  
 President.....Amon Carter, Jr.  
 Gen., Sta. Mgr.....Roy Bacus  
 Commercial Manager.....Jack Rogers  
 Program Director.....Robert Gould  
 Prom., Pub. Dir.....Margret McDonald  
 Film Manager.....Lynn Trammell  
 Chief Engineer.....Rupert Bogan

**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.....NTA  
 Representative.....Blair TV  
 President.....Gene L. Cagle

Gen., Sta. Mgr.....Stan Wilson  
 Comm. Mgr.....John Hopkins  
 Prog. Dir.....Olin Terry  
 Promotion Director.....Bill Camfield  
 Publicity Director.....Janis Wisocki  
 Film Mgr.....Arno W. Mueller, Jr.  
 Chief Engineer.....Bill Kessell

**KGUL-TV—Galveston-Houston  
1952**

Channel: 11 VHF. AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Gulf Television Corp.  
 Business Address.....Prudential Bldg.  
 Tel.: JA 9-4811.....CBS  
 Representative.....CBS Television Spot Sales  
 President.....C. Wrede Petersmeyer  
 V.P., Gen. Mgr.....James C. Richdale, Jr.  
 Comm. Manager.....Robert S. Wilson  
 Program Director.....Thomas L. Thompson  
 Prom., Pub. Dir.....Roland Brazier  
 Film Manager.....Bud Johnson  
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,  
 Indianapolis; WANE-TV, Fort Wayne, Ind.

**KGBT-TV—Harlingen—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Harbenot Bcstg. Co.  
 Business Address.....1521 W. Harrison St.  
 Tel.: GA 3-4880.....ABC-CBS  
 Representative.....H-R Reps.  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Comm. Manager.....Harry Moradian  
 Promotion Dir.....Mal Kasanoff  
 Chief Engineer.....Al Beck

**KPRC-TV—Houston—1950**

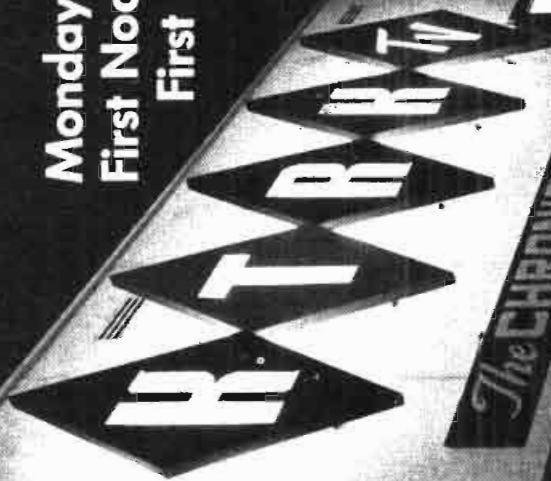
Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Houston Post Co.  
 Bus. Address...3014 Post Oak Rd.; Box 1234  
 Tel.: MA 3-9271.....NBC  
 Newspaper Affiliation.....Post  
 Representative.....Petry  
 V.P., Gen. Mgr.....Jack Harris  
 Commercial Manager.....Jack Healy  
 Sta. Manager.....Jack McGrew  
 Operations Director.....Paul Huhndorff  
 Program Director.....Ridge Radney  
 Publicity Dir.....Edna Forester  
 Film Manager.....Earl Corridon  
 Chief Engineer.....Paul Huhndorff

# HOUSTON'S FAMILY STATION HOUSTON'S FIRST STATION

Monday thru Friday\*  
First Noon to 6 p. m.  
First 6-10 p. m.

6 of Top 10  
12 of Top 20  
Shows in Town.

(\* ARB November 1958)



**KTRK-TV—Houston—1954**

Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.  
 Owned-Oper...Houston Consolidated TV Co.  
 Address.....P. O. Box 12  
 Tel.: JA 6-1313.....ABC  
 Newspaper Affiliation.....Chronicle  
 Representative.....Hollingsbery  
 President.....John T. Jones, Jr.  
 Exec. V.P., Gen. Mgr.....W. E. Walbridge  
 Program Director.....John E. Hill  
 Comm. Manager.....William F. Bennett  
 Prom., Pub. Director.....John Chapman  
 Chief Engineer.....Tom Hiner

**KGNS-TV—Laredo—1956**

Channel: 8 VHF..AP: 1.15 Kw..VP: 2.27 Kw.  
 Owned-Oper. By...International Broadcasters  
 Business Address.....820 Convent St.  
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC-NTA  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....Donald W. Reynolds  
 General Manager.....Roy J. Bowman  
 Commercial Manager.....Jim Shelton  
 Program Director.....Dave Leyendecker  
 Prom., Pub. Dir.....Mrs. Amalia Samuels  
 Film Manager.....Ernie Ramirez  
 Chief Engineer.....W. Irvn Simpson

**KCBD-TV—Lubbock—1952**

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By....Bryant Radio & TV Inc.  
 Business Address.....5600 Ave. A; Box 1507  
 Tel.: SH 4-1414.....ABC-NBC  
 Representative.....Raymer  
 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  
 Promotion Director.....Joan Prigmore  
 Film Manager.....J. M. Hollers  
 Chief Engineer.....Frank Lee

**KDUB-TV—Lubbock—1952**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By....Texas Telecasting, Inc.  
 Bus. Address....7400 College Ave.; Box 1475  
 Tel.: SH 4-2345.....CBS-NTA  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers  
 Vice President.....W. H. Shipley  
 Gen. Sales Mgr.....R. S. "Bud" Nielsen  
 National Sales Manager.....John Henry  
 Prog. Dir., Film Mgr.....Ray Trent  
 Prom. Mgr.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

Texas best major-market buy.. West Texas Television Network

**KDUB**  
stations

**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 (51,000 sq. mi.) than the state of New York!

REPRESENTED BY THE BRANHAM COMPANY  
 W. D. "Dub" Rogers, President and Gen. Mgr.  
 R. S. "Bud" Nielsen, General Sales Manager  
 John Henry, National Sales Manager



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

80,000  
TELEVISION  
SETS IN THE  
BOOMING  
LUMBER RICH  
LUFKIN-NACOGDOCHES  
EAST TEXAS AREA  
SERVED BY KTRE-TV

## KTRE-TV—Lufkin—1955

Channel: 9 VHF...AP: 12.5 Kw...VP: 26 Kw.  
Owned-Oper. By...Forest Capital Bcstg. Co.  
Business Address.....P. O. Box 701  
Tel.: NE 4-7771.....NBC-CBS-ABC  
Sta. Rep.. Venard, Rintoul, McConnell; Melville  
President.....R. W. Wortham, Jr.  
Gen., Sta. Mgr.....Richman Lewin  
Commercial Manager.....Murphy Martin  
Prog., Prom. Dir.....Mark Kennedy  
Publicity Director.....Veta Rowin  
Film Manager.....Glenn Marmstrong  
Chief Engineer.....Fred Clinton Hill

## KMID-TV—Midland—1953

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...Midessa Television Co., Inc.  
Business Address.....Midland, Tex.  
Tel.: MU 2-7321.....ABC-NBC  
Rep.....Venard, Rintoul & McConnell, Brown  
General Manager.....Roy Herndon  
Chief Engineer.....Bill Buford

## KVKM-TV—Monahans—1958

Channel: 9 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Tri-Cities Bcstg. Co.  
Business Address.....Box 1118  
Tel.: WI 3-3231.....ABC  
Sta. Rep.....Melville; Everett-McKinney  
Pres., Gen. Mgr.....J. Ross Rucker  
Station Mgr.....Hillman Taylor  
Chief Engineer.....Rubin L. Masters

## KTES—Nacogdoches—1958

Channel: 19 UHF...AP: 9.12 Kw...VP: 16.6 Kw.  
Owned-Oper. By.....East Texas Bcstg. Co.  
Business Address.....Box 248  
Tel.: LOgan 4-4181.....ABC  
Pres., Gen. Mgr.....Lee Scarborough  
Chief Engineer.....Frank Murry

## KOSA-TV—Odessa—1956

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By...Odessa Television Co.  
Bus. Address...1211 N. Whitaker; Box 4186  
Tel.: FE 7-8301.....CBS  
Representative.....Bolling  
Pres., Gen. Mgr.....Cecil L. Trigg  
Station Manager.....John Vacca  
Sales Manager.....Ed Costello  
National Sales Manager.....George Collie  
Film Director.....George Duesler  
Chief Engineer.....Bill Schock

## KPAC-TV—Port Arthur—1957

Channel: 4...AP: 50 Kw...VP: 100 Kw.  
Owned.....Texas Goldcoast TV Inc.  
Address.....Box 1059  
Tel.: YUkon 5-5557.....NBC  
Representative.....Raymer  
Pres., Gen. Mgr.....Julius Gordon  
Sls. Mgr.....Mack Newberry  
Program, Film Mgr.....Doug Thompson  
Ch. Eng.....Glenn Boatright

**KCTV—San Angelo—1953**

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.  
 Owned-Oper. By..Westex Television Co., Inc.  
 Business Address.....Box 1941  
 Tel.: 7183.....CBS  
 Rep...Melville, Venard, Rintoul & McConnell  
 President.....B. P. Bludworth  
 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.  
 General Mgr.....Nathan Safir  
 Commercial Mgr.....Ben Tamborello  
 Station Mgr.....Emilio Nicolas  
 Program Dir.....Sam Murray, Jr.  
 Promotion Dir.....Raoul A. Cortez, Jr.  
 Publicity Dir.....William Lamar  
 Film Mgr.....Robert Carns  
 Dir. Engineering.....Marvin Fiedler

**KENS-TV—San Antonio—1950**

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.....CBS-NTA  
 Representative.....Peters, Griffin, Woodward  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Station Mgr.....Wayne Kearl  
 Prog. Dir., Film Mgr.....Ken James  
 Prom., Pub. Dir.....Kenneth McClure  
 Chief Engineer.....William J. Jackson

**KONO-TV—San Antonio—1957**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Mission Tcstg. Corp.  
 Business Address.....1408 N. St. Mary's St.  
 Tel.: CA 6-7611.....ABC-NTA  
 Station Representative.....H-R; Brown  
 President.....Eugene J. Roth  
 Gen., Sta. Mgr.....James M. Brown  
 Commercial Mgr.....Bob A. Roth  
 Program Director.....Perry Dickey  
 Prom., Pub. Dir.....Katie Ferguson  
 Film Manager.....Sam Rocco  
 Engineering Dir.....George W. Ing

**WOAI-TV—San Antonio—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Tel.: CA 7-4221.....NBC  
 Representative.....Petry  
 Board Chairman.....Hugh Half, Jr.  
 Pres., Gen. Mgr.....James M. Gaines  
 Manager.....Edward V. Chevot

America's  
 Newest  
 TV  
 Market

Nearly 1/5  
 of all Texans

now in  
 Texas Tall

\*  
 Tower Empire

\*this 1,531 foot Tall Tower  
 extends coverage to  
 1,700,000 — including  
 thousands of new families  
 in the rich South Texas  
 area you can reach at  
 no increase in cost.

Contact  
 Peters, Griffin,  
 Woodward,  
 Inc.  
 For Details



SAN ANTONIO, TEXAS

## TEXAS-UTAH

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

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Bell Publishing Co.  
 Business Address.....17 S. 3rd St.  
 Tel.: PR 3-6868.....NBC  
 Newspaper Affiliation.....Telegram  
 Representative.....Blair TV Assoc.  
 President.....Frank W. Mayborn  
 General Manager.....Burton Bishop  
 Commercial Manager.....James E. Gordon  
 Film Manager.....Bell Nelson  
 Chief Engineer.....Curtis M. Casey

### KCMC-TV—Texarkana—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KCMC, Inc.  
 Business Address.....Box 1290  
 Tel.: 33-1133.....ABC-CBS  
 Newspaper Affil.....Gazette & Daily News  
 Rep.....V. R. McC; Ayers, Melville  
 President.....Walter E. Hussman  
 General Manager.....Richard M. Peters  
 Sales Manager.....Jack Rollings  
 Program Dir.....Les Eugene  
 Promotion Director.....Cynthia LaFan  
 Film Manager.....Loretta Stroup

### KLTV—Tyler—1954

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Buford, Pengra  
 Business Address.....Box 957  
 Tel.: TY 2-3873.....NBC-ABC-CBS  
 Representative.....H-R  
 General Manager.....Marshall H. Pengra  
 Sales Mgr.....John Lenox  
 Program Director.....Bonnie Lenox  
 Chief Engineer.....Hudson Collins

### KWTX-TV—Waco—1955

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.  
 Owned-Operated By..KWTX Broadcasting Co.  
 Address.....P.O. Box 7128 Triangle Station

Tel: PL 6-4451.....ABC-CBS  
 Representative.....Raymer  
 President.....W. W. Naman  
 Gen., Sta. Mgr.....M. N. Boetlick  
 Commercial Manager.....Pete McNee  
 Program Director.....Curtis Matties  
 Promotion Dir.....Oma Owens  
 Film Mgr.....George Wallace  
 Chief Engineer.....Jesse H. Dove

### KRGV-TV—Weslaco—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....The LBJ Co.  
 Business Address.....309 S. Missouri Ave.  
 Tel.: WO 8-3131.....ABC-NBC  
 Representative.....Paul H. Raymer  
 Board Chairman.....Claudia T. Johnson  
 Pres., Gen. Mgr.....J. C. Kellam  
 Station Manager.....Charles L. Brooks  
 Sales Manager.....Bill Rucker  
 Program Director.....Dallas Wales  
 Prom., Pub. Dir.....Hank Page  
 Operations Director.....Fred Noble  
 Chief Engineer.....Lewis Hartwig

### KFDX-TV—Wichita Falls—1953

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned.....Wichtex Radio & TV Corp.  
 Address.....Box 2040  
 Tel.: 692-4530.....ABC-NBC  
 Representative.....Raymer  
 President.....Darrold A. Cannan  
 Vice President.....Howard H. Fry  
 Commercial Mgr.....Bob H. Walker  
 Chief Engineer.....John Adams

### KSYD-TV—Wichita Falls—1953

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KSYD-TV Co., Inc.  
 Bus. Address..Seymour Hwy. & 9th; Box 2130  
 Tel.: 322-6957.....CBS  
 Representative.....Blair TV  
 Pres., Gen. Mgr.....Syd Grayson  
 Commercial Mgr.....Lambert Cain  
 Program Director.....Thomas R. Sugars  
 Prom., Pub. Dir.....Mrs. Mary K. Norwood  
 Film Manager.....Mrs. Ruth York  
 Chief Engineer.....Herb Wiley

Pop.: 861,000  
 Families: 239,000  
 Radio Homes: 232,000

## Utah

Stations in State: 26  
 TV Homes: 206,000  
 TV Stations: 5

### KLOR-TV—Provo—1958

Channel: 11 VHF..AP: 3 Kw..VP: 6 Kw.  
 Owned By.....Beshive Telecasting Corp.  
 Business Address.....1980 Columbia Lane  
 Tel.: FRanklin 3-2951.....Independent  
 Sta. Rep.....Raymer Co.  
 Pres., Gen. Mgr.....S. B. Nissley  
 Program Director.....G. B. Rowan  
 Prom. Mgr.....Vern Brimley, Jr.  
 Film Mgr.....Gordon Forsyth

### KSL-TV—Salt Lake City—1949

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.....CBS  
 Representative.....CBS TV Spot Sales  
 Exec. Vice President.....J. W. Wright  
 Gen., Sta. Mgr.....D. Lennox Murdoch  
 Gen. Sales Mgr.....Lloyd E. Cooney  
 Program Director.....Wayne Richards  
 Prom. & Pub. Dir.....Robert G. Murdock

## UTAH-VERMONT-VIRGINIA

Film Editor.....Richard V. Thiriot  
 Chief Engineer.....Vincent E. Clayton

### **KTVT—Salt Lake City—1948**

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.  
 Owned By.....Intermountain Bcstg. TV Corp.  
 Business Address.....130 Social Hall Ave.  
 Tel.: DA 2-5681.....NBC  
 Representative.....Katz  
 Newspaper Affiliation.....Time, Inc.  
 Pres. & Gen. Mgr.....G. Bennett Larson  
 Commercial Mgr.....Harold Woolley  
 Prom. & Pub. Director.....Edward T. Himstreet  
 Film, Program Dir.....Dan Rainger  
 Technical Director.....Allan Gunderson

### **KUTV—Salt Lake City—1954**

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.

Owned-Operated By.....KUTV, Inc.  
 Business Address.....179 Social Hall Ave.  
 Tel.: DA 2-2550.....ABC  
 Newspaper Affiliation.....Tribune; Ogden  
 Standard Examiner  
 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

Pop.: 390,000  
 Families: 113,000  
 Radio Homes: 109,000

## Vermont

Stations in State: 14  
 TV Homes: 96,000  
 TV Stations: 1

### **WCAX-TV—Burlington—1954**

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
 Owned-Oper. By.....Mt. Mansfield TV, Inc.  
 Address.....100 Market Sq. S.  
 Tel.: UN 2-5671.....CBS

Representative.....Weed  
 Pres., Gen. Mgr.....S. T. Martin  
 Comm. Manager.....J. A. Dobson  
 Production Dir.....Stuart T. Hall  
 Publicity Dir.....Charles S. Lewis  
 Film Manager.....A. Sherman Rutter  
 Chief Engineer.....J. W. Tierney

Pop.: 3,897,000  
 Families: 1,009,000  
 Radio Homes: 959,000

## Virginia

Stations in State: 93  
 TV Homes: 787,000  
 TV Stations: 15

### **WCYB-TV—Bristol—1956**

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.  
 Owned-Oper. By...Appalachian Bcstg. Corp.  
 Business Address.....P.O. Box No. 1009  
 Tel.: NOrth 9-4161.....ABC-NBC  
 Representative.....Weed  
 Pres., Gen. Mgr.....Robert H. Smith  
 V.P., Sales Mgr.....Fey Rogers  
 Program, Prom. Dir.....Art Countiss  
 Production Mgr.....James G. Evans  
 Chief Engineer.....Russell V. Robinson

### **WVEC-TV—Hampton-Norfolk 1953**

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.  
 Owned-Oper. By.....Peninsula Bcstg. Corp.  
 Bus. Address.....1930 Pembroke Ave., Hampton  
 Tel.: 6332.....NBC  
 Representative.....Avery-Knodel  
 Pres., Gen. Manager.....Thomas P. Chisman  
 V.P., Sales Director.....Harrol A. Brauer, Jr.  
 Program Director.....Harry Doggette  
 Prom. Dir.....Beverly W. Avery  
 Operations Mgr.....L. W. Kliever  
 Film Manager.....Jerry Sandford  
 Chief Engineer.....William C. King, Jr.



**News  
 Is Preferred**

... by Listeners — because it is  
 dependable as well as interesting.

**Ap**

**Preferred**

50 Rockefeller Plaza · New York 20, N. Y.

# WSVA-TV-AM

*Selling the  
rich  
SHENANDOAH  
VALLEY...*

WSVA-TV is the *only* station that reaches and sells the *entire* Shenandoah Valley.

TOTAL AREA:

24 counties—75,180 TV Homes

PLUS: Cumberland, Maryland—10,600 TV Homes (CAS\*) • Luke, Maryland; Piedmont, Berkeley Springs and Romney, West Va.—7,500 TV Homes (CAS\*\*)

\* Community Antenna System \*\* Added late Fall, 1958

WSVA-TV'S reach and selling power is recognized and used by many of the nation's leading national advertisers including:

- American Chicle
- American Sugar
- Warner Lambert
- Esso Standard Oil Co.
- Gulf Oil Co.
- Kellogg Co.
- M & M Candy
- Maxwell House Coffee
- Merck & Company
- Royal Crown Cola
- Camel Cigarettes
- Dr. Pepper Bottling Co.

WSVA-TV brings RESULTS for its advertisers.

Typical Case History: One-week mail pull for Dr. Pepper, ending December 10, 1958... 14,567 cards! (Every card was secured through the purchase of a carton of Dr. Pepper.)

## WSVA-RADIO

A partial list of  
National Advertisers

• Abbott Laboratories • American Cyanamid • Atlantic Refining Co. • Ford Motor Company • Gold Medal Flour • International Harvester • Merck & Company • Sinclair Refining Company • Stanback Company, Ltd. • Sterling Drug Company

# WSVA-TV

CHANNEL 3

RADIO 550 kc 5000 Watts NBC  
FM... 100.7 mc

**A TRANSCONTINENT STATION**

Telephone: 4-4431 • Harrisonburg, Va.

**WSVA-TV—Harrisonburg—1953**

Channel: 3 VHF.. AP: 4.17 Kw.. VP: 8.32 Kw.  
 Owned-Oper. By... Shenandoah Valley Bcstg.  
 Tel.: 4-4431..... ABC-CBS-NBC  
 Representative..... Peters, Griffin, Woodward  
 Pres., Gen. Mgr..... Hamilton Shea  
 Commercial Mgr..... Richard H. Johnson  
 Prog. Director..... Robert E. Lee  
 Promotion Director..... Andy McCaskey  
 Pub., Merch. Mgr..... H. L. Royster  
 Film Manager..... Pat Aldhizer  
 Chief Engineer..... Tom Jones  
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.

**WLVA-TV—Lynchburg—1953**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By... Lynchburg Bcstg. Corp.  
 Address..... 2320 Langhorne Rd.  
 Tel.: Victor 5-1242..... ABC  
 Representative..... Hollingsbery  
 Pres., Gen. Mgr..... Philip P. Allen  
 Comm. Mgr..... Thomas L. Turner  
 Prog., Film Mgr..... Warren Uttal  
 Chief Engineer..... John T. Orth

**WTAR-TV—Norfolk—1950**

Channel: 3 VHF.. AP: 50 Kw.. AP: 100 Kw.  
 Owned-Operated By..... WTAR Radio Corp.  
 Business Address..... 720 Boush St.  
 Tel.: MA 5-6711..... CBS  
 Newspaper Affil..... Norfolk Newspapers, Inc.  
 Representative..... Petry  
 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**

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.  
 Owned..... Tidewater Teleradio, Inc.  
 Address..... 709 Boush St.  
 Tel.: MA 7-2345..... ABC-NBC-NTA  
 Representative..... H.R.  
 Pres., Sta. Mgr..... J. Glen Taylor  
 Exec. Vice President..... Carl J. Burkland  
 Commercial Mgr..... Eugene Gaudette  
 Prom., Pub. Dir..... Macey Schaffer  
 Prog. Film Mgr..... Richard Fraser  
 Chief Engineer..... William Manrov

**WTOV-TV—Norfolk—1953**

Channel: 27 UHF.. AP: 11.7 Kw.. VP: 19.6 Kw.  
 Owned-Operated By..... Tim Brite, Inc.  
 Address..... 1318 Spratley (Portsmouth, Va.)  
 Representative..... McGillvra  
 President..... Temus R. 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**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.

Owned-Oper. By... Petersburg Television Corp.  
 Address..... 124 W. Tabb Street  
 Tel.: RE 3-7876..... NBC  
 Rep..... Select; McGavren-Quinn; Brown  
 President..... Thomas G. Tinsley, Jr.  
 Gen., Sta. Mgr..... Irvin G. Abeloff  
 Oper. Mgr..... Robert C. Currie, Jr.  
 Comm. Mgr..... Lawrence Slon  
 Program Director..... Robert Grossman  
 Prom., Pub. Dir..... Thos. F. McCollum, Jr.  
 Film Manager..... Vernon Winn  
 Chief Engineer..... George W. McGuigan

**WRVA-TV—Richmond—1956**

Channel: 12 VHF.. AP: 156 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... Richmond TV Corp.  
 Business Address..... 5221 Midlothian Pike  
 Tel.: BE 3-5461..... CBS  
 Reps..... Harrington, Righter, Parsons  
 President..... C. T. Lucy  
 General Manager..... Barron Howard  
 Commercial Mgr..... James D. Clark, Jr.  
 Program Director..... Samuel S. Carey  
 Prom., Pub. Dir..... John L. Stone, Jr.  
 Film Manager..... Robert Pie  
 Chief Engineer..... S. T. Terry, Jr.

**WTVR—Richmond—1947**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Havens & Martin, Inc.  
 Address..... 3301 W. Broad St.  
 Tel.: 5-8611..... ABC  
 Representative..... Blair TV  
 Pres., Gen. Mgr..... Wilbur M. Havens  
 Sales Co-ordinator..... Bill Kemple  
 Prog. Director..... John Shand  
 Prom., Pub. Dir..... W. J. Filer  
 Film Manager..... Conrad G. Rianhard  
 Chief Engineer..... James Kyle

**WDBJ-TV—Roanoke—1955**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By..... Times-World Corp.  
 Address..... 201 Campbell Ave.  
 Tel.: DI 3-8031..... CBS-NTA  
 Newspaper Affiliation..... Times; World-News  
 Representative..... Peters, Griffin, Woodward, Inc.  
 President..... M. W. Armistead, III  
 V.P., Managing Director..... Ray P. Jordan  
 Station Manager..... John Harkrader  
 TV Sales Manager..... Blake Brown  
 Program Director..... Paul E. Reynolds  
 Prom., Pub. Dir..... Boone Boggs  
 Film Manager..... Charles Ballou  
 Technical Director..... J. Edward Newman

**WSLS-TV—Roanoke—1952**

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Shenandoah Life Stations  
 Address..... Radio-TV Center  
 Tel.: DI 4-9226..... ABC-NBC  
 Station Representative..... Blair  
 President..... Blake T. Newton, Jr.  
 Exec. Vice Pres..... James H. Moore  
 Sta., Film Mgr..... Horace Fitzpatrick  
 Commercial Manager..... A. S. Trevilian, Jr.  
 Promotion Director..... C. R. Garrison  
 Program Manager..... George W. Chernault Jr.  
 Chief Engineer..... J. P. Briggs

Pop.: 2,872,000  
Families: 886,000  
Radio Homes: 866,000

# Washington

Stations in State: 80  
TV Homes: 716,000  
TV Stations: 14

## KVOS-TV—Bellingham—1953

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.  
Owned-Oper. By..... KVOS, Inc.  
Business Address..... 1151 Ellis St.  
Tel.: RE 3-4567..... CBS  
Station Rep..... Forjoe; Stovin-Byles; Moore  
President..... Rogan Jones  
Executive Vice President..... David Mintz  
Commercial Manager..... Fred Elsethegan  
Program Director..... Andy Anderson  
Promotion Director..... Marion Boylan  
Chief Engineer..... Ernest Harper

## KTRX—Kennewick-Pasco 1958

Channel: 31..... AP: 4.9 Kw..... VP: 8.2 Kw.  
Owned..... Columbia River TV Co.  
Tel.: JU 2-3101..... Independent  
Representative..... Forjoe-TV  
Pres., Gen. Mgr..... Stuart Nathanson  
Sls. Mgr..... Clyde Olsen  
Prod. Mgr..... Eugene Normoyle  
Ch. Eng..... Bernard Bailie

## KING-TV—Seattle—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... King Bcstg. Co.  
Business Address..... 320 Aurora  
Tel.: MUTual 2-3555..... ABC-NBC  
Representative..... Blair-TV  
Pres., Gen. Mgr..... Mrs. A. Scott Bullitt  
V.P., Business Div..... Henry B. Owen  
V.P., Station Mgr..... Otto P. Brandt  
Commercial Manager..... Al Hunter  
Program Director..... Lee Schulman  
Prom., Pub. Director..... Mel Anderson  
Dir. of Engineering..... James L. Middlebrooks  
Chief Engineer..... Robert A. Ferguson

## KIRO-TV—Seattle—1958

Channel: 7..... AP: 158 Kw... VP: 316 Kw.  
Owned..... Queen City Bcstg. Co.  
Address..... 1530 Queen Anne Ave.  
Tel.: AT 3-9800..... CBS  
Representative..... Peters, Griffin, Woodward  
Pres., Gen. Mgr..... Saul Haas  
Sta. Mgr..... Miller C. Robertson  
Commercial Manager..... William A. Exline  
Prom., Pub. Dir..... Paul H. Smith  
Film Manager..... Eugene Wecker

## KOMO-TV—Seattle—1953

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Fisher's Television Co.  
Business Address..... 100 4th Ave. N.  
Tel.: MA 4-6000..... NBC  
Representative..... NBC Spot Sales  
President..... O. D. Fisher  
Exec. V.P. & Gen. Mgr..... W. W. Warren

Mgr. Programming..... Dave Crockett  
Program Manager..... Tom Rogstad  
Film Editor..... Arden Skoog  
Sales Promotion Manager..... Bob Ryan  
Nat. Sls. Mgr..... Reg Miller  
Aud. Prom. Mgr..... Margaret Frey  
Sales Manager..... Bill Hubbach  
Pub. Rel. Mgr..... Arthur Gerbel  
Merchandising Manager..... F. W. Hagerty  
Chief Engineer..... C. E. Miller

## KTVW—Seattle—1953

Channel: 13 VHF... AP: 57 Kw... VP: 98.5 Kw.  
Owned..... KTVW, Inc.  
Business Address..... 230 8th Ave., N.  
Tel.: MA 4-3113..... Independent  
Representative..... Hollingbery  
President..... J. Elroy McCaw  
General Manager..... James Hawkins  
Program Director..... John Jarstad  
Promotion Dir..... Boyd Curtis  
Film Manager..... Howard Perkin  
Chief Engineer..... Virgil Manning

## KHQ-TV—Spokane—1952

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... KHQ, Inc.  
Address..... 700 Radio Central Bldg.  
Tel.: MA 4-5131..... NBC  
Representative..... Katz  
Pres., Gen. Mgr..... R. O. Dunning  
Commercial Mgr..... J. Birney Blair  
Promotion Manager..... Rex Gerlach  
Program Director..... John R. Fahey  
Chief Engineer..... Dee Waymire

## KREM-TV—Spokane—1954

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned..... KREM Bcstg. Co.  
Address..... 4103 S. Regal  
Tel.: KE 4-0466..... ABC  
Representative..... Petry  
Pres., Gen. Mgr..... Louis Wasmer  
Sta. Comm. Mgr..... Robert Temple  
Program, Film Mgr..... Walter Schaar  
Prom. Public. Dir..... Petery Lyman  
Chief Engineer..... Homer Mead

## KXLY-TV—Spokane—1953

Channel: 4 VHF... AP: 27 Kw... VP: 48 Kw.  
Owned-Oper. By..... Northern Pacific TV Corp.  
Address..... 315 W. Sprague Ave.  
Tel.: MADison 4-4291..... CBS  
Representative..... Avery-Knodel  
President..... Norman Alexander  
General Manager..... James Agostino  
Station Manager..... Gene Roth  
Promotion Director..... Al Stenholm  
Publicity Director..... Bob Weitz  
Film Manager..... Clarence Koenig  
Chief Engineer..... Dave Green



**KTNT-TV—Tacoma-Seattle  
1953**

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By...Tribune Publishing Co.  
Business Address.....S. 11th & Grant Sts.  
Tel: FU 3-2561.....NTA  
Newspaper Affil.....Tacoma News Tribune  
Representative.....Weed  
Sta. Mgr., Prog. Dir.....Robert I. Guy  
Commercial Manager.....Edward Podolinsky  
Pub. Dir.....Doris Curda  
Chief Engineer.....Max Bice

**KIMA-TV—Yakima—1953**

Channel: 29 UHF..AP: 115 Kw..VP: 191 Kw.  
Owned-Oper. By.....Cascade Bcstg. Co., Inc.  
Business Address.....Box 702  
Tel: GL 2-9111.....ABC-CBS-NBC  
Station Representative.....Weed; Moore  
President.....A. W. Talbot  
General Manager.....Thomas C. Bostic  
Asst. General Mgr.....Jack Reber  
Commercial Mgr.....H. R. Cary  
Program Director.....James W. Nolan, Jr.  
Promotion Director.....Ed Morrissey  
Film Manager.....June Maginn  
Chief Engineer.....M. E. Burrill

Pop.: 2,095,000  
Families: 563,000  
Radio Homes: 537,000

**West Virginia**

Stations in State: 48  
TV Homes: 416,000  
TV Stations: 11

**WHIS-TV—Bluefield—1955**

Channel: 6 VHF..AP: 28.8 Kw..VP: 50 Kw.  
Owned-Oper. By...Daily Telegraph Ptg. Co.  
Business Address.....Municipal Bldg.  
Tel: DA 7-7115.....ABC-NBC  
News. Affil...Daily Telegraph, Sunset News  
Representative.....Katz  
President.....H. I. Shott  
Admin. Dir.....P. T. Flanagan  
Station Manager.....John C. Shott  
Prog. Dir.....Orland C. Young  
Prom., Pub. Dir.....Janie M. Lambert  
Film Manager.....Cecil Surratt  
Act. Chief Engineer.....Paul Osburn

Tel: Fairmont 8000.....NBC  
Station Rep.....Gill Perna  
President.....J. Patrick Beacom  
General Mgr.....Noma Fabre, Jr.  
Commercial Mgr.....George Fowler  
Sta. Program Dir.....Robert Frazier  
Prom., Public. Dir.....Arthur Pearce  
Film Mgr.....Robert Mitchell

**WHTN-TV—Huntington—1955**

Channel: 13 VHF..AP: 200 Kw..VP: 316 Kw.  
Owned-Oper. By.....Cowles Bcstg. Co.  
Address.....625 Fourth Avenue  
Tel: JA 5-7661.....ABC-CBS  
Representative.....Petry  
President.....Luther L. Hill  
V.P., Gen. Mgr.....Robert R. Tinch  
Comm. Manager.....George Miller  
Program Director.....Norman L. Bacon  
Prom., Pub. Dir.....Robert Willis  
Film Director.....Richard H. Hite  
Chief Engineer.....Chas. Prohaska

**WCHS-TV—Charleston—1954**

Channel: 8 VHF..AP: 94 Kw..VP: 158 Kw.  
Owned & Oper. By.....WCHS-TV Inc.  
Address.....1111 Virginia Street East  
Tel: DI 2-8131.....ABC-NTA  
Representative.....Branham  
President.....Hawthorne D. Battle  
V.P., Gen. Mgr.....John T. Gelder, Jr.  
Commercial Manager.....Claude E. Wheeler  
Program Director.....Morton S. Cohn  
Promotion Director.....William L. Cooke, Jr.  
Chief Engineer.....William E. Dixon

**WSAZ-TV—Huntington—1949**

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.....NBC  
Station Representative.....Katz  
Pres., Gen. Mgr.....L. H. Rogers II  
Comm. Mgr.....C. Tom Garten  
Operations Mgr.....L. E. Kilpatrick  
Program Director.....Avery Chenoweth  
Promotion Director.....George A. Greenwood  
Publicity Director.....William F. Kelley  
Film Manager.....David S. Bond  
Chief Engineer.....John P. Clay

**WBOY-TV—Clarksburg—1957**

Channel: 12 VHF..AP: 66.1 Kw..VP: 275 Kw.  
Owned.....WSTV, Inc.  
Business Address.....912 W. Pike St.  
Tel: MA 4-7571.....ABC-CBS-NBC  
Representative.....Avery-Knodel  
President.....Jack N. Berkman  
Gen., Sta. Mgr.....George H. Clinton  
Commercial Manager.....Russ Howard  
Program Director.....Pete Lyman  
Prom., Pub. Dir.....Carl Loose  
Film Manager.....Larry Frye  
Chief Engineer.....V. G. Brooks

**WOAY-TV—Oak Hill—1954**

Channel: 4 VHF..AP: 68 Kw..VP: 100 Kw.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel: HO 9-3361.....ABC  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Sta. Mgr., Pub. Dir.....Robert Brown

**WJPB-TV—Fairmont—1954**

Channel: 35 UHF..AP: 10 Kw..VP: 19 Kw.  
Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)  
Address.....400 Quincy St.

## WEST VIRGINIA-WISCONSIN

Comm. Mgr., Prom. Dir. .... George Yazell  
Program Director ..... Doug Wilson  
Film Manager ..... Frank Harcher  
Chief Engineer ..... Curtis Horton

### WTAP-TV—Parkersburg—1953

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 ..... ABC-CBS-NBC  
Representative ..... Pearson  
President ..... Clay Littick  
General Manager ..... Allan Land  
Sta., Comm. Mgr. .... Milton Komito  
Prog. Dir., Film Mgr. .... Ronald W. Maines  
Chief Engineer ..... William A. Hunt, Sr.

Pop.: 4,015,000  
Families: 1,156,000  
Radio Homes: 1,147,000

## Wisconsin

Stations in State: 75  
TV Homes: 1,004,000  
TV Stations: 16

### WEAU-TV—Eau Claire—1953

Channel: 13 VHF. AP: 155 Kw. VP: 310 Kw.  
Owned-Oper. By. .... Central Bcstg. Co.  
Business Address ..... 2415 So. Hastings Way  
Tel.: TE 2-3474 ..... ABC-CBS-NBC  
Representative ..... Hollingbery  
President ..... W. C. Bridges  
Gen. Sta. Manager ..... Leo Howard  
Comm. Program Mgr. .... Wayne McNulty  
Chief Engineer ..... T. O. Jorgenson

### WBAY-TV—Green Bay—1953

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By. .... Norbertine Fathers  
Business Address ..... 115 South Jefferson St.  
Tel.: HE 2-3331 ..... CBS  
Representative ..... Weed  
General Manager ..... Haydn R. Evans  
Prog. Dir. .... Greg McElrone  
Promotion Dir. .... Robert Meister  
Film Manager ..... Don Bergner  
Chief Engineer ..... Wallace E. Stangel

### WFRV-TV—Green Bay—1955

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By. .... Valley Telecasting Co.  
Bus. Address ..... Mason & Roosevelt Streets  
Tel.: HE 7-5411 ..... NBC  
Representative ..... Headley-Reed  
President ..... Clayton Ewing  
General Manager ..... Soren H. Munkhof  
Commercial Manager ..... Jack Gennaro  
Program Director ..... Eldon Anspach  
Promotion Director ..... W. C. Porsow  
Publicity Director ..... Joella Cohen  
Film Manager ..... Bill Campbell  
Chief Engineer ..... Harry Hill

### WKBT—La Crosse—1954

Channel: 8 VHF. AP: 125 Kw. VP: 250 Kw.  
Owned & Oper. By. .... WKBH Television Inc.  
Address ..... 141 South 6th St.  
Tel.: 2-4678 ..... ABC-CBS-NBC  
Newspaper Affiliation ..... Tribune

### WTRF-TV—Wheeling—1953

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By. .... WTRF-TV, Inc.  
Business Address ..... Ogden Bldg.  
Tel.: CE 2-7777 ..... NBC  
Newspaper Affil. .... News Register  
Representative ..... Hollingbery  
President ..... Albert Dix  
Comm. Mgr. .... H. Needham Smith  
Prog. Director ..... Garry Vorhees  
Promotion Director ..... Kirk Jackson  
Publicity Director ..... Naomi Lyons  
Production Manager ..... James Knight  
Film Manager ..... William Ney  
Continuity Dir. .... Donald Murdock  
Chief Engineer ..... Howard Daubenmeyer

Representative ..... H-R  
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

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 ..... CBS  
News. Affiliation. Superior Evening Telegram  
Representative ..... Peters, Griffin, Woodward  
President ..... Ralph M. Immell  
General Manager ..... Ralph O'Connor  
Commercial Manager ..... Richard Nickeson  
Program Director ..... Daniel Imhoff  
Chief Engineer ..... Walter Hariu

### WKOW-TV—Madison—1953

Channel: 27 UHF. AP: 87 Kw. VP: 209 Kw.  
Owned-Oper. By. .... Monona Bcstg. Co.  
Business Address ..... 215 West Washington Ave.  
Tel.: AL 7-2261 ..... ABC  
Representative ..... Headley-Reed  
President ..... Stewart Watson  
General Manager ..... Ben F. Hovel  
Station Manager ..... Frank Bignell  
Program Director ..... Clark Hogan  
Prom., Pub. Dir. .... James Roy Miller  
Film Manager ..... William Harmon  
Tech. Supervisor ..... Cloven Smith

### WMTV—Madison—1953

Channel: 33 UHF. AP: 112 Kw. VP: 209 Kw.  
Owned-Oper. By. .... Forward TV, Inc.  
Business Address ..... West Bellline  
Tel.: CE 3-5381 ..... NBC  
Representative ..... Weed  
President ..... Herbert R. Ohrt  
General Mgr. .... Merritt Mulligan  
Film Mgr., Asst. Mgr. .... Donald Harrer  
Nat. Sales Mgr. .... Walter Rothschild  
Promotion Dir. .... Wanda Monty

**WMBV-TV—Marinette—1954**

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper By..M & M Broadcasting Co., Inc.  
 Address.....Radio-TV Park  
 Tel.: RE 5-6631.....NBC  
 Representative.....Hollingsbery  
 President.....Morgan Murphy  
 General Mgr.....N. D. Mackin  
 Commercial Mgr.....John Borger  
 Program Dir.....Pat Kehoe  
 Prom., Public. Dir.....Yvonne Fronsee  
 Film Mgr.....William Clark  
 Chief Engineer.....Al S. Alexander

**WISN-TV—Milwaukee—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Hearst Corp.  
 Business Address.....759 N. 19th St.  
 Tel.: DI 2-3000.....ABC  
 Newspaper Affiliation.....Sentinel  
 Representative.....Petry  
 President.....Charles B. McCabe  
 General Manager.....D. L. Provost  
 Station Mgr.....Ken Walligorski  
 Comm. Mgr.....William C. Goodnow  
 Film Dir.....Ann Fitzsimmons  
 Program Director.....Baylen Smith  
 Prom., Pub. Dir.....Arthur H. Barnes  
 Chief Engineer.....Lionel Wittenberg

**WTMJ-TV—Milwaukee—1947**

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.....NBC  
 Newspaper Affiliation.....Journal  
 Representative.....Harrington, Righter &  
 Parsons, Inc.  
 General Manager.....George Comte  
 Station Manager.....Robert J. Heiss  
 Sales Manager.....Neale W. Bakke

Adm. Asst.....L. W. Herzog  
 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.....Storer Bcstg. Co.  
 Business Address.....Box 641  
 Tel.: FL 2-6600.....NTA  
 Station Representative.....Blair  
 General Manager.....Terry Lee  
 Station Manager.....Dean McCarthy  
 Commercial Manager.....Lee Dolnick  
 Promotion Dir.....Lawrence Turet  
 Chief Engineer.....Daniel Gellerup

**WXIX—Milwaukee—1955**

Channel: 18 UHF..AP: 141 Kw..VP: 257 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Business Address.....5445 N. 27th St.  
 Tel.: UP 3-1919.....CBS  
 Representative.....CBS TV Spot Sales  
 General Mgr.....Frank J. Shakespeare, Jr.  
 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**

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.  
 Owned-Oper. By..Wisconsin Valley TV Corp.  
 Address.....714-5th Street  
 Tel.: 2-1021.....ABC-CBS-NBC  
 Newspaper Affil.....Record-Herald  
 Representative.....Meeker TV  
 Gen. Comm. Mgr.....Richard D. Dudley  
 Prom., Pub. Dir.....Tom Bolger  
 Program Director.....B. Kellnhauser  
 Film Manager.....Dan Ziebell  
 Chief Engineer.....Roland W. Richard

Pop.: 341,000  
 Families: 100,000  
 Radio Homes: 96,000

**Wyoming**

Stations in State: 22  
 TV Homes: 54,000  
 TV Stations: 5

**KSPR-TV—Casper—1957**

Channel: 6 VHF..AP: 6.76 Kw..VP: 13.43 Kw.  
 Owned.....D. L. Hathaway  
 Business Address.....3900 E. 2nd St.  
 Tel.: 3-5777.....CBS  
 Station Representative.....Walker-Rawalt  
 Pres., Gen. Mgr.....D. L. Hathaway  
 Sta. Mgr.....M. R. Nichols  
 Local Comm. Mgr.....Richard Frech  
 Film Manager.....M. R. Nichols

Station Representative.....Meeker  
 President.....Burt Harris  
 Gen., Sta. Mgr.....Lawrence Berger  
 Program Director.....Rosemary Kress  
 Promotion Director.....Pat Hansen  
 Film Manager.....Chuck Palmer  
 Chief Engineer.....Robert Lebsock

**KTWO-TV—Casper—1957**

Channel: 2 VHF..AP: 17.1 Kw..VP: 28.5 Kw.  
 Owned-Operated By..Rocky Mt. TeleStations  
 Business Address.....143 N. Durbin  
 Tel.: 3-3771.....ABC-NBC

**KFBC-TV—Cheyenne—1954**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Frontier Bcstg. Co.  
 Business Address.....2923 East Lincolnway  
 Tel.: 4-4461.....ABC-CBS-NBC  
 Newspaper Affiliation.....Eagle, Tribune  
 Representative.....Hollingsbery  
 President.....Robert S. McCracken  
 Gen., Sta. Mgr.....William C. Grove

## WYO.-GUAM-P.R. ~~~~~

Commercial Mgr. .... C. P. Cahill  
Promotion Manager. .... Joyce Pratt  
Program Director. .... Dottie Collyer  
Film Mgr. .... Don Wich

### **KWRB-TV—Riverton—1957**

Channel: 10. .... AP 32 Kw. .... VP: 64 Kw.

Owned. .... M. & J. Ernst  
Address. .... 500 B'way, Thermopolis, Wyo.  
Tel.: TH 800. .... CBS  
Representative. .... Gill-Perna  
Gen. Mgr., Ch. Eng. .... Joseph P. Ernst  
Sls. Mgr. .... Hugh Graham  
Prog. Mgr. .... M. V. Ernst

## TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

### GUAM

#### **KUAM-TV—Agana—1956**

Channel: 8 VHF. AP: .075 Kw. VP: .15 Kw.  
Owned-Oper. By. .... Radio Guam, Inc.  
Business Address. .... Box 68  
Tel.: 7963. .... ABC-CBS-NBC  
Representative. .... Intercontinental Services

Pres., Gen. Mgr. .... Harry M. Engel  
Station Manager. .... John P. Barton  
Commercial Manager. .... Marry Chappelle  
Administrative Assistant. .... Bob Green  
Promotion Director. .... Len Stein  
Publicity Director. .... Jo Schmidt  
Film Manager. .... Wes Whitfield  
Chief Engineer. .... James Long

### PUERTO RICO

#### **WORA-TV—Mayaguez—1955**

Channel: 5 VHF. AP: .891 Kw. VP: 1.48 Kw.  
Owned-Oper. By. .... Supreme Bcstg. Co., Inc.  
Business Address. .... Darlington Bldg.; Box 43  
Tel.: 1151. .... ABC-CBS-NBC  
Representative. .... Inter Am. Pub., Inc.  
President. .... Alfredo R. de Arellano  
Station Mgr. .... R. M. Dupont  
Program Director. .... Mario Rivera Negron  
Publicity Director. .... Nelson Nin  
Chief Engineer. .... John Prather

Tel.: 3-3800. .... CBS  
Rep. .... Inter-American Publications Inc.  
President. .... Angel Ramos  
General Mgr. .... E. Vega  
Comm. Manager. .... Jorge Rivero  
Station Mgr. .... C. Garcia de Quevedo  
Prog. Dir. .... José Luis Torregrosa  
Promotion Mgr. .... Pete Mattina  
Film Mgr. .... Jose Mercado

#### **WAPA-TV—San Juan—1954**

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. .... ABC-NBC  
Representative. .... Caribbean Networks Inc.  
President. .... John G. Johnson  
Gen. Manager. .... Carlos Rivera Gonzales  
Promotion Director. .... Rafael Vega  
Sales Mgr. .... Helena Martinez  
Program Director. .... Luis Dominguez  
Film Manager. .... Hector Hernandez  
Chief Engineer. .... Rafael Cruz Rivera

#### **WRIK-TV—Ponce—1958**

Channel: 7. .... AP: .71 Kw. .... VP: 1.4 Kw.  
Owned-Operated By. .... Ponce Television Corp.  
Address. .... Darlington Bldg.  
Tel.: 2-0280. .... ABC-CBS  
Sta. Rep. .... Inter-American Publ.  
Pres., Ch. Eng. .... George A. Mayoral  
Gen., Sls. Mgr. .... William Cortada  
Prog. Dir., Film Mgr. .... Augusto Montijo  
Prom., Pub. Dir. .... Armando L. Clavell

#### **WKAQ-TV—San Juan—1954**

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By. .... El Mundo Inc.  
Bus. Address. .... Box 5096, Puerto de Tierra Sta.

#### **WSUR-TV—Ponce—1958**

Channel: 9 VHF. AP: .42 Kw. VP: .83 Kw.  
Owned. .... American Colonial Bcstg. Corp.  
Bus. Ad. .... 1000 Ponce de Leon Ave., Santurce  
Tel.: 2-4178. .... Independent  
Pres., Ch. Eng. .... Ralph P. Perry  
Gen., Comm. Mgr. .... Mariano A. Escudero  
Prog. Dir., Film Mgr. .... Jose E. Viguie

# TELEVISION STATIONS OF CANADA

## Alberta

### CHCT-TV—Calgary—1954

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Calgary Television, Ltd.  
Address.....955 Rideau Road  
Tel.: CH 3-3491.....CBC  
Newspaper Affil.....Herald  
Sales Rep.....All-Canada TV, Weed  
President.....F. R. Shaw  
Manager.....Herb Stewart  
Commercial Mgr.....R. Watson  
Prom., Pub. Director.....Barry Nicholls  
Production Manager.....Barry Gordon  
Prog. Dir.....Ron Chase  
Film Manager.....Gordon Warner  
Chief Engineer.....Lee Crawley

### CFRN-TV—Edmonton—1954

Channel: 3 VHF...AP: 90 Kw...VP: 180 Kw.  
Owned-Oper. By...Sunwapta Bcstg. Co., Ltd.  
Business Address.....109 C.P.R. Bldg.  
Tel.: 892572.....CBC  
Sta. Reps...TV Reps.; Young Canadian; Oakes  
Pres., Gen. Mgr.....G. R. A. Rice

**CHCA**  
CHANNEL 6

**TELEVISION  
LIMITED**

*Alberta's newest television  
outlet, within reach of 60% of  
Alberta's population*

- ★ Distribution Centre
- ★ Agriculture
- ★ Gas and Oil Production
- ★ Manufacturing
- ★ Tourist Trade

LOCATED WITH CONFIDENCE  
IN THE CENTRE OF ALBERTA'S  
MOST RAPIDLY EXPANDING  
MARKET

Phone 5525 East City Limits  
P.O. Box 668 RED DEER, ALBERTA

Station Mgr.....S. S. Lancaster  
Commercial Mgr.....Bruce D. Alloway  
Program Director.....George Kidd  
Prom., Pub. Dir.....John Riopel  
Film Manager.....Keith Neale  
Executive Eng.....F. O. A. Makepeace

### CJLH-TV—Lethbridge—1955

Channel: 7 VHF...AP: 85.5 Kw...VP: 171 Kw.  
Owned-Oper. By.....Lethbridge TV, Ltd.  
Business Address.....Lethbridge  
Tel.: FA 7-1521.....CBC  
Representatives.....All-Canada TV; Weed  
President.....H. Buchanan  
Managing Director.....N. Botterill  
Commercial Mgr.....L. Crittenden  
Program Director.....S. Pitt  
Promotion Director.....Mrs. Babs Pitt  
Technical Dir.....V. Reed

### CHAT-TV—Medicine Hat—1957

Channel: 6 VHF...AP: 3 Kw...VP: 6 Kw.  
Owned.....Monarch Bcstg. Co. Ltd.  
Address.....Medicine Hat  
Tel.: JA 7-2457.....CBC  
Representative.....Weed; Stovin-Byles  
President.....J. H. Yuill  
Gen., Sta. Mgr.....R. J. Buss  
Commercial Mgr.....Jack Oldham  
Program Director.....Mervin Stone  
Prom., Pub. Dir.....June Duncan  
Film Manager.....Cliff Dacre  
Chief Engineer.....Sid Gaffney

### CHCA-TV—Red Deer—1957

Channel: 6 VHF AP: 2.875 Kw. VP: 5.75 Kw.  
Owned.....CHCA TV Limited  
Business Address.....Box 668  
Tel.: 5525.....CBC  
Representatives.....John N. Hunt; ForJoe  
Pres., Mgr. Dir.....G. A. Bartley  
Commercial Mgr.....Cam Harju  
Program, Film Mgr.....Dave Neima  
Prom., Public. Dir.....Mrs. A. Sole  
Chief Engineer.....T. Wadson

## British Columbia

### CJDC-TV—Dawson Creek—1959

Channel: 5 VHF...AP: .08 Kw...VP: .17 Kw.  
Owned-Oper. By.....Radio Sta. CJDC Ltd.  
Bus. Address.....Second Ave. & 9th St.  
Tel.: STerling 2-3341.....Independent  
Station Representative.....Cooke  
Pres., Gen. Mgr.....H. L. Michaud  
Station Manager.....Mike Lavern  
Sales Manager.....R. W. Michaud  
Chief Engineer.....Mel Lang

## CANADIAN TV STATIONS

### CFCR-TV—Kamloops—1957

Channel: 4 VHF...AP: 350 Wts...VP: 700 Wts.  
Owned.....Twin Cities TV Ltd.  
Business Address.....Radio-TV Bldg.  
Tel.: 1021.....CBC  
Station Representative.....All-Canada; Weed  
Pres., Gen. Mgr.....Ian G. Clark  
Comm. Mgr., Prom. Dir.....Walter Harwood  
Prog. Dir.....Jean Ross  
Film Manager.....Harold Hamilton  
Chief Engineer.....Fred Webber

### CHBC-TV—Kelowna—1957

Channel: 2 VHF...AP: 1.6 Kw...VP: 3.7 Kw.  
Owned.....Okanagan Valley TV Co.  
Business Address.....342 Leon Ave.  
Tel.: 4535.....CBC  
Representative.....All-Canada TV, Weed  
President.....Jim Browne  
Gen., Sta. Mgr.....Roy G. Chapman  
Comm. Mgr.....Dick Sharp  
Prog. Dir., Film Mgr.....Russ Richardson  
Prom., Pub. Dir.....Norm Williams  
Chief Engineer.....Tom Wyatt

### CBUT—Vancouver—1953

Channel: 2 VHF...AP: 48 Kw...VP: 90 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....1200 W. Georgia St.  
Tel.: Mutual 4-0246.....CBC  
Television Director.....Hugh Palmer  
Commercial Mgr.....Marce L. Munro  
Technical Director.....Ross L. Whiteside  
Newsreel Editor-in-charge.....R. L. Elson  
Film Director.....Stanley Fox  
Design Director.....Cliff Robinson

### CHEK-TV—Victoria—1956

Channel: 6 VHF...AP: 900 Kw...VP: 1800 Kw.  
Owned-Operated By.....CHEK-TV, Ltd.  
Business Address.....1450 Douglas St.  
Tel.: Granite 7-1821.....CBC  
Station Representative  
Forjoe: TV Reps.; Bcst. Reps.; Hunt  
President.....David M. Armstrong  
Gen., Comm. Mgr.....Russell L. Furse  
Promotion Director.....Edward A. Bissland  
Chief Engineer.....Norman Bergquist

## Manitoba

### CKX-TV—Brandon—1955

Channel: 5 VHF...AP: 9.65 Kw...VP: 19.3 Kw.  
Owned By.....Western Manitoba Bcstrs. Ltd.  
Address.....2940 Victoria Ave.  
Tel.: Parkway 6-5393.....CBC  
Station Representative.....All-Canada; Weed  
Pres., Gen. Mgr.....John B. Craig  
Exec. Ass't. Sta. Mgr.....Eric Davies  
Comm. Manager.....Archie Olson

Program Director.....Douglas A. Lee  
Promotion Director.....Marvin Freeman  
Chief Engineer.....A. M. Gomez

### CBWT—Winnipeg—1954

Channel: 3 VHF...AP: 33.7 Kw...VP: 56.2 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Business Address.....541 Portage Ave.; Box 160  
Tel.: SP 4-2541.....CBC  
Reg. Dir.....J. R. Finlay  
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  
Technical Dir.....H. C. Heywood

## New Brunswick

### CKCW-TV—Moncton—1954

Channel: 2 VHF...AP: 16 Kw...VP: 25 Kw.  
Owned-Oper. By.....Moncton Bcstg. Ltd.  
Business Address.....Knights of Pythias Bldg.  
Sta. Rep.....Stovin-Byles; Young Canadian  
Tel.: EV 4-9601.....CBC  
Pres., Gen. Mgr.....F. A. Lynds  
Station Manager.....Murray Goldsborough  
Commercial Manager.....W. Ritchie  
Prog. Dir.....J. S. Irvine  
Promotion Director.....Mrs. P. J. Beer  
Film Manager.....Gwen MacDonald  
Chief Engineer.....Keith MacConnell

### CHSJ-TV—Saint John—1954

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....New Brunswick Bcstg. Co., Ltd.  
Address.....14 Church St.  
Tel.: 3-3304.....CBC  
Gen. Mgr.....George A. Cromwell  
Station Rep.....All Canada TV; Weed  
Program Director.....William Stewart  
Chief Engineer.....Jack Bishop

## Newfoundland

### CJON-TV—St. John's—1955

Channel: 6 VHF...AP: 11 Kw...VP: 21 Kw.  
Owned-Oper.....Newfoundland Bcstg. Co., Ltd.  
Business Address.....Prince of Wales Street  
Tel.: 7195.....ABC-CBS-NBC-CBC  
Newspaper Affiliation.....Nfld. Sunday Herald  
Station Rep.....Stovin-Byles; Weed  
President.....Geoff Stirling  
V.P., Gen. Mgr.....Don Jamieson  
Sta. Mgr., Prog. Dir.....Colin Jamieson  
Commercial Mgr.....Jack Baird  
Promotion Director.....Mrs. Judith Curtis  
Publicity Director.....Charlie Lang  
Film Manager.....Miss Emelie Davis  
Chief Engineer.....Oscar Herlihey

**Nova Scotia**

**CBHT—Halifax—1954**

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.  
 Owned By..... Canadian Bcstg. Corp.  
 Address..... 70 Bell Rd.  
 Tel.: 2-8311..... CBC  
 Reg. Director..... Capt. W. E. S. Briggs  
 Director..... G. F. Brickenden  
 Comm. Representative... Donald G. LeBlanc  
 Technical Director..... J. Simonsen  
 Program Director..... Carl MacCaul  
 Press & Info. Director..... Bert Wilson  
 Film Director..... George Hames

**CJCB-TV—Sydney—1954**

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.  
 Owned By..... Cape Breton Bcstrs.  
 Business Address..... Mira Rd.  
 Tel.: 3431..... CBC  
 Station Representative... All Canada; Weed  
 Pres., Gen. Mgr..... J. Marvin Nathanson  
 Promotion Director..... J. C. McVicar  
 Publicity Director..... C. M. Quinton  
 Program Mgr..... Mrs. M. C. MacQuarrie  
 Comm. Mgr..... Effie Williams  
 Film Mgr..... R. H. Demers  
 Chief Engineer..... M. E. Bowles

**Ontario**

**CKVR-TV—Barrie—1955**

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Ralph Snelgrove TV Ltd.  
 Address..... P. O. Box 69  
 Tel.: Parkway 6-6467..... CBC  
 Station Rep..... Mulvihill; Hunt; Young  
 Pres., Gen. Manager... Ralph T. Snelgrove  
 Operations Manager..... Jack Matternly  
 Comm. Mgr..... Charles Tierney  
 Production Director..... Joe Clark  
 Promotion Director..... Ev. Smith

**CHCH-TV—Hamilton—1954**

Channel: 11 VHF... AP: 90 Kw... VP: 150 Kw.  
 Owned By..... Niagara Television Ltd.  
 Address..... 163 Jackson St. W.  
 Tel.: JA 2-1101..... CBC  
 Sta. Rep..... All Canada; Young Canadian  
 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

**CKWS-TV—Kingston—1954**

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.  
 Owned By..... Frontenac Bcstg. Co. Ltd.  
 Address..... 170 Queen St.  
 Tel.: LI 2-4977..... CBC

Sales Rep..... Weed, All-Canada TV  
 President..... W. R. Davies  
 Gen. Mgr..... H. C. Freeman  
 Station Mgr..... R. W. Hofstetter  
 Commercial Mgr..... J. Gibson  
 Program Dir..... Don Nairn  
 Promotion Dir..... Joy Villeneuve  
 Film Mgr..... Lois Scrutton  
 Chief Engineer..... Bert Cobb

**CKCO-TV—Kitchener—1953**

Channel: 13 VHF... AP: 54.4 Kw... VP: 100 Kw.  
 Owned By..... Central Ontario TV, Ltd.  
 Address..... 864 King St. W.  
 Tel.: 3-4335..... CBC  
 Station Representative... Hardy; Hunt; Weed  
 President..... Carl Pollock  
 General Manager..... Eugene E. Fitzgibbons  
 Station Manager..... W. D. McGregor  
 Promotion Director..... William Whiting  
 Program Manager..... Don Martz  
 Chief Engineer..... Paul Turchan

**CFPL-TV—London—1953**

Channel: 10 VHF... AP: 195 Kw... VP: 325 Kw.  
 Owned By... London Free Press Printing Co.  
 Address..... Commissioners Rd., Box 488  
 Tel.: GE 4-2115..... CBC  
 Newspaper Affil..... London Free Press  
 President..... Walter J. Blackburn  
 Gen. Manager..... Murray T. Brown  
 Sta. Mgr., Prog. Dir..... R. A. Reinhart  
 Commercial Manager..... W. C. Wingrove  
 Prom., Pub. Dir..... W. Thomas Daley  
 Film Supervisor..... Beatrice Nott  
 Dir. of Engineering..... G. Robitaille

**CKGN-TV—North Bay—1955**

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..... CBC  
 Sta. Rep..... Young Canadian; Mulvihill; Hunt  
 President..... J. L. Shaw  
 Gen., Comm. Mgr..... Bruce McLeod  
 Operations Manager..... Dave Mee  
 Prog. Dirs..... Tomkins; Bilenkey  
 Promotion Director..... Miss Shirley Morin  
 Publicity Director..... John Morton  
 Film Manager..... Miss Eleanor Eady

**CBOFT—Ottawa—1955**

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.  
 Owned-Oper. By..... Canadian Bcstg. Corp.  
 Address..... Lanark Ave.  
 Tel.: PA 8-1771..... CBC  
 Station Manager..... C. P. Wright  
 Operations Mgr..... Georges Huard  
 Comm. Manager..... Maurice Valinquette  
 Chief Engineer..... Maxted Gilbert

**CBOT—Ottawa—1953**

Channel: 4 VHF... AP: 27 Kw... VP: 50 Kw.  
 Owned By..... Canadian Bcstg. Corp.



# CANADIAN TV STATIONS

Address.....Lanark Ave.  
Tel.: PA 8-1771.....CBC  
Operations Mgr.....Georges Huard  
Commercial Mgr.....Larry O'Neil  
Program Dir.....Dennis Townsend  
Technical Director.....J. H. Book

Gen. Mgr., Pub. Dir.....Rene Barrette  
Commercial Manager.....Harry Charbonneau  
Program Director.....Jean DeVilliers  
Promotion Director.....Miss Jackie Green  
Film Manager.....Mrs. Hazel Claremont  
Technical Dir.....Roch Demers

## CHEX-TV—Peterborough—1955

Channel: 12 VHF. AP: 60 Kw. VP: 102 Kw.  
Owned-Oper. By...Kawartha Bcstg. Co., Ltd.  
Business Address.....R.R. No. 10  
Tel.: RI 2-0451.....CBC  
Reps.....All-Canada TV; Weed  
President.....Sen. Rupert Davies  
Comm. Prom. Dir.....Bob Kinsman  
Station Mgr.....Keith Parker  
Comm., Prom. Dir.....Bob Kinsman  
Program Director.....Gordon Shale  
Film Manager.....Don Harte-Maxwell  
Publicity Dir.....Don Alexander  
Chief Engineer.....Bert Crump

## CBLT—Toronto—1952

Channel: 6 VHF. AP: 53.5 Kw. VP: 99.5 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....354 Jarvis St.  
Tel.: WA 3-5461.....ABC-CBC-CBS-NBC  
Director.....Fergus Mutrie  
Asst. Director.....J. R. W. Graham  
Sales Mgr.....John Malloy  
Program Director.....Peter MacDonald  
Supervisor of Design.....Leonard Crainford  
Press and Information Rep.....W. C. Walls  
Film Mgr.....O. C. Wilson

## CFCJ-TV—Port Arthur—1954

Channel: 2 VHF. AP: 15 Kw. VP: 28 Kw.  
Owned By.....Thunder Bay Electronics Ltd.  
Business Address...87 N. Hill St., Box 1137  
Tel.: 4-2404.....CBC  
Station Representative...Weed; All-Canada  
President.....H. F. Dougall  
Gen., Sta. Mgr.....Ralph H. Parker

## CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

## CKNX—Wingham—1955

Channel: 8 VHF. AP: 100 Kw. VP: 160 Kw.  
Owned-Oper. By.....CKNX Ltd.  
Address.....Carling Terrace  
Tel.: 158.....CBC  
Station Rep.....All-Canada; Young Canadian  
Pres., Gen. Mgr.....W. T. Cruickshank  
Comm. Mgr., Pub. Dir.....C. R. Hamilton  
Program Director.....John Krug  
Promotion Director.....Helen Fleury  
Film Manager.....D. G. Hildebrand  
Chief Engineer.....Scott Reid

## CJIC-TV—Sault Ste. Marie—1954

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.....ABC-CBC-CBS-NBC  
Representatives.....All-Canada TV; Weed  
President.....Mrs. J. G. Hyland  
Gen., Sta. Mgr.....R. H. Ramsay  
Commercial Mgr., Prog. Dir.....E. W. Plouffe  
Promotion Director.....Paul Fockler  
Film Manager.....Beverly Gay  
Chief Engineer.....Dave Irwin

## Prince Edward Island

## CFCY-TV—Charlottetown—1956

Channel: 13 VHF. AP: 38.5 Kw. VP: 79 Kw.  
Owned-Oper. By...Island Radio Bcstg. Co., Ltd.  
Business Address.....85 Kent St.  
Tel.: 7347.....CBC  
Representatives.....All-Canada TV; Weed  
Sta., Comm., Film Mgr.....R. F. Large  
Traffic Manager.....E. P. Williams  
Promotion Mgr.....M. E. Large  
Tech. Supervisor.....J. G. Jay

## CKSO-TV—Sudbury—1952

Channel: 5 VHF. AP: 15 Kw. VP: 30 Kw.  
Owned By.....CKSO Radio, Ltd.  
Business Address.....336 Ash St.  
Tel.: OS 4-0711.....CBC  
Representatives.....Weed; All Canada TV  
President.....George M. Miller  
Gen., Sta. Mgr.....W. J. Woodill  
Comm. Mgr., Prom. Dir.....Ralph Connor  
Program Director.....Richard Madsen  
Film Manager.....Jim Boyd  
Chief Engineer.....Wally Robert

## Quebec

## CKRS-TV—Jonquiere—1955

Channel: 12 VHF. AP: 21 Kw. VP: 42 Kw.  
Owned-Oper. By...Radio Saguenay Limited  
Business Address.....P.O. Box 490  
Tel.: LI 2-4551.....CBC  
Sta. Rep.....Hardy; Hunt; Young Canadian  
President.....Henri Lepage  
Gen. Mgr., Prom. Dir.....Tom Burham  
Sta., Comm. Mgr.....Paul J. Audette  
Film Manager.....Eugene Michaud  
Chief Engineer.....Gerard Lemieux

## CFCL-TV—Timmins—1956

Channel: 6 VHF. AP: 9.2 Kw. VP: 18.5 Kw.  
Owned By.....J. Conrad Lavigne Enterprises  
Business Address...Box 620, Mont Sacre Coeur  
Tel.: 577.....CBC  
Station Representative...Mulvihill  
President.....J. Conrad Lavigne

## CANADIAN TV STATIONS

### CKBL-TV—Matane—1958

Channel: 9 VHF..AP: 95 Kw..VP: 160 Kw.  
 Owned By:.....Radiodiffusion de Matane Lte.  
 Business Address.....144 St. Jerome Ave.  
 Network Affiliation.....CBC  
 Sta. Rep.....Young Canadian Ltd.  
 Pres., Gen. Mgr.....Rene Lapointe  
 V.P., Comm. Mgr.....Octave Lapointe  
 Chief Engineer.....Yvan Fortier

### CBFT—Montreal—1952

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....Canadian Bcstg. Corp.  
 Business Address.....P.O. Box 6000  
 Tel.: UN 6-2571.....NBC  
 General Manager.....J. Alphonse Ouimet  
 Director.....Andre Ouimet  
 Program Director.....Fernand Guerard  
 Comm. Manager.....Maurice Valiquette  
 Film Mgr.....J. Lepailleur  
 Press & Information.....J. J. Trudeau  
 Chief Engineer.....Etienne Dubreuil

### CBMT—Montreal—1954

Channel: 6 VHF..AP: 26.2 Kw..VP: 43.8 Kw.  
 Owned By.....Canadian Bcstg. Corp.  
 Address.....1425 Dorchester St. W.  
 Tel.: UN 6-2571.....CBC  
 Television Director.....Andre Ouimet  
 Comm. Manager.....Maurice Valiquette  
 Prog. Director.....D. E. McGill  
 Press and Information.....J. J. Trudeau  
 Tech. Dir.....C. Frenette

### CFCM-TV—Quebec City—1957

Channel: 4 VHF..AP: 6.35 Kw..VP: 12.7 Kw.  
 Owned By.....Television De Quebec  
 Address.....200 Ave. St. Jean Bosco, Ste. Foy  
 Tel.: MURray 3-4985.....CBC  
 Sales Rep.....Weed; Hardy; Hunt  
 President.....Gaston Pratte  
 Gen. Mgr.....J. A. Pouliot  
 Oper. Dir., Sales Mgr.....Arthur P. Fitzgibbons  
 Program Manager.....Jacques Filteau  
 Prom., Pub. Dir.....Andrew N. McLellan  
 Film Manager.....Gerald Ross

### CKMI-TV—Quebec City—1957

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.....CBC  
 Station Rep.....Weed; Hardy; Hunt  
 President.....Gaston Pratte  
 General Manager.....Jean A. Pouliot  
 Oper. Dir., Sales Mgr.....Arthur P. Fitzgibbons  
 Program Director.....Gerald Taaffe  
 Prom., Pub. Dir.....Andrew N. McLellan  
 Film Manager.....Gerald Ross

### CJBR-TV—Rimouski—1954

Channel: 3 VHF..AP: 34.55 Kw..VP: 60.6 Kw.  
 Owned By.....Central Public Serv. Corp.

Address.....6 St. Jean St.  
 Tel.: RA 3-2217.....CBC  
 Sales Rep.....Stovin-Byles; Weed  
 President.....Jacques Brilliant  
 Gen. Sta. Manager.....Andre Lecomte  
 Commercial Mgr.....L. P. Cliche  
 Program, Film Mgr.....Francois Raymond  
 Promotion Dir.....Jean Chabot  
 Publicity Dir.....Harry A. Willsie

### CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF..AP: 25 Kw..VP: 50 Kw.  
 Owned.....Northern Radio-Radio Nord, Inc.  
 Business Address.....Box 70, Rouyn  
 Tel.: RO 2-7741.....CBC  
 Station Rep.....Weed; Trans-Ocean; Hunt  
 Pres., Gen. Mgr.....David A. Gourd  
 Comm., Prom. Mgr.....George A. Chartrand  
 Program Director.....B. Valiquette  
 Film Manager.....L. P. Langevin  
 Chief Engineer.....Jean-Guy Langevin

### CHLT-TV—Sherbrooke—1956

Channel: 7 VHF..AP: 312 Kw..VP: 312 Kw.  
 Owned-Oper. By.....La Tribune, Ltd.  
 Business Address.....221 Dufferin St.  
 Tel.: LO 9-2525.....CBC  
 Reps.....Hardy (Canada); Canadian Stations  
 Reps (N. Y.)  
 Newspaper Affil.....La Tribune  
 President.....Paul Desruisseaux  
 General Manager.....Alphee Gauthier  
 Sta., Comm. Mgr.....Jean-Louis Gauthier  
 Program Director.....Pierre Bruneau  
 Promotion Director.....Georges L'Ecuyer  
 Film Manager.....Guy Bachand  
 Chief Engineer.....Leo Guilbeau

### CKTM-TV—Three Rivers—1958

Channel: 13 VHF..AP: 1.5 Kw..VP: 3.7 Kw.  
 Owned By.....TV St. Maurice, Inc.  
 Address.....P.O. Box 277  
 Tel.: 4-3556.....CBC  
 Representative.....Weed  
 Pres., Gen. Mgr.....Henri Oudet  
 Prog. & Film Buyer.....Claude Blain  
 Chief Engineer.....Ernest Brunelle

## Saskatchewan

### CHAB-TV—Moose Jaw—1959

Channel: 4 VHF..AP: 100 Kw..VP: 53 Kw.  
 Owned By.....Radio Station CHAB, Ltd.  
 Address.....127 Main St., N.  
 Tel.: OX 2-6464.....CBC  
 President.....Jack Moffat  
 Commercial Mgr.....Joe Lawlor  
 Saion Mgr.....Sid Boyling  
 Program Dir.....Jay Leddy  
 Prom. Public Dir.....Terry McBurney

## CANADIAN TV STATIONS

### CKBI-TV—Prince Albert—1958

Channel: 5 VHF AP: 61 Kw. VP: 100 Kw.  
Owned.....Central Bcstg. Co.  
Address.....10th St. West  
Tel.: RO 3-7421.....CBC  
Representatives.....All Canada; Weed  
Pres., Gen. Mgr.....E. A. Rawlinson  
Commercial Mgr.....G. O. Johnson  
Prog. Dir., Film Mgr.....J. J. Cennon  
Promotion Dir.....Gerald Prest  
Chief Engineer.....Tom Van Nes

### CKCK-TV—Regina—1954

Channel: 2 VHF AP: 53.5 VP: 100 Kw.  
Owned By.....Transcanada  
Address.....Leader Post Building  
Tel.: LA 3-6671.....CBC  
Newspaper Affil.....Leader Post  
Sales Rep.....Weed, All-Canada TV  
President.....Clifford Sifton  
Gen., Sta. Mgr.....H. A. Crittenden  
Comm. Manager.....Lloyd Westmoreland  
Film Mgr.....Larry Glover  
Program Dir.....H. Van Wiebe  
Promotion Director.....William Rees  
Chief Engineer.....E. A. Strong

### CFQC-TV—Saskatoon—1954

Channel: 8 VHF AP: 154 Kw. VP: 325 K.  
Owned By.....A. A. Murphy & Sons Ltd.  
Address.....216 1st Ave. N.

Tel.: CH 2-6611.....ABC-CBS-NBC  
Sales Rep.....Adam Young TV Corp.; Oakes;  
President.....A. A. Murphy  
General Mgr.....G. Blair Nelson  
Operations Mgr.....Walter Romanow  
Sales Manager.....Will Klein  
Prom. Director.....Geff Jamieson  
Film Mgr.....Miss L. Semko  
Chief Engineer.....Lyn Hoskin

### CJFB-TV—Swift Current—1957

Channel: 5 VHF AP: 6.6 Kw. VP: 13.3 Kw.  
Owned.....Swift Current Telecasting Co. Ltd.  
Address.....825 Lehigh Ave.  
Tel.: PProspect 3-8364.....CBC  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....William D. Forst  
Sls. Mgr.....Walter S. Buffam  
Prog. Dir.....Julie Forst  
Chief Engineer.....George Merchant

### CKOS-TV—Yorkton—1958

Channel: 3 VHF AP: 2.5 Kw. VP: 5 Kw.  
Owned By.....Yorkton TV Co., Ltd.  
Address.....95 E. Broadway  
Tel.: 33-688.....CBC  
Sta. Rep.....Stovin-Byles Ltd.; Devney  
Pres., Prom. Mgr.....Norman Roebuck  
General Mgr.....Ronald Leigh Skinner  
Commercial Mgr.....Harold Olson  
Program Dir.....Kristin Olson  
Film Mgr.....Donald Campbell

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FOR ALPHABETICAL

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AM RADIO STATIONS

# FOREIGN TV STATIONS

Operating TV stations as of January 1, 1959  
(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. 9       |
| Melbourne      | HSV          | Herald-Sun Television, Ltd.                       | Ch. 7       |
| Melbourne      | ABV          | Australian Bestg. Commission                      | Ch. 2       |
| Sydney         | ATN          | Amalgamated TV Services                           | Ch. 7       |
| Sydney         | TEN          | Television Corp, Ltd                              | Ch. 9       |
| Sydney         | ABN          | Australian Bestg Commission                       | Ch. 2       |
| — AUSTRIA —    |              |                                                   |             |
| Graz           |              | Osterreichischer Rundfunk (Govt.)                 | Ch. E-7     |
| Kahlenberg     |              | Osterreichischer Rundfunk (Govt.)                 |             |
| Karnten        |              | Osterreichischer Rundfunk (Govt.)                 | Ch. E-10    |
| 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 Radiodiffusion (Govt.) | Ch. E-2     |
| Brussels       |              | Service Francaise Institut (French)               |             |
| Brussels       |              | Vlaamse Televisie (Flemish)                       |             |
| Liege          |              | Institut National Belge de Radiodiffusion (Govt.) | Ch. E-3     |
| Ruiselede      |              | Institut National Belge de Radiodiffusion (Govt.) | Ch. E-2     |
|                |              | (Dutch language)                                  |             |
| Waver          |              | Institut National Belge de Radiodiffusion (Govt.) | Ch. E-8     |
|                |              | (French language)                                 |             |
| Waver          |              | Institut National Belge de Radiodiffusion (Govt.) | Ch. E-10    |
|                |              | (Dutch language)                                  |             |
| — BERMUDA —    |              |                                                   |             |
| Hamilton       | ZBM-TV       | Bermuda Radio & Television Co., Ltd.              | Ch. 10      |
|                | ZBM-1        |                                                   |             |
|                | ZBM-2        | Bermuda Broadcasting Co. Ltd.                     |             |
| — 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 Difnsiora de Sao Paulo                      | Ch. 3       |
| Sao Paulo      | PRB9-TV      | Radio Record TV                                   | Ch. 7       |
| — COLOMBIA —   |              |                                                   |             |
| Bogota         | HJRN-TV      | Televisora Nacional (Govt.)                       | Ch. 8       |
| — BULGARIA —   |              |                                                   |             |
| Sofia          |              | Government                                        | Ch. R-III   |
| — COSTA RICA — |              |                                                   |             |
| San Jose       |              | Televisors de Costa Rica                          |             |
| — 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       |

# FOREIGN TV STATIONS

| Location               | Call Letters | Licensee or Grantee                         | Channel No.   |
|------------------------|--------------|---------------------------------------------|---------------|
| 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       | CMKH-TV      | Circuito CMQ                                | Ch. 2         |
| — CYPRUS —             |              |                                             |               |
| Nicosia                |              | Cyprus Bestg. Service (Govt.)               | Ch. E-2       |
| — CZECHOSLOVAKIA —     |              |                                             |               |
| Bratislava             |              | Ceskoslovensky Rozhlas (Govt.)              | Ch. R-III     |
| Karlovy Vary           |              | Ceskoslovensky Rozhlas (Govt.)              | Ch. R-9       |
| Ostrava                |              | Ceskoslovensky Rozhlas (Govt.)              | Ch. R-II      |
| Prague                 |              | Ceskoslovensky Rozhlas (Govt.)              | Ch. R-9       |
| — DENMARK —            |              |                                             |               |
| Aalborg                |              | Danish State Radio (Govt.)                  | Ch. E-5       |
| Aarhus                 |              | Danish State Radio (Govt.)                  | Ch. E-8       |
| Copenhagen             |              | Danish State Radio (Govt.)                  | Ch. E-1       |
| Holstebro              |              | Danish State Radio (Govt.)                  | Ch. E-10      |
| 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. 4         |
|                        | Radio Himn   | The President                               | Ch. 2         |
| — EL SALVADOR —        |              |                                             |               |
| San Salvador           | VSEB-TV      | Television Salvadorena                      | Ch. 6         |
| San Salvador           | VSCU-TV      |                                             |               |
| — FINLAND —            |              |                                             |               |
| Helsinki               |              | Institute of Technology                     | Ch. E-8       |
| Helsinki               |              | Finnish Broadcasting Corp.                  | Ch. E-6 & E-9 |
| Jabti                  |              | Finnish Bestg. Corp.                        | Ch. E-9       |
| Tampere                |              | Tampere TV Club                             |               |
| Turku                  |              | Turku TV Club                               |               |
| — FRANCE —             |              |                                             |               |
| Besancon               |              | Radiodiffusion Television Francaise         | Ch. F-5       |
| Bordeaux               |              | Radiodiffusion Television Francaise         | Ch. F-10      |
| Bourges                |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-9       |
| Caen                   |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-2       |
| Caunes-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-Fourviere         |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5       |
| Marseilles             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8       |
| Metz-Luttange          |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-6       |
| Mulhouse               |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8       |
| Nancy-Vandoeuvre       |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-7       |
| Nantes                 |              | Radiodiffusion Television Francaise         | Ch. F-1       |
| Paris                  |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-8A      |
| Pic Du Midi            |              | Radiodiffusion Television Francaise         | Ch. F-5       |
| Puy de Dume            |              | Radiodiffusion Television Francaise         | Ch. F-10      |
| Reims-Frigny           |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5       |
| Rennes                 |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5       |
| Rouen                  |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-10      |
| St. Etienne            |              | Radiodiffusion Television Francaise         | Ch. F-8       |
| Strasbourg             |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-5       |
| Toulon                 |              | Radiodiffusion Television Francaise (Govt.) | Ch. F-11      |
| — GERMANY (East) —     |              |                                             |               |
| Berlin                 |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-5       |
| Brocken                |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-6       |
| Chemnitz               |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. R-8       |
| Dresden                |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-10      |
| Heptenberg             |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-3       |
| Inselberg              |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-5       |
| Leipzig                |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-9       |
| Rostock                |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-8       |
| Schwerin               |              | Staatliches Rundfunk Komitee (Govt.)        | Ch. E-11      |
| — GERMANY (West) —     |              |                                             |               |
| Aalen                  |              | Sueddeutscher Rundfunk                      | Ch. E-8       |
| Baden-Baden            |              | Sudwestfunk                                 | Ch. E-7       |
| Berlin                 |              | Sender Freies Berlin                        | Ch. E-7       |
| Biedenkopf             |              | Hessischer Rundfunk                         | Ch. E-2       |
| Bonn                   |              | Westdeutscher Rundfunk                      | Ch. E-6       |

# FOREIGN TV STATIONS

| Location           | Call Letters | Licensee or Grantee                                        | Channel No. |
|--------------------|--------------|------------------------------------------------------------|-------------|
| Bremen             |              | Norddeutscher Rundfunk                                     | Ch. E-2     |
| Dillberg           |              | Bayerischer Rundfunk                                       | Ch. E-6     |
| Feldberg           |              | Sudwestfunk                                                | Ch. E-8     |
| Flensburg          |              | Norddeutscher Rundfunk                                     | Ch. E-4     |
| Frankfurt          |              | Hessischer Rundfunk                                        | Ch. E-8     |
| Freiburg           |              | Sudwestfunk                                                | Ch. E-7     |
| Grunten            |              | Bayerischer Rundfunk                                       | Ch. E-2     |
| Hamburg            |              | Norddeutscher Rundfunk                                     | Ch. E-9     |
| Hanover            |              | Norddeutscher Rundfunk                                     | Ch. E-8     |
| Harz               |              | Norddeutscher Rundfunk                                     | Ch. E-10    |
| Hoher Meissner     |              | Hessischer Rundfunk                                        | Ch. E-7     |
| Hornisgrunde       |              | Sudwestfunk                                                | Ch. E-9     |
| Kaiserslautern     |              | Sudwestfunk                                                | Ch. E-7     |
| Kiel               |              | Norddeutscher Rundfunk                                     | Ch. E-5     |
| Koblenz            |              | Sudwestfunk                                                | Ch. E-6     |
| Koln               |              | Westdeutscher Rundfunk                                     | Ch. E-11    |
| Kreuzberg-Rhon     |              | Bayerischer Rundfunk                                       | Ch. E-3     |
| Langenberg         |              | Westdeutscher Rundfunk                                     | Ch. E-9     |
| Marburg            |              | Hessischer Rundfunk                                        | Ch. E-11    |
| Passau             |              | Bayerischer Rundfunk                                       | Ch. E-7     |
| Ralehberg          |              | Sudwestfunk                                                | Ch. E-4     |
| Saarbrucken        |              | Telesaar                                                   | Ch. F-2     |
| Saarbruchen        |              | Telesaar                                                   | Ch. F-7     |
| Stuttgart          |              | Suddeutscher Rundfunk                                      | Ch. E-11    |
| Teutoberger Wald   |              | Westdeutscher Rundfunk                                     | Ch. E-11    |
| Trier              |              | Sudwestfunk                                                | Ch. E-5     |
| Weinbiet           |              | Sudwestfunk                                                | Ch. E-10    |
| Wendelstein        |              | Bayerischer Rundfunk                                       | Ch. E-10    |
| Wurzburg           |              | Bayerischer Rundfunk                                       | Ch. E-10    |
| Zweibrucken        |              | Sudwestfunk                                                | Ch. E-7     |
| — GUATEMALA —      |              |                                                            |             |
| Guatemala City     | TG-BOL       | Radio-TV Guatemala                                         | Ch. E-8     |
| Guatemala City     | TGW-TV       | Television Nacional de Guatemala                           | Ch. E-3     |
| — HONGKONG —       |              |                                                            |             |
| Hongkong           |              | Hongkong Ltd.—Redifusion                                   |             |
| — HONDURAS —       |              |                                                            |             |
| Tegucigalpa        | HRTG-TV      |                                                            |             |
| — HUNGARY —        |              |                                                            |             |
| Budapest           |              | Magyar Radio (Govt.)                                       | Ch. R-III   |
| — IRAN —           |              |                                                            |             |
| Telran             | TVI          | Habib Sabet                                                | Ch. 2       |
| — IRAQ —           |              |                                                            |             |
| Baghdad            |              | Minister of Interior                                       | Ch. E-8     |
| — ITALY —          |              |                                                            |             |
| Gambarie           |              | Radiotelevisione Italiana<br>(Government-granted monopoly) | Ch. D       |
| Martina Franca     |              | " " "                                                      | Ch. D       |
| Milano             |              | " " "                                                      | Ch. G       |
| Monte Argentario   |              | " " "                                                      | Ch. E       |
| Moute Caecia       |              | " " "                                                      | Ch. A       |
| Monte Cammarata    |              | " " "                                                      | Ch. A       |
| Monte Conero       |              | " " "                                                      | Ch. E       |
| Monte Frito        |              | " " "                                                      | Ch. B       |
| Moute Favone       |              | " " "                                                      | Ch. H       |
| Monte Lauro        |              | " " "                                                      | Ch. F       |
| Monte Limbara      |              | " " "                                                      | Ch. H       |
| Monte Nerone       |              | " " "                                                      | Ch. A       |
| Monte Peglia       |              | " " "                                                      | Ch. H       |
| Monte Pellegrino   |              | " " "                                                      | Ch. H       |
| Monte Penice       |              | " " "                                                      | Ch. B       |
| Monte Sambuco      |              | " " "                                                      | Ch. H       |
| Monte Scuro        |              | " " "                                                      | Ch. G       |
| Monte Serpeddi     |              | " " "                                                      | Ch. G       |
| Monte Serra        |              | " " "                                                      | Ch. D       |
| Monte Soro         |              | " " "                                                      | Ch. E       |
| Monte Venda        |              | " " "                                                      | Ch. D       |
| Monte Vergine      |              | " " "                                                      | Ch. D       |
| Fescara            |              | " " "                                                      | Ch. F       |
| Forlino            |              | " " "                                                      | Ch. H       |
| Funta Badde Urbara |              | " " "                                                      | Ch. D       |
| Roma               |              | " " "                                                      | Ch. G       |
| San Nicolao        |              | " " "                                                      | Ch. A       |
| Torino             |              | " " "                                                      | Ch. G       |
| Trieste            |              | " " "                                                      | Ch. G       |

# FOREIGN TV STATIONS

| Location          | Call Letters | Licensee or Grantee                         | Channel No. |
|-------------------|--------------|---------------------------------------------|-------------|
| — JAPAN —         |              |                                             |             |
| Fukuoka           | JOPR-TV      | Radio Kyosho Co.                            | Ch. J-1     |
| Fukuoka           | JOLK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-3     |
| Hakodate          | JOVK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-1     |
| Hiroshima         | JOPK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-3     |
| Kagoshima         | JOHG-TV      | Japan Broadcasting Corp.                    | Ch. J-3     |
| Kanazawa          | JOJK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-1     |
| Kogawa-Ken        |              | Radio Nishi-Nippon                          |             |
| Kokura            | JOSK-TV      | Japan Broadcasting Corp.                    | Ch. J-6     |
| Kumamoto          | JOGK-TV      | Japan Broadcasting Corp.                    | Ch. J-9     |
| Matsuyama         | JOZK-TV      | Japan Broadcasting Corp.                    | Ch. J-6     |
| Nagoya            | JOAR-TV      | Chubu Nippon Bestg. Corp.                   | Ch. J-5     |
| Nagoya            | JOCK-TV      | Bestg. Corp. of Japan (NHK)                 |             |
| New Osaka         |              | Mainichi Bestg. Osaka                       |             |
| Okayama           | JOKK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-5     |
| Okayama           | JOYR-TV      | Sanyo Bestg. Co.                            | Ch. J-11    |
| Osaka             | JOBK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-1     |
| Osaka             | JOBN-TV      | Osaka TV Bestg. Corp.                       | Ch. J-6     |
| Sapporo           | JOHR-TV      | Hokkaido Bestg. Co.                         | Ch. J-1     |
| Sapporo           | JOIK-TV      | Bestg. Corp. of Japan (NHK)                 | Ch. J-3     |
| Sendai            | JOHK-TV      | NHK                                         | Ch. J-3     |
| Shizuoka          | JOPK-TV      | Japan Broadcasting Corp.                    | Ch. J-5     |
| Takamatsu         | JOKE-TV      | Nishi-Nippon Bestg. Co.                     | Ch. J-9     |
| Tokyo             | JOAK-TV      | NHK                                         | Ch. J-3     |
| Tokyo             | JOAX-TV      | Nippon TV Network Corp.                     | Ch. J-1     |
| Tokyo             | JOKR-TV      | Radio Tokyo                                 | Ch. J-6     |
| Yahata-Shi        |              | T.V. Nishi-Nippon                           |             |
| — KOREA —         |              |                                             |             |
| Seoul             | HUKZ-TV      | Koread Corp.                                | Ch. 9       |
| — LUXEMBOURG —    |              |                                             |             |
| Luxembourg        |              | Compagnie Luxembourgeoise de Tele diffusion | Ch. E-7     |
| — MEXICO —        |              |                                             |             |
| Aguascalientes    |              | Telesistema Mexicano                        |             |
| Chihuahua         | VERA-TV      | Televisora de Chihuahua, S.A.               | Ch. 14      |
| Guadalajara       |              |                                             |             |
| Juarez            | NEJ-TV       | Television de la Frontera                   | Ch. 5       |
| Mexicali          | NEM-TV       | Televisora de Mexicali                      | Ch. 3       |
| Mexico City       | NEW-TV       | Televimex, S.A.                             | Ch. 2       |
| Mexico City       | XHGC-TV      | Television Gonzales, Camarena               | Ch. 5       |
| Mexico City       | XHTV         | Television de Mexico                        | Ch. 1       |
| Monterrey         | XHNL-TV      | Televisora del Norte                        | Ch. 10      |
| Paso de Cortes    | XEN-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           | XETV         | Radio Television                            | Ch. 6       |
| — MONACO —        |              |                                             |             |
| Monte Carlo       | TMC          | Tele Monte Carlo                            | Ch. E-10    |
| — NETHERLANDS —   |              |                                             |             |
| Bossum            |              | Nederlandse Televisie Stichting             |             |
| Goes              |              | Nederlandse Televisie Stichting             | Ch. E-7     |
| Lopik (Amsterdam) |              | Nederlandse Televisie Stichting             | Ch. E-1     |
| Mierlo            |              | Nederlandse Televisie Stichting             | Ch. E-5     |
| — NICARAGUA —     |              |                                             |             |
| Managua           | VSNA-TV      | Television de Nicaragua                     | Ch. 8       |
| — PHILIPPINES —   |              |                                             |             |
| Manila            | DZAQ-TV      | Bolinas Electronics Corp.                   | Ch. 3       |
| Manila            | DZMB         |                                             |             |
| — POLAND —        |              |                                             |             |
| Katowice          |              | Polskie Radio (Govt.)                       | Ch. R-6     |
| Lodz              |              | Polskie Radio (Govt.)                       | Ch. R-5     |
| Posnan            |              | Polskie Radio (Govt.)                       | Ch. R-6     |
| Warsaw            |              | Polskie Radio (Govt.)                       | Ch. R-11    |
| Wroclaw           |              |                                             |             |
| — PORTUGAL —      |              |                                             |             |
| Foia              |              | Radiotelevisao Portuguesa (Govt.-Private)   | Ch. E-5     |
| Lisbon            |              | Radiotelevisao Portuguesa (Govt.-Private)   | Ch. E-7     |
| Lousa             |              | Radiotelevisao Portuguesa (Govt.-Private)   | Ch. E-3     |
| Montejunto        |              | Radiotelevisao Portuguesa (Govt.-Private)   | Ch. E-6     |
| Porto             |              | Radiotelevisao Portuguesa (Govt.-Private)   | Ch. E-9     |



# FOREIGN TV STATIONS

| Location           | Call Letters      | Licensee or Grantee                                          | Channel No. |
|--------------------|-------------------|--------------------------------------------------------------|-------------|
| — RUMANIA —        |                   |                                                              |             |
| Bucharest          |                   | Radiodifuziunea Si Televiziunea Romina (Govt.)               | Ch. R-111   |
| — SAUDI ARABIA —   |                   |                                                              |             |
| Dhahran            | HZ--22-TV         | Arabian-American Oil Company                                 | Ch. 2       |
| — SPAIN —          |                   |                                                              |             |
| Madrid             |                   | Radio Nacional de Espana (Govt.)                             | Ch. E-3     |
| — SWEDEN —         |                   |                                                              |             |
| Gavle              |                   | A. B. Radiotjanst                                            | Ch. E-9     |
| Goteborg           |                   | A.B. Radiotjangst (Govt.)                                    | Ch. E-9     |
| Malmo              |                   | A.B. Radiotjangst (Govt.)                                    | Ch. E-10    |
| Norrkoping         | A.B. Radiotjangst | (Govt.)                                                      | Ch. E-5     |
| Stockholm          |                   | A.B. Radiotjangst (Govt.)                                    | Ch. E-4     |
| — SWITZERLAND —    |                   |                                                              |             |
| Basel              |                   | Swiss General Post Office                                    | Ch. E-10    |
| Bern               |                   | Swiss General Post Office                                    | Ch. E-2     |
| Geneva             |                   | Swiss General Post Office                                    | Ch. E-4     |
| Monte Ceneri       |                   | Swiss General Post Office                                    | Ch. E-5     |
| Santis             |                   | Swiss General Post Office                                    | Ch. E-7     |
| Sion (Valais)      |                   | Swiss General Post Office                                    | Ch. E-6     |
| Tramelan           |                   | Swiss General Post Office                                    | Ch. E-11    |
| Zurich             |                   | Swiss General Post Office                                    | Ch. E-3     |
| — THAILAND —       |                   |                                                              |             |
| Bangkok            | T TV              | Thai-Television Co.                                          | Ch. 4       |
| — TURKEY —         |                   |                                                              |             |
| Istanbul           |                   | Teknik Universite                                            | Ch. E-4     |
| — UNITED KINGDOM — |                   |                                                              |             |
| Aberdeen           |                   | British Bestg. Corp.—BBC<br>(Govt. operated, non-commercial) | Ch. B-4     |
| Belfast            |                   | BBC                                                          | Ch. B-1     |
| Birmingham         |                   | BBC                                                          | Ch. B-4     |
| Brighton           |                   | BBC                                                          | Ch. B-2     |
| Cardiff            |                   | BBC                                                          | Ch. B-5     |
| Carlisle           |                   | BBC                                                          | Ch. B-4     |
| Central Scotland   |                   | BBC                                                          | Ch. B-3     |
| Central Scotland   |                   | ITA                                                          | Ch. B-10    |
| Channel Isles      |                   | BBC                                                          | Ch. B-4     |
| Dover              |                   | BBC                                                          | Ch. B-2     |
| Folkestone         |                   | BBC                                                          | Ch. B-4     |
| Inverness          |                   | BBC                                                          | Ch. B-2     |
| Isle of Man        |                   | BBC                                                          | Ch. B-5     |
| Isle of Wight      |                   | BBC                                                          | Ch. B-3     |
| Isle of Wight      |                   | Independent Television Authority (ITA)                       | Ch. B-11    |
| Lanenshire         |                   | 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     |
| S. Wales & West    |                   | Independent Television Authority (ITA)                       | Ch. 10      |
| West Wales         |                   | BBC                                                          | Ch. B-3     |
| Yorkshire          |                   | ITA                                                          | Ch. B-10    |
| — URUGUAY —        |                   |                                                              |             |
| Montevideo         |                   | Sociedad Anonima Emisoras<br>de Television Y Anexos          | Ch. 10      |
| — USSR —           |                   |                                                              |             |
| Alma Ata           |                   | Government                                                   |             |
| Baku               |                   | Government                                                   |             |
| Barnaul            |                   | Government                                                   |             |

# FOREIGN TV STATIONS

| Location        | Call Letters | Licensee or Grantee         | Channel No. |
|-----------------|--------------|-----------------------------|-------------|
| Biisk           |              | Government                  |             |
| Blagoveschensk  |              | Government                  |             |
| Dniepropetrovsk |              | Government                  |             |
| Gorkiy          |              | Government                  |             |
| Irkutsk         |              | Government                  |             |
| Izhevsk         |              | Government                  |             |
| Kalinin         |              | Government                  |             |
| Kaliningrad     |              | Government                  |             |
| Kazan           |              | Government                  |             |
| Kemerovo        |              | Government                  |             |
| Khabarovsk      |              | Amateur                     |             |
| Kharkov         |              | Government                  | Ch. R-III   |
| Kiev            |              | Government                  | Ch. R-IV    |
| Kishinev        |              | Government                  |             |
| Kostroma        |              | Government                  |             |
| Krasnoyarsk     |              | Government                  |             |
| Kubyshev        |              | Government                  |             |
| Leningrad       |              | Government                  | Ch. R-III   |
| Madatou         |              | Government                  |             |
| Minsk           |              | Government                  |             |
| Moscow          |              | Government                  | Ch. R-II    |
| Moscow          |              | Government                  | Ch. R-IV    |
| Murmansk        |              | Government                  |             |
| Nalchik         |              | Government                  |             |
| Novosibirsk     |              | Government                  |             |
| Odessa          |              | Government                  | Ch. R-II    |
| Omsk            |              | Government                  |             |
| Pern            |              | Government                  |             |
| Raychikhinsk    |              | Government                  |             |
| Riga            |              | Government                  | Ch. R-III   |
| Rostov-on-Don   |              | Government                  |             |
| Saratov         |              | Government                  |             |
| Sevastopol      |              | Government                  |             |
| Stalino         |              | Government                  |             |
| Stalinogorsk    |              | Government                  |             |
| Sverdlovsk      |              | Government                  |             |
| Tallin          |              | Government                  | Ch. R-III   |
| Tashkent        |              | Government                  |             |
| Tbilisi         |              | Government                  |             |
| Tomsk           |              | Government                  |             |
| Ust Kamenogorsk |              | Government                  |             |
| Vatutino        |              | Government                  |             |
| Vilnius         |              | Government                  |             |
| Vinnitsa        |              | Government                  |             |
| Vladimir        |              | Government                  |             |
| Vladivostok     |              | Government                  |             |
| Vorkuta         |              | Government                  |             |
| Voronezh        |              | Government                  |             |
| Yaroslavl       |              | Government                  |             |
| Yerevan         |              | Government                  |             |
| — VENEZUELA —   |              |                             |             |
| Caracas         | YVKA-TV      | Televisora 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. 13      |
| Maracaibo       |              | Televisa Venezolana         | Ch. 9       |
| — YUGOSLAVIA —  |              |                             |             |
| Belgrade        | YZO          | Radiodifusion Jugoslave     | Ch. E-2     |
| Ljubljana       |              | Radio Ljubljana             | Ch. E-10    |
| Zagreb          | YZO-3        | Radio Televizija Zagreb     | Ch. E-9     |

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FOR BRITISH TV

PRODUCERS AND DISTRIBUTORS

# Television Stations and Sets Overseas

At the end of 1958 a total of 49 overseas countries had television, excluding the U.S., its territories, Canada and the U.S. Armed Forces TV stations abroad. Of the 49, 41 were Free World countries and the other eight were Communist Bloc countries. The number of overseas TV stations of all kinds, including TV centers, relay stations and experimental stations, rose from 447 to 739 during the year, an increase of 65 per cent: 617 of these stations were in the Free World of which 246 were new; 122 were in the Bloc of which 46 were new. Of the 246 new stations in the Free World, Western Europe had 196, the Far East 33, Latin America 14, and the Near East, South Asian and African areas had three.

The growth in the number of television receivers in use was also noteworthy. There was an increase of about 6,500,000 sets in 1958, compared with 5,000,000 in 1957, and 3,500,000 in 1956. The almost 23,000,000 sets that were in use at the end of the year also surpassed earlier estimates by about 3,000,000. Of the total number of sets, the Free World had a little more than 19,500,000, a gain of 5,500,000 over 1957, and the Communist Bloc accounted for somewhat less than 3,500,000, an increase of about a million.

| COUNTRIES            | STATIONS       |                 | RECEIVERS        |                   |
|----------------------|----------------|-----------------|------------------|-------------------|
| WESTERN EUROPE       |                |                 |                  |                   |
|                      | Oct. 1<br>1958 | Dec. 31<br>1958 | In Use<br>Oct. 1 | In Use<br>Dec. 31 |
| Austria .....        | 10             | 12              | 50,000           | 60,000            |
| Belgium .....        | 5              | 5               | 300,000          | 300,000           |
| Denmark .....        | 6              | 6               | 157,000          | 200,000           |
| Finland .....        | 6              | 8               | 8,000            | 10,000            |
| France .....         | 32             | 32              | 918,000          | 1,000,000         |
| West Germany .....   | 85             | 91              | 1,844,400        | 2,000,000         |
| Ireland* .....       | —              | —               | 30,000           | 30,000            |
| Italy .....          | 205            | 252             | 970,000          | 1,070,000         |
| Luxembourg .....     | 1              | 1               | 1,600            | 3,500             |
| Malta** .....        | —              | —               | —                | 4,000             |
| Monaco .....         | 1              | 1               | 10,000           | 11,000            |
| Netherlands .....    | 6              | 6               | 370,000          | 370,000           |
| Norway .....         | 1              | 1               | 1,000            | 1,000             |
| Portugal .....       | 5              | 5               | 15,000           | 20,000            |
| Spain .....          | 1              | 1               | 30,000           | 35,000            |
| Sweden .....         | 6              | 14              | 158,100          | 200,000           |
| Switzerland .....    | 7              | 7               | 45,000           | 48,200            |
| United Kingdom ..... | 26             | 27              | 9,313,800        | 9,313,800         |
| Yugoslavia .....     | 3              | 3               | 4,500            | 7,500             |
| TOTAL .....          | 406            | 472             | 14,226,400       | 14,684,000        |

\* These sets tune in to U.K. stations. There is no TV in Ireland.

\*\* These sets tune in to Italian stations. There is no TV in Malta.

# Television Stations and Sets Overseas

| COUNTRIES                | STATIONS              |                        | RECEIVERS                      |                                 |
|--------------------------|-----------------------|------------------------|--------------------------------|---------------------------------|
| LATIN AMERICA            |                       |                        |                                |                                 |
|                          | <i>Oct. 1</i><br>1958 | <i>Dec. 31</i><br>1958 | <i>In Use</i><br><i>Oct. 1</i> | <i>In Use</i><br><i>Dec. 31</i> |
| Argentina .....          | 1                     | 1                      | 200,000                        | 250,000                         |
| Brazil .....             | 7                     | 7                      | 700,000                        | 850,000                         |
| Colombia .....           | 9                     | 9                      | 140,000                        | 150,000                         |
| Cuba .....               | 23                    | 23                     | 315,000                        | 350,000                         |
| Dominican Republic ..... | 3                     | 3                      | 7,500                          | 7,500                           |
| Guatemala .....          | 2                     | 2                      | 20,000                         | 20,000                          |
| Mexico .....             | 13                    | 13                     | 400,000                        | 450,000                         |
| Nicaragua .....          | 1                     | 1                      | 2,000                          | 2,000                           |
| Panama .....             | —                     | —                      | 8,000                          | 8,000                           |
| Peru .....               | 1                     | 2                      | 200                            | 5,000                           |
| El Salvador .....        | 1                     | 2                      | 7,000                          | 7,000                           |
| Uruguay .....            | 1                     | 1                      | 8,000                          | 15,000                          |
| Venezuela .....          | 11                    | 11                     | 200,000                        | 200,000                         |
| TOTAL .....              | 73                    | 75                     | 2,007,700                      | 2,314,500                       |

| COUNTRIES                        | STATIONS              |                        | RECEIVERS                      |                                 |
|----------------------------------|-----------------------|------------------------|--------------------------------|---------------------------------|
| NEAR EAST, SOUTH ASIA AND AFRICA |                       |                        |                                |                                 |
|                                  | <i>Oct. 1</i><br>1958 | <i>Dec. 31</i><br>1958 | <i>In Use</i><br><i>Oct. 1</i> | <i>In Use</i><br><i>Dec. 31</i> |
| Algeria .....                    | 1                     | 2                      | 17,600                         | 20,000                          |
| Cyprus .....                     | 1                     | 1                      | 1,000                          | 1,000                           |
| India .....                      | 1                     | 1                      | 100                            | 100                             |
| Iran .....                       | 1                     | 1                      | 1,500                          | 1,500                           |
| Iraq .....                       | 1                     | 1                      | 6,000                          | 6,000                           |
| Kuwait .....                     | —                     | —                      | 600                            | 600                             |
| Morocco .....                    | 2*                    | 2*                     | 5,000                          | 5,000                           |
| Saudi Arabia .....               | 1                     | 1                      | 700                            | 1,000                           |
| Turkey .....                     | 1                     | 1                      | 500                            | 1,000                           |
| TOTAL .....                      | 9                     | 10                     | 33,000                         | 36,200                          |

\* Off the air.

(Continued on next page)

# Television Stations and Sets Overseas

(Continued from preceding page)

| COUNTRIES           | STATIONS |      | RECEIVERS |           |
|---------------------|----------|------|-----------|-----------|
|                     | FAR EAST |      |           |           |
| Australia .....     | 6        | 6    | 400,000   | 500,000   |
| Hong Kong .....     | (1)*     | (1)* | 2,500     | 2,500     |
| Japan .....         | 30       | 49   | 1,758,400 | 1,976,300 |
| Korea (South) ..... | 1        | 1    | 2,700     | 3,000     |
| Philippines .....   | 1        | 2    | 18,000    | 18,000    |
| Thailand .....      | 2        | 2    | 30,500    | 30,500    |
| TOTAL .....         | 40       | 60   | 2,212,100 | 2,530,300 |

## COMMUNIST BLOC

|                       | Oct. 1<br>1958 | Dec. 31<br>1958 | In Use<br>Oct. 1 | In Use<br>Dec. 31 |
|-----------------------|----------------|-----------------|------------------|-------------------|
| Bulgaria .....        | 1              | 1               | 500              | 500               |
| Czechoslovakia .....  | 6              | 7               | 287,700          | 315,000           |
| East Germany .....    | 10             | 11              | 250,000          | 274,000           |
| Hungary .....         | 1              | 1               | 10,000           | 12,000            |
| Poland .....          | 6              | 7               | 45,600           | 100,000           |
| Rumania .....         | 1              | 1               | 12,000           | 12,000            |
| USSR .....            | 84             | 91              | 2,500,000        | 2,600,000         |
| Communist China ..... | 2              | 3               | 200              | 200               |
| TOTAL .....           | 111            | 122             | 3,106,000        | 3,313,700         |

\* Closed circuit wired service; not counted in totals

# Stations and Receivers By Areas

October 1 - December 31, 1958

| AREAS                               | STATIONS       |                 | RECEIVERS        |                   |
|-------------------------------------|----------------|-----------------|------------------|-------------------|
|                                     | Oct. 1<br>1958 | Dec. 31<br>1958 | In Use<br>Oct. 1 | In Use<br>Dec. 31 |
| Western Europe*                     | 406            | 472             | 14,226,400       | 14,684,000        |
| Latin America                       | 73             | 75              | 2,007,700        | 2,314,500         |
| Near East, South Asia<br>and Africa | 9              | 10              | 33,000           | 36,200            |
| Far East                            | 40             | 60              | 2,212,100        | 2,530,300         |
| FREE WORLD TOTAL**                  | 528            | 617             | 18,479,200       | 19,565,000        |
| Communist Bloc                      | 111            | 122             | 3,106,000        | 3,313,700         |
| WORLD WIDE TOTAL**                  | 639            | 739             | 21,585,200       | 22,878,700        |

\* Includes Yugoslavia.

\*\* Except U.S., its territories, Canada and Armed Forces stations abroad.

# New Overseas Television Stations

October 1 - December 31, 1958

## WESTERN EUROPE

- Austria —Patscherkofel (Innsbruck)  
—Jauerling (Lower Austria)
- Finland —Turku  
—Kotka (test transmissions)
- West Germany —Six satellite stations went on the air
- Italy —Forty-seven satellite stations went on the air
- Sweden —Nassjo  
—Halmstad  
—Halsingborg  
—Skovde  
—Orebro  
—Linkoping  
—Motala  
—Karlstad
- United Kingdom —Folkestone (BBC)

## LATIN AMERICA

- Peru —Lima—  
Radio America TV
- El Salvador —San Salvador—  
YSU-TV

## NEAR EAST, SOUTH ASIA AND AFRICA

- Algeria —Oran

## FAR EAST

- Japan —Nineteen stations went on the air
- Philippines —Manila—Chronicle Broadcasting Network (DZXL-TV)

## COMMUNIST BLOC

- Czechoslovakia —As—Western Czechoslovakia (relay station)
- East Germany —Calau—Cottbus area (testing)
- Poland —An experimental station has been on the air for some time at Gdansk
- USSR —Penza Tv Center  
—Pyatigorsk TV Center  
—Zaporozhe TV Center  
—Chelyabinsk TV Center  
—Tyumen TV Center  
—Frunze TV Center (experimental)  
—Grodno Relay of Vilnyus
- Communist China—Harbin (experimental)

# NEW TV STATIONS EXPECTED ON THE AIR DURING 1959

| <u>City</u>                 | <u>Call Letters</u> | <u>Channel</u> | <u>City</u>          | <u>Call Letters</u> | <u>Channel</u> |
|-----------------------------|---------------------|----------------|----------------------|---------------------|----------------|
| <b>ALABAMA</b>              |                     |                | <b>KANSAS</b>        |                     |                |
| Birmingham                  | WBMG                | 42             | Goodland             | KBLR-TV             | 10             |
| Selma                       | WSLA                | 8              | Hays                 | KAYS-TV             | 7              |
| <b>CALIFORNIA</b>           |                     |                | <b>KENTUCKY</b>      |                     |                |
| Los Angeles                 | KBIC-TV             | 22             | Ashland              | WALN-TV             | 59             |
| Modesto                     | KTRB-TV             | 14             | Louisville           | WEZI                | 21             |
| Sacramento                  | KGMS-TV             | 40             | Louisville           | WQXL-TV             | 41             |
| San Diego                   | KEZY                | 27             | Newport              | WNOP-TV             | 74             |
| San Francisco               | KBAY-TV             | 20             | <b>LOUISIANA</b>     |                     |                |
| San Francisco               | KMTR                | 38             | New Orleans          | WCKG                | 26             |
| <b>COLORADO</b>             |                     |                | New Orleans          | WWEZ-TV             | 32             |
| Sterling                    | KHQL-TV             | 3              | <b>MAINE</b>         |                     |                |
| <b>CONNECTICUT</b>          |                     |                | Augusta              | WPTT                | 10             |
| New Haven                   | WELI-TV             | 59             | <b>MARYLAND</b>      |                     |                |
| New London                  | WNLC-TV             | 26             | Baltimore            | WITH-TV             | 72             |
| Stamford                    | WTSF                | 27             | Baltimore            | WTLF                | 18             |
| <b>DISTRICT OF COLUMBIA</b> |                     |                | <b>MASSACHUSETTS</b> |                     |                |
| Washington                  | WOOK-TV             | 14             | Boston               | WJDW                | 44             |
| <b>FLORIDA</b>              |                     |                | Boston               | WXEL                | 38             |
| Fort Pierce                 | WTVI                | 19             | Brockton             | WHEF-TV             | 62             |
| Miami                       | WMFL                | 33             | <b>MICHIGAN</b>      |                     |                |
| Orlando                     | WEAL-TV             | 18             | Cheboygan            | WDBG-TV             | 4              |
| <b>ILLINOIS</b>             |                     |                | Detroit              | WBID                | 50             |
| Champaign-Urbana            | WCHU                | 33             | Grand Rapids         | WMCN                | 23             |
| Chicago                     | WHFC-TV             | 26             | Lansing              | WTOM-TV             | 54             |
| Chicago                     | WIND-TV             | 20             | Port Huron           | WHLS-TV             | 34             |
| Chicago                     | WOPT                | 44             | Wakefield            | WJMS-TV             | 12             |
| Evanston                    | WTLE                | 32             | <b>MINNESOTA</b>     |                     |                |
| Peoria                      | WIRL-TV             | 8              | Hibbing              | WIRT                | 13             |
| Springfield                 | WMAY-TV             | 36             | International Falls  | KIFS                | 11             |
| <b>INDIANA</b>              |                     |                | Mankato              | KEYC-TV             | 12             |
| Anderson                    | WCBC-TV             | 26             |                      |                     |                |
| Hatfield                    | WVSJ-TV             | 9              |                      |                     |                |



# NEW TV STATIONS

| <i>City</i>           | <i>Call Letters</i> | <i>Channel</i> | <i>City</i>           | <i>Call Letters</i> | <i>Channel</i> |
|-----------------------|---------------------|----------------|-----------------------|---------------------|----------------|
| <b>MISSISSIPPI</b>    |                     |                | <b>OKLAHOMA</b>       |                     |                |
| Biloxi                | WVMI-TV             | 13             | Elk City              | KSWB                | 8              |
| Greenwood             | WABG-TV             | 6              | Tulsa                 | KSPG                | 17             |
| Laurel                | WTLM                | 7              | <b>OREGON</b>         |                     |                |
| <b>MONTANA</b>        |                     |                | Coos Bay              | KOOS-TV             | 16             |
| Butte                 | KOPR-TV             | 6              | Salem                 | KSLM-TV             | 3              |
| Great Falls           | KRTV                | 3              | <b>PENNSYLVANIA</b>   |                     |                |
| <b>NEBRASKA</b>       |                     |                | Allentown             | WQCY                | 39             |
| Alliance              | KALF                | 13             | Hazleton              | WAZL-TV             | 63             |
| North Platte          | KNOP                | 2              | Lancaster             | WLAN-TV             | 21             |
| <b>NEVADA</b>         |                     |                | Philadelphia          | WSES                | 29             |
| Reno                  | KAKJ                | 4              | Philadelphia          | WPHD                | 23             |
| <b>NEW HAMPSHIRE</b>  |                     |                | Pittsburgh            | WTVQ                | 17             |
| Kecene                | WKNE-TV             | 15             | Pittsburgh            | WXTV                | 33             |
| <b>NEW JERSEY</b>     |                     |                | Sunbury               | WKOK-TV             | 38             |
| Atlantic City         | WOCN                | 52             | WilliamSPORT          | WRAK-TV             | 36             |
| Camden                | WKDN-TV             | 17             | <b>SOUTH CAROLINA</b> |                     |                |
| <b>NEW MEXICO</b>     |                     |                | Camden                | WACA-TV             | 11             |
| Santa Fe              | KVIT                | 2              | <b>SOUTH DAKOTA</b>   |                     |                |
| <b>NEW YORK</b>       |                     |                | Deadwood              | KDSJ-TV             | 5              |
| Albany                | WPTR-TV             | 23             | Mitchell              | KORN-TV             | 5              |
| Buffalo-Niag. Falls   | WNYT-TV             | 29             | Sioux Falls           | KSOO-TV             | 13             |
| Rochester             | WCBF-TV             | 15             | <b>TENNESSEE</b>      |                     |                |
| Utica                 | WTMV                | 54             | Memphis               | WAMT                | 18             |
| <b>NORTH CAROLINA</b> |                     |                | <b>TEXAS</b>          |                     |                |
| Gastonia              | WTVX                | 48             | Brownwood             | KNBT-TV             | 19             |
| New Bern              | WNBE-TV             | 13             | Houston               | KXYZ-TV             | 29             |
| Wilmington            | WGNI-TV             | 3              | Nacogdoches           | KTES                | 19             |
| <b>OHIO</b>           |                     |                | Victoria              | KMVA-TV             | 19             |
| Canton                | WTLC                | 29             | <b>UTAH</b>           |                     |                |
| Cincinnati            | WQXN-TV             | 54             | Logan                 | KVNU-TV             | 12             |
| Cleveland             | WERE-TV             | 65             | Ogden                 | KVOG-TV             | 9              |
| Cleveland             | WHK-TV              | 19             | <b>VIRGINIA</b>       |                     |                |
| Elyria                | WEOL-TV             | 31             | Arlington             | WARL-TV             | 20             |
| Mansfield             | WTVG                | 36             | <b>WEST VIRGINIA</b>  |                     |                |
| Massillon             | WMAC-TV             | 23             | Wheeling              | WLTV                | 51             |
| Toledo                | WTOH-TV             | 79             | <b>WISCONSIN</b>      |                     |                |
| Youngstown            | WXTV                | 33             | Milwaukee             | WFOX-TV             | 31             |
| <b>OHIO</b>           |                     |                | <b>WYOMING</b>        |                     |                |
|                       |                     |                | Sheridan              | KTWX-TV             | 9              |

# Top 25 Network Brand Advertisers Estimated Expenditures By Quarters

## FOURTH QUARTER 1958

|                                       |             |                                       |           |
|---------------------------------------|-------------|---------------------------------------|-----------|
| Anacin Tablets .....                  | \$3,235,389 | Camel Cigarettes .....                | 1,357,918 |
| Viceroy Cigarettes .....              | 2,143,971   | Dodge Passenger Cars.....             | 1,330,923 |
| Chevrolet Passenger Cars .....        | 2,073,918   | Bayer Aspirin Tablets.....            | 1,330,117 |
| Bufferin .....                        | 1,898,989   | L & M Filter Tip Cigarettes.....      | 1,323,975 |
| Tide .....                            | 1,754,713   | Plymouth Passenger Cars.....          | 1,199,116 |
| Gillette Razors and Blades.....       | 1,754,118   | Old Gold Cigarettes .....             | 1,184,261 |
| Kent Cigarettes .....                 | 1,713,167   | Gleem Reg. & Aerosol Tooth Paste..... | 1,121,872 |
| Ford Passenger Cars.....              | 1,596,891   | Geritol .....                         | 1,038,882 |
| Dristan Tablets .....                 | 1,550,835   | Chesterfield Cigarettes .....         | 1,018,369 |
| Winston Cigarettes .....              | 1,500,281   | Salem Cigarettes .....                | 1,017,795 |
| Colgate Reg. & Aerosol Dental Cream.. | 1,413,935   | Cheer Detergent .....                 | 999,654   |
| Bulova Watches .....                  | 1,387,166   | Fab Detergent .....                   | 958,966   |
|                                       |             | Crest Tooth Paste.....                | 938,372   |

## THIRD QUARTER

|                                        |             |                                       |         |
|----------------------------------------|-------------|---------------------------------------|---------|
| Winston Cigarettes .....               | \$2,159,164 | Eastman Kodak Cameras.....            | 969,319 |
| Anacin Tablets .....                   | 2,110,869   | Prudential Insurance Co. of Amer..... | 921,939 |
| Chevrolet Passenger Cars .....         | 1,861,347   | Cheer Detergent .....                 | 916,085 |
| Tide .....                             | 1,622,940   | Bayer Aspirin Tablets.....            | 911,814 |
| Ford Passenger Cars.....               | 1,341,051   | Camel Cigarettes .....                | 898,490 |
| Viceroy Cigarettes .....               | 1,307,352   | Mercury Passenger Cars.....           | 853,260 |
| Salem Cigarettes .....                 | 1,307,181   | Dristan Tablets .....                 | 838,728 |
| Bufferin .....                         | 1,242,392   | Gillette Razors and Blades.....       | 837,093 |
| Dodge Passenger Cars.....              | 1,193,346   | Schlitz Beer .....                    | 832,332 |
| Kent Cigarettes .....                  | 1,169,395   | Pall Mall Cigarettes.....             | 813,678 |
| L & M Filter Tip Cigarettes.....       | 1,127,898   | Buick Passenger Cars.....             | 809,497 |
| Colgate Regular & Aerosol Dental Cream | 1,071,335   | Paper Mate Pens.....                  | 805,606 |
| Fab Detergent .....                    | 980,848     |                                       |         |

## SECOND QUARTER

|                                  |             |                                       |           |
|----------------------------------|-------------|---------------------------------------|-----------|
| Tide .....                       | \$2,162,490 | Wisk Liquid Detergent.....            | 1,064,532 |
| Winston Cigarettes .....         | 1,909,594   | Kent Cigarettes .....                 | 1,007,677 |
| Anacin .....                     | 1,888,292   | Gleem Tooth Paste.....                | 991,526   |
| Chevrolet Passenger Cars .....   | 1,803,162   | Geritol .....                         | 986,702   |
| Viceroy Cigarettes .....         | 1,628,189   | Cheer Detergent .....                 | 983,876   |
| Dodge Passenger Cars.....        | 1,569,738   | Oldsmobile Passenger Cars.....        | 952,590   |
| Ford Passenger Cars.....         | 1,540,234   | Prudential Insurance Co. of Amer..... | 949,199   |
| Camel Cigarettes .....           | 1,485,269   | Pall Mall Cigarettes.....             | 914,037   |
| Bufferin .....                   | 1,208,317   | Chesterfield Cigarettes .....         | 906,406   |
| L & M Filter Tip Cigarettes..... | 1,143,267   | Old Gold Cigarettes .....             | 857,535   |
| Plymouth Passenger Cars .....    | 1,111,128   | Bayer Aspirin .....                   | 844,294   |
| Fab Detergent .....              | 1,086,588   | Hit Parade Cigarettes.....            | 831,666   |
| Eastman Kodak Cameras.....       | 1,066,385   |                                       |           |

## FIRST QUARTER

|                                |             |                               |           |
|--------------------------------|-------------|-------------------------------|-----------|
| Tide .....                     | \$2,325,404 | Kent Cigarettes .....         | 1,058,175 |
| Ford Passenger Cars.....       | 2,152,418   | Fab .....                     | 1,036,916 |
| Anacin .....                   | 2,060,660   | Prudential Insurance .....    | 1,026,170 |
| Bufferin .....                 | 2,056,099   | Chesterfield Cigarettes ..... | 1,015,086 |
| Winston Cigarettes .....       | 1,820,088   | Cheer .....                   | 989,356   |
| Chevrolet Passenger Cars ..... | 1,669,850   | Camel Cigarettes .....        | 970,956   |
| Plymouth Passenger Cars.....   | 1,667,917   | Pall Mall Cigarettes.....     | 966,255   |
| Dodge Passenger Cars.....      | 1,619,153   | Geritol .....                 | 961,497   |
| Viceroy Cigarettes .....       | 1,351,992   | Hit Parade Cigarettes.....    | 906,880   |
| L & M Cigarettes .....         | 1,205,213   | Eastman Kodak Cameras.....    | 895,487   |
| Colgate Dental Cream.....      | 1,157,837   | Mercury Passenger Cars.....   | 888,381   |
| Wisk Liquid Detergent.....     | 1,112,979   | Bell Telephone System.....    | 858,387   |
| Gleem Tooth Paste.....         | 1,083,972   |                               |           |

LNA-BAR: Gross Time Costs Only.

# TOLL-TV FIRMS

## — ORGANIZATIONS AND MANUFACTURERS —

### ENTRON, INC.

4902 Lawrence St., Bladensburg, Md.  
APpleton 7-9585

H. M. Diambra.....President

### GIANTVIEW TV NETWORK

(Div. of Meilink Steel Co.)  
(Closed Circuit Programming)

110 Fourth Ave., New York, N. Y.  
MU 6-9242

Richard L. Colten.....Exec. in Charge

### INTERNATIONAL TELEMETER CORP.

(Subsidiary of Paramount Pictures Corp.)  
2000 Stoner Ave., Los Angeles 25, Cal.  
GRanite 8-7751

Paul Raibourn.....Chairman

Louis A. Novins.....President

### JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.  
BALdwin 6-3456

Milton J. Shapp.....President

Zalmon Garfield.....Asst. to President

### JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York  
CRele 5-4800

Phil Harling, Trueman Rembusch

Co-Chairmen

### SELECTIVISION INC.

5 Tudor City Place, New York 17, N. Y.  
OXford 7-9435

J. T. Hamilton.....President

### SKIATRON ELECTRONICS & TELEVISION CORP.

180 Varick St., New York 14, N. Y.  
WAtkins 4-7060

Arthur Lavey.....President

Frank V. Quigley.....Secy.-Treas.

### SKIATRON TV INC.

400 Park Ave., New York 5, N. Y.  
PLaza 3-5600

Matthew Fox.....President

### SPENCER-KENNEDY LABORATORIES INC.

1320 Soldiers Field Rd., Boston 35, Mass.  
ALgonquin 4-5400

George W. W. Brewster.....Chairman

Donald Spencer.....Pres., Treas.

### TECO INC.

231 S. LaSalle St., Chicago 4, Ill.  
FInancial 6-3499

S. I. Marks.....President

### TELEGLOBE PAY-TV SYSTEM INC.

15 E. 48th St., New York 17, N. Y.  
ELdorado 5-0010

Solomon Sagall.....President

### VIDEO INDEPENDENT THEATERS INC.

11 N. Lee Ave., Oklahoma City, Okla.  
REgent 9-0681

Henry S. Griffing.....President

### ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.  
BErksshire 7-7500

Hugh Robertson.....President

# COLOR EQUIPPED STATIONS

## U. S. A.

• As of February 1, 1959

### CBS-TV

| CITY                            | STATION | NETWORK     | LOCAL ORIGINATION |      |        |
|---------------------------------|---------|-------------|-------------------|------|--------|
|                                 |         | REBROADCAST | SLIDE             | FILM | STUDIO |
| <b>BASIC AFFILIATES</b>         |         |             |                   |      |        |
| Albany, N. Y.                   | WTEN-TV | •           | —                 | —    | —      |
| Atlanta, Ga.                    | WAGA-TV | •           | •                 | •    | —      |
| Baltimore, Md.                  | WMAR-TV | •           | •                 | •    | —      |
| Birmingham, Ala.                | WBRC-TV | •           | —                 | —    | —      |
| Boston, Mass.                   | WNAC-TV | •           | —                 | —    | —      |
| Buffalo, N. Y.                  | WBEN-TV | •           | •                 | •    | •      |
| Charleston-Huntington           | WHTN-TV | —           | —                 | —    | —      |
| Charlotte, N. C.                | WBTW    | •           | •                 | •    | •      |
| 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 | •           | —                 | —    | —      |
| Durham, N. C.                   | WTVD    | —           | —                 | —    | —      |
| Fresno, Calif.                  | KFRE-TV | •           | —                 | —    | —      |
| Greensboro-Winston-Salem, N. C. | WFMY-TV | •           | •                 | •    | —      |
| Hartford, Conn.                 | WTIC    | •           | —                 | —    | —      |
| Houston-Galveston, Texas        | KGUL-TV | •           | —                 | —    | —      |
| Indianapolis, Ind.              | WISH-TV | •           | —                 | —    | —      |
| Jacksonville, Fla.              | WMBR-TV | •           | —                 | —    | —      |
| Kalamazoo-Grand Rapids, Mich.   | WKZO-TV | •           | —                 | —    | —      |
| Kansas City, Mo.                | KOMO-TV | •           | —                 | —    | —      |
| Lansing, Mich.                  | WJIM-TV | •           | —                 | —    | —      |
| Los Angeles, Calif.             | KNXT    | •           | •                 | •    | •      |
| Louisville, Ky.                 | WHAS-TV | •           | —                 | —    | —      |
| Memphis, Tenn.                  | WREB-TV | •           | —                 | —    | —      |
| Miami, Fla.                     | WJTV    | •           | •                 | •    | •      |
| Milwaukee, Wis.                 | WXIX    | •           | —                 | —    | —      |
| 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.                     | WOW-TV  | •           | —                 | —    | —      |
| Philadelphia, Pa.               | WGAU-TV | •           | •                 | •    | —      |
| Pittsburgh, Pa.                 | KDKA-TV | •           | •                 | •    | —      |
| Portland, Ore.                  | KOIN-TV | •           | —                 | —    | —      |
| Providence, R. I.               | WPRO-TV | —           | —                 | —    | —      |
| Richmond, Va.                   | WRVA-TV | •           | •                 | •    | —      |
| Rochester, N. Y.                | WHEC-TV | •           | —                 | —    | —      |
| Rock Island, Ill.               | WVET-TV | •           | —                 | —    | —      |
| Sacramento, Calif.              | WHBF-TV | •           | —                 | —    | —      |
| St. Louis, Mo.                  | KBET-TV | •           | •                 | •    | —      |
| Salt Lake City, Utah            | KMOX-TV | •           | —                 | —    | —      |
| San Antonio, Texas              | KSL-TV  | •           | —                 | —    | —      |
| San Diego, Calif.               | KENS-TV | •           | —                 | —    | —      |
| San Francisco, Calif.           | KFMB-TV | •           | —                 | —    | —      |
|                                 | KPIX    | •           | —                 | —    | —      |

• Equipment in use.  
— No equipment.

# COLOR EQUIPPED STATIONS

| CITY                                | STATION | REBROADCAST |       | LOCAL ORIGINATION |        |
|-------------------------------------|---------|-------------|-------|-------------------|--------|
|                                     |         | NETWORK     | SLIDE | FILM              | STUDIO |
| Seattle-Tacoma, Wash.               | KIRO-TV | •           | ---   | ---               | ---    |
| Shreveport, La.                     | KSLA-TV | •           | ---   | ---               | ---    |
| Syracuse, N. Y.                     | WHEN-TV | •           | ---   | ---               | ---    |
| Tampa, Fla.                         | WTFT    | •           | •     | •                 | ---    |
| Toledo, Ohio                        | WTOL-TV | •           | ---   | ---               | ---    |
| Tulsa, Okla.                        | KOTV    | •           | ---   | ---               | ---    |
| Washington, D. C.                   | WTOP-TV | •           | •     | •                 | ---    |
| Wichita-Hutchinson, Kan.            | KTVH    | •           | ---   | ---               | ---    |
| <b>BASIC OPTIONAL</b>               |         |             |       |                   |        |
| Altoona, Pa.                        | WFBG-TV | •           | ---   | ---               | ---    |
| Augusta, Ga.                        | WRDW-TV | •           | ---   | ---               | ---    |
| Austin, Texas                       | KTBC-TV | •           | ---   | ---               | ---    |
| Bakersfield, Calif.                 | KBAB-TV | •           | ---   | ---               | ---    |
| Baton Rouge, La.                    | WAFB-TV | •           | ---   | ---               | ---    |
| Beaumont, Texas                     | KEDM-TV | •           | ---   | ---               | ---    |
| Binghamton, N. Y.                   | WNEP-TV | •           | ---   | ---               | ---    |
| Burlington, Vt.                     | WCAX-TV | •           | ---   | ---               | ---    |
| Cape Girardeau, Mo.                 | KFVS-TV | •           | ---   | ---               | ---    |
| Cedar Rapids, Iowa                  | WMP-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.                       | KDNL-TV | •           | ---   | ---               | ---    |
| El Paso, Texas                      | KROD-TV | •           | ---   | ---               | ---    |
| Erie, Pa.                           | WSEF-TV | •           | ---   | ---               | ---    |
| Evansville, Ind.                    | WEHP    | •           | ---   | ---               | ---    |
| Florence, S. C.                     | WETW    | •           | ---   | ---               | ---    |
| Fort Wayne, Ind.                    | WANE-TV | •           | ---   | ---               | ---    |
| Green Bay, Wis.                     | WBAY-TV | •           | ---   | ---               | ---    |
| Greenville, N. C.                   | WNCN    | •           | ---   | ---               | ---    |
| Harrisburg, Pa.                     | WHIP-TV | •           | ---   | ---               | ---    |
| Jackson, Miss.                      | WJTV    | •           | ---   | ---               | ---    |
| Johnson City, Tenn.                 | WJHL-TV | •           | ---   | ---               | ---    |
| Knoxville, Tenn.                    | WBRN-TV | •           | ---   | ---               | ---    |
| Lincoln, Neb.                       | ROLN-TV | •           | ---   | ---               | ---    |
| Little Rock-Pine Bluff, Ark.        | KTHV    | •           | ---   | ---               | ---    |
| Macon, Ga.                          | WMAZ-TV | •           | ---   | ---               | ---    |
| Madison, Wis.                       | WISC-TV | •           | •     | •                 | •      |
| Mobile, Ala.                        | WBRG-TV | •           | ---   | ---               | ---    |
| Montgomery, Ala.                    | WCOV-TV | •           | ---   | ---               | ---    |
| Orlando, Fla.                       | WDHO-TV | •           | ---   | ---               | ---    |
| Peoria, Ill.                        | WMBD-TV | •           | ---   | ---               | ---    |
| Phoenix, Ariz.                      | KOOL-TV | •           | ---   | ---               | ---    |
| Portland, Maine                     | WGAN-TV | •           | ---   | ---               | ---    |
| Roanoke, Va.                        | WDRJ-TV | •           | •     | •                 | ---    |
| Rockford, Ill.                      | WREX-TV | •           | ---   | ---               | •      |
| Seranton, Pa.                       | WDAU-TV | •           | ---   | ---               | ---    |
| Sioux City, Iowa                    | KFTV    | •           | ---   | ---               | ---    |
| Sioux Falls, S. D.                  | KELO-TV | •           | •     | •                 | ---    |
| South Bend, Ind.                    | WSBT    | •           | ---   | ---               | ---    |
| Spartanburg, S. C.                  | WSPA-TV | •           | ---   | ---               | ---    |
| Spokane, Wash.                      | KXLY-TV | •           | ---   | ---               | ---    |
| Springfield-Holyoke, Mass.          | WHYN-TV | •           | ---   | ---               | ---    |
| Springfield, Mo.                    | KPTS-TV | •           | ---   | ---               | ---    |
| Stevensville-Wheeling, Ohio         | WSTV-TV | •           | ---   | ---               | ---    |
| Terre Haute, Ind.                   | WTHT-TV | •           | ---   | ---               | ---    |
| Topeka, Kan.                        | WIBW-TV | •           | ---   | ---               | ---    |
| Youngstown, Ohio                    | WKBN-TV | •           | ---   | ---               | ---    |
| <b>SUPPLEMENTARY INTERCONNECTED</b> |         |             |       |                   |        |
| Albuquerque, N. M.                  | KGBM-TV | •           | ---   | ---               | ---    |
| Amarillo, Texas                     | KFDA-TV | •           | ---   | ---               | ---    |
| Anderson, S. C.                     | WAIM-TV | •           | ---   | ---               | ---    |
| Bangor, Me.                         | WLBZ-TV | •           | ---   | ---               | ---    |
| Boise, Ida.                         | KBOI-TV | •           | ---   | ---               | ---    |
| Cacillac, Mich.                     | WWTV    | •           | ---   | ---               | ---    |
| Cheyenne, Wyo.                      | KPBC-TV | •           | ---   | ---               | ---    |
| Chico, Calif.                       | KHSL-TV | •           | ---   | ---               | ---    |
| Clarksburg, W. Va.                  | WBOY-TV | •           | ---   | ---               | ---    |
| Colorado Springs, Colo.             | KRTV    | •           | ---   | ---               | ---    |
| Eureka, Calif.                      | KIEM-TV | •           | ---   | ---               | ---    |
| Fort Smith, Ark.                    | KNAC-TV | •           | ---   | ---               | ---    |
| Harlingen, Texas                    | KGBT-TV | •           | ---   | ---               | ---    |
| Idaho Falls, Ida.                   | KID-TV  | •           | ---   | ---               | ---    |

• Equipment in use.  
 --- No equipment.

(Continued on Next Page)

# COLOR EQUIPPED STATIONS

## SUPPLEMENTARY INTERCONNECTED (CONT.)

(Continued from Preceding Page)

| CITY                      | STATION | NETWORK     |       | LOCAL ORIGATION |        |
|---------------------------|---------|-------------|-------|-----------------|--------|
|                           |         | REBROADCAST | SLIDE | FILM            | STUDIO |
| Jefferson City, Mo.       | KRCG-TV | —           | —     | —               | —      |
| Johnstown, Pa.            | WARD-TV | —           | —     | —               | —      |
| Joplin, Mo.               | KODE-TV | ●           | —     | —               | —      |
| Kearney, Neb.             | KHOL-TV | ●           | —     | —               | —      |
| La Crosse, Wis.           | WKBT    | —           | —     | —               | —      |
| Lafayette, La.            | KLFY-TV | ●           | —     | —               | —      |
| Lancaster, Pa.            | WGAL-TV | ●           | ●     | ●               | —      |
| Lexington, Ky.            | WKYT    | —           | —     | —               | —      |
| Lubbock, Texas            | KDUB-TV | ●           | ●     | ●               | —      |
| Mason City, Iowa          | KGLO-TV | ●           | —     | —               | —      |
| Medford, Ore.             | KBES-TV | ●           | —     | —               | —      |
| Meridian, Miss.           | WTOK-TV | ●           | —     | —               | —      |
| Minot, N. D.              | KCJB-TV | ●           | ●     | ●               | —      |
| Monroe, La.               | KNOE-TV | ●           | —     | —               | —      |
| Odessa, Texas             | KOSA-TV | ●           | —     | —               | —      |
| Quincy-Hannibal, Mo.      | KHQA-TV | ●           | —     | —               | —      |
| Reno, Nevada              | KOLO-TV | ●           | —     | —               | —      |
| Saginaw, Mich.            | WKCN-TV | ●           | —     | —               | —      |
| St. Joseph, Mo.           | KFEQ-TV | ●           | —     | —               | —      |
| Salinas-Monterey, Calif.  | KSEW-TV | ●           | —     | —               | —      |
| San Angelo, Texas         | KTXL-TV | ●           | —     | —               | —      |
| Savannah, Ga.             | WFOC-TV | ●           | —     | —               | —      |
| Texarkana, Texas          | KCMC-TV | ●           | —     | —               | —      |
| Tucson, Ariz.             | KOLD-TV | —           | —     | —               | —      |
| Valley City, N. D.        | KXJB-TV | —           | ●     | ●               | —      |
| Waco, Texas               | KWTX-TV | ●           | —     | —               | —      |
| Watertown-Carthage, N. Y. | WCNY-TV | —           | —     | —               | —      |
| Wausau, Wis.              | WSAU-TV | —           | —     | —               | —      |
| Wichita Falls, Texas      | KSYD-TV | ●           | —     | —               | —      |
| Yakima, Wash.             | KIMA-TV | ●           | —     | —               | —      |

## SUPPLEMENTARY NON-INTERCONNECTED

|                    |         |   |   |   |   |
|--------------------|---------|---|---|---|---|
| Billings, Mont.    | KOOK-TV | — | — | — | — |
| Great Falls, Mont. | KFBB-TV | — | — | — | — |

## EXTENDED MARKET PLAN

|                           |         |   |   |   |   |
|---------------------------|---------|---|---|---|---|
| Agana, Guam               | KUAM-TV | — | — | — | — |
| Bellingham, Wash.         | KVOS-TV | — | — | — | — |
| Bryan, Tex.               | KBTX-TV | — | — | — | — |
| Carlsbad, N. M.           | KAVE-TV | — | — | — | — |
| Casper, Wyoming           | KSPR-TV | — | — | — | — |
| Clovis, N. M.             | KICA-TV | — | — | — | — |
| Columbus, Miss.           | WCBI-TV | — | — | — | — |
| Decatur, Ala.             | WMSL-TV | — | — | — | — |
| Dickinson, N. D.          | KDIX-TV | — | — | — | — |
| Dothan, Ala.              | WTVY    | — | — | — | — |
| Ephrata, Wash.            | KBAS-TV | ● | — | — | — |
| Florence, Ala.            | WOWL-TV | — | — | — | — |
| Fort Myers, Fla.          | WINK-TV | — | — | — | — |
| Glendive, Mont.           | KXCN-TV | — | — | — | — |
| Goodland, Kan.            | KWGB-TV | — | — | — | — |
| Grand Junction, Colo.     | KREX-TV | — | — | — | — |
| Jackson, Tenn.            | WDXI-TV | ● | — | — | — |
| Juneau, Alaska            | KINY-TV | — | — | — | — |
| Klamath Falls, Ore.       | KOTI-TV | — | — | — | — |
| Lafayette, Ind.           | WFAM-TV | ● | — | — | — |
| Lake Charles, La.         | KTAG-TV | — | — | — | — |
| Laredo, Texas             | KHAD-TV | — | — | — | — |
| Las Vegas, Nevada         | KLAS-TV | ● | — | — | — |
| Lewiston, Ida.            | KLEW-TV | ● | — | — | — |
| Marquette, Mich.          | WDMJ-TV | ● | — | — | — |
| Missoula, Mont.           | KMSO-TV | — | — | — | — |
| Ottumwa, Iowa             | KTVO    | ● | — | — | — |
| Panama City, Fla.         | WJDM-TV | — | — | — | — |
| Pasco, Wash.              | KEPR-TV | ● | — | — | — |
| Parkersburg, W. Va.       | WTAP    | — | — | — | — |
| Pembroke, Bermuda         | ZBM-TV  | — | — | — | — |
| Rapid City, S. D.         | KOTA-TV | ● | — | — | — |
| Riverton, N. Y.           | KWRB-TV | — | — | — | — |
| Salisbury, Md.            | WBBC-TV | — | — | — | — |
| San Luis Obispo, Calif.   | KVEC-TV | — | — | — | — |
| Twin Falls, Idaho         | KLIX-TV | — | — | — | — |
| Sweetwater-Abilene, Texas | KPAR-TV | ● | — | — | — |
| Williston, N. D.          | KUMV-TV | — | — | — | — |
| Yuma, Ariz.               | KIVA    | — | — | — | — |

● Equipment in use.  
— No equipment.

**COLOR EQUIPPED STATIONS** ~~~~~

**NBC-TV**

| CITY                                   | STATION | NETWORK     | LOCAL ORIGATION |      |        |
|----------------------------------------|---------|-------------|-----------------|------|--------|
|                                        |         | REBROADCAST | SLI/OE          | FILM | STUDIO |
| <b>INTERCONNECTED BASIC AFFILIATES</b> |         |             |                 |      |        |
| Atlanta, Ga.                           | WSB-TV  | •           | •               | •    | —      |
| Baltimore, Md.                         | WBAL-TV | •           | •               | •    | •      |
| Birmingham, Ala.                       | WAAT    | •           | •               | •    | —      |
| Boston, Mass.                          | WBZ-TV  | •           | •               | •    | —      |
| Buffalo, N. Y.                         | WBUF    | •           | —               | —    | —      |
| Chicago, Ill.                          | WNBQ    | •           | •               | •    | •      |
| Cincinnati, O.                         | WLW-TV  | •           | •               | •    | •      |
| Cleveland, O.                          | KYW-TV  | •           | —               | —    | —      |
| Columbus, O.                           | WLW-C   | •           | —               | —    | •      |
| Dayton, O.                             | WOC-TV  | •           | —               | —    | •      |
| Dayton, O.                             | WLW-D   | •           | —               | —    | •      |
| Denver, Colo.                          | KOA-TV  | •           | —               | —    | —      |
| Des Moines, Iowa                       | WHO-TV  | •           | •               | •    | —      |
| Detroit, Mich.                         | WWJ-TV  | •           | •               | •    | —      |
| Ft. Worth, Tex.                        | WBAP-TV | •           | •               | •    | •      |
| Fresno, Calif.                         | KMJ-TV  | •           | •               | •    | —      |
| Grand Rapids, Mich.                    | WOOD-TV | •           | —               | —    | —      |
| Hartford-New Britain                   | WNBC    | •           | —               | •    | —      |
| Houston, Tex.                          | KPRC-TV | •           | •               | •    | —      |
| Huntington-Charleston                  | WSAZ-TV | •           | •               | •    | •      |
| Indianapolis, Ind.                     | WFBI-TV | •           | •               | •    | •      |
| Jacksonville, Fla.                     | WFGA-TV | •           | •               | •    | •      |
| Johnstown, Pa.                         | WJAC-TV | •           | •               | •    | •      |
| Kansas City, Mo.                       | WDAF-TV | •           | •               | •    | —      |
| Lancaster-Harrisburg-York              | WGAL-TV | •           | •               | •    | •      |
| Los Angeles, Calif.                    | KRCA    | •           | •               | •    | •      |
| Louisville, Ky.                        | WAVE-TV | •           | —               | —    | —      |
| Memphis, Tenn.                         | WMCT    | •           | —               | —    | —      |
| 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 | •           | •               | •    | •      |
| Oklahoma City, Okla.                   | WKY-TV  | •           | •               | •    | •      |
| Omaha, Neb.                            | KMTV    | •           | •               | •    | •      |
| Philadelphia, Pa.                      | WRCV-TV | •           | •               | •    | •      |
| Pittsburgh, Pa.                        | WIK-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.                      | KFSJ-TV | •           | •               | •    | —      |
| San Francisco, Calif.                  | KRON-TV | •           | •               | •    | •      |
| Schenectady, N. Y.                     | WRGH    | •           | •               | •    | —      |
| 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  | •           | •               | •    | •      |
| Wichita, Kans.                         | KARD-TV | •           | •               | •    | •      |
| Wilkes-Barre-Scranton, Pa.             | WBRE-TV | •           | •               | •    | •      |
| Youngstown, O.                         | WFMY-TV | •           | —               | —    | —      |

• Equipment in use.  
 -- No equipment.  
 (S) Satellite station.



# COLOR EQUIPPED STATIONS

| CITY                                             | STATION | NETWORK<br>REBROADCAST | SLIDE | LOCAL ORIGINATION<br>FILM | STUDIO |
|--------------------------------------------------|---------|------------------------|-------|---------------------------|--------|
| <b>NBC-TV INTERCONNECTED OPTIONAL AFFILIATES</b> |         |                        |       |                           |        |
| Abilene, Tex.                                    | KRBC-TV | —                      | —     | —                         | —      |
| Albany, Ga.                                      | WALB-TV | ●                      | —     | —                         | —      |
| Albuquerque, N. M.                               | KOB-TV  | ●                      | —     | —                         | —      |
| Alexandria, La.                                  | KALB-TV | ●                      | —     | —                         | —      |
| Amarillo, Tex.                                   | KGNC-TV | ●                      | —     | —                         | —      |
| Ardmore, Okla.                                   | KVSO-TV | ●                      | —     | —                         | —      |
| Asheville, N. C.                                 | WISE-TV | —                      | —     | —                         | —      |
| Augusta, Ga.                                     | WJBF    | ●                      | —     | —                         | —      |
| Austin, Tex.                                     | KTBC-TV | ●                      | —     | —                         | —      |
| Bakersfield, Calif.                              | KERO-TV | ●                      | —     | —                         | —      |
| Bangor, Me.                                      | WABI-TV | ●                      | —     | —                         | —      |
| Presque Isle, Me. (S)                            | WAGM-TV | —                      | —     | —                         | —      |
| Baton Rouge, La.                                 | WBRZ    | ●                      | —     | —                         | —      |
| Beaumont-Port Arthur, Tex.                       | KPAC-TV | ●                      | —     | —                         | —      |
| Binghamton, N. Y.                                | WINR-TV | ●                      | —     | —                         | —      |
| Bismarck, N. D.                                  | KFYR-TV | ●                      | —     | —                         | —      |
| Bluefield, W. Va.                                | WHIS-TV | ●                      | —     | —                         | —      |
| Bristol, Va.                                     | WCYB-TV | ●                      | ●     | ●                         | —      |
| Johnson City, Tenn.                              |         | —                      | —     | —                         | —      |
| Casper, Wyo.                                     | KTWO-TV | ●                      | —     | —                         | —      |
| Champaign-Urbana, Ill.                           | WCLA    | ●                      | —     | —                         | —      |
| Charleston, S. C.                                | WUSN-TV | ●                      | —     | —                         | —      |
| Charlotte, N. C.                                 | WSOC-TV | ●                      | —     | —                         | —      |
| Chattanooga, Tenn.                               | WRGP-TV | ●                      | —     | —                         | —      |
| Cheyenne, Wyo.                                   | WFBC-TV | ●                      | —     | —                         | —      |
| Scotts Bluff, Neb. (S)                           | KSTF    | —                      | —     | —                         | —      |
| Clarksburg, W. Va.                               | WBOY-TV | ●                      | —     | —                         | —      |
| Colorado Springs, Colo.                          | KRDO-TV | —                      | —     | —                         | —      |
| Columbia, Mo.                                    | KOMU-TV | —                      | —     | —                         | —      |
| Columbia, S. C.                                  | WIS-TV  | ●                      | —     | —                         | —      |
| Columbus, Ga.                                    | WTVM    | —                      | —     | —                         | —      |
| Columbus, Miss.                                  | WCBI-TV | —                      | —     | —                         | —      |
| Corpus Christi, Tex.                             | KRIS-TV | ●                      | ●     | ●                         | —      |
| Daytona Beach, Orlando                           | WESH-TV | ●                      | —     | —                         | —      |
| Decatur, Ala.                                    | WMSL-TV | ●                      | —     | —                         | —      |
| Duluth-Superior                                  | WDSM-TV | ●                      | —     | —                         | —      |
| Eau Claire, Wisc.                                | WEAU-TV | ●                      | —     | —                         | —      |
| El Dorado, Ark.                                  | KRBB    | ●                      | —     | —                         | —      |
| El Paso, Tex.                                    | KTSM-TV | ●                      | —     | —                         | —      |
| Erie, Pa.                                        | WICU-TV | ●                      | —     | —                         | —      |
| Eugene, Ore.                                     | KVAL-TV | ●                      | —     | —                         | —      |
| Roseburg, Ore. (S)                               | KPIC-TV | —                      | —     | —                         | —      |
| Eureka, Calif.                                   | KLEB-TV | ●                      | —     | —                         | —      |
| Evansville, Ind.                                 | WTLE-TV | ●                      | —     | —                         | —      |
| Fargo, N. D.                                     | WDAY-TV | ●                      | —     | —                         | —      |
| Florence, Ala.                                   | WOWL-TV | ●                      | —     | —                         | —      |
| Fort Dodge, Iowa                                 | KQTV    | ●                      | —     | —                         | —      |
| Fort Smith, Ark.                                 | KFSA-TV | ●                      | —     | —                         | —      |
| Fort Wayne, Ind.                                 | WKJG-TV | ●                      | —     | —                         | —      |
| Great Bend, Kans.                                | KOKT-TV | ●                      | ●     | —                         | —      |
| Greenville-<br>Spartanburg, S. C.                | WFBC-TV | ●                      | —     | —                         | —      |
| Harrisburg, Ill.                                 | WSIL-TV | —                      | —     | —                         | —      |
| Harrisonburg, Va.                                | WSVA-TV | ●                      | —     | —                         | —      |
| Hastings-Kearney, Neb.                           | KHAS-TV | ●                      | —     | —                         | —      |
| Hattiesburg-Laurel, Miss.                        | WDAM-TV | ●                      | —     | —                         | —      |
| Idaho Falls, Ida.                                | KID-TV  | —                      | —     | —                         | —      |
| Jackson, Miss.                                   | WLBT    | ●                      | —     | —                         | —      |
| Knoxville, Tenn.                                 | WATE-TV | ●                      | —     | —                         | —      |
| La Crosse, Wisc.                                 | WKBT    | —                      | —     | —                         | —      |
| Lake Charles, La.                                | KPLC-TV | ●                      | —     | —                         | —      |
| Lansing, Mich.                                   | WJIM-TV | ●                      | ●     | ●                         | —      |
| Las Vegas-Henderson                              | KLBJ-TV | ●                      | —     | —                         | —      |
| Lexington, Ky.                                   | WLEX-TV | ●                      | —     | —                         | —      |
| Lima, O.                                         | WIMA-TV | ●                      | —     | —                         | —      |
| Little Rock, Ark.                                | KARK-TV | ●                      | —     | —                         | —      |
| Lubbock, Tex.                                    | KCBD-TV | ●                      | —     | —                         | —      |
| Macon, Ga.                                       | WMAZ-TV | ●                      | —     | —                         | —      |
| Madison, Wisc.                                   | WMTV    | ●                      | —     | —                         | —      |

● Equipment in use.  
 — No equipment.  
 (S) Satellite station.

# COLOR EQUIPPED STATIONS

| CITY                                              | STATION | NETWORK     |       | LOCAL ORIGINATION |   | STUDIO |
|---------------------------------------------------|---------|-------------|-------|-------------------|---|--------|
|                                                   |         | REBROADCAST | SLIDE | FILM              |   |        |
| NBC-TV INTERCONNECTED OPTIONAL AFFILIATES (CONT.) |         |             |       |                   |   |        |
| Marmette Green Bay, Wisc.                         | WMBV-TV | •           | —     | —                 | — | —      |
| Medford, Ore.                                     | KBES-TV | •           | —     | —                 | — | —      |
| Klamath Falls (S)                                 | KOTI-TV | •           | —     | —                 | — | —      |
| Meridian, Miss.                                   | WOPK-TV | •           | —     | —                 | — | —      |
| Midland-Odessa, Tex.                              | KMID-TV | •           | —     | —                 | — | —      |
| Minot, N. D.                                      | KMOT-TV | —           | —     | —                 | — | —      |
| Williston, N. D.                                  | KIMV-TV | —           | —     | —                 | — | —      |
| Mobile, Ala.                                      |         |             |       |                   |   |        |
| Pensacola Fla.                                    | WALA-TV | •           | •     | —                 | — | —      |
| Monroe, La.                                       | KNOE-TV | •           | —     | —                 | — | —      |
| Montgomery, Ala.                                  | WSFA-TV | •           | —     | —                 | — | —      |
| Muncie, Ind.                                      | WLBC-TV | •           | —     | —                 | — | —      |
| Norfolk, Va.                                      | WAVY-TV | —           | —     | —                 | — | —      |
| Norfolk, Va.                                      | WVEC-TV | —           | —     | —                 | — | —      |
| Ottumwa, Ia.-Kirksville, Mo.                      | KTVO    | •           | —     | —                 | — | —      |
| Paducah, Ky.                                      | WPSD-TV | •           | —     | —                 | — | —      |
| Palm Beach, Fla.                                  | WPTV    | •           | —     | —                 | — | —      |
| Packersburg, W. Va.                               | WTVP-TV | •           | —     | —                 | — | —      |
| Peoria, Ill.                                      | WEEK-TV | •           | —     | —                 | — | —      |
| LaSalle, Ill. (S)                                 | WEEQ-TV | —           | —     | —                 | — | —      |
| Phoenix-Mesa, Ariz.                               | KVAR    | •           | —     | —                 | — | —      |
| Pittsburg, Kans.-Joplin, Mo.                      | KOAM-TV | •           | —     | —                 | — | —      |
| Plattsburgh, N.Y.-                                |         |             |       |                   |   |        |
| Burlington, Vt.                                   | WPTZ    | •           | —     | —                 | — | —      |
| Portland, Me.                                     | WCSE-TV | •           | —     | —                 | — | —      |
| Pueblo, Colo.                                     | KCSJ-TV | •           | —     | —                 | — | —      |
| Quincy, Ill.-Hannibal, Mo.                        | WGEM-TV | •           | —     | —                 | — | —      |
| Raleigh-Durham, N. C.                             | WRAL-TV | •           | •     | •                 | — | —      |
| Redding, Calif.                                   | KVPT-TV | •           | —     | —                 | — | —      |
| Reno, Nev.                                        | KOLO-TV | •           | —     | —                 | — | —      |
| Roanoke, Va.                                      | WSLS-TV | •           | •     | •                 | — | —      |
| Rochester, Minn.                                  | KROC-TV | •           | —     | —                 | — | —      |
| Rockford, Ill.                                    | WTVO    | •           | —     | —                 | — | —      |
| Roswell, N. M.                                    | KSWS-TV | •           | —     | —                 | — | —      |
| Saginaw-Bay City, Mich.                           | WNEM-TV | •           | •     | •                 | — | —      |
| Salinas-Monterey, Calif.                          | KSRW-TV | •           | —     | —                 | — | —      |
| San Luis Obispo (S)                               | KSBY-TV | —           | —     | —                 | — | —      |
| Santa Barbara, Calif.                             | KBY-T   | •           | —     | —                 | — | —      |
| Savannah, Ga.                                     | WSAV-TV | •           | —     | —                 | — | —      |
| Shreveport, La.                                   | KTBS-TV | •           | —     | —                 | — | —      |
| Sioux City, Iowa                                  | KTIV    | •           | —     | —                 | — | —      |
| Sioux Falls, S. D.                                | KELO-TV | —           | •     | •                 | — | —      |
| Florence, S. D. (S)                               | KILO-TV | —           | —     | —                 | — | —      |
| Reliance, S. D. (S)                               | KPLO-TV | —           | —     | —                 | — | —      |
| South Bend-Elkhart, Ind.                          | WNDF-TV | •           | —     | —                 | — | —      |
| Spokane, Wash.                                    | KJHQ-TV | •           | •     | •                 | — | •      |
| Springfield, Ill.                                 | WICS    | •           | —     | —                 | — | —      |
| Springfield-Holyoke, Mass.                        | WWLP    | •           | •     | •                 | — | —      |
| Greenfield, Mass. (S)                             | WRLP    | •           | —     | —                 | — | —      |
| Springfield, Mo.                                  | KSTV    | •           | —     | —                 | — | —      |
| Tallahassee, Fla.-                                |         |             |       |                   |   |        |
| Thomasville, Ga.                                  | WCTV    | •           | —     | —                 | — | —      |
| Pemble-Waco, Tex.                                 | KCEM-TV | •           | —     | —                 | — | —      |
| Theson, Ariz.                                     | KVOA-TV | •           | —     | —                 | — | —      |
| Tyler, Tex.                                       | KLTV    | •           | —     | —                 | — | —      |
| Utica, N. Y.                                      | WKTV    | •           | —     | —                 | — | —      |
| Washington-Greenville, N. C.                      | WTPN-TV | •           | —     | —                 | — | —      |
| Waterloo-Cedar Rapids, Ia.                        | KWWL-TV | •           | —     | —                 | — | —      |
| Wausau, Wisc.                                     | WSAU-TV | •           | —     | —                 | — | —      |
| Weslaco, Tex.                                     | KRGV-TV | —           | —     | —                 | — | —      |
| Wheeling, W. Va.                                  | WTRF-TV | •           | —     | —                 | — | —      |
| Whita Falls, Tex.                                 | KFDX-TV | •           | •     | •                 | — | —      |
| Wilmington, N. C.                                 | WECT    | •           | —     | —                 | — | —      |
| Winston-Salem-                                    |         |             |       |                   |   |        |
| Greensboro, N. C.                                 | WSJS-TV | •           | —     | —                 | — | —      |
| Yakima, Wash.                                     | KDMA-TV | •           | —     | —                 | — | —      |
| Pasco, Wash. (S)                                  | KEPR-TV | —           | —     | —                 | — | —      |
| Leawiston, Wash. (S)                              | KLEW-TV | —           | —     | —                 | — | —      |
| Ephrata, Wash. (S)                                | KBAS-TV | •           | —     | —                 | — | —      |
| Yuma, Ariz.                                       | KIVA    | •           | —     | —                 | — | —      |
| Zanesville, Ohio                                  | WHIZ-TV | •           | —     | —                 | — | —      |

• Equipment in use.  
 — No equipment.  
 (S) Satellite station.

# 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.

|                    | <i>Channel<br/>No.</i> |
|--------------------|------------------------|
| <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-                    |
| Tuscaloosa .....   | 45, 51-                |
| Tuskegee .....     | 16-                    |
| University .....   | *74+                   |

|                 |                           |
|-----------------|---------------------------|
| <b>ALASKA</b>   |                           |
| 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                        |

|                   |             |
|-------------------|-------------|
| <b>ARIZONA</b>    |             |
| Ajo .....         | 19-         |
| Bisbee .....      | 54          |
| Casa Grande ..... | 18-         |
| Clifton .....     | 25-         |
| Coolidge .....    | 36+         |
| Douglas .....     | 3-, 35      |
| Eloy .....        | 24          |
| Flagstaff .....   | 9, 13       |
| Globe .....       | 34+         |
| Holbrook .....    | 14          |
| Kingman .....     | 6-          |
| Mesa .....        | 12-         |
| Miami .....       | 28+         |
| Morenci .....     | 31          |
| Nogales .....     | 16, 32, 44+ |

|                | <i>Channel<br/>No.</i> |
|----------------|------------------------|
| Phoenix .....  | 3+, 5-, *8+, 10-       |
| Prescott ..... | 15                     |
| Safford .....  | 21                     |
| Tucson .....   | 4-, *6+, 9-, 13-       |
| Williams ..... | 25                     |
| Winslow .....  | 16-                    |
| Yuma .....     | 11-, 13+, 22+, 60      |

## 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, 7-, 11+, 17-, 23+ |
| Magnolia .....     | 28+                       |
| Malvern .....      | 46                        |
| Morrilton .....    | 43-                       |
| Newport .....      | 28                        |
| Paragould .....    | 58-                       |
| Pine Bluff .....   | 36                        |
| Russellville ..... | 19                        |
| Searcy .....       | 33                        |
| Springdale .....   | 35-                       |
| Stuttgart .....    | 14+                       |

## CALIFORNIA

|                             |                                              |
|-----------------------------|----------------------------------------------|
| Alturas .....               | 9                                            |
| Bakersfield .....           | 10-, 17, 29, 39+                             |
| Bishop .....                | 19                                           |
| Brawley .....               | 16                                           |
| Chico .....                 | 12-                                          |
| Corona .....                | 52                                           |
| Delano .....                | 37+                                          |
| El Centro .....             | .26-, 48                                     |
| 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 .....                | 59                                           |
| Merced .....                | 34-, 66                                      |
| Modesto .....               | 14+, 58                                      |
| Monterey. (See Salinas.)    |                                              |
| Napa .....                  | 62                                           |
| Oakland. (See Francisco.)   |                                              |
| Oxnard .....                | 32                                           |
| Palm Springs .....          | 19+                                          |
| 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+, 27, 39, 51                     |
| 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                                  |

# FCC CHANNEL ALLOCATIONS

|             | Channel<br>No.   |
|-------------|------------------|
| Santa Cruz  | 56               |
| Santa Maria | 44               |
| Santa Paula | 16+              |
| Santa Rosa  | 50               |
| Stockton    | 13+, 36, *42, 64 |
| Tulare      | 27+              |
| Ukiah       | 18               |
| Visalia     | 43, 49           |
| Watsonville | 22-              |
| Yreka City  | 19               |
| Yuba City   | 52-              |

## COLORADO

|                  |                            |
|------------------|----------------------------|
| Alamosa          | 3-, 19+                    |
| Boulder          | *12, 22+                   |
| Canon City       | 36                         |
| Colorado Springs | 11, 13, *17+, 23+          |
| Craig            | 19                         |
| Delta            | 24                         |
| Denver           | 2, 4-, *6-, 7, 9-, 20, 26+ |
| Durango          | 6+, 15                     |
| Fort Collins     | 44+                        |
| Fort Morgan      | 15+                        |
| Grand Junction   | 5-, 21+                    |
| Greeley          | 50                         |
| La Junta         | 24                         |
| Lamar            | 12-, 18-                   |
| Leadville        | 14+                        |
| Longmont         | 32                         |
| Loveland         | 38                         |
| Montrose         | 10+, 18                    |
| Pueblo           | 5, *8, 28+, 34-            |
| Salida           | 25                         |
| Sterling         | 3, 25-                     |
| Trinidad         | 21-                        |
| Walsenburg       | 30-                        |

## CONNECTICUT

|                          |               |
|--------------------------|---------------|
| Bridgeport               | 43-, 49-, *71 |
| Hartford                 | 3+, 18-, *24  |
| Meriden                  | 65-           |
| New Britain              | 30+           |
| New Haven                | 8+, 59+       |
| New London               | 26+, 81       |
| Norwalk. (See Stamford.) |               |
| Norwich                  | 57+, *63-     |
| Stamford-Norwalk         | 27            |
| Waterbury                | 53            |

## DELAWARE

|            |              |
|------------|--------------|
| Dover      | 40           |
| Wilmington | 12, *59-, 83 |

## DISTRICT OF COLUMBIA

|            |                                       |
|------------|---------------------------------------|
| Washington | 4-, 5-, 7+,<br>9, 14-, 20+, *26-, 50- |
|------------|---------------------------------------|

## FLORIDA

|                 |                             |
|-----------------|-----------------------------|
| Belle Glade     | 27+                         |
| Bradenton       | 28-                         |
| Clearwater      | 32+                         |
| Daytona Beach   | 2-, 50                      |
| De Land         | 44+                         |
| Fort Lauderdale | 17-, 39                     |
| Fort Myers      | 11+                         |
| Fort Pierce     | 19                          |
| Gainesville     | *5-, 20+                    |
| Jacksonville    | 4+, *7, 12-, 30+, 36-       |
| Key West        | 14+, 20                     |
| Lake City       | 33+                         |
| Lakeland        | 16+, 22+                    |
| Lake Wales      | 14                          |
| Leesburg        | 26-                         |
| Marianna        | 17+                         |
| Melbourne       | 37                          |
| Miami           | *2, 4, 6, 7-, 10+, 23-, 33- |
| Ocala           | 15+                         |
| Orlando         | 6-, 9, 18, *24+, 47         |
| Palatka         | 17                          |
| Panama City     | 7+, 13, *30, 36+            |
| Pensacola       | 3-, 15-, *21, 46            |

|                              | Channel<br>No.       |
|------------------------------|----------------------|
| Quincy                       | 54+                  |
| St. Augustine                | 25+                  |
| St. Petersburg. (See Tampa.) |                      |
| Sanford                      | 35+                  |
| Sarasota                     | 34+                  |
| Tallahassee                  | *11-, 24, 51         |
| Tampa-St. Petersburg         | *3, 8-, 10-, 13-, 38 |
| West Palm Beach              | 5, 12, *15, 21+      |

## GEORGIA

|               |                     |
|---------------|---------------------|
| Albany        | 10, 25              |
| Americus      | 31                  |
| Athens        | *8, 60-             |
| Atlanta       | 2, 5-, 11+, *30, 36 |
| Augusta       | 6+, 12+             |
| Bainbridge    | 35-                 |
| Brunswick     | 28+, 34-            |
| Cairo         | 45+                 |
| Carrollton    | 33                  |
| Cartersville  | 63-                 |
| Cedartown     | 53-                 |
| Columbus      | 4, 28, *34          |
| Cordele       | 43                  |
| Dalton        | 25+                 |
| Douglas       | 32-                 |
| Dublin        | 15                  |
| Elberton      | 24+                 |
| Fitzgerald    | 53+                 |
| Fort Valley   | 18+                 |
| Gainesville   | 52                  |
| Griffin       | 39+                 |
| La Grange     | 50                  |
| Macon         | 13+, *41+, 47+      |
| Marietta      | 57+                 |
| Milledgeville | 51+                 |
| Moultrie      | 48-                 |
| Newnan        | 61+                 |
| Rome          | 59                  |
| Savannah      | 3+, *9-, 11         |
| Statesboro    | 22                  |
| Swainsboro    | 20-                 |
| Thomasville   | 6, 27               |
| Tifton        | 14-                 |
| Toccoa        | 35                  |
| Valdosta      | 37+                 |
| Vidalia       | 26                  |
| Waycross      | 8+, 16              |

## IDAHO

|             |           |
|-------------|-----------|
| Blackfoot   | 33        |
| Boise       | 2, *4+, 7 |
| Burley      | 15-       |
| Caldwell    | 9-        |
| Emmett      | 26-       |
| Gooding     | 23        |
| Idaho Falls | 3, 8+     |
| Jerome      | 17        |
| Kellogg     | 33-       |
| Lewiston    | 3-        |
| Moscow      | 12-, *15  |
| Nampa       | 6, 12+    |
| Payette     | 14+       |
| Pocatello   | 6-, 10    |
| Preston     | 41        |
| Rexburg     | 27+       |
| Rupert      | 21-       |
| Sandpoint   | 23        |
| Twin Falls  | 11, 13    |
| Wallace     | 27-       |
| Weiser      | 20-       |

## ILLINOIS

|                  |                                       |
|------------------|---------------------------------------|
| Alton            | 48                                    |
| Aurora           | 75                                    |
| Belleville       | 54+                                   |
| Bloomington      | 15-                                   |
| Cairo            | 24-                                   |
| Carbondale       | *8, 34, 61-                           |
| Centralia        | 32+, 59+                              |
| Champaign-Urbana | 3+, *12-, 21, 27, 33                  |
| Chicago          | 2-, 5, 7, 9+, *11, 20, 26, 32, 38, 44 |
| Danville         | 24                                    |
| Decatur          | 17, 23+                               |
| DeKalb           | *67                                   |

# FCC CHANNEL ALLOCATIONS

|                                     | Channel<br>No.         |
|-------------------------------------|------------------------|
| Dixon                               | 47+                    |
| Elgin                               | 83                     |
| Freeport                            | 23                     |
| Galesburg                           | 77                     |
| Harrisburg                          | 3, 22                  |
| Jacksonville                        | 49-                    |
| Joliet                              | 48+                    |
| Kankakee                            | 14                     |
| Kewanee                             | 60-                    |
| La Salle                            | 35                     |
| Lincoln                             | 53+                    |
| Macomb                              | 61+                    |
| Marion                              | 40                     |
| Mattoon                             | 46-                    |
| Moline. (See Davenport, Iowa.)      |                        |
| Mt. Vernon                          | 38-                    |
| Olney                               | 16                     |
| Pekin                               | 69                     |
| Peoria                              | 19, 25+, 31+, *37-, 43 |
| Quincy                              | 10, 21                 |
| Rockford                            | 13+, 39+, *45          |
| Rock Island. (See Davenport, Iowa.) |                        |
| Springfield                         | 20+, 26-, 36-, *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+                      |
| Elkhart (see South Bend) |                          |
| Evansville               | 7, *9+, 14-, 50-         |
| Fort Wayne               | 15+, 21+, *27+, 33-, 69  |
| Gary                     | 50, *66                  |
| Hammond                  | 56-                      |
| Indianapolis             | 6, 8-, 13-, *20-, 39, 67 |
| Jasper                   | 19                       |
| Kokomo                   | 29+                      |
| Lafayette                | 18, *47, 59              |
| Lebanon                  | 79+                      |
| Logansport               | 51                       |
| Madison                  | 25-                      |
| Marion                   | 31                       |
| Michigan City            | 62+                      |
| Muncie                   | 49, 55+, *71             |
| Plymouth                 | 34                       |
| Princeton                | 52+                      |
| Richmond                 | 32-                      |
| Shelbyville              | 58+                      |
| South Bend-Elkhart       | 16, 22, 28+, *52         |
| Tell City                | 78                       |
| Terre Haute              | 2+, 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+, 8, *30+, 42-, 68 |
| 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-                |

|              | Channel<br>No.     |
|--------------|--------------------|
| Keokuk       | 44-                |
| Knoxville    | 33-                |
| Marshalltown | 49                 |
| Mason City   | 3+, 35-            |
| Muscatine    | 58                 |
| Newton       | 65+                |
| Oelwein      | 28                 |
| Oskaloosa    | 52+                |
| Ottumwa      | 15+, 63            |
| Red Oak      | 32+                |
| Shenandoah   | 20+                |
| Sioux City   | 4-, 9, *30, 36-    |
| Spencer      | 42+                |
| Storm Lake   | 34-                |
| Waterloo     | 7+, 16-, *22-, 46+ |
| Webster City | 27                 |

## KANSAS

|               |                    |
|---------------|--------------------|
| Abilene       | 31+                |
| Arkansas City | 49                 |
| Atchison      | 60+                |
| Chanute       | 50-                |
| Coffeyville   | 33-                |
| Colby         | 22-                |
| Concordia     | 47-                |
| Dodge City    | 6+, 23             |
| El Dorado     | 55+                |
| Emporia       | 39-                |
| Fort Scott    | 27                 |
| Garden City   | 9, 11+             |
| Goodland      | 10, 31             |
| Great Bend    | 2, 28              |
| 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      | 56-, 62                     |
| Paducah        | 6+, 43, 72                  |
| Pikeville      | 14-                         |
| Princeton      | 45-                         |
| Richmond       | 60                          |
| Somerset       | 29-                         |
| Winchester     | 37+                         |

# FCC CHANNEL ALLOCATIONS

|                            | Channel<br>No.               |                              | Channel<br>No.               |
|----------------------------|------------------------------|------------------------------|------------------------------|
| <b>LOUISIANA</b>           |                              |                              |                              |
| Abbeville                  | 27                           | Ann Arbor                    | 20+                          |
| Alexandria                 | 5, 62+                       | Bad Axe                      | 46-                          |
| Bastrop                    | 53                           | Battle Creek                 | 58                           |
| Baton Rouge                | 2, 18-, 28, *34              | Bay City                     | 5-, 63-, *73+                |
| Bogalusa                   | 69, 78                       | Benton Harbor                | 40+                          |
| Crowley                    | 76                           | Big Rapids                   | 39                           |
| De Ridder                  | 70                           | Cadillac                     | 13-, 45                      |
| Eunice                     | 64                           | Calumet                      | 5                            |
| Franklin                   | 46+                          | Cheboyan                     | 4+, 36+                      |
| Hammond                    | 57                           | Chodwater                    | 24-                          |
| Houma                      | 11, 30                       | Detroit                      | 2, 4, 7-, 50-, *56           |
| Jackson                    | 49                           | East Lansing                 | 60+                          |
| Jennings                   | 48                           | East Tawas                   | 25-                          |
| Lafayette                  | 10, 38-                      | Escanaba                     | 3+, *49                      |
| Lafayette-Lake Charles     | 3                            | Flint                        | 12-, 16-, *22-               |
| Lake Charles               | 7-, *14, 25, 60+             | Gladstone                    | 40-                          |
| Minden                     | 30                           | Grand Rapids                 | 8+, *17+                     |
| Monroe                     | 8+, *13, 43+                 | Houghton                     | 19, *25                      |
| Morgan City                | 36                           | Iron Mountain                | 8-, 27                       |
| Natchitoches               | 17                           | Iron River                   | 33-                          |
| New Iberia                 | 15+                          | Ironwood                     | 12+, 31-                     |
| New Orleans                | 4+, 6+, *8, 12, 20-, 26, 32+ | Jackson                      | 48                           |
| Oakdale                    | 54+                          | Kalamazoo                    | 3-, *74, 46                  |
| Opelousas                  | 58                           | Lansing                      | 6-, 54                       |
| Ruston                     | 20                           | Ludington                    | 33                           |
| Shreveport                 | 3-, 12                       | Manistee                     | 15-                          |
| Thibodaux                  | 24                           | Manistique                   | 14+                          |
| Winnfield                  | 22-                          | Marquette                    | 6-, 13+, 17, *35             |
| <b>MAINE</b>               |                              |                              |                              |
| Auburn                     | 23                           | Midland                      | 19+                          |
| Augusta                    | 10-, 29+                     | Mount Pleasant               | 47-                          |
| Bangor                     | 2-, 5+, *16                  | Muskegon                     | 29-, 35+                     |
| Bar Harbor                 | 22                           | Parma-Onondago               | 10                           |
| Bath                       | 65                           | Petoskey                     | 31                           |
| Belfast                    | 41                           | Pontiac                      | 44+                          |
| Biddeford                  | 59                           | Port Huron                   | 34+                          |
| Calais                     | 7-, 20                       | Rogers City                  | 24                           |
| Dover-Foxcroft             | 18+                          | Saginaw                      | 51-, 57-                     |
| Fort Kent                  | 17+                          | Sault Ste. Marie             | 8, 10+, 28-, *34             |
| Foxcroft (See Dover)       |                              | Traverse City                | 7+, 20-, *26+                |
| Houlton                    | 24                           | West Branch                  | 21                           |
| Lewiston                   | 8-, 17                       | <b>MINNESOTA</b>             |                              |
| Millinocket                | 14+                          | Albert Lea                   | 57-                          |
| Orono                      | *12                          | Alexandria                   | 7, 36                        |
| Portland                   | 6-, 13+, *47                 | Austin                       | 6-, 51+                      |
| Presque Isle               | 8, 10+, 19                   | Bemidji                      | 9, 24                        |
| Rockland                   | 25                           | Brainerd                     | 12-                          |
| Rumford                    | 55-                          | Cloquet                      | 44                           |
| Van Buren                  | 15-                          | Crookston                    | 21-                          |
| Waterville                 | 35+                          | Detroit Lakes                | 18+                          |
| <b>MARYLAND</b>            |                              |                              |                              |
| Annapolis                  | 53-                          | Duluth-Superior, Wis.        | 3, 6+, *8, 10+, 32, 38       |
| Baltimore                  | 2+, 11-, 13+, 18, *24+       | Ely                          | 16                           |
| Cambridge                  | 22+                          | Fairmont                     | 40+                          |
| Cumberland                 | 17+, 30                      | Faribault                    | 20                           |
| Frederick                  | 62                           | Fergus Falls                 | 16-                          |
| Hagerstown                 | 52, 68+                      | Grand Rapids                 | 20-                          |
| Salisbury                  | 16+                          | Hastings                     | 29+                          |
| <b>MASSACHUSETTS</b>       |                              |                              |                              |
| Amherst                    | *82                          | Hibbing                      | 13-                          |
| Barnstable                 | 25+                          | International Falls          | 11                           |
| Boston                     | *2+, 4-, 5-, 7+, 38, 44+     | Little Falls                 | 14+                          |
| Brockton                   | 62                           | Mankato                      | 12, 15+                      |
| Easthampton                | 61                           | Marshall                     | 22+                          |
| Fall River                 | 46-, 63                      | Minneapolis-St. Paul         | *2-, 4, 5-, 9+, 11-, 17, 23+ |
| Greenfield                 | 32+, 58                      | Montevideo                   | 19                           |
| Holyoke (See Springfield.) |                              | New Ulm                      | 43-                          |
| Lawrence                   | 72                           | Northfield                   | 26                           |
| Lowell                     | 78                           | Owatonna                     | 45                           |
| New Bedford                | 6+, 28-, 34+                 | Red Wing                     | 63-                          |
| North Adams                | 19, *80+                     | Rochester                    | 10, 55-                      |
| Pittsfield                 | 64+                          | St. Cloud                    | 33                           |
| Springfield-Holyoke        | 22, 40                       | St. Paul. (See Minneapolis.) |                              |
| Worcester                  | 14, 20                       | Stillwater                   | 39-                          |
| <b>MICHIGAN</b>            |                              |                              |                              |
| Alma                       | 41+                          | Thief River Falls            | 15                           |
| Alpena                     | 9+, *11, 30-                 | Virginia                     | 26+                          |
| <b>MISSISSIPPI</b>         |                              |                              |                              |
|                            |                              | Wadena                       | 27+                          |
|                            |                              | Willmar                      | 31+                          |
|                            |                              | Winona                       | 61                           |
|                            |                              | Worthington                  | 32                           |
|                            |                              | Biloxi                       | 13+, *44+, 50-               |
|                            |                              | Brookhaven                   | 37+                          |
|                            |                              | Canton                       | 16                           |

# FCC CHANNEL ALLOCATIONS

|                      | Channel<br>No.     |
|----------------------|--------------------|
| Clarksdale           | 32                 |
| Columbia             | 35+                |
| Columbus             | 4-, 26-            |
| Corinth              | 41                 |
| Greenville           | 21-, 27            |
| Greenwood            | 6, 24+             |
| Grenada              | 44                 |
| Gulfport             | 56-                |
| Hattiesburg          | 9, 17-             |
| Jackson              | 3+, 12+, *19+, 25- |
| Kosciusko            | 52-                |
| Laurel               | 33-                |
| Laurel-Pachuta       | 7                  |
| Louisville           | 46-                |
| McComb               | 31-                |
| Meridian             | 11-, 30-, *36-     |
| Natchez              | 29+                |
| Pachuta (see Laurel) |                    |
| 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      | 2, 4-, 5-, *9, 11-, 30, 42+ |
| Sedalia        | 6-, 28+                     |
| Sikeston       | 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+ |
| Poison      | 18                 |
| Red Lodge   | 18+                |
| Shelby      | 14-                |
| Sidney      | 14                 |

|            | Channel<br>No. |
|------------|----------------|
| Whitefish  | 16+            |
| Wolf Point | 20-            |

## NEBRASKA

|               |                        |
|---------------|------------------------|
| Alliance      | 13-, 21                |
| Beatrice      | 40                     |
| Broken Bow    | 14-                    |
| Columbus      | 49+                    |
| Fairbury      | 35                     |
| Falls City    | 38                     |
| Fremont       | 52                     |
| Grand Island  | 11-, 21+               |
| Hastings      | 5-, 27-                |
| Hay Springs   | 4+                     |
| Hayes Center  | 6                      |
| Kearney       | 13, 19                 |
| Lexington     | 23-                    |
| Lincoln       | 10+, *12-, 18+, 24     |
| McCook        | 8-, 17                 |
| Nebraska City | 50                     |
| Norfolk       | 33+                    |
| North Platte  | 2-, 9+                 |
| Omaha         | 3, 6+, 7, *16, 22, 28- |
| Scottsbluff   | 10-, 16+               |
| York          | 15                     |

## NEVADA

|              |                 |
|--------------|-----------------|
| Boulder City | 4+              |
| Carlin       | 14              |
| Carson City  | 37              |
| Elko         | 10-             |
| Ely          | 3-, 6+, 29-     |
| Fallon       | 22              |
| 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    | 76      |
| 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       |
| Hammononton   | *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           |



# FCC CHANNEL ALLOCATIONS

|                           | Channel No.  |
|---------------------------|--------------|
| Clayton                   | 27-          |
| Clovis                    | 12+, 35      |
| Columbus                  | 16-          |
| Deming                    | 14+          |
| Farmington                | 12+, 17-     |
| Five Points (see Atrisco) |              |
| Gallup                    | 3, *8-, 10   |
| Hobbs                     | 46           |
| Hot Springs               | 19           |
| Las Cruces                | 22-          |
| Las Vegas                 | 14-          |
| Lordsburg                 | 23+          |
| Los Alamos                | 20-          |
| Lovington                 | 27           |
| Portales                  | 22+          |
| Raton                     | 46-, *52     |
| Roswell                   | *3+, 8, 10-  |
| Santa Fe                  | 2+, *9+, 11- |
| Silver City               | *10+, 12     |
| Socorro                   | 15+          |
| Tucumcari                 | 25+          |

|                | Channel No.      |
|----------------|------------------|
| Hickory        | 30-              |
| High Point     | 15               |
| Jacksonville   | 16               |
| Kannapolis     | 59+              |
| Kinston        | 45               |
| Laurinburg     | 41-              |
| Lumberton      | 21+              |
| Mount Airy     | 55               |
| New Bern       | 12               |
| Raleigh        | 5, *22-          |
| Roanoke Rapids | 30               |
| Rocky Mount    | 50+              |
| Salisbury      | 80               |
| Sanford        | 38               |
| Shelby         | 39               |
| Southern Pines | 49               |
| Statesville    | 64-              |
| Washington     | 7                |
| Wilmington     | 3-, 6, 29-, *35+ |
| Wilson         | 56               |
| Winston-Salem  | 12, 26+, *32-    |

## NEW YORK

|                                             |                                |
|---------------------------------------------|--------------------------------|
| Albany-Schenectady-Troy                     | 6, 13, 17+, 23-, 35, 41        |
| Amsterdam                                   | 52-                            |
| Batavia                                     | 33                             |
| Binghamton                                  | 12-, 40-, *46+, 56+            |
| Buffalo                                     | 17, *23                        |
| Buffalo-Niagara Falls                       | 2, 4-, 7+, 29+                 |
| Carthage                                    | 7-                             |
| Clymer                                      | 37                             |
| Cortland                                    | 72                             |
| Dunkirk                                     | 46                             |
| Elmira                                      | 18+, 24-, 30                   |
| 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                             |
| Patchougue                                  | 75                             |
| Plattsburgh                                 | 23+                            |
| Poughkeepsic                                | 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 CAROLINA

|                                     |                       |
|-------------------------------------|-----------------------|
| Alhaskie                            | 53                    |
| Albemarle                           | 20                    |
| Asheville                           | 13-, *56-, 62+, 78    |
| Burlington                          | 63                    |
| Burnsville                          | 18                    |
| Chapel Hill                         | *4+                   |
| Charlotte                           | 3, 9+, 36+, *42+      |
| Durham                              | 11  , *40-, 46  , 73- |
| Elizabeth City                      | 31                    |
| Fayetteville                        | 18-, 54               |
| Gastonia                            | 48                    |
| Goldboro                            | 34, 72                |
| Greensboro-High Point-Winston Salem | 8-                    |
| Greensboro                          | 2-, *51-, 57-         |
| Greenville                          | 9-                    |
| Henderson                           | 52-                   |
| Hendersonville                      | 27                    |

## 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+              |
| Pembina      | 12               |
| Rugby        | 38-              |
| Valley City  | 4-, 32           |
| Wahpeton     | 45+              |
| Williston    | 8-, 11-, *34+    |

## OHIO

|                                      |                          |
|--------------------------------------|--------------------------|
| Akron                                | 49+, *55-, 61            |
| Ashtabula                            | 15                       |
| Athens                               | 62-                      |
| Bellefontaine                        | 63                       |
| Bowling Green                        | *70                      |
| Cambridge                            | 26                       |
| Canton                               | 29                       |
| Chillicothe                          | 56+                      |
| Cincinnati                           | 5-, 9, 12, *48-, 54, 74  |
| Cleveland                            | 3, 5+, 8, 19, *25  , 65+ |
| Columbus                             | 4-, 6+, 10+, *34, 40-    |
| Coshocton                            | 20                       |
| Dayton                               | 2, 7+, *16+, 22+         |
| Defiance                             | 43                       |
| Findlay                              | 53                       |
| Fremont                              | 59                       |
| Gallipolis                           | 72                       |
| Hamilton-Middletown                  | 65                       |
| Lancaster                            | 28-                      |
| Lima                                 | 35-, 73                  |
| Lorain                               | 31-                      |
| Mansfield                            | 36+                      |
| Marion                               | 17-                      |
| Massillon                            | 23                       |
| Middletown. (See Hamilton.)          |                          |
| Mount Vernon                         | 58                       |
| Newark                               | 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                           | 21-, 27, 33, 73-         |
| Youngstown, Ohio-New Castle, Pa.     | 45-                      |
| Zanesville                           | 18-, 50+                 |

# FCC CHANNEL ALLOCATIONS

|                                   | Channel<br>No.                 |  | Channel<br>No. |
|-----------------------------------|--------------------------------|--|----------------|
| <b>OKLAHOMA</b>                   |                                |  |                |
| 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+                        |  |                |
| El Reno                           | 56+                            |  |                |
| Enid                              | 5, 21, *27+                    |  |                |
| Frederick                         | 44                             |  |                |
| Guthrie                           | 48                             |  |                |
| Guymon                            | 20+                            |  |                |
| Hobart                            | 23+                            |  |                |
| Holdenville                       | 14                             |  |                |
| Hugo                              | 21+                            |  |                |
| Lawton                            | 7+, *28+, 34-                  |  |                |
| McAlester                         | 47                             |  |                |
| Miami                             | 58+                            |  |                |
| Muskogee                          | *45+, 66+                      |  |                |
| Norman                            | 31-, *37-                      |  |                |
| Oklahoma City                     | 4-, 9-, *13, 19+               |  |                |
| 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                            | 76                             |  |                |
| Woodward                          | 35+                            |  |                |
| <b>OREGON</b>                     |                                |  |                |
| 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+, 66              |  |                |
| Springfield                       | 37-                            |  |                |
| The Dalles                        | 32                             |  |                |
| <b>PENNSYLVANIA</b>               |                                |  |                |
| Allentown                         | 39, 67                         |  |                |
| Altoona                           | 10-, 25-                       |  |                |
| Bethlehem                         | 51-                            |  |                |
| Bradford                          | 80-                            |  |                |
| Butler                            | 43-                            |  |                |
| Chambersburg                      | 46-                            |  |                |
| Du Bois                           | 31+                            |  |                |
| Easton                            | 57-                            |  |                |
| Emporium                          | 42-                            |  |                |
| Erie                              | 12, 35+, *41-, 66+             |  |                |
| Harrisburg                        | 27-, 55+, 71+                  |  |                |
| Hazleton                          | 63                             |  |                |
| Johnstown                         | 6, 19+, 56-                    |  |                |
| Lancaster                         | 8-, 21+                        |  |                |
| Lebanon                           | 15+                            |  |                |
| Lewistown                         | 75-                            |  |                |
| Lock Haven                        | 32-                            |  |                |
| Meadville                         | 62+                            |  |                |
| New Castle (see Youngstown, Ohio) |                                |  |                |
| Oil City                          | 64                             |  |                |
| Philadelphia                      | 3, 6-, 10, 17-, 23+, 29, *35-  |  |                |
| Pittsburgh                        | 2-, 4+, 11, *13-, *16, 22, 53+ |  |                |
| Reading                           | 33+, 61-                       |  |                |
| Scranton                          | 16-, 22-, 44                   |  |                |
| Shamokin                          | 65                             |  |                |
| Sharon                            | 39+                            |  |                |
| Shinglehouse                      | 26+                            |  |                |
| State College                     | *48+                           |  |                |
| Sunbury                           | 38                             |  |                |
| Uniontown                         | 14                             |  |                |
| Washington                        | 63+                            |  |                |
| Wilkes-Barre                      | 28, 34                         |  |                |
| Williamsport                      | 36-                            |  |                |
| York                              | 43, 49                         |  |                |
| <b>RHODE ISLAND</b>               |                                |  |                |
| Providence                        | 10+, 12+, 16, *36+             |  |                |
| <b>SOUTH CAROLINA</b>             |                                |  |                |
| Aiken                             | 54                             |  |                |
| Anderson                          | 40, 58-                        |  |                |
| Camden                            | 14                             |  |                |
| Charleston                        | 2+, 4, 5+, *7-, 17+            |  |                |
| Clemson                           | *68                            |  |                |
| Columbia                          | 10-, *19+, 25-, 67+            |  |                |
| Conway                            | 23                             |  |                |
| Florence                          | 13+, 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-                            |  |                |
| <b>SOUTH DAKOTA</b>               |                                |  |                |
| 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-                            |  |                |
| <b>TENNESSEE</b>                  |                                |  |                |
| Athens                            | 14+                            |  |                |
| Bristol, Tenn.-Bristol, Va.       | 5+, 46-                        |  |                |
| Chattanooga                       | 3+, 9, 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+                        |  |                |

# FCC CHANNEL ALLOCATIONS

|              | Channel No.                       |
|--------------|-----------------------------------|
| 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 +, 32 +     |
| Oak Ridge    | 31 +                              |
| Paris        | 51                                |
| Pulaski      | 44                                |
| Shelbyville  | 56                                |
| Sneedville   | *2 +                              |
| Springfield  | 42                                |
| Tullahoma    | 68 -                              |
| Union City   | 55                                |

## TEXAS

|                                                    |                                         |
|----------------------------------------------------|-----------------------------------------|
| Abilene                                            | 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                               |                                         |
| Beckville                                          | 4 -, 6 -, 12 -, 31 +, *37 -             |
| Big Spring                                         | 4 -, 34 +                               |
| Bonham                                             | 43                                      |
| Borger                                             | 33                                      |
| Brady                                              | 15 -                                    |
| Breckenridge                                       | 14 +                                    |
| Brenham                                            | 52 -                                    |
| Brownfield                                         | 15                                      |
| Brownsville                                        | 26, 44                                  |
| Brownsville-Harlingen-Weslaco <sup>1</sup>         | 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                |
| Corsicana                                          | 47 +                                    |
| Crockett                                           | 56                                      |
| Crystal City                                       | 44 +                                    |
| Cuero                                              | 25 -                                    |
| Dalhart                                            | 16                                      |
| Dallas                                             | 4 -, 8 -, *13 +, 23, 29, 73             |
| Del Rio                                            | 16, 52 +                                |
| Denison                                            | 52                                      |
| Denton                                             | *2, 17                                  |
| Eagle Pass                                         | 22 -, 64                                |
| Edinburg                                           | 60                                      |
| El Campo                                           | 27                                      |
| El Paso                                            | 4, *7, 9, 13, 26 +, 38, 50, 62          |
| Falfurrias                                         | 52                                      |
| Floydada                                           | 45                                      |
| Fort Stockton                                      | 22                                      |
| Fort Worth                                         | 5 +, 11 -, 20 -, 26 -                   |
| Gainesville                                        | 49                                      |
| Galveston                                          | 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 -, 11 +, 13 -, 23 +, 29 -, 39 - |

|                                             | Channel No.                  |
|---------------------------------------------|------------------------------|
| Huntsville                                  | 15                           |
| Jacksonville                                | 36 -                         |
| Jasper                                      | 49 +                         |
| Kermit                                      | 50 +                         |
| Kitgore                                     | 59 -                         |
| Kingsville                                  | 40                           |
| Lamesa                                      | 28                           |
| Lampasas                                    | 40 -                         |
| Laredo                                      | 8, 13, *15 +, 27 -, 39       |
| Levelland                                   | 38 -                         |
| Littlefield                                 | 32                           |
| Longview                                    | 32, 38 +                     |
| Lubbock                                     | 5 -, 11, 13 -, *20, 26       |
| Lufkin                                      | 9, 46 -                      |
| McAllen                                     | 20 -                         |
| McKinney                                    | 65 -                         |
| Marfa                                       | 19 +                         |
| Marshall                                    | 16 -                         |
| Mercedes                                    | 66                           |
| Mexia                                       | 50 -                         |
| Midland                                     | 2 +, 18                      |
| Mineral Wells                               | 38                           |
| Mission                                     | 70 +                         |
| Monahans                                    | 9 -                          |
| Mount Pleasant                              | 35                           |
| Nacogdoches                                 | 19 -, 40 +                   |
| New Braunfels                               | 62 -                         |
| Odessa                                      | 7 -, 24 -                    |
| Orange                                      | 43 -                         |
| Pampa                                       | 17 -                         |
| Paris                                       | 33 +                         |
| Pearsall                                    | 31                           |
| Pecos                                       | 16 +                         |
| Perryton                                    | 22                           |
| Plainview                                   | 29 +                         |
| Port Arthur (See Beaumont)                  |                              |
| Presidio                                    | 21                           |
| Quanah                                      | 42                           |
| Raymondville                                | 64 -                         |
| Rosenberg                                   | 17 -                         |
| San Angelo                                  | 3 -, 8 -, 17 -, *23 -        |
| San Antonio                                 | 4, 5, *9 -, 12 +, 35 +, 41 + |
| San Benito                                  | 48                           |
| San Marcos                                  | 53 +                         |
| Seguin                                      | 14 -                         |
| Seymour                                     | 24 +                         |
| Sherman                                     | 46 +                         |
| Snyder                                      | 30 +                         |
| Stephenville                                | 32 +                         |
| Sulphur Springs                             | 41                           |
| Sweetwater                                  | 12                           |
| Taylor                                      | 58 +                         |
| Temple                                      | 6, 16, 22 +                  |
| Terrell                                     | 53                           |
| Texarkana                                   | 6 +, *18, 24 -               |
| Tyler                                       | 7, 61 +, 72                  |
| Uvalde                                      | 20                           |
| Vernon                                      | 18 +                         |
| Victoria                                    | 19 +                         |
| Waco                                        | 10 +, *28 -, 34              |
| Waxahachie                                  | 45 -                         |
| Weatherford                                 | 51                           |
| Weslaco (See Brownsville-Harlingen-Weslaco) |                              |
| Wichita Falls                               | 3, 6 -, *16 +, 22 -          |
| Zapata                                      | 49                           |

## UTAH

|                |                               |
|----------------|-------------------------------|
| Brigham        | 36 -                          |
| Cedar City     | 5                             |
| Logan          | 12 -, 30, *46                 |
| Ogden          | 9 +, *18 -, 24                |
| Price          | 6                             |
| Provo          | 11 +, 22, *28                 |
| Richfield      | 13 +                          |
| St George      | 18 +                          |
| Salt Lake City | 2 -, 4 -, 5 +, *7 -, 20 +, 26 |
| Tooele         | 44                            |
| Vernal         | 3 +                           |

## VERMONT

|             |                |
|-------------|----------------|
| Bennington  | 69 -           |
| Brattleboro | 77 +           |
| Burlington  | 3, *16 +, 22 + |

<sup>1</sup> These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

# FCC CHANNEL ALLOCATIONS

|                     | Channel<br>No. |
|---------------------|----------------|
| Montpelier .....    | 57             |
| Newport .....       | 46             |
| Rutland .....       | 49+            |
| St. Albans .....    | 34-            |
| St. Johnsbury ..... | 30             |

## VIRGINIA

|                                                                                           |                   |
|-------------------------------------------------------------------------------------------|-------------------|
| Blacksburg .....                                                                          | *60+              |
| Bristol. (See Bristol, Tenn.) .....                                                       |                   |
| Charlottesville .....                                                                     | *45+, 64+         |
| Covington .....                                                                           | 44+               |
| Danville .....                                                                            | 24                |
| Emporia .....                                                                             | 25+               |
| Farmville .....                                                                           | 19                |
| Fredericksburg .....                                                                      | 47                |
| Front Royal .....                                                                         | 39                |
| Harrisonburg .....                                                                        | 3-, 34            |
| Lexington .....                                                                           | 54                |
| Lynchburg .....                                                                           | 13, 16            |
| Marion .....                                                                              | 50                |
| Martinsville .....                                                                        | 35-               |
| Newport News. (See Norfolk-Portsmouth-Newport News.) .....                                |                   |
| Norfolk-Portsmouth .....                                                                  | 27                |
| Norfolk-Portsmouth-Newport News .....                                                     |                   |
| 3+, 10+, 13-, 15, *21-, 33                                                                |                   |
| Norton .....                                                                              | 52+               |
| Petersburg .....                                                                          | 8, 41             |
| Portsmouth. (See Norfolk-Portsmouth and also see Norfolk, Portsmouth-Newport News.) ..... |                   |
| Pulaski .....                                                                             | 37-               |
| Richmond .....                                                                            | 6+, 12-, *23, 29+ |
| Roanoke .....                                                                             | 7-, 10, 27+, *33  |
| South Boston .....                                                                        | 14+               |
| Staunton .....                                                                            | 36                |
| Waynesboro .....                                                                          | 42                |
| Williamsburg .....                                                                        | 17                |
| Winchester .....                                                                          | 28+               |

## WASHINGTON

|                                                    |                       |
|----------------------------------------------------|-----------------------|
| Aberdeen .....                                     | 58                    |
| Anacortes .....                                    | 34                    |
| Bellingham .....                                   | 12+, 18+, 24          |
| Bremerton .....                                    | 44, 50                |
| Centralia .....                                    | 17                    |
| Clarkston .....                                    | 34+, 40+              |
| Ellensburg .....                                   | 49, *65               |
| Ephrata .....                                      | 16-, 43               |
| Everett .....                                      | 22-, 28               |
| Grand Coulee .....                                 | 37                    |
| Hoquiam .....                                      | 52                    |
| Kelso .....                                        | 39                    |
| Kennewick .....                                    | 31                    |
| Kennewick-Richland-Pasco .....                     | *41                   |
| Longview .....                                     | 33                    |
| Moses Lake .....                                   | 61                    |
| Okanogan. (See Omak.) .....                        |                       |
| Olympia .....                                      | 60                    |
| 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 .....                                  | 22, 44-, *50          |
| Wenatchee .....                                    | *45, 55, 67           |
| Yakima .....                                       | 23+, 29+, *47         |

## WEST VIRGINIA

|                   |              |
|-------------------|--------------|
| Beckley .....     | 4, 21, 66    |
| Bluefield .....   | 6-, 41+      |
| Charleston .....  | 8+, *43+, 49 |
| Clarksburg .....  | 12+, 69      |
| Elkins .....      | 40+          |
| Fairmont .....    | 35           |
| Hinton .....      | 31           |
| Huntington .....  | 3+, 13+, *53 |
| Logan .....       | 23           |
| Martinsburg ..... | 58           |
| Morgantown .....  | *24          |
| Parkersburg ..... | 15-          |
| Welch .....       | 25           |

|                                   | Channel<br>No. |
|-----------------------------------|----------------|
| Weston .....                      | 5, 32          |
| Wheeling .....                    | *57+           |
| Wheeling-Steubenville, Ohio ..... | 7, 9+, 51+     |
| Williamson .....                  | 17             |

## WISCONSIN

|                                     |                            |
|-------------------------------------|----------------------------|
| Adams .....                         | *58+                       |
| Appleton .....                      | 42+                        |
| Ashland .....                       | 15+                        |
| Beaver Dam .....                    | 51-                        |
| Beloit .....                        | 57                         |
| Chilton .....                       | *31+                       |
| 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, 18+, 24+, 30 |
| 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

### GUAM

|             |       |
|-------------|-------|
| Agana ..... | 8, 10 |
|-------------|-------|

### 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-Aguadilla ..... | 12+         |
| Caguas .....            | 11-         |
| Mayaguez .....          | 3+, 5-      |
| Ponce .....             | 7-, 9       |
| San Juan .....          | 2+, 4-, *6+ |

### VIRGIN ISLANDS

|                        |     |
|------------------------|-----|
| Charlotte Amalie ..... | 10- |
| Christiansted .....    | 8+  |

# ATTORNEYS SPECIALIZING IN RADIO-TELEVISION

## NEW YORK

|                                                      |    |        |
|------------------------------------------------------|----|--------|
| Bechtold, Frederick W.<br>7421 Ave. W., Bklyn        | NA | 8-5248 |
| Becker, George<br>270 Park Ave.                      | EL | 5-4668 |
| Bergreen, Morris H.<br>1501 Broadway                 | OX | 5-0820 |
| Brauner, Julius F.<br>485 Madison Ave.               | PL | 1-2345 |
| Chopujek, Max<br>9 E. 46th St.                       | OX | 7-8130 |
| Collin, Ralph F.<br>575 Madison Ave.                 | MU | 8-7800 |
| Cuddihy, Arthur B., Jr.<br>70 Pinewood Rd. Hartsdale |    |        |
| Durka, William J.<br>30 Rockefeller Plaza            | CI | 7-3040 |
| Ernst, Morris<br>285 Madison Ave.                    | MU | 5-1582 |
| Ervin, Thomas E.<br>30 Rockefeller Plaza             | CI | 7-8300 |
| Falk, Edwin A.<br>40 Wall St.                        | WH | 4-1771 |
| Finkelstein, Herman<br>575 Madison Ave.              | MU | 8-8800 |
| Fly, James Lawrence<br>30 Rockefeller Plaza          | CI | 7-3043 |
| Gerber, Gustave A.<br>55 Broadway                    | RO | 9-8233 |
| Gibbons, John P.<br>67 Wood St.                      | RO | 9-3800 |
| Golub, William W.<br>3 E. 54th St.                   | MU | 8-7440 |
| Idall, Charles M.<br>305 Broadway                    | RE | 2-7132 |
| Keesing, John M.<br>250 W. 57th St.                  | PL | 7-7860 |
| Landon, S. Whitney<br>195 Broadway                   | OR | 4-6100 |
| Lerner, Max K.<br>485 Lexington Ave.                 | OX | 7-4343 |
| McDaniel, Glen<br>63 Wall St.                        | WH | 3-7380 |
| Nicholas, Minor J.<br>70 E. 45th St.                 | MU | 3-9553 |
| Nields, John W.<br>63 Wall St.                       | WH | 4-7400 |
| Nmer, Isidor<br>366 Madison Ave.                     | MU | 2-1322 |
| North, Ernest D.<br>52 Ave. of Americas              | EX | 3-6245 |
| Quisenberry, John T.<br>195 Broadway                 | EX | 3-3656 |
| Rosen, Leo<br>285 Madison Ave.                       | MU | 5-1582 |
| Rosenman, Samuel I.<br>575 Madison Ave.              | MU | 8-7800 |
| Schoemer, John R., Jr.<br>220 E. 42nd St.            | MU | 2-4567 |
| Shuebruk, Peter<br>30 Rockefeller Plaza              | CI | 7-3040 |
| Shute, John V.<br>30 Rockefeller Plaza               | CI | 7-8300 |
| Smith, Bernard B.<br>460 Park Ave.                   | PL | 1-2660 |
| Socolow, A. Walter<br>580 Fifth Ave.                 | PL | 7-2112 |
| Solinger, David M.<br>250 Park Ave.                  | MU | 7-1140 |
| Sprague, E. Stuart<br>36 W. 44th St.                 | MU | 2-3521 |
| Turner, George B.<br>15 Broad St.                    | HA | 2-3000 |
| Waters, John H.<br>60 Hudson St.                     | WO | 2-7300 |
| Webster, Bethuel M.<br>40 Wall St.                   | DI | 4-3350 |
| Wendt, William<br>60 Hudson St.                      | WO | 2-7300 |
| Werner, Robert L.<br>30 Rockefeller Plaza            | CO | 5-6900 |

Zeller, Robert G.  
63 Wall St. . . . . WH 4-7400

## WASHINGTON

|                                           |    |        |
|-------------------------------------------|----|--------|
| Adams, Eva B.<br>Senate Office Bldg.      | NA | 8-3120 |
| Albertson, Fred W.<br>Munsey Bldg.        | ST | 3-1000 |
| Altman, Norman S.<br>1025 Vermont, N.W.   | EX | 3-5601 |
| Aosbury, T. Peter<br>Wyatt Bldg.          | EX | 3-3812 |
| Arnold, Thurman<br>1229 19th St., N.W.    | EX | 3-7300 |
| Bader, Michael H.<br>1735 De Sales, N.W.  | DI | 7-2724 |
| Railey, Clyde S.<br>Penn. Bldg.           | NA | 8-6512 |
| Baker, Philip M.<br>Fonn Bldg.            | DI | 7-8881 |
| Ball, Fredric J.<br>Ring Bldg.            | RE | 7-2566 |
| Barker, Robert W.<br>744 Jackson, N.W.    | NA | 8-1114 |
| Barlow, Joel<br>Union Trust Bldg.         | RE | 7-5900 |
| Barnes, Maurice R.<br>Munsey Bldg.        | ST | 3-7670 |
| Baron, Max G.<br>Investment Bldg.         | ST | 3-7122 |
| Baron, Theodore<br>National Press Bldg.   | ST | 3-4115 |
| Becker, Harry A.<br>1735 De Sales, N.W.   | EX | 3-3003 |
| Becker, Loftus E.<br>1000 Vermont, N.W.   | DI | 7-7840 |
| Becker, Ralph E.<br>1316 Conn., N.W.      | OO | 5-7641 |
| Beebe, Raymond N.<br>1000 Vermont, N.W.   | NA | 8-4056 |
| Beelar, Donald C.<br>World Center Bldg.   | ST | 3-3200 |
| Bergson, Philip<br>Wyatt Bldg.            | ME | 8-6900 |
| Bingham, Herbert M.<br>Tower Bldg.        | DI | 7-2141 |
| Blum, William, Jr.<br>1711 K St., N.W.    | RE | 7-6335 |
| Blume, Jack F.<br>1001 Conn. Ave., N.W.   | ME | 8-6190 |
| Booth, Robert M., Jr.<br>Tower Bldg.      | DI | 7-2141 |
| Brady, John R.<br>Colorado Bldg.          | NA | 8-4806 |
| Brooks, Leon<br>1735 De Sales             | EM | 2-9300 |
| Brown, Darwin Charles<br>1632 K St.       | ST | 3-5650 |
| Brown, Russell M.<br>Southern Bldg.       | ST | 3-4636 |
| Brown, Thud H., Jr.<br>1771 N St., N.W.   | DE | 2-9300 |
| Bugay, Paul E.<br>Colorado Bldg.          | ME | 8-2027 |
| Bunn, George<br>1229 19th St., N.W.       | EX | 3-7300 |
| Burke, Eugene E.<br>821 15th St., N.W.    | ST | 3-3717 |
| Burrhoughs, J. Edward<br>1635 K St., N.W. | DI | 7-0777 |
| Burt, William C.<br>Wyatt Bldg.           | RE | 7-5566 |
| Butman, Carl H.<br>Nat. Press Bldg.       | NA | 8-7846 |
| Carr, John P.<br>Munsey Bldg.             | ST | 3-1000 |
| Carson, Byron G.<br>Tower Bldg.           | NA | 8-0080 |
| Case, Norman S.<br>Southern Bldg.         | NA | 8-1841 |

|                                                |           |                                                   |           |
|------------------------------------------------|-----------|---------------------------------------------------|-----------|
| Chase, Seymour M.<br>816 Conn. Ave.....        | RE 7-2701 | Foulis, Ronald J.<br>1001 Conn. Ave.....          | NA 4-9900 |
| Clagett, John F.<br>1424 K St., N.W.....       | NA 8-1174 | Freeman, Milton V.<br>1229 19th St.....           | EX 3-7300 |
| Clark, Robert M.<br>Shoreham Bldg.....         | DI 7-7987 | Freret, Julian B.<br>Continental Bldg.....        | NA 8-0032 |
| Cohen, Harold D.<br>Ring Bldg.....             | RE 7-2566 | Fullerton, Hugh T.<br>Commonwealth Bldg.....      | ST 3-2244 |
| Cohen, Lester<br>Colorado Bldg.....            | NA 8-2006 | Gaguine, Benito<br>1001 Conn. Ave.....            | NE 8-8190 |
| Cohen, Stanley B.<br>Cairitz Bldg.....         | ST 3-5880 | Granik, Theodore<br>1627 K St.....                | NA 8-4600 |
| Cohen, Wallace M.<br>1822 Jefferson Pl.....    | ST 3-5905 | Greeley, James E.<br>1000 Vermont.....            | DI 7-7480 |
| Cohn, Marcus<br>Cairitz Bldg.....              | ST 3-5880 | Green, Robert N.<br>710 14th St.....              | EX 3-4600 |
| Collier, Robert A.<br>Bk of Commerce Bldg..... | EX 3-7800 | Green, William S.<br>Ring Bldg.....               | RE 7-2566 |
| Collins, Clayton B.<br>433 N. J. Ave.....      | LI 4-4383 | Griffith, Kelley E.<br>World Center Bldg.....     | ST 3-3200 |
| Collins, Linton M.<br>Tower Bldg.....          | DI 7-2141 | Groner, Samuel B.<br>501 13th St.....             | RE 7-3300 |
| Colton, Herbert S.<br>1625 K St., N.W.....     | RE 7-5062 | Haley, Andrew G.<br>1735 De Sales.....            | DI 7-2724 |
| Cooley, Thomas<br>1225 19th St.....            | ST 3-4355 | Hancock, Parker D.<br>Colorado Bldg.....          | NA 8-2006 |
| Cordon, Alfred C., Jr.<br>Munsey Bldg.....     | ST 3-1000 | Hand, Frank B., Jr.<br>Transportation Bldg.....   | NA 8-6587 |
| Cottone, Benedict P.<br>1820 Jefferson Pl..... | EX 3-4477 | Hardy, Russell, Sr.<br>1012 14th St.....          | RE 7-0437 |
| Courtney, Jeremiah<br>908 20th St., N.W.....   | ST 3-5551 | Harris, Abraham J.<br>Woodward Bldg.....          | RE 7-3028 |
| Cragun, John W.<br>744 Jackson Pl.....         | NA 8-1114 | Harris, Stanley S.<br>Colorado Bldg.....          | NA 8-2006 |
| Craig, Peter S.<br>Union Trust Bldg.....       | RE 7-5900 | Hawkins, Carl S.<br>744 Jackson Pl.....           | NA 8-1114 |
| Crook, Omar L.<br>Shoreham Bldg.....           | RE 7-4123 | Hayes, John C.<br>Munsey Bldg.....                | DI 7-5376 |
| Cntler, Charles R.<br>World Center Bldg.....   | ST 3-3200 | Heald, Robert L.<br>Munsey Bldg.....              | ME 8-0023 |
| Daly, Harry J.<br>Penn Bldg.....               | NA 8-3260 | Icekman, Jerome H.<br>Munsey Bldg.....            | ST 3-1000 |
| Danbin, Meredith M.<br>Natl Press Bldg.....    | NA 8-7949 | Hedrick, F. Cleveland, Jr.<br>1001 Conn. Ave..... | NA 8-5923 |
| David, Nathan H.<br>425 13th St.....           | NA 8-4736 | Hennessey, Phillip, Jr.<br>816 Conn. Ave.....     | RE 7-2701 |
| De Grazia, Edward<br>World Center Bldg.....    | ST 3-3200 | Hennoek, Frieda B.<br>1000 Vermont.....           | NA 8-4056 |
| Delaney, Frank J.<br>1317 F St.....            | ST 3-1234 | Hersch, Harold H.<br>Munsey Bldg.....             | ST 3-1000 |
| Dempsey, William J.<br>815 15th St.....        | RE 7-6363 | Hildreth, Richard<br>Perpetual Bldg.....          | RE 7-1450 |
| Denslow, L. Alton<br>Washington Bldg.....      | RE 7-0727 | Hodson, Robert E.<br>Ring Bldg.....               | RE 7-2566 |
| Dobin, Paul<br>Cairitz Bldg.....               | ST 3-3580 | Irwin, Robert L.<br>Munsey Bldg.....              | ST 3-1000 |
| Donaldson, Ray S.<br>Wyatt Bldg.....           | NA 8-3902 | Jacob, John B.<br>Munsey Bldg.....                | ST 3-1000 |
| Doty, Dwight David<br>1735 De Sales.....       | DI 7-2724 | Jameson, Guilford<br>734 15th St.....             | NA 8-6232 |
| Dougherty, Thomas J.<br>Munsey Bldg.....       | ST 3-1000 | Jansky, Maurice M.<br>American Bldg.....          | ST 3-4004 |
| Dow, Fayette B.<br>Munsey Bldg.....            | ST 3-1000 | Jenes, Ernest W.<br>Union Trust Bldg.....         | RE 7-5900 |
| Dowd, Thomas N.<br>Ring Bldg.....              | RE 7-2566 | Johnston, Everett D.<br>Continental Bldg.....     | NA 8-0032 |
| Duvall, Charles F.<br>Perpetual Bldg.....      | RE 7-1450 | Jones, Robert F.<br>1111 E St.....                | ME 8-6632 |
| Eagan, R. Russell<br>World Center Bldg.....    | ST 3-3200 | Jorgensen, Normn E.<br>Wyatt Bldg.....            | EX 3-1635 |
| Eden, Fred J., Jr.<br>710 14th St.....         | EX 3-4600 | Juntilla, James O.<br>1229 19th St.....           | EX 3-7300 |
| Emerson, Leonidas P. B.<br>1735 De Sales.....  | NA 8-2931 | Kearney, William R.<br>Penn Bldg.....             | NA 8-3260 |
| Emery, Walter B.<br>1785 Mass. Ave.....        | HU 3-6620 | Keller, Joseph E.<br>Munsey Bldg.....             | ST 3-1000 |
| Fanelli, Joseph A.<br>1701 K St.....           | ST 3-5921 | Kenkel, John B.<br>Munsey Bldg.....               | ME 8-2193 |
| Fischer, Henry G.<br>1735 De Sales.....        | ST 3-3660 | Kertz, Harold<br>Metropolitan Bank Bldg.....      | ME 8-2241 |
| Fisher, Ben C.<br>Perpetual Bldg.....          | RE 7-1450 | Kessler, Sylvia D.<br>Tower Bldg.....             | DI 7-2806 |
| Fletcher, Frank U.<br>Munsey Bldg.....         | ME 8-0023 | Kieffer, Charles C.<br>1346 Conn. Ave.....        | CO 5-7641 |
| Fletcher, Stephen H.<br>725 13th St.....       | ME 7-9900 | Kistler, H. Donald<br>Tower Bldg.....             | DI 7-2141 |
| Foote, Edward A.<br>3115 Woodland Dr.....      | ME 3-2316 | Knowles, Miles H.<br>Bowen Bldg.....              | NA 8-0771 |
| Forrest, Herbert E.<br>710 14th St.....        | EX 3-4600 | Kohlhaas, Vernon C.<br>Ring Bldg.....             | RE 7-2566 |
| Fortas, Abe<br>1229 19th St.....               | EX 3-7300 | Koplovitz, William C.<br>Bowen Bldg.....          | RE 7-6363 |

# RADIO-TV ATTORNEYS

|                                                |    |        |
|------------------------------------------------|----|--------|
| Kolteen, Bernard<br>Wyatt Bldg.                | RE | 7-5566 |
| Kramer, Milton<br>1625 K St.                   | NA | 8-6926 |
| Krieger, Seymour<br>Wyatt Bldg.                | EX | 3-1635 |
| Krooth, David L.<br>1025 Vermont               | EX | 3-5691 |
| Leahy, William E.<br>Bowen Bldg.               | DI | 7-0558 |
| Littlepage, James H.<br>Investment Bldg.       | DI | 7-3723 |
| Littlepage, John M.<br>Investment Bldg.        | DI | 7-3723 |
| Littlepage, Thomas P., Jr.<br>Investment Bldg. | DI | 7-3723 |
| Lockwood, Corwin R., Jr.<br>Colorado Bldg.     | NA | 8-2006 |
| London, John M.<br>Wyatt Bldg.                 | ME | 8-6900 |
| Loucks, Phillip G.<br>1317 F St.               | ST | 3-4004 |
| Lovett, Elliot C.<br>729 15th St.              | ST | 3-5168 |
| Lusford, Ansel F.<br>1210 18th St.             | RE | 7-7643 |
| Lyon, Richard B.<br>Wyatt Bldg.                | ME | 8-6900 |
| Marks, Leonard<br>Cabritz Bldg.                | ST | 3-5880 |
| Marnett, Robert A.<br>816 Conn. Ave.           | RE | 7-2701 |
| May, Robert F.<br>1700 K St.                   | RE | 7-4123 |
| Mayer, J. Gerald<br>Wyatt Bldg.                | ME | 8-3692 |
| McCabe, Moxsius B.<br>World Center Bldg.       | ST | 3-3200 |
| McDonough, Francis X.<br>Munsey Bldg.          | ST | 3-1000 |
| McGovern, William L.<br>1229 19th St.          | EX | 3-7300 |
| McGrath, J. Howard<br>Southern Bldg.           | ST | 3-4636 |
| McInnis, Charles B.<br>1912 14th St.           | NA | 8-0032 |
| McKenna, Edward R.<br>1535 De Sales            | NA | 8-2931 |
| McKenna, James A., Jr.<br>1735 De Sales        | NA | 8-2931 |
| Midden, John<br>Munsey Bldg.                   | ME | 8-6006 |
| Miller, Neville<br>Munsey Bldg.                | ME | 8-2193 |
| Miller, Reed<br>1229 19th St.                  | EX | 3-7300 |
| Miller, Samuel<br>Washington Bldg.             | NA | 8-7377 |
| Mode, Douglas G.<br>Ring Bldg.                 | ST | 3-5646 |
| Morgan, Edward P.<br>710 14th St.              | EX | 3-4600 |
| Mott, Harold E.<br>710 14th St.                | EX | 3-4600 |
| Mullin, Eugene F., Jr.<br>726 Jackson Pl.      | DI | 7-1381 |
| Murray, John M.<br>741 Jackson Pl.             | NA | 8-1114 |
| Myse, Daryal A.<br>1411 Pa. Ave.               | RE | 7-7010 |
| Naftalin, Alan V.<br>Wyatt Bldg.               | RE | 7-5566 |
| Nail, Edwin S.<br>816 Conn. Ave.               | RE | 7-2701 |
| Neustadt, Stanley S.<br>Cabritz Bldg.          | ST | 3-5880 |
| Newton, Blake T., Jr.<br>1001 Conn. Ave.       | NA | 4-9900 |
| Norvel, Robert J.<br>Southern Bldg.            | ST | 3-4636 |
| O'Bryan, Paul A.<br>Munsey Bldg.               | ST | 3-1000 |
| Ockershausen, Harry J.<br>Bowen Bldg.          | RE | 7-6363 |
| O'Hare, Richard C.<br>Cabritz Bldg.            | NA | 8-6579 |
| O'Laughlin, James P.<br>1025 Conn. Ave.        | RE | 7-1552 |
| Oliyer, Robert W.<br>Southern Bldg.            | EX | 3-0440 |
| Oppenheimer, Monroe<br>Woodward Bldg.          | RE | 7-3028 |
| Panzer, Irving K. M.<br>1735 De Sales          | ST | 3-3660 |
| Parkinson, Kenneth Wells<br>Tower Bldg.        | DI | 7-2141 |
| Patrick, Duke M.<br>Colorado Bldg.             | NA | 8-2006 |
| Pendleton, George C.<br>1025 Conn. Ave.        | ST | 3-8167 |
| Pepper, Vincent A.<br>714 Perpetual Bldg.      | EX | 3-8333 |
| Peterson, Nad A.<br>Ring Bldg.                 | RE | 7-2566 |
| Phelps, Gerold L.<br>Munsey Bldg.              | ST | 3-1000 |
| Pierson, W. Theodore<br>Ring Bldg.             | RE | 7-2566 |
| Plotkin, Harry M.<br>1229 19th St.             | EX | 3-7300 |
| Pogue, L. Welch<br>Southern Bldg.              | EX | 3-0440 |
| Porter, Paul A.<br>1229 19th St.               | EX | 3-7300 |
| Porter, William<br>Tower Bldg.                 | DI | 7-2141 |
| Powell, Walter R.<br>1771 N. St.               | DE | 2-9300 |
| Prather, Alfred V. J.<br>Union Trust Bldg.     | RE | 7-5900 |
| Price, Robert N.<br>Ring Bldg.                 | RE | 7-2566 |
| Prince, D. E.<br>Bowen Bldg.                   | RE | 7-8164 |
| Rafter, John A.<br>Munsey Bldg.                | ST | 3-1000 |
| Raudolph, John P.<br>1625 I St.                | NA | 8-0244 |
| Raub, Joseph L., Jr.<br>1631 K St.             | RE | 7-7795 |
| Rea, Bryce<br>Munsey Bldg.                     | DI | 7-3551 |
| Resnick, Leo<br>Occidental Bldg.               | NA | 8-9320 |
| Reynolds, William L.<br>737 14th St.           | NA | 8-3992 |
| Rhyno, Bruce W.<br>726 Jackson Pl.             | DI | 7-1381 |
| Rhyno, Charles S.<br>726 Jackson Pl.           | DI | 7-1381 |
| Rigby, Scott G.<br>Wyatt Bldg.                 | ME | 8-3662 |
| Robb, Roger<br>Tower Bldg.                     | DI | 7-2141 |
| Roberson, Frank<br>Munsey Bldg.                | ME | 8-0023 |
| Roberts, William A.<br>Continental Bldg.       | NA | 8-0032 |
| Rogers, Christian E. Jr.<br>Tower Bldg.        | RE | 7-0797 |
| Rogers, William<br>1229 19th St.               | EX | 3-7300 |
| Rollo, Read T.<br>World Center Bldg.           | ST | 3-3200 |
| Rorey, Dwight E.<br>Washington Bldg.           | RE | 7-0727 |
| Ross, Bradford<br>725 15th St.                 | NA | 8-2623 |
| Rowell, Russell<br>Munsey Bldg.                | ME | 8-0023 |
| Russell, Percy H., Jr.<br>World Center Bldg.   | ST | 3-3200 |
| Safisbury, Franklin C.<br>1624 I St.           | ST | 3-9072 |
| Scharfeld, Arthur W.<br>Nat'l. Press Bldg.     | ST | 3-4115 |
| Scheiner, Arthur<br>1820 Jefferson Pl.         | EX | 3-4477 |
| Schellenberg, Howard J. Jr.<br>1025 Conn. Ave. | RE | 7-1552 |
| Schneider, Edwin R.<br>Tower Bldg.             | DI | 7-2141 |
| Schroeder, Arthur H.<br>Munsey Bldg.           | ME | 8-2193 |
| Schwyz, Leon L.<br>Bow Bldg.                   | RE | 7-1464 |
| Seaks, Robert G.<br>Southern Bldg.             | DI | 7-7117 |
| Seay, Temple W.<br>Munsey Bldg.                | ST | 3-1000 |



## RADIO-TV ATTORNEYS

Seeley, F. Hamilton  
Wyatt Bldg. ....ME 8-3662

Segal, Paul M.  
816 Conn. Ave. ....RE 7-2701

Seward, P. W.  
Warner Bldg. ....RE 7-7944

Shannon, Charles V.  
1700 K St. ....RE 7-4123

Sheble, Walter F.  
Washington Bldg. ....MI 8-6200

Sher, Robert E.  
Woodward Bldg. ....RE 7-3028

Shiple, Carl L.  
Nat'l. Press Bldg. ....ST 3-1647

Shore, Chester L.  
Woodward Bldg. ....RE 7-8040

Simmons, Roy  
Munsey Bldg. ....ST 3-1000

Sims, William P. Jr.  
Munsey Bldg. ....ST 3-1000

Sirica, John J.  
Colorado Bldg. ....NA 8-2006

Slaughter, Harrison T.  
Ring Bldg. ....RE 7-2566

Smith, E. Stratford  
714 Perpetual Bldg. ....EX 3-8333

Smith, George S.  
816 Conn. Ave. ....RE 7-2701

Smith, Karl A.  
Colorado Bldg. ....NA 8-2006

Smith, Sidney  
Tower Bldg. ....DI 7-0016

Smith, William P.  
Walker Bldg. ....DI 7-1192

Southmayd, John P.  
Perpetual Bldg. ....RE 7-1450

Spearman, Paul D. Jr.  
Munsey Bldg. ....ME 8-0023

Stambler, Arthur  
Nat'l. Press Bldg. ....ST 3-4116

Stanley, Earl R.  
Munsey Bldg. ....ST 3-1000

Stein, Abe L.  
Warner Bldg. ....RE 7-7944

Stevens, David S.  
1735 De Sales. ....NA 8-2931

Stollenwerck, Frank  
Nat'l. Press Bldg. ....NA 8-7846

Stout, Clair L.  
Munsey Bldg. ....ST 3-1000

Stuart, Harold C.  
1001 Conn. Ave. ....ST 3-1767

Sutton, George O.  
Nat'l. Press Bldg. ....NA 8-7949

Thomson, William  
Nat'l. Press Bldg. ....NA 8-7949

Tuhy, Stephen Jr.  
Albee Bldg. ....ME 8-2004

Tumulty, Joseph P. Jr.  
1317 F St. ....NA 8-2121

Tyson, William S.  
Bowen Bldg. ....RE 7-1717

Vieth, Duane  
1229 19th St. ....EX 3-7300

Walker, Paul A.  
4301 43rd St. ....EM 3-6655

Walker, Ralph  
Ring Bldg. ....RE 7-2566

Wail, Thomas H.  
Munsey Bldg. ....ST 3-1000

Walton, Frederick H. Jr.  
Bowen Bldg. ....RE 7-6383

Warner, Harry P.  
Evans Bldg. ....NA 8-2150

Wayland, Charles V.  
Perpetual Bldg. ....RE 7-1450

Weaver, Henry B. Jr.  
1225 19th St. ....ST 3-4355

Welch, Vincent B.  
710 14th St. ....EX 3-4600

Wells, John A.  
1000 Vermont ....RE 7-8191

Werner, Jack  
Wyatt Bldg. ....RE 7-5102

Whceler, Burton K.  
Southern Bldg. ....DI 7-7117

Wheeler, Edward K.  
Southern Bldg. ....DI 7-7117

Wilkinson, Ernest L.  
744 Jackson Pl. ....NA 8-1114

Wilkinson, Glen A.  
744 Jackson Pl. ....NA 8-1114

Wilkinson, Vernon L.  
1735 De Sales. ....NA 8-2931

Willis, John W.  
1735 De Sales. ....ST 3-3660

Wilner, Morton H.  
Wyatt Bldg. ....ME 8-6900

Wilson, James E.  
Continental Bldg. ....NA 8-0032

Wilson, Thomas  
Munsey Bldg. ....ST 3-1000

Wollenberg, J. Roger  
1735 De Sales. ....DI 7-2724

Woods, Warren  
1701 K St. ....NA 8-2520

Young, Verne R.  
1317 F St. ....ST 3-4004

Zias, Joseph F.  
1317 F St. ....ST 3-4004

Zwick, Warren G.  
1111 E St. ....ME 8-6632



### CHICAGO



Adams, Mearl G.  
231 S. La Salle

Bloch, Roger S.  
77 W. Washington ....AN 3-6400

Blucestein, Arthur S.  
33 N. La Salle. ....DE 2-4070

Burgess, Kenneth F.  
11 S. La Salle. ....ST 2-5400

Compere, Thomas H.  
360 N. Michigan. ....RA 6-8168

David, Philip R.  
1 N. La Salle

Edes, Francis Davie  
5921 W. Dickens Ave.

Gardner, Addison Jr.  
231 S. La Salle. ....AN 3-3434

Hilton, Henry M.  
134 N. La Salle

Lawton, Samuel T.  
7 S. Dearborn St. ....CE 6-2355

Masters, Keith  
130 E. Randolph. ....RA 6-2929

Moser, John B.  
360 N. Michigan Ave. ....RA 6-8168

Stetteland, Gregg P.  
120 S. La Salle. ....CE 6-4787

Wolf, Sanford I.  
1 N. La Salle. ....FI 6-6677

Wright, Joseph S.  
6001 W. Dickens Ave.



### LOS ANGELES



Brown, James Harvey  
6223 Selma Ave. ....HO 5-5305

Callister, Reed E.  
650 S. Spring St. ....MA 3-5288

Cannon, David H.  
650 S. Spring St. ....MA 3-5288

Gingery, C. Arden  
453 S. Spring St.

Hearne, John P.  
6363 Sunset Blvd. ....HO 4-5241

Jencks, Richard  
CBS TV City. ....WE 8-3011

Lewis, Ralph E.  
650 S. Spring St. ....MA 7-4071

Miller, Justin  
2975 Wilshire Blvd. ....DU 1-1131

Petty, Don E.  
650 S. Grand Ave. ....MI 6003

Whitsett, William  
1313 N. Vinc St.

Zagan, Samuel S.  
6263 Hollywood Blvd



### SAN FRANCISCO



Clinton, John Hart  
Crocker Bldg. ....GA 1-5670

Gaylord, Robert B. Jr.  
Russ Bldg. ....GA 1-7331

George, Arthur T.  
140 New Montgomery St. ....GA 1-9000

Smith, Samuel Burrows  
24 California St. ....YU 6-4058

Spillane, Lester W.  
Central Tower ....YU 6-1365

# Motion Picture Theatres in the U. S. Equipped for TV

| <i>State</i>              | <i>City</i>      | <i>Seating<br/>Capacity</i> | <i>Theatre</i>  |           |
|---------------------------|------------------|-----------------------------|-----------------|-----------|
| CALIFORNIA                | Fresno           | 2,169                       | Fresno          |           |
|                           | Huntington Park  | 1,468                       | Huntington Park |           |
|                           | Los Angeles      |                             | 1,757           | Downtown  |
|                           |                  |                             | 2,213           | Orpheum   |
|                           |                  |                             | 3,387           | Paramount |
|                           | San Francisco    |                             | 1,363           | Ritz      |
|                           |                  |                             | 2,646           | Paramount |
|                           |                  | 399                         | Telenews        |           |
| COLORADO<br>DIST. OF COL. | Denver           | 2,096                       | Paramount       |           |
|                           | Washington       | 3,452                       | Capitol         |           |
| FLORIDA                   | Jacksonville     | 1,838                       | Keith's         |           |
|                           |                  | 1,155                       | Florida         |           |
|                           | Miami            | 2,000                       | Carib           |           |
| ILLINOIS                  | Chicago          | —                           | Capitol         |           |
|                           |                  | 1,299                       | Crown           |           |
|                           |                  | 3,931                       | Marbro          |           |
|                           |                  | 2,649                       | State Lake      |           |
|                           |                  | —                           | Loop            |           |
|                           |                  | 3,414                       | Tivoli          |           |
|                           |                  | 4,320                       | Uptown          |           |
| INDIANA                   | Indianapolis     | 3,313                       | Indiana         |           |
| IOWA                      | Des Moines       | 1,708                       | Paramount       |           |
| LOUISIANA                 | New Orleans      | 3,400                       | Saenger         |           |
| MARYLAND                  | Baltimore        | 2,048                       | Century         |           |
|                           |                  | 1,320                       | Metropolitan    |           |
|                           |                  | 2,843                       | Stanley         |           |
|                           |                  | 1,860                       | State           |           |
| MASS.                     | Boston           | 1,500                       | Pilgrim         |           |
|                           |                  | 3,583                       | State           |           |
| MICHIGAN                  | Detroit          | 2,500                       | Eastown         |           |
|                           |                  | 4,029                       | Michigan        |           |
|                           |                  | 2,967                       | Palms State     |           |
| MINNESOTA                 | St. Paul         | 2,362                       | Paramount       |           |
| MISSOURI                  | St. Louis        | 3,166                       | State           |           |
| NEBRASKA                  | Omaha            | 2,978                       | Orpheum         |           |
| NEW JERSEY                | Asbury Park      | 1,558                       | St. James       |           |
|                           | Camden           | 2,213                       | Stanley         |           |
| NEW YORK                  | Albany           | 1,550                       | Palace          |           |
|                           | Binghamton       | 2,284                       | Capitol         |           |
|                           | Buffalo          | 2,091                       | Centre          |           |
|                           | N.Y.C.—Bronx     | 2,353                       | Fordham         |           |
|                           | N.Y.C.—Brooklyn  |                             | 4,060           | Fox       |
|                           |                  |                             | 2,146           | Marine    |
|                           | N.Y.C.—Manhattan | 450                         | Guild Newsreel  |           |

*(Continued on Next Page)*

## THEATRES EQUIPPED FOR TV

*(Continued from Preceding Page)*

| <i>State</i> | <i>City</i>    | <i>Seating<br/>Capacity</i> | <i>Theatre</i> |
|--------------|----------------|-----------------------------|----------------|
| N.Y.C.       | Flushing       | 2,282                       | Victoria       |
|              |                | 2,146                       | Prospect       |
| NO. CAROLINA | Charlotte      | 1,405                       | Carolina       |
| OHIO         | Cincinnati     | 3,037                       | Albee          |
|              | Cleveland      | 3,009                       | Allen          |
|              |                | 3,465                       | Hippodrome     |
|              |                | 3,446                       | State          |
|              | Dayton         | 2,665                       | Keith's        |
|              | Toledo         | 2,455                       | Rivoli         |
| PENNSYLVANIA | Chester        | 2,272                       | Stanley        |
|              | Erie           | 2,584                       | Warner         |
|              | Philadelphia   | 2,947                       | Stanley        |
|              | Pittsburgh     | 2,016                       | J. P. Harris   |
| 3,486        |                | Penn                        |                |
|              |                | 3,719                       | Stanley        |
| UTAH         | Salt Lake City | 1,759                       | Utah           |
| VIRGINIA     | Richmond       | 1,396                       | Byrd           |
|              |                | 1,393                       | National       |
|              |                | 668                         | State          |
| WASHINGTON   | Seattle        | 2,559                       | Orpheum        |
| WISCONSIN    | Milwaukee      | 2,436                       | Riverside      |
|              |                | 2,431                       | Warner         |

*For Toll TV Firms . . . . . See Page 922*

*For British TV Studios . . . . . See Page 729*

*For Color Equipped Stations . . . . . See Page 923*

*For Stations & Receivers Overseas . . . . . See Page 915*

*For Canadian TV Station Listings . . . . . See Page 903*

*Creative Programming!*



GOODSON-  
TODMAN  
PRODUCTIONS

---

375 PARK AVENUE • NEW YORK 22, NEW YORK • PLAZA 1-0600  
449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

**TELEVISION DAILY**

presents

***PRODUCTION  
RADIO-TV***

**PROGRAM PRODUCERS  
PERSONNEL – SERVICES  
AND CURRENT PRODUCTIONS**

**1959**

# Walt Framer Productions

1150 Avenue of the Americas

New York City

- Creating
- Packaging
- Producing

Top rated audience participation  
shows for radio and television

# 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:* Jewish Home Show, Jewish Show Time, The Larry Douglas Show, The Norman Atkins Show, The Abe Elstein Show, The Jan Bart Show.

## AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.  
Phone: COLUMBUS 5-0232

President.....Nicholas T. Agnetta  
*Services Offered:* Recording, Production, Scripts, Talent.

*Productions:* Broadway Musical Comedy, TV film.

## AIR FEATURES, INC.

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.

## AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.  
Phone: JU 6-7600

General Manager.....Robert A. Bories  
*Services Offered:* Production, scripts, talent for food merchandising.

## RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-5473

President.....Ray Anthony  
Sec'y-Treas.....Fred Benson

*Services Offered:* Packagers and producers of radio and television shows.

## ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19,  
Calif.

Phone: WEbster 6-5564

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, Dough-Re-Mi, Concentration.

## 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.



**ONE OF THE  
ALL-TIME  
GREAT  
RADIO SHOWS**

**The  
GREEN HORNET**

**IS NOW  
AVAILABLE  
FOR RADIO  
AND TELEVISION  
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**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**

**PROGRAM PRODUCERS**

**V. S. BECKER PRODUCTIONS**

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

Phone: MUrray Hill 2-0777

Executive Producer.....Viola S. Becker  
Sales.....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 1/2-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold out-right.

**BRITISH INFORMATION SERVICES,**

45 Rockefeller Plaza, New York 20, N. Y.

Phone: Circle 6-5100

Director.....Rodney C. Chalk

*Services Offered:* Produce and distribute

Radio-TV public service programs; film and tape news features.

**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.

**BROOKS-HAGE SERVICES, INC.**

252 East 50th Street, New York 22

Phone: PLaza 9-8179

Editorial Bd. Chmn.....William F. Brooks  
Editor-in-chief.....A. Maxwell Hage

*Services Offered:* Fifteen correspondents of world-wide reputations provide daily broadcast editorial reports for radio and television stations. New, daily service is exclusive to one subscriber in each city.

**BYRON PRODUCTIONS**

8 E. 52nd St., New York 22, N. Y.

Phone: PLaza 3-6930

President.....Edward A. Byron

*Services Offered:* Package programs.

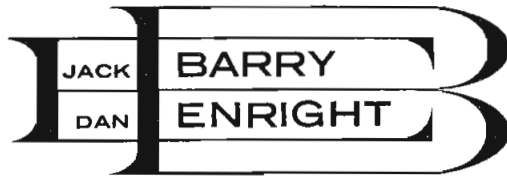
**BRUCE CHAPMAN COMPANY**

125 West 41st Street, New York, N. Y.

Phone: WIsconsin 7-9244

President .....Bruce Chapman

V.P.-Treas.....Edna Chapman



667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**

## PROGRAM PRODUCERS

Prod. Mgr. .... Bert Berns  
Res. Dir. .... Mary Hutcheson

### Branch Offices

30 rue Chalgrin, 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 Selma Ave., Hollywood 28, Calif.  
Phone: HOLLYWOOD 3-3498

Owner, Gen. Mgr. .... Bob Reichenbach  
Executive Producer. .... Harry V. Cheshire  
Office Manager. .... Ethel Mack

Services Offered: Producers & distributors of syndicated radio & TV programs; Pacific Coast distributor for Speedy-Q & E.M.I. sound effects records & E.M.I. recorded background & mood music.

Productions: Stand By For Crime. Pappy Cheshire's Ranch Roundup, Frontier Town, Along the Trail with Pappy Cheshire, The Golf Doctor, The M. J. B. Show.

## CINEEFFECTS, INC.

(See TV Prod. Dist.)

## TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.  
Phone: CH 4-5036

Manager ..... Ted Collins  
Services Offered: Talent, Production.

## COLORAMA FEATURES

1501 Broadway, N.Y.C.  
Phone: Longacre 4-5992

President. .... Jules B. Weil  
Vice President. .... Carroll L. Puciato

## 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.

## FRANK COOPER ASSOCIATES

9145 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CRestview 4-5971

N. Y. Phone: PLaza 1-0725

President ..... Frank Cooper  
V.P. Chgc. of N. Y. Office. .... Sy Fischer  
V.P. in Ch. Los Angeles Of. .... Dick Hyland

Services Offered: Packagers and sales representatives of radio and television pro-

**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 at Madison Avenue... NEW YORK CITY**

**PROGRAM PRODUCERS**

grams. Representatives of writers and talent.  
*Productions:* Dotto, Line-Up, Sez Who, Verdict Is Yours.

**COMMUNITY CLUB SERVICES, INC.**

20 East 46th Street, New York 17  
Phone: MUrray Hill 7-4466  
President (Awards).....John C. Gilmore  
Exec. V.P. (Lyric Div.)

William M. Carpenter  
*Branch Offices*

P. O. Box 3291, Augusta, Ga.  
10375 W. 18th St., Lakewood, Cal.  
5106 Live Oak St., Dallas, Tex.  
360 N. Michigan, Chicago, Ill.  
Phone: Dearborn 2-2097

55 N. Buckley Rd., Westport, Conn.  
544 Northcrest Drive, Nashville, Tenn.  
Manager.....John E. Karr  
S. W. Caldwell, 447 Jarvis St., Toronto, Can.  
*Services Offered:* Packagers and sales representatives of radio and television programs.

**FREDERIC DAMRAU, M. D.**

2 Tudor City Place, N.Y.C. 17  
Phone: YUkon 6-9484

Director.....Frederic Damrau, M. D.  
AFTRA Associate.....Adeline Maneery  
Business Manager.....Mary L. Davis  
*Services Offered:* Educational and dramatized programs relating to health, for both radio and TV.

**MAC DAVIS FEATURES**

1 Montgomery Place, Brooklyn (15), N. Y.  
Phone: Nevins 8-4374

Director .....Mac Davis  
*Services Offered:* Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

*Productions:* Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

**PHIL DAVIS**

**MUSICAL ENTERPRISES, INC.**

59 East 54 St., N.Y. 22  
Phone: MU 8-3950

President .....Phil Davis  
V.P. Mus. Dir.....Earl Paul  
Secy-Treas.....Loretta H. Davis  
Prod. Mgr.....Joe Rhodes  
Copy Dir.....E. C. Redding  
Exec. Sect.....Renee Strum

*Services Offered:* Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

**GORDON M. DAY PRODUCTIONS**

15 W. 44th St., New York 36, N. Y.  
Phone: MUrray Hill 2-5299  
Pres., Creative Dir.....Gordon M. Day

**GALE-GERNANT PRODUCTIONS, INC.**

**COUNTY FAIR**

Monday through Friday — NBC-TV

## PROGRAM PRODUCERS

V.P., Prod. Supvr. .... Carol Bulkley  
 Treasurer ..... Leo L. Reich  
*Services Offered:* Writing-production of jingles and spots; consultants to advertising agencies on preparation and production of commercials.

*Productions:* (Commercials) Alcoa, Good & Plenty Gandy, 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, Oil Heat Dirs. Assn., Liby Chevrolet Dirs., Dairy Queen, Laddie Boy Dog Food, Valley Forge Beer.

### 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  
*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. Video tapes.

### DYNAMIC FILMS INC.

105 Park Ave., New York 21, N. Y.

Phone: PLaza 1-7447

President ..... Nathan Zucker  
 Vice-President ..... Lester S. Becker  
 Executive V.P. .... Lee R. Bobker  
 Exec. Prod. (Med. Dynam.) Sol S. Feuerman  
 Distribution Director ..... Gerald Carrus  
 Sound Supervision ..... James Towusend, Jr.  
 Ed. Supvr. .... Irving L. Oshman

*Services Offered:* Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies --Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Man Shilin Films, Inc., Distribution Dynamics.

## MASQUERADE PARTY

STARRING

**BERT PARKS**

NBC-TV

10:30 P.M. Thursday

TELEVISION'S  
MOST COLORFUL SHOW

## KEEP TALKING!

CBS-TV

10:00 P.M. Sunday

TELEVISION'S  
FUNNIEST NEW SHOW

## WOLF PRODUCTIONS — WOLF ENTERPRISES

420 Madison Ave., New York, N. Y.

**PROGRAM PRODUCERS**

*Productions:* All The Way Home, 500 Mile Challenge, 9th Annual Darlington Southern 500, Crisis in Levittown, New Chapter, Man Who Didn't Walk, Hypertension, The Big Challenge.

**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, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theater, Doctor Christian, West Point, Men of Annapolis.

**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  
Editorial Supervisor.....George Taylor  
Prod. Mgr.....Les Miller  
Script Ed.....Mary Crowell  
Art Dir.....Fred Waller  
Photography Director.....Bert Spielvogel  
Hollywood Office

MGM Studios, 10202 Washington Blvd.  
Culver City, Calif.  
Phone: TEexas 0-2707  
V.P., Chg. of Prod.....Robert L. Friend  
New York Office  
15 E. 48th St., New York, N. Y.  
Phone: PLaza 3-4966

Exec. in Charge.....Marshall Schacker  
*Services Offered:* Radio and television complete production; motion pictures, commercials, animation, program packagers 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 1-0315  
9172 Sunset Blvd., Hollywood 46  
Phone: CR 6-1272

President.....Jules Alberti  
Exec. V.P., Chmm. Exec. Comm..Tyler Davis  
Sr. V.P., Cbg. M.P. & TV Oper.

Robert C. Brilmayer  
Sr. Vice President....Robert L. Montgomery  
V.P.'s.....Harold S. Wadro, MD;  
Frederick G. Horan  
Asst. to Pres.....Hope Hills  
Research Dept. Dir.....Barbara Marcus  
Secy.-Treas.....Carol Batchelder  
*Services Offered:* Endorsements & testimonials, live & TV.

*Television and Radio Productions*

**WILBUR STARK-JERRY LAYTON, Inc.**

*Now Filming at M-G-M Studios*

**"COLONEL HUMPHREY FLACK"**



6 East 45th St., New York 17, N. Y.

OXford 7-6860

## PROGRAM PRODUCERS

### 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  
Producer ..... Merrill Heatter

*Services Offered:* Producers of Radio and TV shows.

*Productions:* Top Dollar.

### ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.  
Phone: SPring 7-5766

Pres., Exec. Prod. .... Bernard Estes  
Secretary-Treasurer ..... Hazel Estes  
Associate Producer ..... Jack Sheldon  
Photography Director ..... Jack Estes

*Services Offered:* Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & 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.

### FELIX THE CAT CREATIONS, INC.

355 Lexington Ave., New York 17  
(See Commercial Producers)

### FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 W. 57th St., New York 19, N. Y.  
Phone: Circle 6-9132

Pres., Treas. .... Gene Forrell  
Vice President ..... Edward Thomas  
V.P., Secy. .... Jim Polack  
Business Mgr. .... Nadina B. Swanson

*Services Offered:* Creation and production of radio and TV singing commercials. Original scoring for TV, industrial and institutional films.

### FOUR i PRODUCTIONS

510 Madison Ave., New York 20, N.Y.  
Phone: El 5-5633

Partners ..... Donald Kurz, Jay Weitzner  
*Services Offered:* All types of TV production.

### WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas  
New York 36, New York  
OXford 7-3322

Senior Partner ..... Walt Framer  
Producers ..... Sid Tamber, Bob Wald  
Associate Producer ..... Mervyn Framer

Circle 5-0380

# ROBERT HALL PRODUCTIONS

Radio — Television

Robert Hall

309 West 57th Street  
New York 19, N. Y.



## PROGRAM PRODUCERS

Business Affairs.....Henry Schmerzler  
Publicity Director.....Jerry Gast  
*Services Offered:* Package producers of radio & TV shows.

*Current Productions:* Big Payoff, For Love or Money.

### FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.  
(See TV Prod.-Dist.)

### GAC-TV, INC.

640 Fifth Ave., New York 19, N. Y.  
Phone: CIRCLE 7-7543

9650 Santa Monica Blvd., Beverly Hills, Cal.  
Phone: CRestview 1-8101

President .....Arthur C. Weems  
Vice-President.....Harry M. Anger  
V.P., W. Coast Oper.....Jay Michaels  
V.P., Sales.....Jack Sobel  
Creative Dir. (NY).....Henry Coleman

*Services Offered:* Program Production, development & sales. Artists representatives. Transcription production and services. World-Wide Film sales representation.

*Productions:* The Perry Como Show, The Pat Boone Show, The National Guard Show, The Patti Page Show, Jimmy Dean Show, Captain Kangaroo Show, Father Knows Best Show, Behind Closed Doors, My Friend Flicka.

### 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.

### JOHN E. GIBBS & CO., INC.

12 West 55th St., New York 19, N. Y.  
Phone: PLaza 7-5959

President .....John Gibbs  
*Services Offered:* Television and Radio production.

### GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, Hollywood 28, Calif.  
Phone: HOLlywood 9-4580

General Manager.....Bob Reichenbach  
Executive Producer.....Grace Gibson  
*Services Offered:* Production and distribution of transcribed (syndicated) dramatic program series, for radio release.

*Productions:* Drama Of Medicine, Famous Court Dramas, The Romance of Famous Jewels, Adventures of Major Gregory Keane.

# FRANK COOPER ASSOCIATES

New York Office  
17 EAST 54th STREET  
PLaza 1-0725

Hollywood Office  
9145 SUNSET BOULEVARD  
CRestview 4-5971

## PROGRAM PRODUCERS

### 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  
Talent Director.....Lee Raleigh  
Script Director.....Bill Browne  
*Services Offered:* Radio-Television advertising, counseling and ideas.

### 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 F. Goodman  
Asst. General Manager.....William Baron  
Radio Director.....Frank Gehrecke  
Secretary.....H. D. Knuth  
TV Director.....Stuart Wilson  
*Services:* Custom Commercials, Syndicated Commercials, Jingles, 5 min.-15 min.-30 min.-

full hour shows. Mystery, Adventure, Soap Operas, Western, Religious, Musical, Misc., Juvenile.

*Productions:* Your Money & You, Candid Mike.

### MARTIN GOODMAN PRODUCTIONS, INC.

36 Central Pk., South, N.Y.C. 19  
Phone: PLaza 1-3555

Executives.....Geo. Spota, Arthur Willi, Billie Biederman  
*Services Offered:* Personal management of TV personalities and packaging.

### GOODSON-TODMAN PRODUCTIONS

375 Park Ave., 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.  
449 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 4-7357

*Services Offered:* Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.



## Jack London Productions, Inc.

NEW OFFICES

IN ASSOCIATION WITH

## **PATHÉ NEWS Inc.**

245 WEST 55th STREET, NEW YORK 19, N. Y.

TV SERIES IN PRODUCTION *Jack London's*

"Call of the Wild"

"Smoke Bellow"

## PROGRAM PRODUCERS

*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.....L. Lawson, Sandy Towt  
*Services Offered:* Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

### ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,  
New York 17, N. Y.  
Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley  
*Services Offered:* Television and radio packages, production and writing services. Program consultants.  
*Production:* Make Up Your Mind.

### SANDY HOWARD PRODUCTIONS

Paramount Sunset, 5842 Sunset,  
Hollywood, Calif.  
Phone: HO 2-6282

President.....Sandy Howard  
V.P. Chg. Production.....Harvey Bernhard

V.P., Sales. Prom.....Jack T. Mulcahy  
*Services Offered:* Live and film program producing. Production both film, tape & live.  
*Productions:* Crime Story; Night Court, Police Station, Frank Parker Show, Greet the People, Mr. Smith & Mr. Jones, Emergency Ward.

### 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.

### IMPA PRODUCTIONS, LTD.

730 Fifth Ave., New York 19, N. Y.  
Phone: JU 2-5013

Producers, Owners.....Irving Mansfield, Peter Arnell  
*Services Offered:* TV & Radio Programs; Production, Package.  
*Production:* Chance for Romance.

### INTER-CALIFORNIA BROADCASTING SYSTEM

758 Colorado Blvd., Pasadena 1, Cal.  
Phone: RYan 1-7148

General Manager.....Gustavo Faist Moran

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Build more listener . . .

# interest

"MODERN RADIO" 30 and 60 SECOND RECORDED  
CAPSULE FEATURETTES FOR ROUND-THE-SCHEDULE PROGRAMMING

- **DOTTIE FRYE**  
Modern family advice in a sharp, humorous style created in versatile 40 second capsules.
- **FEATURE DAY**  
"Lillie Crabtree's" unique style gives your station new merchandising power with her better living ideas. Each day . . . such as food, fashion, furnishings . . . built for concentrated advertiser appeal.
- **Your Guidance Message in the Stars**  
12 thirty second horoscope capsules provided for each day . . . excitingly produced with an "outer space" sound.
- **JONATHAN PRICE**  
Superbly produced 60 second modern advice capsules with proven adult appeal.

—COPY-SERVICE-BUREAU—

228 No. La Salle Street • Chicago 1, Ill.  
Financial 6-2657

## PROGRAM PRODUCERS

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.

9441 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 4-7433

New York Phone: Circle 7-6200

President .....Philip Gersh  
*Services Offered:* Representation of Artists, Actors, Actresses, Directors and Writers and Material in Live and Film Television and Radio. Packers of Live and Film Television Shows.

### HENRY JAFFE ENTERPRISES, INC.

441 Madison Ave., New York 19, N. Y.

Phone: Circle 5-2400

President .....Henry Jaffe  
V.P.'s.....Dan Lounsbury, Norman Lessing  
Secretary-Treasurer.....Marvin B. Meyer

*Services Offered:* Creation & production of live & film TV Shows.

*Productions:* The Chevy Show, Shirley Temple's Storybook Series, Bell Telephone Hour.

### 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: 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 Programs, Transcriptions, Commercial Spots and Jingles. Television and Radio Consultants to agencies, sponsors. All-inclusive package-production services and facilities.

*Productions:* Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed, The King Jesters Show (Radio, transcribed).

Impa Productions, Ltd.

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

Judson 2-5013

Irving Mansfield — Peter Arnell

**PROGRAM PRODUCERS**

**ROBERT KEESHAN ASSOC. INC**

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

Phone: PLaza 7-8618

President .....Bob Keeshan

Vice President.....Marvin Josephson

*Services Offered:* Radio-TV packagers and producers.

*Productions:* Captain Kangaroo.

**MAXINE KEITH AGENCY**

234 W. 44th St., New York, N. Y.

Phone: LA 4-4228

Director .....Maxine Keith

Office Manager.....Eric L. Stone

*Services Offered:* Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

*Productions:* From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

**SONNY KENDIS, INC.**

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

Phone: VAnDerbilt 6-0890

Pres., Exec. Prod.....James Sonny Kendis

*Services Offered:* Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

**JACK KURTZE AGENCY**

214 North Canon Drive, Beverly Hills, Calif.

Phone: CRestview 45403

President .....Jack M. Kurtze

Vice Pres.....Lula Mae Kurtze

Exec. Producer.....John Graves

Mus. Dir.....Myrl Whitesell

*Services Offered:* Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures, with packaging & artists' representation. Custom built TV programs, live and filmed.

*Productions:* So It's Your Birthday, Hawaiian Holiday Revue, The Four Barons in Action, Nevada Nites.

**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 Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials 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-

**Marshall ORGANIZATION**

★  
750 Third Ave., New York 17, N. Y.

CONSULTANTS, CREATORS and PRODUCERS  
FILM, TELEVISION and RADIO PRODUCTIONS

★  
*Murray Hill 7-2722*

**PROGRAM PRODUCERS**.....

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 production. 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, personal 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 6-1607

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.**

460 Park Ave., New York, N. Y.

Phone: JUdson 6-8920

President .....Barnett Glassman  
 Sls. & Pub. Rel.....Mary Katz  
*Services Offered:* Producers of live and filmed TV packages.

*Productions:* Smoke Below.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUmkirk 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, Heartbeat Theatre.

**MADISON PRODUCTIONS, INC.**

1270 Ave. of Americas, New York, N. Y.

Phone: CI 5-3560

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—  
 —Junior Champions—Bill Stern Show—

**NOW IN PRODUCTION!**

• **POEM FOR A DAY**

A new film series of 365 two minute inspirational poems by NICK KENNY—  
 beautifully narrated-organ music background

• **ROCKIN' THE CAMPUS**

A full length entertaining feature about the teen age rock & roll craze

• **PARADE OF PRESIDENTS**

An authentic & exciting documentary about America's Presidents. From George Washington to Eisenhower.

**MAURICE H. ZOUARY  
 TV-FILM PRODUCTIONS**

333 West 52nd Street, N. Y. 19

JUdson 2-6185

## PROGRAM PRODUCERS

Sports Beat—Showtime—Bill Stern's Dugout  
—Maggi's Magazine.

### MARK VII, LTD.

(See TV Prod.-Dist.)

### THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.  
Phone: Murray Hill 7-2722

President.....A. W. Marshall  
General Manager.....Evelyn K. Zuckerman  
*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.

### 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 Friedlaud  
VP. Chg. of N. Y. office.....Wynn Nathan  
VP. 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 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.

### McGRAW ASSOCIATES

61½ Perry St., New York 14, N. Y.  
Phone: CHelsea 2-5605

Owner .....Walter McGraw  
*Services Offered:* Production of radio, TV & film programs & commercials. Will also service clients on free-lance basis as producer, director, writer, or narrator.

*Productions:* Wanted; Commercials: Long Island RR, Kirin Beer, Japan Bicycle Exporters' Assn., special Monitor Reports.

### 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.

45 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0695

President .....Charles Michelson  
Treasurer .....Aaron Michelson  
*Services Offered:* U. S. representatives for foreign TV stations; distributors of TV film program series, transcribed radio programs, Speedy-Q, Standard & E.M.I. sound effect libraries; distributors for E.M.I. mood music & Standard MUSI-Q & jingles.

*Productions:* Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

## TOP 10 DANCE PARTY

*Now in 4th Year!!*

Leading TV Stations across the Nation make MORE PROFITS with TOP 10 DANCE PARTY! America's Largest, Local, Live Teenage Syndicated Series.

It costs SO LITTLE to get —

TOP Ratings  
TOP Sales  
TOP Profits  
with  
"TOP TEN"

For the full story  
Phone—Wire—Write:

## TOP 10 DANCE PARTY

565 Fifth Avenue  
New York 17, N. Y.  
OXford 7-6960



## PROGRAM PRODUCERS

### WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.

Phone: JUdson 6-5100

Exec-in-Chg. of TV-Radio: Wallace S. Jordan  
*Services Offered:* Packaged shows for radio and TV, also talent reps. for all fields.

### CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.

Hollywood 28, Calif.

Phone: THornwall 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 shows.

*Productions:* This Is The Story, So the Story Goes, Joe Emerson's Hymn-time, Curt Massey & the Westerners.

### HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.

Phone: JUdson 6-5577

Producer: Herbert M. Moss

*Services Offered:* Live and transcribed shows for Radio and TV.

### MUZAK CORPORATION

(See Transcription-Recording)

### NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.

Phone: JUdson 2-7300

President: Ely A. Landau

Exec. Vice Pres.: Oliver A. Unger

Vice Pres., Secy.: Edythe Rein

Vice Pres., Sales: 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. Monthly station promotion newsletter designed for bulk distribution in exclusive territory.

### 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.: Eugene Bernald

Program Director: Leo Shore

*Services Offered:* Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

### PANEL PROGRAMS, INC.

232 Madison Ave., New York

Phone: MUrray Hill 3-7095

President: John Luter

V.P. in chg. Prod.: Hardy Burt

*Services Offered:* Packers of shows for TV. Current series "Let's Face Television" to be followed by "Places, Please."

### PETARN & IMPA

(See Impa Productions, Ltd.)

## Something New in Radio Programming "THE INTIMATE SIDE OF OPERA"

A 13-week series of 30-minute operatic programs, using two turntables, one with our narration disc telling intimate and personal facts about the artist being featured on the program of the week, and the other with one of the leading LP operatic albums featuring the artist, now in your library or easily available to you.

Some of the 13 artists featured are Robert Merrill, Licia Albanese, Jan Peerce, Enrico Caruso and Ezio Pinza among others. Rates are surprisingly low — which are easily paid for by 6 one-minute commercial spots, weekly.

Send for complete details, brochure and first script.

### RITA ANELLA, Inc.

Suite 1006, 1697 Broadway  
New York 19, N. Y.

## PROGRAM PRODUCERS

### JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill  
Phone: ANdover 3-1422  
New York Address: 35 West 53rd St.  
Phone: CIRCLE 5-3260

President ..... Jules Power  
General Manager..... Daniel Wilson  
*Services Offered:* Production of live local and network television programs and commercials.

*Productions:* Time For Fun, WABC-TV.

### PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.  
Phone: CR 4-5488

Owner ..... Harold Jovien  
Associate ..... Bill Putney  
Associate ..... Mildred Houser  
*Services Offered:* Representation of artist and programs for TV, radio, records, clubs. Also directors, producers for TV.

*Productions:* Peter Potter's Juke Box Jury, Ralph Story Show, Harry Babbitt Show, Jeri Southern Show, Dick Whittinghill Show, Mildred Younger Show, The Hawthorne Show.

### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.  
Phone: GLOBE 6-2135

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.

### PRODUCERS MUSIC PUBLISHING CO., INC.

237 West 51st St., New York City 19, N. Y.  
Phone: JU 6-0028

President ..... Jule Styne  
Execs..... L. Moselle, Mrs. S. Herscher  
*Services Offered:* Theatrical productions; music published.

### PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MURRAY Hill 7-1881

President..... Paul F. Adler  
*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, Deadline, Indictment.

### RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

### RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.  
Phone: SORange 3-1044  
New York Phone: PLaza 5-0868

Executive Producer..... W. H. Bertenshaw  
Secy., Bus. Mgr..... Betty Janeway  
TV Director..... David Holm  
*Services Offered:* Producers of local and syndicated radio and TV programs & packages of bus., med., indust., agric., & science program drops.

*Productions:* Report From U. S. Rubber, The World of Fashion, It's a Funny World, Radio USA, Music USA, Prod. of all sports, music & special events for WHBI radio.

### 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: Woman's World; St. Nick's Fights. 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 20, 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

195 So. Beverly, Beverly Hills, Cal.  
Phone: CR 4-7863

President ..... Stuart Reynolds  
*Productions:* Harbor, G. E. Theatre, Jeweler's Showcase.

# PROGRAM PRODUCERS

*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.

## 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.

## RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.  
Phone: RYerside 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.

## JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 3-7173

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."

## R-TV ENTERPRISES

225 W. 36th St., New York City 21  
Phone: SU squelanna 7-2161

President ..... Amy W. Muentz  
Executive Producer ..... Jules Evan Baker  
Adv. Prom. Dir. .... Allan J. Levine  
*Services Offered:* Broadcast promotions & productions: live & filmed commercial & public service programs & spots.

## JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CKestview 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. Packers & producers of radio programs.

*Productions:* Adequate Wiring in the Home, Home Selector Guide.

## BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.  
Phone: Murray Hill 8-0940

President ..... Bernard L. Schubert  
Treasurer ..... Leonard Bogdanoff  
*Branch Offices*

Chicago, Los Angeles, Houston, Memphis, St. Louis, Minneapolis, Atlanta, Washington, D. C., Pittsburgh, Boston.

*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, Parole.

## 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 5-4610

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, Championship Bridge, All Star Golf, Tello-Test, Tune-Test.

## SCREEN GEMS, INC.

(See TV Film Pro.-Dist.)

## SESAC, INC.

The Coliseum Tower,

10 Columbus Circle, New York 19, N. Y.  
Phone: HUdson 6-3150

President ..... Paul Heinecke  
Secretary-Treasurer ..... R. C. Heinecke  
Asst. to Pres. .... E. S. Prager  
Production Manager ..... R. S. Stone  
Station Relations Dir. .... W. F. Myers  
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. Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agen-

## PROGRAM PRODUCERS

cies, 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 SOUVAINNE ASSOCIATES INC.

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  
V.P., Engineering ..... Charles A. Voso

*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, Mid-Southwest college 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.

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

Phone: PLaza 3-1030

President ..... Alfred Levy  
Exec. Vice Pres. .... David Susskind  
V.P.'s ..... Robt. Costello, Albert Selden.

### TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.

Phone: COlumbus 5-4111

President ..... Stephen F. Temmer  
Partner ..... Herbert M. Moss

*Services Offered:* Packaged radio shows; foreign language radio shows.

*Productions:* This Week in Boating, Rendezvous in Vienna, USIA Voice of America (German language).

### 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: ELdorado 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.

### TELESTUDIOS, INC.

1481 Broadway, New York 36, N. Y.

Phone: LO 3-6333

President ..... George K. Gould  
Vice-President ..... Edythe Rein

*Services Offered:* Complete videotape facilities & services for commercial & program production.

*Productions:* Kelloggs, Noxema, Republican State Comm., Democrat State Comm., Times Sq. Varieties, Viceroy.

### TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 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  
Managing Dir. .... J. H. Macdonnell  
Program Coordinator ..... Eileen Ellis

*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

### TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio

Phone: BALdwin 2-3773

President ..... J. P. Williams  
Vice President ..... Alexander Buchan  
General Manager ..... Gerhard Joseph

*Services Offered:* Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

### TRANSFILM, INC.

(See TV Prod.-Dist.)

### 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.

# PROGRAM PRODUCERS

## TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.  
Phone: Woodward 2-9184

President ..... George Trendle  
V. Pres. & Gen. Mgr. .... J. 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

New York Phone: YUkon 3-0370  
President ..... Richard H. Ullman  
Exec. Vice Pres. .... Marvin A. Kempner  
Vice-President ..... Richard B. Ullman  
Treasurer ..... Minna C. Thorn  
Secy. .... Edward H. Kavinsky  
Production Manager ..... R. D. Buchanan  
*Services Offered:* Animated jingles cover-  
ing 75 weather changes, "Watch the Birdie"  
(1360) animated quiz clips, "Ad-i-mation" 10"  
animated film clips.

*Productions:* "Colonel Bleep" cartoon  
stories & animated questions.

## VAVIN, INC.

131 E. 57th St., New York 22, N. Y.  
Phone: MU 8-5897

President ..... Richard de Rochemont  
V.P.s. .... Jos. Stultz, Gerald E. Weiler  
Secretary ..... Ruth Teksmo  
*Services Offered:* Production & distribu-  
tion of documentary films, industrial, promo-  
tional, publicity, public relations, motion  
pictures for TV, theatrical and non-theatrical  
uses.

## THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.  
Phone: CIrle 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.

## VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.  
Phone: ONIord 7-6960

Natl Sales Manager ..... Vic Lindeman, Jr.  
Producers-writer ..... Alan Sand-  
Station Relations ..... Peggy Seager  
*Services Offered:* Syndicate live TV pro-  
grams to local stations and servicing stations  
with prizes for giveaways.

*Productions:* Pop Ten Dance Party.

## 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, pro-  
gram production, TV programs, live and  
film.

## WOLF PRODUCTIONS

120 Madison Ave., New York 17, N. Y.  
Phone: Plaza 5-2050

Partner ..... Edward Wolf  
Partner ..... Herbert Wolf  
Producers ..... Jack Rubin, Alan Gilbert  
Dir. of Sales ..... Paul Ross  
*Services Offered:* Radio-TV, live program  
productions.

*Productions:* Break The Bank, Masquer-  
ade Party, Hold That Note, Who's Calling,  
Keep Talking, The Seed We Sow.

## FREDERIC W. ZIV CO.

1529 N. Madison Rd., Cincinnati 6, O.  
Phone: Plaza 4-1323

President ..... Frederic W. Ziv  
Exec. Vice President ..... John L. Sinn  
V.P., Chg. of Productions ..... Herb Gordon  
General Manager ..... Ben Philey  
Treasurer ..... Joseph L. Moore  
New York Office

188 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-1700

*Services Offered:* Transcribed radio pro-  
grams for local and regional sponsorship.

## ZIV TELEVISION PROGRAMS, INC.

188 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  
Snd. Sales Manager ..... Len Firestone  
Manager, Natl. Sales ..... James Shaw  
Regional Sales Mgr. .... Edward J. Bromm  
*Services Offered:* Custom built and syndi-  
cated 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,  
Liso Kid, Favorite Story, Boston Blackie,  
Unexpected, Your TV Theatre, Times Square  
Playhouse, Yesterday's Newsreel, Living  
Book, Story Theatre, Sports Album, Bat  
Masterson, Rough Riders, Bold Venture,  
MacKenzie's Raiders, Sea Hunt, Target, Dial  
999, New Adventures of Martin Kane, Harbor  
Command, West Point, Men of Annapolis.

## MAURICE H. ZOULARY

### TV-FILM PROD.

333 W. 32nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

Owner ..... Maurice H. Zouary  
*Services Offered:* Live package radio & TV  
programs.

*Productions:* Poem for A Day.

# RADIO STILL HAS A BASIC NEED

## ... And it is Still Showmanship

By JAMES H. WEATHERS  
General Manager  
World Broadcasting System



**W**E, at World, are constantly in touch with thousands of stations throughout the country, and we've been tremendously encouraged in recent months with the prosperity of the radio industry in general.

It wasn't too many years ago that a wave of pessimism was prevalent in the radio industry. Stations were concerned about the impact of television—they were worried about increased competition created by the continued granting of new radio facilities by the Commission—radio was affected by harder hitting sales efforts of newspapers, magazines, and virtually every other advertising medium. Radio embarked on a frantic era of search, seeking to find the solutions to performing a better service for its listeners and advertisers, and thereby enabling the radio industry to continue on a firm financial footing.

Apparently radio has found these answers because the overwhelming majority of broadcasters agree that radio has emerged from this transitory period stronger than ever and with the renewed confidence of listener and advertiser alike. The future of radio is bright and assured!

What are these answers? If they had to be summed up in one word, that word would be "Showmanship"! For too long, too many in the industry lost sight of the fact that basically radio is **SHOW BUSINESS**. We know we go in and tell our clients that they must advertise on our stations in order to dramatize and glamorize their products. Have we, therefore, any less of a responsibility to glamor-

ize and dramatize our own product—the radio station itself? We know that for too long the sales concept of too many stations was simply "I can sell it cheaper than my competitor"—never taking into account that the value of any commodity is not determined by price alone, but by its ability to perform a necessary function. In the case of radio, "its ability to sell goods."

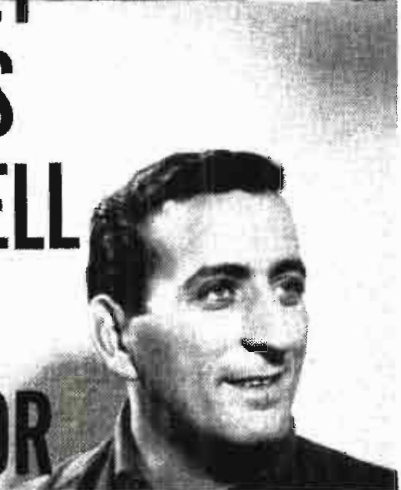
How many stations do we know of that send their salesmen out empty handed, forced to meet the prospect simply with a rate card in one hand, and hat in the other?—and then complain bitterly about the tough market conditions. If we have discovered anything within the past few years—it is that we need ideas—we need sales tools—we need showmanship, in order to sell and in order to produce results, thus assuring ourselves of happy clients and continuing renewals. The prospect who doesn't buy today still remains a prospect. In order to get him to say "yes" where he has been saying "no," we must offer him something new and sufficiently exciting to get him to want to buy something that strikes a responsive chord.

We at World are arming our stations with these essential tangibles. We have designed our service with the emphasis on sales tools and personality packages—the very essence of radio showmanship. I am sure we are all agreed that there is one thing radio can never have enough of—and that is—bigger—better—and more exciting saleable ideas!





**LET  
US  
SELL  
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.



The logo for Radio Daily, featuring the words "RADIO DAILY" in a stylized, blocky font with a blue-to-white gradient. The word "TELEVISION DAILY" is written in a smaller, plain font across the middle of the "RADIO DAILY" letters.

**RADIO DAILY**

presents

A large rectangular box with a black border and a white background, containing the title and subtitle. The box is positioned in the center of the page, with a thick black horizontal bar extending from its left side.

***TRANSCRIPTION  
and RECORDING***

PERSONNEL AND  
SERVICES OFFERED  
BY TRANSCRIPTION &  
RECORDING COMPANIES

**1959**

# MODERN RADIO NEEDS MODERN SERVICES

*Keep Ahead With —*

## **RADIO HUCKSTERS**

*New and exciting customized jingles for every local business and sales event*

## **RADIO FEATURETTES**

*10 multi-purpose 15-second spots each week from the interesting, exclusive files of Bruce Chapman, Radio's "Answer Man"*

## **THE JIM AMECHE SHOW**

*Only complete taped Disc Jockey show on Radio with Music and commercials all-Ameche . . . brings a new star to your staff*

## **CREATIVE PRODUCTION SERVICES**

*For that extra professional touch*

## **AIRLIFTS**

*Weather, Time, Station I.D.'s, Sound Effects for that new and different sound in town*

## **MUSIC-CALL LETTERS**

*Sparkling and brilliant custom built Station I.D.'s for tailored identity and exclusivity*

## **MUSIC LIBRARIES**

*Tailored to your Station's requirements. Over 20 years in the making*

## **TALENT MANAGEMENT SERVICE**

*That knows its way up Ad Avenue*

## **CUSTOM RECORDING FACILITIES**

*Highest quality, versatility and reliability for recording, processing and pressing work . . . monaural or stereo*

**INQUIRE TODAY** about all you need for Modern Radio . . . all at

# **LANG-WORTH**

**1755 Broadway, New York, N. Y.**

# TRANSCRIPTION AND RECORDING COMPANIES

## AFFILIATED PROGRAM SERVICE, INC.

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

Phone: MUrray Hill 7-1881

Office Manager.....Ed Pigeon

*Services Offered:* Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

## ALL-CANADA RADIO FACILITIES, LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.

Phone: EMpire 6-7691

President.....H. R. Carson

Vice President.....G. F. Herbert

General Manager.....J. S. MacKay

Mgr., Radio Sta. Time Div....Bill Brennan

Mgr., Prog. Div.....Dana S. Murray

Manager, TV Dept.....Reo Thompson

*Services Offered:* Canadian representatives and distributors for transcription companies.

## ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLlywood 9-5811

N. Y. Phone: MUrray Hill 3-6348

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

*Allied Record Div.—American Sound Corp.*

233 Main St., Belleville 9, N. J.

Phone: PLymouth 9-0700

*Services Offered:* Processing and pressing transcriptions, slide film, phonograph records. All types, sizes, and speeds. Complete nat'l distribution, all phonograph records. High speed magnetic tape duplication. 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 distributing of phonograph records.

## ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.

Phone: FL 3-6767

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: ORegon 4-7400

Gen. Mgr.....Edward Hochhauser, Jr.

*Services Offered:* A transcription library exclusively comprising radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-till-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

## AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President.....Herbert Rosen

*Service Offered:* Transcriptions; mood and bridge music library; three speed record and transcription players.

## AUDIO-VIDEO RECORDING CO., INC.

136 W. 52nd St., New York 19, N. Y.

Phone: CIrcle 6-3900

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.....Daniel Cronin

*Services Offered:* Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove). Westrex stereo discs, & 2- & 3-channel stereo tape recordings.

## S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada

Phone: WALnut 2-2103

President.....S. W. Caldwell

Vice President.....G. F. Keeble

Radio Sales.....Paul S. MacDonald

Recording Engineer.....Mel Lovell

Promotion Director.....Walter Shean

*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: JUDson 2-8040

President.....Glenn Wallichs

V.P., Mfg. & Eng.....James Bayless

**\* 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 including Stereophonic • 16MM film synchronization • Dukane 30-50 cycle Automatic Slide Film Tone Generator • Fine Quality • Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

\* Proven by repeated patronage of New York's finest advertising agencies.

**ARTHUR SHAER**  
*Executive Vice-President*



**THE SYMBOL OF . . .**

**SOUND SERVICE**

- STEREOPHONIC 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.**

136 WEST 52nd ST. • NEW YORK 19, N. Y. • Circle 6-3900

## TRANSCRIPTION-RECORDING

V.P., Adm., Finance.....D. C. Bonbright  
Director.....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.

### CAPITOL 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. Brailor  
*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

799 Seventh Ave., New York 19, N. Y.  
Phone: CIRCLE 5-7300

President.....Goddard Lieberson  
Exec. V.P.....Herbert Greenspon  
V.P., Gen. Mgr. Columbia LP  
Record Club.....Norman Adler  
Controller.....William G. Wilkins  
V.P. Chg. of Admin.....Albert B. Earl  
V.P., Business Affairs.....Alfred Lorber  
*Services Offered:* Records and record accessories, tape recordings, electrical transcriptions.

### COLUMBIA TRANSCRIPTIONS

(A Service of Columbia Records)

Director.....Calvin Roberts  
National Sales Mgr.....Floyd Glinert  
Los Angeles 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.

### COMMUNITY CLUB SERVICES, INC.

20 East 46th St., New York 17  
Phone: MURRAY Hill 7-4466  
(See Program Producers)

President.....John C. Gilmore  
Exec. V.P.....William M. Carpenter  
*Services Offered:* Recorded radio promotions and programs.

### GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.  
Phone: MURRAY Hill 2-5299

Pres., Creative Dir.....Gordon M. Day  
Production Manager.....Carol Bulkley  
Treasurer.....Leo L. Reich  
*Services Offered:* Writing-Production of Jingles and Spots; consultants to advertising agencies on preparation & production of commercials.

### PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22  
Phone: MU 8-3950

President.....Phil Davis  
V.P., Mus. Dir.....Earl Paul  
Secy.-Treas.....Loretta H. Davis  
Prod. Mgr.....Joe Rhodes  
Copy Dir.....E. C. Redding  
Exec. Secy.....Renee Strum  
*Services Offered:* Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

### DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.  
Phone: Colnmbus 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.....Marion I. Waring  
*Services Offered:* Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-syne generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

### DISNEYLAND RECORDS

477 Madison Ave., New York, N. Y.  
Phone: PLAZA 9-3880

500 S. Buena Vista St., Burbank, Calif.  
East. Sls. Mgr.....Moe Preskell  
*Services Offered:* Custom recordings both classical & popular. New Storyteller records.

### DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.  
Phone: HO 2-3141  
N. Y. Phone: JUdson 6-1177

President.....Randy Wood  
V.P. Sales.....Christine Hamilton  
V.P. Album Repertoire.....Tom Mack  
V.P. Artist & Album Repertoire.....Robt. Thiele  
*Services Offered:* Recording and distributing of phonograph records.

### EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.  
Phone: YUKon 6-5700

**CREATE  
THE RIGHT MOOD  
EVERY TIME**

*with the*

**MAJOR MOOD  
MUSIC LIBRARY**

*Major* offers you a full twenty hours of mood music for titles, bridges, background — for scoring, editing, recording and dubbing music for your feature productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and commercials.

*Major* specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

**IMPORTANT:** *Major* owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Records available on a "per selection" or "unlimited use" arrangement.

**WRITE FOR FREE  
CATALOGUE  
to THOMAS J. VALENTINO, INC.**

*Established 1932*

150 West 46th Street  
New York 36, N. Y.

*Also available Free catalogue of complete  
sound effects library*

RD-1

President & Treasurer...Helen D. Kelleher  
Vice-President .....Arthur Lubo  
Vice-President.....Fred de Jaager  
Secretary.....John Hughes Dwyer  
*Services Offered:* Tape—Disc recording  
Studios—Remote work. Production—Talent.

**HARRY S. GOODMAN  
PRODUCTIONS**

19 E. 53 St., New York 22, N. Y.  
*Phone:* PLaza 5-6131

General Manager.....Harry S. Goodman  
Sales Manager.....Everett F. Goodman  
Asst. Gen. Mgr.....William Baron  
Radio Director.....Frank Gehrecke  
TV Director.....Stuart Wilson  
Secretary.....H. D. Knuth  
*Services Offered:* Specializing in package deals for radio stations with programming service. 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  
V.P. Chg. Engineering...Jason B. Windwer  
Dir., Prog. & Prod.....Fred Hertz  
Asst. Execs.....Bob Nash, Leonard Lawson  
*Services Offered:* Radio & TV creative facilities; scripts to pressings. Programs, filmed commercials, jingles, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

**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, singing commercials & phonograph recordings; vocalists.

**HUDSON RECORDINGS, INC.**

353 W. 57th St., New York City  
*Phone:* PLaza 7-6167

President .....Lorraine Lester  
V.P.s.....Warren Jenkins, Geo. Lessner  
V.P. Sound Engr.....Robt. Lessner  
Treasurer .....Greg Raffa  
*Services Offered:* Eqpt. sound studio; all types recording services, incl. record albums, motion pictures, spots, etc., incl. stereo.

**IMPERIAL RECORDS**

6425 Hollywood Blvd., Los Angeles, Cal.  
President.....Louis R. Chudd

**JAY-GEE RECORD CO., INC.**

1721 Broadway, New York 19, N. Y.  
*Phone:* CIrcle 5-3636

President .....Jerry Blaine  
Vice President.....Morty Palitz  
Sales Manager.....Bill Darnel  
*Services Offered:* Manufacturers and distributors of Jubilee, Josie, Palette, Fame, Jane, Port, and Dana records.

**KEYSTONE BROADCASTING SYSTEM, INC.**

527 Madison Ave., New York, N. Y.  
Phone: EL 5-3720

President (Dir.).....Sidney J. Wolf  
Vice-President.....Charles A. Hammarstrom  
Exec. Vice-Pres.....Noel A. Rhys  
Sr. Vice-Pres.....Edwin R. Peterson  
V.P.'s.....Wm. Bayer,  
Chas. A. Hammarstrom  
Secretary-Treasurer (Dir.).....Arthur Wolf  
New York Office

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: SState 2-8900

President.....Sidney J. Wolf  
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 1058 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. Program syndication.

**JACK LLOYD**

1445 Miller Way, Hollywood 46, Calif.  
Phone: OLdfield 6-4607  
Executive Director.....Jack Lloyd



*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

**REX PRODUCTIONS, INC**

**ANDEX\*KEEN\*ENSGN**

*recordings*

POP • JAZZ • ROCK 'N ROLL  
STEREO

**REX CUSTOM SERVICES**

- Complete recording facilities
- Dependable rapid service
- Fine Quality
- Experienced personnel



8715 west third street Los Angeles 48



**TRANSCRIPTION-RECORDING** //////////////////////////////////////////////////////////////////

*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.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: Dunkirk 4-4191

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.**

19 West 45th St., New York, N. Y.

Phone: CJ 7-0210

President..... Thomas L. Clarke, Jr.  
 V.P., Prog. Dir..... Joseph F. Hards

*Services Offered:* Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM 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.

**METROPOLITAN SOUND SERVICE, INC.**

105 E. 100th St., New York 29, N. Y.

Phone: ENright 9-7000

President..... Al Gramaglia  
 Vice President..... C. Langlois, Jr.  
 Secretary..... Ted Roseen

*Services Offered:* Transfer, dubbing, editing film. Tape for recordings. Mastering.

**M G M RECORDS**

1540 Broadway, New York 36, N. Y.

Phone: JUdson 2-2000

President..... Arnold Maxin  
 Nat'l Sls. Mgr..... Charles Hasin  
 V.P., Chg. of Oper..... George Abramson  
 Advertising Manager..... Sol Handwerker

*Services Offered:* MGM popular and classical records, custom recording, Metro, Metro Jazz, Cub, Lion records.

**THE BEST  
 IN MUSICAL  
 ENTERTAINMENT  
 MONAURAL & STEREO**



**MGM RECORDS**



## TRANSCRIPTION-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: ORegon 4-7400

Board Chairman ..... Jack D. Wrather  
President ..... Charles C. Cowley  
Sr. V.P., Treas. .... John R. Andrus  
V.P. & Legal Counsel ..... Leonard Scholl  
V.P. & Dir. of Marketing ..... Joseph W. Roberts  
V.P., Product ..... Alexander B. Motenko  
Program Director ..... Donald O'Neill  
Engr. & Research ..... Emil F. Hembrooke  
Merchandising Dir. .... Edw. Hochhauser, Jr.  
*New York Operations*

Manager ..... Luellen Stearns  
*Associated Program Service Div.*

General Manager ..... Edw. Hochhauser, Jr.  
*Services Offered:* Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio & TV stations with transcription library service.

### NATIONAL MUSITIME CORP.

640 Fifth Ave., New York 19, N. Y.  
Phone: JUdson 2-5616

President ..... Charles E. Rynd  
Vice-Pres. & Sales 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 business aids service.

### NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 7-8300

Manager ..... Charles L. Bennis  
Sales Manager ..... Henry P. Hayes  
Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Sheraton Park Hotel, Washington, D. C.

Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

*Services Offered:* Recording, program production, scripts, package programs, and talent.

### OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.  
Phone: PL 1-0890

President ..... Richard B. Olmsted  
Vice President ..... Harry F. Landon  
Comptroller ..... Robert M. Boel  
*Services Offered:* Transcription, film sound, stereo recording & mastering.

### PATHE NEWS, INC.

245 West 55th St., New York 19, N. Y.  
(See TV Prod.-Dist.)

### THE PENTHOUSE SOUND STUDIOS

113 W. 57th St., New York 10, N. Y.  
Phone: JUdson 6-0040

Owner ..... Vincent J. Nola  
General Manager ..... V. Thomas Nola  
Chief Engineer ..... Stanley Bumbly  
*Services Offered:* Film-Tape-Disc transcriptions 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 DEPARTMENT

155 East 24th St., New York 10, N. Y.  
Phone: MUrray Hill 9-7200

Mgr., Custom Records ..... Emmett B. Dunn  
Sales Mgr. .... R. C. Williams

Mgr., Custom, Artist and Repertoire ..... Ben Selvin  
Mgr., Custom Advertising ..... E. H. Kelly

*For the Finest  
in Recording Programming*

STEREO or MONAURAL  
**Disneyland**  
RECORDS

and  
*Introducing the New  
Vista in Music*

BUENA **Vista** RECORDS

Division of Walt Disney Music Company

# TRANSCRIPTION-RECORDING

## Custom Record Sales Section

Chicago Mgr.....A. E. Hindle  
Hollywood Mgr.....R. C. Bucholz

*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. Saubrook  
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  
Central Northwest Sales Rep.....Jack Nadeau

*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

415 North Lake Shore Drive, Chicago 11, Ill.

Phone: WHItEhall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.

Phone: OLdfield 4-1660

1121 Rhodes Haverly Bldg., Atlanta 3, Ga.

Phone: JACKson 4-7703

7901 Empire Freeway, Dallas, Texas

Phone: PL 2-3911

300 17th Ave. South, 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: ARREFFAY, New York

Executive Director.....Oliver W. Nicoll  
Assoc. Dir. of Svcs.....Sandra Munsell  
Mng. Dir. of Prod.....J. H. MacDonell  
Program Coordinator.....Eileen Ellis

*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

## REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.

Phone: OREGon 9-3550

President.....Hazard E. Reeves  
Vice-President.....Chester L. Stewart  
Mgr.—Film Div.....Richard Vorisek  
Mgr.—Disc Div.....John Vorisek  
Chief Engineer.....Lyman J. Wiggan

*Services Offered:* Sound recording for motion pictures and television, transcriptions.

## REX PRODUCTIONS, INC.

3715 W. 3rd St., Los Angeles 48, Cal.

*Services Offered:* Recording facilities. Pop. Jazz. Rock 'n Roll. Stereo.

## 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.

## ROULETTE RECORDS

659 Tenth Ave., New York 36, N. Y.

Phone: Circle 6-4490

President.....Morris Levy  
Exec. V.P.....Joe Kolsky  
V.P. Sales.....Irving Jerome  
A. & R. Chief.....Joe Reisman

*Services Offered:* Manufacture all types phonograph records.

## SESAC, INC.

The Coliseum Tower, 10 Columbus Circle  
New York 19, N. Y.

Phone: JUDson 6-3150

President.....Paul Heinecke

Secretary-Treasurer.....R. C. Heinecke

Asst. to President.....E. S. Prager

Prod. Manager.....Robert S. Stone

Station Relations Dir.....W. F. Myers

Publicity & Prom.....Alice Heinecke

*Services Offered:* Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, country and western, novelties, band, religious. Script service including special continuities for holidays, 3500 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:* MUSIC-QUE & sound effects libraries; commercial aids & jingles.

## ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City

Phone: MURray Hill 8-1355

President.....Robert Swanson

Sales Manager.....Rolf Johnson

*Services Offered:* Producers & creators of musical coun'ts for radio & TV.

## 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.

## TRANSCRIPTION-RECORDING

Phone: BALdwin 2-3773

President.....J. P. Williams  
Vice Pres.....Alexander Bnchan  
General Manager.....Gerhard Joseph

*Services Offered:* Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

### RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CLEVELAND 2066

*Production Dept.*  
2133 N. W. 11th Ave.  
Miami 37, Fla.

President.....Richard H. Ullman  
Exec. V.P.....Marvin A. Kempner  
Treasurer.....M. C. Thorn  
Secretary.....Edward H. Kavinoky  
Production Manager.....R. D. Buchanan

*Services Offered:* Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbershop Harmonies; Joe McCarthy Speaks.

### UNITED ARTISTS RECORDS

729 Seventh Ave., New York 19, N. Y.  
Phone: CIRCLE 5-6000

President.....Max E. Youngstein  
V.P., Gen. Mgr.....Monte Kay  
V.P. Adm.....Miss Kay Norton

*Services Offered:* Produce all types of phonograph records; L.P.'s & single records. Classical, jazz, popular.

### UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 13, Ill.  
Phone: MI 2-6465

President.....A. B. Clapper  
V.P., Chief Engineer.....M. B. Coppinger  
V.P., Treas.....Frank Richter, Jr.  
Secretary.....R. A. Weber

*Services Offered:* Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 & 35 mm screening & interlock magnetic re-recording.

### THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.  
Phone: CIRCLE 6-4675

President.....Thomas J. Valentino  
Vice-President.....Michael T. Valentino  
Secretary.....Elsie F. Valentino

*Services Offered:* Mood music for TV, sound effects of all types, miscellaneous recordings.

### WARNER BROS. RECORDS, INC.

4000 Warner Blvd., Burbank, Calif.

Phone: HOLLYWOOD 9-1251  
N. Y. Phone: CIRCLE 6-1000

President.....James B. Conkling  
Vice President.....Hal B. Cook  
Artists, Repertoire Dir.....Geo. Avakian  
Rec., Engr. Dir.....Lowell Frank  
Merchandising Dir.....Joel M. Friedman  
Nat'l. Oper. Mgr.....Irving Iserson

*Services Offered:* Producers of phonograph records, all categories of music.

### WEBB RECORDING CO.

55 Wacker Drive, Chicago, Ill.

Phone: FINANCIAL 6-4183

Exec. in Charge.....Edwin M. Webb

### WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 3-6811

Partners.....Donald D. Blake, Wm. M. Kirkpatrick, Theo E. Robinson

*Services Offered:* Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. Dukane 30/50 automatic signal for slide film production.

### WORLD BROADCASTING SYSTEM INC.

10 Columbus Circle, New York 19

Phone: PLaza 7-1400

Suburban Station Bldg., Philadelphia 3, Pa.

Phone: LOcust 8-4100

16746 Vintage St., Granada Hills, Calif.

Phone: EMpire 3-6511

All-Canada Radio-TV, Ltd.  
Victory Bldg., Toronto

President.....Paul F. Harron  
Sect.-Treasurer.....Lawrence D. Biele  
Gen. Mgr., Sales.....James Weathers  
Vice President.....Frank Knight  
Asst. Sect.-Treas.....Florence B. Crowther

*Services Offered:* Sales and program transcription service for radio.

### 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. Siun  
V.P., Chg. of Prod.....Herb Gordon  
Vice President.....Robert W. Friedheim  
Treasurer.....Joseph L. Moore

*Services Offered:* Transcribed radio programs for local and regional sponsorship.

# PLAY AND STORY BROKERS

## Los Angeles, Calif.

Bernie, Herman  
260 S. Beverly Dr., B. H. . . . . CRestview 5-0117

Bergerman Agency  
141 El Camino Dr., B. H. . . . . CRestview 6-9687

Barrow Agency  
8733 Sunset Blvd. (46) . . . . . OLYMPIA 2-4125

Doak, Virginia  
9172 Sunset Blvd. (46) . . . . . BRadshaw 4-8121

Elwood, Maren, Agency  
4949 Hollywood Blvd. . . . . NORMANDY 4-4786

Famous Artists  
9441 Wilshire Blvd., B. H. . . . . CRestview 4-7433

Feins, Bernard  
436 S. Roxbury Dr., B. H. . . . . CRestview 5-0601

French, Samuel, Inc.  
7623 Sunset Blvd. . . . . HOLLYWOOD 3-3146

Frings, Kurt  
468 N. Camden Dr., B. H. . . . . CRestview 1-6115

Irwin, Lou  
9165 Sunset Blvd. . . . . CRestview 1-7131

Gold, Sid  
8961 Sunset Blvd. (46) . . . . . CRestview 4-7247

Goldstone, Jules  
335 N. Canon Dr., B. H. . . . . CRestview 5-1191

Goldstone-Tobias  
404 N. Roxbury Dr., B. H. . . . . CRestview 6-1071

Grashin, Mauri  
8949 Sunset Blvd. . . . . CRestview 1-6449

Herzbrum, Walt  
8820 Sunset Blvd. (46) . . . . . OLYMPIA 2-7210

Irwin, Lou  
9165 Sunset Blvd. . . . . CRestview 1-7131

Jackson, Eddie  
6695 Hollywood Blvd. (28) . . . . . HOLLYWOOD 7-0155

Kohner, Paul, Inc.  
9169 Sunset Blvd. (46) . . . . . CRestview 1-5165

Lance, Leon  
8820 Sunset Blvd. (46) . . . . . CRestview 2-0181

Lazar, Irving  
211 S. Beverly Dr., B. H. . . . . CRestview 5-6163

Levee, M. C.  
9000 Sunset Blvd. (46) . . . . . CRestview 6-6285

Linsk, Lester  
195 S. Beverly Dr., B. H. . . . . CRestview 5-4396

MacQuarrie Agency  
9157 Sunset Blvd. (46) . . . . . CRestview 4-8919

Mannell, Alvin G. Agency  
468 N. Bedford Dr., B. H. . . . . CRestview 4-5288

Meyces, Walter  
9167 Sunset Blvd. (46) . . . . . CRestview 1-8161

Morris, William, Agency  
151 El Camino Dr., B. H. . . . . CRestview 4-7451

Music Corp. of America  
9370 Santa Monica Blvd., B. H. . . . . CRestview 6-2601

Rlog, 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

Shaner, Melville A.  
9110 Sunset Blvd. . . . . CRestview 1-1103

Shiffelin, William  
449 S. Beverly Dr., B. H. . . . . CRestview 4-7643

Shurr, Louis  
227 N. Rodeo Dr., B. H. . . . . CRestview 4-8111

Small, Paul  
279 N. Canon Dr., B. H. . . . . CRestview 4-5877

Soltzer, Lou-M. Frutchi, Inc.  
1404 Hollywood Blvd. (28) . . . . . HOLLYWOOD 9-6271

Stempel, Frank  
9034 Sunset Blvd. (46) . . . . . CRestview 4-8343

Stewart, Rosalie  
441 S. Beverly Dr., B. H. . . . . CRestview 4-6123

Swanson, H. N., Inc.  
8533 Sunset Blvd. . . . . OLIVE 2-6385

Ullman, George  
8979 Sunset Blvd. (46) . . . . . CRestview 4-5238

Wilkins, Paul  
9006 Sunset Blvd. (46) . . . . . CRestview 1-6188

## New York, N. Y.

American Play Co.  
522 Fifth Ave. . . . . MURRAY HILL 2-0166

Ashley-Steiner Associates  
579 Fifth Ave. . . . . MURRAY HILL 8-8330

Bartsch, Hans  
1501 Broadway . . . . . BRYANT 9-6933

Brandt & Brandt  
101 Park Ave. . . . . MURRAY HILL 3-5890

Brown, Curtis, Ltd.  
575 Madison Ave. . . . . PLAZA 5-4200

Century Play Co., Inc.  
522 Fifth Ave. . . . . MURRAY HILL 2-0166

Cowl, Carl  
516 Fifth Ave. . . . . MURRAY HILL 7-6782

Fishbein, Frieda  
353 W. 57th St. . . . . OLIVE 7-4388

French, Samuel  
26 W. 45th St. . . . . JUDSON 2-4706

Gaines, Blanche  
350 W. 57th St. . . . . PLAZA 7-0537

Hayward, Leland  
655 Madison Ave. . . . . TEMPLETON 8-5100

International Literary Bureau, Inc.  
11 W. 42nd St. . . . . LONGWELL 4-5576

Jay Garon-Brooke Associates, Inc.  
56 W. 45th St. . . . . MURRAY HILL 7-3236

King, Eleanor  
19 W. 44th St. . . . . MURRAY HILL 2-6390

Leonard, Claire  
156 W. 74th St. . . . . TRAFALGAR 7-3082

Matson, Harold  
30 Rockefeller Plaza . . . . . CIRCLE 6-2750

Morris, William, Agency, Inc.  
1740 Broadway . . . . . JUDSON 6-5100

National Artists Bureau  
156 W. 44th St. . . . . JUDSON 2-3450

Pauker, Dr. Edmond  
1639 Broadway . . . . . COLUMBUS 5-1726

Reynolds, Paul R. & Son  
599 Fifth Ave. . . . . MURRAY HILL 8-4767

Roberts, Flora  
515 Fifth Ave. . . . . MURRAY HILL 7-4137

Salisbury, Leah  
234 W. 44th St. . . . . LACKAWANNA 4-8638

Talent Associates, Ltd.  
41 E. 50th St. . . . . PLAZA 3-1030

Taylor, Ethel S.  
55 W. 59th St. . . . . CIRCLE 6-3922

Wade, Carlson  
516 Fifth Ave. . . . . MURRAY HILL 7-4970

Williams, Amie Laurie  
18 E. 41st St. . . . . MURRAY HILL 5-7565

Writers Literary Agency  
117 W. 58th St. . . . . CLAYSON 6-2470

Writers Workshop, Inc.  
280 Madison Ave. . . . . TRAFALGAR 2-9878

# WHAT MAKES UP TELEVISION IMPACT?

## ... And How Do You Achieve It?

By JOHN L. SINN

President of Ziv Television Programs, Inc.



**W**HAT do we mean when we call a TV series "impact drama"? To us at Ziv, this term has a very specific meaning which represents a positive value to advertisers selling with film.

Sponsors need to reach large audiences from the moment the program goes on the air. They can't afford the luxury of waiting for ratings to reach a satisfactory level. Their advertising investment must pay off immediately. Over and over again, our researchers have found that it is impact drama which accomplished this.

Impact is a one-word summary for a combination of ideas—fast moving action, logically motivated adventure, real-life locations, strong star names, well-written drama that grips the emotions.

For example, "Sea Hunt" was the highest rated syndicated show in the highly competitive seven-station market of New York on its very first telecast. "Mackenzie's Raiders" ranked nationally in the top 15 syndicated shows in its first month on the air.

What do such shows have in common? They are not "soft" programs that the viewer can take or let alone. They are compelling dramas of action, adventure and suspense. There is a strong central figure with whom viewers can identify, whether it be a brawny hero, a dashing one or the debonair type. There is the ring of reality, from the use of actual locales and well-authenticated detail. There is—impact.

It is no accident that series involving law enforcers—eastern or western—have proved to be such powerful audience-builders. The twentieth

century concept of the man of the law is a far cry from the "dumb cop" or bungling sheriff of older fiction. The head of a modern highway patrol system, the western lawman—the man who does exciting, real-life things sparks immediate interest and admiration.

Now, if we place the man of action at the actual scene of action, the benefits multiply. We have sent our cameras half way around the globe to get the added impact of authentic settings. The air of tension and intrigue that surrounds a world capital cannot be brought to life on a sound stage, so we went to London to film "Dial 999." The mysterious beauty of life beneath the sea is impossible to duplicate, so we went to Hawaii, Florida, Mexico and the Caribbean to film "Sea Hunt."

The strength of many of these stories comes from careful grounding in fact. "Bat Masterson" is based on the definitive biography by Richard O'Connor. "Mackenzie's Raiders" dramatizes an important chapter of America's history. Many of "Sea Hunt's" most exciting stories have been based on the very real experiences of the Navy underwater demolition men and of scientists who work underwater.

Daring action, authentic locales, strong central characters portrayed by famous stars—these are the elements that create impact. Combined with know-how and insight into a gripping television program, they quickly establish a week-in, week-out viewing habit and provide a memorable setting for the commercials.

HERE COME THE  
BIG ONES FROM NTA

Powerhouse programs! Powerhouse promotion! That's the famous NTA "one-two punch" which is currently giving ratings and sales the big jolt for stations and advertisers in market after market. Get it all when you get these big ones from NTA.

NOW IN DISTRIBUTION.

WALTER WINCHELL FILE  
U.S. MARSHAL  
SHOW BUSINESS  
OFFICIAL DETECTIVE  
WILLIAM TELL

PLUS GREAT STARS IN GREAT HOUR-LENGTH TELEVISION DRAMAS:

TV HOUR OF STARS

PLUS 85 OUTSTANDING FIRST-RUN FEATURES... NEVER BEFORE SEEN:

DREAM PACKAGE

AND NOW ON THEIR WAY:

MANTOVANI  
THE THIRD MAN  
HIGH NOON  
GRAND JURY

For Full details on any or all of these great NTA shows, phone, wire, write:  
Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. JUdson 2-7300

NTA



The logo for Radio Daily, featuring the words "RADIO DAILY" in a stylized, blocky font with a blue-to-white gradient. The letters are slightly shadowed to give a 3D effect.

**RADIO DAILY**

presents

A large, white rectangular box with a black border, containing the title text. The box is positioned in the center of the page, with a thick black L-shaped bar on its left and bottom edges.

***TV FILM  
PRODUCERS-  
DISTRIBUTORS  
AND  
COMMERCIALS  
PRODUCERS***

**1959**



# A WORLD OF DIFFERENCE

*that makes for superior programming*

- The Adventures of Robin Hood, *Network*
- The Invisible Man, *Network*
- The Adventures in Sherwood Forest, *Syndication*
- The Adventures of Sir Lancelot
- Decoy
- The Big Story
- Trouble With Father
- The Buccaneers
- My Little Margie
- Willy
- Star Performance
- The Hunter
- My Hero
- The American Legend
- Overseas Adventure
- Dateline Europe
- Cross Current
- The Star and The Story
- Rocky Jones, Space Ranger
- The Adventures of the Scarlet Pimpernel
- Colonel March of Scotland Yard
- Sword of Freedom



**OFFICIAL FILMS, INC.**

25 West 15th Street • New York 36, New York • Plaza 7-0100

*Representatives in*

NEW YORK • ATLANTA • BEVERLY HILLS • ST. LOUIS  
CHICAGO • DALLAS • MINNEAPOLIS • SAN FRANCISCO

# TV FILM PRODUCERS AND DISTRIBUTORS

## **ABC Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LA 4-5050

President.....Henry G. Plitt  
V.P., Business Affairs....Richard P. Morgan  
V.P., Dir. N'l. Sls.....John Burns  
V.P., Dir., West Oper.....William L. Clark  
N. Y. C. Sales Mgr.....Sherman Gregory  
Central Div. Mgr.....Howard Anderson  
Dir. Internat'l. Oper.....Edwin J. Smith  
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*—26 Men, Man With a Camera.

## **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.

## **All Canada Television**

80 Richmond St. West, Toronto, Ontario, Can.

Phone: EMpire 6-7691

President.....H. R. Carson  
Vice-President.....G. F. Herbert  
General Manager.....J. Stuart MacKay  
Manager .....Reo Thompson  
Montreal Manager.....Ken Baker  
Winnipeg Manager.....Bruce Pirie  
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

12 West 72nd St., New York, N. Y.

Phone: TRafalgar 3-5115

President .....Arthur Alexander  
Vice Pres.....Max Alexander  
East. Rep.....Larry Stern

*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.

(See Commercial Producers)

## **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  
Secy., Off. Mgr.....Lillian Ortner

*Services Offered*—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

*Productions*—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; Terry Tell Watch Time Co.; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; A.M.C. Force for Space; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes.

## **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. H. Johnson  
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. 46th St., New York 36, N. Y.

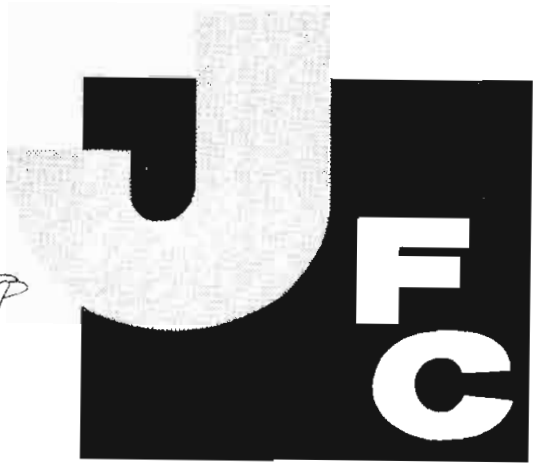
Phone: JUdson 2-1287

President .....Fred Bellin  
Sec'y-Treas. ....Anthony Tarell

(Continued on Page 990)



**BOZO THE CLOWN**  
Capitol



### WHAT GRAND INITIALS!

JAYARK'S *initial* year established BOZO THE CLOWN (our initial program) as the most popular children's TV personality coast to coast!

BOZO'S *initial* ratings dizzied the competition! And BOZO is *still* on top!

JAYARK *initiated* BOZO with the showmanship and exploitation that pays off for stations and sponsors. One hundred plus stations endorse The Jayark formula for delivering Sales-producing entertainment. This is your guarantee of success.

Exciting new programs in production and ready for release. WATCH for them.



## JAYARK FILMS CORPORATION

*Reub Kaulman President*

15 EAST 48th ST., NEW YORK 17, N. Y. MURRAY HILL 8-2636  
699 N. BRONSON AVE., HOLLYWOOD 4, CALIF. HOLLYWOOD 2-6769

# SYNDICATED SERIES TRUMP CARDS

## ...Are Program Quality, Audience Interest

By JAKE KEEVER

Vice President and General Manager  
California National Productions



**T**HE past year has clearly demonstrated to stations and their advertisers that the greatest single advantage which syndicated series hold over feature films is consistency—consistency of program quality and of audience interest.

As realization of this fact took firm root, ARB introduced its "One week-four week" reports. Chief among the reasons seen behind this move is the industry's need for more accurate measurements that can cope with the breathless ups and downs of movie feature ratings.

There now is a general awareness that the inconstant nature of various packages of old theatrical movies released for telecasting precludes any acceptable possibility of faithful, solid-core audiences. Stations dislike the catch-as-catch-can nature of these self-same movie packages; they run the gamut of low-brow to high-brow, vintage, modern and good, or just plain bad. Besides inconsistency in quality, length is a built-in disadvantage which makes burdensome demands on a busy America.

Syndication, on the other hand, offers a dependable level of program quality (call it "program personality," if you will) that is of particular importance to viewers. Today's audience habitually expects and demands that its entertainment requirements be met—or else! Furthermore, the advertiser has become aware of the viewers' feelings on features and naturally is concerned with the number and types of people who are exposed to his sales messages.

The supply of features to television is steadily dwindling. Already antiques when they make their TV debut, the movies become relics with their third and fourth repeats. As the bottom of the barrel gets scraped cleaner and cleaner, the calibre of entertainment drops lower and lower. Serious as the dearth of feature-film is now, the situation promises to grow worse as current packages wear out their frowsy welcomes.

There is also the intangible but undeniable element of "not-at-homeness" that theatrical motion pictures suffer as they are projected on the cathode ray tubes. Original TV series, whether live or filmed, are conceived, designed, and produced with the living-room audience in mind. On the other hand, flickers were made expressly for the cinema house, and sponsors know that a house is not a home.

Current trends indicate a shift by stations away from features toward syndicated programs of proven values, whether off the network or in syndicated reruns.

In addition, stations are now aware of their advertisers' desire for sponsor identification. Syndicated shows satisfy this need, even if the sponsor only buys spots in the series, because he is identified by the audience with the same show. The end result is that: Advertisers, who know the product they are selling, know the program they are buying. Viewers, who know what they like, know where to turn the dial.

On both counts, the winnah is syndication.



*Unlike anything you've seen before!*

**LARAINÉ DAY, GARY MERRILL,**

**PAT HINGLE,**



**CLIFF**

**KEENAN WYNN, DAVID WAYNE,**



**BERT LAHR, JAMES**

**MARGARET HAMILTON, GENE**

**WILLIAM PRINCE,**



**EDWARD ANDREWS, LOU NOVA,**



**PATRICIA SMITH,**

**BIFF McGUIRE, BOB PASTENE,**

**& OTHERS**



**MEET**



**DARRYL HICKMAN,**

**ROBERTSON, NANCY COLEMAN,**

**ARTHUR KENNEDY,**



**MITCHELL, JOSEPH WISEMAN,**

**LYONS,**



**GENE SAKS,**

**KIM HUNTER, MONA FREEMAN,**

**TIMMY EVERETT,**



**MIKE KELLIN, ISOBEL ELSOM,**



**CHARLES DRAKE**

**ON CBS FILMS' "RENDEZVOUS"**

*The most important dramatic series which has ever been offered for first run syndication. Intrigue, romance and drama meet in 39 half-hours based on stories by prize-winning authors... produced and directed by Broadway's and Hollywood's finest talents. For details, r. s. v. p. **CBS FILMS** ©*

*"... the best film programs for all stations"*



(Continued from Page 985)

General Sales Mgr.....David A. Bader  
Services Offered—Producers and distributors of feature films.

**Atlantic Television Corp.**

130 W. 16th St., New York 36, N. Y.  
Phone: JUdson 2-4287

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 "Common Valor."

**Atlas Television Corp.**

225 E. 16th St., New York 17, N. Y.  
Phone: ELdorado 5-7943

President .....Henry Brown  
Services Offered American and British features; half and full hour westerns; comedy shorts; one-hour comedy program; an extensive library of comedy and musical shorts.

Productions Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, 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.

**George Bagnall & Associates Inc.**

3327 Olympic Blvd., Beverly Hills, Cal.  
Phone: CR 4-5133

President.....George L. Bagnall  
V.P., Gen. Sales Mgr.....J. J. O'Longblin  
Secretary.....Fred C. Lindquist

Services Offered Distribution of the following films for television: Features—Forbidden Jungle, New Orleans, Timber Fury, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Adventures of the Texas Kid, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, One Minute to Twelve, On Our Merry Way, Buffalo Bill Rides Again, Song for Miss Julie, I Killed Geronimo, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Doctor Jim, Voice in the Wind, I Stand Condemned, The Windjammer, The Barbarian and the Lady, Kangaroo Kid, It Happened Tomorrow, Hangmen Also Die, What Price Money, Half-hour Shows—Bill Burrud's "Treasure," Global Zobel, Life with Animals. One-hour shows I Search For Adventure, A Scene with a Star, 5-Minute Show—Race Night, 32 Winners.

**Bil Baird's Marionettes**

334 West 70th St., New York 23, N. Y.  
(See Commercial Producers)

**Jerome Balsam Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LOngaere 3-6187

Pres., Gen. Sales.....Jerome Balsam  
Vice President.....Alexander Beck  
Services Offered—Producers and distributors to TV of syndicated shows, features and cartoons.

**Bamer Films, Inc.**

527 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-4814

President.....Charles McGregor  
Services Offered—Production and distribution of films for TV.

Productions—Night Court U.S.A., 78 one-half hour episodes.

**Thomas J. Barbre Productions**

2130 S. Bellaire St., Denver 22, Colo.  
Phone: SKYline 6-8383

Producer.....Thomas J. Barbre  
Assistant Manager.....Anita T. Barbre  
Dir. of Photography.....H. J. Anderson  
Dir. of Sound.....Paul F. Emrich

Services Offered—Complete motion picture production services; scripts, photography, editing, sound recording, stage, mobile units, theater. Producing business films and TV commercials for national accounts.

Productions—TV film commercials: Bold Action Furniture Sales, Inc.; Adolph Coors Company; Gates Rubber Company.

**Barnett International Forwarders**

513 W. 43rd St., New York 36, N. Y.  
Phone: BRyant 9-1616

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**

667 Madison Ave., New York 21, New York  
Phone: TEmpleton 2-8600

Partner .....Jack Barry  
Partner .....Dan Enright  
Production Manager.....Robert Noah  
Business Manager.....Fred Stettner  
Art Director.....Norman Blumenthal  
Office Mgr.....Florence Charney

Services Offered—Creation and production of live and filmed shows for television.

Productions—Dough Re Mi, Tic Tac Dough, Concentration.

(Continued on Page 993)

# GUILD FILMS OFFERS 8 WINNERS

FIRST RUN  
ON  
VIDEOTAPE

## DIVORCE COURT

52 full-hour, authentic, intimate shows revealing the causes and conflicts of broken marriages.

## PEOPLE'S COURT OF SMALL CLAIMS

52 half-hours packed with humor and despair and dramatic insight into people and their troubles.

## LIVE PRO WRESTLING

52 full hours of the finest in wrestling fare involving the top mat stars in the sport today.



FIRST RUN  
OFF THE  
NETWORK

## CURTAIN TIME

formerly Telephone Time  
79 excellently produced half-hours.  
High quality dramas featuring the  
top names in the theatre.



TOP  
QUALITY  
ACTION  
DRAMAS

## RACKET SQUAD

with Reed Hadley

98 thrilling half-hours depicting  
every type of racket and con-man  
operation ever perpetrated.

## PASSPORT TO DANGER

39 half-hours filmed all over the  
world and built around the exciting  
life of a diplomatic courier.



## CODE "3"

39 exciting half-hours of fast action  
and drama from the files of the Los  
Angeles Sheriff's Office.



# GUILD FILMS

460 PARK AVENUE  
NEW YORK 22, N. Y  
Murray Hill 8-5365

***Complete facilities for:***

television

theatrical

commercial

industrial

FILMS

*Desilu*

DESI ARNAZ, *President*

Desilu-Gower

Desilu-Culver City

Motion Picture Center

HOLLYWOOD, CALIFORNIA

(Continued from Page 990)

**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  
 Ass't. to Producer.....Gen Brent  
*Services Offered* — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

**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.  
 (See Commercial Producers)

**Bernard S. Brody & Associates**

120 El Camino Drive, Beverly Hills, Calif.  
 Phone: CR 6-1334  
 Owner.....Bernard S. Brody  
 Assistant .....Carole Marsh  
*Services Offered*—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

*Productions*—Danny Thomas Show, Love and Marriage.

**Brandon Films Inc.**

200 West 57th St., New York 19, N. Y.  
 Phone: CI 6-4368  
 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.**

850 10th Ave., N. Y. 18, N. Y.  
 Phone: CI 7-3220

President, Treasurer.....Joseph Steiner  
 V.P., Secretary.....Dorothy Waring  
 V.P., Production.....Ben Berk  
 Dir., P.R., Adv.....Leo G. Morrell  
*Services Offered*—Producers of TV and theatrical motion pictures.

*Productions*—The Hildegarde Show, Djuka, Rhythm Rapsodies, The Story of Mrs. Murphy, Romance In Oil, The American Defender, Sudden Death, The David Marcus Story.

**S. W. Caldwell, Ltd.**

447 Jarvis St., Toronto 5, Ont., Canada  
 Phone: WALNUT 2-2103

President.....S. W. Caldwell  
 Vice President.....G. F. Keeble  
 V.P., Production.....S. Banks  
 Dir. Photography.....G. Alsen  
 Animation Supervisor.....Jim MacKay  
 Lab Manager.....G. Fraser  
 Production Sales.....R. S. Wilson  
 TV Film Sales.....Ken Page  
 Recording Supervisor.....Mel Lovell  
 Montreal Br. Mgr.....J. E. DeBow  
 Vancouver Br. Mgr.....Florence Ward  
 Quality Control.....W. Ross Smith  
*Services Offered* — Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad.

**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. Mgr.....Fred Carley  
 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.

**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  
 Chairman of the Board.....J. M. Clifford  
 V.P., Programs.....Frank Cleaver  
 V.P., Treasurer.....George D. Matson  
 Secretary.....Thomas E. Ervin  
 Ass't Treas.....Joseph L. Kubin  
 Assistant Secretaries.....T. W. Sarnoff,  
 Herbert S. Schlosser  
 Dir. of Bus. Affairs.....John J. Brennan  
 Dir. of Prom., Adv., Press.....Arthur Perles

(Continued on Page 996)



## NOW IN OVER 140 MARKETS:

### THE MGM FEATURES

More than 700 great MGM features from the Golden Era of moviedom... with the screen's biggest stars. Now rolling up top audience ratings from coast to coast.

## NOW IN OVER 50 MARKETS:

### THE MGM SHORTS

John Nesbitt's Passing Parade, the Our Gang Comedies and Crime Does Not Pay... filmdom's finest short subjects... now winning millions of new friends on TV.

## NOW ON NBC NETWORK:

### THE THIN MAN

Peter Lawford and Phyllis Kirk star in this hit mystery series now in its second season for Colgate-Palmolive. Friday nights at 9:30 EST.

### NORTHWEST PASSAGE

Keith Larsen, Buddy Ebsen and Don Burnett star in this exciting new adventure series based on Kenneth Roberts' famous best-seller. Friday nights at 7:30 EST.

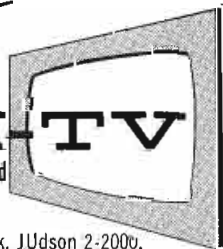
*... and more  
great new shows  
coming next season  
from*

**MGM-TV**

A Service Of Loew's Incorporated

Write... wire or phone... MGM-TV

1540 Broadway, New York 36, New York. JUdson 2-2000.



# TV FILM PROD.-DIST.

(Continued from Page 993)

Mgr., Merchandising.....Robert R. Max  
*Services Offered*—TV film program sales and syndication, licensed merchandising.

## Sales Offices

NBC Television Films:

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

Phone: Circle 7-8300

Regional Prog. Sls. Mgr.....Daniel M. Curtis  
 Eastern Sls. Mgr.....John F. Tobin

## Victory Program Sales

663 5th Ave., New York 22, N. Y.

Phone: CJ 7-8300

Merchandise Mart, Chicago 54, Ill.

Phone: MOhawk 4-6565

Central Sls. Mgr.....Edward A. Montanus  
 Sunset and Vine, Hollywood 28, Cal.

Phone: TJIornwall 5-7000

Western Sls. Mgr.....Clifford Ogden  
 Manager.....Jacques Liebenguth  
 Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont.

Phone: WALnut 4-9635

Manager.....Ralph Ellis

*NBC Television Films*—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific, Danger Is My Business, The Life of Riley, Flight.

*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, Cameo Visitor, Panic!, The Adventures of Hiram Holiday.

## Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-6734

President.....David B. Dash  
*Services Offered*—Distribution and production of TV films.

## Carson-Stempel Enterprises

9031 Sunset Blvd.

Los Angeles 16, 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.

## 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 representa-

tive, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

## Cavalier Productions, Inc. Rodney-Young Prod.

9134 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.

(See Commercial Producers)

## Caravel Films, Inc.

20 West End Ave., New York, N. Y.

(See Commercial Producers)

## CBS Films

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

Phone: PLaza 1-2345

Administrative V.P.....Sam Cooke Diggs

V.P. Chg. Prod.....Lestie T. Harris

V.P., Gen. Sales Mgr.....John F. Howell

Oper. Sls. Serv. Dir.....Fred J. Mahlstedt

Merchandising Mgr.....Walter Scanlon

Sales Prom. Mgr.....Eugene Moss

Sales Service Mgr.....Gloria Lesser

Publicity Director.....Robert Fuller

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 Ringler

Mgr. St. Louis Sales.....George Diedrich

Mgr. Boston Sales.....H. Roy Marks

Mgr. Detroit Sales.....Barr Sheets

Pres., Canada (Caldwell TV Film Sls.)

S. W. Caldwell

*Services Offered*—Worldwide distribution & production facilities. Finances, produces & distributes films for TV.

*Productions*—The Silent Sabre, Diplomat, Border Patrol, Colonel Flack, The Man Nobody Knows, Rendezvous, Dragon Flag.

## Bruce Chapman Co.

125 W. 11st St., New York 36, N. Y.

Phone: W1sc. 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.

(Continued on Page 1000)



# GREATER TV PRODUCTION VALUES—

## ... The Major Studios' Contribution

By GEORGE SHUPERT

President, MGM-TV



UNTIL quite recently most television films and theatrical films were worlds apart insofar as production value and scope were concerned. But with the total entry of the major Hollywood studios into the TV programming arena, more and more television films are beginning to acquire the same high quality and broad scope of their theatrical cousins.

Once most TV films were produced in the smaller independent rental studios where they were restricted to simpler, less costly settings that had a monotonous sameness. In fact, the settings were not much different than those used in live television productions.

Now, with all of the major studios having stepped into television with both feet, all this is changing. Today, the television film is rapidly freeing itself of the restrictions that were formerly forced upon it by cramped production plants with their limited backlog of sets, costumes and props.

M-G-M (to pick an example with which I am most familiar) has thrown open all of its vast facilities, not just to its own television offshoot, M-G-M-TV, but to more than half-a-dozen independent producers as well. Within the huge 187-acre confines that make up the M-G-M production colossus, TV producers can choose from among 29 sound stages (including the world's largest) and they can take advantage of rivers and lakes, forests and jungles, city streets and country villages from virtually every corner of the world and any historical era.

The importance of this to the highly budget-conscious producer (and what TV producer doesn't fall into that category) is that it means he no longer must limit his writers to scripts written around the meagre settings that were formerly available. Now, he can give the writers carte blanche, with the knowledge that virtually any scene they call for can be matched from available settings.

This same thing also holds true for such other important items in the producer's budget as costumes and props. The M-G-M wardrobe and property departments, for example, cover a larger area by themselves than many of the entire studios where a number of well-known TV series were once filmed.

Other important production assets that only the large major studio can offer include a research department to check authenticity of any production detail, a large and experienced staff of lawyers to handle all necessary legal clearances, and a talent department that can quickly put its finger on the right person for any role.

Of course, even the most elaborate of physical production facilities are meaningless without story properties that combine all the successful qualities of showmanship. And in recognition of this, M-G-M has made available for television adaptation its huge treasure chest of hundreds of memorable motion picture hits.

To breathe new life into these great properties, M-G-M has staffed its television department with the most creative personnel it can find.

# The Adventures of Jim Bowie

## Frontier Action

Averaged 20,000,000 viewers a week during its two-year network run  
Reached all-family audience with 2.71 viewers per set  
Developed second season ratings 25% higher than first  
Sponsored profitably both years by American Chicle Company  
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Smash hit with audiences who made it #1 syndicated series in many markets...  
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ABC

# The People's Choice *starring* Jackie Cooper

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☆ **26 half-hours initially.**



# FILMS

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## TV FILM PROD.-DIST.

(Continued from Page 996)

### **Charter Oak Tele-Pictures**

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(See Commercial Producers)

### **Jack Chertok Productions**

1040 N. Las Palmas Ave., Hollywood, Calif.  
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### **Cheryl TV Corp.**

3084 Motor Ave., Los Angeles 64, Cal.  
Phone: TExas 0-6136

Services Offered—Producers, distributors of films.

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Phone: WEbster 3-9301

President .....Harold Scheib  
Vice President.....Ernest Arcella  
Secretary .....Robert Kegel  
Treasurer .....Bernard Shea

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### **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.

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V.P., Gen. Sls. Mgr.....Francis D. Smith  
Mid-West Sales Manager.....W. A. Pomeroy  
So. Sales Manager.....L. Seicshnaydre

Services Offered—Producers and distributors of filmed TV programs. Distribution of feature films.

Productions—Adventures of Danny Dee, Jingle Dingle Christmas Party.

### **Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood  
(See Commercial Producers)

### **Lars Colonius Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
(See Commercial Producers)

### **Clairmont Films**

4530 Mariota Ave., Hollywood, Calif.  
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Owner .....Leonard Clairmont  
Services Offered: Motion picture production and photography.  
Productions: Tiare Tahiti.

### **Cluster Enterprises, Inc.**

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Services Offered—Producers and distributors of "Strikes 'n Spares," bowling series.

### **Colorama Features**

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President.....Jules B. Weil  
Vice President.....Carroll L. Puciatto

### **Commodore Productions and Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28, Cal.  
(See Commercial Producers)

### **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.

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Prod. Moderator.....Jack Wyatt  
Services Offered—Product for regional and national sponsorship.

### **Frank Cooper Associates Agency**

945 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CREsview 4-5974

N. Y. Phone: PLaza 1-0725

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V.P., Chg. L. A. Office, Dick Irving Hyland  
V.P. Chg. of N. Y. Office.....Sy Fischer  
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Wm. Cooper, Richard Morgan, Douglas  
Whitney, B. D. Shamburg, Jno. B. Genung,  
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President .....Tom Corradine

# BUYING PUBLIC IS QUALITY CONSCIOUS

## ... And Won't Settle For Anything Less

By HENRY G. PLITT

President, ABC Films, Inc.



**I**f you've never seen a man with two heads, and would like to, drop up to my office. Better come soon because this strange state of affairs will be temporary and within a short time the heads will merge. One head, the one I've been wearing for about fourteen years, has been devoted to the business of getting people to leave their home to go to a movie. The other one joined me this past February when I left the picture business to head up ABC Films, Inc. This new one expects to persuade people to stay home to watch television.

Some people think that these two heads are incompatible and predict that my headaches will come in pairs but this is far from the truth. They get along quite well because they have much in common.

The prime responsibility of running a theatre chain is to buy pictures with box office appeal, set admission prices which are fair and arouse public interest through exploitation—bearing in mind that entertainment for mass consumption should not be offensive.

The responsibilities in my new job are basically the same with obvious variations. Instead of a constantly ringing cash register, the success of ABC Films' programming will be measured by the television rating services. The factors which make for success are the same in both entertainment media—suspense, excitement, sex and appeal to all age groups and varying tastes.

The economic factors are similar. In order to get top quality product we have to spend money. Naturally,

we cannot afford to pay unrealistic prices which will prohibit us from recouping our production costs and making a profit. Under no circumstances, however, will we cheat. The buying public, whether it be a movie patron or an advertiser, is quality conscious. They know what's good and won't settle for anything less.

In the area of exploitation, although the aims are similar, the approaches are quite different. Movie distributors have a great deal of freedom in their promotion. One of the biggest differences between movie and TV advertising is the use of sex. Movie exhibitors often can spark their ads with illustrations of scantily clad gals and provocative, teasing copy. TV stations cannot do the same and rightly so. After all, a parent can control his child's movie attendance. He can't control TV viewing so readily and shouldn't be made to do so. A television program is like a guest in the house. Neither's performance should be unacceptable in the home environments.

Although many people think that movies and TV are incompatible, they are, in reality, interdependent. Most of TV's talent was schooled in motion pictures. Television formats are, for the most part, based upon story lines and themes which have proven popular in movie houses. TV has profited from the Hollywood star system and often uses top Hollywood stars to headline the spectaculars. TV, because of its less expensive and more rapid approach to star build-up, has that to offer the movie industry.

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|--------------------|---------------------------|------------------|
| <b>WPIX-N. Y.</b>  | <b>Laurel &amp; Hardy</b> | <b>18.3</b>      |
| WCBS-TV-N. Y.      | Early Show                | 8.8              |
| WOR-TV-N. Y.       | Million Dollar Movie      | 6.7              |
| WABC-TV-N. Y.      | All Star Golf             | 5.3              |
| WNTA-TV-N. Y.      | Gun Slingers              | 3.9              |
| WRCA-TV-N. Y.      | Ask the Camera            | 2.1              |
| <b>SETS IN USE</b> |                           | <b>46.3</b>      |

**Contact: GOVERNOR TV ATTRACTIONS**

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(Continued from Page 1000)

Vice President.....Kyle C. Thomas  
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*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 Tomhawk, Crime Fighters, Rendezvous With Adventure, Uncommon Valour.

**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.

**Cummings Productions, Inc.**

4 West 56th St., New York 19, N. Y.  
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**Phil Davis Musical Enterprises, Inc.**

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(See Commercial Producers)

**Robert Davis Productions, Inc.**

1755 Broadway, N. Y. 19, N. Y.  
(See Commercial Producers)

**Gordon M. Day Productions**

15 W. 44th St., N. Y. 36, N. Y.  
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**D.P.M. Productions, Inc.**

62 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Demby Productions, Inc.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.  
(See Commercial Producers)

**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, Bowling Series.

**Dephoure Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
(See Commercial Producers)

**Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.  
(See Commercial Producers)

**Derel Producing Associates, Inc.**

68 William Street, New York 5, N. Y.  
Phone: BOwling Green 9-1550

President .....Jerry Feldman  
Exec. Producer .....Gene Feldman

*Services Offered*—Packagers of filmed TV shows.

**Louis deRochemont Associates, Inc.**

380 Madison Ave., New York 17, N. Y.  
Phone: OXford 7-0350

President .....Louis deRochemont  
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*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, The March of Todd-AO.

**Desilu Productions, Inc.**

780 N. Gower, Hollywood 38, Calif.  
Phone: HO 9-5911  
N. Y. Phone: PL 2-1393

Pres. & Director.....Desi Arnaz  
V.P. & Director.....Lucille Ball Arnaz  
Exec. V.P. & Director.....Martin N. Leeds  
Sec.-Treas. & Director.....Edwin E. Holly  
Vice Presidents.....W. Argyle Nelson, George Murphy, Bernard Weitzman  
Asst. Sec.....Arthur Smith

*Services Offered*—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 34 sound stages and extensive back lot.

*Productions*—Own productions — Desilu Playhouse; Lucille Ball-Desi Arnaz Show; Whirlybirds; Walter Winchell File; U. S. Marshall; Grand Jury; This Is Alice; The Texan; Ann Sothern Show. Filming for others—The Lineup; December Bride; Red Skelton; Danny Thomas Show; Wyatt Earp; Real McCoy; Californian; Love and Marriage; Yancy Derringer; Man with a Camera; The Millionaire.

(Continued on Page 1006)



*Deadline*  
*Decoy*  
*Big Story*  
*Treasury Men in Action*  
*Crime Club*  
*U. S. Agent*  
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**THE WIDOW** with *Patricia Roc*

**I AM A CAMERA** with *Julie Harris*

**WOMEN OF ROME** with *Gina Lollobrigida*

**WIRE TAPPER**

**FRISKY** with *Gina Lollobrigida*

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(Continued from Page 1003)

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Phone: Cal.: TH 3-3141

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President.....Roy Disney  
V.P.-Adv. & Sales.....E. Cardon Walker  
Vice-President.....Donn B. Tatum  
Treasurer.....Paul L. Pease  
V.P., Studio Prod. Mgr.....W. H. Anderson  
Publicity Head.....Joseph P. Reddy

*Productions* — Mickey Mouse Club, Walt Disney Presents, Zorro: all TV Series for ABC Network Release.

### Douglair Corporation

6772 Hollywood Blvd., Los Angeles 28  
Phone: HOLLYwood 5-6164

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.

### Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.  
Phone: TEmlpton 8-5690

President.....Sherman H. Dryer  
*Services Offered*—Custom productions & general packages in TV, films, radio & for the stage.

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Offices—405 Park Ave., New York City 22  
(See Commercial Producers)

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(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.  
(See Commercial Producers)

### Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-1780

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Vice President.....V. H. Hammons  
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.

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(See Commercial Producers)

### Elliot-Unger-Elliot, Inc.

414 West 54th St., New York 19, N. Y.  
(See Commercial Producers)

### Empire Production Corp.

480 Lexington Ave., New York, N. Y.  
(See Commercial Producers)

### Robert J. Enders, Inc.

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

President.....Robert J. Enders  
Exec. Vice-President.....Howard A. Enders  
Editorial Supervisor.....George Taylor  
Production Manager.....Les Miller  
Photography Director.....Bert Spielvogel  
Script Editor.....Mary Crowell  
Art Director.....Fred Waller

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M-G-M Studios, Culver City,  
10202 Washington Blvd.  
Phone: TEexas 0-2707

V.P. in Chg. of Prod.....Robert L. Friend  
*New York Office*

15 East 48th St., New York, N. Y.  
Phone: PLaza 3-2966

Manager.....Marshall Schucker  
*Services Offered*—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board.

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Cordoba #48, Mexico, D.F. (7)  
Phone: 25-01-53

President.....M. B. Ponce  
(Continued on Page 1009)

# THE CONSTANT SEARCH FOR NEW IDEAS

## ... Is Hitting a Quickened Pace

By WALTER KINGSLEY

President, ITC (Independent Television Corporation)



**A**FTER many thousands of hours of television programming have gone parading across the home screen, the search for new ideas takes on a quickened pace. How many plots, programs, jokes, and memorable lines have already been used? How many more heroes can be found? Protagonists which just a few years ago were fresh new creations have become stereotypes. The drive for something new constantly hounds the producer, and the search becomes increasingly more difficult, and, with rising costs, his mistakes more costly.

It is almost unnecessary to establish the fact that there is continuing uncertainty in our young industry. It has often been said, however, that a measure of a person's maturity is his ability to live with this uncertainty. The producer-company must then be not only creative and intelligent, but mature enough to know if and when to plunge into new productions.

The television producer is forever measuring the acceptability or unacceptability of a new program concept. We constantly try to measure new program concepts based on research, ratings, etc. Yet the producer must, in the final analysis, be the judge of the future life of his program idea regardless of the rumors, whims and half-truths that may be circulating at any given time in buying circles. If a producer were to constantly reflect the temperament of the hours, he would be incapable of producing a program with firm characteristics of identity and format. In other words the producer and seller of television programming must always take

chances based on the best research available, but equally important is his own knowledge of the taste and temperament of the public.

We at ITC accept the challenge of this uncertainty. Our creative organization is constantly on the prowl, looking for new backgrounds, new locales, new situations to springboard a television program series. As a matter of fact, we think the television buyer today is really more willing to accept a new idea than he was, say, five or ten years ago, regardless of the fact that westerns seem to be the open sesame to rating success.

For example, this year we produced a different kind of action program called "Cannonball." Why was "Cannonball" different? Basically, because it did not rely solely on action and impact to gain audience. We added a new quantity to syndication programming called human interest, a quantity which heretofore had been the almost sole province of network programs. We felt that by adding a family situation to an action series, it would help give the sponsor the identification which he constantly wants.

In our overseas production, we are also reaching into new areas of programming. "The Four Just Men," being jointly produced by the Jack Wrather Organization and Sapphire Films, Ltd., not only represents an innovation in casting four of the biggest names ever to appear in a continuing television series (Jack Hawkins, Dan Dailey, Richard Conte, Vittorio De Sica) but more importantly, we are presenting a new concept for adventure programming.

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1008

(Continued from Page 1006)

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 Bibb  
*Services Offered*—Distributes various features and shorts for TV.

**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.  
 (See Commercial Producers)

**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.  
 Vice-Pres. ....Rev. Jerome Lawyer, C.S.C.  
 Assoc. 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.

**Fantasy Features Inc.**

(Subsidiary of Lance Productions)  
 353 W. 57th St., New York, N. Y.  
 Phone: PLaza 7-6167

**Don Fedderson Productions**

780 N. Gower St., Hollywood 38, Cal.  
 Phone: HOLLYWOOD 9-5911  
 New York Phone: OXFord 5-3060

President .....Don Fedderson  
 Vice President.....Fred Henry

Dir. Publ.-Prom.....Les Kaufman  
 N. Y. Manager.....Art Stark  
 Assoc. Prod.....Gerald Mayer  
 Story Editor.....Milton Merlin  
*Productions* — The Millionaire, Who Do You Trust?, Liberace.

**Paul J. Fennell Co.**

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 119 W. 57th St., N. Y. 19, N. Y.  
 (See Commercial Producers)

**Fialkoff Theatrical Agency**

1560 Broadway, New York 36, N. Y.  
 Phone: JUdson 2-4037

Managing Director.....Donald La Mon  
 Production Executive.....Edwin F. Gregg  
 Production Supervisor.....Jack Fialkoff  
 Location Supervisor.....Sylvia Cohau  
 Office Manager.....Ivy Fialkoff  
*Services Offered*—Specializing in foreign films; one-night shows. Industrial shows.  
*Productions*—Your Hit Parade TV Show (touring the Orient for American Tobacco Co.).

**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.  
 (See Commercial Producers)

**Film Classic Exchange**

1977 S. Vermont Ave., Los Angeles 7  
 Phone: REpublic 1-3854

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.

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Pres. & Owner.....Regina Lindenbaum  
 Technical Supervisor.....Ferenz Fodor  
 Supervising Ed.....Norman Colbert  
 Production Manager.....Jack C. Lacey  
*Services Offered*—Create, film and produce television programs, commercials, government and business motion pictures.  
*Productions* — Groucho Marx "You Bet Your Life," Mark Twain, Feature.

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 Phone: HOLLYWOOD 9-5808

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(Continued on Page 1013)

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# PUBLIC SERVICE HAS MANY FACETS

## ... And Good Entertainment Is One

By RALPH COHN

President of Screen Gems, Inc.



**T**HE term "public service" has been used in our industry to describe any program—good, bad or indifferent—of a topical or educational nature. We have all seen programs which have been dull, pedantic and professionally inexcusable save for the fact that they fell into this "public service" category.

I believe such thinking renders a fundamental disservice to the meaning of the public's interest. The production of entertainment that every day delights, diverts and amuses millions is a genuine service to the public. Our industry has every reason to be proud of the job it has done in filling the increased leisure time of the people of the world with good, solid fun.

Yet, I still meet those who find it necessary to criticize our industry for the fact that it is in the business of manufacturing entertainment rather than some form of pseudo-uplift. They are, it seems, a little ashamed that our programs are regarded as "commercial" and that we are paid money by sponsors.

Let's stop being ashamed of the fact that many of us make sheer, unadulterated entertainment, designed for mass consumption. Night-time commercial television is not the concert hall or the lecture stage. It is the broadest possible medium for providing entertainment for millions.

Almost no sponsor has ever intentionally bought a program on the

premise that it would be so highly specialized as to interest only a small audience, just as very few viewers have ever tuned in the second episode of a program that bored them the first time.

If we are really to serve our enormous public, we must give it more of what it indicates it wants—good, clean, solid entertainment, skillfully and colorfully presented.

On these terms, social good can also be fostered. A program like "Father Knows Best" is certainly 'entertainment.' Yet it has impressed upon its vast audience the importance of education, the need for safe-driving instruction for teen-agers, the values of well-rounded family life and other moral lessons. It never preaches these ideals; it demonstrates them within an entertaining dramatic framework.

How then can we best serve the public and meet our obligations to society? We must hire the best talents available, refuse to compromise with the quality of our productions, and engage in a continual process of imaginative creativity. We must keep our fingers on the public pulse, find out what the people want to see and give it to them in the best way we know how.

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(Continued from Page 1009)

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**Film Graphics, Inc.**

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(See Commercial Producers)

**Film Images, Inc.**

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*Services Offered*—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

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Vice-Pres.....Glenn N. Cook  
Secretary .....Clifford Enger  
Treasurer .....Patricia Tracey  
*Services Offered*—Production of all types of TV Films.  
*Productions*—Gunsmoke, Have Gun—Will Travel.

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*Services Offered*—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

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*Services Offered*—Over 7,000,000 feet of 35 mm motion picture stock footage, servicing major film companies. Producer of features.  
*Productions*—Rockin' the Campus, Poem for a Day, Parade of Presidents.

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Phone: LOngacre 3-6187

Executive V.P.....Jerome Balsam  
*Services Offered*—Distributors of features and westerns.

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V.P. in Chg. of Sales Alexander Stronach, Jr.  
Dir. Adv. & Public. .... Billy James  
*Services Offered*—Production and distribution of TV film programs.  
*Productions*—Citizen Soldier

**Flying A Productions**

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Phone: HIO 9-1425

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of Production.... Armand Schaefer  
V.P., Chg. of Sl. .... 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 Autry Productions.

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*Services Offered* — Distributes CBS and other films in Mexico and Central America.

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**Fremantle International, Inc.**

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Phone: MUrray Hill 7-4344  
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*Services Offered*—Distribution of American radio & TV products abroad.  
*Productions* — Encyclopaedia Britannica films.

**Fremantle International (London) Inc.**

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London W. I., England  
Phone: GErrard 8227

Manager .....Angela Cuthbertson  
*Services Offered*—Distributing Amer. TV programs throughout Europe.

*Productions*—Cartoon Classics, Movie Museum, Jungle, Big Fights, Hopalong Cassidy, Encyclopaedia Britannica Films, Crusade in the Pacific.

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Manager (Montreal).....Henri Tremblay  
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*Services Offered* TV & feature film production; independent productions financed for network TV & feature films.

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(See Commercial Producers)

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*Services Offered* Distributor of 16mm. educational films.  
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Owner ..... Sid Glenar

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Services Offered—Distribution of films for  
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Phone: PLaza 5-6131

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Sales Mgr. .... Everett F. Goodman  
Asst. Gen. Mgr. .... William Baron  
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TV Director ..... S. M. Wilson  
Radio Dir. .... Frank Gehrecke  
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(See Commercial Producers)

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Services Offered — Radio and television  
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*Productions*—Jack London's Captain David Grief, Kingdom of the Sea, Michaels of Africa, Light of the World.

*Distributing*—19 TV packages: Liberace, Joe Palooka, Florian Zabaeh, It's Fun to Reduce, Confidential File, I Spy, Molly (Goldbergs), Conrad Nagel Theater, Sherlock Holmes, Paris Precinct, Janet Dean, Duffy's Tavern, Col. Tim McCoy, Junior Science, Looney Tunes and Walter Lantz Cartoons, Post 1948 H'wood Feature Pictures.

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

Phone: RANDolph 6-5583

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V.P. Eastern Sales.....Robert Brahm

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*Services Offered*—Production, distribution of TV films.

*Productions*—African Patrol, Adventures of Sea Hawk, Glencannon, Fate, Streets of Danger, Flying Doctor, Adventures of Jungle Boy.

### Herman Hack Productions & Scripture Films

2111 N. Beachwood Dr., Hollywood 28, Calif.

(See Commercial Producers)

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366 N. Camden Dr., Beverly Hills, Cal.

Phone: CRestview 5-4595

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Associate.....Abbott London  
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339 East 48th St., New York 17, N. Y.  
(See Commercial Producers)

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4020 Carpenter St., N. Hollywood, Cal.  
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N. Y. Phone: JUDson 6-1700

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*Services Offered*—Distribution of motion pictures for TV.

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Treasurer.....Carroll M. Hadden

*Services Offered* Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

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Gen. Sales Mgr. Synd.....Hardie Frieberg  
Dir. National Sales.....Hal James  
Midwestern Sls. Mgr.....Lee Cannon  
N.E. Sls. Mgr.....Leonard Warager  
S.E. Sls. Mgr.....Alton Whitehouse  
Mgr. Inter'l Sls.....Abe Mandell

Adm. Mgr. Arrow Prod.....A. E. Unger  
Canadian Sls. Mgr.....John E. Pearson

*Services Offered*—Production and distribution TV film series for international, national, regional and local sponsorship.

*Productions*—Lassie, Lone Ranger, N. Y. Confidential, Cannonball.

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Phone: ELdorado 5-1443

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Production Manager.....Herbert R. Dietz  
General Manager.....Vincent J. Capuzzi

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Managing Editor.....P. R. Allerup  
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*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.

**International TV Programs, Inc.**

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Inter. Sls. Mgr.....Millard Segal  
Latin Amer. Sls. Mgr.....Ralph Franklin  
European Director.....Joseph M. Brandel  
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445 Park Ave., New York, N. Y.  
Phone: MURray Hill 8-2545

V.P. & Gen. Sls. Mgr.....Lloyd Lind  
Eastern Sls. Mgr.....Alan Roberts  
1250 S. Wabash Ave., Chicago, Ill.  
Phone: WAbash 2-7937  
5746 Sunset Blvd., Los Angeles, Cal.  
Phone: HOLLywood 2-4448  
3207 Friendly Road, Greensboro, N. C.  
Phone: GRreensboro 3-7551  
Sterling Films Ltd., King Edward Hotel,  
Toronto, Canada  
Phone: EMpire 6-6221  
429 E. 14th Ave., Denver, Colorado  
Phone: TAbor 5-4864

*Services Offered*—Production and distribution of 30 minute package shows. Distribution of feature motion pictures.

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Phone: PLateau 4868

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Secretary .....Jules Dupre  
Treasurer .....Jean H. Thys  
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Secretary.....Sydney A. Mayers  
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## TV FILM PROD.-DIST.

### **J & M Productions, Inc.**

366 N. Camden Dr., Beverly Hills, Cal.  
Phone: CRestview 5-4595

President.....Irving A. Fein  
*Services Offered* -- Producers of live & filmed TV shows.

*Production* --The Jack Benny Show.

### **Jayark Films Corp.**

15 East 48th St., New York 17, N. Y.  
Phone: MU 8-2636

President.....Reuben R. Kaufman  
Vice President.....Curtis Kaufman  
V.P., Sales.....Harvey Victor  
V.P., National Sales.....Jerry Liddiard  
Western Sales Mgr.....Edward Smardan  
Adv. & Prom. Mgr.....Russ Alben

#### *Branch Offices*

699 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOllwood 2-6769

Exec. in Charge.....Edward Smardan  
*Services Offered* Producers and distributors of filmed TV programs.

*Productions* Bozo The Clown, 156 animated cartoons in color; Trapped, a series of 39 half hour dramas.

### **Jewell Radio & Television Productions**

612 N. Michigan, Chicago 11, Ill.  
(See Commercial Producers)

### **K & W Film Service Corp.**

1657 Broadway, New York 19, N. Y.  
(See Commercial Producers)

### **Victor Kayfetz Productions**

1740 Broadway, New York 19, N. Y.  
(See Commercial Producers)

### **Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 5-6710

Pres., Treas.....Howard A. Lesser  
Vice-President.....Frank Beckwith  
Secretary.....Anne Serra

*Services Offered*—Producers of all types of motion pictures.

### **Lakeside TV Co., Inc.**

1465 Broadway, New York, N. Y.  
Phone: LO 5-4582

President.....Richard Stevers  
Exec. Vice-Pres.....Bernard Schulman  
Vice President.....Hal Lawrence

*Services Offered* Distribution of film series world-wide & producer of network shows.

*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, Tomahawk, Perspective, Hobbies in Action.

### **La Brea Productions, Inc.**

7417 Sunset Blvd., Hollywood, Calif.  
(See Commercial Producers)

### **Langlois Filmusic, Inc.**

1755 Broadway, New York 19, N. Y.  
(See Commercial Producers)

### **Lance Productions, Inc.**

353 West 57th St., New York 19, N. Y.  
(See Commercial Producers)

### **Robert Lawrence Productions, Inc.**

(Loucks & Norling, Inc.)  
418 W. 54th St., New York 19, N. Y.  
(See Commercial Producers)

### **Mitchell Leichter**

1929 Whitley, Hollywood 28, Cal.  
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.

### **Sol Lesser Productions, Inc.**

5842 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 2-6282

Ch. of Board.....Sol Lesser  
President.....Sy Weintraub  
V.P. & Sect.....Harvey Hayutin  
Asst. Sect.....Louise Griswold

*Services Offered:* Feature and TV film producers. Producers of the Tarzan films and TV series, Our Town TV series, etc.

### **Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
Phone: HOllwood 4-7287

Producer-Director.....Gene Lester  
Comptroller.....Albert J. Silverman  
Assoc. Producer.....Martin Sperber  
*Services Offered*—TV film packages and commercials.

### **Lewis & Martin Films, Inc.**

1431 N. Wells, Chicago 10, Ill.  
(See Commercial Producers)

**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.  
(See Commercial Producers)

**Lion Television Pictures Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: PEEnsylvania 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.

**Jack London Productions, Inc.**

245 West 55th St., New York 19  
Phone: PLaza 7-4117

President.....Barnett Glassman  
Secretary.....Herbert Friedman  
Dir. of Publicity.....Stephen F. Keegan  
*Productions* — Owners of Jack London  
library—TV series Captain David Grief.

**James Love Productions, Inc.**

115 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Lux-Brill Productions, Inc.**

319-21 E. 44th St., New York 17, N. Y.  
(See Commercial Producers)

**Major Television Productions, Inc.**

1270 Av. of the Americas, New York 20  
Phone: PLaza 7-6990-1-2

President.....Irving Lesser

**Glenn Mann Productions, Inc.**

70 W. 55th St., New York City  
Phone: Circle 7-0290

President.....Mrs. Glenn Mann  
*Services Offered*—Program producer and  
distributor.

**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

*Services Offered*—Public information films  
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.

**Mark VII, Ltd.**

4024 Radford Ave., N. Hollywood, Calif.  
Phone: STAnly 7-0621

President.....Jack Webb  
Vice-Pres. & Treas.....J. R. Rodgers  
Secretary.....Seymour Steinberg  
*Productions*—Features—Dagnet, Pete Kel-  
ly's Blues, The D.I. for WB release. TV  
series—Dagnet, Noah's Ark, The D. A.'s  
Man, Pete Kelly's Blues.

**Master Films Distributors, Inc.**

120 West 42nd St., New York 36, N. Y.  
Phone: WIconsin 7-9907

President.....George Caputo  
*Services Offered*: Distributors of Spanish  
language feature films (250).

**Masterpiece Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: JUdson 2-4717

Manager.....Frances Kaplan  
*Services Offered* — Distributors of 25 re-  
issue features.

**Robert Maxwell & Associates**

5420 Melrose Ave., Hollywood, Calif.  
Phone: HOLlywood 2-6027

Producer.....Robert Maxwell  
*Services Offered*—Series of filmed tele-  
vision shows.

**M.C. Pictures, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 3-6187

President.....Armand Schneck  
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, Cal.  
Phone: HOLlywood 4-2141

V.P.-Production.....Al Simon  
President.....George Burns  
V.P.-Business.....Maurice Morton  
Treasurer.....John H. Nicolaidis  
Pub. & Adv. Dir.....Stafford Clark  
*Services Offered*—Creation and production  
of filmed TV programs for national or net-  
work 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.

## TV FILM PROD.-DIST.

### **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. Etlinger  
Vice-Pres., Secy.....Marlyn M. Etlinger  
Midwest Sales Mgr.....Ben Barry  
Southern Sales Mgr.....Ken Rosewell  
N. Eng. Sales Mgr.....Jay Williams  
Eastern Sales Mgr.....Alfred Etlinger  
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.

### **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.  
Vice President.....James E. Denning  
Director of Adv.....Frank McMahon  
Director of Publicity.....Ed Aaronoff

#### *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 Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer, "SA 7."

### **MGM-TV**

A Division of Loew's Inc.  
1510 Broadway, New York 36, N. Y.  
Phone: JUdson 2-2000

V.P. in Charge of TV.....George Shupert  
General Manager.....Jason Rabinowitz  
Gen. Sales Mgr.....Richard A. Harper  
Sales Executive.....Robert Morin  
East'n Sales Mgr.....Paul Mowrey  
West'n Sales Mgr.....Maurice Gresham  
Central Sales Mgr.....Arthur E. Breider  
Dir. of Oper.....Sol Schreiber  
Dir. Promotion.....Monroe Mendelsohn  
Comm. Prod. Dir.....Wm. R. Gibbs  
Bus. Mgr. Comm. Prod.....E. O. Wilschke  
Executive Producer.....Richard Maibaum  
Bus. Affairs Dir.....Fred Wile

*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.

*Productions*—Thin Man, Northwest Passage, Father of the Bride.

### **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.

### **Modern Teleservice, Inc.**

219 E. 44th St., New York 17, N. Y.  
Phone: OXFord 7-2753

President.....J. R. Ritenour  
Mgr. N.Y. Sls. & Cord. Nat. Sls....Alex Leslie  
Gen. Oper. Mgr.....John H. Boyet

#### *Branch Offices*

237 E. Ontario St., Chicago 11, Ill.  
Phone: DELaware 7-3761



## TV FILM PROD.-DIST.

Gen. Mgr.....Rosario Iannelli  
Sales Mgr.....Peter Markovich  
3450 Wilshire Blvd., Los Angeles 5, Cal.  
Phone: DUnkirk 4-2511

V.P. & 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 6-4144  
President.....Morton Jacobson  
*Services Offered*—Syndicated TV & radio shows.  
*Productions*—Joe Emerson Show.

### **Motion Pictures For Industry**

2543 Kelton Ave., Los Angeles 64, Calif  
(See Commercial Producers)

### **Motion Picture Stages, Inc.**

3 East 57th St., New York, N. Y.  
Phone: PL 3-4840  
President.....C. F. Vetter, Jr.  
Studio Manager.....Gerald Margolis  
*Services Offered*—Film production service, specializing in serving film producers. All production facilities and services.

### **Motion Pictures for Television, Inc.**

400 Park Ave., New York 22, N. Y.  
Phone: PL 3-5600  
Pres., Chm. of Board.....Matthew M. Fox  
V.P., Gen. Sales Mgr.....Basil Estreich

### **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. Acc't Exec....Constance Mowbray  
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.**

460 W. 54th St., New York 19, N. Y.  
Phone: COlumbus 5-7200  
President.....W. C. Michel

V.P. Producer.....Edmund Reek  
*Services Offered*—Theatrical and TV news films; short subjects.

### **MPO TV Films, Inc.**

15 E. 53rd St., New York 22, N. Y.  
(See Commercial Producers)

### **Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.  
(See Commercial Producers)

### **Music Makers, Inc.**

45 West 45th St., New York 36, N. Y.  
(See Commercial Producers)

### **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.

### **National Screen Service Corp.**

Television & Industrial Films Division  
509 Madison Ave., New York, N. Y.

Home Office  
1600 Broadway, New York, N. Y.  
Phone: CIrcle 6-5700

(See Commercial Producers)

### **National Telefilm Associates, Inc.**

10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 2-7300  
Chmn. of Bd.....Ely A. Landau  
President.....Oliver A. Unger  
Pres., NTA Film Ntwk....Charles C. Barry  
Exec. V.P.....Harold Goldman  
Sr. V.P.....Edythe Rein  
Secretary.....H. I. Bucher  
V.P. Chg. O & O Stations.....Ted Cott  
V.P., Bus. Affairs.....David J. Melamed  
V.P., Comptroller.....Burton I. Lippman  
V. P. Exec. Dir. Adv., Prom., Merch.  
Lester Krugman  
Dir. Prom. & Sales Service..Martin Roberts  
Press Director.....Harry Albus  
Exploitation Director.....Phil Cowan  
Merch., O & O Expl. Dir..Irving Lichtenstein  
Sales Presentations Dir.....Ernest Fladell  
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

## TV FILM PROD.-DIST.

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.....Hank Luhrman  
 1408 Fidelity Union Life Bldg., Dallas, Tex.  
 Exec. in Charge.....Roy George  
 10 Lupine Ave., San Francisco, Cal.  
 Exec. in Charge.....Robert Lang  
 5525 Upper Lachine Rd., Montreal, Que.  
 Exec. in Charge.....Napolean Vaillancourt  
 175 Bloor St. E., Toronto, Ont.  
 Exec. in Charge.....David Griesdorf

### NTA Program Sale Div.

President.....Michael M. Sillerman  
 V.P., Los Angeles.....Walt Plant  
 V.P., N. Y.....Mel Schlank

*Services Offered*—Television programs and features for national, regional and local sponsorship.

*Productions*—500 top-quality feature films, 1,400 short subjects & cartoons 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 Co-chise, 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, etc.; U. S. Marshal, Adventures of Wm. Tell, The Third Man, Mantovani, Walter Winchell File, Geo. Jessel's Show Business, TV Hour of Stars, How to Marry a Millionaire, This Is Alice, Man Without a Gun.

### NTA International, Inc.

President.....Harold Goldman  
 Nat. Sales Mgr.....E. Jonny Graff

#### Branch Offices

109 Jermyn St., London, Eng.  
 Exec. in Charge.....Vernon Burns  
 21, Avenue Kleber, Paris, France  
 Exec. in Charge.....Leo Lax  
 Via Po, 12, Rome, Italy  
 Execs. in Charge.....Silvio Mattatia,  
 Filippo Ottavi  
 262 Rue Royale, Brussels, Belgium  
 Exec. in Charge...Charles Van Der Haeghen  
 Theatinerstrasse 24, Munich, Germany  
 Exec. in Charge.....Alexander Badal

### 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.

### Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago  
 (See Commercial Producers)

### Nola Penthouse Sound Studios

113 W. 57th St., N. Y. 19  
 (See Commercial Producers)

### Odyssey Productions

439 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-6760

President.....Lowell Thomas  
 V.P. Chg. Production & Exec.

Director.....Milton A. Fruchtman  
 Corporation Secretary.....Gerald Dickler  
*Services Offered*—Film and tape package producers.

*Productions*—High Adventure With Lowell Thomas; Strange World.

### Official Films, Inc.

25 West 45th St., New York 36, N. Y.  
 Phone: PLaza 7-0100

Pres., Bd. Chmn.....Harold L. Hackett  
 Exec. V.P., Treas.....Seymour Reed  
 Vice-President.....Robert Sanford  
 Director of Sales.....S. L. Adler  
 Secretary.....Grace V. Sullivan  
 Asst. Secretary.....Aaron Perlow

*Services Offered*—Distribution of filmed TV programs for national and syndicated release. Also, cartoons & musical shorts.

*Productions*—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Adventures in Sherwood Forest, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline Europe, Vagabond, Sword of Freedom.

### Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.  
 (See Commercial Producers)

### Onyx Pictures Corp.

60 W. 46th St., New York 36, N. Y.  
 Phone: PLaza 7-7417-8

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 104 Cartoons & 12 Pup-pets—both in color and B & W.

**Paramount Television Productions, Inc.**

5800 Sunset Blvd., Los Angeles 28, Cal.  
Phone: HO 9-3181  
N. Y. Phone: BRyant 9-8700

President .....Paul Raibourn  
V.P. in Chg. .... James A. Schulke  
Gen. Sales Mgr.....Richard Jolliffe  
Adv., Prom. Dir.....James J. Rue  
Program Manager.....Robert Quinlan  
Exec. Creative Dir.....Lee Cooley  
Eastern Sls. Rep.....Albert Goustin  
Asst. Sales Mgr.....Jack Donahue  
Publicity Director.....Richard Robbins  
Chief Engineer.....John Silva  
Vice President.....Arthur Israel

*Services Offered*—Independent TV sta-  
ffering live, filmed & taped programming.  
Color unit. Helicopter.

*Productions*—Youth Court, Court Room  
Police Station, Hollywood Diary, Breakfast  
in Hollywood, Red Rowe Show.

**Paul Parry Productions Inc.**

7417 Sunset Blvd., Hollywood 46, Calif.  
(See Commercial Producers)

**Pathe News, Inc.**

245 West 55th St., N. Y. 19  
Phone: JUdson 6-8920

President .....Barnett Glassman  
Vice President.....Seymour Mintz  
Secretary .....William G. Dillon  
Dir. of Publicity.....Stephen F. Keegan

*Services Offered*—Owners of library stock  
footage and musical transcriptions.

**Pathescope Productions**

(Pathescope Co. of America Inc.)  
10 Columbus Circle, New York 19, N. Y.  
(See Commercial Producers)

**Ray Patin Productions**

6650 Sunset Blvd., Los Angeles 28, Calif.  
(See Commercial Producers)

**Lloyd Pearson Associates**

509 Madison Ave., New York 22, N. Y.  
(See Commercial Producers)

**Peerless Film Processing Corp.**

165 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-3630

President .....Kern Moyst  
Vice-President.....R. S. Moyst  
Treasurer .....Barbara Holz  
Sales Mgr.....Raoul J. Menendez  
N. Y. Oper. Mgr.....Stanley Cohen

*West Coast Branch*  
959 Seward St., Hollywood 38, Calif.

Phone: HOLlywood 7-9223

Vice President.....Victor C. Krupa  
Secy., Branch Mgr.....Suzon Steinle Krupa

*Services Offered*—Complete distribution  
servicing of syndicated TV shows on film,  
Peerless treatment to safeguard films against  
damage and deterioration. Film recondition-  
ing, incl. scratch removal, rehumidification,  
repairs, cleaning.

**Pelican Films, Inc.**

46 West 46th St., New York 36, N. Y.  
(See Commercial Producers)

**Tony Petri Studios**

144 Westminster St., Providence 3, R. I.  
(See Commercial Producers)

**Playhouse Pictures**

1401 N. La Brea Ave., Hollywood 28, Calif.  
(See Commercial Producers)

**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**

1046 N. Carol Dr., Los Angeles 46, Cal.  
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 repre-  
sentatives for television, radio, recordings,  
press agents, etc.

*Productions*—Ina Ray Hutton Show, Peter  
Potter's Juke Box Jury, Mike Stokey Presents,  
Junior Record Jury, Harry Babbit Show,  
Ralph Story Show, Jeri Southern Show, Dick  
Whittinghill Show, Let's Have a Party, Hank  
Grant Show, Mildred Younger Show, The  
Hawthorne Show.

**Premier Pictures Co.**

60 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-7417-8

President .....Sam Lake  
*Services Offered*—Distribution of theatri-  
cal & non-theatrical TV features & series  
producer of features & shorts.

*Productions*—Don Quixote, Escape From  
the Iron Curtain, Carib Gold.

**Princess Production Corp.**

11 West 42nd St., New York 36, N. Y.  
Phone: LOngacre 3-7560

President, Exec. Prod.....Burt Balaban  
Vice President.....Bernard Donnenfeld

## TV FILM PROD.-DIST.

Asst. Producer.....Roy Rich  
Script Editor.....Irve Tunick  
*Services Offered*—Full length and short subject motion picture production for TV.

### **Princeton Television Center**

252 Nassau St., Princeton, N. J.  
Phone: WA 4-3550

President.....Gordon Knox  
Asst. Secretary.....Ann Hogarty  
*Service Offered*—Production & distribution of any type of film.

### **Programatic Broadcasting Service, Inc.**

229 Fourth Ave., New York 3, N. Y.  
Phone: ORegon 4-7400

President.....W. L. Quinlan, Jr.  
Sales Manager.....J. W. Roberts  
Advertising Director.....E. Hochhauser, Jr.  
Production.....A. B. Montenko  
Program Director.....D. M. O'Neill  
Research & Devel.....E. F. Hembrook  
*Services Offered*—A complete integrated package for radio stations.

### **Pyramid Productions, Inc.**

221 West 57th St., New York 19, N. Y.  
Phone: JUDson 6-7040

Clum. 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, Deadline, Indictment.

### **Roland Reed Productions, Inc.**

650 N. Bronson, Los Angeles 4, Cal.  
(See Commercial Producers)

### **Reela Films, Inc.**

17 N.W. 3rd St., Miami, Fla.  
Phone: Franklin 4-2108

Manager.....J. van Hearn  
*Services Offered*—16 & 35mm B&W processing & printing. Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

### **Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 16, Minn.  
(See Commercial Producers)

### **RD-DR Corp. (Reader's Digest— deRochemont)**

380 Madison Ave., New York 17, 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), Boris Morros Story, March of Todd-AO.

### **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  
N. Y. Phone: PLaza 5-4807

V.P. Chg. of Sls.....Lee Orgel  
*Branch Offices*

612 N. Michigan Ave., Chicago, Ill.  
Phone: MICHigan 2-1170

Mid-West. Mgr.....Victor Peck  
8 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 5-4807

Eastern Manager.....Verne Behnke  
*Services Offered*—TV film distributors and producers with offices in New York, Chicago and Los Angeles.

*Productions*: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective. Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

### **Republic Television Features**

64 East Lake St., Chicago 1, Ill.  
(See Commercial Producers)

### **Revue Productions, Inc.**

4024 Radford Ave., N. Hollywood, Cal.  
Phone: POplar 6-4151

President.....Taft B. Schreiber  
Sr. V.P.....Alan J. Miller  
V.P.'s.....Albert Dorskind, Paul Donnelly,  
Richard Irving, Patrick Kelley, Richard Lewis, Louis Lindsay, Manning O'Connor,  
Geo. Stern

*Productions*—State Trooper, Tales of Wells Fargo, Wagon Train, The Restless Gun,

Bachelor Father, Leave It To Beaver, M-Squad, General Electric Theater, Mickey Spillane, Alfred Hitchcock Presents, Jane Wyman Theater, Schlitz-Lux Playhouse, Cimarron City, Buckskin.

**Stuart Reynolds Productions**

195 S. Beverly Dr., Beverly Hills, Cal.  
Phone: CRestview 4-7863

Owner ..... Stuart Reynolds  
Services Offered—Prod. of TV films.  
Productions—Trailblazers.

**Marion Riddick Productions, Inc.**

1102 Eberhard St., Houston 19, Texas  
(See Commercial Producers)

**Riviera Productions**

29 Miraleste Plaza, San Pedro, Cal.  
(See Commercial Producers)

**Hal Roach Studios**

8822 Washington Blvd., Culver City, Calif.  
Phone: TExas 0-3361

President ..... Hal Roach, Jr.  
Exec. V.P. .... G. L. Culpepper  
V.P. & Studio Mgr. .... S. S. Van Keuren  
V.P., Distribution ..... E. H. Goldstein  
V.P., Sales ..... H. R. Gelbspan  
Sect-Treas. .... Chas. H. Meacham  
Controller ..... Alvin E. Brizzard  
Comm. Film Div. .... Miles Middough  
635 Madison Ave., New York 22

Phone: PLaza 9-3366  
729 Seventh Ave., New York 19, N. Y.  
Phone: CIRCLE 9-6135

Services Offered—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

Productions—Gale Storm Show "Oh! Susanna," "The Veil" and Guy Madison series.

**Rocket Pictures, Inc.**

6108 Santa Monica Blvd., Hollywood 38, Calif.  
(See Commercial Producers)

**Frederick K. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**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 Nagler

Services Offered—Package production of live and filmed television programs.

Productions—Beat Mr. Genius, Spotlight on Youth.

**Rodney-Young Productions**

9119 Sunset Blvd. Los Angeles 46, Calif.  
Phone: CRestview 6-4174

President..... Robert G. Young  
Vice President..... Eugene B. Rodney  
Secretary..... Ben Bisgeier  
Services Offered—Producers of "Father Knows Best" series.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
(See Commercial Producers)

**R-TV Enterprises**

225 W. 86th St., New York 24, N. Y.  
(See R-TV Program Prod.)

**Sande-Greene & Associates**

"Creative Consultants"  
8400 Sunset Blvd., Hollywood, Calif.  
(See Commercial Producers)

**Sarra, Inc.**

200 E. 56th St., New York, N. Y.  
(See Commercial Producers)

**Bernard L. Schubert, Inc.**

505 Park Ave., New York 22, N. Y.  
Phone: MURray Hill 8-0940

President ..... Bernard L. Schubert  
Treasurer ..... Leonard Bogdanoff  
V.P., Network Sls..... Eugene C. Wyatt  
V.P., Synd. Sls..... Charles King  
V.P., Adm..... David Savage  
V.P., Mid-W. Div..... John P. Rohrs  
Prom., Pub. Dir..... Wynn Loewenthal  
Services Offered—Producer & distributors of TV programs & series—live & film.

Productions—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Topper, Parole, TV Reader's Digest, White Hunter, Your Musical Jamboree.

In Production: Counterspy, New Adventures of Mr. & Mrs. North.

**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.  
(See Commercial Producers)

## TV FILM PROD.-DIST.

### **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  
*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*

President ..... Ralph M. Cohn  
V.P. Chg. Sales ..... John H. Mitchell  
V.P. Business Affairs ..... Burton Hanft  
V.P. Chg. Synd. Sales ..... Jerome Hyams  
Legal ..... Daniel Glass  
Dir. Corp. Oper. .... Norman E. Gluck  
Gen. Mgr. Station Oper. .... Norman Louvau  
Merchandising ..... Edward Justin  
Program Procurement ..... Henry White  
Eastern Prog. Dev. .... Steve Krautz  
Publicity ..... Gene Plotnik  
East'n Production ..... B. Berenberg  
Comptroller ..... M. Klein  
Technical ..... M. Peter Keane  
Adv.-Sls. Planning ..... Pierre Marquis

#### *Sales*

Dir. Synd. Sales ..... Robert Seidelman  
Nat'l. Sales Execs. .... Paul Jones,  
Carroll Bagley, Henry White, Geo. Hankoff  
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 Stone  
S. West. Area Mgr. .... Frank Parton

#### *International*

Dir. Int'l. Oper. .... Wm. Fineshriber, Jr.  
Coordinator ..... James Dodd  
Canadian ..... Lloyd Burns  
British-European ..... M. J. Frankovich  
Latin American ..... John Manson

#### *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  
Prog. Develop. .... William Sackheim  
Dir. Synd. Prog. Prod. .... Tom Gries  
Dir. Synd. Prog. Devel. .... Wallace MacDonald  
Producers: Alvin Cooperman, Paul Harrison,  
Jas. Fonda, Wm. Froug, Winston O'Keefe  
Publicity ..... Jerry Hoffman  
*Services Offered*—Production, distribution  
TV film programs.

*Production*—Father Knows Best, The Adventures of Rin Tin Tin, Tales of the Texas Rangers, Shirley Temple's Storybook, Rescue 8, Naked City, Goodyear Theater, Alcoa

Theater, Donna Reed Show, Ed Wynn Show, Behind Closed Doors, Jefferson Drum, Ruff & Reddy, Huckleberry Hound, Stakeout.

### **Show Corp. of America**

1270 Ave. of the Americas, New York, N. Y.  
Phone: JUDson 6-5050

President ..... Robert Manby  
V.P.'s ..... Fred Schaefer, Max Bradbard,  
Wm. Finkeldey  
Sales Service ..... Dolores Burke  
Traffic ..... Natalie Lipman

*Services Offered*—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

*Productions* Heidi, El Coyote, Abbey Theatre plays, Mr. B.I.G., and feature film packages.

### **Signal Productions, Inc.**

6269 Selma Ave., Hollywood 28, Calif.  
(See Commercial Producers)

### **Simmel-Meservey, Inc.**

9113 W. Pico Blvd., Los Angeles, Calif.  
Phone: BRadshaw 2-3874

President ..... Louis Simmel  
Dist. Director ..... Ruth Adams

*Services Offered*—Producers and distributors of film series and shorts, most of which are ¼ hour.

### **Al Simon Productions, Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.  
(See Commercial Producers)

### **Skibo Productions, Inc.**

165 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-2265

President-Treas. .... Patrick E. Shanahan  
Secretary ..... George Blake

*Services Offered*—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

### **Stephen Slesinger, Inc.**

247 Park Ave., New York 17, N. Y.  
Phone: YUKon 6-8166

President ..... Shirley A. Slesinger  
*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.  
(See Commercial Producers)

## TV FILM PROD.-DIST.

### **Walter Harrison Smith Productions, Inc.**

40 E. 40th St., New York 16, N. Y.  
(See Commercial Producers)

### **Soundac Productions, Inc.**

2133 N. W. 11th Ave., Miami 37, Fla.  
(See Commercial Producers)

### **Sound Masters, Inc.**

165 W. 46th St., New York 36, N. Y.  
(See Commercial Producers)

### **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, fea-  
tures for television broadcasting.

### **Splendex Enterprises**

120 S. Mapleton Dr., Los Angeles 24, Calif.  
Phone: CR 1-2141

General Partner . . . . . Charles Wick  
*Services Offered*—Production & financing  
of TV films.

### **Square Deal Pictures Corp.**

297 King St., Chappaqua, New York  
Phone: CHappaqua 1-1900

President . . . . . Horace W. Ayers  
Vice President . . . . . Donn Marvin  
Secy., Treas. . . . . Elsbeth F. Marvin  
Photographic . . . . . Tom Maley  
*Services Offered*—Make, distribute films  
for TV and other use.

*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**

1600 Broadway, New York, N. Y.  
(See Animated Productions, Inc.  
Under Commercial Producers)

### **Star Entertainment Corp.**

211 West 53rd St., New York 19, N. Y.  
Phone: JUdson 2-0770-1

President . . . . . Max Wolf

*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  
and 16 mm B & W or color.

*Productions*—TV—You Asked for it, ABC-  
TV, Skippy Peanut Butter. RADIO—Syndica-  
tors of Art Baker's Notebook (780 quarter-  
hour episodes); Point Of Law (780 five-  
minute episodes); Don't You Believe It  
(260 five-minute episodes).

### **Sterling-Movies U. S. A., Inc.**

375 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 3-6300

President . . . . . Chas. F. Dolan  
Vice-President . . . . . Sophie C. Hohne  
General Mgr. . . . . Robert Kirsten  
Mgr. TV Dept. . . . . Ophelia Brussally  
*Services Offered*—Distributors of sponsored  
"free" films to television stations and to gen-  
eral 16 mm. audiences.

### **Sterling Television Co., Inc.**

6 East 39th St., New York 16, N. Y.  
Phone: MU 3-6300

President . . . . . Saul J. Turell  
Vice President . . . . . B. Coe  
Sec., Treas. . . . . Robert E. Rhodes  
Sales, Gen. Mgr. . . . . Nat Liebeskind  
*Services Offered*—Producer and distributor  
of TV, shorts and film series. Distributor  
for independent producers.

*Productions*—Abbott & Costello, Bowling  
Stars, Cartoon Classics, Famous Cartoons,  
Little Show, Little Theatre, Invitation Play-  
house, Paul Killiam Show, Ray Forrest Show,  
Ballets De France, Gadabout Gaddis, Hook,  
Line and Sinker, Betsy And The Magic Key,  
The Vienna Philharmonic, Bowling Time,  
Movie Museum, Crusade in the Pacific,  
Jungle Adventure, Animal Crackers, I'm the  
Law, Time Out for Sports, Silents Please.

### **Stockdale & Company, Inc.**

729 West Sixth St., Salt Lake City 4, Utah  
(See Commercial Producers)

### **Wilbur Streech Productions, Inc.**

135 West 52nd St., New York 19, N. Y.  
(See Commercial Producers)



## TV FILM PROD.-DIST.

### **Stone Film Library**

(Established 1908)

310 West 73rd St., New York 23, N. Y.

Phone: ENdicott 2-6494

Owner.....Dorothy T. Stone

*Services Offered*—Producer and packager of motion picture films and films for television.

*Productions*—Stranger Than Science, Flicker Frolics, Foolini The Great, Pearson Merry Go Round.

### **Studio City TV Productions, Inc.**

4020 Carpenter, North Hollywood, Calif.

(See Commercial Producers)

### **Bill Sturm Studios, Inc.**

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

(See Commercial Producers)

### **Superman, Inc.**

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-2800

Producer.....Whitney Ellsworth

*Services Offered*—Production of the "Superman" television series.

### **Swift-Chaplin Productions, Inc.**

1136 North Highland Ave.

Hollywood 38, Calif.

(See Commercial Producers)

### **TCF Television Productions, Inc.**

Box 900, Beverly Hills, Cal.

Phone: GRestview 6-2211

V.P.'s.....Lew Schreiber, Irving Asher

Business Manager.....Charles G. Bole

Controller.....Donald E. Bohnhorst

*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**

11950 San Vicente Blvd., Los Angeles 49, Cal.

Phone: GRanite 7-1268

President.....Gifford Phillips

Vice-Pres.....Ludlow Flower Jr.

*Services Offered*—Producers, distributors.

*Productions*—Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

### **Telecast Films, Inc.**

247 W. 46th St., New York, N. Y.

Phone: JUdson 6-5480

Pres., Treas.....W. K. Hedwig  
*Services Offered*—Production and distribution of films for TV.

### **Telecine Film Studios, Inc.**

100 S. Northwest Highway, Park Ridge, Ill.

(See Commercial Producers)

### **Tele Features, Inc.**

15 West 44 St., N. Y. C.

Phone: YUKon 6-4979

President.....Al Odeal

Exec. Vice Pres.....Harry Pertka

*Services Offered*—Syndication of feature films and half-hour series.

### **Telefilm Enterprises**

120 S. Mapleton Dr., Los Angeles 24, Calif.

Phone: GR 1-2141

General Partner.....Charles Wick

*Services Offered*—Financing and production of TV series, commercial filmed in Europe.

*Productions*—Fabian of Scotland Yard.

### **Telemated Cartoons**

70 E. 45th St., New York 17, N. Y.

(See Commercial Producers)

### **Telepix Corporation**

1515 N. Western Ave., Hollywood 27, Calif.

(See Commercial Producers)

### **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.

### **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 Graphics, Inc.**

245 West 55th St., New York, N. Y.

369 Lexington Ave., New York, N. Y.

(See Commercial Producers)

### **Television Industries, Inc.**

445 Park Ave., New York 22, N. Y.

Phone: PLaza 1-6800

President .....Matthew Fox  
 Exec. V.P. ....Basil Estreich  
 Vice President.....Erwin H. Ezzes  
 V.P., Gen. Counsel.....Arnold C. Stream  
 Treasurer .....Martin Schildkraut  
 Secretary .....M. Morton Siegel  
 Asst. Secys....Gloria Harrigan, Mavis Nathan

*Subsidiaries*

C & C Films, Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Western Television.

Personnel same as above plns:  
 Vice President.....Martin J. Robinson  
 Asst. Secy.....Norman Solomon

**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 Library, Inc.**

3 East 57th St., New York, New York

Phone: PL 3-4840

President.....C. F. Vetter, Jr.

*Services Offered*—Producers and distributors of TV film.

**Television Screen Productions, Inc.**

17 East 45th St., New York 17, N. Y.

(See Commercial Producers)

**TV Spots, Inc.**

1037 N. Cole Ave., Los Angeles 38, Calif.

(See Commercial Producers)

**Tel Ra Productions, Inc.**

1513 Walnut St., Philadelphia 2, Pa.

(See Commercial Producers)

**Texas Rasslin' Films**

Cadiz & Industrial Blvd., Dallas, Texas

Phone: RIverside 8-2083

Pres.....Ed. E. McLemore  
 General Manager.....Maurice Beck

*Services Offered*—Hour and half-hour films of regular wrestling matches (before paid audience: 6000).

**Le Ora Thompson Associates**

733 N. La Brea, Hollywood 38, Calif.

(See Commercial Producers)

**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.

**Toreto Enterprises, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: HOLlywood 7-5111

Producer .....John London  
 Ass't Prod.....Jack Murton

Asst. to Prod.....Ruth Roberts  
 Directors.....Richard Morris *et al*

Art Director.....Frank Sylos  
 Chief Cameraman.....Norbert Brodine

Music.....Herschel Burke Gilbert  
*Services Offered*—Producing films for television.

*Production*—The Loretta Young Show.

**Transfilm Incorporated**

35 W. 45th St., New York 36, N. Y.

(See Commercial Producers)

**Trans-Lux Television Corp.**

625 Madison Ave., New York 25, N. Y.

Phone: PLaza 1-3114

Board Chairman.....Percival 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

Midwest Manager.....Murray Oken

*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, Encyclopaedia Britannica Films Library Feature films (drama-comedy-sports). Animal Parade series and new animated color cartoon series starring Felix the Cat.

**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**

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

## TV FILM PROD.-DIST.

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.  
(See Commercial Producers)

### **United Artists Associated, Inc.**

345 Madison Ave., New York 17, N. Y.  
Phone: MU 6-2323

President ..... Eliot Hyman  
Board Chairman..... Robert S. Benjamin  
Exec. Vice Pres..... Kenneth Hyman  
V.P., Treas..... Henry J. Zittau  
Gen. Sales Manager..... W. Robert Rich  
National Sls. Mgr..... Donald Klauber  
Eastern Sls. Mgr..... Al Sussman  
Central Div. Manager..... John McCormick  
Southern Div. Manager..... Norman Long  
Western Div. Manager..... John Leo  
Foreign Sls. Manager..... Norman Katz

*Services Offered*—Distribute Warner Bros. features and cartoons; selected UA features; Popeye cartoons; production and distribution of TV, theatrical and non-theatrical films.

### **United Artists Television, Inc.**

729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-6000

Board Chairman..... Robert S. Benjamin  
President ..... Herbert L. Golden  
Exec. V.P..... Bruce G. Eells  
Vice President..... Seymour M. Peysner  
V.P., Treas..... Leon Goldberg  
Secretary ..... Seward I. Benjamin  
Controller, Asst. Treas..... Jos. Ende  
Vice President..... Robert F. Blumofe  
V.P., Counsel..... Herbert T. Schottenfeld  
Mgr. Synd. Oper..... Kurt Blumberg  
Bd. of Dirs..... Robt. S. Benjamin, Seward  
I. Benjamin, Robt. F. Blumofe, Bruce G.  
Eells, Jos. Ende, Leon Goldberg, Herbert  
L. Golden, Win. Heineman, Arthur B.  
Krim, Seymour M. Peysner, Arnold M.  
Plicker, Max E. Youngstein.

*Services Offered*—Financing and distribution of filmed TV programs for nat'l. regional and syndication sponsorship.

*Productions*—Viking Series, The Troubleshooters, Hudson's Bay, Dennis O'Keefe Show, Internat'l. Airport.

### **United Film & Recording Studios**

301 E. Erie St., Chicago, Ill.  
(See Commercial Producers)

### **United States Productions, Inc.**

5 East 57th St., New York 22, N. Y.  
(See Commercial Producers)

### **UPA Pictures, Inc.**

4440 Lakeside Dr., Burbank, Cal.  
(See Commercial Producers)

### **Universal Pictures Co., Inc., Television**

445 Park Ave., New York 22, N. Y.  
(See Commercial Producers)

### **Van Praag Productions**

1600 Broadway, New York 19, N. Y.  
(See Commercial Producers)

### **Video Films**

1004 E. Jefferson Ave., Detroit 7, Mich.  
(See Commercial Producers)

### **Video Pictures, Inc.**

500 Fifth Ave., New York 36, N. Y.  
(See Commercial Producers)

### **Video-View, Inc.**

5746 Sunset Blvd., 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.  
(See Commercial Producers)

### **Vidcam Pictures Corp.**

210 E. 5th St., New York 3, N. Y.  
(See Commercial Producers)

### **Volcano Productions Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.  
(See Commercial Producers)

### **Roger Wade Productions, Inc.**

15 West 46th St., New York 36, N. Y.  
(See Commercial Producers)

### **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 & creation of films for television, industry & theatrical release.

**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.  
(See Commercial Producers)

**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 Emauel  
Ass't Story Editor.....Giulio Anfuso  
Prod. (Cheyenne).....Art Silver  
Prod. (Sugarfoot).....Harry Tatelman  
Prod. (Maverick).....Roy Huggins  
Prod. (Colt 45).....Cedric Francis  
Prod. (77 Sunset Strip).....Howie Horwitz  
Prod. (Lawman).....Jules Schermer  
Prod. (Amazon Trader).....Howard Pine  
Production Mgr.....Oren Haglund  
Supervising Ed.....James C. Moore  
Casting Directors.....Edward F. Rhine,  
Miles Gilbert, Frank Edmunds  
Art Directors.....Perry Ferguson, Art Loel,  
Howard Campbell, Leo K. Kuter

*Productions*—Cheyenne, Sugarfoot, Maverick, Colt 45, 77 Sunset Strip, Lawman, Amazon Trader.

(See Commercial Producers)

**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.

**Ross Wetzel Studios, Inc.**

615 N. Wabash Ave., Chicago 11, Ill.  
(See Commercial Producers)

**Wilding Picture Productions,  
Inc.**

**Wilding TV**

405 Park Ave., New York, N. Y.  
(See Commercial Producers)

**John Wolfe & Company**

345 Shutter St., San Francisco 8, Calif.  
(See Commercial Producers)

**Ziv Television Programs,  
Inc.**

488 Madison Ave., New York, N. Y.  
Phone: MUrray Hill 8-4700

Chairman of the Board....Frederic W. Ziv  
President.....John L. Sinn  
V.P. in Chge. Sales.....Maurice J. Rifkin  
V.P. Chg. West Coast .....Maurice Unger

*Syndicated Sales Dept.*

Synd. Sls. Mgr.....Len Firestone  
Sales Mgr. East. Div.....Allen Martini  
Sales Mgr. So. Centr. Div.....Don Brogdon  
Sales Mgr. No. Centr. Div.....Ray McGuire  
Sales Mgr. W. Div.....Jack Gregory  
Sales Mgr. N.Y.C. Sls.....Jos. Kotler  
Sales Mgr. Chicago Div.....Jerry Kirby

*National Sales Dept.*

Sales Manager.....James Shaw  
Mgr. Reg. Sls. Dept.....Edw. J. Broman  
Mgr. E. Reg. Sls. Dept.....Andrew Jaeger

*Services Offered* — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

*Productions* — Bat Masterson, Rough Riders, Sea Hunt, MacKenzie's Raiders, Highway Patrol.

**Maurice H. Zouary TV-Film  
Productions**

333 West 52nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

*Services Offered*—Production, distribution of package programs and feature pictures; stock footage rentals, over 7,000,000 feet classified 35 mm film.

*Productions*—Poem for a Day, Rockin' the Campus.

# FINANCIAL DATA COVERING 1957 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1957 were reported at \$1.5 billion, or 6.1 per cent above 1956, according to financial figures released by the Federal Communications Commission. The combined radio and television profits in 1957, before payment of Federal income tax, were reported at \$214.6 million, or 10.1 per cent below 1956. The four nationwide radio networks and three regional radio networks, including 21 owned and operated stations, reported total revenue in 1957 of \$73.5 million or 4.7 per cent above that of 1956. The nation's 3,143 other radio stations reported total revenue amounted to \$54.6 million or 11.9 per cent above 1956.

## All Networks and Stations, 1956-1957

| <i>Item</i>                                         | <i>1957<br/>(Millions)</i> | <i>1956<br/>(Millions)</i> | <i>Per Cent<br/>Increase or<br/>Decrease<br/>in 1957</i> |
|-----------------------------------------------------|----------------------------|----------------------------|----------------------------------------------------------|
| <i>Broadcast Revenues</i>                           |                            |                            |                                                          |
| Radio .....                                         | \$ 517.9                   | \$ 480.6                   | 7.8                                                      |
| Television .....                                    | 943.2                      | 896.9                      | 5.2                                                      |
| <b>Industry Total .....</b>                         | <b>\$1,461.1</b>           | <b>\$1,377.5</b>           | <b>6.1</b>                                               |
| <i>Broadcast Expenses</i>                           |                            |                            |                                                          |
| Radio .....                                         | \$ 463.3                   | \$ 431.4                   | 7.4                                                      |
| Television .....                                    | 783.2                      | 707.3                      | 10.7                                                     |
| <b>Industry Total .....</b>                         | <b>\$1,246.5</b>           | <b>\$1,138.7</b>           | <b>9.5</b>                                               |
| <i>Broadcast Income (before Federal Income Tax)</i> |                            |                            |                                                          |
| Radio .....                                         | \$ 54.6                    | \$ 49.2                    | 11.0                                                     |
| Television .....                                    | 160.0                      | 189.6                      | 15.6                                                     |
| <b>Industry Total .....</b>                         | <b>\$ 214.6</b>            | <b>\$ 238.8</b>            | <b>(10.1)</b>                                            |

Note: The 1957 radio data cover the operations of four nationwide networks, three regional networks, 2,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 stations whose reports were filed too late for inclusion. 1956 data are for the same networks and 2,916 AM and AM-FM and 51 independent FM stations. 1957 TV data covers the operation of three networks and 501 stations, while the 1956 data covered the same networks and 474 stations.

**TELEVISION DAILY**

presents

**WHO'S WHO AMONG TV FILM  
PRODUCERS & DISTRIBUTORS**

.....  
**BIOGRAPHICAL SKETCHES  
OF SOME OF THE TOP LEVEL  
EXECUTIVES IN  
LEADING TV FILM FIRMS**

**1959**

# WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

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/////////////////////// **FILM PRODUCER-DISTRIBUTOR BIOS.**

**COHN, RALPH M.**, president, Screen Gems, Inc. Graduated Cornell in 1932 with an A.B. degree. Held posts with Columbia Pictures, Darmour Productions, Triangle Productions. Started in TV with Pioneer Telefilms, in 1947 as president, and that became Screen Gems in 1949 under Columbia Pictures with Cohn as general manager. In 1952, named vice president and 1958 elected president.



**SINN, JOHN L.**, president, Ziv Television Pgms., Inc. Born, April 13, 1914, Cincinnati, O. Attended Univ. of Cincinnati, BA degree. Started in TV with Ziv Television Pgms. in 1948 as president. Also held posts with WCPS in Cincinnati as script writer, and with WLW, Cincinnati for two years of 1934-36. Married to Joan Beck; they have 2 children: daughter Patricia, 19, and son Steven, 14.



**LANDAU, ELY A.**, board chairman National Telefilm Associates & NTA Film Network. Born in New York. Following Army Air Force service in World War II, entered television as an account executive in 1947. Organized Ely Landau, Inc., 1951, and produced TV film shows. Formed NTA in Jan., 1954. Pioneered top feature films for TV with Selznick and Fox pictures. Organized NTA Network.



**HARRIS, LESLIE T.**, vice president CBS TV Films. Born in Bradenton Beach, Fla., Mar. 10, 1915. Graduated Washington and Lee in 1934, Columbia School of Journalism. Began his career in 1935 as an announcer at WOR Radio. Then radio director, Benton and Bowles; national program director, NBC, radio-TV director, Colgate-Palmolive; staff director, CBS. Married to Rosemary Cox, 3 children.



**FOX, MATTHEW**, president of Television Industries, Inc. 1941 to middle of 1943, was with the War Production Board in Washington. From 1943 to the end of the war was in the Army, in charge of photographic coverage of the European Theatre of Operations for SHAEF until Aug., 1944. 1950 went into the TV business and is owner of Motion Pictures for TV, Inc. 1954 formed Skiatron TV, Inc.



**HACKETT, HAROLD L.**, president and chairman of the board, Official Films, Inc. Born in New York City. Graduate, University of Michigan. Entered business with Outdoor Advertising, 1923-25. Writer-director for NBC, 1925-32. Vice president MCA radio-TV, 1932-53. Joined Official Films as president, 1953. Elected Chairman of the board of Official Films two years after joining company.



**RAIBOURN, PAUL**, vice president and member of the board of directors of Paramount Pictures Corp. and is also chairman of the board of International Telemeter Corp., of Chromatic Television Laboratories, member of the board of NAB, treasurer and director of the Allen B. DuMont Laboratories, Inc. and president of TV station KTLA, Los Angeles. He has been associated with Paramount since 1921.



**SCHUBERT, BERNARD L.**, president of Bernard L. Schubert, Inc., producer and distributor of television films. Born August 26, 1917, Schubert formed his own radio production-talent company, Bernard L. Schubert, Inc., in 1941. He started producing for television in 1949. Schubert started his career in the Radio branch of the industry, when, in 1937, he joined Philips L. Lord, Inc., with which he was associated as sales mgr.



## FILM PRODUCER-DISTRIBUTOR BIOS.....

**SHUPERT, GEORGE T.**, president in charge TV of MGM. B July 24, 1904; U of Michigan, 1926. Started in TV with Paramount TV Prods in 1935 as asst. to Paul Raibourn, president of Paramount Television Productions Also held posts with Peerless TV Productions, Inc. as v p. in charge of sales, v p and general manager of United Artists TV Corporation; established ABC Films. Aug., 1953



**SILLERMAN, MICHAEL M.**, president Program Sales Division National Telefilm Associates B Baltimore, e Johns Hopkins Sales career, then entered TV via Alvin Austin Associates, Fairchild Publications and then I. Miller. He held position as vice president, John D Boyle Co. 1932-34—owner-producer for Hamilton Radio Prod., organized Keystone in 1940.



**SUTTON, DAVID V.**, vice president in charge of MCA-TV Film Syndication Division, was born Jan 12, 1912 Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV He is married to Louisa Powell and has one child



**GOLOMAN, HAROLD**, president National Television Associates International. B 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 Telecriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc In 1954, organized Comet TV, and later joined NTA



**FRIEDHEIM, ROBERT W.**, vice president and general manager, N Y. Office, Ziv Television Programs, Inc. Born Dec. 8, 1908, Westminster College, Fulton, Mo Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr., N. Y. office Also held posts as VP, World Broadcasting System Inc., director, NBC Recording Division. He is married to Helen B. Friedheim and has two children.



**FELD, IRVING**, national sales director of Guild Films, Inc., was born in Kansas City, Mo He was educated at the University of Missouri School of Journalism He is married, two children In 1950, he entered the industry with MPTV, then served as v.p. of Gross-Krasne Productions, was national sales manager of UJM & M He joined Guild in 1956 as national syndication sales supervisor



**BRANDT, RICHARD**, president, Trans-Lux Television Corp Born Dec 6, 1927, Yale, B.S., 1948 Holds posts as president, Trans-Lux Pictures Corporation, president, Trans-Lux Distributing Corporation, president, Trans-Lux Theatres Corporation. Married to Lois Livingston, two children Club affiliations Friars Club, Yale Club of N.Y.C., Old Oaks Country Club Hobbies: Golf, tennis, fishing.



**SACKETT, MORT O.**, president and general sales manager for Commonwealth Film and TV, Inc., entered the film business in 1910. In 1918, with the late Sam Goldstein, organized Guaranteed Pictures in 1937, Commonwealth Pictures was organized In 1947, formed Commonwealth Film & TV, Inc. Sackett eventually purchased interest of all companies



## FILM PRODUCER-DISTRIBUTOR BIOS.

**RIFKIN, MAURICE J.**, vice-president in charge of sales for Ziv Television Programs, Inc., was born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelors '36 M.A. 37. Started in TV with Ziv TV Program, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.



**HYAMS, JEROME**, vice president of syndication for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, became Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.



**KEEVER, H. WELLER**, vice president & general manager California National Productions. Born Jan. 29, 1927. Attended Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951 as salesman. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.



**GROSS, JACK J.**, owner-partner with Philip Krasne of Gross-Krasne, Inc., and California Studios. Born July 29, 1902, graduated Junior College, St. Josephs, Mo., 1919. Started in TV with Gross-Krasne, Inc. in 1950 as president. He has held posts with Universal and RKO Pictures. He is married to the former Hilda Ruth Marks. Variety Club; Academy of Motion Picture, Arts and Sciences.



**WILLIAMS, PHILIP A. III**, holds the post of Eastern Division manager, United Artists TV. Born January 12, 1914; Nichols College. Started in TV with March of Time in 1950 as advertising director, special sales consultant. Also held posts with 20th Century-Fox Television, Ziv Television. Married to Marie S. Williams; two children. Club affiliations: Advertising Club of New York, R. T. E. S.



**WEIS, PIERRE**, general manager of Economee Television, a division of Ziv-TV. Born December 15, 1911, in Lille, France. Sorbonne Univ., Bachelor in Math. & Phil., 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.



**EZZES, ERWIN H.**, vice president, Television Industries, Inc.. Born September 21, 1916. Attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children. Clubs: R. T. E. S.



**UNGER, ALVIN E.**, administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.



## FILM PRODUCER-DISTRIBUTOR BIOS.//////////////////////////////////////////////////

**ARNAZ, DESI**, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band, later a drummer and organized his own rhumba band, appearing on stage and night clubs, touring United States and Europe, later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which he formed with Lucille Ball, his wife



**SMITH, STANLEY (STAN)**, vice president in charge of sales Official Films, Inc Started his career in the newspaper field. Associated Press account executive for 10 years, became associated with the television industry when he joined WMGM-MCA in the sale of transcriptions; later became associated with ABC-TV network as Eastern sales manager; joined Official Films in 1955



**FAIRBANKS, JERRY**, president Jerry Fairbanks Productions, Inc of California Born, San Francisco, 1904 Started his motion picture career as a cameraman and is winner of two Motion Picture Academy of Arts and Sciences Awards, developed the multicam system, after long career producing theatrical films, entered production of television, now one of the leading commercial film makers in the industry



**GOLDSTEIN, EMANUEL H.**, vice president and studio general manager Hal Roach Studios Born, Pittsburgh Began a 25-year motion picture career as salesman for Universal, with which he was associated for 17 years, later becoming treasurer and general manager, later affiliations include association with Republic Pictures and studio manager for Columbia Pictures



**REED, ROLAND**, president Roland Reed Productions. Born, Middletown, N Y Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture, made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie" "Rocky Jones"



**GUEDEL, JOHN**, head of John Guedel Productions. Attended UCLA Originated radio's first audience stunt show and singing commercials; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "People Are Funny," NBC-TV and radio, and "You Bet Your Life," starring Groucho Marx, writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts



**GALLU, SAMUEL**, president Gallu Productions, Inc. Born, Philadelphia, 1918, attended Pennsylvania State U Started career in industry as radio director for Fred Waring, 1941-42; radio script writer for comedian Henry Morgan, 1946, "It Pays to Be Ignorant" series, 1947, supervised "Garry Moore Show" for CBS-TV, 1952-53, formed his present company, Gallu Productions in 1955 Produces TV films



**LEEDS, MARTIN N.**, executive vice president of production Desilu Productions, Inc Born, New York, N Y, 1915, received BS and LLB from New York U Member of the California bar, was associated with CBS-TV as business affairs director, first became associated with Desilu in 1953, which he joined following his tenure with CBS-TV He is married and the father of two sons



## FILM PRODUCER-DISTRIBUTOR BIOS.

**KINGSLEY, WALTER**, president of Independent Television Corp., 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 went to Ziv as account executive-general sales manager. Became affiliated with ITC in 1958. He and his wife, Betty, have three children. Hobbies include drums and piano.



**ZIV, FREDERICK W.**, chairman of, the board, Ziv Television Programs, Inc. Born: August 17, 1905; U. of Mich., LL.B., 1928. Started in TV with Ziv Television Programs Inc., as chairman of the board. Also held posts with Frederic W. Ziv Company (President). Married to Malvin Rae Pitzele; two children. Foundation for Boys, American Humanics Foundation, Boy Scouts of America.



**EELS, BRUCE G.**, executive vice president, United Artists Television, Inc. Born: July 12, 1913; Drake University, 1933. Started in TV with Pathe Television Corp. In 1951 was president. Also held posts with KHJ, Los Angeles; Young & Rubicam, Inc.; Ziv Television; Television Programs of America, Inc. Married to Margaret Leistikow; two children. Member Radio TV Executives Society.



**RETTIG, EARL**, president of California National Productions, Inc., born in Chicago June 4, 1903, is married and has three children. After nearly 20 years with movie majors in Hollywood, entered industry in 1950 as network operations manager for NBC. Subsequent network posts include NBC director of finance and operations in Hollywood, vice president in charge of TV network services.



**HOWELL, JOHN F.**, v. p. and general sales manager CBS Films, Inc. B. June 9, 1920; U. of Wisconsin, B.A., 1941. Started in TV with Paramount. In 1948 was dir. of sales. Also held posts with Stephen Slesinger. Married to Elizabeth Tracy, three children; two boys, one girl. Club affiliations: Sales Executives Club; Radio & TV Executives Society. Hobbies: tennis and fishing.



**RICH, ROBERT W.**, general sales manager, United Artists Associates, Inc., was born in Yonkers, N. Y., educated at Oberlin College. Started with NBC in Cleveland while at Oberlin. 1939-40, news editing for NBC in San Francisco and New York. Manager of California radio stations. 1953-55, program manager WPIX. Joined AAP, 1955, general sales manager until absorption by UAA.



**KRASNE, PHILIP NED**, owner-partner with Jack J. Gross of Gross-Krasne, Inc., and the California Studios. B. May 6, 1905, Norfolk, Nebr. Law degree, Univ. of Mich. 1927, also UCLA, 1929. Began producing motion pictures in 1936 following law practice. Partnership with Jack Gross began in 1950 with formation of California Studios and Gross-Krasne, Inc., for the production of TV film.



**GERMAN, WILLIAM J.**, president, W. J. German, Inc., Fort Lee, N. J.; Hollywood, Cal.; Chicago. Born in Port Hope, Canada, Dec. 29, 1888. Is agent for the sale and distribution of Eastman professional motion picture films for TV and motion pictures. In 1914, married Estelle Elizabeth Wehnert in Rochester, N. Y.; two children—Frederick A. A., William. Member: Lotos, Explorers.



## FILM PRODUCER-DISTRIBUTOR BIOS. ~~~~~

**GORDON, MILTON A.**, president Galaxy Attractions, Inc. Born Chicago 1908, attended University of Chicago, attorney and business executive, vice president Walter Heller Company, Chicago, 1946-53, specialized in financing motion picture production, reorganized United Artists, entered television industry 1953 as president of Television Programs of America, organized Galaxy Attractions, Inc., in 1958



**MAHLSTEDT, FRED J.**, managing director, domestic and international operations, CBS Films Born in New York, N. Y., Pratt Institute and Columbia University, started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales, organized CBS Films in 1950, subsequently director



**UNGER, OLIVER A.**, president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935 Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949 Became partner TV Exploitations, 1951



**TODMAN, WILLIAM SELDEN**, owner-partner with Mark Goodson of Goodson-Todman Productions Born New York, N. Y., July 31, 1916- educated Johns Hopkins and New York University, career started as copywriter for advertising agency in New York, entered the industry as writer and director for radio shows for BBD&O Agency, became producer when he joined Bio Company, created many television shows



**BARNETT, WILLIAM H.**, president Barnett International Forwarders, Inc. Born New York, N. Y., 1894; attended Pace Institute; entered transportation industry in 1913 as export and import manager of firm he presently heads, served as officer of the corporation from 1920 until present, elected president in 1946 Married Hannah Peppes 1918; memberships include Motion Picture Pioneers, Variety Clubs



**MICHELSON, CHARLES**, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSV, Melbourne Born New York, N. Y.; attended Columbia University, entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938, married and father of two children



**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



**RABINOWITZ, JASON**, general manager of MGM-TV. Born August 19, 1921, New York, N. Y., educated Harvard University, AB, 1943, MBA, 1948 Career started in motion picture industry with United Paramount Theatres, Inc., 1949; first association with television industry when he became associated with American Broadcasting Company as assistant controller, later becoming vice president ABC Television Network





**FILM PRODUCER-DISTRIBUTOR BIOS.**

**DIGGES, SAM COOK**, administrative vice president CBS Films. Entered broadcasting in 1942 with WMAL, Washington, D. C., in ABC affiliates sales department, served with merchant marine in W. W. II; joined CBS in 1949 as account executive in newly created TV department of radio sales; television manager CBS Radio sales office Chicago, 1950; Eastern sales manager CBS Television Spot sales, 1952; WEBS-TV, 1954.



**TALBOT, PAUL**, president Fremantle Overseas Radio & Television, Inc. Started career in industry in 1941 with CBS; served with U. S. Army in World War II; U. S. representative for Italian Radio Network and Radio Andorra, latter being first European station to resume commercial operation after war; heads a company distributing throughout the world with films in all categories available in its programming catalogue.



**MIESEGAES, WILLIAM L. P.**, president Transfilm Incorporated. Born London, England, 1906; attended Harrow, 1920-24; Institut le Rosey, Switzerland. Started career in marine transportations, joining A. C. Fraser & Company, Rotterdam, merchant shippers, as junior executive, 1926, Meyer and Company, Amsterdam, 1927, associated as executive with Maclaine Watson & Company, London, 1928-32; established Transfilm.



**VAN PRAAG, WILLIAM**, president, executive producer, Van Praag Productions producer and director of film commercials and features for television. Started career as movie theatre manager; entered advertising via promotional plan for theatres; advertising films for theatrical distribution; freelance film editor; set up first film unit for Office of War Information; U. S. Army service in W. W. II; film work for NBC.



**POLL, MARTIN H.**, president Gold Medal Productions; president Gold Medal Studios. Born New York, N. Y., Nov. 24, 1922; educated University of Pennsylvania. U. S. Army service in W. W. II 1942-46; joined Paramount Music Corporation, 1946, assistant to general manager; partner Artists Management Associates, 1950, president Inter-Continental TV Films, 1952, produced TV films; executive prod. Theatre Network TV.



**GOLDSTEIN, CHUCK**, president Chuck Goldstein Productions. Started career early, with organization of the "Modernaires," singing group; later Goldstein singing unit, "Four Chicks and Chuck," appeared in innumerable singing commercials after they attained national prominence via network radio appearances; entered commercials production field with work for many agencies; organized Goldstein productions.



**STREECH, WILBUR J.**, president Wilbur Streech Productions, TV commercial and animated film production firm. Graduate of UCLA. Received early training as animation artist for the Walt Disney studios; served as captain in U. S. Signal Corps during World War II; later became associated as a partner in Triangle Films; in 1951 decided to form own company to produce commercials for television advertisers.



**BECK, MAURICE**, in association with Ed. E. McLe-more producer of "Texas Rasslin'" film series, among the highest rated sports shows available in the syndication field. A native Texan, he accepted a post at the Federal Reserve Bank in Dallas. Later left the banking field to acquire an interest in one of the largest power laundry and dry cleaning plants in Texas, and years later entered the entertainment field.





# FILM PRODUCER-DISTRIBUTOR BIOS. ~~~~~

**ROACH, HAL**, Owner-president-executive producer of Hal Roach Studios Born June 15, 1918. L.A. Graduated Culver Military Academy, 1938 Began motion picture career as assistant in short subjects, director of Laurel and Hardy feature films, a producer-director of feature films on the Hal Roach lot. Commissioned to produce training films for Signal Corps unit in WW II



**BARRY, CHARLES C "Bud"**, president of National Telefilm Associates Film Network, began broadcasting work as an announcer in 1938 with NBC in Washington. Work as night manager of WRC and WMAL followed In 1941, sent to New York as program manager of Blue Network Later dir. of operations. Named VP of MGM-TV, 1956, and president of NTA Film Web. 1959



**FEDDERSON, DON**, president Don Fedderson Productions, Beverly Hills. Cal Born Apr 16, 1913 Attended Kansas City School of Law. 1933-34 Started in TV with KLAC TV, Hollywood, in 1948 as general manager Also held posts with Scripps-Howard newspapers, KYA, San Francisco, and KLAC, Hollywood Fedderson is married to Helen Minor Club affiliations include U.S.C. Trojaneers, Friars



**KAUFMAN, REUB**, president Jayark Films Corp. which he formed in May, 1958—producer and distributor of TV film properties B 1903. Attended Univ of Chicago 1940-46, advertising vice president Lieoar Co., Chicago 1946-50 president Kaufman and Assco., Chicago advertising agency. 1950-52, sales manager Snader Telecriptions In 1952, organized Guild Films, Inc., president until 1958. Married



**BRISKIN, IRVING**, president of Briskin Productions and executive in charge of production at Screen Gems Born Feb 28, 1903. Graduated NYU, 1923. Began work with Banner Productions, was sales manager of Sterling Pictures, sales manger of Chesterfield Pictures, in 1935 in charge of own unit at Columbia Pictures 1949, organized Screen Gems with the late Harry Cohn.



**HOLT, NAT**, president Overland Productions, Inc., B in California, May 15, 1894 Managed a nickelodeon, 1913 In 1931, managed 46 Fox Theaters 1941, head of RKO theaters on coast, leaving in 1943 to become theatrical producer 1948, resigned RKO affiliation to form production company, making three pictures for 20th Century-Fox Paramount in 1950, nine pictures. Entered TV in 1956 with Overland.



**UNGER, MAURICE**, vice president of west coast operations for Ziv Television Programs, Inc. Born Aug 16, 1913 in Cincinnati Affiliated with Grandpa Brands, 1934-47, serving also with its Tom Collins Corp President, Charles A. Marsh Co., 1947-50 Started with Ziv-TV in Oct., 1950, as west coast manager Married to Roslyn Unger, five children Plays golf, Tomarisk Country Club



**RUSH, HERMAN**, president, Flamingo Telefilm Sales B. June 20, 1929, Phila., Pa BBA, Temple Univ 1951, became salesman for Official Films and 1954, appointed assistant to the president. In 1955, named to board of directors and also named to the board of Gold Medal Studios He formed Flamingo, becoming president and chairman of the board Married Member, Friars and Variety Club.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**HYMAN, ELIOT**, president United Artists Associated, Inc. A pioneer in recognizing profit potential in distribution of feature motion pictures to television, founded Associated Artists, Inc., (now UAA) in 1947; played major part in the co-production and financing of many important motion pictures: "Lost Boundaries," "Moulin Rouge," "Moby Dick," produced for release by United Artists.



**PLITT, HENRY G.**, president of ABC Films Inc.; born New York, N. Y., November 26, 1918; Syracuse University, St. Lawrence University Law School; member of the New York bar; World War II service, mustered out as major of 101st Airborne Infantry; 1946, division manager of United Paramount Theatres; 1949, Paramount - Richards (which became Paramount Gull of the AB-PT circuit).



**REED, SEYMOUR**, executive vice president, treasurer and member of board of directors Official Films, Inc. Started his business career as public accountant; first became associated with the television industry in 1951 as executive of Official Films, serving as comptroller; elected treasurer of Official shortly thereafter; became member of the board of directors in 1954; V.P. in 1957.



**REINER, MANNY**, executive vice president Galaxy Attractions, Inc. Born New York, N. Y. Joined Warner Bros., 1953 in publicity; MGM, 1934-37; Monogram pictures assistant adv. mgr., 1937-40; Paramount, publicity, 1940-42, Office War Information, 1942-46; foreign sales dept. Selznick Releasing Company, 1949-50; Louis G. Cowan Television Productions, 1950-52; Samuel Goldwyn Productions, 1953-54.



**TURELL, SAUL J.**, president Sterling Television Company, Inc. Born, New York, N. Y.; attended College of the City of New York and University of Chicago; served in W. W. II with U. S. Army in South Pacific, New Guinea and the Philippines; was associated with Official Films; in partnership with Robert Rhoades established Sterling Films in 1946, which later set up a television department.



**GOODSON, MARK**, owner-partner with William S. Todman, Goodson-Todman Productions. Born, Sacramento, Calif. Started his career as a child actor in stock companies; entered the radio field with KJBS, San Francisco, as a disc jockey in 1936; joined the Don Lee network in 1937; in 1942 removed to New York to emcee "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz," was writer and director.



**MANBY, C. ROBERT**, president Show Corporation of America, Inc. Born Battle Creek, Michigan; educated Hillsdale College and Harvard Graduate School of Business, MBA, World War II service with U. S. Coast Guard; entered industry in radio; associated with WJW, Cleveland; WONS, now WGTH, Hartford; Yankee regional network; Joined RKO Telradio, 1953; appointed to present post in 1958.



**SCHWIMMER, WALTER**, owner, Walter Schwimmer Company. Born Chicago, 1904; attended Northwestern University, BA 1924; president Radio Features, Inc.; organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933, and the Walter Schwimmer Company in 1946 for production and syndication of Radio-Television programs. Married Daisy Seltzer, 1927.



**FILM PRODUCER-DISTRIBUTOR BIOS.....**

**DISNEY, WALT.** president of the board Walt Disney Studio Born Chicago, 1901. Started career as commercial artist, created animated characters for short subjects that have become world famed, and popular. was one of first major motion picture producers to create and produce for television and range of subjects he produced for the medium runs the gamut from fantasy to science



**McLEMORE, ED.** president of Texas Rasslin' Inc Born, July 3, 1905 First association with television industry occurred in 1952 when he joined Maurice Beck in the organization of Texas Rasslin' company to film production of live wrestling shows staged at their Sportatorium in Dallas. Married Rose Lawler, is father of three His hobby making better wrestling matches first, with dancing second



**SAVAGE, DAVID,** administrative vice president Bernard L. Schubert, Inc Born New York, N. Y. March 17, 1923 educated Columbia University. Began career in research development; associated with Eastman Kodak Company assistant national sales manager Official Films; film department manager. WGBS-TV director film procurement CBS, joined NBC as manager of film procurement, asst to president Guild Films



**GRAHAM, ED, JR.,** partner Goulding-Elliott-Graham Productions Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post, free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copy-writer for McCann-Erickson, 1949-52, at Young & Rubicam created "Harry and Berl" in 1954, in 1956 joined Bob Elliott and Ray Goulding to form G-E-G.



**SCHAEFER, ARMAND LUOWIG,** television film executive Flying A Productions. Born, Tavistock, Ont., Canada, 1898, educated at school in Spokane. Entered motion picture industry in 1924 with Mack Sennett as property man, executive producer for Republic Pictures, 1943-47, president Gene Autry Productions for Columbia release, 1947-53, in 1950 became executive-producer of Flying A for TV film productions.



**NILES, FRED,** president Fred Niles Productions, Inc. Born, September 12, 1919, graduated, B.A., University of Wisconsin, 1940 Started his association with television industry as salesman for King Studios in 1947, organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include Broadcast Advertising Club Academy of Television Arts and Sciences.



**STABLER, JOHN W.,** president Filmaster Productions. Filmaster Features, Commercial After graduation from UCLA became personal manager for several bandleaders, vice president William Boyd Enterprises founded Filmaster Productions 1954, producer of "Gunsmoke," "Have Gun—Will Travel"; Filmaster Features produced as independent unit theatrical pictures for release by Twentieth Century Fox



**ALEXANDER, MAX,** secretary-treasurer M. & A. Alexander Productions Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U S and joined Abe and Julian Stein in a production project, was associated with Phil Goldstone during two years association, 1931-32 in production, with brother Arthur formed Alexander Co



## FILM PRODUCER-DISTRIBUTOR BIOS.

**BURNS, GEDRGE**, president McCadden Corporation.



Born, New York, N. Y. Started professional career as a singer with a children's quartette in vaudeville; long career on stage as singer and comedian; star with Gracie Allen in two-act in vaudeville, radio and finally TV; organized McCadden in 1952 to produce films for CBS-TV, also producing commercials for bigger accounts on television.

**SMALL, EDWARD**, president Edward Small Productions, Inc. Born, Brooklyn, N. Y. Started career as actor; produced many important theatrical features as independent producer starting before talkies arrived for release by major distributor companies; entered TV film production; was one of organizers of Television Programs of America; produced series films for the television medium.



**ALEXANDER, ARTHUR**, president M. & A. Alexander Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 as assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.



**BAGNALL, GEORGE**, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as comptroller of its West Coast studios; studio treasurer with Paramount in 1935, later being named executive studio manager; vice president, 1937; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942.



**PINCUS, IRVING**, producer. Born, New York, N. Y.; attended New York University. Started his show business career as production assistant to Howard Lindsey and Russell Crouse, whose organization he served for three years; stage managing assignments included "Anything Goes" and "Red Hot and Blue" and the musical, "Higher and Higher;" TV films include "Real McCoy," CBS-TV.



**EDELMAN, LOUIS F.**, television film producer. Started in motion picture industry as salesman for Paramount Pictures; became a producer in 1929 in Hollywood studios — MGM, 1929-33; Columbia, 1942-44; Warner, 1945-52; entered television production in 1952, his films for television included "Wyatt Earp," "The Adventures of Jim Bowie;" "Make Room for Daddy;" exec. producer.



**HERSH, SAM**, president Family Films, Inc. Established the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.



**LEWIS, WARREN**, executive vice president Sharpe-Lewis Productions. Born, Boston, Mass., 1911. Entered industry in broadcasting as freelance script writer for CBS and NBC, 1939-40; removed to Hollywood in 1941; served in WW II as sergeant in U. S. Army Air Force, 1941-45; in 1951 associated with Don Sharpe Television Enterprises as general program supervisor.



# FILM PRODUCER-DISTRIBUTOR BIOS.

**HYMAN, KENNETH**, executive vice president, United Artists Associated, Inc. Born New York, N. Y., 1928 World War II service with U. S. Marines, joined Associated Artists Productions, Inc. (now UAA) 1947; assistant director Monogram Pictures, returned to AAP in 1953 with practical production experience and with retention of his early enthusiasm for the TV drawing power of Hollywood feature films



**WRATHER, JACK**, president of the Jack Wrather Organization, whose interests range from the oil industry to the resort field and communications, including TV production. B Amarillo, Texas, May 24, 1918 World War II service with U. S. Marines; film producer, of various TV series ("Lone Ranger," etc); owner of radio and TV stations; TJWO and Associated Television jointly own Independent Television Corp.



**REIN, EDYTHE**, vice president and secretary, National Telefilm Associates. vice president NTA Film Network. Graduate of Wilkes College, Wilkes Barre, Pa. Entered the industry as production assistant to Philips H. Lord, became associated with Ely Landau, Inc., in 1953 and has served NTA without interruption since its inception as secretary, assistant treasurer and a member of NTA's board



**COLE, JOHN J.**, president Guild Films. Born, Holyoke, Mass., 1923, graduated, PBK, University of Missouri, school of journalism Served in So Pacific in W W II Entered industry with Station KOMO, Kansas City, 1948; joined Guild Films as west coast sales manager. 1955: vice president for sales, elected president in early 1958, set up Inter World TV Films, Inc. Guild subsidiary



**NATHAN, WYNN**, vice president MCA TV, Ltd Began his career in the film industry in casting department of Universal pictures, 1941: following service with the U. S. Army Air Force in World War II, he became associated as an agent with the William Morris Agency and later with Century Artists, Ltd; joined United Television Programs, Inc., 1950, named v p when Gross-Krasne took over in 1953.



**SHARPE, DON W.**, president Sharpe-Lewis Productions Born Livingston, Mont., 1912: educated at Northwestern University; began his career as a writer, wrote scripts for radio, became the ad-writer for Kate Smith radio hour, wrote scripts for Cavalcade of America; became agent for Frank Vincent Talent Agency, 1943, sold his first radio package, "Private Life of Josephine Tuttle." 1947



**GOODMAN, HARRY S.**, general manager of Harry S. Goodman Productions. Started his business career in the finance and sales field, teacher of sales psychology at New York Life Insurance Company; president and general manager of Banker's Thrift Corporation, Chicago. organized Harry S. Goodman Productions in 1931, president of Radio-TV Representatives, Inc. (N. Y., Chicago, L. A., San Francisco, and Atlanta.)



**FLEISCHMAN, HARRY**, president Entertainment Productions, Inc. Born New York, N. Y., in early youth removed to Portsmouth, N. H., received degree from Boston University First association with entertainment field as member of Gilbert Miller Company, with whom he served for a decade and a half, entered the television industry in 1951 when he joined Louis G. Cowan, Inc.



**FILM PRODUCER-DISTRIBUTOR BIOS.**

**BRADFIELD, C. H. JR.**, chairman of the board Wilding Picture Productions, Inc. Studied mechanical engineering at Baltimore Polytechnic Institute. Joined Electrical Research Products, 1929; treasurer, later vice president Audio Productions; Sound Services, Ltd., London, 1937-39; became president of Wilding in 1947, succeeding his late father, founder of the company.



**LAWRENCE, ROBERT L.**, president Robert Lawrence Productions Inc. West Point graduate and Fifth Army veteran. Started in entertainment industry in 1947 with RKO Pathe; joined Jerry Fairbanks, Inc., 1948; later v.p. in charge Eastern operations; formed own film production firm for TV commercials, 1952; expanded with formation of several subsidiaries in commercials production.



**HUDSON, HAL**, executive producer of "Black Saddle" TV series, executive vice president and producer of "Zane Grey Theatre." Director writing department CBS, Chicago, 1933-37; West Coast commercial program producer CBS Radio, 1940-48; joined KTTV, 1948; manager; CBS Television department, Hollywood, 1949, supervised "My Friend Irma" and others; executive v.p. Zane Grey Prod., 1955.



**KERMAN, ARTHUR**, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.



**ZOUARY, MAURICE H.**, president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packer film series and commercials; stock shot library.

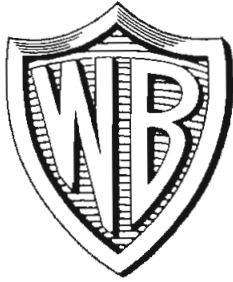


**HANMER, H. WILLIAMS**, president Wilding Picture Productions, Inc. Born Evanston, Ill.; graduated Northwestern U; master of law degree from Chicago-Kent College of Law; corporation and trial lawyer in Chicago for 29 years, later general counsel for National Editorial Assn.; joined Wilding in 1934; general counsel and vice president, 1937; became third president of the company.



**SEE PAGE 218**  
**FOR INDEX TO AD**  
**AGENCY TIME BUYERS**





**COMMERCIAL FILMS INC.**

The greatest worldwide association  
in commercial television.

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



COMBINED FACILITIES INCLUDE:

26 SOUND STAGES • 10 MILES STREETS AND EXTERIOR SETS • ANIMATION • MUSIC • CASTING • WARDROBE  
VIDEOTAPE • LOCATION • OPTICAL AND SPECIAL EFFECTS • ARTS AND CRAFTS • 20 CUTTING ROOMS

N E W   Y O R K   •   B U R B A N K   •   C A N A D A



**TELEVISION DAILY**

presents

*AM and TV*  
**COMMERCIAL**  
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KEY PERSONNEL  
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SERVICES OFFERED AND STUDIOS

**1959**

**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.

# AM-TV COMMERCIAL PRODUCERS

## Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill  
Phone: MICHigan 2-5877

Pres., Exec. Prod.....Bernard Howard  
Sales Manager.....Ted Liss  
*Services Offered*—Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

## Academy Films

800 N. Seward St., Hollywood 38  
Phone: HOLLYwood 2-0741

President.....J. Larsen  
*Services Offered*—Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

## Academy Pictures, Inc.

49 W. 45th St., N.Y.C. 36  
Phone: PL 7-0744

President.....Moray Foutz  
Sales Manager.....Nick Newton  
*Services Offered*—Animation and live action films for TV and industry. Slide films and film strips.

## Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Cal.  
Phone: CR 5-5219

President.....Don Quinn  
V.P.'s.....Henry Russell, Martin Spertzell,  
John Rider  
*Services Offered*—Creation, production of radio-TV music commercials, commercial integration, themes & scoring, graphic ideas.

## Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36  
Phone: PL 7-3560

Exec. Prod.....Sholom Rubinstein  
Director.....Bernard Rubinstein  
Copy Chief.....David M. Hausdorff  
*Services Offered*—Write, create, produce jingles and commercials.

## Alcona Productions

4211 Gaston Ave., Dallas, Tex.

President.....C. Edwards  
*Services Offered*—All TV film services; live shows; industrial, educational.

## Alexander Film Co.

Alexander Film Bldg.,  
Colorado Springs, Colo.  
Phone: ME 3-1771

Bd. Chmn.....Don M. Alexander  
President.....Keith Munroe  
V.P., Gen. Mgr.....Jay Berry

V.P., Production.....James Anderson  
Mgr.....John B. Lee  
Creative Dir.....Howard F. Olds  
V.P., Mktng.....Jay Piccinati

*Services Offered*—TV film commercials, business and industrial films, theatre film commercials, distribution.

## Paul Alley Productions

619 W. 54th St., N.Y.C. 19  
Phone: JUDson 6-2393

President.....P. Alley  
Vice President.....B. Alley  
*Services Offered*—Comm'ls; industrial films.

## All-Scope Pictures, Inc.

(Comm'l Film Division of Twentieth  
Century-Fox Television)  
1417 N. Western Ave., Hollywood 27  
Phone: HOLLYwood 2-6231

President.....Gordon Mitchell  
Vice President.....J. Shippe  
*Services Offered*—Synd. spots, comm'ls.

## Alpha Film Productions

P. O. Box 5323, Baltimore 9, Md.  
Phone: Valley 3-6617

*Services Offered*—Film processing; produce TV spots.

## Americ, Inc.

2421 N. Ramsey, Springfield, Mo.  
Phone: UN 5-1367

President.....William Dale Russell  
Vice Pres.....Reat R. Younger  
Secy.-Treas.....N. G. Hall

*Services Offered*—Complete 16-mm motion picture service, including kines, and full animation.

## American Film Co.

1329 Vine St., Philadelphia 7, Pa.  
Phone: WA 2-1800

Manager.....Ben Harris  
Sales Mgr.....S. Adams  
Secretary.....I. Weyhmiller

*Services Offered*—Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

## American Film Producers

1600 Broadway, N.Y.C. 19  
Phone: PL 7-5915

Exec. Prodr.....Robert Gross  
Exec. Prodr.....Lawrence A. Glesnes  
Prodn.....Sheldon Abromowitz  
Office Mgr.....Madeline Stolz

**AM-TV COMMERCIAL PRODUCERS**

*Services Offered* — Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integration: color or black and white, live action or animation in both 16 mm and 35 mm.

**Clyde Anderson Motion Pictures**

331 A St., Salt Lake City 3, Ut.  
Phone: EMpire 3-5337

Manager ..... Clyde Anderson  
*Services Offered*—Film, com'm's, services.

**Animated Productions Inc.**

(Al Stahl Productions)  
1600 Broadway, N.Y.C.  
Phone: CO 5-2942

President ..... Al Stahl

*Services Offered:* TV shows in animation and live. Comic strip animated films. Unusual films in stop-motion technique, animated puzzles, audience participation films, TV commercials and industrial films.

**Animation, Inc.**

736 N.eward St., Hollywood 38, Cal.  
Phone: HO 4-1117

President ..... Earl Klein  
General Manager..... Chris Petersen, Jr.  
Production Manager..... Bob Hirsch  
Director ..... Ed Barge

*Branch Offices*

11005 Fenkell Ave., Detroit, Mich.  
Phone: BR 3-3040

Representative ..... Ted Petok  
221 N. LaSalle St., Chicago, Ill.  
Phone: FR 2-2628

Representative ..... Joe W. Edwards  
*Services Offered*—Animated & live action TV com'm's, storyboards, sound tracks, educational & industrial films.

**Animation Service Co.**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4832

Chief Animator..... Abe Blashko  
Animation Supervisor..... Leo Levko  
Administration ..... Seymour Posner

*Services Offered* - All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.



**CONFUCIUS  
SAY...**

*“One  
Klaeger  
picture  
worth  
10,000,000  
words”*

*Klaeger*  
**FILM PRODUCTIONS, INC.**  
1600 BROADWAY, NEW YORK 19, N.Y.

LIVE AND  
ANIMATED

*films*

• JUDSON 2-5730

**AM-TV COMMERCIAL PROD.**

**Anime, Inc.**

45 W. 45th St., N.Y.C.  
Phone: Circle 5-3737

President ..... Josh Meyer  
Vice Pres. .... Renee Leigh  
Executive Producer ..... Mitch Leigh  
Services Offered — Package film shows (mostly animation). Producers of animated commercials and industrials.

**Animotion Associates, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 6-3817-8

President ..... Graham Place  
Vice Pres. .... Otto Feuer  
Gen. Mgr. .... Donald Fellows  
National Sls. Dir. .... Lee Krieger  
Services Offered—Producers of animated TV commercial spots and films. ANIMOTION is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

**Evan J. Anton Prods., Ltd.**

550 Fifth Ave., N.Y.C. 36  
Phone: PL 7-3638

President ..... Evan J. Anton  
Vice Pres. .... Mary Mallios  
Sec'y-Treas. .... James Mallios  
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

**Apex Film Corporation**

104 N. Las Palmas, Hollywood 38, Cal.  
Phone: HOLLYWOOD 3-5106

President ..... J. Chertok  
Services Offered—Film comm's; industrial films.

**Apollo Productions**

130 Carlton St., Toronto, Ont.  
Phone: WALnut 2-3163

President ..... R. Rosenberg  
Services Offered—Compl. film facilities; comm's & industrial films.

**Arco Film Productions, Inc.**

580 Fifth Ave., New York 36, N. Y.  
Phone: COLUMBUS 5-6968

President ..... R. J. Oulmann  
Services Offered—TV film facilities; animation & TV film show packaging.

**J. Armstrong & Company**

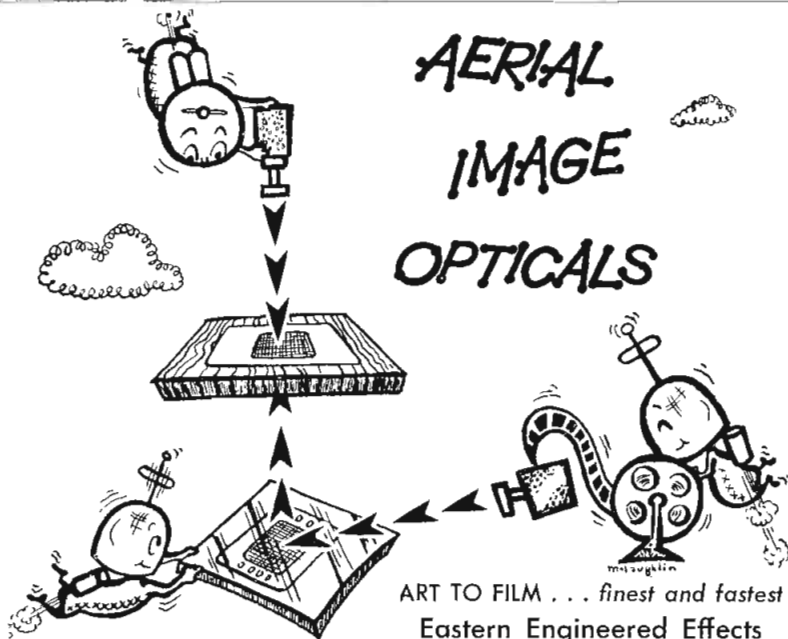
28 W. 44th St., N.Y.C.  
Phone: LONgacre 3-0056

President ..... Joseph Armstrong  
Services Offered—Custom, synd. comm's facilities.

**Arrowhead Productions**

355 N. Beverly Dr., Beverly Hills, Cal.  
Phone: CRestview 6-3728

General Manager ..... B. I. Harris  
Services Offered—Facilities for TV film processing, production & TV film comm's.



MAURICE SAM MAX LEVY

**Eastern Effects, Inc.**

is a complete producers aid service designed to solve your optical problems with highest quality and speed.

333 WEST 52nd STREET NEW YORK 19, N. Y.

CI 5-5280

**AM-TV COMMERCIAL PROD.** 

**Atlas Film Corp.**

1111 South Blvd., Oak Park, Ill.  
Phone: AUstin 7-8620

President .....L. Mominee  
*Services Offered*—Synd. spots, comm'l's.

**ATU Productions**

130 W. 57th St., N.Y.C.

Phone: JU 6-4292

President .....Allen Swift  
*Services Offered*—Offering a new service of syndicated TV film commercials.

**Audio Productions, Inc.**

630 Ninth Ave., N.Y.C. 36

Phone: PL 7-0760

President.....Frank K. Speidell  
Vice Pres.....Herman Roessle  
Secy.-Treas.....P. J. Mooney  
Sales Manager.....Sheldon Nemeyer  
TV Dept. Mgr.....Harold R. Lipman  
*Services Offered*—Producers of all types of TV commercials. Production facilities. Live action, animation, opticals, etc.

**Aurvid Productions**

P. O. Box 413, Phila., Pa.

Phone: LOcust 4-4429

Manager.....F. O. Pease  
*Services Offered* — All TV film, comm'l

facilities; live, package, film production; animation, package, TV shows.

**Bill Baird's Marionettes**

334 W. 70th St., N.Y.C. 23

Phone: TR 3-6064

Partners.....Bill and Cora Baird  
Agency Reps.....Ashley Steiner  
*Services Offered*—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

**Bandelier Films**

1837 Lomas Blvd., NE, Albuquerque, N. M.

Phone: CHapel 3-5848

President .....R. Stevens  
*Services Offered* — Technical trng, films; live action & film TV comm'l's facilities.

**Thos. J. Barbre Productions**

2130 S. Belleire St., Denver 22, Colo.

Phone: SK 6-8383

Producer .....Thos J. Barbre  
Asst. Mgr.....Anita T. Barbre  
Dir. Sound.....Paul F. Emrich  
Dir. Photography.....H. J. Anderson  
*Services Offered*—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.



**EMPIRE  
BROADCASTING  
CORP.**

Complete Facilities  
for  
Disc & Tape  
Sound Recording



**EMPIRE  
PRODUCTION  
CORP.**

Complete Facilities  
for  
16mm & 35mm  
Film Production

Air Conditioned Studios — Mobile Units  
480 Lexington Ave., New York 17, N. Y. - YUkon 6-5700

**AM-TV COMMERCIAL PROD.**

**Basch Radio & Television Productions**

17 E. 45th St., N.Y.C. 17  
Phone: MU 2-3877

Partner .....Charles J. Basch, Jr.  
Partner.....Frankie Basch  
*Services Offered* — TV film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

**Bay State Film Productions, Inc.**

35 Springfield St., Agawam, Mass.  
Phone: RE 4-3164

President .....Morton Read  
V.P., Sls.....D. D. Doyle  
*Services Offered*—Film comm's production.

**Beacon Television Features, Inc.**

115 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-6881

President .....J. L. Sanderson  
*Services Offered*—TV film commercials; story-boards, feature film production.

**V. S. Becker Productions**

551 Fifth Avenue, N.Y.C. 17  
Phone: MU 2-0777

Exec. Prod.....Viola S. Becker  
Sales .....Thomas W. Bieder  
*Services Offered* — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

**Beeland-Wood Films, Inc.**

752 Spring St., N.W., Atlanta 8, Ga.  
Phone: TRafalgar 6-7558

President .....K. Wood  
Gen. Mgr.....Paul Hoelsher  
*Services Offered*—Production of commercials and programs films.

**Bemiller Productions**

749 N. Highland Ave., Hollywood 38, Calif.  
Phone: WEbster 5-3346

President .....R. H. Bemiller  
*Services Offered* — Animated, live-action commercials; syndicated commercials, animation, jingles.

**Real Benoit Film Productions**

2161 St. Catherine St., W., Montreal, Canada  
Phone: WEbster 3-7339

**Russell R. Benson Productions**

136 N. Delaware St., Indianapolis, Ind.  
Phone: MElrose 7-0306  
President .....R. R. Benson



**HFH** 38 W. 48th ST., N. Y. 36, N. Y.  
PRODUCTIONS, INC.

**ANIMATION, LIVE ACTION COMMERCIALS AND INDUSTRIALS**



## AM-TV COMMERCIAL PROD.

*Services Offered*—Film spot commercials; industrial, educational films.

### **Bernard-Degen Productions**

1601 N. Gower, Hollywood 28  
Phone: HO 5-9886

Partner ..... Cy Bernard  
Partner ..... Vince Degen

*Services Offered*—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

### **Guy Biddick**

1046 So. Olive St., Los Angeles 15, Cal.  
Phone: RI 9-8800

Manager ..... Guy Biddick  
Office Mgr. .... Barbara McNey  
Traveling Rep. .... Burton Zoul

*Services Offered*—Animation of product or trademark, commercial spots on film.

### **Big D Pictures, Inc.**

4211 Gaston Ave., Dallas, Tex.  
President ..... Chas. H. Edwards  
*Services Offered*—Live TV programs & TV film shows; educational & industrial shorts. B & W and color animation. Export & import film. Studio and laboratory facilities.

### **George Blake Enterprises, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: Circle 5-4582

President ..... Mrs. Jean Blake  
Production Dir. .... Robt. Kingsley  
Supvr. Editor. .... R. Jacques  
*Services Offered* — Comm's, industrial, films, synd. spots.

### **Bray Studios Inc.**

729 Seventh Ave., N.Y.C. 19  
Phone: CI 5-4582

President ..... J. R. Bray  
V.P., Prod. Mgr. .... Paul A. Bray  
Treasurer ..... M. Bray  
Animation Dir. .... Max Fleischer  
W. C. Gilmartin  
Film Dist. 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, safety and films for the military.

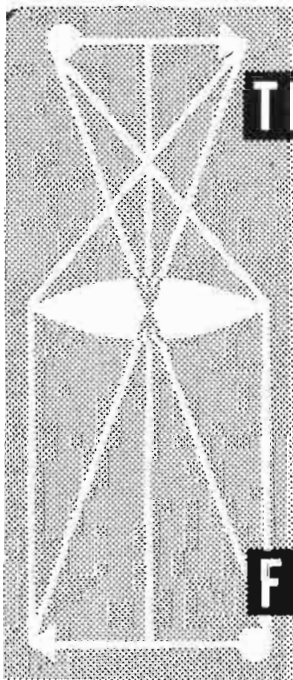
### **Wm. F. Broidy & Company**

5501 Wilshire Blvd., Los Angeles 36  
Phone: WE 3-7461

Owner ..... W. F. Broidy  
Assistant ..... E. Yessin  
*Services Offered* — Commercials & programs.

### **Myron L. Brown**

34 Grosvenor St., London W. 1, Eng.  
*Services Offered*—Production, distribution.



## 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

369 LEXINGTON AVENUE, NEW YORK 17

MU 6-5255

**Bruce-Hall Company**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-7100

President .....Robt. Hicks  
Services Offered—Live TV programs, commercials, package shows; TV film shows, comm'ls, package shows; educational & industrial shorts; studios & facilities for rent.

**Bill Burrud Productions**

1522 N. Van Ness Ave., Hollywood 28  
Phone: HOLlywood 7-4159

President .....Bill Burrud  
Services Offered—TV live programs & film shows; commercials; shorts; color animation; package film shows; TV scripts.

**Byron, Inc.**

1226 Wisconsin Ave., N.W.  
Washington 7  
Phone: FE 3-4000

President .....Byron Roudabush  
Vice Pres.....Dudley Spruill  
Secretary .....Peter J. Agnew  
Services Offered—Print and process 16 mm black & white, print 16 mm color, process 16 mm negative-positive, edge numbering, sound striping, record, re-record, editorial, animation photography, hot press titles, art and animation.

**S. W. Caldwell, Limited**

447 Jarvis St., Toronto 5, Ont.  
(See TV Prod.-Dist.)

**Calhoun Studios**

266 E. 78th St., N.Y.C. 21  
(See TV Prod.-Dist.)

**Calif. Internat'l Productions**

6710 Melrose Ave., Hollywood, Cal.  
Phone: WE 9-1491

President.....H. F. O'Donnell  
Services Offered — TV film shows & comm'ls; religious films; shorts, educ. & indust.

**California Studios Incorporated**

650 N. Bronsou St., L. A. 4, Cal.  
Phone: HO 2-7141

President .....P. N. Krasne  
Services Offered — TV film shows & comm'ls; soundies; B & W animation; packages.

**Lars Colonius Prods., Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: PL 7-0350

President .....Lars Colonius  
Services Offered—Full animation facilities. Story boards. Live action.

**The Camera Mart, Inc.**

1845 Broadway, N.Y.C.  
Phone: PL 7-6977

President .....Irving Browning  
Manager .....Samuel Hyman  
Promotion .....Paul Meistrich



**BERNARD-DEGEN PRODUCTIONS**

Cy Bernard - Vince Degen (Partners)  
Jack Wormser (Representative)

**Creators and Producers of Musical Commercials  
TV and Radio**

**Arranging Vocal and Instrumental  
Scoring to Animation and Live Action**

**1601 North Gower Hollywood 28, Calif.  
HOLlywood 5-9886**

**Productions:**

Burgermeister Beer  
Italian Swiss Colony  
Wine  
Kellogg's Pep  
British Columbia  
Centennial Theme

C & H Sugar  
Foremost Dairies  
Clorox Bleach  
S & W Foods  
Bapco Paints  
M. J. B. Coffee

Starkist Tuna  
Jim Clinton Clothes  
G & D Vermouth  
Juicidrink (Heart's  
Delight)

**AM-TV COMMERCIAL PROD.**

**Campus Film Productions, Inc.**

14 E. 53rd St., N.Y.C. 22  
Phone: PL 3-3280

President .....Nat Campus  
Exec. Producer.....Jules Krater  
Services Offered--Film production under contract.

**Canadian Film Industries Co., Ltd.**

310 Lakeshore Rd., Toronto 14, Canada  
Phone: CL 1-5211

President .....Arthur D. Gottlieb  
Services Offered--TV film shows, comm'l's; shorts; animation, B & W & color; facilities rented.

**Canyon Films of Arizona**

834 N. 7th Ave., Phoenix, Ariz.  
Phone: AL 2-1719

Producer .....R. Boley  
Photography .....Robt. Allen  
Services Offered--Production TV commercials, pub. rel. films: 16/35 mm animation & live action.

**Capital Film Service**

224 Abbott Rd., E. Lansing, Mich.  
Phone: ED 2-3544

President .....J. R. Hunter  
Services Offered--TV live and film shows;

commercials, soundies, shorts. B & W & color animation, music, scripts.

**Capitol Records, Inc.**

1750 N. Vine St., Hollywood 28  
Phone: HO 2-6252

President .....Glenn Wallichs  
Gen. Mgr.....George R. Jones  
Nat'l. Sls. Mgr.....Herbert I. Sachs  
Services Offered -- Custom recording for records, radio and TV; mastering, processing; full library of production music.

**Capt. Z-Ro Productions, Inc.**

225 E. 16th St., N.Y.C. 17  
Phone: EL 5-7943

President .....H. Brown  
Services Offered -- TV commercials and film shows.

**Caravel Films, Inc.**

20 West End Ave., N.Y.C. 22  
Phone: CI 7-6110

President.....David I. Pincus  
Vice Pres.....Calhoun McKean  
Dir., Exec. Prod.....Maori Goldberg  
Services Offered--Complete 35 and 16 mm production; studios, cutting rooms; animation; projection. Films for industry, TV and government.

**Carey-Swain Incorporated**

1938 Laurel St., Sarasota, Fla.  
Phone: RI 4-8111

President.....W. M. Carey



creative consultants for

from the desk of

robert sande

sunset tower west  
8-100 sun-set blvd.  
hollywood 46, calif.  
oldfield 6-0300

Memo to:

*Agencies, Advertisers, Producers*  
*We're anxious to have you hear*  
*our new demo tape of exciting*  
*musical "Salesongit" and*  
*musical ideas for radio + TV.*  
*Call me, Bob*

Production.....H. E. Swain  
*Services Offered*—Produces documentary editorial, commercial & educ. films.

**Cascade Pictures of California**

1027 N. Seward, Hollywood 38, Calif.  
 Phone: HO 2-6481

President.....Bernard J. Carr  
 Vice Pres.....Roy Seawright  
 V.P., Prod.....Vaughan Paul  
 Prod. Dir.....George B. Seitz, Jr.  
*Services Offered*—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

**Cate and McGlone**

1521 Crossroads of World, Hollywood 28  
 Phone: HO 5-1118

President.....T. Cate  
 Secretary.....E. D. McGlone  
*Services Offered* — Commercials; production—scripts, storyboards, editorial, photography.

**Centron Corporation Incorporated**

W. 9th at Avalon Rd., Lawrence, Kans.  
 Phone: VI 3-0400

President.....A. H. Wolt  
*Services Offered*—Industrial, educ. films; filmed spots.

**Hu Chain Associates**

15 E. 48th St., N.Y.C. 17  
 Phone: PL 5-5240

Owner.....Hubert V. Chain  
*Services Offered* — Radio-TV and motion picture production, direction and script writing.

**Charter Oak Tele-Pictures Inc.**

423 E. 90th St., N.Y.C.  
 Phone: TR 6-6800

President.....Louis Cavrell  
 Secretary.....Otis Cavrell  
 Treasurer.....Ira Cavrell  
*Services Offered*—Production facilities for TV and industrial 16 and 35 mm color and black & white films. Medical and dramatic films. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

**Jack Chertok Prod. Inc.**

1049 N. Las Palmas Ave., L. A. 38  
 Phone: HO 3-5106

Exec.....Paul McNamara  
*Services Offered*—Synd. spots; comm'ls.

**Chicago Film Studios**

56 E. Superior St., Chicago 11  
 Phone: WH 4-6971

President.....A. G. Dunlap  
 Dir. of Sales.....Robert D. Casterline  
 Prodn. Mgr.....Russell T. Ervin, A.S.C.  
 Laboratory Mgr.....Walter Rice  
*Services Offered*—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.

banner

year

for

James Love

productions

Our List of Clients Include

- Alcoa
- American Home Products Corp.
- Bell Telephone Co.
- General Electric Co.
- Pittsburgh Plate Glass
- Vick Chemical Co.
- Westinghouse Electric Corp.
- Raytheon Mfg. Co.
- Bankers Life & Casualty Co.

**JAMES LOVE PRODUCTIONS INC.**

115 WEST 45th ST., NEW YORK, N. Y.

Judson 2-4633

**Christensen-Kennedy Productions**

2824 Harney St., Omaha 31, Nebr.  
Phone: AT 2977

N. Y. Phone: MURray Hill 3-0585  
Prod. Ptnrs.....D. Kennedy, R. Christensen  
Gen. Sls. Mgr.....Herb Hellwig  
West Coast Prod. Mgr.....Jack Silver  
Eastern Rep.....Paul Blaufox  
*Services Offered*—TV comm'ls, animations, cartoons, industrial & business-sponsored films, 35 mm film strips, slides; lab. processing.

**Frank Christi**

521 N. LaCienega Blvd., Los Angeles 48  
Phone: CR 1-6452

*Services Offered*—Commercials, syndicated spots.

**Churchill-Wexler Film Productions**

810 Seward Ave., Los Angeles 38  
Phone: HO 9-1576

Ptnrs.....S. Wexler, R. Churchill  
*Services Offered*—Produce comm'ls, theatrical shorts, educ. & indust. films.

**Cinecraft Productions, Inc.**

2515 Franklin Blvd., Cleveland 13, O.  
Phone: SU 1-2300

President .....R. Culley  
*Services Offered*—Synd. spots; comm'ls.

**Cineffects, Inc.**

115 W. 45th St., N.Y.C.  
Phone: CI 6-0951

President .....Nat Sobel  
Sec'y-Treas .....Irving Hecht  
*Services Offered*—Animation, special effects, titles, mats, inserts, black & white or color, 16 or 35 mm.

**Cinesound, Limited**

552 Rogers Rd., Toronto, Ont.  
Phone: RO 2-7338

President .....B. Bach, Jr.  
*Services Offered*: Shorts, film comm'ls; color, B & W animation; music; scripts; packages; studio. facilities rental.

**Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood 38  
Phone: HO 5-3376

Producer .....H. Lehman  
Wrtre., Dir.....G. McKiddy  
Sales .....J. Lehman  
*Services Offered* — Commercials, indust. films; editing services; sound; trng. films.

**Cinetoon Productions**

1847 Fort St., Honolulu, Hawaii  
Phone: 625-485

Exec. ....M. D. Meyers  
*Services Offered* —Industrial films; synd. spots; comm'ls.

**Cine-Video Productions, Inc.**

Boston Post Rd. at Cine Video La.  
Milford, Conn.  
Phone: TR 1-6590

Pres., Exec. Proder.....Garo W. Ray  
Tech. Dir.....Kenneth F. Rieko  
*Services Offered*—Compl. motion picture services for industrial & educational productions. Complete sound stages, recording & dubbing studios, release printing — color, B & W, processing, & all other film services under one roof.

**Clampet-Toon Commercials, Inc.**

721 N. Bronson, Los Angeles 38, Cal.  
Phone: HO 2-6661

Producer .....B. Clampett  
Bus. Mgr.....J. Jacobs, Jr.  
Production .....D. Messick  
*Services Offered*—Comm'ls; synd. spots.

**CNC Productions, Incorporated**

21 W. Ontario St., Chicago 10, Ill.  
Phone: MI 2-1883

V.P., Exec. Prod.....Wm. Newton  
*Services Offered* — Live TV programs & comm'ls, packages; scripts.

**Coastal Film Services, Inc.**

321 W. 44th St., N.Y.C. 36  
Phone: JUDson 2-7780

President .....Manuel Casiano  
Vice President.....Louis Lemont  
*Services Offered*—Complete services including optical effects, animation, titles, film consultants.

**NEW STONE ASSOCIATES**

595 Madison Avenue

New York, N. Y.

PL 5-0416

Leading Merchandising Agents

for

Television Personalities

and

Properties

ALLAN STONE

LEON NEWMAN

**Coastal Recording Co., Inc.**

136 W. 52nd St., N.Y.C. 19  
Phone: CI 6-3900

Executive Vice Pres.....Arthur Shaer  
Services Offered—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Each chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

**Coffman Films, Inc.**

4519 Maple Ave., Dallas 19, Tex.  
Phone: LA 8-3692

President .....H. Coffman  
Production Manager.....H. Greene

**John Colburn Assoc., Inc.**

1122 Central Ave., Wilmette, Ill.  
Phone: BR 3-2310

President .....J. E. Colburn  
Vice President.....H. Ushijima  
Services Offered—16/35 mm industrial & TV film & comm'l's' sound stage, production facilities.

**Colmes-Werrenrath Prod. Inc.**

1037 Woodland Dr., Glenview, Ill.  
Phone: IN 3-7990

President .....W. Colmes  
Exec. V.P.....R. Werrenrath  
Secy., Treas.....L. Goldberg  
Services Offered—Creation, production, direction, writing; studio, editing, projection facilities.

**Commerce Pictures**

525 Poydras St., New Orleans, La.  
Phone: MA 5026

President .....R. Wiegand  
Services Offered—Comm'l's; art; special effects.

**Commercial Syndicated Films, Inc.**

1431 N. Wells Ave., Chicago 10, Ill.  
Phone: SU 7-0077

President .....H. Lewis  
Vice President.....A. LaPietra  
Production .....B. Taylor  
Services Offered — Color animated synd. comm'l's.

**Commodore Productions & Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28  
Phone: 9-7502

Pres., Prod.....W. White, Jr.  
Services Offered—TV live & film programs, shows; comm'l's; industries; film packages.

**Concord Company**

9006 Sunset Blvd., Hollywood 46, Cal.  
Phone: BR 2-7801

Ptnrs.....C. Purnell, L. Atkinson  
Services Offered—TV live & film shows; industrials; religious films; color, B & W animation; scripts; packages.

**Condor Films, Incorporated**

1006 Olive St., St. Louis 1, Mo.  
Phone: MA 1-8876

President .....Bradford Whitney  
Treasurer .....Edgar F. Stevens  
Production Mgr.....Dean Moore  
Secretary .....Mildred Smith  
Services Offered—Producers of 16 mm & 35 mm motion pictures, slide films, and other visual and audio-visual materials for sales promotion, public relations, advertising, television programming, TV comm'l's, training & sports uses.

**Consolidated Film Industries**

1740 Broadway, N.Y.C.  
Phone: JU 6-1700  
521 W. 57th St., N.Y.C.  
Phone: CI 6-0210  
959 Seward St., Hollywood

President .....Herbert Yates  
Vice Pres.....Douglas Yates  
V.P., W. Coast Mgr.....Sidney Solow  
Services Offered — Processing of motion picture film.

**Continental Film Productions Corporation**

539 Vine St., Chattanooga, Tenn.  
Phone: AM 7-4302

President .....James E. Webster  
Vice Pres.....Gene A. Carr  
Secretary .....Thomas Crutchfield  
Treasurer.....H. L. Thatcher  
Sales Prom. Mgr.....Win. J. Ross  
Services Offered—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercials.

**Cousens-Blair Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: CO 5-7380

President.....Clayton W. Cousens  
Vice Pres.....John K. Cousens  
Vice Pres.....Leonard Blair  
Services Offered—Production in color or black & white of TV commercials, industrials, educationals, documentaries.

**Coyt Productions**

1225 S. Hudson Ave., Los Angeles 19  
Phone: WE 5-2895

President .....C. Roth  
Services Offered — TV film comm'l's & shows; industrial; religious; color & B & W animation.

**Roland D. Crandall Productions**

31 Heusted Dr., Old Greenwich, Conn.  
Phone: NE 7-0425

President.....R. D. Crandall

**Craven Film Corporation**

330 E. 56th St., N.Y.C. 22  
Phone: MU 8-1585

President .....Thomas Craven  
Prod. Mgr.....Bill Robinson

## AM-TV COMMERCIAL PROD.

*Services Offered*—Production of TV commercials, live and animated.

### **Crawley Films, Limited**

19 Fairmont Ave., Ottawa, Ont.  
Phone: PA 8-3513

President ..... F. Crawley  
Adm. Dir. .... L. Hanson  
Prod. Serv. Dept. .... Sally McDonald  
*Services Offered*—Films, sponsored & TV; commercials; production; animation; lab.

### **Creativision**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President ..... Victor Kayfetz  
Asst. to Pres. .... Seymour Posner  
Art Director ..... Abc 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.

### **Bing Crosby Enterprises, Inc.**

9028 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CRestview 1-1171

President ..... E. N. Crosby  
Exec. V.P. .... B. F. Grillo  
*Services Offered*—Synd. spots; comm'l's.

### **Crossroads TV Productions**

1121 S. Glenstone, Springfield, Mo.  
Phone: 2-4422

V.P.'s ..... J. Mahaffey, E. Siman, Jr.  
*Services Offered*—Film spots; live shows.

### **CTN Advertising Counselors**

(Div. of Commercial Telecast Networks,  
Inc.)

608 Fifth Ave., N.Y.C. 20  
Phone: CI 5-8820

President ..... Lloyd W. Durant  
Vice Pres. .... William F. Hogan  
Vice Pres. .... H. Don Reynolds  
Vice Pres. .... Edward B. Bell  
Sales Mgr. .... Madeleine Tuohy  
*Services Offered*—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

### **Cummings Productions, Inc.**

4 W. 56th St., N.Y.C. 19  
Phone: PL 7-6452

President ..... R. W. Cummings  
Vice Pres. .... Clyde Sechler  
Acc't Supv. .... John Clark  
Industrial Supervisor ..... A. J. Pocock  
*Services Offered*—Creation and production of industrial shows, sales mtgs., & radio & TV commercials.

### **Dalton Film Company**

813 Daniel Bldg., Tulsa 3, Okla.  
Phone: LU 5-9973

President ..... R. Kurtz  
*Services Offered*—TV live & film shows; live & film packages.

### **Lee Davis Productions**

299 Madison Ave., N.Y.C. 17  
Phone: YUkon 6-7290

Owner ..... Lee Davis  
*Services Offered*—TV live shows & comm'l's; live packages.

### **Phil Davis Musical Enterprises, Inc.**

59 E. 54th St., N.Y.C. 22  
Phone: MU 8-3950

President ..... Phil Davis  
V.P., Mus. Dir. .... Earl (Nemo) Paul  
Sery., Treas. .... Loretta H. Davis  
Production Mgr. .... Joe Rhodes  
Copy Director ..... E. C. (Bud) Redding  
Exec. Secretary ..... Renee Strum  
*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.

### **Robert Davis Productions, Inc.**

1755 Broadway, N.Y.C. 19, N. Y.  
Phone: Circle 5-0250

Pres., Exec. Prod. .... Robert F. Davis  
Exec. Vice Pres. .... Jay Bonafield  
*Services Offered*—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mobilux, exclusive producers.

### **Gordon M. Day Productions**

15 W. 44th St., N.Y.C. 36  
Phone: MURray 2-5209

Pres., Creative Dir. .... Gordon M. Day  
V.P., Prod. Super. .... Carol Bulkley  
Treasurer ..... Leo L. Reich  
*Services Offered*—Writing-production of TV (film) & radio jingles & spots; adv. agency consultants on preparation & production of commercials.

### **De Frenes Company**

1909-17 Buttonwood St., Phila. 30, Pa.  
Phone: RJ 6-1686

Pres., Sales ..... J. DeFrenes  
Secretary ..... R. DeFrenes  
Prod. V.P. .... M. Levanios  
*Services Offered*—Comm'l's; programs. Industrial shorts.

### **Gene Deitch Assoc., Inc.**

43 W. 61st St., N.Y.C. 23  
Phone: CI 7-1970

President ..... G. Deitch  
Production ..... K. Drake  
*Services Offered*—Animation film.

### **Demby Productions, Inc.**

1 W. 58th St., N.Y.C. 19  
Phone: PL 9-2495

President ..... Emanuel H. Demby  
Vice Pres. .... Betty Jeffries  
Creative Dir. .... Allen Swift  
Research ..... Alexander Marsback



*Services Offered*—Live, film and recorded commercials. Animation. Jingles. Music. Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

**Florian de Narde**

3 E. 57th St., New York City  
Phone: PL 3-7030

Owner ..... F. de Narde  
*Services Offered*—Comm'ls; documentaries; industrials.

**Jack Denove Productions, Inc.**

6611 Santa Monica Blvd., Hollywood  
(See TV Prod.-Dist.)

**Dephoure Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
Phone: BE 2-5722

Pres. .... J. Dephoure  
Vice Pres. .... M. Levy  
*Services Offered*—Comm'ls; industrials; synd. spots.

**Depicto Films Corporation**

254 West 54th St., N.Y.C. 19  
Phone: COLUMBUS 5-7620

Board Chairman. .... John Hans  
President. .... J. R. von Maur  
V.P.'s. .... Chas. S. Hans, Ray B. Helsler, Carl V. Ragsdale  
*Services Offered*—Producers of industrial motion pictures, filmographs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creation & prod. of compl. sls. trng. programs, incl. films & assoc. literature.

**Desilu Productions, Inc.**

780 Gower St., Hollywood 38, Calif.  
Phone: HO 9-5911  
(See TV Prod.-Dist.)

Director ..... L. Savin  
*Services Offered*—Spots, synd.; commercials.

**Leo Diner Films**

332 Golden Gate Ave., San Francisco 2  
Phone: PR 5-3664

Exec. .... L. Diner  
*Services Offered*—Spots; lab sound & TV recording; animation.

**Walt Disney Productions, Inc.**

500 S. Buena Vista, Burbank, Cal.  
Phone: VI 9-3461  
(See TV Prod.-Dist.)

Bd. Chmn. .... W. Disney  
Adv. Dir. .... C. Walker  
Production .... Wm. Anderson  
*Services Offered*—Comm'ls; programs.

**Dot Records, Inc.**

Subsidiary of Paramount Pictures  
1507 N. Vine, Hollywood 28  
Phone: HO 2-3141  
N. Y. Phone: CI 6-8220

President ..... Randy Wood  
Vice Pres. .... Christine Hamilton  
*Services Offered*—Recording and distributing of phonograph records.

**Douglas Productions**

1425 S. Racine Ave., Chicago 8  
Phone: HA 1-0409

President. .... F. C. Raymond  
V.P.'s. .... A. Jones III, D. Raymond  
*Services Offered*—Educ., ind., TV films; titling & animation; lab work; printing.

**D.P.M. Productions, Inc.**

62 W. 45th St., N.Y.C. 36  
Phone: MU 2-0040

President. .... Maurice T. Groen  
V.P., charge Prod. .... Ronald T. Groen  
*Services Offered*—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage.

**Du Art Film Labs, Inc.**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

President ..... Al Young  
Exec. Vice Pres. .... Irwin Young  
Vice Pres., Sls. .... Lou Feldman  
Vice Pres., Prod. .... Paul Kanfman  
*Services Offered*—Processing of black & white and color motion picture film.

**Dudley Television Corporation**

9908 Santa Monica Blvd., Beverly Hills, Cal.  
Phone: CR 1-7258

Exec. .... C. Dudley  
*Services Offered*—Spots, syndicated; commercials.

**Walter Christian Duennhaupt Film Productions, Inc.**

1025 Connecticut Ave., NW, Wash. 6, D. C.  
Phone: EXecutive 3-7750

Prod., Pres., Bd. Chmn. .... W. C. Duennhaupt  
Vice President. .... Dr. Milton Cohen  
Secretary. .... Dr. Maxwell Cohen  
Treasurer. .... John R. Scherzer  
General Counsel. .... S. C. Borzelleri  
*Services Offered*—16 & 35 mm TV films, color & B & W; fairy tales, science fiction, musicals, educational, comic, puppet.

**Cal Dunn Studios**

159 E. Chicago, Chicago 11  
Phone: WH 3-2424

President ..... Cal Dunn  
Vice Pres. .... Joseph G. Betzer  
Exec. Art Dir. .... "Yar" Yarbrough  
Creative Services Dir. .... Helen A. Krupka  
*Services Offered*—Complete facilities for both live action and animated TV commercials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

**Dynamic Films, Inc.**

405 Park Ave., N.Y.C. 22  
Phone: PL 1-7447

President ..... Nathan Zucker  
Exec. Vice Pres. .... Lee R. Bobker  
Vice President. .... Lester S. Becker  
Exec. Producer. .... Sol Feuerman  
Distribution Dir. .... Gerald Carrus  
Sound Supvr. .... Jas. H. Townsend, Jr.  
Editorial Supvr. .... Irving L. Oshman

## AM-TV COMMERCIAL PROD.

*Services Offered*—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

### **Eastern Effects, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 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).

### **Ebbert Incorporated**

291 S. LaCienega Blvd., Beverly Hills, Cal.  
Executive ..... R. A. Rogers  
*Services Offered*—TV live & film & also commercials; educational, sales prom. shorts.

### **Editorial Films, Inc.**

10 E. 40th St., N.Y.C. 16  
Phone: MURray Hill 6-3773

President ..... Babette J. Doniger  
Production Manager ..... Dwight Godwin  
*Services Offered*—Specialists in production, distr. of pub. rel. editorial films; trag. films, some comm'ls. Promotion through distribution.

### **Educational Films Corp. of America**

1501 Broadway, New York City 36  
Phone: PE 6-1780

President ..... E. W. Hammons  
*Services Offered*—Color & B & W animation; commercials; shorts; packages.

### **Educational Film Enterprises, Inc.**

500 N. Wilcox Ave., Los Angeles 4, Cal.  
Phone: HO 7-2806

Pres., Mgr. .... G. Rony  
*Services Offered*—Comm'l, educ., industrial films.

### **Ed-Venture Films**

1122 Calada St., Los Angeles 23, Cal.  
Phone: HO 5-9102

Producer ..... W. E. Hines  
*Services Offered*—Consulting, production, editing. Specialize in location.

### **Elan-Porter Productions, Inc.**

19 W. 45th St., New York 36, N. Y.  
Phone: JU 2-1992

President ..... R. Elan  
*Services Offered*—Live & TV commercials, film; educ., industr. shorts; religious themes.

### **Electro-Vox Recording Studios**

5546 Melrose Ave., Hollywood 38, Cal.  
Phone: HO 5-2189

President ..... B. B. Gottschalk  
*Services Offered*—Industrials; comm'ls; rental of facilities, including studios.

### **Elektra Film Productions, Inc.**

33 W. 46th St., New York City  
Phone: JU 2-3606

President ..... A. Liss  
Bus. Mgr. .... S. Magdoff  
*Services Offered*—Comm'l-industrial film service. Animated and live action scripts; storyboards.

### **Peter Elgar Productions, Inc.**

75 W. 45th St., N.Y.C. 36  
Phone: JU 6-1870

President ..... Peter Elgar  
Vice Pres. & Prod. .... Peter A. Griffith  
Vice Pres. & Prod. .... Douglas J. Baker  
Dir.-Photographer ..... John Ercole  
Secy.-Treas. .... Jessie Adamson  
*Services Offered*—Industrials, educational, religious, television.

### **Elliot, Unger & Elliot, Inc.**

114 W. 54th St., N.Y.C. 19  
Phone: JU 6-5582

President ..... Stephen Elliot  
Secretary ..... William H. Unger  
Treasurer ..... Michael Elliot  
Exec. Prodr. .... Mark T. Statler  
Gen. Sls. Mgr. .... Al Mendelsohn  
*Const. Division*

Manager ..... Joe Swavely  
Prod. Superv. .... Richard Kerns  
Sales Mgr. .... Al Mendelsohn  
*Services Offered*—Specialization in TV filmed commercials.

### **Charles Elms Productions Inc.**

25 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 6-8877

President ..... C. D. Elms  
Vice Pres. .... Robt. Bacon  
*Services Offered*—Photographic & animated; planning through production.

### **Empire Productions Corp.**

480 Lexington Ave., N.Y.C. 17  
Phone: PL 9-4505

Pres. .... Arthur Lubo  
Vice Pres. .... Fred de Jaeger  
*Services Offered*—Tape-disc recording studios—remote work. Production—talent.

### **Emerson Film Corporation**

1037 Woodland Dr., Glenview, Ill.  
Phone: IN 3-5990

*Services Offered*—Comm'ls; synd. spots.

### **Robt. J. Enders, Incorporated**

1001 Connecticut Ave., NW, Wash. 6, D. C.  
(See TV Prod.-Dist.)

### **Endorsements, Inc.**

65 E. 55th St., N.Y.C. 22  
Phone: PL 1-0315

9172 Sunset Blvd., Hollywood 46  
Phone: CR 6-1272

President ..... Jules Alberti  
Asst. to Pres. .... Hope Hills  
Exec. V.P., Chmn. Exec. Comm. .... Tyler Davis

## AM-TV COMMERCIAL PROD.

Sr. V.P., Chg. M.P. & TV Oper.

Robert C. Brilmayer  
Sr. V.P. .... Robert L. Montgomery  
Vice Pres. .... Harold S. Wadro, M.D.  
Vice Pres. .... Frederick G. Horan  
V.P., Chf. Fin. Officer. .... Arthur Steintal  
Secy.-Treas. .... Carol Batchelder  
Dir. Research Dept. .... Barbara Marcus  
*Services Offered*—Endorsements and testimonials, live and TV.

### **Enterprise Productions**

13750 Saticoy St., Van Nuys, Cal.

Phone: ST 3-2730

Exec. Prod. .... S. L. Weiss  
*Services Offered*—All services.

### **Era Productions, Inc.**

5545 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-2251

President .... B. Mack  
Secretary .... Milt Schaeffer  
*Services Offered*—Animation & sound recording facilities. Standing kitchen.

### **Ted Eshbaugh Studios, Inc.**

1209 E. 163rd St., Bronx, N.Y.C.

Phone: DA 9-3220

President .... T. Eshbaugh  
*Services Offered*—Educational shorts; TV film shows & comm'ls; color & B & W animation; packages.

### **Faillace Productions, Inc.**

35 E. 35th St., N.Y.C. 16

Phone: MU 5-4652

President .... Tony Faillace  
V.P., Creative Dir. .... Len Mackenzie  
V.P., Musical Dir. .... Bob Haggart  
Secy.-Treas. .... Nanci Fendler  
*Services Offered*—Creation and production of musical commercials. TV-radio consultant to agencies. Packaged shows.

### **Jerry Fairbanks Prod. of Calif.**

1330 N. Vine St., Hollywood 28, Cal.

(See TV Prod.-Dist.)

### **Family Films Incorporated**

5823 Santa Monica Blvd., Hollywood 38

Phone: HO 2-2243

President .... S. Hersh  
*Services Offered*—Film comm'ls; industrials; color & B & W animation; packages; facilities rented.

### **Felix the Cat Creations, Inc.**

355 Lexington Ave., New York 17

Phone: YUkon 6-5161

President .... Pat Sullivan  
Vice President. .... Joseph Oriolo  
Secretary-Treasurer. .... E. W. Poindexter  
*Services Offered*—Full animation, limited animation; TV commercials; slide films, story boards, editing service, live photography, stop motion effects titles.

### **Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48

Phone: OL 2-2612

119 W. 57th St., N.Y.C. 19

Phone: Circle 5-1070

Producer. .... Paul J. Fennell  
*Services Offered*—Producer of film spot commercials and of industrial and educational films. Animation specialist.

### **Filmack Corp.**

1327 S. Wabash Ave., Chicago 5

Phone: HA 7-3395

President .... Irving Mack  
Treasurer .... Joe Mack  
V.P., Sales. .... Bernard Mack  
Dir. Creative TV Slts. .... Larry Woolf

#### *Branch Office*

630 Ninth Ave., N.Y.C.

Phone: PL 7-0900

TV Sales Mgr. .... Don Mack  
Production Mgr. .... Bob Boucher  
TV Production Mgr. .... 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-Aide**

509 Harrison St., Amarillo, Tex.

Phone: DR 3-3777

Executive. .... G. W. Tiffany  
*Services Offered*—Synd. spots; comm'ls.

### **Film-Art Service, Inc.**

41 W. 47th St., New York 36, N. Y.

Phone: CI 6-2426

President .... N. Sessa  
*Services Offered*—TV & industry animation & slide films.

### **Film Arts Productions, Inc.**

1700 S. 19th St., Milwaukee 4, Wisc.

Phone: MI 5-0523

President. .... Harlan P. Croy  
Sales Mgr. .... Patrick Murphy  
Prod. Mgr. .... Gaylord M. Clark  
Recording .... Alfred Zemlo  
*Services Offered*—Complete film production facilities for commercials and programming; complete recording facilities, tape and disc.

### **Film Associates, Inc.**

4600 Dixie Hwy., Dayton 39, Ohio

Phone: AX 3-2164

President. .... E. Raymond Arn  
General Mgr. .... Edward R. Lang  
Vice Pres. .... Mildred G. Arn  
Secretary. .... Clement V. Jacobs  
*Services Offered*—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

### **Filmaster Productions, Inc.**

650 N. Bronson Ave., Hollywood 4, Cal.

Phone: HO 2-7141

President. .... R. W. Stabler  
Vice President. .... G. N. Cook  
*Services Offered*—Comm'l, program & feature films.

### **Film Commercials, Inc.**

87 Madison Ave., New York City 16

Phone: ORegon 9-3970

## AM-TV COMMERCIAL PROD.

Vice President.....J. C. Ryder  
*Services Offered*—Production & distribution.

### **Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46  
(See TV Prod.-Dist.)

### **Film Creations, Inc.**

16 E. 40th St., New York 18, N. Y.  
Phone: MU 9-4565

*Services Offered*—Industrial films; comm'ls; synd. spots.

### **Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38  
(See TV Prod.-Dist.)

### **Filmerical Productions**

650 N. Bronson Ave., Hollywood 4  
Phone: HO 2-7141

Gen. Mgr.....James H. Chapin  
Production Mgr.....Glenn Cook  
*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, tilting, animation, make-up, hair-dressing, property, set construction departments.

### **Film File**

(Pix Enterprises)

12148 Hillside St., Studio City, Cal.  
Phone: PO 2-9173

Production.....Geo. Grenville  
*Services Offered*—Comm'ls & spots (synd.)

### **Film Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: MU 6-5255

President.....Lee E. Blair  
Treasurer.....Bernard Rubin  
*Services Offered*—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

### **Film Optical, Inc.**

421 W. 54th St., New York City 19  
Phone: PL 7-7120

President.....L. Levy  
*Services Offered*—Slide film comm'ls; slides & balops.

### **Film Originals**

6536 Robertson Dr., Boise, Idaho  
Phone: 4-3602

Owner.....G. O. Smith  
*Services Offered*—16 mm comm'ls; 16/35 mm prod., distr. sponsored films.

### **Filmways, Inc.**

18 E. 50th St., N.Y.C. 22  
Phone: PL 1-2500

President.....Martin Ransohoff  
Vice Pres.....Lee Goodman  
Vice Pres.....Nick Webster  
Secretary.....Dick Sage  
Dir. Inter. Sales.....William E. Huston  
*Services Offered*—Live action, animation,

stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

### **Filmwright Productions, Inc.**

3 E. 57th St., New York City 22, N. Y.  
Phone: EL 5-6038

Executive.....M. Glanbard  
*Services Offered*—Comm'ls; synd. spots.

### **Fine Arts Productions**

7779 Sunset Blvd., Hollywood 47, Cal.  
Phone: HO 5-5478

President.....J. Wilson  
*Services Offered*—Animation & film comm'ls.

### **Fiore Films**

128 Mallory Ave., Jersey City 4, N. J.  
Phone: HEnderson 2-4174

Executive Director.....Al Fiore, Sr.  
Production Coord.....Wm Kohler  
Photog. Sound.....Leo Loewenthal  
Sales Director.....M. A. Fiore, Sr.  
Distribution.....Donato Cappozzoli  
Traffic Manager.....Kay Kafourous  
*Services Offered*—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'ls.

### **Alan M. Fishburn Productions**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DE 2-0657

Owner.....A. M. Fishburn  
*Services Offered*—Live & film programs & comm'ls; packages.

### **Five Star Productions, Inc.**

6530 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 3-4807

President.....C. Glassley  
*Services Offered*—Color & B & W animation; shorts; comm'ls; rental of facilities.

### **Flagg Films, Incorporated**

4584 Santa Monica Blvd., Hollywood 28, Cal.  
Phone: NO 3-6524

President.....Don Flagg  
Producer.....T. Flagg  
Production Dir.....L. Raymond  
*Services Offered*—TV comm'ls & shows; medical, industr., and educ. films.

### **Fletcher Film Productions, Ltd.**

RCA Bldg., 225 Mutual St., Toronto 2, Ont.  
Phone: EM 3-8372

President.....H. D. Fletcher  
Prod. Dir.....H. J. Moreland  
*Services Offered*—Features, theatrical shorts; comm'ls.

### **Flicka Films**

12 E. Grand Ave., Chicago 11, Ill.  
Phone: SU 7-2251

Manager.....W. R. Johnson  
National Sls.....J. C. Branscombe  
*Services Offered*—Animation & live action comm'ls; slidefilms.

**Focal Point Productions**

342 Madison Ave., New York City 17

Phone: MU 7-8717

Execs.....G. Joseph, J. Strang  
Services Offered—Industrial films & commercials.

**Fordel Films, Inc.**

1187 University Ave., New York City 52

Phone: WY 2-5000

Executive.....R. A. Kent  
Services Offered—Commercials, spots, industrials.

**Forrell, Thomas & Polack Associates, Inc.**

157 West 57th Street, New York 19, N. Y.

Phone: Circle 6-9132

President & Treas.....Gene Forrell  
Vice President.....Edward Thomas  
Vice President & Sect.....Jim Polack  
Business Mgr.....Nadina B. Swanson  
Services Offered—Creation and production of radio and television singing commercials. Original scoring for TV, industrial and institutional films.

**Fotovox, Inc.**

1447 Union Ave., Memphis 4, Tenn.

Phone: BR 5-3192

President .....Elston Leonard  
Vice Pres.....Peter Harkins  
Secy.-Treas.....F. M. Leonard  
Services Offered—Motion picture production facilities for live action and animation. One 75x50 ft. sound stage. Seven channel sound mixing and recording. Four editing and one interlock screening room.

**Four Star Films, Inc.**

9336 W. Washington Blvd., Culver City, Calif.

(See TV Prod.-Dist.)

**George Fox Corporation**

1508 Crossroads o' World, Hollywood 28

Phone: 4-2242

President.....G. S. Fox  
Services Offered—Industrials, spots (synd.) & comm'ls.

**Frazen Productions Inc.**

1040 N. Las Palmas Ave., Hollywood 38

Phones: HO 7-3111, HO 7-6967

Prodr. Dir.....Stanley Frazen  
Natl. Sales Dir.....John Brophy  
Prodr. Dir.....Sherman Rose  
Director .....Tholen Gladden  
Services Offered—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities. Entertainment and commercial films.

**Freberg, Limited**

7781 Sunset Blvd., Hollywood, Cal.

Phone: HO 2-6973

Pres. ....S. Freberg  
Manager .....Boh Klein  
Services Offered—Comm'ls (live action & animated); storyboards.

**Allen A. Funt Productions**

100 Central Pk. S., New York City 19

Phone: JU 6-5227

President.....A. A. Funt  
Production.....P. D. Melton  
Services Offered—Comm'ls & industrial films & syndicated spots.

**Galbreath Pictures, Inc.**

2905 Fairfield Ave., Ft. Wayne, Ind.

Phone: HA 4147

President.....R. E. Galbreath  
Chicago Sls.....C. L. Krebs, Jr.  
Services Offered—TV & industrials.

**Gallagher Films, Inc.**

137 N. Oakland Ave., Green Bay, Wis.

Phone: HE 7-1307

President.....J. C. Gallagher  
Services Offered—Half-hr. shows; producer of TV spot comm'ls.

**William J. Ganz Company**

(Div. of Institute of Visual Training, Inc.)

40 E. 49th St., N.Y.C. 17

Phone: EL 5-1443

President.....William J. Ganz  
Exec. Prodr.....Herbert R. Dietz  
Manager.....Vincent J. Capuzzi  
Comptroller .....Jean Page  
Services Offered—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

**General Film Productions, Inc.**

2142 S. State St., Salt Lake City 15, Utah

Phone: AM 6-7244

Sls., Prod.....W. G. Mors  
Services Offered — Comm'ls, live & TV film; color animation; educ., industr. shorts; laboratory.

**General Pictures Corp.**

2307 Chester Ave., Cleveland 14, O.

Phone: MA 1-6263

President.....G. Oliva, Jr.  
Vice President.....M. M. Horace  
Services Offered—16/35 mm; newsreels & comm'ls.

**Gerald Productions, Inc.**

421 W. 54th St., N.Y.C. 19

Phone: PL 7-2125

President .....Gerald Auerbach  
V.P., Sales.....Wm. V. Adams  
V.P., Internat'l.....Hampus Horner  
Producer .....Diana Paul  
Business Mgr.....Alfred Traum  
Supvr. Editor.....Stuart Grant  
Services Offered—Production of films for TV & industry. Radio & TV audience promotion producers.

# AM-TV COMMERCIAL PROD.

## **W. J. German, Inc.**

Jane St., Fort Lee, N. J.  
(See TV Prod.-Dist.)

## **Sherman Glas Productions**

7017 Sunset Blvd., Hollywood 28  
Phone: HO 7-8151

President ..... Sherman Glas  
Secretary ..... Maggi Farkas  
*Services Offered*—Produce animated TV-radio spots.

## **Globus Films**

122 Washington Bldg., Washington 5, D. C.  
Phone: EXecutive 3-7161

General Manager.....John M. Lewin  
Treasurer.....Andrew P. Zimmer  
Sls. Mgr. N. Y. Area.....Paul Vario  
Producer.....Walter Christian Dunhaupt  
*Branch Office*  
116 E. 58th St., N. Y. C.  
Phone: TL 9-4520

*Services Offered*—Production 16 & 35 mm color, B & W, commercial & industrial films, incl. puppet.

## **Melvin L. Gold Enterprises**

200 W. 57th St., New York City 19  
Phone: COlumbus 5-0756

Owner.....M. L. Gold  
*Services Offered*—Produces for TV & industry.

## **Golden Key Productions, Inc.**

1921 Hillhurst Ave., Hollywood 27, Cal.  
Phone: NO 3-9421

President .....G. Spiller  
*Services Offered*—Filmed spots.

## **Gold Medal Studios, Inc.**

807 E. 175th St., N.Y.C. 60  
(See TV Prod.-Dist.)

## **Chuck Goldstein Productions, Inc.**

730 Fifth Avenue, New York 19  
Phone: JUdson 6-7177

President .....Chuck Goldstein  
Sect. and Treas.....Ruth Goldstein  
*Services Offered*—Producers of live and filmed commercials.

## **Gommi-TV, Inc.**

305 E. 17th St., New York City 17  
Phone: EL 5-7650

President .....A. Gommi  
Producer, V.P.....B. Gray  
*Services Offered*—TV comm'ls, promotional film.

## **Harry S. Goodman Productions**

19 E. 53rd St., N.Y.C. 22  
Phone: PL 5-6131

General Mgr.....Harry S. Goodman  
Sales Mgr.....Everett F. Goodman  
Asst. Gen. Mgr.....William Baron  
Radio Dir.....Frank Gehrecke  
TV Dir.....Stuart Wilson

Secretary.....H. D. Knuth  
*Services Offered*—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

## **Gotham Film Productions, Inc.**

11 E. 44th St., New York City 17  
Phone: MU 2-4450

Vice President.....Susan Wayne  
*Services Offered*—TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

## **Gotham Recording Corp.**

2 W. 16th St., N.Y.C. 36  
Phone: JU 6-5577

President.....Herbert M. Moss  
V.P., Gen. Mgr.....Robert M. Volkell  
Dir. of Prog.....Fred Hertz  
*Services Offered*—Radio transcription and film production and recording. Studios on premises, 16 Ampex Tape machines, five disc-labes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

## **Goulding-Elliott-Graham Productions, Inc.**

420 Lexington Ave., N.Y.C. 17  
Phone: LE 2-9011

President.....Edward R. Graham  
Treasurer.....Raymond W. Goulding  
Secretary.....Robert B. Elliott  
*Services Offered*—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases—from inception of campaign through delivery.

## **Grantray-Lawrence Animation, Inc.**

716 N. LaBrea Ave., Hollywood 38  
Phone: WE 6-8158

President.....Ray Patterson  
Vice Pres.....Robert L. Lawrence  
Secy., Treas.....Grant Simmons  
*Services Offered*—All types of animation films.

## **Graphia Productions**

3630 Jackson St., San Francisco 18, Cal.  
Phone: BA 1-2202

Producer.....K. K. Rawlings

## **Gray & O'Reilly Studios**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-4070

Vice Pres.....James E. Gray  
Vice Pres.....John F. O'Reilly  
*Services Offered*—Complete studio facilities, motion picture production, sound stages, etc.

## **Lewis G. Green Productions**

520 N. Michigan Ave., Chicago 11  
Phone: WH 7-7140

## AM-TV COMMERCIAL PROD.

General Mgr.....Lewis G. Green  
*Services Offered*—Musical jingles, radio,  
TV, animation, consultation.

### **Ben Greene Film Productions**

318 W. 51st St., N.Y.C. 19  
Phone: PL 7-3858

Owner .....Ben Greene  
*Services Offered* — Production of motion  
pictures for TV and commercials.

### **Abner J. Greshler**

Sunset Towers W., 8400 Sunset, Hollywood 46  
Phone: OL 4-5960

*Services Offered* — Industrial films;  
comm'l's.

### **Lenny & Ginger Grey: Jingles**

18 E. 50th St., N.Y.C. 22  
Phone: PL 3-3350

President .....Lenny Grey  
Vice Pres.....Ginger Grey  
*Services Offered*—Producers and packagers  
of programs, jingles and phonograph record-  
ings; vocalists.

### **Guided Tour Productions**

P. O. Box 107, Ocala, Fla.  
Phone: Main 9-2618

Execs.....M. Bennett, C. Redfern  
*Services Offered*—Synd. spots; comm'l's.

### **Herman Hack Prod. & Scripture Films**

2441 N. Beachwood Dr., Hollywood 28  
Phone: HO 7-0557

Owner .....H. Hack  
*Services Offered*—TV film shows; sound-  
ies; live comm'l's; scripts; synd. film.

### **Handel Film Corporation**

6926 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 6-5924

President.....L. A. Handel  
Secy. ....M. Manning  
*Services Offered*—Producers film series &  
comm'l's; distr. series.

### **Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.  
Phone: TR 5-2450

New York Phone: JU 2-4060

President .....J. Handy  
Vice President.....Oliver Horn  
Sls. Develop.....G. Finch  
*Services Offered* — Syndicated spots, com-  
mercials.

### **Hankinson Studio, Inc.**

15 W. 46th St., N.Y.C. 36  
Phone: JU 6-0133

President.....Frederick L. Hankinson  
*Services Offered*—Producers of TV com-  
mercials and industrial films; modern ani-  
mation equipment and editing service.

### **Hardric Productions, Inc.**

510 Madison Ave., New York City 22  
Phone: AC 2-3354

President.....R. F. Craig  
Mus. Dir., V.P.....H. Rood  
Secretary .....Edith Graham  
*Services Offered*—Create, produce musical  
comm'l's.

### **Harriscope, Inc.**

355 N. Beverly Dr., Beverly Hills, Cal.  
(See TV Prod.-Dist.)

### **Harris-Tuchman Productions, Inc.**

751 N. Highland Ave., Hollywood 38  
Phone: WE 6-7189

Pres., General Mgr.....Ralph G. Tuchman  
V.P., Creative Dir.....Fran Harris  
Prodn. Supervisor.....Fred Golt  
*Services Offered*—Production of live action  
and animated TV commercials and industrial  
films. Creation and production of material  
originated by agency and/or client.

### **Hartley Productions, Inc.**

339 E. 48th St., N.Y.C. 17  
Phone: EL 5-7762

President .....Irving Hartley  
Secy.-Treas. ....Elda Hartley  
*Services Offered*—Production & distri-  
bution of films for TV, industrials, com-  
mercials, public service and travelogue.

### **H-B Enterprises, Inc.**

1416 N. LaBrea Ave., Hollywood 28  
Phone: HOLlywood 5-4176

President .....George Sidney  
V.P.'s.....Wm. Hanna, Jos. Barbera  
*Services Offered*—Animated TV films, en-  
tertainment & comm'l spots.

### **Health & Welfare Materials Center, Inc.**

10 E. 44th St., New York City 17  
Phone: MU 2-0283

President .....V. Weingarten  
*Services Offered*—TV live & film shows,  
educ., packages.

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

450 W. 56th St., New York City 19  
Phone: PL 7-4120

Exec. V.P.....C. B. Stratton  
Production .....J. Michon  
*Services Offered*—Film comm'l's; industri-  
als; newsreels; packages; synd. film.

### **George Heid Productions**

Wm. Penn Htl., Pittsburgh 30, Pa.  
Phone: GR 1-3696

President .....G. Heid  
*Services Offered* — TV live programs &  
comm'l's; live packages for TV.

### **HFH Productions, Inc.**

38 W. 48th St., New York City 36  
Phone: JU 2-5055

President .....H. Henkin  
Animation .....Dan Hunn  
*Services Offered*—Live action & animated  
comm'l's.



## AM-TV COMMERCIAL PROD.

### **Holland-Wegman Productions**

197 Delaware Ave., Buffalo 2, N. Y.

Phone: MA 7411

Partners.....E. Wegman, S. C. Holland  
*Services Offered*—Create, produce 16/35 mm comm'l's & programs; laboratory.

### **Hollis Productions, Ltd.**

5800 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 9-3181

President.....C. Irving  
*Services Offered*—Live & film TV shows, comm'l's; packages; industrials.

### **Hollywood Film Commercials**

932 N. LaBrea, Hollywood 38, Calif

Phone: OL 4-7100

President.....D. Commons  
V.P.'s.....W. Ambrose, T. Goetz  
*Services Offered*—Animated, live action comm'l's; special effects; opticals; storyboards.

### **Hollywood Film Company**

956 Seward St., Hollywood 38, Cal.

Phone: HO 2-3284

N. Y. Phone: LO 3-1546

President.....Ben Teitelbaum  
Secy., Treas.....Harry Teitelbaum  
*Services Offered*—Manufacture & distribute editing supplies & eqpt. for motion picture & video tape incl. reels, cans & shipping cases.

### **Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood

Phone: HO 4-2181

President.....Mickey Kaplan  
Vice Pres.....Robert Warde  
*Services Offered*—Developing and printing—Dailies and release prints. Black & White and color. Complete laboratory facilities.

### **Howard Radio-TV Productions**

123 W. Chestnut St., Chicago 10, Ill.

Phone: MI 2-5877

Owner.....B. Howard  
*Services Offered*—Produce comm'l's & programs.

### **Hubbard Hunt Productions**

1459 N. Seward, Hollywood 28, Cal.

Phone: HO 5-8444

Production Dir.....JL Hunt  
*Services Offered*—Color, B & W animation; live & filmed TV shows; shorts; packages.

### **Hunn, Fritz & Henkin Productions Inc.**

38 W. 48th St., N.Y.C. 36

Phone: JUDson 2-5055

President.....Howard H. Henkin

V.P., Creative Dir.....Ronald Fritz  
V.P., Animation Dir.....Daniel Hunn  
Exec. Producer.....Larry Puck  
*Services Offered*—Animation & live action TV comm'l's, industrials, & features; storyboards, soundtracks, music & jingles.

### **Milton Hurwitz**

15553 Madrona Dr., Seattle 22, Wash.

Phone: EA 4-1108

*Services Offered*—Kinescope; produce TV programs, comm'l's; distr. films.

### **Imperial World Films, Inc. (IWF)**

12 E. Delaware Pl., Chicago, Ill.

Phone: MI 2-6200

V.P., Sales.....R. Davis  
*Services Offered*—Educ. & industr. films & spot comm'l's.

### **Impro, Inc.**

7324 Santa Monica Blvd., Hollywood 46

Phone: OL 4-2800

President.....H. L. Strock  
*Services Offered*—TV film shows & comm'l's; laboratory; B & W & color animation.

### **Independent Television Corp.**

488 Madison Ave., New York City 22

(See TV Prod.-Dist.)

### **Intercontinental Television, S. A.**

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

(See TV Prod.-Dist.)

### **Riley Jackson Productions**

6253 Hollywood Blvd., Hollywood 28

Phone: HO 3-2324

President.....Riley Jackson  
*Services Offered*—Complete production for radio and TV & motion pictures. Business films, commercials and shows.

### **Jamieson Film Co.**

3825 Bryan, Dallas, Texas

Phone: TA 3-8158

Bus. Mgr.....B. Jamieson  
TV Production.....J. Dickinson  
*Services Offered*—Spots, comm'l's, industrials.

### **Jan Productions**

6611 Santa Monica Blvd., Hollywood 38

Phone: HO 4-8331

President.....A. Fairleigh  
*Services Offered*—TV comm'l's & film shows.

### **Jenfred, Inc.**

36 W. 57th St., N.Y.C.

Phone: CI 7-1429

President.....C. M. Frederick  
Secy., Treas.....Grace Frederick  
*Services Offered*—Stock pictures, black & white, color, for background, establishing shots and transition shots, slide library.

**Jewell Radio and Television Productions**

612 N. Michigan Ave., Chicago 11  
Phone: MO 4-5757

President.....James E. Jewell  
Vice Pres.....W. Ralph Jewell  
Secretary.....M. P. Casey  
Editor.....James Lawrence

*Branch Offices*

3062 Penobscot Bldg., Detroit 26  
Phone: WO 3-0617

Exec-in-Charge.....W. Rand Jewell  
1040 N. Las Palmas, Hollywood  
Phone: HO 7-3111

Manager.....Michael Baird  
Director.....Lewis Foster

*Services Offered*—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

**Jingle Mill, Inc.**

201 W. 49th St., N.Y.C.  
Phone: PL 7-5730

President.....M. Van Brink  
*Services Offered* — Custom-made low-cost commercials.

**Dallas Jones Productions, Inc.**

1725 N. Wells St., Chicago 14, Ill.  
Phone: MO 4-5525

President.....D. Jones  
Bus. Mgr.....R. Bowen  
*Services Offered* — Comm'l's & industrial films produced.

**K & S Films, Inc.**

5819 Wooster Pike, Cincinnati 25, O.  
Phone: BR 1-3700

President.....J. R. Rabius  
V.P.....S. H. Wilmlink  
*Services Offered*—Producers of industrials, slide films, live & animated comm'l's.

**K & W Film Service Corp.**

1657 Broadway, N.Y.C. 19  
Phone: CI 5-8081

President.....Norman Witlen  
V.P., Art Dept.....Ralph Koch  
Controllor.....William A. Rubin  
Layout and Opt. Dept.....Ralph Teitelbaum  
Camera Dept.....Jack Granato  
*Services Offered*—Opticals, titles, special effects, animation and animation photography.

**Al Kane Productions, Inc.**

1411 Walnut St., Phila. 2, Pa.  
Phone: RI 6-0222

President.....A. M. Kane  
*Services Offered*—Comm'l's & programs for TV; kinescopes; technical production & writing; consultants.

**Victor Kayfetz Productions**

1740 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President.....Victor Kayfetz  
Client Service.....Irene Siegel  
Dir., Golden Snowball Div.... Sylvia Gerson  
Animation Super.....Leo Levko  
Asst. to Producer.....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 equipment.

**Keitz & Herndon**

4409 Belmont, Dallas 4, Texas  
Phone: TA 4-2568

Ptms.....L. Herndon, Jr., R. K. Keitz  
*Services Offered*—Production, animation—16/35 mm.

**Sonny Kendis Productions**

P. O. Box 614, Surfside, Miami Beach 54, Fla.  
Phone: UNion 6-1694

President.....Sonny Kendis  
*Services Offered*—Producers of all types of musical commercials.

**Herbert Kerkow, Inc.**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-4266

Pres., Treas.....Herbert Kerkow  
Secretary.....Rosemond Kerkow  
*Services Offered*—Sound stage and complete equipment for production of public relations and TV films.

**Key Productions, Inc.**

527 Madison Ave., New York City 22  
Phone: EL 5-2180

President.....J. D. Kantor  
Vice President.....W. M. Kahn  
*Services Offered*—Industrials, comm'l's produced.

**Klaeger Film Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: JU 2-5730

President.....Robt. H. Klaeger  
Vice President.....John J. Fenton  
*Services Offered*—TV & industrial motion pictures, live action & animation.

**Kleiman Productions**

7815 Milan Ave., St. Louis 14, Mo.  
Phone: VO 3-6777

Production.....J. Kleiman  
*Services Offered* — Industrials, syndicated spots, comm'l's.

**William L. Klein Productions**

301 E. Erie St., Chicago 11, Ill.  
Phone: SU 7-9114

Pres., Exec. Prod.....W. L. Klein  
*Services Offered* — TV & movie package shows, spots; business, industry, govt. clientele.

# AM-TV COMMERCIAL PROD.

## **Kling Studios, Inc.**

601 N. Fairbanks Ct., Chicago 11, Ill.  
Phone: DEJaware 7-0400

President.....Robert B. Eiringer  
Dir. Synd.....Alfred B. LeVine  
*Services Offered* — Complete production and creative facilities for TV commercials and industrial films. Editing, sound, art, scripting and production departments.

## **Kluge Film Productions**

3200 N. Richards St., Milwaukee 12, Wis.  
Phone: FR 2-0191

Sales.....D. R. Kluge  
Production.....D. W. Kluge  
*Services Offered*—16 mm color & B & W comm'ls, narrative or synchronous.

## **L & L Animation Service**

430 Lexington Ave., New York 17, N. Y.  
Phone: YU 6-9088

Ptnrs.....L. Lippman, I. Levine  
*Services Offered* — Camera, art services—medical & industr. & TV spots.

## **La Brea Productions, Inc.**

7117 Sunset Blvd., Hollywood 46, Calif.  
Phone: HOLlywood 4-7171

President.....O. Gail Papineau  
Exec. V.P., Secy.....Jas. E. Baumeister  
Vice President.....Henry Ludwin  
Treasurer.....Richard Leonard  
Art Director.....Llewellyn Keller  
*Services Offered* — An animation and live action staff for production of TV commercials, industrial and technical films. A special effects title bed, insert stage with kitchen and an animation camera service.

## **Lakewood Productions**

2015 Kalamazoo, SE, Grand Rapids, Mich.  
*Services Offered*—Films & comm'ls, educ. & industr., produced.

## **Lance Productions, Inc.**

353 W. 57th St., N.Y.C. 19  
Phone: PL 7-6167

President.....Lorraine Lester  
Treasurer.....Samuel H. Evans  
V.P., Secy.....George Lessner  
V.P., Prodn. Coord.....Alford H. Lessner  
*Services Offered*—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

## **Kent Lane Films, Inc.**

1253 S. 3rd Ave., Louisville 3, Ky.  
Phone: ME 6-3911

*Services Offered*—Comm'ls, synd. spots.

## **Langlois Filmusic, Inc.**

1755 Broadway, N.Y.C. 19  
Phone: JU 6-5705

President.....C. O. Langlois, Jr.  
Sales Mgr.....T. A. Roseen  
*Services Offered* — Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded scoring. Picture editing, narration, and music recording, mixing and sound effects library.

## **Herbert S. Laufman & Company**

221 N. LaSalle St., Chicago 1, Ill.  
Phone: RA 6-4086

President.....H. S. Laufman  
*Services Offered* — TV live & film; live comm'ls; educational; industrials; packages.

## **Robert Lawrence Productions, Inc.**

418 W. 54th St., N.Y.C. 19  
Phone: JU 2-5242

President.....Robert L. Lawrence  
Vice Pres.....Jerry Schnitzer  
V.P., Edit. Optus.....Henry Trainman  
V.P., Studio Optus.....Louis Mucciolo  
V.P., Sales.....Martin Low  
Treasurer.....Philip Kornblum  
Mgr. Anima. Dept.....Peter Cooper

### *Branch Offices*

### **LOUCKS & NORLING STUDIOS**

118 W. 54th St., N.Y.C.  
Phone: CI 7-2366

Vice Pres.....Howard M. Lawrence  
Robert Lawrence Productions (Canada) Ltd.  
32 Front St. W., Toronto 1, Ont.

Phone: EM 4-1448

Vice Pres.....John T. Ross  
**LAWRENCE-SCHNITZER PRODUCTIONS, INC.**

1040 N. Las Palmas, Hollywood 38  
Phone: HOLlywood 2-6358

Vice President.....Gerald Schnitzer  
Grantray-Lawrence Animation, Inc.

716 N. LaBrea, Los Angeles 28  
Phone: WEBster 6-8158

President.....Ray Patterson  
Vice President.....Robt. Lawrence  
Secy., Treas.....Grant Simmons  
*Services Offered* — Producer of commercials, industrial films, film series; complete studio facilities; animation department, completely equipped.

## **Lee & Mogul Studios, Inc.**

43 W. 61st St., New York City 23  
Phone: JU 2-7379

*Services Offered* — Slide film comm'ls; slides & balops.

## **Carol Levene Productions**

2011 Broadway, San Francisco 15, Cal.  
Phone: WA 1-4772

Production.....Carol Levene  
*Services Offered*—Produces comm'ls, educational, industrials.

## **Jack Lewis Studios**

5612 Wythe Ave., Richmond, Va.  
Phone: AT 2-4157

*Services Offered*—Synd. spots & comm'ls.

## **Lewis & Martin Films Inc.**

1131 N. Wells, Chicago 10  
Phone: WH 4-7477

President.....Herschell G. Lewis  
Vice Pres.....Wm. R. Johnson  
Produ. Mgr.....Anthony LaPietra  
Art Dir.....Sanford Greenlaw

Studio Mgr..... Betty L. Taylor  
*Services Offered*—35 and 16 mm motion pictures; scripts; editing; sound recording; animation; TV and film art; studio rental pilot films; consultation.

**Lou Lilly Productions, Inc.**  
 5746 Sunset Blvd., Hollywood 28  
 Phone: HO 5-6325

President ..... Lou Lilly  
 Vice Pres..... Manny Gould  
 Secy. .... Jeannie Beatty  
*Services Offered*—Produce commercials of all types, one-minute to half hour. Black & white, color, TV. Industrial and sales training films.

**Jack Lloyd**

1445 Miller Way, Hollywood 46, Cal.  
 Phone: OL 6-4607

Executive Dir..... J. Lloyd  
*Services Offered*—Script to screen production of jingles.

**Arthur Lodge Productions, Inc.**

21 W. 46th St., New York City 36  
 Phone: JU 2-5477

President..... A. J. Lodge, Jr.  
*Services Offered*—Comm'ls, TV news; on-the-spot "spots"; simple animations only; library.

**Lott Video Productions**

Broadway & 11th Sts., Santa Monica, Cal.  
 Phone: EXbrook 4-8279

Exec..... D. N. Lott  
*Services Offered*—Comm'l, synd. spots.

**James Love Productions, Inc.**

115 W. 45th St., N.Y.C.  
 Phone: JU 2-4633

President ..... James A. Love  
 Sales Manager ..... C. Austin Love  
 Production Manager..... James Wille  
 Supervising Editor..... William Henry  
*Services Offered*—Complete facilities and production of TV spots and programs, industrial films.

**John W. Loveton Productions, Inc.**

1606 N. Highland, Hollywood 28, Cal.

President ..... J. W. Loveton  
*Services Offered* — Produces commercials, programs; theater and radio.

**Lux Brill Productions, Inc.**

319-21 E. 44th St., N.Y.C. 17, N. Y.  
 Phone: OR 9-6320

Client Liaison..... Richard Dubelman  
 Prod. Supvr..... Philip Haimowitz  
 Exec. Asst..... Donald Holtzman  
 Office Mgr..... Anne Bauer  
*Services Offered*—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

**C. P. MacGregor Co.**

729 S. Western Ave., Los Angeles 5  
 Phone: DU 4-4191

Owner..... C. P. MacGregor  
 General Mgr..... E. H. Lowry  
*Services Offered*—Complete recording service; production of radio or TV shows and commercials.

**Madison Productions, Inc.**

1270 Sixth Ave., N.Y.C.  
 Phone: CI 5-3560

President ..... Gerry Gross  
 Vice Pres., Treas..... Frank B. Sawdon  
 Vice Pres., Secy..... Rita Fillet  
*Services Offered* — Package and produce radio and TV shows and live commercials.

**Marshall Organization, Inc.**

750 Third Ave., New York City 17  
 Phone: MU 7-2722

President..... A. W. Marshall  
*Services Offered*—TV live programs and film shows; commercials; shorts; packages.

**Master Motion Picture Company**

50 Piedmont St., Boston 16, Mass.  
 Phone: HA 6-3592

Pres., Treas..... A. Rakov  
 Production ..... I. Rose  
*Services Offered*—Commercials, industrials, documentaries; 16/35 mm processing.

**McCadden Productions**

1040 N. Las Palmas, Hollywood 38, Cal.  
 (See TV Prod.-Dist.)

**McLarty Picture Productions**

45 Stanley St., Buffalo 6, N. Y.  
 Phone: TA 0332

Producer..... H. D. McLarty  
*Services Offered* — Scientific, educational, industrial films; TV commercials.

**McGowan Productions, Inc.**

915 N. LaBrea, Hollywood 28, Cal.  
 (See TV Prod.-Dist.)

**Morton McConnachie Productions, Inc.**

730 Fifth Ave., N.Y.C. 19  
 Phone: JU 2-0123

President ..... Morton McConnachie  
 Vice Pres., Dir..... Jack B. Hively  
 Vice Pres., Prodn. Super. Bruce McConnachie  
 Vice Pres..... Hugh D. Brown  
 General Mgr..... M. E. Kane  
 Dir., Prodn., Super..... George E. Wolf  
 Spvg. Editor..... William E. King  
*Services Offered*—Complete motion picture production and editorial services; East and West Coast studio, world-wide location service; script to screen in all processes. Library service. Industrial, advertising spot, and TV films.

**McNamara Productions, Inc.**

8230 Beverly Blvd., Los Angeles 48, Cal.  
 Phone: WE 5-1205

## AM-TV COMMERCIAL PROD.

Executive.....D. C. McNamara  
*Services Offered*—Industrial films, commercials, syndicated spots.

### **Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

### **Melody Ranch Enterprises, Inc.**

6920 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 9-4000

President.....G. Autry  
*Services Offered*—Spot commercials on film.

### **MGM-TV Commercial Division**

MGM Studios, Culver City, Calif.  
Director Comm. Ind.....B. Gibbs  
(See TV Prod.-Dist.)

### **Meridian Films, Ltd.**

1202 Woodbine Ave., Toronto, Ont.  
Phone: OX 8-1628

President.....R. Foster  
Secy., Treas., Prod.....J. Roffman  
*Services Offered*—Produces documentaries, business films, theatricals, industrials, TV commercials.

### **Metrotape, Div. Metropolitan Broadcasting Corporation**

205 E. 67th St., New York City 21  
Phone: LE 5-1000

Sales.....A. E. Erickson  
Operations.....L. Hicks  
*Services Offered*—Videotaped TV commercials; 16mm kinescope.

### **Milner Productions, Inc.**

3800 Liberty Heights Ave., Baltimore 15  
Phones: MO 4-4221, LI 2-7147

President.....Ervin M. Milner  
Vice Pres.....Robert Fenwick  
Sales Mgr.....Hoby Wolf  
Washington, D. C. Mgr.....Ed Hopper  
*Services Offered*—Film prod., live & animation; art, editorial service. Musical jingles, orig. scores. Package industr. shows. 35 & 16 mm filming, incl. stripfilm. TV slides, halops.

### **Minot TV, Inc.**

120 E. 56th St., New York City 22  
Phone: PL 1-5090

President.....C. M. Amory

### **Mode-Art Pictures, Inc.**

1022 Forbes Ave., Pittsburgh 19, Pa.  
Phone: EX 1-1846

President.....J. L. Baker  
Exec. V.P.....R. L. Stone  
V.P.'s.....H. J. Kemerer, A. A. Borgen  
*Services Offered*—Produce film comm's; 16/35 mm color, B & W.

### **Modell Television Productions**

310 E. 44th St., New York City 17  
Phone: MU 3-0758

Vice President.....C. Rosen  
Assoc. Prod.....M. Zimmerman  
*Services Offered*—Syndicated spots, commercials.

### **Modern Teleservice, Inc.**

219 E. 44th St., N.Y.C. 17  
(See TV Prod.-Dist.)

### **Moran Film Company**

P. O. Box 808, Phoenix, Arizona  
Phone: AL 4-1335

President.....G. A. Moran  
*Services Offered*—Color, B & W TV commercials.

### **Dwight Morris Productions**

1611 S. Boston, Tulsa, Okla.  
Phone: DI 3-6424

Exec. Prod.....D. Morris  
Secy., Treas.....I. Morris  
*Services Offered*—Commercials, industrials, spots.

### **Motion Pictures For Industry**

2543 Keltton Ave., Los Angeles 64  
Phone: BR 0-4757

President.....Harry O. Hoyt  
Treasurer.....Merrill Cantrell  
Production Manager.....Kenneth Hodges  
Sales Manager.....Frank Rathbun  
*Services Offered*—Producers of TV shows & spots, comm'l 16 mm color films.

### **Moulin Studios**

181 Second St., San Francisco 5, Cal.  
Phone: YU 6-4224

President.....R. M. Moulin  
*Services Offered*—TV film shows & comm'ls; shorts; animation; studio rental.

### **Movielab Film Labs, Inc.**

619 W. 54th St., N.Y.C.  
Phone: JU 6-0360

President.....Saul Jeffee  
Prod. Mgr.....Frank Berman  
Sls. Mgr.....Ben Bloom  
Color Consultant.....John Kowalak  
*Services Offered*—Film processing.

### **Movietone News, Inc.**

460 W. 54th St., New York City  
(See TV Prod.-Dist.)

### **MPA-TV Productions, Inc.**

(Subsid. of Motion Picture Adv. Serv.)  
1032 Carondelet St., New Orleans, La.  
Phone: JA 5-2253

President.....C. Mabry  
V.P.....A. Doskey, Jr.  
Production.....R. Dyer  
*Services Offered*—TV & theater film commercials; 16/35 mm color, B & W.

**MPO Television Films, Inc.**

15 E. 53rd St., N.Y.C. 22  
Phone: MU 8-7830

President.....Judd L. Pollock  
V.P.'s .....Marvin Rothenberg,  
Gerald Hirschfeld, Gerald Kleppel  
Secy.-Treas. ....Arnold Kaiser  
*Services Offered*—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops. Facilities in Hollywood.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., N.Y.C. 19  
Phone: PL 7-8144

President .....Owen Murphy  
Vice Pres.....Savington W. Crampton  
Prod. Mgr.....Paul Cohen  
Chief, Edit. Dept.....Eric Lawrence  
*Services Offered*—Motion pictures for industry and TV, complete production, scripts, cinematography, editorial, recording and dubbing, live and animation, special editorial, service for industrial photographic departments.

**Music Makers, Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: CI 5-3737

President-Creative Dir.....Mitch Leigh  
General Mgr.....Josh Meyer  
Account Super .....Herman Edel  
Prodn. Coordinator.....Renee Leigh  
*Services Offered*—Create jingles and background for radio and TV commercials. Write scores for industrial films and sales meetings; complete music merchandising packages including record premiums.

**Muzak Corporation**

229 Fourth Ave., N.Y.C. 3  
Phone: OR 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  
V.P., Sp. Ser.....Alexander B. Motenko  
V.P., Program Dir.....Donald O'Neill  
V.P., Eng. & Research...Emil F. Hembrooke  
V.P., Dir. of Merchandising

Edward Hochhauser, Jr.  
New York Operations

V.P. in Chg.....Ethel W. Maclean  
Associated Program Service Division  
V.P. & Gen. Mgr....Edward Hochhauser, Jr.  
*Services Offered*—Background music service for industry, offices, banks, stores, supermarkets, hotels restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio and TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films in Canada).

**Michael Myerberg Productions**

234 W. 44th St., New York City 36  
Phone: CH 4-4846

Chairman .....M. Myerberg  
President.....A. Gray, Jr.  
Vice President.....J. J. Bergen, Jr.  
*Services Offered*—Film comm'ls, spot.

**Nassour Studios, Inc.**

8460 W. 3rd St., Los Angeles 48  
Phone: OL 3-0400

President .....William Nassour  
Vice Pres., Treas.....Edward Nassour  
Secretary.....W. Lloyd Laumann  
*Services Offered* — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

**National Programming Service**

4614 Norton Lane, Columbus 13, Ohio  
Phone: EX 3775

Executive .....J. Fredritz  
*Services Offered*—Comm'ls, spots, industrials.

**National Screen Service Corporation**

Home Office  
1600 Broadway, New York City  
Phone: Circle 6-5700

TV & Industrial Film Div.  
509 Madison Ave., N. Y. C.

Vice President.....Robert L. Gruen  
Sales Director.....William S. Kent  
Production Manager.....Harry Semels  
Producer, Director.....Carl A. Carbone  
Asst. Prod. Mgr.....Jack Schertz  
Art Director.....Tom Golden  
TV Art Dir.....Tee Collins  
TV Editor.....Irving Weiner  
*Services Offered*—Production of films for TV; industrials & comm'ls; animation, art work, titles, opticals, stop motion, live studio & insert.

**National Studios**

42 W. 48th St., New York City 36  
Phone: JU 2-1926

President.....H. A. Rosenberg  
*Services Offered* — Slides, balops; slide films.

**NTA Telesales**

10 Columbus Circle, N.Y.C. 19  
Phone: JU 2-7300

(See TV Prod.-Dist.)

Bd. Chmn.....E. A. Landau  
Exec. V.P.....O. A. Unger  
Secretary .....J. Golenbock  
Press .....H. Algas  
*Services Offered*—TV programs, features—nat'l., regional, local sponsors.

**Stanley Neal Productions, Inc.**

475 Fifth Ave., New York City 17  
Phone: MU 3-6396

President.....D. J. Lane

*Services Offered* -- Comm'ls, spots, industrials.

**Ted Nemeth Studios**

729 Seventh Ave., New York 19  
(See TV Prod.-Dist.)

**Neutro Film Corporation**

846 Seventh Ave., N.Y.C. 19  
*Phone:* PL 7-5322

President ..... M. Weise  
Vice President..... L. M. Haas  
Secretary ..... J. Greene  
Sales Manager..... J. Gratz  
*Services Offered*—TV packages, comm'ls; trng., industr., documentaries.

**Newman-Schmidt Studios**

713 Penn Ave., Pittsburgh 22, Pa.  
*Phone:* GR 1-5414

Owner ..... H. Schmidt  
*Services Offered*—Comm'ls, industrials.

**New World Productions**

13273 Ventura Blvd., N. Hollywood, Cal.  
*Phone:* TR 3-3580

President ..... T. Robinson  
*Services Offered*—TV comm'ls, film shows; religious; industrials; animation, color, B & W.

**Fred A. Niles Productions, Inc.**

1058 W. Washington Blvd., Chicago 7, Ill.  
*Phone:* SEeley 8-4181

President..... Fred A. Niles  
V.P.'s..... Mike Stehney, Edw. W. Rinker  
Studio Manager..... Wm. E. Harder  
Creative Director..... Ruth L. Ratny  
Art Director..... Manny Paull  
Controller..... Edward E. Katz  
Purchasing Agent..... Lawrence Stein  
Sr. Prod.-Dir..... Lloyd Bethune  
Administrative Asst..... Frances Metelko  
*Services Offered*—Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales & product training programs; syndicated TV spots; sound recording; script writing; storyboarding; closed circuit.

**John Norman Productions**

P. O. Box 1304, Palm Springs, Cal.  
*Phone:* 7124

Gen. Mgr..... J. Norman  
*Services Offered*—Comm'ls, spots, industrials.

**Nola Penthouse Sound Studios**

113 W. 57th St., N.Y.C. 19  
*Phone:* JU 6-0040

Owner..... Vincent J. Nola  
Gen. Mgr..... V. Thomas Nola  
Chief Engineer..... Stanley Bumbly  
*Services Offered* — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings.

**Olympia Film Productions, Inc.**

112 W. 48th St., New York City 36  
*Phone:* JU 6-1143

Vice President..... D. H. Kahn  
*Services Offered*—TV comm'ls, film shows.

**Olmsted Sound Studios, Inc.**

1 E. 54th St., N.Y.C.  
*Phone:* PL 1-0890

President..... Henry C. Olmsted  
Exec. Vice Pres..... Richard B. Olmsted  
V.P. in Chg. of Sls..... H. P. Landon  
*Services Offered*—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

**Omega Productions, Inc.**

1960 Dorchester St., West, Montreal 25, Que.  
*Phone:* WE 7-3525

President..... T. S. Morrisey  
Vice Pres..... Pierre Harwood  
Dir. Prod..... Henry Michaud  
Dir. TV Comm'ls..... John Racine  
Sales Director..... R. J. Jarvis  
*Services Offered*—Educational, industrial, sales promotion, theatrical and TV motion pictures.

**On Film, Incorporated**

33 Witherspoon St., Princeton, N. J.  
*Phone:* PL 9-2330

Execs..... R. Bell, M. Scott  
*Services Offered*—Comm'ls, industrials.

**Sam Orleans & Associates, Inc.**

211 W. Cumberland Ave., Knoxville, Tenn.  
*Phone:* 3-8098

President ..... S. Orleans  
*Services Offered* — Commercials, industr., educ. films.

**John Ott Pictures, Inc.**

85 Hibbard Rd., Winnetka, Ill.  
*Phone:* WI 6-5126

President ..... J. Ott  
*Services Offered*—Time-lapse photog.; industrials, comm'ls.

**Del Owens Productions**

333 N. Michigan Ave., Chicago 1, Ill.  
*Phone:* FR 2-4811

President ..... D. Owen  
*Services Offered*—Jingles & comm'ls.

**Harry Owens Television Productions**

6710 Melrose Ave., Hollywood 38, Calif.  
*Phone:* WE 9-1491

Vice President..... H. O'Donnell  
*Services Offered* — Film shows, comm'ls, shorts.

**Packaged Programs, Inc.**

634 Penn Ave., Pittsburgh 22, Pa.  
*Phone:* GR 1-4756

General Mgr..... M. E. Fierst  
*Services Offered* — Complete production services and sound studios, film processing and printing, editing.



**Pantomime Pictures**

2221 W. Olive, Burbank, Calif.  
Phone: TH 2-1147

President .....F. Crippen  
Vice President.....J. Marshall  
Production .....J. Heiter  
Sales .....D. Reed  
*Services Offered*—Animated TV & entertainment films; live action comm'ls; titles.

**Paragon Pictures, Inc.**

2540 Eastwood Ave., Evanston, Ill.  
Phone: DA 8-5900

President .....R. Laughlin  
Production .....S. Needham  
*Services Offered* — Industrials, comm'ls, spots.

**Paramount Television Productions, Inc.**

5800 Sunset Blvd., Los Angeles, 28  
(See TV Prod.-Dist.)

**Paul Parry Productions Inc.**

7417 Sunset Blvd., Hollywood 46  
Phone: HO 7-4774

President .....Paul Parry  
Vice Pres.....Ellis Neimie  
Production Mgr.....Barney Dyer  
Pub. & Adv. Dir.....Frank K. Adams  
Secy.-Treas .....Dianne Parry  
*Services Offered*—Production of program films, spot commercials, product sales promotion, corporation training films, and sound slide films.

**Lindsley Parsons Productions, Inc.**

3459 Cahuenga Blvd., Hollywood 28  
Phone: HO 9-3641

President .....Lindsley Parsons  
Prodn. Mgr.....Lindsley Parsons, Jr.  
*Services Offered*—Filmed TV shows & commercials for network syndication.

**The Pathoscope Company of America, Inc.**

10 Columbus Circle, N.Y.C. 19  
Phone: PL 7-5200

Studio  
21-29 45th Rd.  
Long Island City, N. Y.  
Phone: ST 4-3053

President .....Edward J. Lamm  
Exec. Proder.....David H. Lion  
Prodn. Mgr.....James Pierce  
Studio Mgr.....John Ball  
*Services Offered*—Complete planning, creation and production of industrial, educational and documentary motion pictures and TV commercials.

**Ray Patin Productions**

6650 Sunset Blvd., Los Angeles 28  
Phone: HO 2-1147

President .....Ray Patin  
Vice Pres.....Gns Jekel  
Secy.-Treas.....Kay Himes  
*Services Offered*—Complete facilities for producing animated commercials from story through camera.

**Lloyd Pearson Associates**

509 Madison Ave., N.Y.C. 22  
Phone: EL 5-5430

President .....Lloyd Pearson  
Creative Dir.....Larry Johnson  
Pgm. Coordinator.....James Chapelle  
Director .....Lamar Casselli  
*Services Offered*—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.

**Pelican Films, Inc.**

46 W. 46th St., N.Y.C. 36  
Phone: CI 6-1751

President.....T. J. Dunford  
Vice Pres.....A. J. Zander  
V.P. in Chg. Sales.....Eli Feldman  
*Services Offered*—Complete TV, film animation staff and facilities; live action, slide-films.

**Tony Petri Studios**

144 Westminster St., Providence 3, R. I.  
Phone: GA 1-9242

President .....Tony Petri  
Production Mgr.....Ernest Strauss  
*Services Offered*—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

**R. A. Pheelan Productions**

113 W. 57th St., New York City 19  
Phone: CI 6-1626

Producer .....R. Pheelan  
*Services Offered*—Comm'ls; PR & educ. films.

**Photo-Art Commercial Studios**

420 SW Washington St., Portland 4, Ore.  
Phone: CA 7-5411

President .....C. F. Palmer  
Vice President.....S. Vernon  
*Services Offered*—Comm'l prod. facilities; sound stage, single & double; 16/35 mm & slides.

**Photo Arts Productions, Inc.**

2330 Market St., Philadelphia 3, Pa.  
Phone: RI 6-3696

Executive .....W. Dombrow  
*Services Offered*—Commercials, spots, industrials.

**Pilot Productions, Inc.**

1819 Ridge Ave., Evanston, Ill.  
Phone: AM 2-4141

President.....C. R. Isley  
Production .....R. Dedrick  
Secretary .....A. Borough  
*Services Offered*—Slides; sound slidefilms; industrials; comm'ls.

**Pintoff Productions, Inc.**

64 E. 55th St., New York City 22  
Phone: EL 5-1431

President .....E. Pintoff

## AM-TV COMMERCIAL PROD.

Client Contact.....H. Knaup  
*Services Offered* — Animated, live action  
comm'ls, theatricals, industrials.

### **Pix Enterprises**

12148 Hillsllope St., Studio City, Cal.  
Phone: PO 2-9173

Production.....B. Grenville  
*Services Offered* — Comm'ls, industrials,  
documentaries; 16/35 mm color, B & W,  
sound-silent.

### **Playhouse Pictures**

1401 N. LaBrea Ave., Hollywood 28, Cal.  
Phone: HOLlywood 5-2193

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: State 2-3686

President.....Adrian Woolery  
Prod., Dir.....Bill Melendez  
Business Mgr.....H. A. Halderson  
Production Supvr.....Irene Wyman  
Public Rel. Dir.....George W. Woolery  
Creative Story Dir.....Chris Jenkyns  
Layout, Design Dir.....Sterling Sturtevant  
Secretary.....Mary Matthews  
Chicago Rep.....Peter del Negro  
*Services Offered*—Compl. studio facilities  
for the creation & production of animated  
films for business, entertainment & TV from  
story through camera, with exception of lab-  
oratory. Specialists in animated comm'ls.

### **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 rela-  
tions. TV.

### **Low Pollack Productions, Inc.**

325 W. 44th St., N.Y.C. 36  
Phone: JUdson 2-8082

President.....Low Pollack  
*Services Offered*—Sound recordings, docu-  
mentaries, TV film commercials, industrials,  
complete 16 and 35 mm facilities.

### **Jules Power Productions, Inc.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone: ANdover 3-1422  
35 W. 53rd St., N.Y.C.  
Phone: CI 5-3260

Office Mgr.....H. Rothbart  
*Services Offered*—Production of live local  
and network TV programs and commercials.

### **Precision Film Labs**

21 W. 46th St., N.Y.C.  
Phone: JU 2-3970

President.....Daniel R. Ehrlich  
*Services Offered*—Printing and processing  
of 16 and 35 mm film, color and black &  
white.

### **Premier Film & Recording Corp.**

3033 Locust St., St. Louis 3, Mo.  
Phone: JE 1-3555

Pres., Prod.....T. P. Desloge  
V.P., Mgr.....W. Dalzell  
*Services Offered*—Motion Pictures, com-  
mercials, sound recording production facili-  
ties. Scripts. Editing.

### **Preview Theatre, Inc.**

1600 Broadway, N.Y.C.  
Phone: CI 6-0865

President.....William B. Gullette  
*Services Offered*—16 & 35 mm; magnetic  
or optical; all interlock combinations. Edit-  
ing eqpt. & facilities. Film storage vaults. All  
facilities avail. 24 hrs./day.

### **Princeton Television Center, Inc.**

252 Nassau St., Princeton, N. J.  
(See TV Prod.-Dist.)

### **Productions for Television, Inc.**

625 Madison Ave., New York City 22  
Phone: TE 8-7100

TV Production.....D. Hillman  
Exec. Film Prod.....J. Harrison  
Producer, Dir.....S. Semel  
*Services Offered*—Commercials.

### **Project-O-Fex, Inc.**

535 5th Ave., N.Y.C. 17  
Phone: MU 7-1881

President.....Paul F. Adler  
*Services Offered*—Semi-animated filmed or  
live spots for individual station use.

### **Quartet Films, Inc.**

5631 Hollywood Blvd., Los Angeles 28  
Phone: HO 4-9225

President.....A. Babbitt  
Vice President.....A. Gillespie  
Production.....L. A. Goldman  
*Services Offered* Story, design, direction  
animation, recording, editing, live action for  
cartoons, comm'ls. films for industry, etc.

### **Q.E.D. Productions, Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: JUdson 2-4291

Executive Producer.....Robt. Baron  
Sales Manager.....Roy Lampe  
*Services Offered*—Spot commercials, indus-  
trials, sales & tourist promotion films, open-  
end film commercials for TV.

### **Quintet Productions, Inc.**

15 W. 44th St., New York City 36  
Phone: MU 7-5011

*Services Offered*—TV film shows & com-  
mercials; live package shows for TV.

### **Radio Features of America**

37 W. 46th St., New York City 36  
Phone: JU 2-5130

Exec. Dir.....O. W. Nicoll  
*Services Offered*—Film spots, live shows.

**Radio Television Arts**

3819 Wilshire Blvd., Los Angeles 5, Cal.  
Phone: DU 8-1323

Owner .....D. Balli  
Services Offered — TV film shows & live programs; comm'ls; industrials; animation; packages, live & film.

**Rainbow Pictures, Inc.**

1540 Levante Ave., Coral Gables 46, Fla.  
Phone: MO 5-3524

President .....W. Resce  
Production .....O. Barber  
Services Offered — Industrials, features, comm'ls; studio facilities.

**Rarig Film Productions**

Div.: Rarig Motion Pictures Co.  
5510 University Way, Seattle 5, Wash.  
Phone: LA 2-0707

President.....M. H. Rarig  
V.P., Treas.....E. A. Rarig  
Production .....J. Lawless  
Services Offered—16/35 mm color, B & W photography; sound recording, stage; editing, commercials; programs.

**Reid H. Ray Film Industries, Inc.**

2269 Ford Pkwy., St. Paul 16, Minn.  
Phone: Midway 9-1393

208 S. LaSalle St., Chicago, Ill.  
422A Washington Bldg., Washington 5, D. C.  
Davidson Bldg., 17th & Main, Kansas City  
Comm'l Sls. Mgr....R. V. Jeffrey (St. Paul)  
Film Ad Sls. Mgr..Frank Havlicek (St. Paul)  
Chicago Sales.....Frank Balkin  
Washington Sales.....Robert Whitney  
Kansas City Sls.....Ted Cauger  
President.....Reid H. Ray  
Controller.....T. J. Herman  
Production Manager.....E. H. Polsfuss  
Services Offered—Producers of TV commercials & entertainment synd. films for TV.

**Redlin Productions, Inc.**

10416 Canuga Ave., Chatsworth, Cal.  
Phone: DI 8-7932

Services Offered — TV film shows, commercials; shorts; animation.

**Roland Reed Productions Inc.**

650 N. Bronson, Los Angeles 4  
Phone: HO 9-1628

President.....Roland D. Reed  
Vice Pres.....Arthur Pierson  
Editorial Super.....Frank Doyle  
N. Y. Rep.....Hamilton MacFadden  
Services Offered — Preparation, scripting, story board, animation, live production, release prints for TV commercials.

**Rembrandt Films, Inc.**

15 E. 48th St., N.Y.C. 19  
Phone: PL 8-1024

President.....W. L. Snyder  
Services Offered — Puppet comm'ls; features.

**Republic Television Features**

64 E. Lake St., Chicago 1  
Phone: ST 2-0460

President .....Capico Kapps  
V.P., Chg. Sales.....Joseph Kapps  
Services Offered—Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

**Robert Yarnall Richie Productions, Inc.**

666 Fifth Ave., N.Y.C. 19  
Phone: CI 6-0191

President.....Robert Yarnall Richie  
Services Offered—Motion picture production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Company owned plane. Studio and location—domestic and foreign.

**Marion Riddick Productions, Inc.**

1102 Eherhard St., Houston 19, Texas  
Phone: JA 4-9653

President .....M. Riddick  
Secy., Treas.....C. Livingston  
Bd. Chmn.....D. C. Pope  
Services Offered—TV film & live comm'ls; teaching films; packages; talent; scripts; color.

**Riviera Productions**

29 Miraleste Plaza, San Pedro, California  
Phone: TErmiNal 1-3131

Exec. Prod.....F W. Zens  
Sales Director.....Bert Hunt  
Assoc. Prods...A. W. Stephenson, Jack Kelly, Lionel Grover  
Midwest Rep.....Robert Zens  
Eastern Rep.....Pat Rancati  
Services Offered — Producers of business, industr., sls. trng., public relations, advertising films & TV comm'ls in color and sound. Full production & studio facilities for all phases of motion picture work.

**Walter A. Rivers & Assoc.**

125 Hyde St., San Francisco, Cal.  
Phone: SU 1-1284

Owner.....W. A. Rivers  
Services Offered — Industrial producing; TV comm'ls.

**Hal Roach Studios**

8822 Washington Blvd.  
Culver City, Calif.  
(See TV Prod.-Dist.)

**Louis De Rochemont Associates, Inc.**

380 Madison Avenue, N.Y.C. 17  
Phone: OX 7-0350

Services Offered — TV comm'ls & film shows; shorts; animation.

**Rocket Pictures Inc.**

6108 Santa Monica Blvd., Hollywood 38  
Phone: HO 7-7131

President .....D. Weston  
Vice President.....H. Wilcox  
Production .....D. Bartelli  
*Services Offered* — Comm'ls. audio-visual aids; bus., industry.

**Frederick K. Rockett Company**

6063 Sunset Blvd., Hollywood 28, Cal  
Phone: HO 4-3183

Manager.....Alfred H. Higgins  
Cameraman.....Jay W. Adams  
Editor.....P. H. Grelet  
Stage Manager.....Jerome F. Lipari  
*Services Offered* — Production facilities incl. lg. sound stage. Western Electric sound eqpt. & personnel for any type sponsored film production. Stage & sound eqpt. rented.

**Rockhill Recordings**

18 E. 50th St., N.Y.C. 22  
Phone: PL 9-7979

President .....Janet Taylor  
Manager.....Leo J. Launer  
Sls. Mgr. (Recording).....Fred Freeman  
*Services Offered* Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

**Richard H. Roffman Assoc.**

675 West End Ave., New York City 25  
Phone: RI 9-3647

Chairman .....S. Speiser  
President.....R. H. Roffman  
V.P.'s.....M. Roffman, Malvina Cohn  
*Services Offered*—TV film comm'ls.

**Roy Rogers-Frontiers, Inc.**

357 N. Canon Dr., Beverly Hills, Cal.  
Phone: CR 4-6841

President .....R. Rogers  
Vice President.....W. A. Rush  
*Services Offered* TV film show, comm'ls; shorts; sound effects library.

**Rolab Studios**

Sandy Hook, Connecticut  
Phone: CA 6-2466

Executive.....H. Roger  
*Services Offered*—Commercials, spots.

**Roquemore Films**

44 Mt. Vernon Blvd., Hamburg, N. Y.  
Phone: FR 3876

Director.....E. E. Roquemore  
*Services Offered* — Comm'ls, live & film; shorts; newsreels; sound effects; music.

**Leslie Roush Productions, Inc.**

130 Herricks Rd., Mineola, L.I. N.Y.  
Phone: PI 2-8130

*Services Offered*—Producers of industrial films, filmed commercials and film programs.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38  
Phone: WE 6-2491

President and Owner.....Danny Rouzer  
*Services Offered* -Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

**R-TV Enterprises**

(See R-TV Prog. Prod.)  
225 W. 36th St., New York City 24

**Hal Ramel**

49 W. Broadway, Salt Lake City, Utah  
Phone: PI 2-8130

*Services Offered*—Comm'ls, industrials.

**Sande-Greene & Associates**

Creative & Production Consultants  
8400 Sunset Blvd., Hollywood  
Phone: OL 6-0300

President.....Robert I. Sande  
Exec. Vice Pres.....Larry Greene  
Secy.....Pat Carson  
*Services Offered*—Creator-producers of radio-TV musical commercials. Musical production—aids for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

**Sarra, Inc.**

200 E. 56th St., N.Y.C. 22  
Phone: MU 8-0085

President .....Valentino Sarra  
Exec. V.P., Gen. Mgr.....Morris D. Behrend  
TV Sales Mgr.....John Henderson, III  
Head Creative Dept.....Rex Cox  
Prod. Mgr., Chicago.....Marvin Bailey  
16 E. Ontario St., Chicago, Ill.  
Phone: WI 4-5151

*Services Offered*—Production of TV commercials, industrial and sales films, black & white and color.

**Satisfiers Productions, The**

200 West 57th St., New York 19  
Phone: CIrele 5-4119

Partner, Music Dir.....Art Lambert  
Partner, Creat. Dir.....Bob Lange  
Prod. Co-ordinator.....Loren Welch  
Promotion Dir.....De Loris Randall  
General Sales Mgr.....Robert Kirk  
*Services Offered* Facilities for producing musical commercials, jingles, spot announcements for radio and TV; musical sound tracks for industrial film and sales meetings; including singing, creating, casting, contracting and all production details.

**Saturn Films Incorporated**

1225 S. Hudson Ave., Los Angeles 19, Cal.  
Phone: WE 5-2985

Pres., Prod.....C. Roth  
*Services Offered* -Film comm'ls; no animation.

**Scope, Inc.**

146 Almeria, Coral Gables, Fla.  
Phone: HI 4-7202

President.....Robert L. Perine  
Exec. Vice Pres.....Michael Brown  
Controller.....James A. Cromer  
Dir. of Advtg.....Lillian Carpenter

## AM-TV COMMERCIAL PROD.

*Services Offered* — Complete production facilities including air-conditioned studios, editing and sound facilities, equipment, production coordination service, remote facilities and truck, script and animation facilities.

### **Scott-Textor Productions**

127 E. 47th St., N.Y.C. 17  
Phone: PL 5-2789

Partners.....Alan & Marilyn Scott  
Partners.....Keith & Sylvia Textor  
General Mgr.....Victor Sack  
*Services Offered*—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

### **Screencraft Enterprises, Inc.**

8470 Melrose Ave., Los Angeles, Cal.  
Phone: OL 3-4463

*Services Offered*—Produces comm'l's & industr. films.

### **Screen Gems, Inc.**

711 Fifth Ave., N.Y.C. 22  
(See TV Prod.-Dist.)

### **Screen-Televideo Productions**

333 S. Beverly Dr., Beverly Hills, Cal.  
Phone: CR 1-6131

Exec. ....R. Lord  
*Services Offered*—Comm'l's, synd. spots.

### **Jack Shafton's Puppet Masters**

2368 Stanley Hills Dr., Hollywood 46, Cal.  
Phone: OL 4-2350

Owner .....J. Shafton  
*Services Offered*—Live & film TV shows, programs; comm'l's; shorts; animation; special effects; puppets.

### **Sharpe-Lewis Productions**

832 N. Lillian Way, Los Angeles 38, Cal.  
Phone: HO 9-5981

President.....D. W. Sharpe  
*Services Offered*—TV film shows, comm'l's; packages.

### **Signal Productions, Inc.**

6269 Selma Ave., Hollywood 28  
Phone: HO 2-6471

Pres., Gen. Mgr.....Everett F. Tomlinson  
V.P. Chg. Sales.....Edwin W. Buckalew  
*Services Offered*—Producers of film commercials for TV.

### **Signature Music Inc.**

240 E. 53rd St., N.Y.C. 22  
Phone: MU 8-5068

Composer-Conductor-Arranger.Hank Sylvern  
Business Mgr.....George H. Fried  
*Services Offered*—Creation and arranging of music and words for production of spots and jingles for TV and radio; live, film, transcribed.

### **Al Simon Productions, Inc.**

General Service Studios  
1040 N. Las Palmas, Hollywood 38  
Phone: HO 4-2141

President .....Al Simon

Controller .....John Nicolaides  
*Services Offered* — Productions of filmed shows and commercials.

### **Sixteen Screen Service Co.**

6710 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 9-1491

Owner .....H. O'Donnell  
*Services Offered*—TV film shows, comm'l's; shorts; sound; laboratory; animation, color, B & W.

### **Sleeping Giant Films, Inc.**

3019 Dixwell Ave., Hamden, Conn.  
President.....D. K. Harris  
V.P., Treas.....A. Guorino, Jr.  
*Services Offered* — 16/35 mm production services; animated spots.

### **Fletcher Smith Studios, Inc.**

319 E. 44th St., N.Y.C. 17  
Phone: MU 5-9010

President .....Fletcher Smith  
Secy.-Treas. ....Peter Caldera  
*Services Offered*—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

### **Walter Harrison Smith Productions, Inc.**

40 E. 40th St., N.Y.C. 16, N. Y.  
Phone: EL 5-7212

President.....W. H. Smith  
Vice Pres., Treas.....E. T. Smith  
*Services Offered*—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

### **Snader-Cassyd Studio**

1710 N. LaBrea, Hollywood 46, Cal.  
Phone: WE 9-2345

President .....S. Cassyd  
*Services Offered*—TV film shows, comm'l's; shorts; facilities rented.

### **Southwest Film Laboratory, Inc.**

Southwest Film Center, Dallas 11, Tex.  
Phone: WH 6-2184

Vice President.....J. A. Hopper  
Direction.....M. Young, Jr.  
*Services Offered*—Commercials, spots, industrials.

### **Southwest Film Productions, Inc.**

5301 South Post Oak Rd., Houston, Tex.  
Phone: MA 0681

President.....J. P. Goodwin  
*Services Offered* — Comm'l's, industrial films.

### **S.O.S. Cinema Supply Corp.**

602 W. 52nd St., N.Y.C. 19  
Phone: PL 7-0440

President.....Joseph A. Tanney  
Vice Pres.....Oscar Lightstone  
Vice Pres.....Dom J. Capano

## AM-TV COMMERCIAL PROD.

*Services Offered*—Furnish studio and professional equipment to producers, TV stations, sound stages, film labs, educational institutions, industrial projects, ad agencies and animation studios.

### **Soundac Productions, Inc.**

2133 N. W. 11th Ave., Miami 37, Fla.  
Phone: FR 4-2655

Pres.-Gen. Mgr. .... Robert D. Buchanan  
Prodn. Mgr. .... Jack Schleh, Jr.  
Technical Dir. .... Robert C. Biddlecom  
Art Dir. .... Francis J. Noack

*Services Offered*—Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete soundstage and studio.

### **Sound Masters, Inc.**

165 W. 46th St., N.Y.C. 36  
Phone: PL 7-6600

President. .... F. C. Wood, Jr.  
Chair. of the Bd. .... W. French Cithens  
Vice Pres. .... John H. Tobin  
Secretary. .... Marian L. Price  
Treasurer. .... Stella K. Beenders

*Services Offered*—Production of all types of motion pictures. TV commercials; recording services; dubbing; repeater projectors.

### **Spotlight News, Inc.**

607 N. LaBrea Ave., Los Angeles 36, Cal  
Phone: WE 8-2191

President. .... J. Siegal  
Exec. V.P. .... A. G. Walker

*Services Offered*—TV comm'ls, newsreels; film, editorial facilities.

### **Standard Radio Transcription Services, Inc.**

360 N. Michigan Ave., Chicago  
Phone: ST 2-5322

President. .... Milton M. Blink  
Gen. Mgr. .... Olga Blohm

*Services Offered*—Transcribed music library and sound effects.

### **Stanley-Marshall TV Productions**

1454 Peerless Place, Los Angeles 35, Cal  
Phone: CR 4-5279

Producer. .... J. J. Franklin  
*Services Offered*—TV comm'ls.

### **Stars Incorporated**

123 N. Poplar St., Charlotte, N. C.  
Phone: ED 3-6151

President. .... T. Kemp, Jr.  
*Services Offered*—TV film shows, live programs; packages.

### **Wayne Steffner Productions**

6223 Selma Ave., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

### **Mark Stevens TV Company**

9134 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CR 4-8321

Exec. Prod. .... M. Stevens

*Services Offered*—TV live shows, film programs; commercials, shorts; animation.

### **Stockdale and Company**

729 W. 6th St., Salt Lake City 4, Utah  
Phone: EL 5-5511

President. .... C. Stockdale  
*Services Offered*—TV comm'ls, industrials; 16/35 mm.

### **Storyboard, Inc.**

10 W. 74th St., New York City 23  
Phone: TR 3-7207

President. .... J. Hubley  
*Services Offered*—Animation; live films.

### **John G. Stratford Film Corp.**

113 W. 57th St., New York City 19  
Phone: JU 6-7390

President. .... J. G. Stratford  
*Services Offered*—Package TV films, commercials; animation—color. B & W; educ. & industr. shorts.

### **Jack Strausberg Productions**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone: WH 4-3941

President. .... J. Strausberg  
*Services Offered*—Comm'ls, spots.

### **Wilbur Streech Productions, Inc.**

135 W. 52nd St., N.Y.C. 19  
Phone: JU 2-3816

President. .... Wilbur J. Streech  
Vice Pres., Sales. .... Edgar Kenner  
Art Dir. .... Paul K. Freeman

Assoc. Producer. .... John Hazard  
*Services Offered*—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and P/R films; sound slide films and theatrical features.

### **Studio City TV Productions, Inc.**

4020 Carpenter, N. Hollywood  
Phone: PO 3-8807  
N. Y. Phone: JU 6-1700

President. .... Mort W. Scott  
Secy.-Treas. .... Lester J. Nelson

*Services Offered*—Production of commercials and half-hour series for TV.

### **Sturgis-Grant Productions, Inc.**

322 E. 44th St., New York City 17  
Phone: MU 9-4994

President. .... W. Sturgis  
V.P., Manager. .... B. Magnes

Production Mgr. .... S. Milstein  
*Services Offered*—Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

### **Bill Sturm Studios, Inc.**

723 Seventh Ave., N.Y.C. 19  
Phone: JU 6-1600

Chair. of Board. .... Robert J. Hassard  
Pres. & Tech. Dir. .... William A. Sturm  
Secy. & Cre. Head. .... Orestes Calpini

AM-TV COMMERCIAL PROD.

Treas. & Exec. Prod.....Albert D. Hecht  
Services Offered—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets), TV commercials, educational, training, industrial films, etc.

Sun Dial Films, Inc.

43rd St., United Nations Plaza, N.Y.C. 17  
Phone: MU 6-2046

President.....S. A. Datlowe  
Services Offered—Comm'ls, spots, industrial.

John Sutherland Productions Inc.

201 N. Occidental Blvd., Los Angeles 26  
Phone: DU 8-5121  
N. Y. Phone: PL 5-1875

Pres., Gen. Mgr.....John Sutherland  
Exec. V.P. (N.Y.).....Ross Sutherland  
V.P.'s.....True Boardman, Chas. Boardman  
Animation Dir.s...Pete Burness, Carl Urbano  
Services Offered — Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

Suzari Marionettes

119 E. 17th St., New York City 3  
Phone: GR 3-6699

Director .....D. Zaconick  
Services Offered—TV film & live shows, programs; commercials, shorts, packages.

Robert Swanson Productions

689-5th Ave., New York City  
Phone: MURray Hill 8-4355

President .....Robert Swanson  
Sales Mgr.....Rolf Johnson  
Services Offered—Producers and creators of musical commercials for radio and TV.

Swanstrom Productions

7657 Melrose Ave., Hollywood 46, Cal.  
Phone: WE 5-8680

Owner .....C. Swanstrom  
Services Offered—Comm'ls, industrial.

Swift-Chaplin Productions, Inc.

1136 N. Highland Ave., Hollywood 38, Cal.  
President .....C. Chaplin  
V.P.'s.....H. Swift, M. Pike  
Services Offered—Synd. spots; comm'ls.

Tantamount Pictures, Inc.

108 N. Jefferson St., Richmond 20, Va.  
Phone: MI 8-5841

President.....D. T. Martin  
Services Offered—Synd. spots; comm'ls.

TCF Television Productions, Inc.

1417 N. Western Ave., Hollywood 27, Cal.  
Phone: HO 2-6231  
(See TV Prod.-Dist.)

Production .....H. Swope  
Services Offered — Film series, comm'ls; studio rentals.

Teaching Aids Service, Inc.

31 Union Sq., W., New York City 3  
Phone: WA 9-3635

President .....G. Jacobs  
Services Offered—TV film comm'ls; shorts; color, B & W animation; rentals; laboratory.

Technical Animations, Inc.

19 South St., Port Washington, N. Y.  
Phone: PO 7-3153

President.....S. L. Schwartz  
Services Offered—Custom film animations.

Technisonic Studios, Inc.

1201 Brentwood Blvd., St. Louis 17, Mo.  
Phone: PA 7-1055

President.....C. E. Harrison  
Services Offered—16/35 mm comm'l sound film studios.

Telamerica

527 Madison Ave., New York City 22  
Phone: EL 5-1422

President .....J. Whitaker  
Producer .....E. Tate  
Services Offered — Industrial, comm'ls; print distribution.

Telecine Film Studios, Inc.

100 S. Northwest Hwy., Park Ridge, Ill.  
Phone: TAlcot 3-1418

President.....Byron L. Friend  
Secy., Treas.....June A. Friend  
Services Offered—Motion pictures for TV in color or black & white, TV comm'ls, studio & location work, compl. packaging service, 35/16 mm editing & recording, animation, stop motion.

Telefilm, Inc.

6039 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-7205

President.....J. A. Thomas  
Services Offered—TV film comm'ls; shorts (industrial); animation; studio rental.

Telemat

433 S. Fairfax Ave., Los Angeles 36  
Phone: WE 3-5731

Partners.....A. Wise, D. Gertsman  
Sales .....S. Freeman  
Services Offered—Animated cartoon commercial library; live & animated custom film comm'ls.

Telemated Cartoons

70 E. 45th St., N.Y.C. 17  
Phone: MU 6-8933

Prod.-Dir. ....Saul Taffet  
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

Telenews Film Corp.

630 9th Ave., N.Y.C. 36  
Phone: JU 6-2450

Exec. ....N. Livingston  
Services Offered—Synd. spots, comm'ls.



## AM-TV COMMERCIAL PROD.

### **Telepix Corporation**

1515 N. Western Ave., Hollywood 27  
Phone: HO 4-7391

President.....Robert P. Newman  
Vice Pres.....Martin Weiner  
*Services Offered* — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation, TV, industrial and commercials.

### **Telestudios, Inc.**

1481 Broadway, New York City 36  
Phone: LO 3-6333

President.....G. Gould  
*Services Offered*—Comm'ls; shows.

### **Tel Ra Productions, Inc.**

1518 Walnut St., Philadelphia 2  
Phone: KI 6-1140

President.....W. Wallace Orr  
V.P., Production.....Daniel M. Wise  
V.P., Sales.....Bosh Pritchard  
Secy., Treas.....Willard W. Hughes  
*Services Offered*—Complete facilities for producing TV film shows and commercials.

### **Television Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: MU 6-5255

President.....Bernard Robin  
Treasurer.....Lee Blair  
Secretary.....Leon Levy  
Production Manager.....Sid Greenhaus  
Controller.....Stanley Turitz  
Sales.....Howard Linkoff  
*Services Offered*—TV film comm'ls; animation, optical effects; live sound stage equipped with 35 mm Mitchell rear screen process projector.

### **Television Screen Productions, Inc.**

17 E. 45th St., N.Y.C. 17  
Phone: MU 2-8877

President.....Charles J. Basch, Jr.  
Vice Pres., Secy.....Frances Scott  
Treasurer.....Clarence Schmidt  
*Services Offered*—Film commercials, animated and live; film programs; industrial, training and fund-raising films.

### **Termini Video Tape Services, Inc.**

1440 Broadway, New York 18, N. Y.  
Phone: PE:nsylvania 6-6323

President.....Anthony Termini  
Vice President.....Charles Termini  
Ch. Mktg. Consul.....Walter Masters  
Sales Manager.....Robert Schultz  
*Services Offered*—Tape comm'l spots, pilot tapes, panel shows.

### **Terrytoons**

Div.: CBS Films, Inc.  
38 Centre Ave., New Rochelle, N. Y.  
Phone: New Rochelle 2-3466

Vice President.....W. M. Weiss  
Production.....F. Schudde

*Services Offered*—Theatrical shorts, animated; TV comm'ls & programs.

### **Theodore Productions, Inc.**

730 Fifth Ave., New York City 19  
Phone: JU 6-4312

President.....R. Marshall  
*Services Offered* — Synd. spots; comm'ls; industrials.

### **Le Ora Thompson Associates, Inc.**

733 N. LaBrea, Hollywood 38  
Phone: WE 8-3764  
N. Y. Phone: PLaza 9-2124

President.....Le Ora Thompson  
Vice President.....George Gordon  
Secretary.....Ericka Theunke  
N. Y. Rep.....Pauline Marshall  
*Services Offered*—Creative & production facilities for animated films for TV comm'ls & industrial, educational & entertainment uses.

### **Titra Film Labs, Inc.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President.....Abraham Rozenfeld  
Vice Pres.....David Opoehinsky  
*Services Offered*—Film sub-titles in English and all foreign languages.

### **Titra Sound Corp.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President.....Abraham Rozenfeld  
Vice Pres.....David Opoehinsky  
V.P., Gen. Mgr.....David D. Horne  
Comptroller.....Jerome Sobel  
*Services Offered*—Sound recording & mixing, English & foreign language dubbing. Transfers to 35 & 16 optical.

### **Toddy Pictures Company**

148 Walton St., NW, Atlanta 1, Ga.  
Phone: MU 8-3117

President.....T. Toddy  
*Services Offered*—Commercials; industrials.

### **Tomlin Film Productions, Inc.**

480 Lexington Ave., New York City 17  
Phone: PL 8-3070

President.....F. A. Tomlin  
*Services Offered*—Produces industrials & comm'ls.

### **L. S. Toogood Recording Co.**

221 N. LaSalle St., Chicago 1  
Phone: CE 6-5275

Owner.....L. S. Toogood  
*Services Offered* — Transcription service and magnetic tape duplicating.

### **Totem Film Productions, Inc.**

912A Pine St., Seattle 1, Wash  
Phone: MU 3422

Owner.....F. Barrett, Jr.  
*Services Offered*—TV film comm'ls; educ. shorts; newsreels; animation; scripts.

**Town & Country Network, Inc.**

1122 N. Irving St., Arlington, Va.  
Phone: JA 5-5087

Bd. Chmn.....C. B. Gay  
Services Offered—Country, western talent; film comm'l's.

**Transfilm Incorporated**

35 W. 45th St., N.Y.C. 36  
Phone: JU 2-1400

President.....William Miesegaes  
Exec. V.P., Treas.....Michael A. Palma  
V.P. TV Div.....Robert Bergmann  
V.P. Mot. Pic.....Thos. Whitesell  
Vice Pres., Sales.....William Burnham  
Vice Pres., Sales.....Karl P. Fischl  
V.P. Slidefilms.....Pud Lane  
Animation Prod.....John Cuddy  
Snprv. Editor.....Michael Calamari  
Technical Director.....Robt. Hart  
Services Offered—16 mm and 35 mm photography, color and black & white, live action, animation and stop motion; 16 mm and 35 mm sound tape recording and sound transfers. Complete creative services from conception through execution.

**Triangle Productions**

1456 N. Bronson Ave., Hollywood 28, Cal.  
Phone: HO 4-7119

President.....LeRoy Smith

**Tri Art Color Corporation**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

President.....Al Young  
Exec. Vice Pres.....Irwin Young  
Vice Pres., Sales.....Lou Feldman  
Vice Pres., Prod.....Paul Kaufman  
Services Offered—Processing of black & white and color motion picture film.

**Trident Films, Inc.**

510 Madison Ave., New York City 22  
Phone: PL 9-3580

President.....C. F. Schwep  
Services Offered—Spot comm'l's filmed; industrials, educationals.

**TV Art Inc.**

7 N. 7th St., St. Louis 1, Mo.  
Phone: CEntral 1-4575

President.....D. Bishop  
Production.....W. Humm  
Services Offered — TV film comm'l's & shows; package film; talent; scripts.

**TV Cartoon Production**

222 Kearny St., San Francisco 8, Cal.  
Phone: YU 6-6075

President.....R. L. Hovorka  
Production.....R. Mills, R. Muller  
Services Offered—Specialize in animation; educationals; commercials; story through camera.

**TV Dept. of Nat'l. Transit Adv.**

120 E. 56th St., New York City 22  
Phone: PL 1-5090

President.....C. Amory

**TV & Motion Picture Productions, Inc.**

117 E. Main St., Richmond 19, Va.  
Phone: MI 3-4444

President.....John C. Wood  
Services Offered—Producer of film commercials, slides & balops; newsreels & special events, incl. pub. relations newsclips. Laboratory facilities; complete film handling services, incl. editing, recording.

**TV Spots, Inc.**

1037 N. Cole Ave., Los Angeles 38, Cal.  
Phone: HO 5-5171

President.....Shull Bonsall  
V.P., Gen. Mgr.....Wm. M. Banman  
Crea. Dir.....Sam Nicholson  
Prod. Coord.....Bob Ganon  
Animation Dir.....Bob Bemiller  
Film Editor.....Norm Vizents  
Services Offered — Produce animation & live action for TV comm'l's, industrial & entertainment films.

**Richard H. Ullman, Inc.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CL 2066

N. Y. Phone: YUkon 8-0370

President.....Richard H. Ullman  
Exec. Vice Pres.....Marvin A. Kempner  
Vice Pres.....Richard B. Ullman  
Treasurer.....M. C. Thorn  
Secretary.....Edward H. Kavinoky  
Production Mgr.....R. D. Buchanan  
Services Offered—Animated jingle weather reports; 10-second animated film clips for businesses; radio commercial lead-ins, live sequences.

**Unifilms, Inc.**

6 E. 46th St., New York City 17  
Phone: YU 6-5720

President.....C. Gallagher  
Services Offered—TV comm'l's, program inserts, news, feature coverage; programs, industrials (TV).

**United Film & Recording Studios**

301 E. Erie St., Chicago 11, Ill.  
Phone: SUperior 7-9114

N. Y. Phone: OXFord 7-0725

Pres., Exec. Prod.....Wm. L. Klein  
Assoc. Dir.....Marilyn L. Friedel  
Studio Administrator.....Frank Green  
Creative Musical Dir.....Larry Wellington  
Services Offered—Creation & prod. of motion pictures for TV, business, industry; filmed package shows; musical jingles, spot announcements for radio & TV. Compl. equipped sound stages & recording facilities.

## AM-TV COMMERCIAL PROD.

### **United States Productions, Inc.**

5 E. 57th St., New York 22, N. Y.  
Phone: PLaza 1-1710

President.....Francis C. Thayer  
V.P.'s.....Thos. H. Wolf, Rene Bras  
Director.....Frank Telford  
Production Mgr.....John L. Thayer  
*Services Offered*—All phases motion picture production—script to screen -16/35mm, B & W or color. Slide films.

### **Universal Pictures Co., Inc., Television**

445 Park Ave., N.Y.C. 22  
Phone: PL 9-8000

Gen. Sales Mgr.....Norman Gluck  
Service Mgr.....Errol Linderman  
Universal City, Calif.  
Phone: ST 7-1211

In Chg. of Prod.....George Bole  
*Services Offered*—Production of TV 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 industrial through United World Films.

### **Universal Recording Corp.**

46 E. Walton St., Chicago 13  
Phone: MI 2-6465

President.....A. B. Clapper  
V.P., Chief Eng.....M. B. Coppinger  
V.P., Treas.....Frank Richter, Jr.  
Secretary.....R. A. Weber  
*Services Offered*—Recording (monaural and stereophonic) record sessions, spot, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 and 35 mm screening & interlock magnetic re-recording.

### **UPA Pictures**

1110 Lakeside Dr., Burbank, Calif.  
Phone: TH 2-7171  
N. Y. Phone: PL 8-1405

President.....Stephen Bosustow  
Vice Pres., Treas.....Melvin Getzler  
Vice Pres., TV

Comm'l's, Western Area....Herbert Klynn  
*Branch Offices*  
60 E. 56th St., N.Y.C.

Sales Manager.....Jack Silverman  
360 N. Michigan Ave., Chicago  
Phone: ANdover 3-7566

Sales Manager.....Jerry Abbott  
Suite 6, 110 Park Lane, London W 1  
Sales Manager.....Roy Letts

*Services Offered*—Produce animated and slide cartoons for commercial, industrial and theatrical accounts.

### **Thomas J. Valentino, Inc.**

150 W. 46th St., N.Y.C. 36  
Phone: CI 6-4675

President.....Thomas J. Valentino

Vice Pres.....Michael T. Valentino  
Secretary.....Elsie F. Valentino  
*Services Offered*—Mood music for TV, sound effects of all types, miscellaneous recordings.

### **Van Praag Productions**

1600 Broadway, N.Y.C. 19  
Phone: PL 7-2687

President.....William Van Praag  
Exec. Vice Pres.....Mare S. Asch  
*Services Offered*—Black & white and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms; distribution.

### **Varin, Inc.**

134 E. 57th St., New York City 22  
Phone: MU 8-5897

President.....R. DeRochemont  
V.P.'s.....G. Weiler, J. Stultz  
*Services Offered*—Produce filmed TV comm'l's; industrial & PR films.

### **Versatile Television Productions, Inc.**

324 Broadway, Cape Girardeau, Missouri  
Phone: ED 5-8816

President.....R. O. Hirsch  
Manager.....B. Baker  
*Services Offered*—Comm'l's, spots, industrials.

### **Vibar Productions, Inc.**

1040 N. Las Palmas, Hollywood 38, Cal.  
Phone: HO 3-5106

President.....J. Chertok  
*Services Offered*—Comm'l's; programs.

### **Videart, Inc.**

343 Lexington Ave., N.Y.C.  
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 & white.

### **Video Craft, Inc.**

116 East 30th St., N. Y. 16  
Phone: OR 9-6030

President.....Arthur Rankin, Jr.  
Vice President.....Wendell Deland  
Ex. Prod.....Larry Roener  
Sales Mgr., TV.....Peter Turnquist  
Sales Mgr., Indust.....Rene Mechin  
Divisions: Videocraft Productions; Arthur Rankin, Jr. Assoc.; Videocraft International.

#### *Branches*

Washington—1240 27th St., N.W.  
Phone: DuPont 7-6630

Tokyo—Higashi Ginza Tokyo

*Services Offered*—Projection for TV and industry including art and animation; motion pictures and stop motion puppets.

**Video Films**

1004 E. Jefferson Ave., Detroit 7  
Phone: WO 2-3400

Sales Manager.....Clifford Hanna  
Chg. of Creative Department.....William R. Witherell, Jr.  
Production Mgr.....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 and music library.

**Video Pictures, Inc.**

500 Fifth Ave., N.Y.C. 36  
Phone: LA 4-2912

*Studio*

510 W. 57th St., N.Y.C.

President.....Paul A. Wagner  
Vice Pres.....George Goman  
Secy.-Treas.....Richard Goldman  
Creative Dir.....Jette Sarkisian  
Art Director.....Perry Watkins  
Sales Director.....Matt McBride

*Branch Office*

736 N. Doheny Dr., Hollywood

*Services Offered*—Comm'l, indust., entertainment films prod. in mid-Manhattan studio.

**Videotape Prod. of New York, Inc.**

205 W. 58th St., New York City  
Phone: JU 2-3300

President.....H. S. Meighan  
Vice President.....John B. Lanigan  
Mgr. Client Rel.....Fred Raphael  
Production.....C. Holden

*Services Offered*—Development & use of magnetic recording tape in advertising, industrial, & educational fields. Videotape commercials.

**Video-View, Inc.**

5746 Sunset Blvd., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

**Vidicam Pictures Corporation**

210 E. 5th Street, N.Y.C. 3  
Phone: AL 4-7102

President.....Al Justin  
V.P., Exec. Prodr.....Andrew Gold  
Prodn. Mgr.....David B. Reisman  
Art Dir.....William Shriner  
Spvg. Editor.....James MacLean  
Studio Mgr.....Joe Valenti

*Services Offered*—Complete film production activities; equipped studios, carpenter shops, property rooms, paint shops, make-up and dressing rooms, cutting rooms, theatre and offices.

**Vision Films, Inc.**

520 Royal St., New Orleans 16, La.  
Phone: EX 1191

President.....D. B. Driscoll  
Vice President.....R. W. Smith  
*Services Offered*—Comm'ls; news films; industrials.

**Volcano Productions, Inc.**

1040 N. Las Palmas, Hollywood 38  
Phone: HO 7-3111

President.....James A. Bank  
Vice Pres.....H. H. Bank  
Secy.-Treas.....William E. Hannam  
*Services Offered*—Production of TV shows, commercials and industrial films.

**Roger Wade Productions, Inc.**

15 W. 46th St., N.Y.C. 36  
Phone: CI 5-3040

President.....Roger Wade  
Vice Pres.....Anne Koller  
Prodn. Coordinator.....David Bigelow  
Film Dir.....Bill Buckley  
Animation, Art Dir.....Marvin Friedman  
*Services Offered*—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff, Oxberry stand.

**Gene K. Walker Productions**

465 California St., San Francisco 4, Cal.  
Phone: YU 6-2891

President.....G. K. Walker  
Production.....R. F. Scott  
*Services Offered*—Industrials, educational, & PR films for TV.

**George Wallach Productions**

14 Lawrence St., New Hyde Park, N. Y.  
(See TV Prod.-Dist.)

**Bob Warner Productions**

440 East 56th St., New York 22, N. Y.  
Phone: PLaza 9-1145

*Services Offered*—Creation and production of live and film programs and commercials.

**Warner Brothers Television**

666 Fifth Ave., New York City  
Phone: CIrcle 6-1000  
(See TV Prod.-Dist.)

V.P.....Rodney Erickson  
Mgr.....J. D. Lamneck  
Prod. Head.....Will Cowan  
*Services Offered*—Commercials; industrials; animation; color, B & W film lab; animation; publicity; library.

**Washington Video Productions, Inc.**

1536 Connecticut Ave., NW, Washington 6, D. C.

Phone: AD 4-5737

President.....G. F. Johnston  
*Services Offered*—TV film shows, comm'ls; color, B & W animation; studios & facilities for rent.

**Louis Weiss & Company**

655 N. Fairfax Ave., Los Angeles 36, Cal.  
(See TV Prod.-Dist.)

## AM-TV COMMERCIAL PROD.

### **Wetgot Trailer Service**

630 Ninth Ave., New York City 36

Phone: CJ 6-6450

Execs.....C. Welsh, M. Gottlieb  
*Services Offered*—Commercials, spots, industrials.

### **Wesmor, Inc.**

650 N. Bronson Ave., Los Angeles 4, Cal.

Phone: HO 2-7141

Prods.....B. B. Morgan, E. Solow  
*Services Offered*—TV film shows & comm's; synd. film; features of full length.

### **Western Cine Productions**

(Div. Western Cine Service, Inc.)

111 E. 8th Ave., Denver 3, Colo.

Phone: AM 6-3601

President.....H. Urschel  
V.P., Prod.....J. Newell  
*Services Offered* 16/35mm live action, animation TV comm's; motion pictures; 16mm lab; tape, disc & film sound recording.

### **Western Recorders**

6000 Sunset Blvd., Hollywood 28

Phone: HO 3-6811

Partner.....Donald D. Blake  
Partner.....William M. Kirkpatrick  
*Services Offered*—Tape and disc. Recording-assembly and editing. Auditorium and studio rentals. Dukane automatic 30/50 signal for slide film production.

### **Ross Wetzel Studios, Inc.**

615 N. Wabash Ave., Chicago 11

Phone: SU 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. Special effect optical printer avail. to producers. Visual aids cello-matic presentations.

### **Wilding Picture Productions, Inc.**

#### **Wilding TV**

405 Park Ave., N.Y.C. 22

Phone: PL 9-0854

1345 Argyle St., Chicago 10

Phone: LO 1-8410

Chairman of Bd.....C. H. Bradfield, Jr.  
President.....H. William Hanmer  
V.P., Gen. Mgr.....J. A. Kellork  
V.P., Sales.....J. A. Rheinstrom  
V.P., N. Y. Sales.....T. H. Westermann  
Dir. of TV Div.....Russ Rayeroft  
V.P., Chg. of Prod.....Walter Tinkham  
N. Y. Prod. Mgr.....Arthur Wright  
*Services Offered*—Producers of TV commercials and creation and production of all audio-visual media—motion pictures, slidefilms, graphic materials, complete sales

training programs, announcement shows, industrial shows, etc.

### **Willard Pictures, Inc.**

45 W. 15th St., New York City 36

Phone: JU 2-0430

Exec. Prod.....J. Squiers, Jr.  
Production.....S. A. Scribner  
*Services Offered*—Comm's; spots; industrials.

### **Aubrey Williams Advertising, Inc.**

923 Barracks St., New Orleans 16, La.

Phone: JA 5-2188

President.....A. Williams  
*Services Offered*—TV film shows, live programs; comm's; packages; scripts.

### **Williams & Hill, Ltd.**

1 Albert St., Toronto, Canada

Phone: EM 2-1931

Vice President.....R. H. Hill  
*Services Offered*—TV comm's on film; slides; import film.

### **Williams & Meyer Company**

Prudential Plaza, Chicago 1, Ill.

Phone: WA 2-3800

*Services Offered*—Slides, balops, slide comm's.

### **Winik Films Corp.**

250 W. 57th St., New York City 19

Phone: CJ 6-7360

President.....L. Winik  
Vice President.....R. Winik  
*Services Offered*—Filmed TV series prod. & distr.; industrials; documentaries.

### **John Wolfe & Company**

315 Sutter St., San Francisco 8

Phone: YU 6-5040

Prnc. Gen. Mgr.....John Wolfe  
Prnc. Ch. Sound Engr....Howard S. Riddell  
Dir. MP Production.....Bob Gleason  
*Services Offered*—Radio-TV spots (original music, lyrics); for industry; motion pictures, strip films, slide films; recording (disc & tape) & film prod. for entire audio-visual field.

### **Raphael G. Wolff Studios, Inc.**

1714 N. Wilton Pl., Hollywood 28, Cal.

Phone: HO 7-6126

*Services Offered*—Commercials, spots, industrials.

### **Wonderland Productions**

8907 Wonderland Ave., Hollywood 46, Cal.

Phone: OL 4-8342

Exec. Prod.....M. L. Bryan  
*Services Offered*—Animated & live action TV comm's, film; industrial; govt.; shorts.

**AM-TV COMMERCIAL PROD.**

**Wondsel, Carlisle & Dunphy, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: CI 7-1600

President.....Harold E. Wondsel  
V.P. & Dir. of TV.....Thomas Dunphy  
V.P. in Chg. Prodn.....Robert Carlisle  
Secy.-Treas.....Walter Kullberg  
*Services Offered*—Motion picture production in all phases: documentary, training, sales promotion, public relations, TV commercials. All staff personnel, complete facilities including fully-equipped sound studio, editing department.

**Carter Wright Enterprises**

6533 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-0944

Owner.....C. Wright  
*Services Offered*—TV live programs, film shows; commercials; music effects.

**Wurtele Film Productions**

P. O. Box 504, Orlando, Florida  
Phone: 9755

Owner.....H. S. Wurtele  
*Services Offered*—TV comm'ls on film; shorts; sound.

**Wylde Studios, Inc.**

41 W. 57th St., New York City  
Phone: PL 1-6970

Vice President.....R. Bean  
Vice President.....S. Levinson  
*Services Offered*—Comm'l, industrial, educ. films produced.

**Ziv Television Programs, Inc.**

488 Madison Ave., N.Y.C.  
(See TV Prod.-Dist.)

**Maurice H. Zouary TV-Film Productions**

333 W. 52nd St., N.Y.C. 19  
Phone: JUDson 2-6185

Owner.....Maurice H. Zouary  
*Services Offered*—Production of film shows and commercials, packager. Stock footage for rent.

**N. J. Zubko Productions**

10626 114 St., Edmonton, Alta, Canada  
Phone: 4-4464

*Services Offered*—TV comm'ls filmed; shorts; newsreels; animation, color & B & W.

**Seymour Zweibel Productions, Inc.**

11 E. 44th St., New York City 17  
Phone: MU 2-4450

*Services Offered*—Industrials; educationals; slide film comm'ls.



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SCREENING ROOMS — MONITORING — COSTUMES

**1959**

# TV SERVICE FIRMS

(Also see Equipment Manufacturers)

## Large Screen

Bodde 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.

Acme Film Laboratories, Inc., 1161 N. Highland Ave. (38). Hollywood 4-7471

Anasco Processing Lab., 6424 Santa Monica Blvd. . . . . OLdfield 4-0550  
 BRM Film Co., 5634 Melrose Ave. . . . . HOLlywood 9-6560  
 Cinema Research, 7000 Romanne . . . . . OLdfield 4-2438  
 Color Reproduction Co., 7936 Santa Monica Blvd. (46) . . . . . OLdfield 4-8010  
 Consolidated Film Industries, 959 Seward St. (38) . . . . . HOLlywood 9-1441  
 DeLuxe Labs., 1418 N. Western . . . . . HOLlywood 9-3141  
 Dunn, Linwood G., 1153 N. Highland Ave. . . . . HOLlywood 9-5808  
 Eastman Kodak Research Laboratory, 1017 N. Las Palmas Ave. (38) . . . . . HOLlywood 5-7161  
 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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## TV SERVICE FIRMS

**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

**Pacific Colorfilm**  
8248 Santa Monica Blvd. . . . . OLDfield 4-0747

**Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd. . . . . HOLlywood 9-3961

**Peerless Film Processing**  
959 Seward . . . . . HOLlywood 4-7156

**Permafilm, Inc.**  
6446 Santa Monica Blvd. . . . . HOLlywood 4-4168

**Producers Photographic Lab, Inc.**  
6556 Santa Monica Blvd. . . . . HOLlywood 2-1334

**Richters Film Lab.**  
1715 N. Mariposa Ave. . . . . NORmandy 4-3215

**Technicolor Motion Picture Corp.**  
6311 Romaine St. . . . . HOLlywood 7-1101

**Telefilm, Inc.**  
6039 Hollywood Blvd. . . . . HOLlywood 9-7205

**Westheimer Co.**  
6585 Santa Monica Blvd. . . . . HOLlywood 2-6381

### SAN FRANCISCO, CALIF.

**Bull Film Laboratory**  
1250 Howard St. . . . . UNDerhill 1-8638

**Cinematic Developments Co.**  
2125 - 32nd Ave. . . . . MOntrorse 4-2435

**Commercial Film Enterprises**  
125 Hyde St. . . . . ORdway 3-9162

**D. D. Monaco Proc. Lab.**  
2434 Leavenworth . . . . . ORdway 3-0511

**Motion Picture Service Co.**  
125 Hyde St. . . . . ORdway 3-9162

**Multichrome Laboratories**  
760 Gough St. . . . . HEmlock 1-6567

**Sola Photo & Sound**  
37 Prospect Ave. . . . . ATwater 2-6004

**Alexander Film Co.**  
Colorado Springs . . . . . MAIn 4200

**Johnson Tele-Visuals**  
Wheatridge, Colo. . . . . BELmont 3-6231

**Western Cine Service**  
114 East Eighth Ave., Denver. . . AMherst 6-3061

**Byron, Inc.**  
1226 Wisconsin Ave., N.W. . . . . FEderal 3-4000

**Capital Film Laboratories, Inc.**  
1905 Fairview Ave., N.E. . . . . LAwrence 6-4634

**Koster Film Facilities, Inc.**  
1017 N. J. Ave., S.E. . . . . LIncoln 4-4410

**Nat'l Cine Labs.**  
2006 Powhatan Rd., Hyattsville. . . HA 2-4333

### WASHINGTON, D. C.

**Geeland Wood Films, Inc.**  
752 Spring St., N.W. . . . . TRinity 6-7558

**Paramount News**  
135 Cain, N.W. . . . . JAckson 3-1636

**Strickland Film Co.**  
220 Pharr Rd., N.E. . . . . CEdar 3-5317

### ATLANTA, GA.

### CHICAGO, ILL.

**Atlas Film Corp.**  
1111 S. Boulevard, Oak Pk. . . . . AUstin 7-8620

**Bell and Howell Co.**  
7100 McCormick, Lincolnwood. . . . AM 2-1800

**Chicago Film Laboratory, Inc.**  
1322 W. Belmont Ave. . . . . BLittersweet 8-6780

**Colburn, Geo. W., Laboratory**  
165 N. Wacker Dr. . . . . DEarborn 8-6780

**Crescent Film Laboratories**  
7510 N. Ashland. . . . . AMbassador 2-5000

**Eskay Color Print, Inc.**  
1325 S. Wabash. . . . . WAbash 2-8583

**Filmack Studios**  
1327 S. Wabash Ave. . . . . HArtson 7-3395

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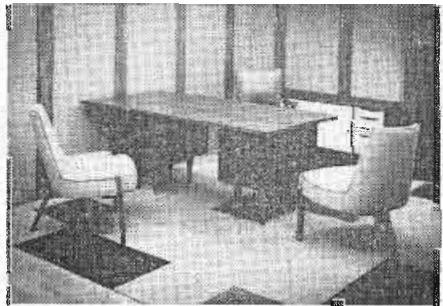
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**Wilding Picture Productions Inc.**  
1346 W. Arroyo St. . . . . Longbeach 1-8410

## DES MOINES, IOWA

**Parrot Films Studio**  
1000-14th Pl. . . . . Atlantic 2-4211

## GARY, INDIANA

**Lakeside Laboratory**  
5929 E. James Hwy. . . . . Gary 8-1114

## INDIANAPOLIS, IND.

**Robert Young Studio**  
1050 S. Holt Rd. . . . . Chapel 4-9526

## NEW ORLEANS, LA.

**Motion Picture Advertising Service Co. Inc.**  
1032 Carondelet St. . . . . Raymond 2253

## BAITIMORE, MD.

**Alpha Film Laboratories**  
6000 Pinneo Rd. . . . . Liberty 6216

## BOSTON, MASS.

**Master Motion Picture Co.**  
50 Piedmont St. . . . . Hancock 6-3592

## DETROIT, MICH.

**General Film Laboratory, Inc.**  
60 Sibley . . . . . Woodward 1-7818

**Jam Handy Organization**  
2821 E. Grand Blvd. . . . . Trinity 5-2450

**Wilding Picture Prod., Inc.**  
4925 Cadieux St. . . . . Tuxedo 6-3740

## ST. PAUL, MINN.

**Reid H Ray Film Industries**  
2269 Ford Parkway. . . . . Midway 9-1393

## KANSAS CITY, MO.

**The Calvin Co**  
1105 Truman Rd. . . . . Harrison 1-1230

**Eso-S Pictures**  
1121 W. 47th St. . . . . Valentine 1-8780

**Studio, Louis, Films**  
3214 Gilliam Rd. . . . . Logan 1-6300

## FORT LEE, N. J.

**Consolidated Film Industries**  
Main Street . . . . . Windsor 4-3400

## NEW YORK, N. Y.

**Color Service Co.**  
115 W. 45th St. . . . . Judson 6-0853

**Comprehensive Film Treat Inc.**  
421 W. 54th St. . . . . Columbus 5-0372

**Consolidated Film Industries**  
Div. of Republic Pictures Corp.  
1140 Broadway . . . . . Windsor 4-1700

Fort Lee, N. J. . . . . Windsor 4-3400

**Criterion Film Labs, Inc.**  
33 W. 60th St. . . . . Columbus 5-2180

**Custom Film Lab.**  
1780 Broadway. . . . . Circle 5-4830

**DeLuxe Laboratories, Inc. (20th Century-Fox)**  
850 Tenth Ave. . . . . Circle 7-3220

**Du-Art Film Laboratories, Inc.**  
245 W 55th St. . . . . Plaza 7-4580

**FilmLab, Inc.**  
125 W 160th St. . . . . Judson 2-2803

**GIPIANTI 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

**Malcolm Laboratories Corp.**  
244 W. 49th St. . . . . Circle 6-6150

**Mocca Film Laboratories, Inc.**  
630 Ninth Ave. . . . . Columbus 5-7678

**Mercury Film Laboratories Inc.**  
723 Seventh Ave. . . . . Circle 5-4930

**Movielab Color Corp.**  
619 W. 54th St. . . . . Judson 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

**Pathe Laboratories, Inc.**  
105 E 106th St. . . . . Tribadgar 6-1120

**Peerless Film Processing**  
165 W. 46th St. . . . . Plaza 7-3630

**Precision Film Laboratories**  
21 W. 46th St. . . . . Judson 2-3970

**Quality Film Lab.**  
450 W. 56th St. . . . . Judson 6-4912

**Rapid Film Technique, Inc.**  
21 W 16th St. . . . . Stillwell 6-4601

37-02 - 27th St., L. I. C. . . . . Stillwell 6-4601

**Swift Motion Picture Lab.**  
1183 University Ave. . . . . CY 3-2100

**Tifra Film Labs**  
1609 Broadway . . . . . Plaza 7-6681

**Tri Art Color Corp.**  
245 W. 55th St. . . . . Plaza 7-4680

**Video Film Laboratories**  
350 W. 50th St. . . . . Judson 6-7196

## CLEVELAND, O.

**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave. . . . . Endicott 1-2707

## DAYTON, O.

**Film Assoc., Inc.**  
4600 S. Dixie Ave. . . . . Zenith 1-2164

## PHILADELPHIA, PA.

**Beswick, Harold W.**  
1017 W. Allegheny Ave. . . . . Baldwin 9-9355

**News Reel Laboratory**  
1729 Sansom St. . . . . Rittenhouse 6-3892

**Walsh Studios**  
1209 E. Chelton Ave. . . . . Livingstone 8-4611

## DALLAS, TEX.

**Big D Film Lab**  
4215 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

## MILWAUKEE, WISC.

**Film Arts Productions, Inc.**  
1700 S. 19th St. . . . . Mitchell 5-0523

## CANADA

### CALGARY

**Barnes Calgary Film Production Co.**

### MONTREAL

**Associated Screen News, Ltd.**  
5271 West-6th Ave. . . . . DEXter 1186

**Cinecraft Studios, Inc.**  
1184 St. Catherine St. W. . . . . LANcaster 8092

**Northern M. P. Labs, Inc.**  
10 DeB Park Ave. . . . .

### TORONTO

**Associated Screen News, Ltd.**  
100 Adelaide St. W. . . . . WAVERly 4671

## TV SERVICE FIRMS

### Projectors

Audio Pictures, Ltd.  
310 Lake Shore Rd. . . . . CLifford 1-5211  
S. W. Caldwell Ltd.  
447 Jarvis St. . . . . WA 2-2103  
Film Laboratories of Canada, Ltd.  
810 Lakeshore Rd. . . . . CLifford 1-5211  
Shelly Films, Ltd.  
166 King St. W. . . . . LYndhurst 3431

#### OTTAWA

Crawley Films, Ltd.  
19 Fairmont Ave.  
National Film Board of Canada  
John & Sussex Sts. . . . . DIdeau 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  
Vanconver Motion Pictures, Ltd.  
Film Exchange Bldg.

### Color Processes

Ame Film Labs  
1161 N. Highland, Hollywood 38, Calif.; HOLlywood 4-7471.  
Anseo Color  
Anseo Division of General Aniline & Film Corp.,  
2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; OXFord 7-6161; 6424 Santa Monica Blvd., Hollywood; HOLlywood 9-2918.  
Cinema Research  
716 N. La Brea, Hollywood 38, Calif.; WEBster 3-9301.  
Color Reproduction Co.  
7936 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-8010.  
Consolidated Film Ind.  
959 N. Seward St., Hollywood; HOLlywood 9-1441.  
De Luxe Laboratory  
850 Tenth Ave., N. Y. C.; Circle 7-3220; 1418 N. Western Ave.; HOLlywood, Calif.; HOLlywood 9-3141.  
Eastman Kodak Co.  
Rochester, N. Y.  
Eastman Kodak Research Lab.  
1017 N. Las Palmas Ave., Hollywood; HOLlywood 5-7151.  
Film Effects  
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.  
Polacolor Process  
Polaroid Corp., Cambridge 39, Mass.  
Technicolor Motion Picture Corp.  
6311 Romaine St., Hollywood 38, Calif.; HOLlywood 7-1101; Office: 30 Rockefeller Plaza, New York, N. Y.; Circle 7-7934.  
Video Color, Inc.  
11 E. 48th St., N. Y.; MUrray Hill 8-8190.

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., 10 First St., Peiham, N. Y. PEIham 8-4003  
Ariel Davis Snpply Co., 3687 S. State St., Salt Lake City, Utah.  
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y. . . . . CIRCLE 6-7770  
Comco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill. . . . . EVerglade 4-1000  
General Electric Co., 1013 Williamson Bldg. 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. . . . . CHapman 5-1086  
Motiograph, Inc., 4441 W. Lake St., Chicago 24, Ill. . . . . ES 8-6600  
National Theater Supply, 92 Gold St., New York, N. Y. . . . . BEekman 3-4170  
Radiant Lamp Corp., 300 Jehff Ave., Newark 8, N. J.  
Radio Corp. of America, Front & Cooper Sts., Camden, N. J.  
S.O.S. Cinema Snpply Corp., 602 W. 52nd St., New York 19, N. Y. . . . . PL 7-0440  
Sylvania Electric Products Co., 1740 Broadway, New York, N. Y. . . . . JUdson 6-2424  
Wenzel Projector Co., 2509 S. State St., Chicago 16, Ill. . . . . CA 5-6285  
Westinghouse Electric Corp., 2519 Wilkens Ave., Baltimore 3, Md.

### Carpets

Bigelow Carpet Co., 140 Madison Ave., New York, N. Y. . . . . OREGon 9-3000  
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa. . . . . PL Baldwin 3-2000  
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y. . . . . OREGon 9-1220  
James Lees & Sons Co., Bridgeport, Pa.  
C. H. Mastand & Sons, Carlisle, Pa.  
Alexander Smith, Inc., 295 5th Ave., New York 16, N. Y. . . . . MUrray Hill 9-1300

### Background Processes

#### LOS ANGELES, CALIF.

Ame Film Laboratories, Inc.  
1161 N. Highland Ave. (38) . HOLlywood 4-7471  
Anderson, Howard A., Co.  
751 N. Fairfax. . . . . OLiver 3-4880  
Bodde Screen Co.  
11541 Bradley Ave., San Fernando, Calif. EMPIRE 5-2551

## TV SERVICE FIRMS

- Cinema Research**  
7000 Romanus, Hollywood (38), OLAfield 4-2438  
HOLlywood 2-7464
- Consolidated Film Industries, Inc.**  
959 Seward St., HOLlywood 9-1441
- Mercer, Ray**  
4241 Normal Ave., NORMandy 3-9331
- Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd., HOLlywood 9-3961
- Technicolor Motion Picture Corp.**  
6311 Romaine St., HOLlywood 7-1101

## Raw Stock

- Anseo**  
Anseo Division of General Aniline & Film Corp.,  
Binghamton, N. Y., 405 Lexington Ave.,  
OLAfield 7-6141 New York 19, N. Y. 4124  
Santa Monica Blvd., HOLlywood 9-2918 HOLlywood, 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. Gorman, Inc., Factories: Eastman  
Kodak Co., Rochester, N. Y.
- Gorman, W. J., Inc.**  
Distributor of Eastman motion picture film  
3000 St. Port Lee, N. J., WINDson 8-5109;  
6677 Santa Monica Blvd., HOLlywood 4-6141  
HOLlywood 38, Calif.

## Storage Vaults

### LOS ANGELES, CALIF.

- Hollywood Film Co.**  
956 Seward St., HOLlywood 2-3284
- Seward Film Vaults**  
1019 N. Seward St., HOLlywood 1-0111

### 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.

- ABC Film Library**  
1106 El Centro, HOLlywood 2-7522
- Bailey Color Stock Library**  
7931 Santa Monica, HOLlywood, Calif.  
OLAfield 4-8195
- Elmer Dyer**  
711 N. La Jolla Ave., WEBster 9-8308
- Lee Green Stock Footage**  
1400 Redwood Place, HOLlywood 3-3587
- Sherman Grünberg Film Libraries**  
1918 S. Vermont, REPUBLIC 1-8101
- Holbrook's Film Library**  
6577 Santa Monica Blvd., HOLlywood 7-7145
- Mercer, Ray & Co.**  
4241 Normal Ave., NORMandy 3-9331
- Smith, Howard K., Films**  
2108 W. Seventh St., DUNDark 7-8228

### NEW YORK, N. Y.

- NBC Film Library**  
105 E. 106th St., CL 7-8300
- Stock Shots To Order, Inc.**  
550 6th Ave., CL 6-0690

## Cartoon Producers

### LOS ANGELES, CALIF.

- Animation, Inc.**  
736 N. Seward St., HOLlywood (38)  
HOLlywood 4-1117
- Avery, Tex., Cartoons**  
10651 Santa Monica Blvd., Los Angeles (25)  
GRante 7-3325
- Cahn, Mary, I & P Service**  
7197 De Longpre, HOLlywood (46)  
HOLlywood 4-5189
- Cascade Pictures**  
1927 N. Seward St., Los Angeles (38)  
HOLlywood 7-6481
- Churchill-Wexler**  
801 N. Seward St., Los Angeles (38)  
HOLlywood 9-1576
- Cinema Research Corp.**  
7000 Romanus St., HOLlywood (38) OLAfield 4-4117
- Disney, Walt**  
2400 W. Alameda, Burbank, VICToria 9-3161
- Glenar (Sid) Productions**  
6018 1/2 Sunset Blvd. (38), HOLlywood 4-0406
- Lantz, Walter**  
861 Seward St., HOLlywood 9-2907
- Mercer, Ray**  
4241 Normal Ave., NORMandy 3-9331
- Miles, Celine, I & P Service**  
6350 De Longpre, HOLlywood (28)  
HOLlywood 9-3009
- Mink, Hedy, I & P Service**  
1919 N. Los Palms, HOLlywood (28)  
HOLlywood 4-5196
- Patin, Ray, Productions, Inc.**  
6650 Sunset Blvd., HOLlywood (28)  
HOLlywood 2-1147
- Playhouse Pictures**  
1101 N. La Brea, HOLlywood (28)  
HOLlywood 5-2193
- Quartet Films**  
8460 Melrose Ave., HOLlywood (46)  
OLive 3-4466
- Sketchbook Films**  
1455 Clayborn Ave., No. HOLlywood,  
STanley 7-4720
- Sutherland Productions, Inc.**  
701 No. Occidental Blvd., Los Angeles (26)  
DUNKirk 8-5121
- Technique Productions**  
9121 Dayton Way, Beverly Hills, CR 5-8646
- Tele-mation**  
728 1/2 No. Highland, HOLlywood (38)  
HOLlywood 2-4519
- Thompson, Le Ora, Associates**  
733 No. La Brea, HOLlywood (28)  
WEBster 8-3764
- Thompson's, Auril, I & P Service**  
1159 Riverside Drive, No. HOLlywood,  
POPlar 6-5723
- United Productions of America**  
1140 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

### NEW YORK, N. Y.

- Disney, Walt, Productions**  
477 Madison Ave., PLaza 9-3880
- Eshbaugh, Ted, Studios, Inc.**  
109 W. 64th St., TRafalgar 3-0720
- Famous Studios**  
25 W. 45th St., JUDson 2-4500
- Halas & Batchelor Cartoon Films**  
11 W. 12nd St., LONGacre 4-3346
- Smith, Fletcher, Studios, Inc.**  
331 E. 11th St., MURry 101-9010

**Prizes,  
Premiums, Etc.**

- Community Club Service  
20 E. 46th St. ....Murray Hill 7-4466
- The Reuben H. Donnelley Corp.**  
305 East 46th St., N. Y. C. ....ORegion 9-4000
- Robert A. Gold**  
302 East 4th St., N. Y. C. ....ORegion 7-3880
- Robert Marr**  
80 Eighth Ave., N. Y. C.
- S. J. Reiner Co., Inc.**  
155 Mineola Blvd. ....Murray Hill 2-8540
- Richard S. Robbins**  
163 Bleecker St., N. Y. C. ....SPring 7-2568
- Spotlight Promotions**  
1150 6th Ave., N. Y. C. ....OXford 7-3322

**Radio-TV  
Station Brokers**

- Blackburn & Co.**  
Washington, D. C.: Washington Bldg., STerling  
3-4341. James W. Blackburn, partner.  
Chicago, Ill.: 333 N. Michigan Ave., FInancial  
6-6460.
- Haskell Bloomberg**  
Lowell, Mass.: 208 Fairmount St., GLenview  
5-5823. Haskell Bloomberg, Gen. Mgr., Muriel  
Joan Bloomberg, Asst. Gen. Mgr.
- R. C. Orister Co.**  
Cincinnati, O.: Fifth-Third Bank Bldg., DUnbar  
1-7775.  
New York: 41 E. 42nd St., MU 7-6436.
- Hamilton, Stubblefield, Twining & Assoc.**  
Washington, D. C.: 1737 DeSales St., N.W., EX  
3-3456. Wm. T. Stubblefield.  
Cleveland, Ohio: 2414 Terminal Tower, TO  
1-6727. Jackson B. Maurer.  
Chicago, Ill.: Tribune Tower, DE 7-2754. Ray  
V. Hamilton, Barney Ogle.  
San Francisco, Calif.: 111 Sutter St., EX 2-5671.  
W. R. Twining.
- ALLEN, KANDER & CO.**  
Washington, D. C.: 1625 Eye St., N.W., NA-  
tional 8-1990.  
New York 17, N. Y.: 60 E. 42nd St., MUrray  
Hill 7-4242.  
Chicago 1, Ill.: 35 E. Wacker Dr., RAndolph  
6-6760.  
Denver, Colo.: 1700 Broadway, AComa 2-3623.

- Frederick Pittera Associates**  
New York: 500 Fifth Ave., COlumbus 5-5400.
- Radio Broadcast/Management Associates**  
Wirthman Bldg., Kansas City 9, Mo.; West-  
port 1-3322. Executive Consultants, John L.  
Humphreys and N. E. Paton.
- Howard E. Stark**  
New York 22, N. Y.: 50 East 58th St., EL-  
dorado 5-0405.

**Screening Rooms**

*NEW YORK, N. Y.*

- Bonded's Film Center Theater**  
630 Ninth Ave. ....JUdson 6-1030
- International Theatre (210 seats)**  
120 W. 42nd St. ....WIsconsin 7-9907
- Johnny Victor Theater**  
40 W. 49th St. ....JUdson 6-3800
- Movielab Theatre Service, Inc.**  
619 W. 54th St. ....JUdson 6-0360
- Preview Theater**  
1600 Broadway ....CIrcle 6-0865
- R.C.A. Victor**  
411 Fifth Ave. ....MUrray Hill 3-7611

**Commercials Monitoring**

- National TV Monitor, Inc.**  
541 Lexington Ave., N. Y. C. ....PLaza 3-3815

**Costumes**

*NEW YORK, N. Y.*

- Bally-Hoo Theatrical Costume Co.**  
160 W. 48th St. ....CIrcle 5-5634
- Berthe, Mme.**  
110 W. 47th St. ....PLaza 7-4170
- Brooks Costumes**  
3 W. 61st St. ....PLaza 7-5800
- Eaves Costume Co., Inc.**  
151 W. 46th St. ....PLaza 7-3730
- Lillian Costume Co.**  
56 W. 56th St. ....CIrcle 5-5199
- Stage Costumes, Inc.**  
3 W. 61st St. ....CIrcle 7-7948

**SEE PAGE 942**

**FOR MOTION PICTURE THEATRES**

**EQUIPPED FOR TELEVISION**





**Ed Herlihy**

**TELEVISION DAILY**

presents

***BEHIND  
THE MIKE  
and  
BEFORE  
THE CAMERA***

**1959**

# **KOKOMO The CLOWN**

*Created and Portrayed  
by  
Alvie Maddox*

*Management: CINDY CAMERON — MU 3-1536 — JU 6-6300*



# RADIO-TV ARTISTS

RADIO AND TELEVISION  
—their work during 1958

## — A —

### AAKER, LEE

The Adventures of Rin Tin Tin  
NBC-TV

### ADAMS, EDIE

The Chevy Show  
NBC-TV

### AGRONSKY, MARTIN

Look Here  
NBC-TV

### ALAMPI, RUTH

Farm News  
NBC

### ALBERONI, SHERRY

The Ed Wynn Show  
NBC-TV

### ALBRIGHT, LOLA

Peter Gunn  
NBC-TV

### ALEXANDER, BEN

Dragnet  
NBC-TV

### ALLEN, CASEY

B. April 25, Minneapolis, Minn.;  
Kitty Foyle, NBC-TV; Studio  
One, Ma Perkins, CBS

### ALLEN, STEVE

The Steve Allen Show  
NBC-TV

### AMECHE, DON

Don Ameche's Real Life  
Stories  
NBC

### AMES, TEAL

The Edge of Night  
CBS-TV

### ANDERSON, HERB OSCAR

The Herb Oscar Anderson  
Show  
ABC

### ANDERSON, WARNER

The Lineup  
CBS-TV

### ANDREWS, JOHNNY

B. April 1, Boston, Mass.; Johnny  
Andrews Radio Show, WRCA,  
Sunday Schedule, NBC-TV; Mon-  
itor (as Communicator) NBC; Hi-  
Mom, WRCA-TV; Arlene Francis  
Show, NBC

### ARNAZ, DESI

Westinghouse Lucille Ball-  
Desi Arnaz Shows  
CBS-TV

### ARNESS, JAMES

Gunsmoke  
CBS-TV

### ASTAIRE, FRED

An Evening with Fred  
Astaire (Special)  
NBC-TV

## — B —

### BACKUS, JIM

I Married Joan, NBC-TV,  
The Jim Backus Show, ABC

### BAER, PARLEY

Gunsmoke  
CBS

### BAILEY, JACK

Queen for a Day  
NBC-TV

### BAILEY, ROBERT

Yours Truly, Johnny Dollar  
CBS

### BALL, LUCILLE

Westinghouse Lucille Ball-  
Desi Arnaz Shows; Westing-  
house Desilu Playhouse  
CBS-TV

### BALLABIO, DENNIS

B. October 21, 1943; Perry Como  
Show, Milton Berle Show, NBC-  
TV; Whispering Streets, ABC-  
Radio; My True Story, NBC-  
Radio; U. S. Steel Hour, Vincent  
Lopez Show, Herb Shriner, Studio  
One, Hugo Winterhalter, Mitch  
Miller, Julius LaRosa; R.C.A.  
Victor & Coral Records; Frigi-  
daire Commercials



MIMI  
BENZELL



**PAT  
HERNON**

**"WEATHER — 6"**

WRCA-TV for  
N. Y. Telephone Co

**COMMERCIALS:**

- De-Cof Coffee
- Vicks Vaporub
- Chap-Stick (Radio)

**SPORTS — PLAY-BY-PLAY**



**BILL  
MALONE**

*Currently — Spokesman For*

- Duol Filter Tareyton
- Folstaff Beer

**Commercials**

- Bell Telephone
- Top Brass

**As Always**

'Tempo' — WMAL-Radio, Washington, D. C.  
'Sports' — WMAL-TV, Washington, D. C.



**BUD  
PALMER**

*DOING NOW —*

- CBS-TV**
- Hockey
  - Pre-Game Hockey  
for RISE
- WPIX-TV**
- Host, Gourmet Club
- WINS**
- N. Y. Rangers  
for BUDWEISER



**DR. JOYCE  
BROTHERS**

*Winner of*

**THE MENNEN AWARD, 1959**

**DR. JOYCE BROTHERS SHOW**

WRCA-TV

Mon. - Thur. - Fri. 1. P.M. to 1:25

**PERSONAL REPRESENTATIVE — LESTER LEWIS ASSOC.**

**BANCROFT, GRIFFING**

Griffing Bancroft and the News; Capitol Cloakroom; The Leading Question  
CBS

**BARRY, GENE**

Bat Masterson  
NBC-TV

**BARRY, JACK**

Tic Tac Dough; Twenty One; Concentration  
NBC-TV

**BAXTER, ANN**

The Same Christmas  
ABC

**BEAN, ORSON**

Masquerade Party  
NBC-TV

**BEAUMONT, HUGH**

Leave It to Beaver  
ABC-TV

**BECK, JACKSON**

B. July 23, 1912, New York City; Edge of Night, U. S. Steel Hour, CBS-TV; Commercials for Ches-terfield, Ambassador Beer, Stude-baker Lark, Scotkin

**BECKER, SANDY**

Young Doctor Malone  
CBS

**BENDIX, WILLIAM**

Life of Riley  
NBC-TV

**BENNETT, JOAN**

Five Star Matinee  
NBC

**BENNY, JACK**

B. Feb. 14, 1894; The Jack Benny Show, CBS, CBS-TV

**MIMI BENZELL**

**BENOIT, PATRICIA**

Today Is Ours  
NBC-TV

**BERGEN, FRANCES**

Yancy Derringer  
CBS-TV

**BERGEN, POLLY**

To Tell The Truth (panelist)  
CBS-TV

**BERLE, MILTON**

Milton Berle Show, NBC-TV

**BERNARDI, HERSCHEL**

Peter Gunn

**BERNSTEIN, LEONARD**

The New York Philharmonic, CBS; New York Philharmonic Young People's Concerts, CBS-TV; Lincoln Presents Leonard Bernstein and the New York Philharmonic, CBS-TV

**BERRY, NOAH, Jr.**

Circus Boy  
NBC-TV

**BETTGER, LYLE**

Court of Last Resort  
NBC-TV

**BETZ, CARL**

The Donna Reed Show  
ABC-TV

**BILLINGSLEY, BARBARA**

Leave It to Beaver  
ABC-TV

**BLAINE, JIMMY**

**BLAIR, JANET**

The Chevy Show  
NBC-TV

**BLAKE, AMANDA**

Gunsmoke  
CBS-TV

**BLONDELL, GLORIA**

Life of Riley  
NBC-TV

**BOB and RAY**

Monitor  
NBC

**BOND, WARD**

Wagon Train  
NBC-TV

**BONTEMPI, PINO & FEDORA**

Continental Cookery with the Bontemps, 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 Showroom, ABC-TV

**BOONE, RICHARD**

Have Gun, Will Travel  
CBS-TV

**BORG, MARGE**

**BORGE, VICTOR**

Victor Borge's Comedy and Music  
CBS-TV

**BOWMAN, LEE**

Five Star Matinee  
NBC

**FRITZI MAX**

**SPOKESWOMAN**

**ACTRESS**

**NARRATOR**

**SU 7-5400**





BRYNA  
RAEBURN

RADIO REGISTRY



Howdy!

Bob  
Smith



## RADIO-TV ARTISTS

**BOYER, CHARLES**  
The Alcoa Theatre  
NBC-TV

**BRADDOCK, MICKEY**  
Circus Boy  
NBC-TV

**BRANDS, X.**  
Yancy Derringer  
CBS-TV

**BRENNAN, WALTER**  
The Real McCoys  
ABC-TV

**BRESLIN, PAT**  
The People's Choice  
NBC-TV

**BRITTON, PAMELA**  
Blondie  
NBC-TV

**BRONSON, CHARLES**  
Man with a Camera  
ABC-TV

**BROPHY, SALLY**  
Buckskin  
NBC-TV

**BROTHERS,  
DR. JOYCE**  
The Dr. Joyce Brothers Program,  
WRCA-TV

**BROWN, JIM L.**  
The Adventures of Rin Tin  
Tin  
ABC-TV

**BROWN, JOHN MASON**  
The Last Word  
CBS

**BROWN, PETER**  
Lawman  
ABC-TV

**BRYSON, LYMAN**  
Invitation to Learning  
CBS

**BUNCE, ALAN**  
The Couple Next Door, CBS

**BURKE, PAUL**  
Noah's Ark  
NBC-TV

**BURNETT, DON**  
Northwest Passage  
NBC-TV

**BURNS, GEORGE**  
George Burns Show  
NBC-TV

**BURNS, STAN**  
Entertainment Press Conference,  
DuMont; NBC Monitor; Cerebral  
Palsy Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURR, ANNE**  
As the World Turns  
CBS-TV

**BURR, RAYMOND**  
Perry Mason  
CBS-TV

**BUTTONS, RED**  
Sayonara; The Big Circus

**BUTTRAM, PAT**  
Just Entertainment  
CBS

**BYINGTON,  
SPRING**  
B. October 17, Colorado Springs,  
Colo.; December Bride, CBS-TV

**BYRNES, EDWARD**  
77 Sunset Strip  
ABC-TV

— C —

**CAESAR, SID**  
Sid Caesar Invites You,  
ABC-TV; The Chevy Show,  
NBC-TV

**CALHOUN, RORY**  
The Texan  
CBS-TV  
**CALMER, NED**  
Ned Calmer and the News  
CBS

**CAMARGO, RALPH**  
U. S. Steel, Our Miss Brooks,  
William Bendix Show, Have Gun,  
Will Travel; CBS-TV

**CAMPBELL, KAY**  
Ma Perkins  
CBS

**CAREY, MacDONALD**  
Five Star Matinee  
NBC

**CARLISLE, KITTY**  
To Tell the Truth (panelist)  
CBS-TV

**CARLON, FRAN**

**CARNEY, ART**  
Art Carney Meets Peter and  
the Wolf  
ABC-TV

**CARROLL, MADELEINE**  
Affairs of Dr. Gentry  
NBC

**CARROLL, PAT**

**CASALS, PABLO**  
U. N. Day Concert  
ABC

**CAULFIELD, JOAN**  
Sally  
NBC-TV

**CEEF, BENNETT**  
What's My Line (panelist)  
CBS-TV

**CHANDLER, GEORGE**  
Lassie  
CBS-TV



# DICK CLARK

## ABC-TV NETWORK

"AMERICAN BANDSTAND" MONDAY THROUGH FRIDAYS  
4:00-5:30 P.M., NYT

"DICK CLARK SHOW" SATURDAYS 7:30-8:00 P.M., NYT



**SPRING  
BYINGTON**

*Star of*

**DECEMBER  
BRIDE**



**"Here's Looking At You"**

**RICHARD WILLIS**

## RADIO-TV ARTISTS

**CHAPIN, LAUREN**  
Father Knows Best  
NBC-TV

**CHAPMAN, LONNIE**  
The Investigator  
NBC-TV

**CLARK, BLAIR**  
The World Tonight  
CBS

### **CLARK, DICK**

Dick Clark Show; American  
Bandstand, ABC-TV

**COCA, IMOGENE**  
Sid Caesar Invites You  
ABC-TV

**COLLINGWOOD, CHARLES**  
Charles Collingwood and the  
News  
CBS

**COLLINS, DOROTHY**  
Your Hit Parade  
CBS-TV

**COLLYER, BUD**  
To Tell the Truth (host and  
emcee), CBS-TV; Beat the  
Clock, ABC-TV

### **COMO, PERRY**

Perry Como Show, NBC-TV

**CONNERS, CHUCK**  
The Rifleman  
ABC-TV

**CONRAD, WILLIAM**  
Gunsmoke  
CBS

**CONREID, HANS**  
The Jack Parr Show  
NBC-TV

### **CONTE, JOHN**

B. Sept. 15, Palmer, Mass.;  
Matinee Theatre, NBC; TV Hour  
of Stars, NTA-Film Net.

**CONWAY, PAT**  
Tombstone Territory  
ABC-TV

**COOGAN, RICHARD**  
The Californians  
NBC-TV

**COOPER, JACKIE**  
The People's Choice  
NBC-TV

**CORCORAN, NOREEN**  
Bachelor Father  
CBS-TV

### **CORDELL, CARL**

**CORRELL, CHARLES**  
Amos 'n Andy Music Hall  
CBS

**COTTEN, JOSEPH**  
The Joseph Cotten Show  
NBC-TV

**CRAWFORD, JOHNNY**  
The Rifleman  
ABC-TV

**CRENNA, RICHARD**  
The Real McCoys  
ABC-TV

### **CROCKETT, JAN**

For Love or Money, Jimmie Dean  
Show; CBS-TV

**CROSBY, BING**  
Bing Crosby Show  
ABC-TV

**CROSBY, BOB**  
The Bob Crosby Show,  
NBC-TV; Hollywood "Y"  
Day, ABC

**CROSS, MILTON**  
The Same Christmas  
ABC

**CULLEN, BILL**  
I've Got A Secret (panelist)  
CBS-TV

**CULP, ROBERT**  
Trackdown  
CBS-TV

**CUMMINGS, BOB**  
The Bob Cummings Show  
NBC-TV

## — D —

**DALTON, ALENE**  
The Story Princess  
ABC

**DALY, JOHN**  
What's My Line (moderator)  
CBS-TV

**DAMON, JERRY**  
All Night in New York  
NBC

**D'ANDREA, TOM**  
Life of Riley  
NBC-TV

**DAVIS, ANN B.**  
The Bob Cummings Show  
NBC-TV

**DAVIS, JOAN**  
I Married Joan  
NBC-TV

**DAY, LARAINE**  
Masquerade Party  
NBC-TV

### **DEAN, JIMMY**

Jimmy Dean Show, CBS-TV

**DeCAMP, ROSEMARY**  
The Bob Cummings Show  
NBC-TV

### **DE CYR, ZEL**

Do You Trust Your Wife, ABC-  
TV, Tic Tac Dough, NBC-TV;  
Voice Artist for Kiwi Polish;  
Rinso, Scott Paper, Cocoa Puffs,  
Mercury Cars, Telephone Co.,  
Clearasil



## Jimmy Dean

Star of his own

## "Jimmy Dean Show"

(Daily, CBS-TV, 2-2:30 EST)

Personal Management

Tom Martin



Exclusively

Columbia Records

Press Relations

Mike Merrick Associates



*26th Year*

**DON McNEILL'S**  
**Breakfast Club**



**PAUL WINCHELL**

and

**JERRY MAHONEY**

Management-Counsel:

**GOLDFARB, MIRENBURG & VALLON**

Public Relations:

**MARVIN KOHN**

## RADIO-TV ARTISTS

**DEHNER, JOHN**  
Have Gun, Will Travel  
CBS

**DESMOND, JOHNNY**  
Johnny Desmond Show, CBS; Your  
Hit Parade, CBS-TV

**DEVINE, ANDY**  
Andy's Gang  
NBC-TV

**DE WITT, GEORGE**  
Name That Tune  
CBS-TV

**DIAMOND, BOBBY**  
Fury  
NBC-TV

**DIETRICH, MARLENE**  
NBC

**DISNEY, WALT**  
Walt Disney Presents  
ABC-TV

**DODD, JIMMIE**  
B. March 28, Cincinnati, Ohio;  
Mickey Mouse Club, ABC-TV

**DONAHUE, ELINOR**  
Father Knows Best  
NBC-TV

**DONALD, PETER**

**DOUGLAS, JACK**  
Bold Journey  
ABC-TV

**DOW, TONY**  
Leave It to Beaver  
ABC-TV

**DOWNS, HUGH**  
Concentration, The Arlene  
Francis Show, The Jack Paar  
Show  
ABC-TV

**DRAKE, GALEN**  
The Galen Drake Show  
CBS

**DRAPER, RUSTY**  
Rusty Draper Show  
CBS

**DREW, WENDY**  
As the World Turns  
CBS-TV

**DRU, JOANNE**  
Five Star Matinee  
NBC

**DUMAS, HELENE**  
Romance of Helen Trent  
CBS

**DRAPER, RUSTY**  
Rusty Draper Show  
CBS

**DREW, WENDY**  
As the World Turns  
CBS-TV

**DRU, JOANNE**  
Five Star Matinee  
NBC

**DUMAS, HELENE**  
Romance of Helen Trent  
CBS

— E —

**EBSEN, BUDDY**  
Northwest Passage  
NBC-TV

**EDWARDS, RALPH**  
B. June 12, 1913, Merino, Colo.;  
This Is Your Life, NBC-TV

**ELDRIDGE, FLORENCE**  
The Same Christmas  
ABC

**ELIZABETH, QUEEN U**  
Christmas Message (England)  
ABC

**ELLIS, GEORGIA**  
Gunsmoke  
CBS

**EMERSON, HOPE**  
Peter Gunn  
NBC-TV

**ERICKSON, CORYDON**  
TV Dramas, Dubbing, Slide Films,  
Transcriptions, Records, Stage,  
Industrials and Broadway, Stock,  
Radio, Commercials Live and  
Film, Screen, Paramount, Uni-  
versal International, "The Naked  
City," Columbia, Phil Silvers, etc

**ERICKSON, HELENE**  
Currently V.O. "Dante's Dream-  
er," Paramount Pictures; Detec-  
tive Story; New York Confiden-  
tial; The Naked City, 3X Colum-  
bia Pictures; Singing—Leonard  
Bernstein Presents; Beethoven's  
Ninth Symphony Chorale; Town  
Hall, "Boystowns of Italy," etc.;  
Radio, TV, Opera, etc.

**ERICKSON, LAUNCELOT**  
Screen "Hattful of Rain"—20th  
Century Fox; The Naked City,  
Columbia Pictures, Five Star  
Matinee, Transcriptions, Com-  
mercials Live and Film; Also  
Singing, TV Dramas, Studio One,  
Omnibus. U. S. Steel, etc.

**EVANS, BERGEN**  
The Last Word  
CBS  
(Continued on Page 117)



**FRAN CARLON**



**CASEY ALLEN**

308 WEST 4th ST.  
SU. 7-5400

**THE COUPLE  
NEXT DOOR**

starring



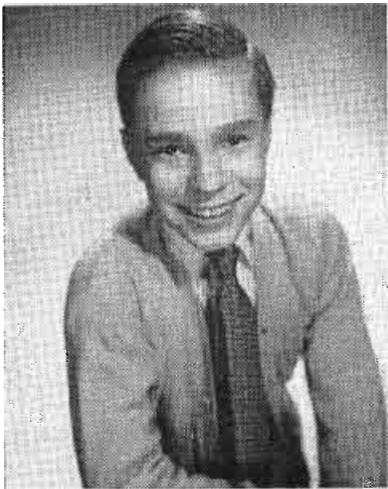
**PEG LYNCH  
and  
ALAN BUNCE**

written by  
**PEG LYNCH**

produced by  
**WALTER HART**  
**CBS RADIO NETWORK**  
**Monday thru Friday**  
**12:45-1 P.M.**

Agency:  
Ashley-Steiner, Inc.

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**CORYDON ERICKSON**

CURRENTLY V.O. "DANTE'S DREAMER"—  
DANTE PARAMOUNT PICTURES. THE NAKED  
CITY COLUMBIA PICTURES ETC.

LE 2-1100



**LAUNCELOT ERICKSON**

FIVE STAR MATINEE, DUBBING, TRAN-  
SCRIPTIONS, T.V. DRAMAS & COMMER-  
CIALS LIVE & FILM, SCREEN "HATFUL OF  
RAIN" 20TH CENTURY FOX, "THE NAKED  
CITY" COLUMBIA PICTURES ETC.

LE 2-1100

**DON'T HOLLA!**  
**DON'T HOLLA!**  
**DON'T HOLLA!**

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

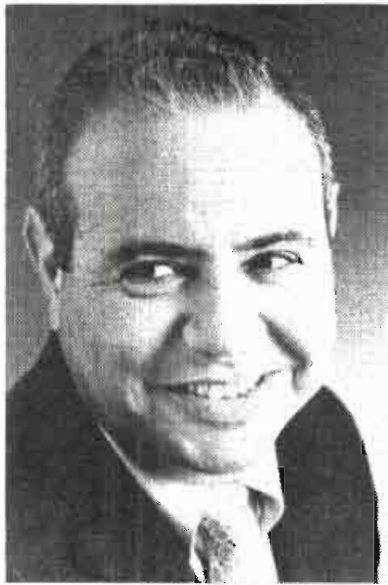
DON'T HOLLA

**THE RITZ BROTHERS**



RED BUTTONS

THE BIG CIRCUS

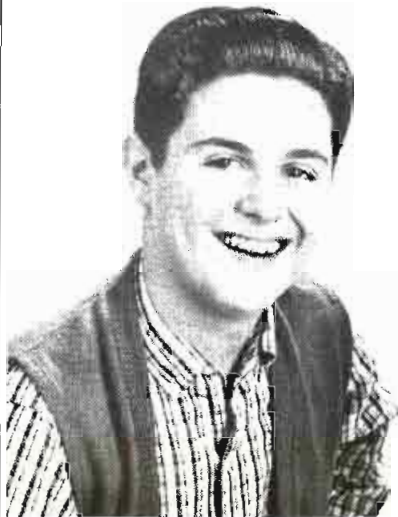


**JACKSON BECK**

ANNOUNCER—ACTOR  
NARRATOR

JU 2-8800

Represented By  
Marjorie Morrow



**DENNIS BALLABIO**

Teen-Age  
Recording Vocalist and Actor  
Television · Radio · Commercials

JU 2-8800

Jimmy

Blaine

(Continued from Page 1113)

**EVANS, GENE**  
My Friend Flicka  
NBC-TV

**EVANS, MAURICE**  
Hallmark Hall of Fame  
NBC-TV

**— F —**

**FABARES, SHELLEY**  
The Donna Reed Show  
ABC-TV

**FASSETT, JIM**  
The New York Philharmonic  
CBS

**FIELDS, LINDA**  
"LEE"

Studio One, Robert Montgomery Presents, My True Story, County Fair, Spokeswoman on "Price Is Right" and "Treasure Hunt"

**FITZMAURICE, MICHAEL**

**FLOOD, ANN**  
From These Roots  
NBC-TV

**FOLEY, RED**  
The Red Foley Show  
NBC

**FORBES, MURRAY . .**  
Ma Perkins  
CBS

**FORBES, SCOTT**  
The Adventures of Jim Bowie  
ABC-TV

**FORD, PAUL**  
The Phil Silvers Show,  
"You'll Never Get Rich"  
CBS-TV

**FORD, TENNESSEE**  
**ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.;  
Tennessee Ernie Ford Show, The  
Ford Show, NBC-TV; Capitol  
Records

**FORSYTHE, JOHN**  
Bachelor Father  
CBS-TV

**FOSTER, STUART**  
Galen Drake Show  
CBS

**FOUNTAIN, PETE**  
The Plymouth Show: Dodge  
Dancing Party  
ABC-TV

**FRANCIS, ARLENE**  
Home Show, Arlene Francis Show,  
NBC-TV; What's My Line? ABC-  
TV

**FRANCISCUS, JAMES**  
Jim Halloran  
ABC-TV

**FRANKLIN, JOE**  
B. Mar. 9, 1926, New York,  
N. Y.; Joe Franklin's Memory  
Lane, WABC-TV

**FRAWLEY, WILLIAM**  
Westinghouse Lucille Ball-  
Desi Arnaz Shows  
CBS-TV

**FREDERICKS, DEAN**  
Steve Canyon  
NBC-TV

**FREEMAN, FLORENCE**

B. July 29, 1911, N. Y. C.,  
N. Y.; Wendy Warren & the  
News, WCBS; From These Roots,  
NBC-TV; Young Widder Brown,  
Woman of America, Maxwell  
House Showboat, NBC; Valiant  
Lady, CBS

**FROST, ALICE**  
Second Mrs. Burton  
CBS

**— G —**

**GARDNER, HY**  
To Tell the Truth (panelist)  
CBS-TV

**GARNER, JAMES**  
Hollywood "Y" Day, ABC;  
Maverick, ABC-TV

**GARROWAY, DAVE**  
Today: Wide, Wide World  
NBC-TV

**GILBERT, JOHNNY**  
Music Bingo, NBC-TV

**GLEASON, JACKIE**  
The Honeymooners, NBV-TV; The  
Jackie Gleason Show, CBS-TV

**GOBEL, GEORGE**  
Monitor, NBC; The George  
Gobel Show, NBC-TV

**GODFREY, ARTHUR**  
Arthur Godfrey Time; Arthur  
Godfrey Show, CBS, CBS-TV  
(Continued on Page 1119)



**JOHNNY ANDREWS**



**LYNN MERRILL**

JU 2-8800



**FEDORA BONTEMPI**

WABC - TV  
Saturday—12 Noon  
WNHC - TV  
Monday Thru Friday—11:30 A.M.



**LINDA "LEE" FIELDS**

TV — RADIO — STAGE  
Commercials — Spokeswoman  
Singer



**GLORIA MCGHEE**



**HELENE ERICKSON**

CURRENTLY V. O. "DANTE'S DREAMER" PARAMOUNT PICTURES, ALSO RADIO, T.V. "BOYS-TOWNS OF ITALY," TOWN HALL ETC. LEONARD BERNSTEIN PRESENTS THE N. Y. PHILHARMONIC, NEW YORK CONFIDENTIAL, THE NAKED CITY, COLUMBIA PICTURES, (3X) ETC.  
LE 2-1100

(Continued from Page 1117)

**— H —**

**GOODMAN, DODY**  
Bert Parks' Bandstand, NBC;  
The Jack Paar Show  
NBC-TV

**GORDON, BRUCE**  
Behind Closed Doors  
NBC-TV

**GOSDEN, FREEMAN**  
Amos 'n' Andy Music Hall  
CBS

**GOSFIELD, MAURICE**  
The Phil Silvers Show,  
"You'll Never Get Rich"  
CBS-TV

**GOTHARD, DAVID**  
Romance of Helen Trent  
CBS

**GRAHAM, BILLY**  
Hour of Decision, NBC; Billy  
Graham's Crusade, ABC-TV

**GRANIK, ED**  
Youth Wants to Know  
NBC-TV

**GRAVES, ERNEST**  
Today is Ours  
NBC-TV

**GRAVES, PETER**  
Entry  
NBC-TV

**GRAY, BILLY**  
Father Knows Best  
NBC-TV

**GRAY, DONALD**  
Detective's Diary; Saber of  
London  
NBC-TV

**GREAZA, WALTER, N.**  
Edge of Night, Jackie Gleason  
Show, Phil Silvers Show, CBS

**GREENE, RICHARD**  
Robin Hood  
CBS-TV

**GRIFFIN, MERV**  
Play Your Hunch, CBS-TV  
The Merv Griffin Show, ABC

**HAGEN, KEVIN**  
Yancy Derringer  
CBS-TV

**HALL, HELEN**  
Monitor  
NBC

**HARDIN, TY**  
Cheyenne  
ABC-TV

**HARRISON, REX**  
The Same Christmas  
ABC

**HAYES, PETER LIND**  
Peter Lind Hayes Show  
ABC-TV

**HEALY, MARY**  
Peter Lind Hayes Show  
ABC-TV

**HEATHERTON, RAY**  
Celebrity Table  
NBC

**HEFFNER, RICHARD D.**  
The Open Mind  
NBC-TV

**HEFNER, KEITH**

**E.**

B. Jan. 5, 1929, Chicago Ill.;  
"Time For Fun." featured as  
Johnny Jellybean, WABC-TV

**HENDERSON, MARCIA**  
Dear Phoebe  
NBC-TV

**HERBERT, DON**  
Watch Mr. Wizard  
NBC-TV

**HERLIHY, ED**

My True Story Monitor NBC

**HERMAN, GEORGE**  
George Herman and the News  
CBS

**HICKMAN, DWAYNE**  
The Bob Cummings Show  
NBC-TV

**HILL, EDWIN C.**  
The Nativity  
ABC

**HITCHCOCK, ALFRED**  
Alfred Hitchcock Presents  
(host)  
CBS-TV

**HOLM, CELESTE**  
Five Star Matinee  
NBC

**HOPE, BOB**  
B. May 29, 1903, London,  
England; The Bob Hope  
Show, NBC, NBC-TV; Army  
of Stars (Christmas) ABC;  
Monitor, NBC

**HORTON, ROBERT**  
Wagon Train  
NBC-TV

**HUTCHINS, WILL**  
Sugarfoot  
ABC-TV

**— J —**

**JACKSON, ALLAN**  
Allan Jackson and the News  
CBS

**JAMES, DENNIS**  
Startime U. S. A. (Civil  
Defense)  
ABC

**JEFFREYS, ANNE**  
Love That Jill  
ABC-TV



**Johnny Johnston**



**JAN McART**

actress—singer  
William Morris Agency



**HORACE McMAHON**



**BILL WENDELL**

MCA



**CARL CORDELL**

Personal Representatives  
Ashley - Steiner—MU 8-8330



**JOHN  
CONTE**

Wm. Morris Agency

## RADIO-TV ARTISTS

### JOHNSTON, JOHNNY C.

B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

### JORDAN, JIM

Fibber McGee and Molly  
NBC

### JORDAN, MARIAN

Fibber McGee and Molly  
NBC

### — K —

### KALTENBORN, H. V.

The Same Christmas  
ABC

### KAYE, SAMMY

Music from Manhattan  
ABC-TV

### KEESHAN, ROBERT

Captain Kangaroo  
CBS-TV

### KEITH, RICHARD

Westinghouse Lucille Ball-  
Desi Arnaz Shows, CBS-TV

### KELLY, JACK

Maverick  
ABC-TV

### KENNEDY, ADAM

The Californians  
NBC-TV

### KILGALLEN, DOROTHY

What's My Line (panelist)  
CBS-TV

### KING, JOHN REED

B. October 25, 1914, Wilmington, Del.; For Love or Money, CBS-TV; Give & Take Missus Goes A-Shopping, CBS CBS-TV; Chance of a Lifetime, ABC-TV

### KIRK, PHYLLIS

The Thin Man  
NBC-TV

### KNOTTS, DON

The Steve Allen Show  
NBC-TV

### — L —

### LaGALLIENNE, EVA

The Same Christmas  
ABC

### LAINE, FRANKIE

B. March 30, Chicago, Ill.; Big Record, Perry Como, Garry Moore Show, Steve Allen, Milton Berle, Patti Page, Ed Sullivan Show, Danny Thomas (TV Appearances)

### LAKE, ARTHUR

Blondie  
NBC-TV

### LARKIN, JOHN

The Edge of Night  
CBS-TV

### LARSEN, KEITH

Northwest Passage  
NBC-TV

### LASSIE

Lassie  
CBS-TV

### LAUGHTON, CHARLES

The Same Christmas  
ABC

### LAUTER, HARRY

Tales of the Texas Rangers  
ABC-TV

### LAVELLI, TONY

B. July 11, 1926, Somerville, Mass.; Ed Sullivan Show, Arthur Godfrey Show, CBS; Steve Allen Show, NBC

### LAWFORD, PETER

Dear Phoebe; The Thin Man  
NBC-TV

### LEMBECK, HARVEY

The Phil Silvers Show "You'll  
Never Get Rich"  
CBS-TV

### LEMMON, JACK

The Alcoa Theatre  
NBC-TV

### LESCOULIE, JACK

Brains & Brawn; Today  
NBC-TV

### LeSUEUR, LARRY

Larry LeSueur and the News  
CBS

### LEWIS, JERRY

B. March 16, 1926, Newark, N. J.; The Jerry Lewis Show,  
NBC-TV

### LEWIS,

### ROBERT Q.

B. April 5, 1924, New York, N. Y.;  
The Robert Q. Lewis Show.

### LEWIS, SHARI

Hi, Mom!  
NBC-TV

### LIBERACE

The Liberace Show  
ABC-TV

### LINKLETTER, ART

House Party, CBS, CBS-TV;  
People Arc Funny, NBC-TV;  
Hollywood "Y" Day, ABC

### LOCKHART, JUNE

Lassie  
CBS-TV

### LOGGIA, ROBERT

Walt Disney Presents  
ABC-TV



**DUNCAN MacDONALD**

Commentator

WNAC—Yankee Network  
Boston



**FLORENCE FREEMAN**




*Best wishes  
Pat Carroll*

**PAT CARROLL**



**JOHNNY GILBERT**  
 "MUSIC BINGO"  
 ABC-TV  
 Management  
 Directional Enterprises  
 CI 6-8431

Jerry Levy Fred Amsel



*Henny Youngman*  
 Star of Everything

Represented By GAC—  
 Press Henry Dorman



**JACKIE OBLINGER**  
 Hostess-Emcee  
 WHIS-TV  
 Bluefield  
 West Virginia



## RADIO-TV ARTISTS

**LOPEZ, VINCENT**  
The Vincent Lopez Show  
Shake the Maracas  
ABC

**LORNE, MARION**  
Sally NBC-TV; The Garry  
Moore Show, CBS-TV

**LOUISE, ANITA**  
My Friend Flicka  
NBC-TV

**LOVEJOY, FRANK**  
Meet McGraw  
NBC-TV

**LOWE, JIM**

**LOWERY, ROBERT**  
Circus Boy  
NBC-TV

**LUDDEN, ALLEN**  
The G-E College Bowl  
CBS-TV

**LYNCH, PEG**  
The Couple Next Door, CBS

— Mc —

**McART, JAN**

Peter Lind Hayes Show, ABC-TV;  
La Boheme (opera) NBC-TV;  
Christmas Eve from San Francisco, CBS

**McCARTHY, JOSIE**  
Hi, Mom!  
NBC-TV

**McCLORY, SEAN**  
The Californians  
NBC-TV

**McCORD, BILL**  
Sports Highlights  
NBC

**McCRARY, TEX & JINX**  
The Tex & Jinx Show,  
NBC-TV; N. Y. Closeup with  
Tex and Jinx, NBC

**McGAVIN, DARREN**  
Mike Hammer  
NBC-TV

**McGHEE, GLORIA**  
B. Meadville, Miss.; Medic, Lo-  
retta Young Show, Ann Sothorn,  
Meet McGraw, NBC-TV; Gun-  
smoke, Perry Mason

**McINTIRE, JOHN**  
Naked City  
ABC-TV

**McKAY, JIM**  
The Verdict is Yours  
CBS-TV

**McMAHON, HORACE**  
Naked City, ABC-TV; General  
Electric Theatre, Phil Silvers  
Show, CBS-TV; Bob Crosby Show,  
NBC-TV; Damon Runyon Theatre

**McNEAR, HOWARD**  
Gunsmoke  
CBS

**McNEILL, DON**  
The Breakfast Club, ABC

**McQUEEN, STEVE**  
Wanted—Dead or Alive  
CBS-TV

— M —

**MACCONE, RONALD F.**

B. October 26, 1932, Brooklyn,  
N. Y.; Studio One, Ed Sullivan  
Show, Phil Silvers Show, CBS;  
Kraff, Alcoa, Robert Montgomery  
Presents, NBC

**MacDONALD, DUNCAN (MISS)**

B. November 4, 1925, Beaumont,  
Tex.; Yankee Home & Food  
Show, WNAC, Boston

**MACK, TED**  
The Original Amateur Hour  
NBC-TV, CBS-TV  
**MacLAUGHLIN, DON**  
As the World Turns  
CBS-TV

**MADDOX, ALVIE (KOKOMO)**

B. Sept. 22, 1933, Houston, Tex.;  
Super Circus, ABC-TV; Westing-  
house Show, WAPA, San Juan;  
Boyd Bennett Show, WAVE-TV;  
Peppo Show, WEHT-TV; Aunt  
Jus, WTVW-TV; Tommy Wood  
Show, WMBR-TV

**MAHONEY, JOCK**  
Yancy Derringer  
CBS-TV

**MARCH, FREDERICK**  
The Saine Christmas  
ABC

**MARTIN, DEAN**  
The Dean Martin Show  
NBC-TV

**MARTINEZ, TONY**  
The Real McCoys  
ABC-TV

**MARVIN, LEE**  
M Squad  
NBC-TV

**MARVIN, TONY**  
Arthur Godfrey Time  
CBS

**MARK, GROUCHO**  
You Bet Your Life  
NBC, NBC-TV



*Voices  
for commercials  
by  
ZEL deCyr  
LExington 2-1100*



**JIMMY WELDON  
& WEBSTER WEBFOOT**

WRCA-TV

"HI MOM" SHOW



**PETER DONALD**



**MICHAEL FITZMAURICE**

Exclusive Management  
Carl Eastman

80 Park Ave

MU 2-4986



**JIMMIE DODD**

"Mickey Mouse Club"



**KEITH HEFNER**

"Johnny Jelly Bean"  
WABC-TV

PL 1-0767

## RADIO-TV ARTISTS

— N —

**MATHERS, JERRY**  
Leave It to Beaver  
ABC-TV

### MAX, FRITZI

B. August 10, 1912, Brooklyn, N. Y. Commercials for: National Safety Council; Mutual of Omaha; Dash, Polident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

**MAXWELL, ELSA**  
The Jack Paar Show  
NBC-TV

**MEADOWS, AUDREY**  
Masquerade Party  
NBC-TV

**MELVIN, ALLAN**  
The Phil Silvers Show "You'll Never Get Rich"  
CBS-TV

**MENUHIN, YEHUDI**  
U. N. Day Concert  
ABC

### MERCER, JOHNNY

B. Nov. 18, 1909, Savannah, Ga.

**MERLIN, JAN**  
Rough Riders  
ABC-TV

### MERRILL, LYNN

Ben Hecht Show, Channel 7,  
WABC-TV

**MILLER, GLENN, ORCHESTRA**  
with Ray McKinley  
Tribute to the Major  
ABC

**MILLER, HOWARD**  
NBC-TV, CBS

**MILLER, MARVIN**  
The Millionaire  
CBS-TV

**MILLER, MITCH**  
Mitch Miller Show  
CBS

**MITCHELL, GUY**  
Guy Mitchell Show  
ABC-TV

**MONTGOMERY, GEORGE**  
Cimarron City  
NBC-TV

**MOORE, GARRY**  
I've Got A Secret (host and encee). The Garry Moore Show, CBS-TV; Timex All-Star Jazz Show, CBS-TV

**MOORE, MARY ALICE**  
From These Roots  
NBC-TV

**MORGAN, HENRY**  
I've Got A Secret (panelist)  
CBS-TV

**MUNSEL, PATRICE**  
Patrice Munsel Show  
ABC-TV

**MURRAY, ARTHUR**  
The Arthur Murray Party  
NBC-TV

### MURRAY, JAN

Treasure Hunt, NBC-TV

**MURRAY, KATHLEEN**  
Kitty Foyle  
NBC-TV

**MURRAY, KATHRYN**  
The Arthur Murray Party  
NBC-TV

**MURROW, EDWARD R.**  
Edward R. Murrow with the News  
CBS

**MYERSON, BESS**  
The Big Payoff  
CBS-TV

**NADER, GEORGE**  
Ellery Queen  
NBC-TV

**NARZ, JACK**  
Top Dollar  
CBS-TV

### NELSON, DAVID

B. October 24, 1936, New York City, 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, LOU

Ed Sullivan Show, Frankie Laine Show, CBS-TV

### NELSON, OZZIE

B. March 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 & Harriet, ABC-TV; Recording Imperial Records

### NICHOLSON, NICK

**NIMMO, BILL**  
For Love or Money  
CBS-TV

**NIVEN, DAVID**  
The Alcoa Theatre  
NBC-TV



**JACK STERLING**



**MIKE WALLACE**



**ROBERT  
PAIGE**



**LOU NELSON**

MANAGEMENT  
BERGER-ROSS-STEINMAN  
PL 1-2156



**JOHN CAMERON SWAYZE**



**"JOE FRANKLIN'S  
MEMORY LANE"**

FIVE AFTERNOONS A WEEK;  
FIFTH YEAR OVER  
**WABC-TV, N. Y.**  
OFFICE: WI 7-2517

# RADIO-TV ARTISTS

**NOLAN, KATHY**  
The Real McCoys  
ABC-TV

**NOLAN, TOMMY**  
Buckskin  
NBC-TV

**NORRIS, KATHI**  
True Story  
NBC-TV

**NOVINS, STUART**  
Face the Nation  
CBS

**NVE, LOUIS**  
The Steve Allen Show  
NBC-TV

— O —

**O'BRIAN, HUGH**  
Life and Legend of Wyatt  
Earp  
ABC-TV

**OBLINGER,  
JACKIE**

B. Sept. 16, 1929; Wilkes-Barre,  
Pa.; It's a Woman's Whirl;  
Hostess; Sea Hunt, Cisco Kid,  
Target; Sunday Night Show,  
WHIS-TV

**O'BRIEN, LOUISE**  
Galen Drake  
CBS

**O'DONNELL, JACKLYN**  
The Ed Wynn Show  
NBC-TV

**OISTRAKI, DAVID**  
U. N. Day Concert  
ABC

**O'KEEFE, WALTER**  
Nightline  
NBC

**OLSEN, JOHNNY**  
Name That Tune, CBS-TV;  
Olsen Rumpus Room, MBS.  
Radio

**O'NEAL, PATRICK**  
Today Is Ours  
NBC-TV

**OWEN, ETHEL**  
Second Mrs. Burton  
CBS

— P —

**PAAR, JACK**  
The Jack Paar Show  
NBC-TV

**PAGE, PATTI**  
The Oldsmobile Show  
ABC-TV

**PAIGE, BOB**  
The Big Payoff, CBS-TV

**PALMER, BETSY**  
I've Got A Secret (panelist)  
CBS-TV; Today, NBC-TV

**PARKER, WILLARD**  
Tales of the Texas Rangers  
ABC-TV

**PAYNE, JOHN**  
The Restless Gun  
NBC-TV

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS

**PEALE, DR. NORMAN  
VINCENT**  
NBC

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PEARSON, JOHNNY**  
The Johnny Pearson Show  
ABC

**PETERSEN, PAUL**  
The Donna Reed Show  
ABC-TV

**POSTON, TOM**  
The Steve Allen Show  
NBC-TV

**POWELL, DICK**  
Dick Powell's Zane Grey  
Theatre  
CBS-TV

**POWELL, JANE**  
The Alcoa Theatre  
NBC-TV

**PRESTON, WAYDE**  
Colt .45  
ABC-TV

**PROVOST, JON**  
Lassie  
CBS-TV

— R —

**RAEBURN,  
BRYNA**

Don Ameche's Real Life Stories,  
Five Star Matinee, Pepper  
Young's Family, Affairs of Dr.  
Gentry, True Story, NBC; By  
the People, Mutual; Backstage  
Wife, Helen Trent, CBS

**RANDELL, RON**  
O. S. S.  
ABC-TV

**RATHBONE, BASIL**  
The Same Christian  
ABC

**RAYBURN, GENE**  
The Steve Allen Show: Dough  
Re Mi  
NBC-TV

**REDFIELD, WILLIAM**  
As the World Turns  
CBS-TV

**REED, DONNA**  
The Donna Reed Show  
ABC-TV

**REED, LYDIA**  
The Real McCoys  
ABC-TV



**JOHN REED KING**



**JIM LOWE**

WCBS RADIO

DOT RECORDS

# RADIO-TV ARTISTS

**REEVES, GEORGE**

Supperman  
ABC-TV

**REEVES, JIM**

The Jim Reeves Show  
ABC

**REILA, HUGH**

Lassie  
CBS-TV

**REIMERS, ED**

8 October 26, Maline, Ill.,  
Playhouse 90, CBS-TV, Mave-  
rick, ABC-TV

**REINER, CARL**

Keep Talking  
CBS-TV

**REYNOLDS, MARJORIE**

Life of Riley  
NBC-TV

**RICHARDS, JEFF**

Jefferson Drum  
NBC-TV

**RITZ BROS.**

**RIZZUTO, PHIL**

Sports Time  
CBS

**ROBERTSON, DALE**

Tales of Wells Fargo  
NBC-TV

**RODMAN, VIC**

Noah's Ark  
NBC-TV

**ROGERS, GINGER**

Ginger Rogers Show (Pontiac  
Special)  
CBS-TV

**ROMERO, CESAR**

Masquerade Party  
NBC-TV

**RUSSELL, JACK**

Your Show of Shows, NBC-TV  
Opera, Max Liebman Specials,  
Producer's Showcase, WRCA-TV,  
Omnibus, WABC-TV, Woolworth  
Hour, WCBS

**RUSSELL, JOHN**

Lawman  
ABC-TV

**RUSSELL, ROSALIND**

"Wonderful Town"  
CBS-TV

**RUTGERS UNIVERSITY GLEE**

CLUB and DOUGLASS  
COLLEGE CHOIR  
Concert  
ABC

**RYAN, ROBERT**

The Alcoa Theatre  
NBC-TV

— S —

**ST. JOHN, HOWARD**

The Investigator  
NBC-TV

**SANDERS, HONEY**

Off Broadway: "She Shall Have  
Music", Summer Stock, "Carou-  
sel," "Plain & Fancy," High  
Button Shoes, Naughty Marietta,  
TV Edge of Night, CBS

**SAWYER, JOE**

The Adventures of Rin Tin  
Tin  
ABC-TV

**SEVAREID, ERIC**

News Analysis  
CBS

**SEYMOUR, ANNE**

Whispering Streets  
CBS

**SHEEN, FULTON J.**

Christmas Message  
ABC

**SHORE, DINAH**

The Dinah Shore Chevy Show  
NBC-TV

**SILVERS, PHIL**

The Phil Silvers Show "You'll  
Never Get Rich"  
CBS-TV

**SINATRA, FRANK**

Frank Sinatra Show  
ABC-TV

**SMITH, BOB**

Howdy Doodie, NBC-TV

**SMITH, HOWARD K.**

Howard K. Smith and the  
News  
CBS

**SMITH, ROGER**

77 Sunset Strip  
ABC-TV

**SOKMAN, DR. RALPH W.**

National Radio Pulpit  
NBC

**SOMERS, CAROL**

Romance of Helen Trent  
CBS

**SOSNIK, HARRY**

Startime U.S.A. (Civil  
Defense)  
ABC

**SOSS, WILMA**

Pocketbook News  
NBC

**SOTHERN, ANN**

The Ann Sothern Show  
CBS-TV

**SPIVAK, LAWRENCE**


Meet the Press  
NBC-TV

**STAFFORD, MARIAN**

Treasure Hunt  
NBC-TV



**RONALD MACCONE**



**ED REIMERS**  
Management  
MCA



**RADIO-TV ARTISTS**

**STANG, ARNOLD**  
Bert Parks' Bandstand  
NBC

**STERLING, JACK**  
B. June 24, 1915, Baltimore,  
Md.; Jack Sterling Show, WCBS,  
New York

**STERLING, ROBERT**  
Love That Jill  
ABC-TV

**STEVENS, CRAIG**  
Peter Gunn  
NBC-TV

**STORM, GALE**  
The Gale Storm Show  
CBS-TV

**SWANSON, GLORIA**  
The Same Christmas  
ABC

**SWAYZE, JOHN  
CAMERON**

**SZELL, GEORGE**  
The Cleveland Orchestra  
CBS

**— T —**

**TAYLOR, KENT**  
Rough Riders  
ABC-TV

**TEMPLE, SHIRLEY**  
Shirley Temple's Storybook  
NBC-TV

**THOMAS, DANNY**  
B. January 6, 1914, Dearfield,  
Mich.; The Danny Thomas Show,  
CBS-TV

**THOMAS, LOWELL**  
Lowell Thomas  
CBS

**— V —**

**VAN DOREN, CHARLES**  
Today: Wide, Wide World  
NBC-TV

**VAN VOORHIS, WESTBROOK**  
No Warning  
NBC-TV

**— W —**

**WALKER, CLINT**  
Cheyenne  
ABC-TV

**WALLACE, MIKE**  
Mike Wallace Interview, ABC-TV

**WALLACE, ANDRE**  
Romance of Helen Trent  
CBS

**WASHBROOK, JOHNNY**  
My Friend Flicka

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEBB, (JOHN)  
RICHARD**

B. September 9, 1920, Bloomington, Ill.; 77 Sunset Strip, NBC; Maverick, Cheyenne, Sugarfoot, ABC; Navy Log, U. S. Border Patrol (Series), CBS; Behind Closed Doors

**WEIST, DWIGHT**  
Second Mrs. Burton  
CBS

**WELDON, JIMMY**

**WELK, LAWRENCE**  
The Lawrence Welk Show, The Lawrence Welk Army Show, New Year's Eve Program, ABC; Dodge Dancing Party, The Plymouth Show, ABC-TV

**WENDELL, BILL**

**WHITE, BETTY**  
Betty White Show  
ABC-TV

**WILLIAMS, ROY**  
Mickey Mouse Club  
ABC-TV

**WILLIS, RICHARD  
WINCHELL, PAUL**

The Paul Winchell Show, ABC-TV; Monitor, NBC  
**WINCHELL, WALTER**  
Walter Winchell File  
ABC-TV

**WINTERS,  
JONATHAN**

The Jonathan Winters Show, The Jack Paar Show, NBC-TV

**WYATT, JANE**  
Father Knows Best  
NBC-TV

**WYMAN, JANE**  
The Jane Wyman Show  
NBC-TV

**WYNN, ED**  
The Ed Wynn Show  
NBC-TV

**— Y —**

**YOUNG, LORETTA**  
The Loretta Young Show  
NBC-TV

**YOUNG, ROBERT**  
B. Feb. 22, Chicago, Ill.; Father Knows Best, NBC-TV

**YOUNGMAN,  
HENNY**



**NICK NICHOLSON**

NBC-TV  
**HOWDY DOODY — RUFF & REDDY**  
CBS-TV  
**TOP DOLLAR**



**MARGE BORG**

Girl Disc Jockey  
Spokeswoman  
Femcee  
**WDXI-TV — RADIO**  
Jackson, Tenn.





## LILLIAN BRIGGS

PERSONAL MANAGER  
JACK PETRILL  
CO 5-5769

# VOCAL ARTISTS

## RADIO AND TELEVISION

—their work during 1958

— A —

**ADAMS, DARLENE**  
WRMN, Elgin, Ill.

**ADAMS, GRACE**  
WGAV, Amsterdam, N. Y.

**AMES BROTHERS**

Oasis Show, Steve Allen Show,  
Pat Boone, Julius LaRosa, NBC-  
TV; Big Record, Ed Sullivan,  
CBS-TV

**AMOROSO, JOHNNY**  
Music from Manhattan  
ABC-TV

**ANDERSON, KEITH**  
Ohio Valley Boys  
WETZ, New Martinsville,  
W. Va.

**ANGELO, MICHAEL**  
Your Favorites  
WMCK, McKeesport, Pa.

**ARLAND, JEANIE**  
Good Neighbor Time  
WCCO, Minneapolis, Minn.

**ARO, BOBBY**  
WMFG, Hibbing, Minn.

**AUSTIN, JO**  
KELO-TV, Sioux Falls, S. D.

— B —

**BAILEY, SANDRA**  
Teen Tempos  
WLBT, Jackson, Miss.

**BAIN, BUDDY**  
WCMA, Corinth, Miss.

**BENCE, DEAN & MARIE**  
WCON, Cornelia, Ga.

**BENNETT, CAROLE**  
The Herb Oscar Anderson  
Show  
ABC

**BENNETT, DOTTYE**  
KMOX-TV, St. Louis, Mo.

**BERGEN, POLLY**  
The Polly Bergen Show  
NBC-TV

**BISSELL, MAZIE**  
The Johnny Evans Show  
WIS-TV, Columbia, S. C.

**BOONE, DON**  
Vine Street Jamboree  
WNOP, Newport, Ky.

**BOONE, PAT**  
The Pat Boone Chevy Show-  
room  
ABC-TV

**BRAGA SISTERS**  
Cowtown Hoedown  
KCUL, Ft. Worth, Tex.

**BREWER, MARY**

**LOU**

B. November 12, 1931, Washing-  
ton, D. C.; Arthur Godfrey Talent  
Scouts, Arthur Godfrey Morning  
Show, CBS-TV; Jack Paar Show,  
NBC-TV; Best in Music, Upbeat  
Saturday Night, CBS-Radio; Re-  
cording for Westminster Records

**BRIGGS, LILLIAN**

B. June 4, 1935, Allentown, Pa.;  
Alan Freed, Jack Paar, Dick  
Clark, Jimmy Dean, New York  
City Network; Howard Miller,  
NBC Chicago

**BROCKMAN, ROY**  
WLBN, Lebanon, Ky.

**BROWN, BETTY**  
WRMN, Elgin, Ill.

**BROWN, KAY**  
The Johnny Pearson Show  
ABC

**BROWN, RED**  
KROD-TV, El Paso, Tex.

**BRUNELL, REE**  
McElhatton's Matinee  
KCBS, San Francisco, Calif.

**BURNETT, RAMONA**  
This is Music  
ABC-TV



A Great New

Singing Star

**AL WARD**

7 Weeks Roseland Dance City

5 Weeks GAC-Hamid Shows

Plus

Radio — TV — Records

Management GAC

or Contact Lew Heilbronner

Gen. Mgr.: WJQS

Jackson, Mississippi

# JOHNNY MERCER



## THE **MELLO-LARKS**

- **JINGLES**
- **TV**
- **RADIO**

Recordings

Night Clubs

Industrial Shows

Creation of Commercials

★

**DIRECTIONAL ENTERPRISES**

200 W. 57th St.

New York 19, N. Y.

**— C —**

**CAHILL, BOB**  
Joe Martin Calling  
WOW, Omaha, Neb.

**CALDWELL, LARRY**  
KCSJ, Pueblo, Colo.

**CALLAHAN, BOB**  
McElhatton's Matinee  
KOBS, San Francisco, Calif.

**CAMPBELL, JUNE**  
Country Music  
WAIN, Columbia, Ky.

**CAREY, JOSIE**  
Storyland  
KDKA-TV, Pittsburgh, Pa.

**CARMACK, ARTHUR**  
Songs by Sunny South QT  
WBMK, West Point, Ga.

**CARROLL, BOB**  
Bert Parks' Bandstand  
NBC

**CARROLL, JUDY**  
Guest House  
WJR, Detroit, Mich.

**CARROLL, SHIRLEY**  
Requestfully Yours  
WHSM, Hayward, Wis.

**CARY, STAN**  
WMAZ-TV, Macon, Ga.

**CHARLES, GLORIA**  
WGRO, Lake City, Fla.

**CHARLES, RAY**  
The Johnny Pearson Show  
ABC;  
The Ray Charles Singers—  
Perry Como Show  
NBC-TV

**CHASE, BUD**  
This is Music  
ABC-TV

**CLEMENTS, ZEKE**  
Hi Neighbor Time  
WENO, Nashville, Tenn.

**CLINE, ROBERT**  
Folk Songs  
WSPN, Saratoga Springs,  
N. Y.

**CLOONEY, ROSEMARY**  
The Lux Show starring Rose-  
mary Clooney  
NBC-TV

**COCHRAN, SYLVIA**  
WAVU, Albertville, Ala.

**CODY, WAYNE**  
WMAV, Springfield, Ill.

**CONLEY, HENRI**  
Saturday Night Jamboree  
WSAZ-TV, Huntington,  
W. Va.

**COPELAND, ALAN**  
Your Hit Parade  
NBC-TV

**COREY, JILL**  
Your Hit Parade  
NBC-TV

**CROCKETT, JAN**

**CROSBY, BING**  
The Bing Crosby Show  
ABC-TV

**CURTIS, CHET**  
WTKO, Ithaca, N. Y.

**— D —**

**DALEY, BARBARA**  
Guest Book  
KLOR-TV, Provo, Utah

**DALTON, DAVE**  
WABI, Bangor, Me.

**DALY, LARRY**  
WENN, Birmingham, Ala.

**DANIELS, BO**  
Twilite Time  
WGAV, Amsterdam, N. Y.

**DARNELL, MELISSA**  
Junior Time  
WLBT, Jackson, Miss.

**DAVIS, GARY**  
Disc Rock  
WGNS, Murfreesboro, Tenn.

**DEAL, JACK**  
WHCU, Ithaca, N. Y.

**DEAN, LARRY**  
Smiling Time  
WHLN, Harlan, Ky.

**DEMARCO, RITA**  
KWKW, Pasadena, Calif.

**DEMARCO, TONY**  
KWKW, Pasadena, Calif.

**DESPRADEL, CARMEN**  
Cocina del Hogar  
WKAQ-TV, San Juan, P. R.

**DIEBOLD, JOHN**  
WWL, New Orleans, La.

**DILLARD, DOTTE**  
Waking Crew  
WSM, Nashville, Tenn.

**DOBBS, BYRON**  
"CHK, Canton, Ga.

**DOREY, RAY**  
New England Farm & Home  
Program  
WHDH, WHDH-TV, Boston,  
Mass.

**DRAKE, GEORGIA**  
Polka-Go-Round  
WBKB, Chicago, Ill.

**DUPRANE, AL**  
Bnckaroos  
WICY, Malone, N. Y.

**DUNNIGAN, JACK &  
GERTRUDE**  
WJTN, Jamestown, N. Y.

**— E —**

**EAGER, CLAY**  
WMNI, Columbus, Ohio

**EANES, JIM 'SMILING'**  
Shenandoah Valley Boys

**WHEE, Martinsville, Va.**

**ELLIS, LARRY**  
Music from Manhattan  
ABC-TV

**JAYE P. MORGAN**



**MGM Records**

**Television**

**Personal**

**Appearances**



Pers. Mgt.  
**DURGOM-KATZ**  
Associates  
40 West 55th St.  
New York, N. Y.

**the MORGAN BROS.**

# RADIO-TV VOCAL ARTISTS

**ERWAY, SHARI**  
KOLN-TV Lincoln Neb  
**ESTES, DON**  
KPRC Houston Tex  
**ESTRADE, LUIS**  
Casino del Art  
KIPN Phoenix Ariz  
**EVANS, DEAN**  
KCLH Shreveport La

— F —

**FAILE, TOMMY**  
Corner Store  
WBT Charlotte N C  
**FAIRCCHILD, DOUGLAS**  
Caelus Playr Show  
KTRB-TV Austin Tex  
**FERNANDEZ, ROSITA**  
Caravan  
KCOR, KCOR-TV  
San Antonio Tex

## FIELDS, LINDA "LEE"

Studio One, Robert Montgomery  
Presents, My True Story, County  
Fair, Spokeswoman on "Price Is  
Right" and "Treasure Hunt"

**FINECY, LEE**  
KCOW, Albany Neb  
**FINGAL, NANCY**  
County Fair  
KDKA-TV, Pittsburgh Pa  
**FISHER, CHIP**  
WDCR, Hanover N H  
**FISHER, EDDIE**  
The Eddie Fisher Show  
NBC-TV  
**FORTIER, ROSELLE COURT**  
Morning Toast  
WCOP, Lewiston Me

**FOSTER, STUART**  
Bert Parks' Bandstand  
NBC  
**FRANKLIN, CHUCK**  
Sunny Valley Boys  
WBAM Montgomery Ala  
**FRANKLIN, JOE**  
WKMT Kings Mountain,  
N C  
**FULLER, PHYLLIS**  
WSLB Ogdensburg N Y

— G —

**GEHRING, DON**  
WLEH Little Falls N Y  
**GIBSON, DON**  
Yaddy Merry go Round  
WNOX Knoxville Tenn  
**GIBSON, VIRGINIA**  
Your Ho Parade  
NH TV  
**GILES, PERCY**  
Downbeat  
WILMS Charleston W Va  
**GIPSON, JACK**  
Cedar Ridge Boys  
WBAP Fort Worth Tex  
**GORALE, EDDIE**  
The Steve Allen Show  
NH TV  
**GREENBLE, HELEN**  
WSPN, Saratoga Springs  
N Y  
**GRIFFIN, MERV**  
The Merv Griffin Show  
ABC  
**GROVE, BETTY ANN**  
The Jim Backus Show, ABC  
**GUYCE, RAY**  
Western Jamboree  
WPCO Mt Vernon Ind

— H —

**HALL, BUDDY**  
Waking Crew  
WSM Nashville Tenn  
**HAMILTON, PHYLLIS ANN**  
WBEX, Chillicothe Ohio  
**HANAFIN, EARL**  
WJDA Quincy, Mass.  
**HANSON, BURT**  
Good Neighbor Time  
WCCO Minneapolis Minn  
**HARMER, SHIRLEY**  
The Gobel-Fisher Show  
NBC-TV  
**HARRIS, JIMMY**  
WEVA, Emporia Va  
**HARRIS, RAY**  
Gospel Crusaders  
WFLW, Fairfield Ill  
**HASKELL, JACK**  
The Jim Backus Show  
ABC  
**HAYES, RICHARD**  
The Johnny Pearson Show,  
ABC  
Bert Parks' Bandstand, NBC  
**HEALY, MARY**  
The Peter Lind Hayes Show  
ABC-TV  
**HENEGAR, TRIO**  
WZOB, Fort Payne Ala  
**HILBURN, W II**  
Western Interlude  
KBOP Pleasanton Tex  
**HULLMAN, JERRY**  
Jazz College  
KNBA, Vallejo Calif  
**HOBBE, RALPH**  
WJWT, Georgetown Del  
**HOLT, BETTY**  
The Merv Griffin Show  
ABC  
**HOOPER, LARRY**  
Lodge Dancing Party The  
Plymouth Show ABC-TV



# RADIO-TV VOCAL ARTISTS

**HOUSER, RAY**  
Take It Easy Time  
WTON, Staunton, Va.

**HOUSTON, BOB**  
Do You Remember  
KENN, KVBC, Farmington,  
N. M.

**HUBER, AL**  
WTCO, Campbellsville, Ky.

**HUGGINS, JUANITA**  
KTRE-TV, Lufkin, Tex.

**HUNNICUT, CAROL**  
Corner Store  
WBT, Charlotte, N. C.

**HUNT, BILL**  
Feminine Fancies  
WKZO-TV, Kalamazoo,  
Mich.

## — J —

**JOHNSON, GAIL**  
This Is Music  
ABC-TV

**JOHNSON, MARVIN**  
Mountain Music Time  
WHLN, Harlan, Ky.

**JOHNSON, POLLY**  
KOTA-TV, Rapid City, S. D.

**JOHNSON, WARREN**  
Fran Ratteree Show  
WSUN-TV, St. Petersburg,  
Fla.

## **JOHNSTON, JOHNNY C.**

B. December 1, 1916, Kansas  
City, Mo.; Johnny Johnston Show,  
WMGM Radio; Patrice Munsel  
Show, ABC-TV; Masquerade  
Party, NBC-TV

**JONES, DODY**  
Top Ten  
WLOW, Norfolk, Va.

**JONES, QUARTET**  
WZOB, Fort Payne, Ala.

## — K —

**KANUI, HANK**  
Music from Maabattan  
ABC-TV

**KELSEY, VIRGINIA**  
WGMA, Hollywood, Fla.

**KENDALL, FRED**  
Guest House  
WJR, Detroit, Mich.

**KERR, ANITA, QUARTET**  
The Jim Reeves Show  
ABC

**KILGORE, MERLE**  
KCLJ, Shreveport, La.

**KINGSLEY, NICK**  
WMOK, Metropolis, Ill.

**KINNEY, BOB**  
Country Style  
WCHN, Norwich, N. Y.

**KNIGHT, TERESA**  
WAPL, Birmingham, Ala.

**KNIPPERS, OTTIS J.**  
Your Gospel Singer  
WDXE, Lawrenceburg,  
Tenn.

**KOVAR, JOYCE**  
WMAM, Marinette, Wis.

**KRIZAN, SUNNY**  
Entertainment Train  
KATL, Miles City, Mont.

## — L —

**LANDFORD, BILL**  
WAAA, Winston-Salem, N. C.

## **LAINE, FRANKIE**

**LANE, RAE**  
Music with a Mood  
WGNS, Murfreesboro, Tenn.

**LATELY, MARY ANNE**  
KEPS, Eagle Pass, Tex.

**LAWRENCE, STEVE**  
The Steve Allen Show  
NBC-TV

**LEE, ANNA**  
KRQD-TV, El Paso, Tex.

**LEE, BOBBY**  
WDOG, Marine City, Mich.

**LEE, NANCY**  
The Hilltoppers  
WOWO, Fort Wayne, Ind.

**LEE, NORMA**  
Saturday Night Jamboree  
WSAZ-TV, Huntington,  
W Va

**Lennon Sisters, THE**  
The Lawrence Welk Show,  
ABC,  
Dodge Dancing Party; The  
Plymouth Show, ABC-TV

**LENWAY, FRED**  
Jim Deline and the Gang  
WSYR-TV, Syracuse,  
N. Y.

**LEONETTI, TOMMY**  
Your Hit Parade  
NBC-TV

**LIGHTSEY, ANN LEE**  
WHAB, Baxley, Ga.

**LLAMAS, BEATRIZ**  
Mexican Music  
KGOR, San Antonio, Tex.

**LLOYD, TOMMY**  
WTOD, Toledo, Ohio

**LOCKWOOD, ROBERT E.**  
WLEU, Erie, Pa.



## JACK RUSSELL

RA 8-7655



## LOUISE O'BRIEN

The Galen Drake Show  
CBS Radio

— MCA —

# RADIO-TV VOCAL ARTISTS

**LON, ALICE**  
Lodge Dancing Party, The  
Plymouth Show, ABC-TV  
The Lawrence Welk Show,  
ABC

**LOVELL, MARIANN**  
The Liberace Show  
ABC-TV

**LUCAS, JIM**  
WAPT-TV, Birmingham, Ala

## — Mc —

**McCOYS, THE**  
Cowtown Hoedown  
KCTL-TV, Worth, Tex

## — M —

**MACKENZIE, GISELE**  
The Gisele MacKenzie Show  
NBC-TV

**MALE, COLIN**  
This Is Music  
ABC-TV

**MANNING, HOWARD**  
Breakfast at the Sheraton  
WBEN, Buffalo, N. Y.

**MARCH, CAROL**  
WGN, Chicago, Ill.

**MARICH, MARIETTA**  
KPRC-TV, Houston, Tex.

**MARTINEZ, HILDA**  
Romantic Moments  
KCOR-TV, San Antonio, Tex.

**MASSEY, CURT**  
KRCA, Los Angeles, Calif.

**MEADOWS, JANE**  
Woman's World  
WBIS-TV, Bluefield, W. Va.

**MELLO-LARKS**  
Howard Miller Show, Jerry Lewis  
Show, NBC-Color TV

**MELTON, GLEN**  
Forest a Collier  
WGHP, Evansville, Ind.

**MERCER, JOHNNY**

**MEREDITH, BUDDY**  
Musical Roundup  
KOTA, KOTA-TV  
Rapid City, S. D.

**MICHAELS, RAY**  
Music from Manhattan  
ABC-TV

**MIDDLETON, RAY**  
Voice of Firestone  
ABC-TV

**MILLER BROTHERS**  
KWFT, Wichita Falls, Tex.

**MILLER, LOIS**  
WBFD, Bradenton, Fla.

**MILLER, MAX**  
WJBT-TV, Columbus, Miss.

**MILNE, NANCY**  
Songs for You  
WDBJ, Roanoke, Va.

**MIRANDA, MICKEY**  
Caribe Motors Show  
WRAQ-TV, San Juan, P. R.

**MITCHELL, GUY**  
Guy Mitchell Show  
ABC-TV

**MITCHELL, LUCILLE**  
WPFL, Montross, Pa.

**MONTANEZ, JIMMY**  
Invitation to Serenade  
WLEO, Ponce, P. R.

**MONTGOMERY, LOUIS**  
WCOH, Newnan, Ga.

**MORENO, BUDDY**  
KMOX-TV, St. Louis, Mo.

**MORGAN, JAYE P.**

**MORGAN, MARION**  
The Bill Weaver Show  
KNX, Los Angeles, Calif.

**MORROW, DORETTA**  
Voice of Firestone  
ABC-TV

**MUNSEL, PATRICIA**  
Patricia Munsel Show  
ABC-TV

**MURPHY, BILL**  
Kissin' Cousin Show  
WJFR, Dayton, Ohio.

## — N —

**NELSON, CLARE**

**NELSON, RICK**  
The Adventures of Ozzie and  
Harriet  
ABC-TV

**NICHOLS, CAL**  
Arizona Wranglers  
KPEN, Casa Grande, Ariz.

**NOEL, DICK**  
The Breakfast Club  
ABC

## — O —

**O'BRIEN, LOUISE**

Galea Drake Show, CBS Radio  
**O'CONNELL, HELEN**  
Today Show  
NBC-TV



**CLARE NELSON**

Personal Management—Hal Dennis  
Templeton 8-4824



**BETTY ANN GROVE**

Personal Mgr.  
PETER DEAN  
CO 5-0789



## RADIO-TV VOCAL ARTISTS

**O'DAIR, MARGIE**  
WVL, New Orleans, La.

**OLSEN, DOROTHY**  
Bert Parks' Bandstand  
NBC

**OLSEN, SHIRLEY**  
At Your Request  
KVNU, Logan, Utah

**OWENS, DON**  
WARL, Arlington, Va.

### — P —

**PACK, MARSHALL**  
Precious Memories  
WEAS, Decatur, Ga.

**PAGE, PATTI**  
The Patti Page Show  
ABC-TV

**PEREZ, JUAN**  
Mexican Troubadour  
KIDD, Monterey, Calif.

**PERRY, EDNA**  
The Jerry Warren Show  
WGLI, Babylon, N. Y.

**PETERSEN, JOAN**  
The Jerry Warren Show  
WGLI, Babylon, N. Y.

**PETERSHAGEN, RICH**  
Sitting On Top O' The  
World  
KWAT, Watertown, S. D.

**PETERSON, MARLAN**  
Noontime RFD  
WMT, Cedar Rapids, Iowa

**PHILLIPS, PETE**  
Southside Hayride  
WEVA, Emporia, Va.

**PORTER, EVERETT**  
WRGA, Rome, Ga.

**POSEN, MIRIAM**  
Music in the Air  
WHMS, Charleston, W. Va.

**POWELL, BALDWIN**  
WEKY, Richmond, Ky.

**PRICE, VIVIAN**  
WMEV, Marion, Va.

**PROCTOR, EMILY**  
WAVU, Albertville, Ala.

### — R —

**RAITT, JOHN**  
The Chevy Show  
NBC-TV

**REED, KAREN**  
KNOX, Grand Forks, N. D.

**REEDER, TOM**  
WABB, Mobile, Ala.

**REEVES, JIM**  
The Jim Reeves Show  
ABC

**RICHARDS, CAROL**  
The Breakfast Club  
ABC

**ROBERTS, LYNN**  
Music from Manhattan  
ABC-TV

**RODRIGEE, GENE**  
KTIB, Thibodaux, La.

**RODRIGUEZ, FELIPE**  
India Canta  
WTIL, Mayaguez, P. R.

**ROMAN, DICK**  
The Liberace Show  
ABC-TV

**RONDO, DON**  
The Herb Oscar Anderson  
Show  
ABC

**RUCKER, JOAN**  
WTND, Orangeburg, S. C.

## RUSSELL, JACK

Your Show of Shows, NBC-TV  
Opera, Max Liebman Specials,  
Producer's Showcase, WRCA-TV;  
Omnibus, WABC-TV; Woolworth  
Hour, WCBS.

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**SAILOR, DELORIS**  
WJHO, Opelika, Ala.

**SAPACK, MIKE**  
WDAU-TV, Scranton, Pa.

**SAPACK, TERRI**  
WDAU-TV, Scranton, Pa.

**SCOTT, GWEN**  
Soiree with Sontag  
WOC, WOC-TV, Davenport,  
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Pieces of Eight  
WCHS, Charleston, W. Va.

**SHARP, TIP**  
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WWKY, Winchester, Ky.

**SILO, SUSAN**  
Music from Manhattan  
ABC-TV

**SINATRA, FRANK**  
Frank Sinatra Show  
ABC-TV

**SKINNER, JIMMIE**  
Tri-City Jamboree  
WNOP, Newport, Ky.

## SMITH, BOB

Howdy Doody Show, NBC-TV;  
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WOL, Davenport, Iowa

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Songs For You  
KPTV, Frederick, Okla.

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Voice of Firestone  
ABC-TV

## STAMPER, JOE

Kentucky Mountain Boys  
WKKS, Vanceburg, Ky.

## STARR, BILLY

KDDI, Holbrook, Ariz.

## STEPHENS, GINNA

Ed Harvey Show  
WCAT, WCAD-TV,  
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## STEVENS, RISE

Voice of Firestone  
ABC-TV

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KDDI, Holbrook, Ariz.

## STRANGE, BILLY

The Bill Weaver Show  
KNX, Los Angeles, Calif.

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Surprise Package  
WSIV, Peoria, Ill.

## SUZUKI, PAT

Jeep Parks - Bandstand  
NBC

## SWANN, LINDA

WEYE, Sanford, N. C.

## — T —

## TAYLOR, VERNON

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## THOMSON, JIM

Temps Fuzt  
WRAL-TV, Raleigh, N. C.

## TILTON, MARTHA

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## TUREK, BEVERLY

WEAT, Augusta, Me.

## — W —

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WOW, Omaha, Neb.

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WVNS, Statesboro, Ga.

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The Jim Reeves Show  
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WMCK, McRae-Spartan, Ga.

## WATTS, WORTHAM

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Jim Deline and The Gals  
WSYR, WSYR-TV,  
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Party Time  
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Surprise with Sontag  
WOC-TV, Davenport, Iowa

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## WHEELER, DODIE

Woman to Woman  
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The Chevy Showroom  
ABC-TV

## WILSON, ANDY

WLOF-TV, Orlando, Fla.

## WINDER, PAT

Melody Time  
KIDH, Pampa, Tex.

## WITHERSPOON, DAVID

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## WRIGHT, DOYLE

WBMR, West Point, Ga.

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ALTER, PAUL  
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CBS-TV

APPEL, DON  
The Paul Winchell Show  
ABC-TV

ARCHAINBAUD, GEORGE  
Lassie  
CBS-TV

ASHLEY, IRA  
Young Doctor Malone, Burlon  
CBS

AVERBACK, HY  
The Real McCoy's  
ABC-TV

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BANNER, BOB  
The Garry Moore Show, Ginger Rogers Show (Pontiac special)  
CBS-TV

BARE, RICHARD  
77 Sunset Strip  
ABC-TV

BARSHA, LEON  
Bold Journey  
ABC-TV

BEAUDINE, WILLIAM  
Walt Disney's Adventure Time, The Adventures of Rin Tin Tin, ABC-TV

BERENSON, IRVING  
U. N. on the Record  
CBS

BERLIN, ABBY  
The Ann Sothern Show  
CBS-TV

BERNS, SEYMOUR  
The Jack Benny Program (live)  
CBS-TV

BERNSTEIN, LEONARD  
New York Philharmonic  
Young People's Concerts  
CBS-TV

BIRCH, PETER  
Captain Kangaroo  
CBS-TV

BISHOP, TERRY  
Robin Hood  
CBS-TV

BLAIR, GEORGE  
Superman, Tales of the Texas Rangers  
ABC-TV

BLEYER, ROBERT  
The Peter Lind Hayes Show  
ABC-TV

BOGART, PAUL  
Armstrong Circle Theatre  
CBS-TV

BRAHM, JOHN  
Lux — Schlitz Playhouse  
CBS-TV

BROWN, HIRMAN  
The Affairs of Dr. Gentry; Five Star Matinee; Don Ameche's Real Life Stories  
NBC

BROWNING, KIRK  
The Frank Sinatra Show  
ABC-TV

BUCHAN, BRUCE  
Mickey Mouse Club  
ABC-TV

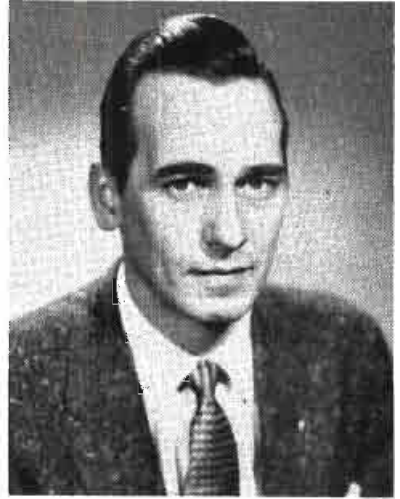
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Sid Caesar Invites You, ABC-TV

# FRANK BUNETTA

DIRECTOR-PRODUCER

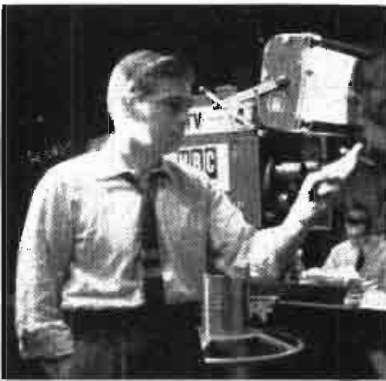


**Cort Steen**



**CHET GIERLACH**

Producer—Director



**BARRY SHEAR**  
**PRODUCER DIRECTOR**

NBC

Brussels World's Fair Award 1958  
Sylvania Award 1957



New York - California

**GARRY SIMPSON**



Films and Live TV

**PRODUCER-DIRECTOR**

Agent: Goldstone-Tobias  
Herb Tobias  
Beverly Hills, Calif.  
Crestview 6-1071  
Or in New York, Call . . .  
Greenwich, Conn.  
Townsend 9-3940

— C —

**CARR, THOMAS**  
Cheyenne, ABC-TV;  
Wanted — Dead or Alive  
CBS-TV

**CASELLI, LAMAR**  
The Last Word, CBS;  
The G-E College Bowl  
CBS-TV

**CATES, GILBERT**  
B. June 6, 1933, New York City,  
N. Y.; Haggis Baggis, NBC-TV;  
ABC-TV, CBS-TV

**CLARK, JOHN**  
This Is Music  
ABC-TV

**COLLERAN, BILL**  
The Bing Crosby Show  
ABC-TV

**COOK, FIELDER**  
Playhouse 90  
CBS-TV

**CORDAY, TED**  
As the World Turns  
CBS-TV

**CORRIGAN, WILLIAM**  
Armstrong Circle Theatre,  
"Little Women", CBS-TV

**CROSLAND, ALAN**  
Cheyenne  
ABC-TV

— D —

**DANIELS, JACK**  
Woody Woodpecker  
ABC-TV

**DAVIS, EDDIE**  
Tombstone Territory, Rough  
Riders, Adventure at Scott  
Island ABC-TV

**de CAPRIO, AL**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**DeCORDOVA, FRED**  
December Bride  
CBS-TV

**DI BENEDETTO, JULIO**  
The Garry Moore Show  
CBS-TV

**DIETRICK, GARTH**  
The Dick Clark Show  
ABC-TV

**DINEHART, ALAN**  
Pantomime Quiz ABC-TV

**DISKIN, MARSHALL**  
Campaign Roundup, Report  
Card 1958, John Daly and the  
News ABC-TV

**DOLAN, JIM**  
Sports Time  
CBS

**DONEHUE, VINCENT J.**  
Playhouse 90  
CBS-TV

**DONOVAN, TOM**  
The United States Steel Hour,  
DuPont Show of the Month  
(The Hasty Heart), Playhouse  
90 (Time of Your Life)  
CBS-TV

**DUBLIN, CHARLES S.**  
Seven Lively Arts  
CBS-TV

**DUNLAP, RICHARD  
DONOVAN**  
Voice of Firestone  
ABC-TV

**DURAND, JOE**  
County Fair, NBC-TV

— E —

**ENGLISH, JOHN**  
Dick Powell's Zane Grey  
Theatre CBS-TV

— F —

**FASSETT, JIM**  
The New York Philharmonic  
CBS

**FELDMAN, DICK**  
Art Carney Meets "Peter and  
the Wolf" ABC-TV

**FERBER, MEL**  
Wonderful Town, Seven  
Lively Arts  
CBS-TV

**FOSTER, NORMAN**  
Walt Disney Presents  
ABC-TV

**FRANKENHEIMER, JOHN**  
Playhouse 90  
CBS-TV

**FRISTOE, ALLEN**  
The Edge of Night  
CBS-TV

**FRYERS, ED**  
Johns Hopkins File 7,  
ABC-TV



# LEONARD VALENTA

TELEVISION  
DIRECTOR

TRafalgar 7-0962

Agent:  
Ashley-Steiner, Inc.  
579 Fifth Ave., N.Y.C.  
MU 8-8330



**JOE DURAND**

DIRECTOR  
OF  
COUNTY FAIR  
NBC-TV

**Frank Satenstein**

Director

**Jackie Gleason Show**

CBS-TV

**JUSTUS ADDISS**



*Director*

*Television*

"G.E. THEATER"

"ALFRED HITCHCOCK PRESENTS"

"WAGON TRAIN"

"RESTLESS GUN"

*Features*

"CRY BABY KILLER"

Allied Artists Release



**H. WESLEY KENNEY**

Producer-Director

LY 5-3764



**— G —**

**GADETTE, FRED**  
You Asked For It  
ABC-TV

**GALLU, SAM**  
Navy Log  
ABC-TV

**GIERLACH, CHET**

**GEISEL, DAVID**  
The Oldsmobile Show  
ABC-TV

**GERSTAD, HARRY**  
Superman  
ABC-TV

**GIBBS, PARKER**  
Bert Parks' Bandstand,  
The Eternal Light, NBC

**GOLTZ, SIDNEY**  
All-Star Golf  
ABC-TV

**GREENE, DAVIE**  
Pursuit  
CBS-TV

**GROSS, LLOYD**  
Play Your Hunch  
CBS-TV

**GUZMAN, CLAUDIO**  
Westinghouse Desilu  
Playhouse CBS-TV

**— H —**

**HELLER, FRANKLIN**  
What's My Line, I've Got A  
Secret CBS-TV

**HENDERSON, FREDERICK**  
Arthur Godfrey Time  
CBS

**HEYES, DOUGLAS**  
Colt, 45, Maverick  
ABC-TV

**HILL, GEORGE ROY**  
Seven Lively Arts, Playhouse  
90 CBS-TV

**HILLER, ARTHUR**  
Westinghouse Desilu Play-  
house, Playhouse 90 CBS-TV

**HIRSCHMAN, HERBERT**  
Playhouse 90  
CBS-TV

**HOBIN, BILL**

The Pat Boone Chevy Showroom,  
ABC-TV

**HOBSON, JAMES**  
The Plymouth Show, Starring  
Lawrence Welk ABC-TV

**HOPPER, JERRY**  
Naked City ABC-TV

**HOWELL, BILL**  
As the World Turns CBS-TV

**HOWELL, CLIFF**  
Amos 'n' Andy Music Hall  
CBS

**— J —**

**JACKMAN, FRED**

Circus Boy  
ABC-TV

**JEWISON, NORMAN**  
Your Hit Parade CBS-TV

**JONSON, KEVIN**  
The Guy Mitchell Show  
ABC-TV

**JOHNSTONE, JACK**  
Yours Truly, Johnny Dollar  
CBS

**JONES, CLARK**  
The Patrice Munsel Show  
ABC-TV

**— K —**

**KANE, MIKE**  
Art Linkletter's House Party  
CBS, CBS-TV

**KASPER, ED**  
Bowling Stars  
ABC-TV

**KAY, ROGER**  
Dick Powell's Zane Grey  
Theatre CBS-TV

**KENNEY,  
H. WESLEY**

B. Jan. 3, Dayton, Ohio; True  
Story, Modern Romances, NBC;  
Nightbeat, Art Ford's Green-  
wich Village Party, DuMont

**KERN, JAMES V.**  
The Betty White Show  
ABC-TV

**KESLER, HENRY**  
West Point ABC-TV

**KNOWLES, BERNARD**  
Robin Hood CBS-TV

**KULIK, BUZZ**  
Pursuit, Playhouse 90 CBS-  
TV

**— L —**

**LAFFERTY, PERRY**  
Name That Tune  
CBS-TV

**LANDIS, JOE**  
The Liberace Show  
ABC-TV

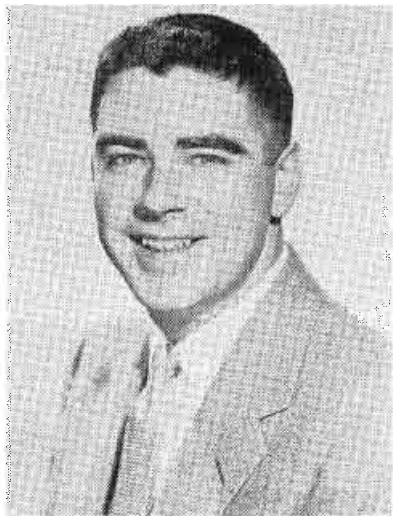
**LAVEN, ARNOLD**  
The Rifleman ABC-TV

**LEADER, ANTHONY**  
The Adventures of Jim Bowie  
ABC-TV

**LEFTWICH, ALEX**  
Mother's Day ABC-TV

**LEONARD, RICHARD**  
Romance of Helen Trent  
CBS

**LEONARD, SHELDON**  
The Danny Thomas Show  
CBS-TV



**BILL HOBIN**

Producer-Director  
The Pat Boone Chevy Showroom  
ABC-TV



**TED NATHANSON**

DIRECTOR  
NBC-TV

# RADIO-TV DIRECTORS

## LUMET, SIDNEY

The United States Steel Hour,  
Du Pont Show of the Month  
(Count of Monte Cristo)  
CBS-TV

### — Mc —

## McCULLOUGH, ANDREW

The Donna Reed Show  
ABC-TV

## McDONALD, FRANK

The Life and Legend of  
Wyatt Earp ABC-TV

## McDUGALL, FRANK

Wanted — Dead or Alive  
CBS-TV

## McLAGLEN, ANDREW A.

Have Gun Will Travel  
CBS-TV

### — M —

## MacALLEN, JAMES

As the World Turns CBS-TV

## MacDONNELL, NORMAN S.

Guns, Smoke, Have Gun, Will  
Travel CBS

## MacGREGOR, KEN

My True Story NBC

## MacKENZIE, MURDO

Rusty Drifter Show CBS

## MacLAGLEN, ANDREW

Guns, Smoke CBS-TV

## MANN, DELBERT

Playhouse 90 CBS-TV

## MARSHALL, WILLIAM

Metropolitan Opera CBS

## MARTINSON, LESLIE H.

Sugarfoot ABC-TV

## MAVER, GERALD

Man With a Camera ABC-TV

## MILLER, SIDNEY

The Ann Sothern Show  
CBS-TV

## MINER, ALLEN

Westinghouse Desilu

Playhouse CBS-TV

## MOORE, ED

Cowtown Rodeo

ABC-TV

## MULLIGAN, BOB

Du Pont Show of the Month

(What Every Woman Knows)

(The Human Comedy)

(Bridge of San Luis Rey)

(Member of the Wedding) CA

Tale of Two Cities)

Playhouse 90 CBS-TV

### — N —

## NADELL, EDMUND

The Peter Lord Hayes Show

ABC-TV

## NATHANSON, TED

NBC-TV

## NELSON, OZZIE

The Adventures of Ozzie and

Harriet ABC-TV

## NELSON, CALPH

Du Pont Show of the Month

(Madam) Playhouse 90

(Nutteracker) (Re-turn of An

sl Gibbs)

## NICKELL, PAUL

Pursuit CBS-TV

### — O —

## O'BRIEN, RAY

All Star Golf ABC-TV

## ORENSTEIN, LEO

Encounter ABC-TV

### — P —

## PAUL, BYRON

The Verdict Is Yours

CBS-TV

## PENN, ARTHUR

Playhouse 90 CBS-TV

## PETERSON, CLIFF

The Breakfast Club ABC

## PETRIE, DANIEL

Du Pont Show of the Month

(Weathering Heights) Play

house 90 CBS-TV

## PITTMAN, MONTGOMERY

Lawman ABC-TV

## POST, TED

Westinghouse Desilu

Playhouse CBS-TV

### — R —

## REISSER, ALLEN

Playhouse 90, Westinghouse

Desilu Playhouse CBS-TV

## RICH, DAVID

Playhouse 90 CBS-TV

## RICHARDSON, DON

Wonderful World of Little Julius;

The United States Steel Hour,

CBS-TV

## ROBBIE, SEYMOUR

Musie Bingo, ABC-TV;

Top Dollar, CBS-TV

## ROBERTS, PAUL

Ma Perkins, Whispering

Streets, Happiness CBS

## ROBERTSON, LARRY

Day in Court

# DICK SCHNEIDER

DIRECTOR

NBC-TV

**ROBSON, WILLIAM N.**  
Suspense CBS

**RUBEN, AARON**  
The Phil Silvers Show 'You'll  
Never Get Rich' CBS-TV

**RUSSELL, WILLIAM**  
Perry Mason  
CBS-TV

— S —

**SALE, RICHARD**  
Yancy Derringer  
CBS-TV

**SAMETH, JACK**  
Open Hearing ABC-TV

**SANDWICK, RICHARD**  
The Edge of Night  
CBS-TV

**SATENSTEIN,  
FRANK**

Jackie Gleason Show, CBS-TV

**SCHAEFER, GEORGE**  
Gift of the Magi, Du Pont  
Show of the Month (Harvey)  
CBS-TV

**SCHAFFNER, FRANKLIN**  
Playhouse 90 CBS-TV

**SHEAR, BARRY**

**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

**SEGAL, ALEX**  
The United States Steel Hour,  
Du Pont Show of the Month  
(The Winslow Boy) CBS-TV

**SEITER, WILLIAM**  
Love That Jill ABC-TV

**SEABOURNE, PETER**  
Robin Hood, CBS-TV

**SHELDON, JAMES**  
West Point ABC-TV

**SIDARIS, WILLIAM**  
Confession ABC-TV

**SIMPSON, GARRY**

B. Feb. 16, 1919, United States;  
Wide Wide World, Armstrong  
Circle Theatre, Campbell Sound-  
stage, The Jimmy Durante Show,  
Philco Television Playhouse, The  
Ed Wynn Show, NBC

**SIODMAK, ROBERT**  
O. S. S. ABC-TV

**SKUTCH, IRA**  
Beat the Clock ABC-TV

**SMIGHT, JACK**  
Victor Borge's Comedy and  
Music  
CBS-TV

**SPOSA, LOU**  
ESP ABC-TV

**STEARNS, JOHNNY**  
Make Me Laugh ABC-TV

**STEEN, CORT**

B. July 14, 1918, Pittsburgh, Pa.;  
Voice of Firestone, Sammy Kaye's  
Music from Manhattan, ABC-TV;  
\$64,000 Question, \$64,000 Chal-  
lenge, Top Dollar, CBS-TV

**STENTA, RICHARD**  
Couple Next Door CBS

**SULLIVAN, JACK**  
Chance for Romance  
ABC-TV

**SWIFT, DAVID**  
Playhouse 90 CBS-TV

— T —

**THORPE, JERRY**  
The Walter Winchell File,  
ABC-TV; Westinghouse  
Lucille Ball-Desi Arnaz  
Shows, CBS-TV

**TOKAR, NORMAN**  
Leave it to Beaver  
ABC-TV

**TUBBS, CARL**  
The Baseball Corner  
ABC-TV

**TULLY, MONTGOMERY**  
Scotland Yard  
ABC-TV

— V —

**VALENTA,  
LEONARD F.**

B. Nov. 22, 1923, Philadelphia,  
Pa.; Big Story, NBC-TV; Studio  
One, Tales of Tomorrow, Charlie  
Wild, CBS-TV

**VINCENT, CHICK**  
Pepper Young's Family  
NBC

**VOUTSAS, GEORGE**  
Bert Parks' Bandstand; The  
Eternal Light, Pocketbook  
News  
NBC

— W —

**WALKER, ROBERT G.**  
Circus Boy  
ABC-TV

**WITNEY, WILLIAM**  
Zorro  
ABC-TV

**WEIS, DON**  
The Jack Benny Program  
CBS-TV

**WENDKOS, PAUL**  
Playhouse 90  
CBS-TV

**WEYMAN, RONALD**  
Stars of Jazz, Encounter  
ABC-TV

**WHELAN, KEN**  
For Love or Moucy  
CBS-TV

**WHORF, RICHARD**  
Gunsmoke  
CBS-TV

**WINSTON, RON**  
Playhouse 90  
CBS-TV

— Y —

**YATES, EDWARD J.**  
American Bandstand  
ABC-TV

**YURDIN, CLAY**  
Chance for Romance  
ABC-TV

— Z —

**ZIRATO, BRUNO**  
Galen Drake Show  
CBS

# HERBERT B. LEONARD

*Producer*

"THE NAKED CITY" — ABC-TV

"THE ADVENTURES OF RIN TIN TIN" — ABC-TV

"RESCUE 8" — Syndication

"CIRCUS BOY" — NBC-TV

*Co-Producer*

*in association with Screen Gems*

# RADIO-TV PRODUCERS

RADIO AND TELEVISION  
—their work during 1958

## — A —

**ABERT, PAUL**  
WTIC-TV, Hartford, Conn.

**ACKERMAN, HARRY**  
Leave It to Beaver, Tales of the Texas Rangers  
ABC-TV

**ADAME, JULIAN**  
Dig This: Talent Search  
KRGV-TV, Weslaco, Tex.

**ADAMS, STAN**  
KELP-TV, El Paso, Tex.

**ALLEN, CHUCK**  
Teen Tempos  
WLBT, Jackson, Miss.

**ALLEN, CLYDE**  
Bandstand  
WTVM, Columbus, Ga.

**ALLINGHAM, BOB**  
Easy Does It  
KVAR, Phoenix-Mesa, Ariz.

**ALMOND, PAUL**  
Encounter  
ABC-TV

**AMODEO, JOHN**  
KRQD-TV, El Paso, Tex.

**ANDERSON, WILLIAM H.**  
Zorro  
ABC-TV

**ANDREWS, CHARLES**  
Arthur Godfrey Time  
CBS, CBS-TV

## ANELIA, RITA

B. April 23, 1921, Brooklyn, N. Y.; The Intimate Side of Opera (New Series, 13 weeks)

**ANNAND, FRANK**  
WCHS, Charleston, W. Va.

**ANTHONY, JOHN**  
WITI-TV, Milwaukee, Wis.

**APPEL, DON**  
The Paul Winchell Show  
ABC-TV

**ARNAZ, DESI**  
Westinghouse Lucille Ball-Desi Arnaz Shows  
CBS-TV

**ASHLEY, IRA**  
Young Doctor Malone; Burton  
CBS

**ASTOL, LALO, Sr.**  
KCOB-TV, San Antonio, Tex.

**ATKINS, GLEN, Jr.**  
WLOS-TV, Asheville, N. C.

**AUCHINCLOSS, GORDON**  
The Johnny Pearson Show  
ABC

**AUSTIN, BOB**  
Ranger Hal  
WJXT, Jacksonville, Fla.

**AYERS, TED**  
Face the Nation  
CBS

## — B —

**BABBIN, JACQUELINE**  
Armstrong Circle Theatre  
CBS-TV

**BACH, BOB**  
What's My Line  
CBS-TV

**BAILEY, JAMES**  
Channel 3 Clubhouse  
WKZO-TV, Kalamazoo, Mich.

**BAKER, JERRY**  
KELP-TV, El Paso, Tex.

**BAKER, JIMMIE**  
Rough Riders  
ABC-TV

**BANNER, BOB**  
The Garry Moore Show, (Ginger Rogers Show (Pontiac Special))  
CBS-TV

**BENSON, LEON**  
West Point  
ABC-TV

**BERG, HAL**  
Hatchy Malatchy  
WNEP-TV, Scranton, Pa.

**BERGER, NORMAN**  
WKBN-TV, Youngstown, Ohio

**BERGSTRUM, RALPH**  
The Breakfast Club  
ABC

**BERNAL, MANUEL**  
Home Sweet Home  
KCOB-TV, San Antonio, Tex.

**BIDUS, JOHN**  
WRCV-TV, Philadelphia, Pa.

**BLACKBURN, NORMAN**  
Circus Boy  
ABC-TV

**BLACKWELL, BURT**  
WAVE-TV, Louisville, Ky.

**BLAIR, JIM**  
WBOY-TV, Clarksburg, W. Va.

**BLOOM, DAN**  
The World Tonight  
CBS

**BLUE, PAUL**  
KJLZ-TV, Denver, Colo.

**BORDEN, THOMAS**  
WTAE, Pittsburgh, Pa.

**BOWE, GEORGE**  
WTIC-TV, Hartford, Conn.

**BOWLES, KEN**  
KRGP-TV, Chattanooga, Tenn.

**BOYD, MILTON**  
WHEB-TV, Rock Island, Ill.

**BRADDOCK, ART**  
WJTV, Jackson, Miss.

**BRADY, BEN**  
Perry Mason  
CBS-TV

**BREEN, MIKE**  
WSYR-TV, Syracuse, N. Y.

**BRESLER, JERRY**  
The Merv Griffin Show  
ABC

**BRICKEN, JULES**  
Lux—Schlitz Playhouse  
CBS-TV

**BROCK, PARA LEE**  
4-H Hour  
WAGA-TV, Atlanta, Ga.

**BRODKIN, HERBERT**  
Playhouse 90  
CBS-TV

**BROOKS, BRUCE**  
KRQD-TV, El Paso, Tex.

**BROOKS, RAY**  
The 4 Sharps  
WHTS-TV, Bluefield, W. Va.

**BROWN, HI**  
The Affairs of Dr. Gentry, Five Star Matinee, Don Ameche's Real Life Stories  
NBC

**BROWN, ORVAL**  
TV News Digest  
KSBY-TV, San Luis Obispo, Calif.

**BROWN, PEN**  
KFBB-TV, Great Falls, Mont.

**BRUESS, ROBERT**  
WSAU-TV, Wausau, Wis.

**BRYANT, JEANICE**  
WABL-TV, Bangor, Me.

**BUCK, JULES**  
O. S. S.  
ABC-TV

**BURDICK, JERRY**  
Bob Brandy Time  
WTVC, Chattanooga, Tenn.

**BURNETT, MURRAY**  
Chance for Romance  
ABC-TV

**BURR, EUGENE**  
The Verdict Is Yours  
CBS-TV

## — C —

**CAPSTAFF, AL**  
Monitor, Nightline, NBC  
Image Series  
NBC

**CARLIN, STEVE**  
Top Dollar  
CBS-TV

**CARLTON, CARL**  
Princess Mary's Castle  
WEKB, Chicago, Ill.

**CARNEY, JOSEPH**  
Jazz Party  
KMSP-TV, Minneapolis, Minn.

**CARR, PAUL**  
Bingo at Home  
KLOR-TV, Provo, Utah

**CARVER, JACK**  
KLZ-TV, Denver, Colo.

**CATES, GILBERT**  
B. June 6, 1933, New York City; Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

**CHAMBERLAIN, CRAN**  
You Asked For It  
ABC-TV

**CHAMPION, BOB**  
Poney  
WSOC-TV, Charlotte, N. C.

**CHARLES, GEORGE**  
The Oldsmobile Show  
ABC-TV

**CHERKEZIAN, NAZARET**  
Eye on New York  
WCBS-TV, New York, N. Y.

**CHRISTENSEN, JAMES A.**  
WBEW-TV, Buffalo, N. Y.

**CHUMLEY, RAY**  
Circle 3 Ranch  
WRGP-TV, Chattanooga, Tenn.

**CHUN, CLARENCE**  
Televi Digest  
KONA-TV, Honolulu, Hawaii

**CLAVER, ROBERT E.**  
Captain Kangaroo  
CBS-TV

**CLAWSON, GRANT R.**  
KSL-TV, Salt Lake City, Utah

**CLEARY, JOHN**  
"The G-E College Bowl"  
CBS-TV

**COBB, DENNIS**  
WXEX-TV, Petersburg-Richmond, Va.



ANN MARLOWE

Producer-Packager

Jaime del Valle



"THE LINEUP"

"SAN FRANCISCO BEAT"

## RADIO-TV PRODUCERS

**COE, FRED**  
Playhouse 90  
CBS-TV

**COHAN, PHIL**  
The Guy Mitchell Show  
ABC-TV

**COHAN, ALBERT J.**  
The Ann Sothern Show  
CBS-TV

**COLE, SIDNEY**  
Robin Hood  
CBS-TV

**COLERAN, BILL**  
The Bing Crosby Show  
ABC-TV

**COLLIER, WALT**  
5 Star Final  
KSYD-TV, Wichita Falls,  
Tex.

**COLLIGAN, JIM**  
The Baseball Corner  
ABC-TV

**COLLYER, BUD**  
Beat the Clock  
ABC-TV

**COLVIN, JERRY**  
Refreshment Time  
KPBS-TV, Shreveport, La.

**CONGER, WILLIAM**  
KMSO-TV, Missoula, Ont.

**CONKLIN, HARTWELL**  
WLOF-TV, Orlando, Fla.

**CONNELLY, JOE**  
Leave it to Beaver  
ABC-TV

**COOLEY, LEE**  
Perry Como Show, NBC-TV; "Big  
Record," CBS-TV

**CORNER, MERLE**  
Fictional News Review  
WHIO-TV, Dayton, Ohio

**COSTELLO, ROBERT**  
Armstrong Circle Theatre  
CBS-TV

**COUGHLIN, ALFRED**  
The Merv Griffin Show  
ABC

**CRAFT, JAMES**  
KNOE-TV, Monroe, La.

**CROSS, PERRY**  
"County Fair," NBC-TV

**CROTHERS, GEORGE**  
Invitation to Learning  
CBS

### — D —

**DAUGHERTY, DUFF**  
Rainbow House  
KONA-TV, Honolulu, Hawaii

**DAUGHERTY, JEAN**  
Magic Toy Shop  
WHEN-TV, Syracuse, N. Y.

**DAVID, RUSS**  
Fun Fare  
KSD-TV, St. Louis, Mo.

**DAVIS, WALT**  
4:30 Hop  
KTSM-TV, El Paso, Tex.

**DEL VALLE,  
JAIME**

B. Jan., 19, 1910, Los Angeles,  
Calif.; The Line Up, San Fran-  
cisco Beat, CBS-TV; Film Sales

**DeMET, PETER**  
All-Star Golf  
ABC-TV

**DESSART, GEORGE**  
WCAU-TV, Philadelphia, Pa.

**DEVENDORF, DON**  
WSAV-TV, Savannah, Ga.

**DIETRICH, GARTH**  
Timex All-Star Jazz Show,  
CBS-TV

**DISNEY, WALT**  
Walt Disney's Adventure  
Time; Zorro; Mickey Mouse  
Club  
ABC-TV

**DOLAN, JAMES M.**  
Sports Time  
CBS

**DOLMAS, GEORGE**  
The News Eye  
KSYD-TV, Wichita Falls,  
Tex.

**DONLON, ED**  
The Johnny Evans Show  
WIS-TV, Columbia, S. C.

**DUDDY, LYN**  
The Merv Griffin Show  
ABC

**DUFF, GORDON**  
Playhouse 90 (Time of Your  
Life); Du Pont Show of the  
Month (Hasty Heart)  
CBS-TV

**DUNHAM, WALLY**  
This is Music  
ABC-TV

**DUTCHER, BILL**  
WMT-TV, Cedar Rapids, Iowa

### — E —

**EDELMAN, LOUIS F.**  
The Adventures of Jim  
Bowie, The Life and Legend  
of Wyatt Earp, ABC-TV  
The Danny Thomas Show,  
CBS-TV



**CLARK JONES**

PRODUCER — DIRECTOR



**RICHARD D. HEFFNER**

PRODUCER-MODERATOR

"OPEN MIND"

WRCA-TV



# RADIO-TV PRODUCERS

## EDWARDS, RALPH

B June 13, Merino, Colo.,  
This Is Your Life, NBC-TV

### EDWARDS, SUE

Romper Room  
WTYN-TV Columbus, Ohio

### ELLSWORTH, WHITNEY

Supertan  
ABC-TV

### END, JACK

WROC-TV Rochester, N. Y.

### ENDICOTT, BILL

KFNT-TV Tacoma, Wash

### ENGLANDER, ROGER

New York Philharmonic  
Young People's Concerts  
CBS-TV

### EPSTEIN, JON

Adventure at Scott Island  
ABC-TV

### EWING, ED

Wrestling  
WDBJ-TV Roanoke, Va.

## — F —

### FANNING, BILL

KOMO-TV Seattle, Wash

## FARREN, JACK

Concentration, Bob Smith Show,  
NBC-TV, Windy Dink & You,  
CBS-TV

### FASSETT, JIM

The New York Philharmonic  
The Cleveland Orchestra CBS

### FAYES, GIL

What's My Line, I've Got A  
Secret, To Tell the Truth  
CBS-TV

### FEDDERSON, DON

The Betty White Show,  
ABC-TV The Millionaire  
CBS-TV

### FELDMAN, CHESTER

I've Got A Secret  
CBS-TV

### FENNELLA, VINCENT M

Trackdown  
CBS-TV

### FENNELLA, VINCENT M

Trackdown  
CBS-TV

### FENTRESS, JACK

KNOE-TV Monroe, La.

### FIELDS, RALPH

Wonderful Town  
CBS-TV

### FISHER, CHARLES

As the World Turns  
CBS-TV

### FITZPATRICK, TOM

WNYR-TV Syracuse, N. Y.

### FLACK, DON

WPTV Palm Beach, Fla.

### FLETCHER, VIC

WEER-TV Peoria, Ill.

### FLETTRICH, TERRY

Cap'n Sam — Middy  
WDSU-TV New Orleans  
La.

### FOREHAND, JACK

Pepsi-Cola Merry-Go-Round  
WECP, Wilmington, N. C.

## FORREST, RAY

Children's Theatre, WRCA-TV

### FOWLES, KEITH

WAGM-TV Presque Isle, Me.

### FRAMER, WALT

For Love or Money  
CBS-TV

### FREDERICKS, JACK

Good Living

WKTE Ulica, N. Y.

### FREEMAN, DOUGLAS

WRVA-TV, Richmond, Va.

### FREEMAN, EVERETT

Bachelor Father  
CBS-TV

### FREESE, JACK

WPTV Palm Beach, Fla.

### FRIENDLY, FRED W.

"Small World"  
CBS-TV

### FRIERSON, BOB

Talk Back

WIS-TV Columbia, S. C.

### FRAVER, ROBERT

Wonderful Town  
CBS-TV

## — G —

### GALLU, SAM

Navy Log  
ABC-TV

### GARDEN, WILLIAM A.

Notre Dame Football  
WNDL-TV South Bend, Ind.

### GARDNER, ARTHUR

The Rifleman  
ABC-TV

### GARNER, JAMES

WDEF-TV Chattanooga  
Tenn.

### GASSETT, CHARLES

Major Mears  
WTVM Columbus, Ga.

### GEORGE, DICK

News & Weather  
WMAZ-TV Macon, Ga.

### GERECHT, MARIE

At Home with Kitty  
WWLP Springfield, Mass.



**PERRY CROSS**

Executive Producer

"COUNTY FAIR"

NBC-TV



**RAY FORREST**

PRODUCER-HOST

CHILDREN'S THEATRE

WRCA-TV

**GINGELL, GEORGE**  
Chattahoochee RFD  
WRBL-TV, Columbus, Ga.

**GLIDDEN, EDITH**  
Especially For You  
WOC-TV, Davenport, Iowa

**GOLDEN, ROBERT**  
Lassie  
CBS-TV

**GOLDMAN, ROBERT**  
Seven Lively Arts  
CBS-TV

**GOLTZ, SIDNEY C.**  
All-Star Golf  
ABC-TV

**GOODELL, JOHN**  
People Are Funny  
NBC

**GOTTLIEB, ALEX**  
The Gale Storm Show,  
CBS-TV; Love That Jill,  
ABC-TV

**GRAHAM, LEWIS**  
Ted Mack and the Original  
Amateur Hour  
CBS-TV

**GRANET, BERT**  
Westinghouse Lucille Ball —  
Desi Arnaz Shows, CBS-TV;  
The Walter Winchell File,  
ABC-TV

**GRAVES, JIM**  
At Home with Rozell  
WRBL-TV, Columbus, Ga.

**GREEN, FRANK**  
WLVA-TV, Lynchburg, Va.

**GREEN, JOHN B.**  
Art Carney Meets 'Peter and  
the Wolf'  
ABC-TV

**GRUENBERG,  
AXEL**

"This Is Your Life," NBC-TV

**GUEDEL, JOHN**  
Art Linkletter's House Party  
CBS, CBS-TV; Anybody Can  
Play, ABC-TV

**GUTIERREZ, HENRY H.**  
KGNS-TV, Laredo, Tex.

— H —

**HALL, ALLEN**  
Moviehouse; Standout  
WLW-I, Indianapolis, Ind.

**HALL, CHARLES**  
Saturday Night Jamboree  
WSAZ-TV, Huntington, W.  
Va.

**HAMILTON, JOE**  
The Garry Moore Show  
CBS-TV

**HAMMERSTEIN, WILLIAM**  
Arthur Godfrey Show  
CBS-TV

**HANCE, WILEY**  
Small Explosion  
ABC-TV

**HANSCHMAN, NANCY**  
The Leading Question  
CBS

**HANSEN, LLOYD**  
KQVR-TV, Stockton, Calif.

**HARMS, JOHN**  
WCSE-TV, Portland, Me.

**HARPOLE, JIMMIE**  
WJTV, Jackson, Miss.

**HARRISON, JOAN**  
Alfred Hitchcock Presents  
CBS-TV

**HART, WALTER**  
The Couple Next Door  
CBS

**HAYS, GENE**  
KTVU, San Francisco-  
Oakland, Calif.

**HAZARD, STU**  
Flinty's Attic  
WJLM TV, Lansing, Mich.

**HEATER, MERRILL**  
Top Dollar  
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 Firestone  
ABC-TV

**HENRY, FRED**  
The Librace Show, The  
Betty White Show, ABC-TV

**HENRY, JIM**  
Kids Korner  
KQTV, Sioux City, Iowa

**HERRIDGE, ROBERT**  
Seven Lively Arts  
CBS-TV

**HEYWARD, DEKE**  
The Dick Clark Show  
ABC-TV

**HILL, EARL**  
Cartoon Corners  
KTBS-TV, Shreveport, La.

**HOBIN, BILL**  
Timex All-Star Jazz Show,  
Phil Silvers on Broadway,  
CBS-TV; The Pat Boone Chevy  
Showroom  
ABC-TV

**HOLLANDER, JEAN**  
Beat the Clock  
ABC-TV

**HOLLENBECK, BILL**  
Nighthawk  
XETV, San Diego, Calif.

**Jack Farren**

Producer

**CONCENTRATION**

NBC-TV

**AXEL GRUENBERG**

PRODUCER

for

RALPH EDWARDS'

"THIS IS YOUR LIFE"

NBC-TV

# RADIO-TV PRODUCERS

**HOOK, ARTHUR**  
News, Tami's Time, Club 21  
WPTA, Fort Wayne, Ind.

**HOREL, SAM**  
Teen Age DanceTime  
KV1Q-TV, Eureka, Calif.

**HORWICH, DR. FRANCES**  
Ding Dong School  
WGN-TV, Chicago, Ill.

**HORWITZ, HOWIE**  
77 Sunset Strip  
ABC-TV

**HOUGHTON, V. E. JR.**  
Men with a Camera  
ABC-TV

**HOUSEMAN, JOHN**  
Playhouse 90, Seven Lively  
Arts CBS-TV

**HOWELL, CLIFF**  
Amos 'n' Andy Music Hall  
CBS

**HUDSON, HAL**  
Dick Powell's Zane Grey  
Theatre CBS-TV

**HUGGINS, ROY**  
77 Sunset Strip, Maverick,  
Cott 45, ABC-TV

**HUMMERT, ANN**  
Romance of Helen Trent CBS

**HUMMERT, FRANK**  
Romance of Helen Trent  
CBS

**HUNTER, HARRY**  
Norman Ross and Poesimile  
WBKB, Chicago, Ill.

— J —

**JACKSON, GAIL PATRICK**  
Perry Mason  
CBS-TV

**JAMPFEL, CARL**  
Mother's Day  
ABC-TV

**EDGAR PETERSON**

EXECUTIVE PRODUCER

CBS-TV

**JANIS, HAL**  
Sid Caesar Invites You  
ABC-TV

**JENSEN, BYRON**  
Guest Book  
KLOB-TV, Provo, Utah

**JOHNSON, BOB**  
KELO-TV, Sioux Falls, S. D.

**JOHNSON, JOHNNY**  
WAPI-TV, Birmingham, Ala.

**JOHNSTONE, JACK**  
Yours Truly, Johnny Dollar  
CBS

**JONES, CLARK R.**  
B. April 10, 1920, Clearfield,  
Pa.; Perry Como Show, NBC-TV;  
The Patrice Munsel Show, ABC-  
TV

**JONES, ED**  
Cap'n Ken's Showboat  
WOC-TV, Davenport, Iowa

**JOYCE, ROBERT M.**  
Commodore Bob Show  
WMPW-TV, Poland Spring,  
Me

**KAISER, ROBERT**  
Downtown  
WTFE-TV, Wheeling, W.  
Va.

**KEMP, JAY**  
KOOL-TV, Phoenix, Ariz.

**KILEY, JOSEPH**  
Forrest Willis Show  
WTRI, Albany, N. Y.

**KINBERG, JUD**  
Seven Lively Arts  
CBS-TV

**KLEIBACKER, F.R.**  
WELC, Pittsburgh, Pa.

— K —

**KLEIN, LEWIS**  
Cowtown Rodeo  
ABC-TV

**KNUDHOLT, EDWARD**  
WKNX-TV, Saginaw, Mich.

**KONDOLF, GEORGE**  
The United States Steel Hour  
CBS-TV

**KOPLOS, GEORGE**  
WBDF-TV, Rock Island, Ill.

**KORNER, PETER**  
Pursuit  
CBS-TV

— L —

**LACKNER, ED**  
KOMO-TV, Seattle, Wash.

**LAFFERTY, PERRY**  
Your Hit Parade  
CBS-TV

**LANTZ, WALTER**  
Woody Woodpecker  
ABC-TV

**LASSALLY, PETER**  
Nightline  
NBC

**LAYNE, GEORGE**  
WKRG-TV, Mobile, Ala.

**LEARY, JOHN**  
WRCV-TV, Philadelphia, Pa.

**LEHR, MILTON H.**  
Caribe Motors Shows  
WKAQ-TV, San Juan, P. R.

**LEICHTNER, FRITZ**  
Spinach Playhouse  
WSAZ-TV, Huntington, W.  
Va.

**LENOY, DON**  
Umbrella Weekend  
WCAU-TV, Philadelphia, Pa.

*Lee Cooley*

EXECUTIVE DIRECTOR  
OF PROGRAMS

PARAMOUNT TELEVISION  
PRODUCTIONS  
HOLLYWOOD

## RADIO-TV PRODUCERS

### LEONARD, HERBERT B.

The Adventures of Rin Tin Tin,  
NBC-TV; Naked City, ABC-TV

#### LESSER, JULIAN

Bold Journey  
ABC-TV

#### LEVY, JULES

The Rifleman  
ABC-TV

#### LEVY, PARKE

December Bride  
CBS-TV

#### LEWINE, RICHARD

Du Pont Show of the Month  
(Aladdin) CBS-TV

#### LEWIS, BOB

WEBQ-TV, Memphis, Tenn.

#### LEWIS, RALPH

WFMY-TV, Greensboro,  
N. C.

#### LITTELL, BLAINE

The World Tonight  
CBS

#### LJUNGH, ESSE W.

Encounter  
ABC-TV

#### LLOYD, TED

My True Story  
NBC

#### LOOS, MARY

Yancy Derringer  
CBS-TV

#### LOUTHER, JOHN

Sunday  
WVET-TV, Rochester, N. Y.

#### LUM, GEORGE

Ted Randal Show  
KPIX, San Francisco, Calif.

#### LUSCHER, DICK

WJZ-TV, Baltimore, Md.

#### LUTZ, SAM

The Plymouth Show, starring  
Lawrence Welk

### — Mc —

#### McCOURT, BOB

Kilgo's Kanteen  
WSOC-TV, Charlotte, N. C.

#### McDONALD, AL

Pun Wagon  
KOTA-TV, Rapid City S. D.

#### McDONNELL, NORMAN S.

Gunsmoke, Have Gun, Will  
Travel CBS

#### McGARRETT, GEORGE

The Jim Backus Show  
ABC

#### McGAW, BILL

KDKA-TV, Pittsburgh, Pa.

#### McKAY, DOUGLAS

Howard Miller Program  
CBS

#### McKENNA, JACK

WDSM-TV, Duluth, Minn.

#### McNULTY, JACK

WDSM-TV, Duluth, Minn.

#### McNULTY, GERARD

WSUN-TV, St. Petersburg,  
Fla.

### — M —

#### MacDONNELL, NORMAN

Gunsmoke  
CBS-TV

#### MacKENZIE, BLAIR

WVEC-TV, Hampton-Norfolk,  
Va.

#### MacKENZIE, MURDO

Rusty Draper Show  
CBS

#### MacNEILL, JOHN

Pepsi-Cola Merry-Go-Round  
WECT, Wilmington, N. C.

#### MAMMARELLA, TONY

American Bandstand  
ABC-TV; WFIL-TV,  
Philadelphia, Pa.

#### MANNERS, SAM

Naked City  
ABC-TV

#### MANULIS, MARTIN

Playhouse 90  
CBS-TV

#### MARCUS, HELEN

Beat the Clock  
ABC-TV

#### MARION, IRA

Disaster! The Noble Challenge  
ABC

#### MARKS, HILLIARD

The Jack Benny Program  
CBS-TV

### MARLOWE, ANN

B. July, New York City, N. Y.

#### MARLOWE, MICHAEL

Capitol Cloakroom  
CBS

#### MARRER, FR. ROBERT

The Greatest of These  
WSTV-TV, Steubenville,  
Ohio

#### MARRINAN, PAT

Spotlight on Youth  
KHJ-TV, Los Angeles, Calif.

#### MARTIN, DOUG

WOHS, Charleston, W. Va.

#### MAYS, HERSHEL

Big 10 Jamboree

KTUE, El Dorado, Ark.

#### MEYER, HARLAN

WREX-TV, Rockford, Ill.

#### MILLER, BILL

RONO-TV, San Antonio, Tex.

#### MILLER, CHARLES

KMOX-TV, St. Louis, Mo.

#### MILLS, TED

The Oldsmobile Show  
ABC-TV

#### MITTLEMAN, RICK

You Asked for It  
ABC-TV



## GIL CATES

Producer — Director

# RADIO-TV PRODUCERS

**MONROE, HOWARD**  
Party Time  
WBTV, Florence, S. C.

**MONTAGNE, EDWARD J.**  
The Phil Silvers Show  
You're Never Get Rich  
CBS-TV

**MORGAN, BOB**  
Stunt Wrestling  
WVCV, Chattanooga, Tenn.

**MORGAN, LEO**  
ESP  
ABC-TV

**MORSE, CARLTON**  
The Woman in My House,  
Our Man's Family  
NBC

**MOSHER, BOB**  
Lava H to Beaver  
ABC-TV

**MULLIGAN, GENE**  
KFTV, San Francisco-  
Oakland, Calif.

**MULVAE, WILLIAM**  
WEFG-TV, Altoona, Pa.

**MURROW, EDWARD R.**  
"Sondil World"  
CBS-TV

**MUSIELLO, FRANK**  
The Peter Lind Hayes Show  
ABC-TV

## — N —

**NAAR, JOSEPH T.**  
Lola - Schlitz Playhouse  
CBS-TV

**NAZE, STAN**  
WSAU-TV, Wausau, Wis.

**NELSON, DOLPH**  
Anybody Can Play  
ABC-TV

**NELSON, LEE**  
WABI-TV, Bangor, Me.

**NELSON, NOD**  
WAPI-TV, Birmingham, Ala.

**NELSON, OZZIE**  
The Adventures of Ozzie and  
Harriet  
ABC-TV

**NELSON, RALPH**  
The Point Show of the Month  
(Hampden)  
CBS-TV

**NEMSER, SANDRA**  
Answer, Please!  
CBS

**NEWMAN, JACK**  
WKXA-TV, Saginaw, Mich.

**NEWSOME, LOUIS**  
WNET, Greenville, N. C.

**NICHOLS, BILL**  
The United States Steel Hour  
CBS-TV

**NICHOLSON, MAC**  
WNET, Greenville, N. C.

**NIENEN, MATT**  
Bowling Stars  
ABC-TV

**NOBLE, FRED**  
Ty Cobb Show  
KRGV-TV, Westaco, Tex.

**NOEL, KEN**  
Ann Allen Show  
KFJZ-TV, Fort Worth, Tex.

## — O —

**O'DELL, GENE**  
WLW-L, Indianapolis, Ind.

**ORENSTEIN, LEO**  
Encounter  
ABC-TV

**ORR, WILLIAM T.**  
Columbia, Cheyenne, Maverick,  
Sugarfoot, ABC-TV

**OSBORN, BOB**  
WOW-TV, Ogden, Neb.

**OSMAN, HARRY**  
WBUC-TV, Philadelphia, Pa.

**OVERLANDER, BOB**  
WSAV-TV, Savannah, Ga.

**OWEN, TONY**  
The Donna Reed Show  
ABC-TV

## — P —

**PARON, MARIO**  
Show Laddys  
WRAQ-TV, San Juan, P. R.

**PACKER, PETER**  
Loy - Schlitz Playhouse  
CBS-TV

**PALMER, SI**  
BOA-TV, Denver, Colo.

**PARKER, CLAYDE**  
Little Rock Toggys  
KARK-TV, Little Rock, Ark.

**PARRIS, JACK**  
WBRF, Flint, Mich.

**PATTON, DON**  
Oscar Levant Show  
KJL-TV, Los Angeles, Calif.

**PEPIN, LEO**  
The Adventures of Ozzie and  
Harriet, ABC-TV

## PETERSON, EDGAR

B. Jan. 12, 1913, Mobile, Ala.;  
Executive Producer, CBS-TV,  
Hollywood

**PETTA JOHN, JAMES M.**  
WRCV-TV, Philadelphia, Pa.

**PINCUS, IRVING**  
The Real McCoys  
ABC-TV

**PINCUS, NORMAN**  
The Real McCoys  
ABC-TV

**PITTMAN, FRANK**  
Tombstone Territory  
ABC-TV

**POLLACHEK, CHARLES**  
The Edge of Night  
CBS-TV

**POOLE, BURNELL JR.**  
WSSH-TV, Portland, Me.

**POOLE, JACK**  
Premiere Theatre  
WEAT-TV, W. Palm Beach,  
Fla.

**POOLE, LANN**  
Johns Hopkins Film  
ABC-TV

**PORTER, STAN**  
WIBQ-TV, Memphis, Tenn.

**POSS, STANLEY**  
The Jackie Gleason Show  
CBS-TV

**PRATT, JAMES**  
Walt Disney Presents  
ABC-TV

**PRATT, PAUL**  
KTEL-TV, Tulsa, Okla.

**PRYOR, WALLA**  
Now Dig This  
KTEC-TV, Austin, Tex.

## — Q —

**QUENELLE, TOM**  
WPMY-TV, Greensboro, N. C.

## — R —

**RAINGER, DAN**  
KFTV, Salt Lake City, Utah

**RAND, DICK**  
Karpooz Karpooz  
KREX-TV, Anchorage, Alaska

**RASKY, HARRY**  
The Last Word  
CBS

**REEVES, CHUCK**  
The Dick Clark Show  
ABC-TV

**RICHARD, HARRY**  
Open House  
WAXT, Jacksonville, Fla.

**RICHARDS, ALDEN H.**  
KSL-TV, Salt Lake City, Utah

**RITCHER, DICK**  
WBOY-TV, Clarksburg, W.  
Va.

**ROACH, HAL JR.**  
Telephonic Time, Love That  
Jul, ABC-TV

**ROBERTS, PAUL**  
Ma Perkins, Right to Happi-  
ness, Whispering Streets  
CBS

**ROBERTS, WILLIAM**  
The Donna Reed Show  
ABC-TV

**ROBINSON, EMMETT**  
WCSB-TV, Charleston, S. C.

**ROBINSON, JOHN**  
Wanted - Dead or Alive  
CBS-TV

**ROBSON, WILLIAM N.**  
Suspense  
CBS

**ROBY, HOWARD**  
WTYN-TV, Columbus, Ohio

**ROCKLAND, FRED**  
WLW-L, Indianapolis, Ind.

**RODIN, GIL**  
The Liberace Show  
ABC-TV

**ROGERS, TOMMY**  
On The Record  
KFSM-TV, El Paso, Tex.

**ROLFE, SAM**  
Have Gun, Will Travel  
CBS-TV

**ROMIG, JERRY**  
Saturday Session  
WDSB-TV, New Orleans, La.

**ROOT, JOE**  
Rampier Room  
WLEF, Jackson, Miss.

**ROSENTHAL, MORT**  
WDAU-TV, Scranton, Pa.

**ROWE, BOB**  
Play Your Hunch  
CBS-TV

**ROWELL, GLENN**  
Fun Wagon  
KOTV-TV, Rapid City, S. D.

**RUSSELL, CHARLES W.**  
Pursuit  
CBS-TV

## — S —

**SABOEF, ROBERT**  
Bet Parks' Bandstand  
NBC

**SALE, RICHARD**  
Vagay Demme  
CBS-TV

**SANDERS, MARLENE**  
WNEW-TV, New York, N. Y.

**SANICOLA, HENRY W.**  
The Frank Sinatra Show  
ABC-TV

**SAWYER, JACK**  
WMBD-TV, Peoria, Ill.

**SCHAEFER, GEORGE**  
Gift of the Moxie  
CBS-TV

**SCHAEFER, BOB**  
The Chevy Showroom  
ABC-TV

**SCHERER, JULES**  
Lawman  
ABC-TV

**SCHMUTZ, FRED**  
Parsons Should Know  
KARK-TV, Little Rock, Ark.

**SCHOTZIN, HARRY**  
Buddy Deane  
WJZ-TV, Baltimore, Md.

**SCHUFELT, ROBERT**  
KVAL-TV, Eugene, Ore.  
Weekend

# RADIO-TV PRODUCERS

**SCHWARZ, RAY**  
WJET, Flint, Mich.

**SCIOSCIA, MIKE**  
WXEX-TV, Petersburg-Richmond, Va.

**SCOTT, ED**  
Sheriff Scotty  
KBTB, Denver, Colo.

**SCOTT, STU**  
Stu & George  
KVIQ-TV, Eureka, Calif.

**SCRUBY, BRIAN**  
WMBD-TV, Peoria, Ill.

**SEARLES, NORM**  
WROC-TV, Rochester, N. Y.

**SEINFELD, JONAL**  
Tales of the Texas Ranger  
ABC-TV

**SELDEN, ALBERT**  
"Little Women"  
CBS-TV

**SELF, WILLIAM**  
The Frank Sinatra Show  
ABC-TV

**SELIGMAN, SELIG J.**  
Day in Court  
ABC-TV

**SHERCK, PHIL**  
Peggy's Playhouse  
WJLM-TV, Lansing, Mich.

**SHERMAN, ALLAN**  
Victor Borge's Comedy and Music, Phil Silvers on Broadway  
CBS-TV

**SHEVELOVE, BURT**  
Art Carney Meets 'Peter and the Wolf'  
ABC-TV

**SHOOK, DEL**  
Top O' Mornin', Panorama,  
WDBJ-TV, Roanoke, Va.

**SIDDONS, HEYWARD**  
KOA-TV, Denver, Colo.

**SILVER, ARTHUR W.**  
Cheyenne  
ABC-TV

**SIMON, GEORGE**  
Timex All-Star Jazz Show  
CBS-TV; Sammy Kaye's Music from Manhattan, ABC-TV

**SIMMONS, ED**  
Just Entertainment  
CBS

**SINGER, AL**  
Name That Tune  
CBS-TV

**SISK, ROBERT F.**  
The Life and Legend of Wyatt Earp

**SLOCUM, KENT**  
Weather  
KVTB, Sioux City, Iowa

**SMART, DAVE**  
Jana Demas Show  
WHIO-TV, Dayton, Ohio

**SMIGHT, JACK**  
Victor Borge's Comedy and Music, CBS-TV

**SMITH, SID**  
Teenage Downbeat  
WBAP-TV, Fort Worth, Tex.

**SNOWDEN, ALEC**  
Seotland Yard  
ABC-TV

**SOBOL, EDWARD**  
The Plymouth Show, starring Lawrence Welk  
ABC-TV

**SOTHAM, JOHN**  
Country Junction  
WLAC-TV, Nashville, Tenn.

**SOUVAINE, GERALDINE**  
Metropolitan Opera  
CBS

**SPANOS, DICK**  
Wonders of Archery  
KGUN-TV, Tucson, Ariz.

**SPARKS, ROBERT**  
Bachelor Father, Have Gun, Will Travel  
CBS-TV

**SPIVEY, SAM**  
Auburn Football  
WSFA-TV, Montgomery, Ala.

**STAGG, JERRY**  
Telephone Time  
ABC-TV

**STAPP, JACK**  
The Jim Reeves Show  
ABC

**STEARNS, JOHNNY**  
Make Me Laugh, Music Bingo, ABC-TV; The Herb Oscar Anderson Show, ABC

**STECK, RICHARD II**  
WLOF-TV, Orlando, Fla.

**STEMBRIDGE, JIMMIE A.**  
Flat & Scruggs  
WTWV, Tupelo, Miss.

**STENTA, RICHARD**  
Mich Miller Show  
CBS

**STOKEY, MIKE**  
Pantomime Quiz  
ABC-TV

**STRAND, PETER**  
WXYZ-TV, Detroit, Mich.

**SUSSKIND, DAVID**  
Du Pont Show of the Month  
CBS-TV

**SUTTON, T. J.**  
CKLW-TV, Detroit, Mich.

## — T —

**TAMBER, SID**  
The Big Payoff  
CBS-TV

**TARCHER, JEREMY**  
WNEW-TV, New York, N. Y.

**TATELMAN, HARRY**  
Sugarfoot  
ABC-TV

**THOMAS, FRAZIER**  
Garfield Goose  
WGN-TV, Chicago, Ill.

**THOMAS, JERRY**  
The Adventures of Rin Tin Tin  
ABC-TV

**THORNTON, PHILIP J.**  
Charlie Dugdale Show  
KPIX, San Francisco, Calif.

**THRALL, DICK**  
KDKA-TV, Pittsburgh, Pa.

**TIMMONS, DAVID**  
Curriculum Studies  
WBAP-TV, Fort Worth, Tex.

**TRENT, RAY**  
KDOB-TV, Lubbock, Tex.

**TRIPP, PAUL**  
On the Carousel  
WCBS-TV, New York, N. Y.

**TROCAINE, FRANCES**  
What's My Line  
CBS-TV

**TURET, LARRY**  
WITI-TV, Milwaukee, Wis.

**TURNER, CLAYTON**  
Nightmare  
KFJZ-TV, Fort Worth, Tex.

## — U —

**UNGER, MAURICE**  
West Point Rough Riders  
ABC-TV

**UTLEY, JOHN**  
WOWL-TV, Florence, Ala.

**UTTAL, WARREN**  
WLVA-TV, Lynchburg, Va.

## — V —

**VEST, DON**  
Religious programs  
WRVA-TV, Richmond, Va.

**VINCE, JOHN**  
WTAE, Pittsburgh, Pa.

**VINCENT, CHICK**  
Pepper Young's Family  
NBC

## — W —

**WADE, EDGAR**  
Space Ship C-8  
WBTW, Florence, S. C.

**WAGNER, JAMES**  
Stars of Tomorrow  
WARD-TV, Johnstown, Pa.

**WAKE, ARNOLD**  
KOOL-TV, Phoenix, Ariz.

**WALD, BOB**  
For Love or Money  
CBS-TV

**WALSH, BILL**  
Walt Disney's Adventure Time  
Mickey Mouse Club  
ABC-TV

**WALTERS, BOBBY**  
Moonmist  
WIS-TV, Columbia, S. C.

**WARD, DEL**  
WMAZ-TV, Macon, Ga.

**WATSON, PAUL**  
Patty Line  
WSFA-TV, Montgomery, Ala.

**WEBB, BILL**  
You Asked for It  
ABC-TV

**WEEDMAN, SID**  
Romper Room; Kindergarten College  
WLW-I, Indianapolis, Ind.

**WELLS, DOUG**  
KTHV, Little Rock, Ark.

**WHITE, ANDY**  
Tombstone Territory  
ABC-TV

**WHITE, LAWRENCE**  
Sammy Kaye's Music from Manhattan, ABC-TV; Timex All-Star Jazz Shows, CBS-TV

**WHITMAN, ROGER G.**  
"Man Around the House"  
CBS

**WILKISON, GORDON**  
Woman's World  
KTBC-TV, Austin, Tex.

**WILLIAMS, BILL**  
Popeye  
WLAC-TV, Nashville, Tenn.

**WILLIAMS, ROBERT**  
Fun Time  
WCBI-TV, Columbus, Miss.

**WILSON, GEORGE**  
Nine Teen Time  
WSTV-TV, Steubenville, Ohio

**WILSON, JOE**  
House Call  
WVET-TV, Rochester, N. Y.

**WOLAS, EVA**  
Pursuit  
CBS-TV

**WOLF, HERB**  
Keep Talking  
CBS-TV

**WRIGHT, JAY**  
Salt Lake City Tabernaee Choir and Organ Program  
CBS

**WYATT, JACK**  
Confession  
ABC-TV

**WYLLIE, MARY LOU**  
KTUL-TV, Tulsa, Okla.

## — Y —

**YAWS, HOWARD**  
KONO-TV, San Antonio, Tex.

## — Z —

**ZIRATO, BRUNO JR.**  
Galen Drake  
CBS



**PAUL TAUBMAN**  
**MUSICAL DIRECTOR**

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*“DOUGH RE MI”*

*“EDGE OF NIGHT”*

*“CONCENTRATION”*

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# MUSICAL DIRECTORS

## RADIO AND TELEVISION

—their work during 1958

### — A —

**ABBOTT, DONALD, V.**  
KWWL, Waterloo, Iowa

**ADEMY, JOHN**  
WBIG, Greensboro, N. C.

**AGA, ROGER**  
KXRA, Alexandria, Minn.

**ALEMAN, JOE**  
KPRL, Paso Robles, Calif.

**ALEXANDER, VAN**  
The Guy Mitchell Show  
ABC-TV

**ALLEN, BOB**  
KLEP, Oklahoma City, Okla.

**ALLEN, DUANE**  
KRFO, Owatonna, Minn.

**ALLEN, JAMES**  
WTUS, Jackson, Tenn.

**ALLISON, BRETT**  
KRBC, Abilene, Tex.

**ANDERSON, AL**  
KGOS, Torrington, Wyo.

**ANDERSON, ALVIN**  
WTWR, Two Rivers, Wis.

**ANDREWS, BETTY**  
WJEJ, Hagersstown, Md.

**ANTHONY, GEORGE**  
WOND, Pleasantville, N. J.

**ANTONINI, ALFREDO**  
Seven Lively Arts  
CBS-TV

**ARNETTE, NADINE**  
WCLG, Morgantown, W. Va.

**ATKINS, ROBERT**  
WTQB, Flomaton, Ala.

**ATTAWAY, JOYCE C.**  
WCOH, Newnan, Ga.

**AVILES, JUAN**  
WITA, San Juan, P. R.

**AYRES, MITCHELL**  
The Perry Como Show  
NBC-TV

**AYRES, NORMAN**  
Mr. Music  
WCSH-TV, Portland, Me.

**BAUM, BARBARA**  
WMET, Miami Beach, Fla.

**BEALS, RAY H.**  
KVGB, Great Bend, Kan.

**BEARD, NAOMI**  
WTCO, Campbellsville, Ky.

**BELLAMY, VIC**  
WHBN, Harrodsburg, Ky.

**BENSON, BROWNIE**  
Romper Room  
WSAZ-TV, Huntington, W. Va.

**BIERE, MARVIN**  
KBOD, El Paso, Tex.

**BLACK, JERRY**  
KOSA, Odessa, Tex.

**BLANK, RALPH**  
WJJD, Chicago, Ill.

**BLOCH, RAY**  
The Jackie Gleason Show  
CBS-TV

**BORTEL, CLAUDE**  
Jim Deline and the Gang  
WSYR-TV, Syracuse, N. Y.

**BOTT, SHIRLEY**  
KDON, Salinas, Calif.

**BOUDREAU, HAL**  
KHVH, Honolulu, Hawaii

**BOUTILER, GRACE**  
WPTV, Palm Beach, Fla.

**BOWMAN, LLOYD J.**  
KATL, Miles City, Mont.

**BRADLEY, OWEN**  
The Jim Reeves Show  
ABC

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

### — B —

**BAILEY, BETTY**  
WNPT, Tuscaloosa, Ala.

**BALLANTINE, EDDIE**  
Breakfast Club  
ABC

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANCROFT, PIERSON**  
KTAR, Phoenix, Ariz.

**BARKER, BETTY**  
KTUC, Tucson, Ariz.

**BARR, FRED**  
WGLI, Babylon, N. Y.  
WWRL, New York, N. Y.

**BARRERA, HECTOR E.**  
KUNO, Corpus Christi, Tex.

**BARTON, DICQUE**  
KWTX, Waco, Tex.



## SAMMY KAYE

ABC-TV



Exclusively  
Columbia Records



Management—JACK PHILBIN



Direction—  
JOE GLASER  
Associated Booking Corp.

# MUSICAL DIRECTORS

**BRAGG, PAUL**  
KPRK Livingston Mont

**BREGMAN, BUDDY**  
The Eddie Fisher Show  
NBC-TV

**BRENNEMAN, TOM JR.**  
KNEZ, Lompoc, Calif

**BRENNER, SHIRLEY**  
WITZ, Jasper, Ind.

**BRESSLER, JERRY**  
The Mary Griffin Show  
ABC

**BRIDGES, ROBBY**  
WKMT, Kings Mountain, N. C.

**BRIGHT, WELDON**  
KGNC KGNC-TV  
Amarillo, Tex

**BROSCHE, BRYANT**  
Open House  
WJXT, Jacksonville Fla.

**BROWN, YERA**  
KRYN, Lexington, Neb

**BULLARD, CAROLE**  
KSSS, Sedalia, Mo

**BULLEN, MARY ANN**  
KYND, Logan, Utah

**BURLEY, RICHARD**  
KBTK, Missoula, Mont.

**BURTON, ARLENE**  
KGST, Fresno Calif

**BUTLER, JOSEPH F.**  
WKCZ, Kalonazoo, Mich

**BUTTOLPH, DAVID**  
Maverick  
ABC-TV

**BYCROFT, HOWARD**  
WOTR, Cory, Pa

**YARD, VIRGINIA**  
WISL, WISITA  
Indianapolis, Ind

— C —

**CADE, PATSY**  
WFLA, Eufaula, Ala

**CAIRO, MARIA ELENA**  
KEPS, Eagle Pass, Tex

**CALABRESE, RAY**  
WILLM, Bloomsburg, Pa.

**CALDO, JACK**  
WHAW, Weston, W. Va

**CAMARGO, MATEO**  
KCOR, KCOR-TV  
San Antonio, Tex

**CAMBELL, DICK**  
WBYA, Danville, Va

**CAMPBSON, BILL**  
WHOL, Allentown Pa

**CARLEY, JAMES**  
WPIK, St. Petersburg Fla

**CARLISLE, ROBERT**  
Lasse  
CBS-TV

**CARPENTER, ROBERT E.**  
KPIG, Cedar Rapids, Iowa

**CARTER, KAY**  
WGBH, Sayantou, Pa

**CASTLE, JAY**  
WLAG, La Grange, Ga.

**CHADWICK, EVELYN**  
WCA, Ashtabula Ohio

**CHAMBERS, KEITH**  
Keys to Music  
WBOY-TV, Clarksburg, W Va

**CHASINS, ABRAM**  
WQXR, New York N. Y

**CHESNEY, RUSSELL**  
KULB, Minot, N. D

**CLARK, ALLAN**  
WKY-TV, Okla. City, Okla

**CLAPK, BILL**  
WMAM, Marnette, Wis

**CLARK, GEORGE**  
KJIM, Fort Worth, Tex

**CLARK, JAMES**  
WJR, Detroit, Mich

**CLARY, ROBERT**  
WSON, Decatur, Ill

**CLAUSER, AL**  
KTUL-TV, Tulsa, Okla.

**CLAYTON, EARL JR.**  
KSOK, Arkansas City, Kan

**CLOSE, DEAN L.**  
WLEM, Emporium, Pa

**COE, BARBARA**  
KLRK, Little Rock, Ark

**COFFEEN, DICK**  
WMBR, Peoria Ill

**COLE, BUDDY**  
The Bing Crosby Show  
ABC-TV

**COLEMAN, HARRY**  
KCEE, Tucson, Ariz.

**COLLINS, JERRY**  
WNOX, Knoxville Tenn.

**COLYARD, LORENE**  
WMFS, Chattanooga Tenn.

**COMNILLO, CLYDE**  
KOA, Denver, Colo

**COOPER, ADRIAN R**  
WBK, Akron, Ohio

**COOPER, HARRY**  
WHOM, New York, N. Y

**CORLIS, ANDY**  
KCDH, Ventura, Calif.

**COSTA, JOHN**  
Jeff Jordan Show, Josie's  
Storyland

**KDKA-TV, Pittsburgh Pa**

**COTE, BERT**  
Ladies' Fair  
WMTW-TV, Poland Spring, Me

**COY, CINDY**  
WPDK, Clarksburg, W Va

**CRAFT, CHRIS**  
WCOS, Columbia, S. C

**CRAHAN, BETTY**  
KOEL, Oelwein, Iowa

— D —

**DANIELS, TIM**  
WDSG, Dyersburg Tenn

**DARR, GENE**  
KFXD, Nampa, Ida



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SU 7-5400

## MUSICAL DIRECTORS

**DAVENPORT, DON**  
WEKZ, Monroe, Wisc.

**DAVIS, ART**  
WBAP, Fort Worth, Tex.

**DAVIS, BILL**  
WLOW, Norfolk, Va.

**DAVIS, JAY**  
KBUC, Corona, Calif

**DAVIS, BILL**  
WLOW, Norfolk, Va.

**DAVIS, JAY**  
KBUC, Corona, Calif.

**DAVIS, PAT**  
WHITE, Griffin, Ga.

**DAVIS, ROZANN**  
KMBC, Kansas City, Mo.

**DAWSON, JACK**  
WWIN, Baltimore, Md.

**DEARTH, EARLE**  
Dick Powell's Zane Grey Theatre CBS-TV

**DE BYLE, DON**  
WSAU, Wausau, Wis.

**DECK, PAUL**  
WCMR, Elkhart, Ind

**De COORLEY, LLOYD**  
KDIX, Dexter, Mo.

**DEEGAN, MICHAEL**  
WJMJ, Philadelphia, Pa.

**DeMATTOS, JEANNE (MRS.)**  
WNBZ, Saranac Lake, N. Y.

**DE VOL, FRANK**  
The Betty White Show ABC-TV

**DEWING, CAROL**  
WCVS, Springfield, Ill.

**DE WITT, JOHN**  
WWHG, Hornell, N. Y.

**DIEHL, GEORGE**  
WFLN, Philadelphia, Pa.

**DISALI, NINO**  
WPAW, Pawtucket-Providence, R. I

**DIXON, JOHN**  
WALA, Mobile, Ala.

**DOEHLEMAN, MARILYN**  
WING, Dayton, Ohio

**DOERR, ALAN W.**  
WGMS, Washington, D. C.

**DONZE, ELMO**  
KSGM, Ste. Genevieve, Mo.

**DOOLEY, CHARLES 'PETE'**  
WEOA, Evansville, Ind.

**DOUGLAS, BOB**  
WEAV, Haverhill, Mass.

**DOW, ROBERT**  
WGUU, Bangor, Me.

**DOWNING, DON**  
KENE, Toppensh, Wash.

**DEAPER, KEN**  
KSTT, Davenport, Iowa

**DRIVER, TED**  
KUKI, Ukiah, Calif

**DRUMHELLER, PHIL**  
WBZY, Torrington, Conn.

**DUNBAR, JIM**  
WDSU, New Orleans, La.

**DUNKELBERGER, THOMAS**  
WHIO, Dayton, Ohio

**DUNNING, OWEN**  
Hi Neighbor KOIN-TV, Portland, Ore.

**DUPRE, MITCH**  
WCMP, Pine City, Minn.

**DYER, WILLARD**  
KTBC, KTBC-TV, Austin, Tex.

— E —

**ECK, LAWRENCE**  
KLTR, Blackwell, Okla.

**EELS, MARY ANN**  
WMT, Cedar Rapids, Iowa

**ELDRIDGE, G. V.**  
KOB, Albuquerque, N. M.

**ELGART, LARRY**  
RCA-Victor

**ELLISON, PAUL**  
WHAR, Clarksburg, W. Va.

**ENGEL, LEHMAN**  
"Wonderful Town"  
CBS-TV

**ENIS, BILL**  
KXOL, Fort Worth, Tex.

**ERBE, GALE**  
KHYP, Phoenix, Ariz.

**ERIKSEN, ALICE**  
KIT, Yakima, Wash.

**ERWAY, GUY S.**  
WAYE, Baltimore, Md.

**ETTERS, CLARENCE**  
WBT, Charlotte, N. C.

**EUSTACE, JOHN H.**  
WPDM, Potsdam, N. Y.

— F —

**FAIRCHILD, PAUL**  
WDOG, Prestonsburg, Ky.

**FENNELL, GEORGE**  
WHYE, Roanoke, Va.

**FIELDS, BUDDY**  
WRHI, Rock Hill, S. C.

**FINLAY, FRED**  
KVBC Farmington, N. M.

**FLANAGHAN, PAUL**  
WPTR, Albany, N. Y.

**FLOURNOY, ROSE**  
WRBL, Columbus, Ga.

**FOSTER, JAMES L.**  
WTAY, Robinson, Ill.

**FOOTS, DIANA**  
KSFA, Nacogdoches, Tex.

**FRAISER, TOBY**  
WLSL, Big Stone Gap, Va.

**FRENCH, DON**  
KFTB, San Diego, Calif.

**FROST, DON**  
KMNS, Sioux City, Iowa

**FRYE, J. ALLEN**  
KSIX, Corpus Christie, Tex

**FULLER, JERRY**  
KSTT, Sulphur Springs, Tex.



# CHARLES SANFORD

— 0 —

MUSICAL DIRECTOR

— 0 —

CO 5-1068

# MUSICAL DIRECTORS

## — G —

**GABROURY, JOHN**  
KYCA Prescott Ariz

**GALLICCHIO, JOSEPH**  
The Howard Miller Show  
NBC-TV WMAQ WNRQ,  
Chicago Ill

**GALLUP, SUE**  
KGFJ Roswell N M

**GARBUSCH, EVELYN**  
WCCN Neillsville Wis.

**GARRETT, SNLFF**  
KSYD Wichita Falls Tex.

**GARRETT, YIOLA**  
WELP Huntsville Ala

## GART, JOHN

**GEARING, JOE**  
WTIV Ephrusville Pa

**GIBSON, JIM**  
WLAJ Laurel Miss

**GIBSON, JERRY**  
RBRG Mount Vernon, Wash

**GILBERT, BERSCHBE**  
BURKE  
The Louella Young Show  
NBC-TV

**GILROY, GERALD**  
WPTS Pittston Pa

**GITZ, JEAN**  
WLXN La Crosse Wis

**GLASSMEYER, GLORIA**  
WZIP Cincinnati Ohio

**GOBSMITH, JERRA**  
Pursant  
CBS-TV

**GORDON, HAL**  
WXYZ, WXYZ-TV  
Detroit Mich

**GOSDIN, REVIN**  
WBAM Montgomery, Ala.

**GOW, ART**  
KLTZ-TV Denver Colo

**GRAHAM, FRANCIS**  
WAIN Columbia Ky

**GRAHAM, JERRY**  
KVNC Winslow Ariz

**GREEN, BERNARD**  
Sid Caesar Invites You  
ABC-TV

**GREENER, BILL**  
WBEL Beloit Wis

**GREENSTIEN, NORMA**  
WLIB New York N Y

**GRIFFITHS, TOM**  
WCMW Canton Ohio

**GRIGGS, CHARLES**  
WINE Buffalo N Y

**GROSS, JACK JR**  
KSON San Diego, Calif

## — H —

**HAEBERLE, CARL B**  
WPLH Huntington W Va

**HAINES, FRANK**  
KVEN Ventura Calif

**HALEY, PAT**  
WJCK McKeesport Pa

**HALESMA, EVELYN**  
WASK Lafayette Ind

**HAMANN, GLORIA**  
WJOK Cleveland Ohio

**HANCOCK, DENNIS JR.**  
WBOP Pensacola Fla

**HARPER, MARY**  
WDSF DeFuniak Springs  
Fla

**HARWOOD, BRIAN**  
WDEV Waterbury Vt

**HASTINGS, HAL**  
Phil Silvers on Broadway  
Gift of the Magn Little  
Women CBS-TV

**HATCH, WILBUR**  
Laelle Hall--Dest Ariz  
Shows  
CBS-TV

**HAUPT, JAMES**  
WQXQ Ormond Beach, Fla

**HAYES, DOLORES**  
RBRG, Kansas City, Mo.

**HAYMAN, RICHARD**  
FSP  
ABC-TV

**HAYS, KEX D**  
WNAX Yankton S D

**HEATH, SUELLA**  
WECU Charleston Ill

**HEFTI, NEAL**  
GAC, Coral Records

**HENDERSON, LUTHER JR**  
Victor Berger's Comedy and  
Music CBS-TV

**HENDERSON, SKITCH**  
B Jan 27, Steve Allen Show,  
NBC-TV, Bandstand, NBC

**HERMAN, FRED**  
WSSV Petersburg Va

**HERMANN, RALPH**  
The Herb Osem Anderson  
Show AB

**HICKS, DOBIS**  
WTKH Durham N C

**HODGE, TED**  
WENY Elmira N Y

**HOFF, CARL**  
The Bob Crosby Show  
NBC-TV

**HOFFMANN, CHARLES**  
WNTB Daytona Beach Fla

**HOGAN, HARGAN**  
WSPB South Bend Ind

**HOGAN, JAMES**  
Jim Dolan and the Gang  
WSYR-TV Syracuse N Y

**HOHENGARTEN, CARI**  
KMOX-TV St Louis Mo

**HOLLIDAY, BOB**  
KRLZ Phoenix Ariz

**HOLMES, RICHARD B.**  
WULM Wilmington, Del

**HODGENHOUT, MARY**  
WUOW Spartan Wis

**HOOPER, SHIRLEY**  
WRKB Rockwood Tenn



**BERNIE WAYNE**

**MUSICAL  
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1619 Broadway PL 7-4960 New York, N. Y.

## MUSICAL DIRECTORS

**HORN, LE ANN**  
KIXL, Dallas, Tex.  
**HOVER, FREEMAN**  
KCSR, Chadron, Neb.  
**HOVIS, AL**  
WWOK, Charlotte, N. C.  
**HOWARD, BILL**  
KAVI, Rocky Ford, Colo.  
**HOYT, DON**  
WACK, Newark, N. Y.  
**HUBBARD, JOAN**  
WETZ, New Hartinsville, W. Va.  
**HUBBS, BILL**  
KIUN, Pecos, Tex.  
**HULTS, ARLO**  
For Love or Money  
CBS-TV  
**HUNT, GEORGE**  
Party Line  
KAKE-TV, Wichita, Kan.  
**HUNT, WEBB**  
KNUZ, Houston, Tex.  
**HUNTER, ALFRED**  
KSDO, San Diego, Calif.  
**HURLEY, BOB**  
WGAY, Silver Spring, Md.  
**HYDE, MARY**  
WBBG, Flint, Mich.  
**HYDEN, STUART**  
KBCL, Shreveport, La.  
**HYER, IVAN**  
WCHN, Norwich, N. Y.

### — I —

**IHRKE, ELMER**  
WFMP, Milwaukee, Wis.  
**IMBROGLIO, JOSEPH**  
WFER, Baltimore, Md.  
**IRELAND, DICK**  
WJDY, Salisbury, Md.

### — J —

**JACKSON, GRAHAM**  
WERD, Atlanta, Ga.

**JACOBSON, PAUL V.**  
KXGN, Glendive, Mont.  
**JARRETT, LEAH**  
WRGA, Rome, Ga.  
**JEROME, JERRY**  
B. June 19, 1912, New York;  
Sylvania Awards, New York  
Heart Fund; RCA Camden Records,  
MGM Records; ABC Paramount Records  
**JESSEN, DICK**  
WCVI, Connellsville, Pa.  
**JETER, LEE**  
KFLJ, Walsenburg, Colo.  
**JEWELL, JIM**  
KNBX, Kirkland, Wash.  
**JONES, JAMES D.**  
KGVL, Greenville, Tex.  
**JONES, SHIRLEY**  
WDOS, Oneonta, N. Y.  
**JOHNSON, GERALD D.**  
WPST, Caribou, Me.  
**JOHNSON, LEWIS F.**  
WMGR, Bainbridge, Ga.  
**JOHNSON, SHERMAN**  
WGIC, Meridian, Miss.  
**JOHNS, BILL**  
WSAC, Radcliff, Ky.  
**JONES, EDWARD**  
WENX, Rockville, Md.  
**JONES, MARGARET**  
WBPD, Orangeburg, S. C.

### — K —

**KABITZKE, GUS**  
WMIL, Milwaukee, Wis.  
**KALER, RANDALL**  
WFAS, White Plains, N. Y.  
**KAMONT, RICHARD S.**  
WIMS, Michigan City, Ind.  
**KAYE, SAMMY**  
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA, Theasaurus  
**KEELY, MELVIN F.**  
KAYE, Puyallup, Wash.  
**KELLEY, CHAUNCEY**  
WFRP, Savannah, Ga.  
**KEMP, ED**  
KDYL, Salt Lake City, Utah  
**KENNEDY, BEN**  
KCOK, Tulare, Calif.  
**KENNEDY, TOM**  
WJLL, Niagara Falls, N. Y.  
**KILGORE, WILLIAM S.**  
WCYB, Bristol, Va.  
**KIRSCHBAUM, HARRIET (MRS.)**  
WLYC, Williamsport, Pa.  
**KIRWAN, DENNIS**  
KWTP, Merced, Calif.  
**KISSEE, KEITH**  
KEMO, Independence, Mo.  
**KNIGHT, JOHN**  
WAZP, Yazoo City, Miss.  
**KNIGHT, MORRIS**  
WRFC, Athens, Ga.  
**KNIGHT, WAYNE**  
WAGM, Presque Isle, Me.  
**KNORR, JOHN**  
WBLF, Bellefonte, Pa.  
**KOSTAL, IRWIN**  
The Garry Moore Show  
CBS-TV  
**KOTTLER, MISCHA**  
WWJ, WWJ-TV, Detroit, Mich.  
**KOURY, REX**  
KVNI, Coeur D'Alene, Ida.  
**KOZIOL, PATRICIA**  
WARE, Ware, Mass.  
**KRONBERG, BONNIE**  
WOOD, Grand Rapids, Mich.  
**KUNKEL, JERRY**  
KUSH, Cushing, Okla.  
**KYLER, SID**  
WSAU-TV, Wausau, Wis.

### — L —

**LACKENBAUER, WILLIAM**  
WILI, Willimantic, Conn.



**EDDY MANSON**  
COMPOSER — CONDUCTOR  
ARRANGER

Personal Rep — Dell Peters  
MU 7-1750



**SKITCH HENDERSON**

# MUSICAL DIRECTORS

**LAFAYOUR, DAVE**  
KRDL, Moscow, Ida

**LAMBERT, NORM**  
WABI, WABI-TV, Bangor, Me

**LAMM, AL**  
WOW, WOW-TV, Omaha, Neb

**LANE, RICHARD D**  
WSBC, Chicago, Ill

**LARSON, WAYNE**  
WJAG, Norfolk, Neb

**LAUDEMAN, PETE**  
WDSU-TV, New Orleans, La.

**LAVA, WILLIAM**  
Zorro, ABC-TV

**LAWRENCE, BILL**  
KRXX, Rexburg, Ida

**LAWRENCE, ELLIOT**  
The Jim Backus Show, ABC

**LAWRENCE, MILTON**  
WAPI, WAPI-TV, Birmingham, Ala

**LECUVER, JOHN J**  
WPSJ, Hanover, N. H.

**LEE, MARION**  
KIX, Oakland, Calif

**LEIGH, LEONARD**  
KSTP, St. Paul, Minn

**LENNING, DEN**  
KDMA, Montevideo, Minn

**LEREPP, HERB**  
KHOM, Bismarck, N. D.

**LEVINS, ROBERT**  
WICY, Mahan, N. Y.

**LEWIS, EARL**  
WHIT, New Bern, N. C.

**LEWIS, WELDON**  
KBHB, Borger, Tex

**LINDSAY, COSTIN**  
WPAQ, MI, Ayr, N. C.

**LINDSEY, JOHN**  
WESY, Leland-Greenville, Miss.

**LINDSEY, MORT**  
The Pat Boone Chevy Showroom, ABC-TV

**LINN, HARRY**  
WKVA, Lewistown, Pa

**LOCKHART, HARRY**  
WAYE, WAYE-TV, Louisville, Ky

**LOMBARDO, GUY**  
8 June 2, 1901, London, Ont., Canada; Lombardland, U.S.A., Mutual, Guy Lombardo Show, Transcribed Syndicated, Rheingold Summer Sereenade, NBC-TV

**LORENZ, DON**  
WLN, Mexico, Pa

**LUCKHURST, BILL**  
KREO, Bremerton, Wash

**LANCHI, FRANK J. III**  
KMAA, Tularosa, N. M.

**LANN, KAY**  
KFAA, Fulton, Mo.

**LYONS, PATRICIA**  
WBB, Kansas City, Mo.

## — Mc —

**McADOO, DICK**  
KFDL, Beaumont, Tex

**McCAMMON, GEORGE**  
KBYM, Lancaster, Calif

**McCARTY, LARRY**  
KIDD, Dumas, Tex

**McCOY, MARLYN**  
WMOB, Moundsville, W. Va.

**McDUGAL, DOUG**  
KMBI, Holbrook, Ariz

**McFOLIN, JOE**  
KCHJ, Delano, Calif

**McGANN, ROSEMARY**  
WJBB, Detroit, Mich

**McGINNIS, PAT**  
KBBM, Monticello, Ark.

**McKINNEY, A. J.**  
KHUZ, Borger, Tex

**McKINNEY, ALENE**  
KRRG, Action, Calif

**McLAUGHLIN, BOB**  
KDEO, San Diego, Calif

**McRITCHIE, GREG**  
You Asked For It, ABC-TV

## — M —

**MacDONALD, HOWARD**  
KRRB, Grand Falls, Mont

**MACKEA, BRUCE**  
WKRT, Portland, N. Y.

**MACKEY, MARTHA**  
WEYE, Suffolk, N. C.

**MacKINNON, DON**  
WPOB, Pontiac, Mich

**MacFARLANE, BOB**  
KARM, Fresno, Calif

**MAHIN, GRAHAM**  
Gold Journey, ABC-TV

## MANSON, EDDY

**MABLES, GRADY FRANKLIN**  
KBVG, Big Spring, Tex

**MARCELLINO, MUZZY**  
Act Link-the-House Party, CBS-TV

**MARSHAM, JAMES**  
WAPL, Appleton, Wis

**MARKS, FRANKLIN**  
Walt Disney Presents, ABC-TV

**MARSTON, KEN**  
WDXL, Lawton, Okla., Univ. Term

**MARX, LLOYD**  
Ted Mack and the Original Amateur Hour, CBS-TV

**MASSEY, CURT**  
KBCA, Los Angeles, Calif

**MASTIN, REX**  
WBBB, Chicago, Ill

**MAUPIN, ROBERT**  
WZOB, Fort Payne, Ala



**MURRAY ROSS**



**LARRY ELGART**

and his orchestra  
are now with  
RCA-VICTOR

## MUSICAL DIRECTORS

**MAY, BILLY**  
Kraft Music Hall, starring  
Milton Berle  
NBC-TV

**MELIS, JOSE**  
The Jack Paar Show  
NBC-TV

**MELLETE, DAN**  
WSSC, Sumter, S. C.

**MENDOZA, CANDY**  
Spanish Program  
KASK, Ontario, Calif.

**MERCER, KENNY**  
WMTF, Daytona Beach, Fla.

**MERRICK, MAHLON**  
The Jack Benny Program  
CBS-TV

**MERTZ, CHARLES**  
WRRM, Marion, Ohio

**METCALFE, ROBERT E.**  
WOHL, East Liverpool, Ohio

**METCHNEK, BILL**  
WCCO-TV, Minneapolis-St.  
Paul, Minn.

**METTLER, WILLIAM R.**  
KRIG, Odessa, Tex.

**MIKUL, BEN**  
WJHO, Opelika, Ala.

**MILLER, BILL**  
WBMS, Charleston, W. Va

**MILLER, HERMAN**  
WPPT, Hammond, Ind

**MONTGOMERY, PAUL**  
WRAL-TV, Raleigh, N. C.

**MOREY, HENRI**  
WDVL, Vineland, N. J.

**MORGAN, HARV**  
WMNI, Columbus, Ohio

**MOSLEY, ED**  
KREM, Spokane, Wash.

**MOULDER, IRMA**  
WDMF, Buford, Ga.

**MULVANEY, DON**  
KROX, Crookston, Minn.

**MURRAY, HAL**  
WVKO, Columbus, Ohio

**MURRAY, JOE**  
WLBE, Richmond, Va.

### — N —

**NAGY, MARY ELIZABETH**  
WLAC, Nashville, Tenn.

**NALLE, BILLY**  
TV; Radio; Commercials;  
RCA Victor Records, I  
Remember Mama; Arthur  
Godfrey; Ed Sullivan;  
duPont; Jazz Spectaculars

**NASH, RUBY**  
KPST, Preston, Idaho

**NEAL, PAUL**  
WBNS, Columbus, Ohio

**NEAL, SAM**  
WJEE, Gallipolis, Ohio

**NEDIN, RICHARD**  
WEOK, Poughkeepsie, N. Y.

**NELSON, ART**  
KLIF, Dallas, Tex.

**NEWCOMB, GENEYIEVE**  
WFAK, Falls Church, Va.

**NEWSOM, ELMER**  
WGNS, Murfreesboro, Tenn.

**NICHOLS, TERRY**  
WPLA, Plant City, Fla.

### NICHOLSON, NICK

Top Dollar, CBS; Howdy Doody,  
Ruff and Reddy, NBC

**NILSON, ROY**  
WHOQ, Orlando, Fla.

**NININGER, EVELYN II.**  
WDBJ, Roanoke, Va.

**NUNN, R. DOUG**  
WNOF, Newport, Ky.

### — O —

**OLENDEN, BEN**  
WRMN, Elgin, Ill.

**OLSON, RICHARD**  
WEZY, Cocoa, Fla.

**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.

**O'NEILL, JOE**  
WWDC, Washington, D. C.

**ORTIZ, ROBERTO**  
WTLI, Mayaguez, P. R.

**OSBORN, JO ANN**  
WMIX, Mt. Vernon, Ill.

**OTTERSON, LOUISE**  
WJVA, South Bend, Ind.

### — P —

**PAGE, DOROTHY**  
WPAY, Portsmouth, Ohio

**PALEN, EILEEN**  
WOKZ, Alton, Ill.

**PALMER, BILL**  
Casper Capers  
WTVN-TV, Columbus, Ohio

**PALMER, COY**  
KPND, Pampa, Tex.

**PALMER, SHIRLEY**  
WKNB, West Hartford, Conn.

**PATTERSON, LOUISE**  
WFAU, Augusta, Me.

**PAUL, CHARLES**  
As the World Turns  
CBS-TV

**PAYNE, LLOYD**  
WDXB, Chattanooga, Tenn.

**PENDLETON, C. F.**  
KJBS, San Francisco, Calif.

**PIERSON, ROD**  
KANO, Anoka, Minn.

**PETERS, JAMES**  
WAVZ, New Haven, Conn.

**PETERSON, JIM A.**  
KDSN, Denison, Iowa

**PETERSON, SANDRA**  
KLMS, Lincoln, Neb.

**PFLEEGER, GEORGE**  
WJTN, Jamestown, N. Y.

**PHAY, LAWSON**  
WIBV, Belleville, Ill.

**PHIELPS, HAL**  
KBMN, Bozeman, Mont.



## HANK SYLVERN

Composer — Conductor — Arranger

JU 2-8800



## NEAL HEFTI

and his  
"Band With a Sweet Beat"

GAC

Coral Records

Promotion: BUDDY BASCH



## MUSICAL DIRECTORS

**PHELPS, JONATHAN**  
WGKA, Atlanta, Ga.  
**PILDNER, HENRY**  
WGAR, Cleveland, Ohio  
**PINCKNEY, LLOYD C.**  
WSPN, Saratoga Springs,  
N. Y.  
**PRENSHAW, RICHARD**  
Open Tempus  
WLEF, Jackson, Miss.  
**PRICE, WILLIAM**  
WYPO, Stroudsburg, Pa.  
**PRITCHARD, BARBARA**  
WNOG, Naples, Fla.  
**PUDNEY, EARLE**  
WRGE, Schenectady, N. Y.  
**PUTT, CHARLES**  
RYOE, Emporia, Kan.

### — Q —

**QUAVE, EDWARD D.**  
WMPD, Pasco, Ore., Miss.

### — R —

**RALSTON, HARLAN E.**  
WJBF, Rock Island, Ill.  
**RASKIN, JUNE**  
WGSY, Newburgh, N. Y.  
**RATLIFF, DANNY**  
WHAR, Oakley, Ga.  
**RAY, GENE**  
WBMK, West Point, Ga.  
**REDMOND, DICK**  
WHP, Harrisburg, Pa.  
**REEDER, CHARLES**  
WPEB, Middletown, Ohio  
**REILLY, ALICE**  
WPEB, Richmond, Va.  
**REPINE, BURT**  
WRVA, Richmond, Va.  
**RICHARDS, DONALD**  
WATX, Waukesha, Wis.  
**RICHARDS, HORACE**  
WTPA, Pottsville, Pa.

**RICHARDS, JACK**  
WEAM, Fitchburg, Mass.  
**RICHARDS, NELL**  
KSEM, Moses Lake, Wash.  
**RICHARDS, STEAN**  
WORL, Boston, Mass.  
**RICHARDSON, KAY**  
KCSN, Los Angeles, N. M.  
**RIDDLE, NELSON**  
The Frank Sinatra Show,  
ABC-TV, Ginger Rogers  
Show (Pontiac Spectra)  
CBS-TV  
**RILEY, KALPH**  
Open House  
WHIZ-TV, Zanesville, Ohio

### RIO, ROSA

My True Story, NBC; Bert &  
Harry Piel Commercials; Direc-  
tor of Hammond Organ School

**RIPPO, TONY**  
One For The Show  
WHEN-TV, Syracuse, N. Y.  
**RISNER, ELLAMAE**  
KRMN, Osage Beach, Mo.  
**RIVETTE, KERNY**  
KTRM, Beaumont, Tex.  
**ROWELL, ROBERT**  
KPTH, Dubuque, Iowa  
**ROBARDS, CARY**  
WSIV, Pekin, Ill.  
**ROBERTS, EARL**  
ROSE, Osceola, Ark.  
**ROBERTSON, KENNETH**  
WEST, Berkeley Springs,  
W. Va.  
**ROBINSON, GORDON**  
The Educator Show  
ABC-TV  
**ROGERS, HAROLD**  
WFSC, Franklin, N. C.  
**ROPER, PAUL (MRS.)**  
WGBF, Evansville, Ind.  
**ROSMOND, ROBERT**  
WTPB, Cumberland, Md.

### ROSS, MURRAY

**ROSS, ROY**  
WJMG, New York, N. Y.  
**ROTHMAN, LEE**  
WRTF, Milwaukee, Wis.  
**RUDDIFF, JOE**  
WATF, Chicago, Ill.  
**RUZZ, JULIAN**  
KOWN, Escandula, Calif.  
**RUWENGER, BARBARA**  
WMLU, Greenville, S. C.

### — S —

**SAFFORD, TED**  
WJNF, Manchester, Conn.

### SANFORD, CHARLES

B. June 17, 1905, New York City,  
N. Y.; Patrice Munsel Show,  
ABC-TV; Your Show of Shows,  
Bob Hope Show, Jerry Lewis  
Show, Roy Bolger Show, Mox  
Liebman Presents, NBC-TV

**SCHLEIF, DAVID**  
WBKY, West Bend, Wis.  
**SCHLACHTING, JOAN**  
KCRS, Midland, Tex.  
**SCHMITT, PAUL**  
KPRC-TV, Houston, Tex.  
**SCHOOR, J. ARNOLD**  
WRVM, Rochester, N. Y.  
**SCHUETT, PAUL**  
KPCG, Bellingham, Wash.  
**SCHULZ, MARVIN L.**  
KRSL, Minneapolis, Minn.  
**SCHWARCK, RUTH M.**  
KICD, Spencer, Iowa  
**SCHWARTZ, ICA**  
WLOP-TV, Orlando, Fla.  
**SEESE, LUCILLE**  
Saturday Night Jamboree,  
WSVZ-TV, Huntington, W.  
Va.

# JOHN GART

COMPOSER-ARRANGER

for { Jingles  
B. G. Music  
Films  
Records

501 Madison Ave.  
N. Y. C.

# JACK SHAINDLIN

Musical Direction  
CINERAMA — TODD-AO  
CINEMIRACLE

**SEGREST, CHARLES**  
 KPAC, Fort Arthur, Tex.

**SHAINDLIN, JACK**  
 20th Century-Fox, Columbia;  
 Louis deRochemont Prods.; Coral,  
 Mercury Records

**SHIPLEY, JIM**  
 WJER, Dover, Ohio

**SHOEN, VIC**  
 The Oldsmobile Show  
 ABC-TV

**SHORE, PETE**  
 WEAM, Washington, D. C.

**SIMPSON, JOHN**  
 KOTA, Rapid City, S. D.

**SIMS, BILL**  
 WTSP, St. Petersburg, Fla.

**SINGER, JOE**  
 WHOW, Clinton, Ill.

**SKINNER, THOMAS**  
 WIEL, Elizabethtown, Ky.

**SLACK, DR. PETER**  
 KGER, Long Beach, Calif.

**SLATTON, PAT**  
 WJBB, Haleyville, Ala.

**SMITH, BOB**  
 WfAl, Fayetteville, N. C.

**SMITH, PAUL**  
 Walt Disney's Adventure  
 Time ABC-TV

**SMITH, SMITTY**  
 The 4 Sharps

**SNIDER, DICK**  
 KCHA, Charles City, Iowa

**SOMOHANO, ARTURO**  
 WKAQ-TV, San Juan, P. R.

**SONTAG, GEORGE O.**  
 WOC-TV, Davenport, Iowa

**SOSNIK, HARRY**  
 Your Hit Parade  
 CBS-TV

**SPENCER, HARRY W.**  
 WBTM, Danville, Va.

**SPIEGEL, DIANE**  
 KCUL, Ft. Worth, Tex.

**STAGG, JOHN**  
 WDCU, Clearwater, Fla.

**STALBERG, HERMAN**  
 KIDD, Monterey, Calif.

**STANLEY, JIM**  
 WGH, Newport News-  
 Norfolk, Va.

**STANZIOLA, JOHN**  
 WAZL, Hazleton, Pa.

**STEPHENS, DAVE**  
 Cinderella Weekend  
 WCAU-TV, Philadelphia, Pa.

**STEPHENS, JONATHAN**  
 WABB, Mobile, Ala.

**STEVENS, KEITH**  
 The Ann Sothern Show  
 CBS-TV

**STEWART, BECKY ANN**  
 WPBC, Minneapolis, Minn.

**STEWART, CHUCK**  
 WRBC, Jackson, Miss.

**STEWART, DAVE**  
 WKBL, Covington, Tenn.

**STEWART, NORMA JEAN**  
 WJPF, Herrin, Ill.

**STOCKTON, EFFIE**  
 WWL, New Orleans, La.

**STOGNER, EARL**  
 WLLA, Danville, Va.

**STONE, WILL**  
 WEVA, Emporia, Va.

**STORDAHL, AXEL**  
 Victor Borge's Comedy and  
 Music, CBS-TV

**STORIE, ED**  
 WGGG, Gainesville, Ga.

**STOUT, CARL**  
 WCEC, Rocky Mount, N. C.

**STOUT, DR. WILLIAM H.**  
 WHAP, Hopewell, Va.

**STROPE, ARNIE**  
 WFHR, Wisconsin Rapids,  
 Wis.

**STUART, EARL**  
 WWJ-TV, Detroit, Mich.

**SULLINS, JESSIE G.**  
 WTOE, Spruce Pine, N. C.

**SWAIN, BOBBY**  
 KMOX, St. Louis, Mo.

**SWANSON, LOU**  
 KNOE, Monroe, La.

**SYLVERN, HENRY (HANK)**  
 B. March 26th, N. Y. C., N. Y.;  
 Man of the Hour, Datto, CBS-  
 TV; Upeat, Best in Music, Key-  
 board Concert, CBS; Datto, NBC-  
 TV; Chance for Romance, ABC-  
 TV

**SYMONS, JIM**  
 WLDS, Jacksonville, Ill.

— T —

**TAUBMAN, PAUL**  
 The Edge of Night, CBS-TV;  
 Twenty One, Tic Tac Dough,  
 You're On Your Own, Winky  
 Dink and You, Bride and Groom

**TEFFETELLER, TEDDIE**  
**BOB**  
 WEAG, Alcoa, Tenn.

**TEMPLEMAN, MARION**  
 KWPC, Muscatine, Iowa

**THOMPSON, ELWOOD**  
 WPVL, Painesville, Ohio

**THOMPSON, MAURICE**  
 WJDX, WLBK, Jackson, Miss.

**TICE, FRANCES M.**  
 WCAY, Cayce-West Columbia,  
 S. C.

**TORRES, PEPITO**  
 Show Libbys  
 WKAQ-TV, San Juan, P. R.

**TOWNE, JOHNNY**  
 WLYN, Lynn, Mass.

**TOWNES, MILOW**  
 KLIK, Jefferson City, Mo.

**TOWNSEND, WALLY**  
 CKLW, CKLW-TV,  
 Detroit, Mich.

**TRAVIS, VICTOR**  
 WMID, Atlantic City, N. J.

**TRENDLER, ROBERT**  
 WGN-TV, Chicago, Ill.

**TROTTER, JOHN SCOTT**  
 The George Gobel Show  
 NBC-TV

**TROUT, BOBBY**  
 Stars of Jazz  
 ABC-TV

**TURNER, DORICE**  
 WEBQ, Harrisburg, Ill.

**TURNER, RON**  
 WKMI, Kalamazoo, Mich.

**TURENTINE, BOB**  
 KLVT, Levelland, Tex.

— U —

**UNDERHILL, G. D.**  
 WMEN, Tallahassee, Fla.

**UNDERWOOD, LIZ**  
 WRNL, Richmond, Va.

— V —

**VALENTINE, DAN**  
 WCKR, Miami, Fla.

**VAN, JOHNNY**  
 WGES, Chicago, Ill.

**VAN HORNE, DR. ARTHUR**  
 WCHK, Canton, Ga.

**VAN PELT, PAULINE**  
 KFJB, Marshalltown, Iowa

**VAN STEENBURGH, SHIRLEY**  
 WABY, Albany, N. Y.

**VOGEL, C. P. JR.**  
 WWNR, Beckley, W. Va.

**VOORHEES, DONALD**  
 The Telephone Hour  
 NBC

— W —

**WADE, PEGGY**  
 WCEH, Hawkinsville, Ga.

**WAGNER, JACK**  
 KNBC, San Francisco, Calif.

**WAGONER, RICHARD**  
 WRIC, Richland, Va.

**WALKER, CLARA S.**  
 WJWL, Georgetown, Del.

**WALKER, DON**  
 Your Hit Parade  
 NBC-TV

**WALKER, DUSTY**  
 WJLS, Lansing, Mich.

**WALKER, EDWARD C.**  
 WFLA, Tampa, Fla.

**WALKER, HENRY**  
 WEDO, McKeesport, Pa.

**WALSH, JOHNNY**  
 KEDO, Longview, Wash.

**WALTER, ROD**  
 KPRB, Redmond, Ore.

**WALTERS, CLARENCE**  
 WJBL, Holland, Mich.

**WALTON, GEORGE**  
 KJAY, Topeka, Kan.

**WARD, FRANK**  
 WAKR, Akron, Ohio

**WATSON, BARBARA**  
 WOWO, Fort Wayne, Ind.

**WATSON, HOWARD**  
 KPBA, Pine Bluff, Ark.

**WATTLES, BUD**  
 WERE, Cleveland, Ohio

**WAYNE, BERNIE**  
 ABC Paramount Records; In-  
 dustrial Shows, Buick, General  
 Motors, Philco; Miss America  
 Pageant, Paramount Pictures,  
 NBC-TV

**WAYNE, ROGER**  
 WFLI, Hempstead, N. Y.

**WEBB, ELIZABETH**  
 WCHV, Charlottesville, Va.

**WEED, BUDDY**  
 The Merv Griffin Show; The  
 Johnny Pearson Show ABC

**WEEKLEY, EARLE**  
 WSWA, WSWA-TV,  
 Harrisonburg, Va.

**WELK, LAWRENCE**  
 The Plymouth Show, starring  
 Lawrence Welk

**WESTERFIELD, VIRGINIA**  
 KMED, Medford, Ore.

**WESTON, PAUL**  
 Art Carney Meets 'Peter and  
 the Wolf', ABC-TV; The Sid  
 Caesar Chevy Show, NBC-TV

**WHEELER, WENDY**  
 KTAT, Frederick, Okla.

**WHITE, ALBERT**  
 KCBS, San Francisco, Calif.

**WHITE, ROBERT**  
 WMCA, New York, N. Y.

**WIETHAN, DICK**  
 KTCB, Malden, Mo.

**WILKINSON, RALPH**  
**NORMAN**  
 The United States Steel Hour  
 CBS-TV

**WILSON, GRANT**  
 WJW-TV, Cleveland, Ohio

**WILSON, KENNETH H.**  
 WHDH, Boston, Mass.

**WILSON, STANLEY**  
 Bachelor Father CBS-TV

**WITHAM, NATHAN B.**  
 WDCR, Hanover, N. H.

**WOLFORD, DON**  
 WKBN-TV, Youngstown,  
 Ohio

— Y —

**YORK, BILL**  
 KFSS, Joplin, Mo.

**YOUNG, VERN**  
 KSOP, Salt Lake City, Utah

**YOUNGBLOOD, JIM**  
 WPAD, Paducah, Ky.

— Z —

**ZELKOWITZ, STEPHEN W.**  
 WMVO, Mount Vernon, Ohio

**ZIMMERMAN, HARRY**  
 The Dinah Shore Chevy Show  
 NBC-TV



**BEN GRAUER**

**NBC**

**Radio**

**TV**



**GABE  
PRESSMAN**

— • —

**WRCA/WRCA-TV  
NEWS**

# NEWS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1958

### — A —

**ABRAMS, AL JR.**  
WEDO, McKeesport, Pa.

**ACKER, TOM**  
KROC, Rochester, Minn.

**ADAIR, DOUG**  
WJW-TV, Cleveland, Ohio

**ADAMS, MARK**  
KYA, San Francisco, Calif.

**ADAMS, ROBERT**  
WPAG, Ann Arbor, Mich.

**ADAMS, W. CLARENCE**  
The Morning Herald  
KBTM, Jonesboro, Ark.

**ADAMS, WES**  
WKRT, Cortland, N. Y.

**AGRONSKY, MARTIN**  
News on the Hour  
NBC

**AGUILAR, JUAN**  
KABQ, Albuquerque, N. M.

**AHLSTROM, JAMES**  
WPVL, Painesville, Ohio

**AKER, DICK**  
KVOL, Lafayette, La.

**AKERS, CARL**  
Chanel 7 Reporting  
KLZ-TV, Denver, Colo.

**ALCOTT, CARROLL**  
KNX, Los Angeles, Calif.

**ALLEN, CLARE**  
WEBR, Buffalo, N. Y.

**ALLEN, FRANK**  
KCOW, Alliance, Neb.

**ALLEN, FRED**  
KSRO, Santa Rosa, Calif.

**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.

**ALLEN, SPENCER**  
KMOX-TV, St. Louis, Mo.

**AMOLE, GENE**  
KLEN, Denver, Colo.

**ANDERSEN, ANDY**  
WGBB, Freeport, N. Y.

**ANDERSON, BILL**  
Mobile News  
WXLW, Indianapolis, Ind.

**ANDERSON, ED**  
WTIC-TV, Hartford, Conn.

**ANDERSON, FRED**  
WHYE, Roanoke, Va.

**ANDERSON, KIRK**  
WFGM, Fitchburg, Mass.

**ANDERSON, OMER**  
News Around the World  
(Frankfurt)  
ABC

**ANDERSON, R. L.**  
WCHO, Washington, Ohio

**ANDERSON, RALPH**  
KNOC, Nogales, Ariz.

**ANTHONY, FRANK**  
World Happenings  
KGFL, Roswell, N. M.

**ANTHONY, JOE**  
KHHH, Pampa, Tex.

**ARCHER, BILL**  
WPTV, Palm Beach, Fla.

**ARCIGA, JOSEPH**  
KALI, Pasadena, Calif.

**ARBREY, ROBERT**  
WHAT, Philadelphia, Pa.

**ARGUEDO, OSCAR**  
KCOR, San Antonio, Tex.

**ARLINGTON, CHARLES**  
KFWE, Hollywood, Calif.

**ARMSTRONG, STU**  
WITI-TV, Milwaukee, Wis.

**ARNOT, CHARLES (CAIRO)**  
John Daly and the News; ABC  
News with Don Goddard; Prologue 1959 ABC-TV; News Around the World, ABC

**ARTHUR, BOB**  
WEEK-TV, Peoria, Ill.

**ARTHURS, BILL**  
WRFD, Worthington, Ohio

**ASHLEY, CHARLES J.**  
WSUN, WSUN-TV, St. Petersburg, Fla.

**ATKINS, TOM**  
WPTA, Fort Wayne, Ind.

**AUSLEY, WALLY**  
WTKR, Durham, N. C.

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News Around the World  
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Today, NBC TV

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Editorial Roundup  
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The World Tonight  
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Deadline News  
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WION, Ionia, Mich.

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Behind the Headlines  
WGWR, Asheboro, N. C.

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KGAS, Carthage, Tex.

**BROWN, CECIL**  
News, NBC

**BROWN, DONN**  
The Local Picture  
KCLS, Flagstaff, Ariz.

**BROWN, HOWARD**  
WCKT, Miami, Fla.

**BROWN, JERRY**  
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Coverage, ABC-TV

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- CRAGG, BILL**  
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WDVA, Danville, Va.
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WDEV, Waterbury, Vt.
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- CROFT, MIKE**  
WKVA, Lewistown, Pa.
- CROSS, CHARLES**  
KPDN, Pampa, Tex.
- CROSS, MILTON**  
Weekend 55 News  
ABC
- CROUCH, AL**  
K-NUZ, Houston, Tex.
- CROUCH, PAUL**  
Reporters Notebook  
WMSC, Columbia, S. C.
- CROWLEY, FRANK**  
KANA, Amherst, Mont.
- CRYSTAL, LES**  
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- DALTON, JIM**  
Reporters Notebook  
WHIS-TV, Bluefield, W. Va.
- DALTON, KEN**  
WBET, Brockton, Mass.
- DALEY, JOHN**  
John Daly and the News, Re-  
port Card, Election Coverage,  
Prologue 1959, ABC, ABC-TV
- DANABER, TOM**  
KWMF, Fort Dodge, Iowa
- DANES, SPENCER**  
WMET, Miami Beach, Fla.
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WLFH, Little Falls, N. Y.
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WOWL, WOWL-TV, Florence,  
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- DAVIS, MELTON**  
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WETS, Fountain Inn, S. C.
- DAVIS, ZONA B.**  
WCRA, Effingham, Ill.
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- DAY, BILL**  
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- DAY, CHARLES**  
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- DAY, JOHN**  
WHDI, WHDI-TV,  
Boston, Mass.
- DAVE, ROLAND**  
La. Nat'l. Bank News  
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- DEANE, JERRY**  
WISC-TV, Madison, Wis.
- DEBNAM, W. E.**  
WNCT, Greenville, N. C.
- DECKER, TOM**  
City Edition  
WVET-TV, Rochester, N. Y.
- DEER, JIMMY**  
WDAK, Columbus, Ga.
- DEICH, DAVE**  
WAXX, Chippewa Falls, Wis.
- DELANEY, JACK**  
WSBI, New Bedford, Mass.
- DEMOULPIED, DAVE**  
WBRK, Pittsfield, Mass.
- DENMARK, E. T.**  
Florida News  
WOOF, Dothan, Ala.
- de ORTEGA, GIL**  
WKAQ, Santee, P. R.
- de SLOOYKE, FRED**  
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KDBS, Palm Springs, Calif.
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- ODD, FRANK S.**  
WPTR, Parkersburg, W. Va.



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**DODGE, ED S.**  
WTVN, Tryon, N. C.

**DOEDEN, JERI**  
KAGK, Yuba City, Calif.

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Capital Comment  
WCMB, Harrisburg, Pa.

**DOREMUS, WARREN**  
WHBC, WHBC-TV,  
Rochester, N. Y.

**DORSEY, CLAUDE**  
KMBC, Kansas City, Mo.

**DOTY, DICK**  
WTRM, Bradenton, Fla.

**DOUGLAS, LES**  
WILL, Willimantic, Conn.

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WRBC, Jackson, Miss.

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KSIL, Silver City, N. M.

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WTAO, Boston, Mass.

**DUNLEVEY, JIM**  
WQUB, Galesburg, Ill.

**DUNNAGAN, KEN**  
KROD, El Paso, Tex.

**DUNNE, JIMMY**  
KNAP, Fredericksburg, Tex.

**DUNSTER, GEORGE**  
WTRF, Port Huron, Mich.

**DURKIN, JAY**  
WDEW, Westfield, Mass.

## — E —

**EADIE, DEANE**  
WSNJ, Bridgeton, N. J.

**EAKINS, PHIL**  
KOAT-TV, Albuquerque,  
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**EAMES, WILLIAM A.**  
KSL-TV, Salt Lake City,  
Utah

**EARLE, BILL**  
WIEL, Elizabethtown, Ky.

**EATON, RICHARD**  
WINX, Rockville, Md.

**EATON, RICHARD**  
WMO, Cleveland, Ohio

**EATON, ROY**  
KKOL, Fort Worth, Tex.

**EBEL, WALTER M.**  
EBLO, Hot Springs, Ark.

**ECKERT, ED**  
WRGB, Schenectady, N. Y.

**EDMONDSON, AUSTIN**  
WAOV, Vincennes, Ind.

**EDWAEDS, BOB**  
KNCM, Moberly, Mo.

**EDWARDS, CHARLES**  
WRAM, Monmouth, Ill.

**EDWARDS, DARRELL**  
WTV, Titusville, Pa.

**EDWARDS, DON**  
KROC-TV, Rochester, Minn.

**EDWARDS, FRANK**  
WTTV, Bloomington, Ind.

**EDWARDS, JOHN**  
News Around the World; Eis-  
enhower Press Conferences,  
ABC; John Daly and the  
News; ABC News with Don  
Goddard, ABC-TV

**EID, LEIF**  
News  
NBC

**EINHAUS, ROBERT**  
KJAN, Atlantic, Iowa

**ELLERIN, NORBERT**  
WDLG, Port Jervis, N. Y.

**ELLIOT, KEN**  
KRMD, Shreveport, La.

**ELLIOTT, DOYCE**  
KOSA-TV, Odessa, Tex.

**ELLIOTT, JIM**  
WNAB, Bridgeport, Conn.

**ELLIS, KEN**  
WMNI, Columbus, Ohio

**ELLISON, DUNCAN**  
KDUB-TV, Lubbock, Tex.

**ELLISON, WILLIAM G.**  
WHBF, Rock Island, Ill.

**ELSTON, E. G.**  
World News Roundup  
KCUE, Red Wing, Minn.

**EMMERSON, BYRON**  
WMIX, Mt. Vernon, Ill.

**ENGLE, HOLLAND**  
WGN, Chicago, Ill.

**ERICKSON, EDWARD**  
WKRZ, Oil City, Pa.

**ERICKSON, LLOYD**  
KLWN, Lawrence, Kan.

**ERLICH, M. D.**  
WVNH, Rochester, N. H.

**ESCHEN, FRANK**  
KSD, St. Louis, Mo.

**EUGENE, LES**  
KCMC-TV, Texarkana, Tex.

**EVANS, JIM**  
WHLN, Bloomsburg, Pa.

**EVANS, WALT**  
KTBB, Tyler, Tex.

**EYERSOLE, JACK**  
WKCT, Bowling Green, Ky.

## — F —

**FACENDA, JOHN**  
WCAU-TV, Philadelphia, Pa.

**FAIRCLOTH, JACK**  
WEAT-TV, West Palm  
Beach, Fla.

**FAIRWEATHER, JACK**  
KVOC, Casper, Wyo.

**FALK, RAY**  
News Around the World  
(Tokyo) ABC

**FALLO, JOHN S.**  
WSME, Sanford, Me.

**FANG, IRV**  
KWKW, Pasadena, Calif.

**FARISS, WAYNE**  
WCKP, Miami, Fla.

**FEMMEL, DICK**  
John Daly and the News;  
ABC News with Don  
Goddard  
ABC-TV, WXYZ-TV (Detroit)

**FENNER, LYLE**  
KXL, Portland, Ore.

**FENTRESS, STEVE**  
WGN, Chicago, Ill.

**FIELER, LOU**  
WFOB, Fostoria, Ohio

**FIELD, FRANK**  
KMA, Shenandoah, Iowa

**FIELDS, BILL**  
WKDK, Newberry, S. C.

**FINNEY, E. DEAN**  
Periscope  
WTWN, St. Johnsbury, Vt.

**FINNEY, FREDERIC N.**  
KTUC, Tucson, Ariz.

**FINNING, FRANK**  
WKNE, Keene, N. H.

**FIORANI, ROSE**  
WPTS, Pittston, Pa.

**FIRMIN, JAMES H.**  
WMOK, Metropolis, Ill.

**FISHER, BOB**  
WRMN, Elgin, Ill.

**FISHER, ELDER A.**  
WHKK, Akron, Ohio

**FISHER, JERRY**  
KEYS, Corpus Christi, Tex.

**FISHER, LEWIS**  
WINS, New York, N. Y.

**FITCH, JERRY**  
Sunday Commentary  
KGLN, Glenwood Springs,  
Colo.

**FITZ, C. W.**  
WABL, Amite, La.

**FITZGIBBONS, JACK**  
WAKR, WAKR-TV, Akron,  
Ohio

**FLAHERTY, PAT**  
KPRC, KPRC-TV, Houston,  
Tex.

**FLANNERY, HARRY**  
KMOX, St. Louis, Mo.

**FLANNERY, JACK**  
WCAP, Lowell, Mass.

**FLAXINGTON, REV. WAED  
B.**  
Plain Thoughts of a Plain  
Citizen  
WVHG, Hornell, N. Y.

**FLEMING, ED**  
KNXT, Los Angeles, Calif.

**FLEMING, ROBERT**  
John Daly and the News; ABC  
News with Don Goddard; Re-  
port Card; Election Coverage;  
ABC, ABC-TV

**FLEMING, AL**  
KELO, KELO-TV  
Sioux Falls, S. D.

**FLETCHER, NORMAN A.**  
KNOC, Natchitoches, La.

**FLOURNOY, BOB**  
WKY, Oklahoma City, Okla.

**FLUEGEL, CRES**  
WEEK, Peoria, Ill.

**FLYNN, ARTHUR**  
WHAU, Haverhill, Mass.

**FOARD, A. G., JR.**  
WJRI, Lenoir, N. C.

**FOGARTY, JACK**  
WCPO, Cincinnati, Ohio

**FOLDMAN, BOB**  
WCAP, Lowell, Mass.

**FONTAINE, HERBERT**  
WJDA, Quincy, Mass.

**FORBES, GILBERT**  
WFBB, Indianapolis, Ind.

**FORD, DICK**  
WPTZ, Plattsburgh, N. Y.

**FORD, MARK**  
KDAY, Hollywood, Calif.

**FORESTER, DOROTHA**  
KVBC, Farmington, N. M.

**FORREST, WILLIAM**  
Foot Notes on the Headlines  
WGN, Newburgh, N. Y.

**FORRESTER, ROY**  
KLYR, Clarksville, Ark.

**FOSTER, CHUCK**  
KOIN-TV, Portland, Ore.

**FOSTER, WALTON**  
KWER, San Angelo, Tex.

**FOSTER, WAYNE**  
WYTH, Madison, Ga.

**FOX, BILL**  
KTNT-TV, Tacoma, Wash.

**FRANCIS, DICK**  
WDSM, WDSM-TV,  
Superior, Wis.

**FRANK, BILL**  
Around the Town  
WLLM, Wilmington, Del.

**FRANK, DON**  
WVHOA, San Juan, P. R.

# RADIO-TV NEWS COMMENTATORS

**FRANK, ROBERT**  
WOC-TV  
Davenport, Iowa

**FRANKLIN, FRED**  
News of the North  
KTRF, The-I River Falls,  
Minn.

**FRANKLIN, JOHN**  
WRCV Philadelphia, Pa.

**FRASER, DON**  
WICO, Salisbury, Md.

**FRASER, GORDON**  
Monitor, NBC

**FRAWLEY, TOM**  
WHIO, Dayton, Ohio

**FREDERICK, PAULINE**  
News, NBC, NBC-TV

**FREDERICKS, CLARE**  
WBY, Chibougan, Mich.

**FREDERICKS, DIRK**  
Weekday News - Evening,  
ABC

**FREEDMAN, BERT**  
WVMU, Mt. Carmel, Ill.

**FREEMAN, GEORGE**  
WNBC, New Haven, Conn.

**FRIED, GEORGE**  
WFLA, Plant City, Fla.

**FRITS, JAMES C.**  
KAGT, Anacortes, Wash.

**FUCHS, LARRY**  
WCRB, Boston, Mass.

**FYFFE, BILL**  
WJRT, Flint, Mich.

## — G —

**GAIL, FRANK**  
WHB, Detroit, Mich.

**GAFANEY, L. L.**  
KOLS, Pryor, Okla.

**GAGE, FRED**  
News, Cavalcade  
WLAM, Lewiston, Me.

**GAINES, WALT**  
WGAA, Amsterdam, N. Y.

**GALLETT, RICHARD T.**  
WAVZ, New Haven, Conn.

**GALLO, JOHN W.**  
WRPT, Milwaukee, Wis.

**GAMBLE, BOB**  
WKY-TV, Oklahoma City,  
Okla.

**GAMER, GREG**  
KAKE-TV, Wichita, Kan.

**GARBER, PAUL**  
WABJ, Adrian, Mich.

**GARDELLA, FRED**  
Our Town  
WBNC, Conway, H. H.

**GARDNER, DON**  
Weekday News  
ABC

**GARDNER, REED**  
WZOK, Jacksonville, Fla.

**GARTLAND, JACK**  
WPTM, Trenton, N. J.

**GASMAN, BILL**  
KRFW, Sunnyside, Wash.

**GATES, HALLEY**  
KENS, Las Vegas, Nev.

**GAYMAN, VAUGHN**  
WDBQ, Dubuque, Iowa

**GEER, STEVE**  
WHEN, WHEN TV,  
Synagogue, N. Y.

**GENTRA, BILL**  
WCHV, Charlottesville, Va.

**GEORGE, ABNER**  
KOTA, Rapid City, S. D.

**GEORGE, FRANK**  
KDKA, Pittsburgh, Pa.

**GERAGHTY, LARRY**  
WCSH-TV, Portland, Me.

**GERARD, GEORGE**  
News Around the World  
(Geneva)  
ABC

**GESSNER, ROBERT**  
WNNJ, Newton, N. J.

**GHEZA, BOB**  
WBOF, Virginia Beach, Va.

**GIBSON, JOE**  
WWSW, Pittsburgh, Pa.

**GIBSON, PHIL**  
WMBD, Peoria, Ill.

**GIBSON, ROY**  
KDYI, RTV7, Salt Lake  
City, Utah

**GIFFORD, DAVE**  
WICI, Emp., Pa.

**GIGERE, JON**  
KFSJ, Pueblo, Colo.

**GILBERT, LIVINGSTON**  
3 Star Final  
WAVE, WAVE-TV  
Louisville, Ky.

**GILLESPIE, DAVE**  
WOHS, Shelby, N. C.

**GILLESPIE, JOE**  
KNBC, San Francisco, Calif.

**GILMORE, JOHN**  
WBNY, Buffalo, N. Y.

**GIMZEK, ED**  
WVWB, Vineland, N. J.

**GIRoux, LEE**  
KRVA, Los Angeles, Calif.

**GITTINGS, CLARENCE**  
KTVI, Ottumwa, Iowa

**GLADSTONE, HENRY**  
WOR, New York, N. Y.

**GLAYNE, JOHN**  
Northeastern Newsreel  
WNEP-TV, Scranton, Pa.

**GLEASON, JOHN H.**  
WIMS, Michigan City, Ind.

**GLYNN, BILL**  
KRNS, Los Altos, N. M.

**GODDARD, DON**  
John Daly and the News: Re-  
port Card, ABC News with  
Don Goddard, Election Co-  
verage, Pope Plus, Obituary  
Prologue 1959  
ABC-TV; ABC Commentary

**GODDARD, WILLIAM**  
Lasting Post  
WGSN, Huntington, N. Y.

**GOEREL, CARL**  
WPTF, Raleigh, N. C.

**GOODE, GEORGE**  
KSON, San Diego, Calif.

**GOODMAN, GEORGE**  
WLIB, New York, N. Y.

**GOODRICH, ROGER**  
WHEC, WHEC-TV,  
Rochester, N. Y.

**GORDON, LOU**  
WXYZ-TV, Detroit, Mich.

**GOREKLE, NORMAN**  
KTFE, Pendleton, Ore.

**GORMLA, BILL**  
KIMO, Independence, Mo.

**GOSHORN, ROY B.**  
WHOL, Allentown, Pa.

**GRAHAM, GORDON**  
WVAI, Indianapolis, Ind.

**GRAMER, BILL**  
WGFD, Cypress Gardens, Fla.

**GRANT, AUSTIN**  
CKLW, CKLW-TV, Detroit  
Mch.

## GRAUER, BEN

B. June 2, 1908, New York,  
N. Y.; Ask Congress, Citizens  
Union Searchlight, Discussion,  
WRCA, WRCA-TV; Monitor —  
Communicator, Sound of Science,  
9 PM — News on the Hour,  
NBC Radio Network

**GRAY, J. S.**  
WCEI, Barbers, Pa.

**GRAY, TAMAN**  
WALB, Albany, Ga.

**GREEN, CHARLES**  
WNJR, Newark, N. J.

**GREEN, GEORGE**  
Four Star Final  
KOOK-TV, Billings, Mont.

**GREEN, H. E.**  
News and Interviews  
KPKA, Greeley, Colo.

**GREEN, RALPH**  
KPKA, Greeley, Colo.

**GREEN, ROBERT**  
WKMT, Rinkas Mountain, N.  
C.

**GRESHAM, FERRELL**  
KELD, El Dorado, Ark.

**GRETES, RANDY**  
WVWB, Vineland, N. J.

**GRIEER, DON**  
WIRE, Indianapolis, Ind.

**GRIEFIN, MIKE**  
WJSM-TV, Duluth, Minn.

**GRIFFITH, FRED**  
WHP, Charleston, W. Va.

**GRUTTI, LES**  
Workday News - Evening  
ABC

**GREGGS, JERRY**  
WASL-TV, Detroit, Mich.

**GRIMSBY, ROGER**  
WVXV-TV, Milwaukee, Wis.

**GROFF, WILL**  
WEZN, Elizabethtown, Pa.

**GROSSEBACHER, BOB**  
WNBT, Wellboro, Pa.

**GROYE, BILL**  
WJXT, Jacksonville, Fla.

**GUNN, BEN**  
City Camera  
WAGATV, Atlanta, Ga.

**GUTHRIE, WARREN**  
Subito Reporter  
WJAW-TV, Cleveland, Ohio

## — H —

**HACKES, PETER**  
News, NBC

**HAGEMAN, HAROLD**  
WOLE, Akron, Ohio

**HAGERTY, JERRY**  
Tri State Final  
WSEE, Emp., Pa.

**HAGUE, EARL**  
WPK, Alexandria, Va.

**HAIN, LOU**  
Behind the Headlines  
WREB, Lexington, Pa.

**HAINES, MARLIN**  
Full-Talk News  
KROD-TV, El Paso, Tex.

**HALLEY, BILL**  
WROC-TV, Rochester, N. Y.

**HALL, WILSON**  
News on the Hour  
NBC

**HALLIGAN, JOHN**  
KBOE, Oskaloosa, Iowa

**HALLORAN, RYAN**  
WAVE, Louisville, Ky.

**HALPERMAN, KENNETH**  
WCFE, Akron, Ohio

**HALVERSON, PAT**  
KSYD-TV, Wichita Falls,  
Tex.

**HAMBAY, W. H.**  
WDXN, Clarksville, Tenn.

**HAMILTON, GENE**  
Monitor, NBC

**HAMILTON, JACK**  
Breakfast Edition  
KIDD, Monterey, Calif.

**HAMMOND, FRED**  
Eso Reporter  
WVI, New Orleans, La.

**HANEY, FRED**  
WCSN, Elizabethtown, N. C.

**HANGEN, WELLES**  
News, NBC, NBC-TV

**HANSEN, HANS (Copenhagen)**  
News Around the World  
ABC

**HANSON, EUGENE**  
Pulaski County News Round up  
KEXP, Livingston, Tex.

**HARDIN, JIM**  
Breakfast Edition  
WCOB, Newnan, Ga.

**HARDY, BOB**  
WHL, St. Louis, Mo.

# RADIO-TV NEWS COMMENTATORS

- HARKNESS, RICHARD**  
News on the Hour  
NBC
- HAISLER, JERRY**  
WMTV, Madison, Wis.
- HARPER, JOE**  
WHP-TV, Harrisburg, Pa.
- HARRIER, BOYD**  
WTAR, Norfolk, Va.
- HARRINGTON, JOHN**  
KTAR, Phoenix, Ariz.
- HARRIS, DAVE**  
KBIF, Fresno, Calif.
- HARRISON, BRAD**  
KSTL, St. Louis, Mo.
- HARRISON, CHUCK**  
WMBD-TV, Peoria, Ill.
- HARRISON, ROBERT**  
WHNC, Henderson, N. C.
- HARSCH, JOSEPH C.**  
News  
NBC
- HART, DON**  
WSNU, Bridgeton, N. J.
- HARTLEY, HOWARD**  
Five Star Final  
WDCL, WTAN, Clearwater, Fla.
- HARVEY, HANK**  
WIMA, Lima, Ohio
- HARVEY, JOHN**  
KJBS, San Francisco, Calif.
- HARVEY, PAUL**  
Paul Harvey News;  
(WBKB-TV-Local)  
Election Coverage  
ABC, ABC-TV
- HARVEY, PAUL**  
WSAT, Salisbury, N. C.
- HARVILLE, CHARLIE**  
WFMY-TV, Greensboro, N. C.
- HATCH, ERIC**  
WBIS, Bristol, Conn.
- HAWKEY, BOB**  
WJNO, West Palm Beach, Fla.
- HAYDEN, WILLIAM**  
WIOU, Kokomo, Ind.
- HAYES, GEORGE**  
Weekend :55 News  
ABC
- HAYS, JIM**  
K-GUN-TV, Tucson, Ariz.
- HAYWARD, BRUCE**  
KTVI, St. Louis, Mo.
- HELMS, JESSE**  
WRAL-TV, Raleigh, N. C.
- HENDERSON, BROOKS**  
KSTP, St. Paul-  
Minneapolis, Minn.
- HENDERSON, JOE**  
KMUS, Muskogee, Okla.
- HENDRICKSON, MORT**  
Headlines & Bylines  
WDVL, Vineland, N. J.
- HENLE, RAY**  
Three Star Extra  
NBC
- HENRY, BILL**  
WSFA-TV, Montgomery, Ala.
- HENRY, JOHN**  
KOA, Denver, Colo.
- HENRY, MIKE**  
KFWB, Hollywood, Calif.
- HENRY, STEVE**  
WECL, Eau Claire, Wisc.
- HENSTROM, RICHARD**  
KLOR-TV, Provo, Utah
- HERBERT, ALAN**  
WHIO, Dayton, Ohio
- HERLIHY, ED**  
Monitor, NBC
- HERMAN, DON**  
WHRV, Ann Arbor, Mich.
- HEKING, CHARLES**  
KING-TV, Seattle, Wash.
- HEUER, MYRON**  
Dinner Bell News  
KCUE, Red Wing, Minn.
- HEWITT, BOB**  
WCVS, Springfield, Ill.
- HICKLING, LEE**  
WNEF-TV, Binghamton,  
N. Y.
- HICKOX, RICHARD**  
WISH-TV, Indianapolis, Ind.
- HICKS, CAP**  
WRGA, Rome, Ga.
- HIGGINS, PAT**  
KFSD, KPSS-TV,  
San Diego, Calif.
- HIGHTOWER, TED**  
WSB, Atlanta, Ga.
- HILDEBRAND, KEN**  
KQV, Pittsburgh, Pa.
- HILDRETH, RICHARD**  
WIRY, Plattsburgh, N. Y.
- HILL, BAYNE**  
WDSP, DeFuniak Springs,  
Fla.
- HILL, DOUG**  
KELO, KELO-TV,  
Sioux Falls, S. D.
- HILL, ROBERT**  
WNAX, Yankton, S.D.
- RILLE, BOB**  
KSD, St. Louis, Mo.
- HILLEGAS, FRED**  
WSYR, Syracuse, N. Y.
- HILMER, GLENN H.**  
WCME, Brunswick, Me.
- HINCKLE, ED**  
WVET, Rochester, N. Y.
- HINES, BILL**  
WGST, Atlanta, Ga.
- HINSHAW, FRED MOORE**  
WLBC, WLBC-TV,  
Muncie, Ind.
- HOARITY, LEO**  
WBOF, Virginia Beach, Va.
- HOBBS, JAMES B., JR.**  
WSPA-TV, Spartanburg,  
S. C.
- HODGKINSON, BRIAN**  
WDOK, Cleveland, Ohio
- HOFFMAN, GEORGE**  
WWCA, Gary, Ind.
- HOLBERT, DON**  
KTOE, Mankato, Minn.
- HOLBROOK, CLYDE**  
Behind the Stories  
KCQG, Centerville, Iowa
- HOLCOMB, GRANT**  
KNXT, Los Angeles, Calif.
- HOLDERFIELD, W. D.**  
WFPA, Fort Payne, Ala.
- HOLIDAY, JON**  
Alemlite News Desk  
WIST, Charlotte, N. C.
- HOLM, CAL**  
WAKR, Akron, Ohio
- HOLM, JOHN H.**  
KBRL, McCook, Neb.
- HOLTMAN, MARTIN**  
WTVR, Richmond, Va.
- HONEYMAN, RUSS**  
WDXI, Jackson, Tenn.
- HOOD, BILL**  
KSYD-TV, Wichita Falls,  
Tex.
- HOOPER, JACK**  
WHGB, Harrisburg, Pa.
- HOOPER, WILLIAM**  
WIVK, Knoxville, Tenn.
- HOOPER, DICK**  
KREM, Spokane, Wash.
- HOPKINS, GENE**  
WLSD, Big Stone Gap, Va.
- HORAN, BOB**  
WKAZ, Charleston, W. Va.
- HORAN, BOB**  
WSAZ-TV, Huntington,  
W. Va.
- HORGAN, EDWARD**  
WEEM, Fitchburg, Mass.
- HORNING, DICK**  
WTCN-TV, Minneapolis,  
Minn.
- HOSS, DAVE**  
Editorially Speaking  
KFLY, Corvallis, Ore.
- HOWARD, GLEN**  
WMLC, Monroe, Mich.
- HOWARD, GLENN**  
WOHO, Toledo, Ohio
- HOWE, LLOYD G.**  
WPDM, Potsdam, N. Y.
- HOWE, QUINCY**  
ABC Commentary; Quincy  
Howe Commentary; Week of  
the World, ABC; Report Card;  
Election Coverage; Prologue  
ABC-TV
- HOWELL, HENRY**  
WOAI, WOAI-TV, San  
Antonio, Tex.
- HOWICK, BOB**  
WHHH, Warren, Ohio
- HOWSER, DON**  
WGN, Murfreesboro, Tenn.
- HOYT, ROBERT**  
Business News  
WSBT, South Bend, Ind.
- HUBBARD, ERROL**  
WCNT, Centralia, Ill.
- HUDDLESTON, JOHN**  
KSDO, San Diego, Calif.
- HUDSON, LEW**  
KWOA, Worthington, Minn.
- HUFE, OSCAR**  
WKMP, Flint, Mich.
- HUFE, OSCAR**  
WTOL-TV, Toledo, Ohio
- HUGHES, DON E.**  
KIOA, Des Moines, Iowa
- HUGHES, EVAN H.**  
KVOL, Lafayette, La.
- HUGHES, JOHN B.**  
WTAE, Pittsburgh, Pa.
- HUGHES, PAUL**  
KVAR, Phoenix-Mesa, Ariz.
- HUMBERT, BILL**  
Talking It Over  
KGAK, Gallup, N. M.
- HUNTLEY, CHET**  
News; Outlook  
NBC, NBC-TV
- HUNTLEY, FRANK**  
News Around the World  
(Formosa)  
ABC
- HUNTLEY, HANK**  
KEHH, Pampa, Tex.
- HURST, JACK**  
WLEE, Richmond, Va.
- HUTTO, RICK**  
WDVH, Gainesville, Fla.
- HYATT, MARION**  
WAUD, Auburn, Ala.
- HYDER, BILL**  
WBEY, Millington, Tenn.
- HYLTON, CHARLES**  
Banner News  
WLOG, Logan, W. Va.
- HYMAN, MARK**  
WHAT, Philadelphia, Pa.

— I —

- IDLE, CARL**  
KDKA-TV, Pittsburgh, Pa.
- INGSTAD, BOB**  
KOVC, Valley City, N. D.
- IONNE, JOE**  
WMRN, Marion, Ohio
- IRELAND, MILLARD**  
KOMO, Seattle, Wash.
- IRVING, DICK**  
KRES, St. Joseph, Mo.
- ISAAC, W. T.**  
WHR, Danville, Ky.
- ISON, W. W.**  
WKIS, Orlando, Fla.
- IZZARD, BOB**  
KGNC, KGNC-TV,  
Amarillo, Tex.

— J —

- JACKSON, KEITH**  
KOMO-TV, Seattle, Wash.

# RADIO-TV NEWS COMMENTATORS

**JACKSON, RIVERS**  
WCEH, Hawkinsville, Ga.

**JACOBS, WHITNEY**  
Listener Speaks

**WINE, Manchester, Conn.**

**JACOBS, BILL**  
Between the Lines  
WPTB, Vero Beach, Fla.

**JACOBY, DICK**  
KETV, Omaha, Neb.

**JAMES, TONY**  
WGBB, Freeport, N. Y.

**JANES, DOLPH**  
KORE, Eugene, Ore.

**JARLSON, ALAN**  
KRAM, KLAS-TV  
Las Vegas, Nev.

**JARRELL, W. W.**  
WKTG, Thomasville, Ga.

**JASON, LEE**  
KJEO, Fresno, Calif.

**JEFFERSON, WALTER**  
KPRR-TV, Houston, Tex.

**JEFFRIES, ALLEN**  
WSH, Indianapolis, Ind.

**JELKS, WATT**  
KTB, Thibodaux, La.

**JESTER, LEWIS T.**  
WVEC, WVEC-TV,  
Hampton-Norfolk, Va.

**JETER, FLOYD**  
Across Back Yard Fence  
KFLJ, Walsenburg, Colo.

**JIMENEZ, JUAN ORTIZ**  
Titulares, Warner-Lambert  
WRAQ, WRAQ-TV, San Juan,  
P. R.

**JOHN, DICK**  
WKY, WKY-TV  
Oklahoma City, Okla.

**JOHNSON, CHUCK**  
WHLJ, Hempstead, N. Y.

**JOHNSON, DICK**  
KBOM, Bismarck, N. D.

**JOHNSON, GEORGE**  
WQFA, Moline, Ill.

**JOHNSON, WAYNE**  
WERE, Cleveland, Ohio

**JOLLS, TOM**  
WFSJ, Lockport, N. Y.

**JONES, BOB**  
WAPI, WAPI-TV  
Birmingham, Ala.

**JONES, CLARENCE**  
Straight from the Horses  
Mouth  
WBPD, Orangeburg, S. C.

**JONES, E. Z.**  
McNellie News  
WBRB, Burlington, N. C.

**JONES, TED**  
WTKO, Ithaca, N. Y.

**JOYNER, JACK**  
WSIX, WSIX-TV  
Nashville, Tenn.

## — K —

**KARO, JOHN**  
WARD-TV, Johnstown, Pa.

**KAIN, RED**  
WLAN, Lancaster, Pa.

**KALBER, FLOYD**  
KMTV, Omaha, Neb.

**KAPLAN, RALPH**  
KVSX, Colorado Springs,  
Colo.

**KAPLOW, HERB**  
News  
NBC, NBC-TV

**KARNS, BRUCE**  
KJK, Junction City, Kan.

**KASSSELL, CY**  
WJIL, Boston-Medford,  
Mass.

**KAUFMAN, BOB**  
WISR, Butler, Pa.

**KEANE, JERRY**  
WDOG, Athens, Ga.

**KEEN, HAROLD**  
KFMB-TV, San Diego, Calif.

**KEHOE, RON**  
WDCR, Hanover, N. H.

**KELLSBER, PHIL**  
WCKR, Miami, Fla.

**KELLER, SAM**  
WOKK, Meridian, Miss.

**KELLEY, ELMER**  
WFMW, Madisonville, Ky.

**KELLEY, MORRIS**  
KWBG, Boone, Iowa

**KELLY, ROLAND**  
WSRT, South Bend, Ind.

**KELSO, JIM**  
News Round-up  
WFAI, Fayetteville, N. C.

**KENNEDY, ED**  
Special Assignment  
WVLP, Springfield, Mass.

**KENNEDY, JESS**  
WMBD, Peoria, Ill.

**KENNEDY, KEVIN**  
WPIX, New York, N. Y.

**KENT, JIM**  
WMAK, Nashville, Tenn.

**KENT, TONY**  
Up To The Minute  
KPSD, KPSD-TV  
San Diego, Calif.

**KERLIN, J. C.**  
What Goes On Here?  
WGBP, Evansville, Ind.

**KERN, BRUCE**  
WTCV, Hartford, Conn.

**KERR, FRANK**  
KIDU, Ventura, Calif.

**KERR, THOMAS**  
Rural Roundup  
WTCO, Campbellsville, Ky.

**KESSLER, DAVID E.**  
WHAM, Rochester, N. Y.

**KETNER, WILL**  
Tri County News  
WYAM, Altoona, Pa.

**KEVORKIAN, HARRY**  
WBFL, Roanoke, Va.

**KIDNEY, DICK**  
WGH, Newport News,  
Norfolk, Va.

**KIBERNAN, WALTER**  
Monitor, NBC

**KILPATRICK, JIMMY**  
News in Review  
WJHO, Opelika, Ala.

**KINARD, LEE**  
WPMY-TV, Greensboro,  
N. C.

**KING, HAL**  
WBOP, Hopkinsville, Ky.

**KING, REX**  
It Happened this Week  
KTFW, Sitka, Alaska

**KING, WILLIAM**  
WENK, Union City, Tenn.

**KINNIRY, PAUL**  
WVAN, Danville, Ill.

**KIRBY, HAL**  
WAWR, Russellville, Ala.

**KIRBY, JONATHAN**  
KCBQ, San Diego, Calif.

**KIRSCHHEIM, WILLIAM**  
WBHQ, Augusta, Ga.

**KLANE, ERNIE**  
WBVP, Beaver Falls, Pa.

**KNIGHT, CHARLES**  
WNDU, South Bend, Ind.

**KNIGHT, JEFF**  
WYDE, Birmingham, Ala.

**KNIGHT, KIRK**  
WVJ, WVJ-TV, Detroit,  
Mich.

**KNIGHT, LLOYD**  
KJEN, Denver, Colo.

**KNOX, BOB**  
WTBG, Philadelphia, Pa.

**KNOX, RALPH**  
WBRF, Rochester, N. Y.

**KNUTSON, HAL**  
Western Edition  
KBOL, Boise, Idaho

**KNUTSON, MILO G.**  
WKTY, La Crosse, Wis.

**KOCH, JAMES**  
WBFB-TV, Rock Island, Ill.

**KOELSCH, JOSEPH**  
WRCO, Richland Center, Wis.

**KRASNE, BYRON**  
KOLN-TV, Lincoln, Neb.

**KREGGLOH, HUBERT**  
WSPR, Springfield, Mass.

**KRUPP, ROGER**  
KSTP, St. Paul-Minneapolis,  
Minn.

**KRUSE, DARVL**  
KXLT, Helena, Mont.

**KURTZ, KEN**  
WIS, Columbia, S. C.

**KUSHON, FRED**  
KACY, Oxnard, Calif.

**KUTZ, EDWARD C.**  
WSPD, Toledo, Ohio

## — L —

**LAFFERTY, JAMES**  
WANS, Anderson, S. C.

**LaFRANCE, CONNIE**  
WASN, Nashua, N. H.

**LAITTE, REGINALD**  
WVOK, Charlotte, N. C.

**LAMANNA, JAMES**  
WBL, Syracuse, N. Y.

**LA MER, ROY**  
WMS, Norfolk, Va.

**LANCASTER, CHARLES**  
WJBN, Lebanon, Ky.

**LANDEIS, WILLIAM B.**  
WTVV, Tupelo, Miss.

**LANDON, FORREST**  
WDBJ, Roanoke, Va.

**LANE, AIT**  
WIBG, Philadelphia, Pa.

**LANG, MIKE**  
WFAI, Fayetteville, N. C.

**LANGSTON, JOE**  
WNP, Tuscaloosa, Ala.

**LANTZ, RICHARD**  
Night Find  
WTOG-TV, Savannah, Ga.

**LaPRISE, RAY**  
WNDB, Daytona Beach, Fla.

**LARSEN, G. ROY (WHITEY)**  
WNAX, Yankton, S. D.

**LARSON, CARL**  
WPRO, Ithaca, N. Y.

**LARVENZ, LARRY**  
WGMA, Hollywood, Fla.

**LATHAM, JACK**  
KROA, Los Angeles, Calif.

**LAURENCE, JOCK**  
WNAK, Wilkes-Barre, Pa.

**LAVER, AL**  
WSKY, Asheville, N. C.

**LAVIGNE, RICHARD**  
WREB, Holyoke, Mass.

**LAWRENCE, KEN**  
WMC, Monroe, Mich.

**LAWNS, RAY**  
WHAM, Rochester, N. Y.

**LAWTON, FLEETWOOD**  
KTYM, Inglewood, Calif.

**LeBOUCHE, JIM**  
WSMR, New Orleans, La.

**LEBSACK, LYLE**  
KNDN, Aberdeen, S. D.

**LECIUS, ED**  
Voice of Community  
WOTV, Nashua, N. H.

**LEE, BOB**  
KARM, Fresno, Calif.

**LEE, BOB**  
WCOM, Packersburg, W. Va.

**LEE, DAVID**  
Five Star Final  
KMSP-TV, Minneapolis,  
Minn.

**LEE, ED**  
KLEO, Wichita, Kan.

**LEE, REV. HARRY R.**  
Religion in News  
WHLG, Hornell, N. Y.

**LEE, JOE**  
KNAK, Salt Lake City, Utah

# RADIO-TV NEWS COMMENTATORS

**LEEDS, DAVID**  
WMCA, New York, N. Y.

**LEGE, ERNIE**  
WLOF-TV, Orlando, Fla.

**LEGOW, FRANK**  
WADC, Akron, Ohio

**LEISURE, CLARENCE**  
KNBC, San Francisco, Calif.

**LEONARD, DICK**  
Bay Area Background  
KCBS, San Francisco, Calif.

**LEONARD, EDISON**  
WSAN, Allentown, Pa.

**LEONARD, VINCE**  
WRCV-TV, Philadelphia, Pa.

**LESTER, DOUGLAS**  
WBAB, Babylon, N. Y.

**LEVIN, MARLIN**  
News Around the World (Tel Aviv)  
ABC

**LEVINE, IRVING R.**  
News, NBC

**LEVINE, MIKE**  
KDKA, Pittsburgh, Pa.

**LEWIS, CHARLES**  
WWJ, Detroit, Mich.

**LEWIS, J. SHELDON**  
What, Why, Where  
WELM, Elmira, N. Y.

**LEWIS, JOHN**  
WBAL, Baltimore, Md.

**LEWIS, LEON**  
Community News Roundup  
WWRL, New York, N. Y.

**LIGGITT, PAUL T.**  
WHPF, Rock Island, Ill.

**LILLIBRIDGE, SAM**  
KLEN, Killeen, Tex.

**LINDMAN, STUART A.**  
WTCN, Minneapolis, Minn.

**LINDSEY, BILL**  
KVOY, Yuma, Ariz.

**LIPPER, GEORGE A.**  
WDOG, Marine City, Mich.

**LIPPOLD, HENRY**  
WMT-TV, Cedar Rapids, Iowa

**LISSER, ALAN**  
KBIG, Avalon, Calif.

**LITTLE, JAMES G.**  
WTAG, Worcester, Mass.

**LLOYD, MORT**  
WRGP-TV, Chattanooga, Tenn.

**LLOYD, VINCE**  
Morning Edition  
WGN-TV, Chicago, Ill.

**LODGE, BOB (CHICAGO)**  
John Daly and the News;  
ABC with Don Goddard  
ABC-TV

**LOFLIN, BOB**  
WKRG-TV, Mobile, Ala.

**LONG, CHET**  
WBNS, Columbus, Ohio

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.

**LONGSHAW, GEORGE**  
KWBB, Wichita, Kan.

**LOOS, MONTE**  
KOLR, Sterling, Colo.

**LORD, GEORGE**  
World on Parade  
WCAU, Philadelphia, Pa.

**LOSSIER, OSCAR**  
WFCT, Putnam, Conn.

**LOUDEM, RODNEY V.**  
KEED, Springfield, Ore.

**LOVE, JIM**  
KLCN, Blytheville, Ark.

**LOW, DALE**  
KNCM, Moberly, Mo.

**LOW, ROBERT**  
News Around the World (Madrid)  
ABC

**LOWERY, JAMES**  
WSEN, Baldwinsville, N. Y.

**LOWERY, JAMES, Jr.**  
WOHI, East Liverpool, Ohio

**LOZANO, GUILLERMO**  
KCOB, San Antonio, Tex.

**LUCAS, WILLIAM E.**  
WSAV-TV, Savannah, Ga.

**LULLOFF, ROBERT**  
WCCN, Neillsville, Wisc.

**LUND, JACK**  
Overnite Extra  
KFAM, St. Cloud, Minn.

**LUPO, TONY**  
WCCM, Lawrence, Mass.

**LYMAN, PETE**  
Final Edition  
WBOY-TV, Clarksburg, W. Va.

**LYNN, BOB**  
K-NUZ, Houston, Tex.

**LYONS, DONALD**  
KPAC, Port Arthur, Tex.

## — Mc —

**McBEE, KEITH**  
WJZ-TV, Baltimore, Md.

**McBRIDE, ALYS MAE**  
WHLB, Virginia, Minn.

**McBRIDE, BOB**  
WMBL, Joplin, Mo.

**McCAFFERY, JOHN K. M.**  
News, NBC-TV

**McCAIN, BILL**  
WAKE, Atlanta, Ga.

**McCARTHY, RUTH**  
News Around the World (Havana)  
ABC

**McCARTHY, TOM**  
WNOP, Newport, Ky.

**McCARTNEY, CHARLES**  
KANO, Anoka, Minn.

**McCARTY, MARSH**  
WPAR, Parkersburg, W. Va.

**McCARTY, WILLIAM**  
Dateline Today  
WPEO, Peoria, Ill.

**McCAULEY, JOHN B.**  
WKBZ, Muskegon, Mich.

**McCLAUCHERTY, KYLE**  
KGIW, Alamosa, Colo.

**McCORMICK, JOHN**  
KUDU, Ventura, Calif.

**McCORMICK, ROBERT**  
News, NBC

**McCRARY, EVERETT**  
WJSB, Crestview, Fla.

**McCREARY, MAC**  
KORC, Mineral Wells, Tex.

**McCUBEN, CHICK**  
WTCN, WTCN-TV, Minneapolis, Minn.

**McCURDY, JOE**  
WQUB, Galesburg, Ill.

**McCUTCHEON, DON M.**  
KBZY, Salem, Ore.

**McDONALD, BEN**  
Carlinas TV Reporter  
WECT, Wilmington, N. C.

**McDOUGALD, DON**  
WWNS, Statesboro, Ga.

**McDOWELL, AL**  
KDKA, Pittsburgh, Pa.

**McEWEN, CHARLES**  
KTRB, Modesto, Calif.

**McEWEUN, JIM**  
Trends of Our Times  
WCLG, Morgantown, W. Va.

**McFARLIN, MAC**  
WEOA, WEHT, Evansville, Ind.

**McGAUGHEY, ROBERT H.**  
WKOA, Hopkinsville, Ky.

**McGEE, FRANK**  
News, NBC, NBC-TV

**McGOUGH, AL**  
WCUB, Manitowoc, Wisc.

**McGOWAN, GEORGE**  
KEX, Portland, Ore.

**McGRANER, PAUL**  
WKIC, Hazard, Ky.

**McGREDIE, MAC**  
Home Edition  
KHRR, Hood River, Ore.

**McHALE, THOMAS**  
WELL, Battle Creek, Mich.

**McINTIRE, RUSS**  
WSTP, Salisbury, N. C.

**McINTOSH, HUGH**  
KOMO, Seattle, Wash.

**McINTYRE, NEIL**  
Valley News  
KPAY, Chico, Calif.

**McKEE, BOB**  
KQV, Pittsburgh, Pa.

**McKEE, DICK**  
Editorial of the Air  
WKCB, Berlin, N. H.

**McKEEHAR, BOB**  
KMOP, Tucson, Ariz.

**McKENZIE, MAX**  
WHAB, Baxley, Ga.

**McKINNON, GEORGE**  
Nite Cap News  
KOOK-TV, Billings, Mont.

**McLEAN, JACK**  
WHLI, Niagara Falls, N. Y.

**McLOUGHLIN, LAMONT**  
Deadline  
WNDU, WNDU-TV, South Bend, Ind.

**McMAHON, TOM**  
WHDL, Olean, N. Y.

**McMARTIN, COLE**  
WMT, Cedar Rapids, Iowa

**McMURRAY, SCOTT**  
WSTV, Steubenville, Ohio

**McMURTRIE, BURT**  
KTAC, Tacoma, Wash.

**McPADDEN, JACK**  
Twin State News  
WCFR, Springfield, Vt.

## — M —

**MACAULAY, BOB**  
Talk of the Town  
WAGN, Menominee, Mich.

**MACDONALD, ARCH**  
WBZ-TV, Boston, Mass.

**MacFARLANE, IAN ROSS**  
WAYE, Baltimore, Md.

**MACK, KEN**  
WTVN, Columbus, Ohio

**MACKEY, DALLAS L.**  
WEYE, Sanford, N. C.

**MAGILL, MAURY**  
WGRD, Grand Rapids, Mich.

**MAGNUSSON, HENRY**  
WCSH-TV, Portland, Me.

**MAGUIRE, DICK**  
Final Edition  
KIDD, Monterey, Calif.

**MAHON, DICK**  
WCAT, Orange, Mass.

**MAINELLA, GUY**  
WOKY, Milwaukee, Wisc.

**MALLOY, DON**  
KRIO, McAllen, Tex.

**MANNING, CLARKE**  
WLS, Lansing, Mich.

**MARBLE, HARRY**  
WGAN-TV, Portland, Me.

**MAREINISS, JOEL**  
Round the Town  
WSYR-TV, Syracuse, N. Y.

**MARLOW, JESSE**  
WHPF-TV, Rock Island, Ill.

**MARQUIS, DALE**  
WSPA-TV, Spartanburg, S. C.

**MARSHALL, BEN**  
WWJ, Detroit, Mich.

**MARSHALL, ED**  
KLLA, Leesville, La.

**MARTIN, BOB**  
WBBN, Harrodsburg, Ky.

**MARTIN, CHUCK**  
KAML, Kenedy, Tex.

**MARTEN, CLAUDE**  
WNEP-TV, Scranton, Pa.

**MARTIN, DAVE**  
KIUN, Pecos, Tex.

**MARTIN, JIM**  
WGAB, Cleveland, Ohio

**MARTIN, LEW**  
WDSM-TV, Duluth, Minn.

# RADIO-TV NEWS COMMENTATORS

**MARTIN, MILLIE**  
WJLR, Weirton, W. Va.

**MARTIN, RALPH**  
WDGY, Minneapolis, Minn.

**MARTINEZ, AL**  
KEPS, Eagle Pass, Tex.

**MARVIN, DAVE**  
WIZE, Springfield, Ohio

**MARVIN, LARRY**  
Dinnertime News  
KRKS, Radcliff, Calif.

**MASON, BILL**  
WQIA, Mohine, Ill.

**MATLOCK, STAN**  
WKRC, Cincinnati, Ohio

**MATOS, HERMES**  
Extra de la Tarde  
WPTL, Mayaguez, P. R.

**MATTHEWS, FRANK**  
WOAI, San Antonio, Tex.

**MATTS, TOM**  
KBXO, Dallas, Tex.

**MAXHAM, GLENN**  
WEBC, Duluth, Minn.

**MAY, ROY**  
WIL, St. Louis, Mo.

**MAY, WALTER E.**  
WPRP, Prestonsburg, Ky.

**MAY, WOODY**  
Editors Corner  
WAND, Canton, Ohio

**MAYHEW, FRED E.**  
KANN, Sutton-Corpus  
Christie, Tex.

**MEAD, WARREN**  
KWVL, Waterloo, Iowa

**MEGHAN, PAUL**  
KBCL, Shreveport, La.

**MELENDEZ, F.**  
WXRF, Guayama, P. R.

**MELENDEZ, J. COLON**  
WLEO, Ponce, P. R.

**METCALF, JAMES**  
World at Large  
WOAJ-TV, San Antonio, Tex.

**MEYER, STAN**  
RFD #5  
KFBB, KFBB-TV, Great Falls,  
Mont.

**MEYERS, WES**  
News & Views  
KSYC, Yreka, Calif.

**MICHAELS, BOB**  
Dateline Washington  
WEAM, Washington, D. C.

**MICZKO, PAUL**  
WGES, Chicago, Ill.

**MILES, AIC**  
WHA, San Juan, P. R.

**MILES, WILLIAM**  
WBNV, Buffalo, N. Y.

**MULLER, BILL**  
WTAX, Springfield, Ill.

**MULLER, BILL**  
Around the Town  
WCMR, Elkhart, Ind.

**MULLER, BOB**  
WPTV, Palm Beach, Fla.

**MULLER, BRUCE**  
WESC, New Orleans, La.

**MILLER, BRUCE**  
KALL, Salt Lake City, Utah

**MILLER, DON**  
KMM5, Sioux City, Iowa

**MILLER, LOU**  
5-Star Fmail  
WNEM-TV, Bay City, Mich.

**MILLER, RAY**  
KPRC, Houston, Tex.

**MILLS, FRED**  
KANA, Anacosta, Mont.

**MILLS, JACK**  
KSHB, Creston, Iowa

**MINAHAN, ANNE**  
WCCM, Lawrence, Mass.

**MINSHALL, BILL**  
Your Esso Reporter  
WIS-TV, Columbia, S. C.

**MIRIS, RONALD**  
WTTH, Port Huron, Mich.

**MITCHELL, TED**  
KTLN, San Rafael, Calif.

**MITCHELL, CHUCK**  
WVOL, Nashville, Tenn.

**MITCHELL, DOUG**  
KUTV, Salt Lake City, Utah

**MITLER, MILTON E.**  
Editorially Speaking  
WADK, Newport, R. I.

**MITTAN, RAY**  
WJFB, Benton Harbor, Mich.

**MIX, GALE**  
KRPL, Moscow, Idaho

**MOBLEY, PRESTON**  
WERD, Atlanta, Ga.

**MOFIELD, RAY**  
WCBL, Benton, Ky.

**MONDAY, RAY**  
WTLB, Utica, N. Y.

**MONGOLD, ROSS**  
KNIM, Maryville, Mo.

**MONROE, BILL**  
Editorials  
WDSU-TV, New Orleans, La.

**MONROE, HARRY**  
WRVA, Richmond, Va.

**MONROE, TIM**  
KDVL, Salt Lake City, Utah

**MOOR, PAUL**  
News Around the World  
(Berlin)  
ABC

**MOORE, DICK**  
KBXO, Dallas, Tex.

**MOORE, GLENN**  
KYNG, Coos Bay, Ore.

**MOORE, JOHNNY**  
WDSG, Dyersburg, Tenn.

**MOORE, NORB**  
KLDW, Union, Mo.

**MOFFENO, EDWARD**  
KCOR-TV, San Antonio, Tex.

**MORGAN, EDWARD P.**  
News, ABC; Election Coverage;  
Report Card, Prologue  
1959  
ABC-TV

**MORGAN, JAMES T.**  
WHLN, Harlan, Ky.

**MORGAN, MURRAY**  
KMO, Tacoma, Wash.

**MORPHEW, DICK**  
WJHX, Jackson, Miss.

**MORRIS, AUBREY**  
WSB, Atlanta, Ga.

**MORRIS, BILL**  
WRGA, Rome, Ga.

**MORRIS, JACK**  
KTUL, KTUL-TV, Tulsa  
Okla.

**MORRISON, HERR**  
WTAE, Pittsburgh, Pa.

**MOSS, JOHN**  
WTOD, Toledo, Ohio

**MOYLE, WILL**  
WVET, Rochester, N. Y.

**MOZLEY, DON**  
KCBS, San Francisco, Calif.

**MUELLER, MERRILL**  
News, NBC, NBC-TV

**MULSTEIN, DAYE**  
KJLF, Dallas, Tex.

**MULLEN, JAY**  
WLSV, Wellsville, N. Y.

**MULLINAX, WALLA**  
WESC, Greenville, S. C.

**MUNGER, JOHN**  
WJPS, Evansville, Ind.

**MUNOZ, LUIS**  
KUNO, Corpus Christi, Tex.

**MUNYAN, HARRY**  
WCKR, Miami, Fla.

**MUNYON, DWAIN**  
WISV, Viroqua, Wis.

**MURPHY, JACK**  
KOOL, KOOL-TV, Phoenix,  
Ariz.

**MURPHY, JIM**  
WBMK, West Point, Ga.

**MURPHY, JIM**  
WAUX, Waukesha, Wis.

**MURPHY, WILLIAM B.**  
KLYK, Spokane, Wash.

**MURRAY, DON**  
WDBJ-TV, Roanoke, Va.

**MURRAY, MEL**  
WFOR, Fostoria, Ohio

— N —

**NARAI, RAYMOND**  
Reservation News  
KULS, Flagstaff, Ariz.

**NAUGHTON, JIM**  
KOME, Tulsa, Okla.

**NAVES, DEAN**  
KMA, Shenandoah, Iowa

**NEAL, BRUCE**  
KNOL, Fort Worth, Tex.

**NEBEL, DAVID**  
WLS, Baton Rouge, La.

**NEBLET, BOB**  
WJTV, Jackson, Miss.

**NEEL, BILL**  
KTHV, Little Rock, Ark.

**NELSON, M. L.**  
WHO, WHO-TV, Des Moines  
Iowa

**NELSON, LLOYD**  
WORC, Worcester, Mass.

**NELSON, LYLE R.**  
WCMP, Pine City, Minn.

**NELSON, ROBERT**  
WSTK, Syracuse, N. Y.

**NENNO, BILL**  
WFLR, Dundee, N. Y.

**NEVINS, GERRY**  
Open Forum  
WADK, Newport, R. I.

**NEWMAN, EDWIN**  
News, NBC, NBC-TV

**NEWMAN, YALE (LONDON)**  
ABC News with Don Goddard;  
John Daly and the News;  
Prologue 1959, ABC-TV

**NICHOLS, DAVID**  
News Around the World  
ABC

**NICHOLS, LESLIE A.**  
KTVU, San Francisco-Oak-  
land, Calif.

**NICKLES, R. W.**  
KRAL, Fulton, Mo.

**NIKITAS, CHRIS**  
WFEA, Manchester, N. H.

**NOLAN, PHIL**  
KALZ, Salt Lake City, Utah

**NORMAN, DON**  
News That's Live  
WEW, St. Louis, Mo.

**NORMAN, ROBERT**  
WEOK, Poughkeepsie, N. Y.

**NORTON, DON**  
KOTV, Tulsa, Okla.

— O —

**ONBERG, ANDREW**  
WRVA-TV, Richmond, Va.

**O'BRIEN, JOHN**  
Feature Section  
KDBB-TV, Lubbock, Tex.

**O'BRIEN, TOM**  
N. April 3, 1925, New York,  
N. Y.; News, WINS; Chevrolet  
Weekend News, CBS Radio; Big  
Story, WNEW-TV; Monitor, NBC

**O'CONNOR, DONALD**  
Dending 12  
WISN-TV, Milwaukee, Wis.

**O'CONNOR, LEN**  
WMAQ, WNBQ, Chicago, Ill.

**O'DELL, TERENCE**  
CKLW, Detroit, Mich.

**ODENS, PETE**  
KXO, El Centro, Calif.

**OGLES, HOWARD H.**  
News Over the Coffee Cup  
WPKN, Franklin, Ky.

**OHMAN, WILLIAM**  
WPFL, Montrose, Pa.

**OLSEN, BOB**  
WKRQ-TV, Mobile, Ala.

# RADIO-TV NEWS COMMENTATORS

**O'NEILL, GENE**  
WVON, Woonsocket, R. I.

**ORLOWSKI, JOE**  
KAGE, Winona, Minn.

**ORTON, DEAN**  
KCRS, Midland, Tex.

**OSBORNE, REX**  
WDOC, Prestonsburg, Ky.

**OSGOOD, DICK**  
WXYZ, Detroit, Mich.

**OTERO, EVELIO**  
Telenovelas  
WKAQ-TV, San Juan, P. R.

**OWENS, PAUL**  
WLBN, Lebanon, Ky.

**OWENS, RAY**  
WHEN-TV, Syracuse, N. Y.

**OYLER, HAL**  
KIRX, Kirksville, Mo.

## — P —

**PACHMAN, LEN**  
KNOG, Nogales, Ariz.

**PALEO, DAN C.**  
KXGN, KXGN-TV, Glendivc, Mont.

**PALMER, BRUCE B.**  
KWTW, Oklahoma City, Okla.

**PALMER, CHARLES**  
KRNO, San Bernardino, Calif.

**PALMER, CURT**  
KWDM, Des Moines, Iowa

**PAIDUA, ROBERT**  
Newsbreak  
WPPA, Fort Payne, Ala.

**PARHAM, JOHN**  
KPIN, Casa Grande, Ariz.

**PARISE, JULIA**  
WMFG, Hibbing, Minn.

**PARKS, DEL**  
WDRF, Chester, Pa.

**PARKS, HARLAN**  
WLFA, Lafayette, Ga.

**PARKS, LARRY**  
WLAU, Laurel, Miss.

**PATRICK, LARRY**  
WMBR, Jacksonville, Fla.

**PATRICK, RICHARD**  
WDON, Wheaton, Md.

**PATTERSON, JIM**  
WBT, Charlotte, N. C.

**PATTERSON, JOHN**  
WDBJ-TV, Roanoke, Va.

**PATTERSON, PATT**  
WWCA, Gary, Ind.

**PAUL, JAN**  
KIKO, Globe-Miami, Ariz.

**PAYNE, LARRY**  
WPON, Pontiac, Mich.

**PAYNE, PALMER**  
WGIR, Manchester, N. H.

**PEARCE, BARTHOL**  
KTRB, Modesto, Calif.

**PEARSON, DREW**  
WWJB, Brooksville, Fla.

**PEARSON, DREW**  
KEEN, San Jose, Calif.

**PEARSON, FORT**  
Channel 5 News  
KPX, San Francisco, Calif.

**PEARSON, LEON**  
Monitor, News on the Air  
NBC

**PENNY, GEORGE A.**  
WRAL, Raleigh, N. C.

**PENNYBACKER, ED**  
KQEO, Albuquerque, N. M.

**PEPPER, FRANK**  
WTAL, WCTV, Tallahassee, Fla.

**PEREZ, JOSE M.**  
Tribuna Knickerbocker  
WHOM, New York, N. Y.

**PERRET, ART**  
WTOR, Torrington, Conn.

**PEKRY, BOB**  
WRKH, Rockwood, Tenn.

**PERRY, JOHN**  
WGBI, WDAU-TV, Scranton, Pa.

**PETER, RICHARD**  
Your Radio Journal  
KENY, Juneau, Alaska

**PETERS, ART**  
Quaker City Beat  
WDAS, Philadelphia, Pa.

**PETERS, JOHN**  
Ford Dealer News  
WBOY-TV, Clarksburg, W. Va.

**PETERSON, ARNOLD**  
WATW, Ashland, Wisc.

**PETERSON, BOB**  
WCHK, Canton, Ga.

**PETERSON, DALE G.**  
KCID, Caldwell, Idaho

**PETREE, MARTIN**  
WLRP, New Albany, Ind.

**PETRIK, DICK**  
KOEL, Oelwein, Iowa

**PETIT, LLOYD**  
WTVN-TV, Columbus, Ohio

**PFARR, DAVID N.**  
WNOG, Naples, Fla.

**PFISTER, ROBERT E.**  
WBMS, Michigan City, Ind.

**PHELAN, PAT**  
WTVN-TV, Columbus, Ohio

**PHILLIPS, DON**  
Capsule Comment  
WEW, St. Louis, Mo.

**PHILLIPS, GEORGE T.**  
WAVZ, New Haven, Conn.

**PHILLIPS, PHIL**  
KBRS, Springdale, Ark.

**PHILLIPS, RON**  
KNPT, Newport, Ore.

**PHIPPS, JOE**  
WWDC, Washington, D. C.

**PICKEN, DONALD**  
KMCD, Fairfield, Iowa

**PIEL, BUD**  
KACE, Riverside, Calif.

**PIERCE, ARTHUR**  
WEAV, Plattsburgh, N. Y.

**PIERCE, JACK**  
KPUG, Bellingham, Wash.

**PIERSON, BILL**  
KTLN, Denver, Colo.

**PIET, JOHN**  
WMNI, Columbus, Ohio

**PIKE, CLAUDE**  
KRWC, Forest Grove, Ore.

**PINGLORE, JACK**  
Town Crier  
WERI, Westerly, R. I.

**PITCOCK, BOB**  
KRDO-TV, Colorado Springs, Colo.

**PLASCAK, MARTIN**  
WBOW, Terre Haute, Ind.

**PLATT, BILL**  
KFH, Wichita, Kan.

**PLAUCHE, JOHN**  
KEUN, Eunice, La.

**PLENN, JAIME**  
News Around the World  
(Mexico City)  
ABC

**POLING, DOUGLAS**  
WOHO, Toledo, Ohio

**POLLOCK, ED**  
WWVA, Wheeling, W. Va.

**PONTRICH, NOLAN**  
WHBN, Harrodsburg, Ky.

**PORTER, BEN**  
WBML, Macon, Ga.

**PORTER, FRANK**  
Editorially Speaking  
KHEP, Phoenix, Ariz.

**PORTER, J. SHERMAN**  
WJEH, Gallipolis, Ohio

**POSTON, WILEY K.**  
KETX, Livingston, Tex.

**POTTER, DON**  
Six Star Edition  
WJIM-TV, Lansing, Mich.

**POWELL, JOHN**  
WPRS, Paris, Ill.

**POWELL, RUSSELL**  
KFRE, Fresno, Calif.

**POWELL, TOM**  
WGBI, WDAU-TV, Scranton, Pa.

**PRELEE, MIKE**  
WERE, Cleveland, Ohio

**PRESLEY, R. N. (BOB)**  
KHEAT, Phoenix, Ariz.

**PRESSMAN, GABE**  
Shell Local News, WRCA-TV; On the Spot Reports, WRCA, WRCA-TV

**PRESTRIDGE, FLO**  
KBBS, Alexandria, La.

**PRICE, JOHN**  
Operation Newsbeat  
WKAT, Miami Beach, Fla.

**PRICE, SAM, Jr.**  
WBMC, West Point, Ga.

**PROCTOR, JACK**  
Topic Today  
KONP, Port Angeles, Wash.

**PROUTY, GERALD W.**  
WREM, Remsen, N. Y.

**PROVENCE, BOB**  
WSOC-TV, Charlotte, N. C.

**PRUITT, A. L.**  
Al's Almanac  
WSDB, New Smyrna Beach, Fla.

**PUMPHREY, HORACE**  
WTSN, Birmingham, Ala.

**PYLE, GLENN K.**  
WBYS, Canton, Ill.

**PYNE, JOE**  
WMID, Atlantic City, N. J.

## — Q —

**QUESINBERRY, GARRY**  
WPAQ, Mt. Airy, N. C.

**QUINLAN, TOM**  
KWBG, Boone, Iowa

## — R —

**RABER, ALAN D.**  
WKAP, Allentown, Pa.

**RAMSBURG, JIM**  
WDGJ, Minneapolis, Minn.

**RAMOS, RALPH**  
Tri-City News  
KFDM, KFDM-TV, Beaumont, Tex.

**RAND, TED**  
KDRS, Paragould, Ark.

**RANDALL, DAVE**  
Three Star Final  
WTOC-TV, Savannah, Ga.

**RANDALL, JIM**  
KFSS, Joplin, Mo.

**RANDALL, PORTER**  
KFJZ-TV, Fort Worth, Tex.

**RANDALL, BOB**  
WOKY, Milwaukee, Wisc.

**RANTANEN, IRV**  
WAIT, Chicago, Ill.

**RASH, BRYSON**  
WRC, Washington, D. C.;  
News, NBC

**RASMUSSEN, TOM**  
KHLL, Brighton, Colo.

**RAY, GEORGE**  
WTVH, Peoria, Ill.

**READ, BROOKS**  
Esso Reporter  
WBRZ-TV, Baton Rouge, La.

**REBER, SYBILLA A.**  
WSAY, Rochester, N. Y.

**REDABAUGH, HAROLD**  
KRDO-TV, Colorado Springs, Colo.

**REDMOND, DON**  
WPAC, Pateogue, N. Y.

**REED, JIM**  
Radio Front Page  
KWEL, Midland, Tex.

**REEVES, DICK**  
Panorama Perspective  
WWVA, Wheeling, W. Va.



# RADIO-TV NEWS COMMENTATORS

- REEVES, JIM**  
WPEN, Philadelphia, Pa.
- REID, BOB**  
WENO, Nashville, Tenn.
- REID, RICHARD**  
WARE, Ware, Mass.
- REILLEY, RANDY**  
WHYE, Roanoke, Va.
- RENICK, RALPH**  
WTVJ, Miami, Fla.
- REX, JOE**  
WMBD-TV, Peoria, Ill.
- REYES, NICK**  
KTOW, Oklahoma City, Okla.
- RIAME, L. RICHARD**  
WTND, Orangeburg, S. C.
- RHODES, JOHN**  
WRRR, Rockford, Ill.
- RICE, CRAWFORD**  
WTVT, Tampa, Fla.
- RICE, JOHN D.**  
WCOW, Sparta, Wis.
- RICH, JOHN**  
News  
NBC
- RICH, STANLEY**  
News Around the World  
(Hong Kong)  
ABC
- RICHARDS, BILL**  
WCHS, Charleston, W. Va.
- RICHARDS, RON**  
Editor's Desk  
KGVO, KMSO-TV, Missoula, Mont.
- RICHARDSON, LARRY**  
WFDM-TV, Indianapolis, Ind.
- RICHIE, BILL**  
KWPT, Wichita Falls, Tex.
- RICHMOND, DICK**  
WAVY, WAVY-TV, Norfolk, Va.
- RIDENOUR, TEX**  
WJER, Dover, Ohio
- RIDER, JACK**  
WELS, Kingston, N. C.
- RIGGANS, BUZZ**  
WLAP, Lexington, Ky.
- RILEY, DON**  
KIRO-TV, Seattle, Wash.
- RILEY, DUANE, X.**  
WKNX, WKNX-TV, Saginaw, Mich.
- RINAKER, SAM**  
KIRO-TV, Seattle, Wash.
- RIND, JULES**  
WPEN, Philadelphia, Pa.
- RIOS, LUIS A.**  
WORA, Mayaguez, P. R.
- ROBERTS, CLETE**  
B. Feb. 1, 1912, Portland, Ore.;  
Clete Roberts Reports; The Big  
Three—News; Buick Commer-  
cials; U. S. Television Newsfilm  
Inc.
- ROBERTS, DON**  
WKKS, Vanceburg, Ky.
- ROBERTS, DONALD**  
WCOU, Lewiston, Me.
- ROBERTS, KENT**  
KLVC, Leadville, Colo.
- ROBERTSON, JIM**  
WKOA, Hopkinsville, Ky.
- ROBINSON, DONALD L.**  
KURA, Moab, Utah
- ROBINSON, HERB**  
KOMO-TV, Seattle, Wash.
- ROBY, MAX**  
KMOX-TV, St. Louis, Mo.
- ROGERS, ART**  
KWYN, Wynne, Ark.
- ROGERS, JAMES III**  
WPDM, Potsdam, N. Y.
- ROGERS, JOHN T.**  
Around the Town  
WCVA, Culpepper, Va.
- ROLL, RICHARD T.**  
WTVH, Peoria, Ill.
- RONALD, STAN**  
WEAN, Karaoke, Ill.
- ROPER, GENE**  
WBHQ-TV, Memphis, Tenn.
- ROSE, JOE**  
Inside Track
- KONA-TV, Honolulu, Hawaii**
- ROSE, JOEL**  
WHKK, Akron, Ohio
- ROSENBLUM, RAY**  
WFIG, Massillon, Ohio
- ROSS, AL**  
KGEK, Sterling, Colo.
- ROSS, DICK**  
KGVW-TV, Portland, Ore.
- ROSS, DON**  
KFMB, San Diego, Calif.
- ROSS, JACK**  
WHAM, Rochester, N. Y.
- ROSS, MARTY**  
WPR, Albany, N. Y.
- ROSS, NORMAN**  
WBKB, Chicago, Ill.
- ROTH, KEN**  
WGMA, Hollywood, Fla.
- ROWLAND, DON**  
Pan Am News  
KLFY-TV, Lafayette, La.
- ROY, TOM**  
WKLA, Ludington, Mich.
- ROYBURN, MILT**  
WIPS, Ticonderoga, N. Y.
- RUFF, BILL**  
WSYR-TV, Syracuse, N. Y.
- RUGH, VIC**  
KLWN, Lawrence, Kan.
- RUNDLES, JAMES**  
WOKJ, Jackson, Miss.
- RUNYON, BOB**  
WKMH, Detroit-Dearborn,  
Mich.
- RUNYON, CHUCK**  
WSAC, Radcliff, Ky.
- RUPPE, LARRY**  
WHRV, Ann Arbor, Mich.
- RUSSELL, BARRY**  
Farm News & Markets  
KCKT-TV, EGLD-TV, Great  
Bend, Kan.
- RUSSELL, DON**  
Monitor  
NBC
- RUSSELL, FRAN**  
WLVA, WLVA-TV, Lynch-  
burg, Va.
- RUSSELL, FRANK**  
KITO, San Bernardino, Calif.
- RUTLEDGE, KEN**  
KOSA, Odessa, Tex.
- RYAN, BOB**  
KSTP, St. Paul Minneapolis,  
Minn.
- RYAN, BILL**  
News, NBC
- RYAN, THOMAS**  
WGUW, Bangor, Me.
- RYAN, TOM**  
WBBF, Rochester, N. Y.
- S —
- SAKS, BERNARD**  
WISL, Shamokin, Pa.
- SALERNO, SAM**  
KJAS, Las Vegas, Nev.
- SAMBORN, ALBERT**  
WPAG, Ann Arbor, Mich.
- SANDERS, BOB**  
WALD, Auburn, Ala.
- SANDERS, RICHARD**  
WJDX, WLBT, Jackson, Miss.
- SANFORD, HARVEY**  
KID, Spencer, Iowa
- SANFORD, KEN**  
KSTB, Breckenridge, Tex.
- SANTORO, BILL**  
WARD-TV, Johnstown, Pa.
- SARDELLA, CARLO**  
News & Views  
WOND, Pleasantville, N. J.
- SAXON, JOE**  
WCMW, Canton, Ohio
- SCHAEFFER, MARTIN**  
WSON, Henderson, Ky.
- SCHAFFER, BOB**  
KXOL, Fort Worth, Tex.
- SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.
- SCHIFNER, SID**  
This We Believe  
KFTM, Fort Morgan, Colo.
- SCHERER, RAY**  
News, NBC
- SCHMELLING, NORM**  
KRSD, Rapid City, S. D.
- SCHMITZ, DICK**  
KAKC, Tulsa, Okla.
- SCHNEIDER, RAY**  
WWSW, Pittsburgh, Pa.
- SCHOENFELD, LARRY**  
WPUV, Pulaski, Va.
- SCHOOCKRAFT, BILL**  
WTV, Chattanooga, Tenn.
- WLRP, Rossville, Ga.**
- SCHOOFF, JAY**  
Mobile Mike  
WEZY, Cocoa, Fla.
- SCHREIBER, ART**  
Ohio Fuel News  
WHIZ, WHIZ-TV, Zanesville,  
Ohio
- SCHULLER, BOB**  
WCMP, Pine City, Minn.
- SCHUMACHER, ORVILLE**  
KCAL, Redlands, Calif.
- SCHWARTZ, ANN**  
WSDB, Homestead, Fla.
- SCHWARTZ, BERNARD**  
KPRJ, Paso Robles, Calif.
- SCHWENT, ALEX**  
KSGM, Ste. Genevieve, Mo.
- SCOTT, JACK**  
WTRC, Elkhart, Ind.
- SCOTT, NORMAN**  
WFOR, Hattiesburg, Miss.
- SCOTT, ROBERT J.**  
Cowboy News  
KOWB, Laramie, Wyo.
- SEAY, THOMAS D.**  
KFTV, Paris, Tex.
- SECONDARI, JOHN**  
ABC Commentary; Open Hear-  
ing; Report Card; Pope John  
XXIII Coronation; Prologue  
1959  
ABC-TV
- SEEL, CHARLIE**  
Boardwalker  
WLDB, Atlantic City, N. J.
- SEIBERT, RAY**  
WTHH, Warren, Ohio
- SELIKOFF, ART**  
KVOX, Moorhead, Minn.
- SEMPRINI, EDGAR H.**  
Cape Comment  
WOCB, West Yarmouth, Mass.
- SERRA, LOUIS**  
WEIR, Weirton, W. Va.
- SETLIFFE, WILLIAM**  
WECB, Charleston, Ill.
- SHADBURN, GRADY**  
WALB-TV, Albany, Ga.
- SHADEL, BILL**  
News Around the World  
ABC, Election Coverage;  
Prologue 1959, ABC-TV
- SHAPIRO, HENRY**  
News Around the World  
(Moscow)  
ABC
- SHARPE, JACK**  
Night Patrol  
WEBR, Buffalo, N. Y.
- SHAUGHNESSY, DICK**  
Service at 30  
WMAV, Springfield, Ill.
- SHAW, CHARLES**  
WCAU, WCAU-TV, Philadel-  
phia, Pa.
- SHAW, HOWARD F.**  
ECID, Caldwell, Idaho
- SHAW, JOSEPH V.**  
Views the News  
WTBL, Hanover, N. H.

# RADIO-TV NEWS COMMENTATORS

- SHAY, DAVE**  
Saturday Dateline  
WOW-TV, Omaha, Neb.
- SHEEHAN, JOHN**  
WQBC, Worcester, Mass.
- SHEEHAN, WILLIAM**  
WJR, Detroit, Mich.
- SHELL, TED**  
WBNS, Columbus, Ohio
- SHELLEY, JOHN D.**  
WHO, WHO-TV, Des Moines, Iowa
- SHEPARD, CHARLIE**  
Esso Reporter  
WECT, Wilmington, N. C.
- SHEREE, ED**  
Sunshine Dateline  
WMOP, Ocala, Fla.
- SHERIDAN, LEE**  
Tomorrow's Headlines  
WRDW-TV, Augusta, Ga.
- SHERMAN, DICK**  
WISC, Madison, Wisc.
- SHERWOOD, DON**  
WIMA, Lima, Ohio
- SHERWOOD, DON**  
WOKY, Milwaukee, Wisc.
- SHINN, JUNEAU**  
KLIX, Twin Falls, Idaho
- SHEPLEY, ROBERT**  
KENT, Shreveport, La.
- SHIVERS, JOE**  
WEEU, Reading, Pa.
- SHOEMAKER, JACK**  
WSPD, Toledo, Ohio
- SHUMATE, GENE**  
KRXK, Rexburg, Idaho
- SHUMATE, TOM**  
KICD, Spencer, Iowa
- SHUTE, DENNY**  
WKTQ, South Paris-Norway, Me.
- SHUTTS, WILLIAM F.**  
KVOC, Casper, Wyo.
- SIDEBOTTOMS, SID**  
World Round-up  
WLOC, Munfordville, Ky.
- SIEGRIST, BOB**  
WMLL, Milwaukee, Wisc.
- SIKORA, DR. WALTER**  
WGES, Chicago, Ill.
- SILVA, FRANK**  
WPTS, Pittston, Pa.
- SIMPKINS, PAUL**  
WBAM, Montgomery, Ala.
- SKINNER, DAVE**  
WKNX, WKNX-TV, Saginaw, Mich.
- SKINNER, RALPH**  
Air-ditorial  
WLAM, Lewiston, Me.
- SLATES, J. W.**  
KFSA, Fort Smith, Ark.
- SMALLWOOD, DOT**  
WCEH, Hawkinsville, Ga.
- SMITH, BECKLEY**  
WAMP, Pittsburgh, Pa.
- SMITH, BURLEIGH**  
KERO-TV, Bakersfield, Calif.
- SMITH, CHARLES C.**  
It Seems To Me  
WDEC, Americus, Ga.
- SMITH, DAVENPORT**  
WBRC, WBRC-TV, Birmingham, Ala.
- SMITH, DONALD, R.**  
WMBR, Jacksonville, Fla.
- SMITH, DUANE**  
WCMR, Elkhart, Ind.
- SMITH, HAMP**  
WLAT, Conway, S. C.
- SMITH, IVAN**  
Night Beat  
KGW-TV, Portland, Ore.
- SMITH, LYNN**  
WKCB, Berlin, N. Y.
- SMITH, PAUL**  
RXIC, Iowa City, Iowa
- SMITH, RALPH**  
WIRL, Peoria, Ill.
- SMITH, RALPH**  
WHIO, Dayton, Ohio
- SNOW, HARLAN B.**  
KSSS, Sedalia, Mo.
- SNOW, SPENCER**  
KFR, North Bend, Ore.
- SNOWDON, CHARLES T.**  
WCVI, Connellsville, Pa.
- SNYDER, BILL**  
WJAX, Jacksonville, Fla.
- SNYDER, TOM**  
WSAV-TV, Savannah, Ga.
- SOKOLSKY, GEORGE**  
Commentary, ABC
- SOLEMI, JEFF**  
Radio Newsreel  
KABR, Aberdeen, S. D.
- SOSS, WILMA**  
Pocketbook News, NBC
- SOWELL, F. C.**  
What's Happening  
WLAC, Nashville, Tenn.
- SPEARE, DAN**  
KLYD, Bakersfield, Calif.
- SPECIAL, JOHN**  
KCKC, San Bernardino, Calif.
- SPEER, FRED**  
WKEZ, Muskegon, Mich.
- SPENCER, TOM**  
KLVTV, Levelland, Tex.
- SPRADLIN, ROBERT**  
WBEKY, Richmond, Ky.
- SPRAGUE, BILL**  
WRC, Washington, D. C.
- STADLER, GLEN M.**  
KEED, Springfield, Ore.
- STALLINGS, CURTIS**  
Over the Back Fence  
KVOE, Emporia, Kan.
- STALLINGS, DUD**  
KNED, McAlester, Okla.
- STAMPS, J. WELDON**  
KPAY, Fayetteville, Ark.
- STANLEY, BILL**  
WDSU, New Orleans, La.
- STANTON, ELVEN**  
WPRD, Tuscaloosa, Ala.
- STANTON, P. J.**  
WJMJ, Philadelphia, Pa.
- STARK, CHARLES**  
KVOE, Emporia, Kan.
- STARNES, JACK**  
WFNS, Burlington, N. C.
- STAR, RAY**  
WGRD, Lake City, Fla.
- STER, JIM**  
KROC-TV, Rochester, Minn.
- STEIN, WALLY**  
Sohio Reporter  
WPAV, Portsmouth, Ohio
- STERNBERGER, ESTELLE**  
WLIB, New York, N. Y.
- STEWART, BILL**  
Editorials  
WPBC, Minneapolis, Minn.
- STEWART, CHARLIE**  
WNEK, Macon, Ga.
- STEWART, DON**  
KLEO, Globe-Miami, Ariz.
- STEWART, FLOYD**  
KRMO, Monett, Mo.
- STEWART, JIM**  
WBCA, Bay Minette, Ala.
- STEWART, PAT**  
KAFY, Bakersfield, Calif.
- STICKLE, DAVID**  
WMAE-TV, Baltimore, Md.
- STILLE, BERT**  
WTVN, Columbus, Ohio
- STINSON, BILL**  
KORC, Mineral Wells, Tex.
- STINSON, JOHN B.**  
Banner Lines  
WAME, Miami, Fla.
- STOCKDALE, ROBERT**  
Pulsebeat  
WSEN, Baldwinville, N. Y.
- STODDER, KEN**  
KVIQ-TV, Eureka, Calif.
- STOKKE, DICK**  
KPKF, Bellevue, Wash.
- STONE, BUD**  
WOWO, Fort Wayne, Ind.
- STONE, JOHN LEWIS**  
KBIX, Muskogee, Okla.
- STOUT, BILL**  
KNXT, Los Angeles, Calif.
- STOUT, NED C.**  
WCET, Newark, Ohio
- STRASER, JOHN**  
WIGA, Ashtabula, Ohio
- STRASNER, DON**  
KGYN, Guymon, Okla.
- STRASZHEIM, JERRY**  
WTNS, Coshocton, Ohio
- STRAUS, NATHAN**  
WMCA, New York, N. Y.
- STREETER, HOWARD**  
WFBR, Baltimore, Md.
- STRINGFELLOW, SAM**  
KMHT, Marshall, Tex.
- STURDEVANT, ROBERT (PARIS)**  
News Around the World, ABC; ABC News with Don Goddard; John Daly and the News; Prologue 1959, ABC-TV
- SULLIVAN, CHARLEY**  
WHBQ, Memphis, Tenn.
- SULLIVAN, FRANK**  
KGFT, Harlingen, Tex.
- SULLIVAN, JOHN A.**  
WCAX, WCAX-TV, Burlington, Vt.
- SULLIVAN, JOHN T.**  
WEKY, Richmond, Ky.
- SULLIVAN, PAUL**  
WIP, Philadelphia, Pa.
- SUNKEL, BUD**  
WDAN, Danville, Ill.
- SWANEY, HAL**  
Esso News  
WGAN-TV, Portland, Me.
- SWANSON, DICK**  
Top of the Week  
WGST, Atlanta, Ga.

## — T —

- TALBOT, BILL**  
KMTV, Omaha, Neb.
- TALOR, JOHN T.**  
WMOD, Moundsville, W. Va.
- TANNEHILL, RAY**  
WBBW, Youngstown, Ohio
- TARKINSON, CHARLES**  
Tri-State News  
WMTW-TV, Poland Spring, Me.
- TARPLEY, DAN**  
KFYO, Lubbock, Tex.
- TATE, HARVEY**  
KADO, Marshall, Tex.
- TAYLOR, AL**  
Early Riser News  
WLP, Philadelphia, Pa.
- TAYLOR, BOB**  
KOLN-TV, Lincoln, Neb.
- TAYLOR, CLIFF**  
WLEU, Erie, Pa.
- TAYLOR, DEAN**  
WHBC, WEEC-TV, Rochester, N. Y.
- TAYLOR, PAUL**  
WRCV, Philadelphia, Pa.
- TAYLOR, S. BRYDEN**  
WVPO, Stroudsburg, Pa.
- TEMBY, BRITTON**  
WWJ, Detroit, Mich.
- TEMPLE, FRED**  
WDSR, Lake City, Fla.
- TERRY, JOHN R.**  
Ohio-Go-Round  
WVKO, Columbus, Ohio
- TETRAULT, ERNIE**  
WRGB, Schenectady, N. Y.
- THALMAN, BILL**  
WHLL, Wheeling, W. Va.
- THERIEN, LARRY**  
WHYN, Springfield, Mass.

# RADIO-TV NEWS COMMENTATORS

**THOMAS, BOB**  
Radio Feature Story  
WJAG, Norfolk, Neb.

**THOMAS, JOHN G.**  
WCRB, Dunn, N. C.

**THOMAS, MATT**  
WMAR-TV, Baltimore, Md.

**THOMAS, W. J.**  
Main Street Editor  
WAKU, Laroche, Pa.

**THOMPSON, BOB**  
WCAY, Cayer-West Columbia  
S. C.

**THOMPSON, GORDON**  
KGAL, Lebanon, Ore.

**THOMPSON, JAMES**  
WPPA, Portsville, Pa.

**THOMPSON, JAY**  
KSTP, Breckenridge, Tex.

**THOMPSON, JOHN**  
KRIZ, Phoenix, Ariz.

**THOMPSON, OLIVER**  
Nightcap News  
KTVH, Hutchinson, Kan.

**THOMPSON, RON**  
WBLG, Lexington, Ky.

**THOMPSON, TOM**  
KBLI, Blackfoot, Idaho

**THOMSEN, JACK**  
WOC, WOC TV,  
Davenport, Iowa

**THOMSON, TONY**  
WEOL, Elyria-Loram, Ohio

**TIBBITTS, ROBERT**  
KWOS, Jefferson City, Mo.

**TILLMAN, JOHN**  
WPIX, New York, N. Y.

**TJAPKES, DOUGLAS J.**  
WJHL, Holland, Mich.

**TOBIAS, RICHARD M.**  
WCLL, Corning, N. Y.

**TOMLINSON, BILL**  
WOWO, Fort Wayne, Ind.

**TOWNES, CAL**  
WHAP, Hopewell, Va.

**TOWNSEND, CHET**  
WJPF, Herron, Ill.

**TRAVIS, EDWARD**  
WGH, Newport News-  
Norfolk, Va.

## — U —

**UEBELHART, JIM**  
WSPD, Toledo, Ohio

**ULRICH, BOB**  
KJEO, Fresno, Calif.

**UMPLEBY, BOB**  
WJOB, Hammond, Ind.

**UPRIGHT, GENE**  
The Shell Late News  
WIS-TV, Columbia, S. C.

**UTLEY, CLIFTON**  
WMAQ, WNBQ, Chicago, Ill.

## — V —

**VALENTINE, L. L.**  
WFKN, Franklin, Ky.

**VAN, LYLE**  
News on the Human Side  
WOR, New York, N. Y.

**VANDENBERG, EDWARD**  
WKRZ, Oil City, Pa.

**VANDERCOOK, JOHN W.**  
News, ABC Election  
Coverage, ABC-TV

**VANDERSLOOT, CHUCK**  
WFLR, Grand Rapids, Mich.

**VANDEVENTER, BOB**  
KTRN, Wichita Falls, Tex.

**VAN GILDER, MARVIN**  
KDMO, Carthage, Mo.

**VAN HORN, ARTHUR**  
Weekend 55 News  
ABC

**VAN SLYCKE, HARRY**  
KAKI, San Antonio, Tex.

**KWEL, Midland, Tex.**

**VAUGHN, BOB**  
WSTN-TV, St. Petersburg,  
Fla.

**VIDOVIC, SAM**  
WMCK, McKeesport, Pa.

**VILLANUEVA, ROBERTO**  
KJWW, San Antonio, Tex.

**VINALL, J.**  
WJR, Detroit, Mich.

**VOGEL, LEE**  
WHB, Kansas City, Mo.

**VOLGER, GEORGE J.**  
KWPC, Muscatine, Iowa

**VON GOERKEN, CHUCK**  
KEND, Las Vegas, Nev.

**VON LEUWEN, KARL**  
KPAC-TV, Port Arthur, Tex.

**VOS, LEE**  
KBIX, Muskogee, Okla.

## — W —

**WABER, TOM**  
WXYZ, Detroit, Mich.

**WADE, J. PAUL**  
WLCM, Lancaster, S. C.

**WAGNER, JAY**  
Town Topics  
WLEG, Sandusky, Ohio

**WAGNER, JOHN**  
KWBB, Wichita, Kan.

**WAGY, NORM**  
WBBW, Youngstown, Ohio

**WAINWRIGHT, BOB**  
World Round-up  
KRSF, Springhill, La.

**WALES, DALLAS**  
KRGV, KRGV TV,  
Weslaco, Tex.

**WALKER, F.**  
WFOY, St. Augustine, Fla.

**WALLACE, JIM**  
WRIT, Milwaukee, Wis.

**WALLER, BILL**  
WHLL, Wheeling, W. Va.

**WALSH, JOHN**  
WGUW, Bangor, Me.

**WARD, JAY**  
KRFK, Bellevue, Wash.

**WARD, L. AUDREY**  
WHBI, Newark, N. J.

**WARD, MAC**  
KNOE-TV, Monroe, La.

**WARD, ROBERT E.**  
WGOR, Georgetown, Ky.

**WARD, RUSS**  
WRC-TV, Washington, D. C.

**WARE, JACK**  
KOOL, KOOL-TV,  
Phoenix, Ariz.

**WARNER, MEL**  
WCEC, Rocky Mount, N. C.

**WARREN, BILL**  
KDEO, San Diego, Calif.

**WARREN, BOB**  
WICS, Springfield, Ill.

**WARREN, CHUCK**  
KCEE, Tucson, Ariz.

**WARREN, JOEL**  
Look at World  
WNSR, Butler, Pa.

**WAY, DOUG, L.**  
WAVP, Avon Park, Fla.

**WAYNE, DON**  
WHIO-TV, Dayton, Ohio

**WAYNE, MAURIE**  
KTBS-TV, Shreveport, La.

**WEBB, CHUCK**  
Panorama  
KGUN-TV, Tucson, Ariz.

**WEBB, DON**  
WKRC, Cincinnati, Ohio

**WEBB, KAI**  
KIBUZ, Phoenix, Ariz.

**WEBSTER, ROBERT "DOC"**  
WJTN, Jamestown, N. Y.

**WEED, BOB**  
KSWO, KSWO-TV, Lawton,  
Okla.

**WEEKS, ED**  
KOVC, Valley City, N. D.

**WESTERKAMP, DICK**  
WWJ, Detroit, Mich.

**WESTHALL, JAMES E.**  
WLNH, Laconia, N. H.

**WESTON, JOHN**  
KPIX, San Francisco, Calif.

**WESTOVER, JIM**  
KJKA, Pittsburgh, Pa.

**WHEELER, DICK**  
Evening Edition News  
WFAA-TV, Dallas, Tex.

**WHITELEY, BOB**  
WKBL, Covington, Tenn.

**WHITFORD, DICK**  
WHLS, Port Huron, Mich.

**WIBBELL, TOM**  
WHIZ, Zanesville, Ohio

**WILKINS, JOE, JR.**  
Channel 5 Newscast of the Air  
KFBH-TV, Great Falls, Mont.

**WILKINS, PATRICK C.**  
KEX, Portland, Ore.

**WILLIAMS, BILL**  
WSM, Nashville, Tenn.

**WILSON, BILL**  
House by the Roadside  
KILA, Hilo, Hawaii

## 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, BOB**  
KWYO, Sheridan, Wyo.

**WILSON, RAY**  
KFMB-TV, San Diego, Calif.

**WILSON, ROGER**  
KBBK, Kansas City, Mo.

**WILSON, RON**  
WLAV, Grand Rapids, Mich.

**WINTER, WILLIAM**  
Commentary (Hollywood)  
ABC  
Election Coverage ABC-TV

**WISEMAN, CLYDE**  
WOKZ, Alton, Ill.

**WITCHER, MAX**  
KWAT, Watertown, S. D.

**WOLFANGER, DAVID**  
Mr. Soundoff  
WSLB, Ogdenburg, N. Y.

**WOLFE, NAOMI**  
Listen Ladies  
WNNJ, Newton, N. J.

**WOLFE, ROLAND**  
WMAK, Nashville, Tenn.

**WOLFE, TED**  
WKAZ, Charleston, W. Va.

**WORKHOVEN, MERRILL**  
Four Bell Segues  
WOW, Omaha, Neb.

**WRIGHT, J. K.**  
KSTX, KSTV, Corpus Christi,  
Tex.

## — Y —

**YAZZEL, GEORGE**  
WOAY-TV, Oak Hill-Beckley,  
W. Va.

**YORK, JOHN**  
WRR, Dallas, Tex.

**YOUNG, BOB**  
News Behind the News  
KENT-TV, Anchorage,  
Alaska

## — Z —

**ZACHARY, HUGH**  
Tomorrow's Headlines  
Tonight  
WFLB, Fayetteville, N. C.

**ZERKLE, BOB**  
This is the News  
WKAI, Macomb, Ill.

**ZIEBARTH, E. W.**  
WCCO, Minneapolis, Minn.

**ZI RLO, SAM**  
Talk of the Town  
WGAV, Amsterdam, N. Y.

# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1958

### — A —

**ABEL, GEORGE**  
KSD-TV, St. Louis, Mo.  
**ACKERMAN, AL**  
WOOD, WOOD-TV,  
Grand Rapids, Mich.  
**ADAMS, ANTHONY**  
WCAX, Burlington, Vt.  
**ADAMS, JIM**  
WKZO-TV, Kalamazoo, Mich.  
**ADAMS, TONY**  
WCAX-TV, Burlington, Vt.  
**ADEL, RAY**  
WBAB, Babylon, N. Y.  
**ADELL, RAY**  
Fishing News  
WHLL, Hempstead, N. Y.  
**ADELSON, JIM**  
WINR, Binghamton, N. Y.  
**AGBABA, STEVE**  
KFRB, Fairbanks, Alaska  
**AGRESTA, PHIL**  
WBT, Charlotte, N. C.  
**AHLBORN, WALLY**  
Quarterback Club  
WMAB, Munising, Mich.  
**AHMANN, MARK**  
KCEM, Carroll, Iowa  
**AIME, VIC**  
WNNJ, Newton, N. J.  
**ALAN, STEVE**  
KICD, Spencer, Iowa  
**ALBERTS, MAL**  
WIIC, Pittsburgh, Pa.

**ALBRIGHT, NAT**  
Sport Highway  
WINX, Rockville, Md.  
**ALBY, WYNN**  
WKYR, Keyser, W. Va.  
**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.  
**ALDEIDGE, MAHLON**  
KFRU, Columbia, Mo.  
**ALLAIN, ORREN**  
WKAN, Kankakee, Ill.  
**ALLEN, BRUCE**  
KBLI, Blackfoot, Idaho  
**ALLEN, EDWARD III**  
WDOR, Sturgeon Bay, Wis.  
**ALLEN, GEORGE**  
WEZY, Cocoa, Fla.  
**ALLEN, HUGH**  
WRKH, Rockwood, Tenn.

### **ALLEN, MEL**

B Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV; White Owl Sports, Spot, CBS-TV; Sports Daily, NBC; ABC Radio, NBC Radio

**ALLISON, DAN**  
WKY-TV, Oklahoma City, Okla.  
**ALLNOCK, JERRY**  
WHAB, Baxley, Ga.

**AMBROSE, JOHN V.**  
WTAG, Worcester, Mass.  
**ANDERSON, ALBERT**  
KGVO, Missoula, Mont.  
**ANDERSON, BILL**  
KPUG, Bellingham, Wash.  
**ANDERSON, BRIAN**  
WECL, Eau Claire, Wis.  
**ANDERSON, CHIC**  
WEOA, WEHT, Evansville, Ind.  
**ANDERSON, ROBERT**  
KVAL-TV, Eugene, Ore.  
**ANDRE, JOHN**  
WDCF, Dade City, Fla.  
**ANGWIN, PERCY**  
WSKI, Montpelier, Vt.  
**ARBES, SAM**  
Meet the Coach  
WHIT, New Bern, N. C.  
**ARMENDARIZ, JOSE O.**  
Eventos Especiales  
KIPN, Phoenix, Ariz.  
**ARMES, JERRY**  
WCJC, Jamestown, Tenn.  
**ARMSTRONG, EUCLAD**  
WHIT, New Bern, N. C.  
**ARMSTRONG, FRANK**  
WDLA, Memphis, Tenn.  
**ARNOLD, DR. J.**  
WCWC, Ripon, Wis.  
**ARRAGON, JACK**  
WPET, Greensboro, S. C.  
**ARTHUR, HARRY**  
KNOE-TV, Monroe, La.  
**ASH, TOM**  
KLTZ, Glasgow, Mont.

*Chris  
Schenkel*

**Sports Announcer**



**AL 4-7981**

# RADIO-TV SPORTS COMMENTATORS

**ASSAF, WOODY**  
Highlights in the World of Sports  
WJDX, WLBT, Jackson, Miss.

**ATKINS, TOM**  
WPTA, Fort Wayne, Ind.

**ATKINSON, DON**  
KSEM, Moses Lake, Wash

**AUSTIN, TED**  
Party Line  
WSTP, Salisbury, N. C.

**AXELSON, JOE**  
WWNS, Statesboro, Ga.

**BARNETT, RAY**  
Marine Mysteries  
WMET, Miami Beach, Fla.

**BARRETT, TONY**  
KENT, Shreveport, La.

**BARRON, BILL**  
WCSS, Amsterdam, N. Y.

**BARRON, BILLY**  
WULA, Eufaula, Ala

**BARRY, NORM**  
WNBQ, Chicago, Ill.

**BASS, CLARENCE**  
WREM, Remsen, N. Y.

**BASS, E. H.**  
WSYL, Sylvania, Ga.

**BATES, MARVIN**  
WGBF, Evansville, Ind.

**BAUM, JIM**  
Athlete of Week  
KRBC, Abilene, Tex

**BAUMOH, ART**  
WLAP, Lexington, Ky.

**BEACH, AL**  
KNEZ, Lompoc, Calif.

**BECK, BILL**  
KDZA, Pueblo, Colo.

**BECK, HARRY**  
WSTV, Steubenville, Ohio

**BEDARD, BOB**  
Timberjack Baseball  
KBTK, Missoula, Mont.

**BEGLEY, JIM**  
WACE, Springfield-Chicopee, Mass.

**BELCHER, ROD**  
KTNT, Tacoma, Wash.

**BELL, JACK**  
KDET, Center, Tex.

**BELL, JOE**  
WVIS, Owensboro, Ky.

**BELLAR, BRYAN**  
WDXE, Lawrenceburg, Tenn.

**BENDER, BOB**  
WTRL, Bradenton, Fla.

**BENDER, TOM**  
KDKA, Pittsburgh, Pa.

**BENGSTON, L. H.**  
KLPR, Oklahoma City, Okla.

**BENNETT, GEORGE**  
WMVO, Mount Vernon, Ohio

**BENNETT, JAY**  
KSYD, Wichita Falls, Tex.

**BENZ, DUKE**  
WNBZ, Saranac Lake, N. Y.

**BERRY, TOM**  
KATL, Miles City, Mont.

**BERTINE, BERT**  
WKID, Champaign-Urbana, Ill.

**BESSELL, JERRY**  
WALB, WALB-TV, Albany, Ga.

**BEVERIDGE, JACK**  
KOOL, KOOL-TV, Phoenix, Ariz.

**BIEDRZYCKI, TOM**  
Tup-Off on Sports  
KATL, Miles City, Mont.

**BIGGERS, JIM**  
WYTH, Madison, Ga.

**BIRD, AL**  
WARD-TV, Johnstown, Pa.

**BIVANS, ROBERT**  
WITY, Danville, Ill.

**BLACK, JACK**  
WTTM, Trenton, N. J.

**BLACK, JAY**  
WSUN, WSUN-TV, St. Petersburg, Fla.

**BLAKE, JOE**  
WJMS, Ironwood, Mich.

**BLAKE, TOMMY**  
KWHI, Brenham, Tex

**BLATTNER, BUDDY**  
Baseball (pre-game), NIT  
Basketball, CBS-TV; Baseball Corner, ABC-TV

**BLUE, IRA**  
KNBC, San Francisco, Calif.

## — B —

**BAGLI, GUY**  
WTVT, Tampa, Fla.

**BAGLI, VINCE**  
WWIN, Baltimore, Md.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAILEY, CHARLIE**  
WJMX, Florence, S. C.

**BAILEY, JIM**  
KBIF, Fresno, Calif.

**BAKER, PAUL**  
WCAD, Daubury, Conn.

**BALCH, FRANK**  
WJOY, Burlington, Vt.

**BALLARD, CHUCK**  
Wrestling  
WKRQ-TV, Mobile, Ala.

**BANDY, JOHN**  
WUST, Bethesda, Md.

**BARBER, PHIL**  
KTRB, Modesto, Calif.

**BARKSDALE, JOHN**  
WQIC, Meridian, Miss.

**BARNETT, BOB**  
KENN, Farmington, N. M.

**BARNETT, PAUL**  
KVEC, San Luis Obispo, Calif.



## AL HELFER

TELEVISION — RADIO

Management: DEL PETERS

521 FIFTH AVENUE, NEW YORK

# RADIO-TV SPORTS COMMENTATORS

**BLUM, BOB**  
KEEN, San Jose, Calif.

**BLUMENAUER, CHARLES**  
KAML, Kenedy, Tex.

**BOGGESE, JOHN**  
WTOT, Marianna, Fla.

**BOHNHOFF, ED**  
KILO, Grand Forks, N. D.

**BOLAND, JOE**  
Pro Football  
CBS-TV; Notre Dame Football  
ABC

**BOLAND, JOE**  
WSBT, South Bend, Ind.

**BONNER, JIM**  
WRCV, Philadelphia, Pa.

**BOSE, ERIC**  
WSAI, Cincinnati, Ohio

**BOTTORFF, DON**  
KDES, Palm Springs, Calif.

**BOUDREAU, LOU**  
WGN, Chicago, Ill.

**BOWER, BOB**  
WTIP, Charleston, W. Va.

**BOYD, DON**  
WCLO, Janesville, Wis.

**BOYD, RAY**  
KHUZ, Borger, Tex.

**BOYD, TOM**  
KIDD, Monterey, Calif.

**BOYD, TOM**  
KGAL, Lebanon, Ore.

**BOYER, JOHNNY**  
WCAE, Pittsburgh, Pa.

**BRADLEY, BOB**  
WRBL, WRBL-TV,  
Columbus, Ga.

**BRADWAY, HARRY**  
WASK, WFAM-TV,  
Lafayette, Ind.

**BRADY, BILL**  
WILD, Boston, Mass.

**BRADY, JOHN**  
KVHC, O'Neill, Neb.

**BRAFFIELD, RAY**  
WHOA, San Juan, P. R.

**BRESCIA, DICK**  
WDEW, Westfield, Mass.

**BREWER, NORMAN**  
WMP5, Memphis, Tenn.

**BRICKHOUSE, JACK**  
WGN, Chicago, Ill.

**BRIGGS, KEN**  
KMUS, Muskogee, Okla.

**BRIGHT, HARRY**  
WETZ, New Martinsville,  
W. Va.

**BRITT, TOM**  
WKIP, Poughkeepsie, N. Y.

**BROADHURST, WALT**  
WPDX, Clarksburg, W. Va.

**BRODE, BUDDY**  
WNAR, Norristown, Pa.

**BRODERS, SPANK**  
KXIC, Iowa City, Iowa

**BRODY, STEVE**  
KBZY, Salem, Ore.

**BROOKE, GLENN**  
KBRC, Mount Vernon, Wash.

**BROOKS, BOB**  
KCRG, KCRG-TV,  
Cedar Rapids, Iowa

**BROWN, BO**  
KETZ, Livingston, Tex.

**BROWN, BURLEIGH**  
WWLP, Springfield, Mass.

**BROWN, HANK**  
WLFH, Little Falls, N. Y.

**BROWN, JAMES A.**  
WEKY, Richmond, Ky.

**BROWN, JIM**  
KBUC, Corona, Calif.

**BROWN, JOE L.**  
WTOE, Spruce Pine, N. C.

**BROWN, JOHNNY**  
WCOH, Newnan, Ga.

**BROWN, PETE**  
WETV, Utica, N. Y.

**BROWN, RAYMOND**  
WHUB, Cookeville, Tenn.

**BROWN, TERRY**  
WKXY, Sarasota, Fla.

**BROWNELL, JIM**  
WANS, Anderson, S. C.

**BRUCE, CHUCK**  
Race of the Week  
WHDH-TV, Boston, Mass.

**BRUCE, DAVE**  
WEMB, Erwin, Tenn.

**BRUGGEMAN, VERN**  
KUTV, Salt Lake City,  
Utah

**BRUMBELOW, MIKE**  
KTSM-TV, El Paso, Tex.

**BRUNDIGE, BILL**  
KHJ-TV, Los Angeles, Calif.

**BRYAN, GLENN**  
KURY, Brookings, Ore.

**BRYANT, KENNETH L.**  
WKEY, Covington, Va.

**BUCK, JACK**  
KMOX, St. Louis, Mo.

**BUEHLER, DON**  
WEEB, Benton Harbor,  
Mich.

**BUETEL, FRANK**  
WTCN, WTCN-TV,  
Minneapolis, Minn.

**BUNCH, JIM**  
KORE, Eugene, Ore.

**BUNN, NEAL**  
WORM, Savannah, Tenn.

**BURCHETT, LANIER**  
WAIN, Columbia, Ky.

**BURGESS, SMOKEY**  
WTVM, Columbus, Ga.

**BURICK, SI**  
WHIO, Dayton, Ohio

**BURLIN, HERB**  
WRIG, Wausau, Wis.

**BURNES, BOB**  
Texaco Sports  
KMOX, St. Louis, Mo.

**BURNS, BEFF**  
WCHK, Canton, Ga.

**BURNS, EDWARD**  
WISV, Viroqua, Wis.

**BURNS, JIM**  
WNCO, Ashland, Ohio

**BURT, JIM**  
KELO, KELO-TV,  
Sioux Falls, S. D.

**BUTLER, CATOR**  
KXLT, Helena, Mont.

## — C —

**CAHILL, AL**  
WPTZ, Plattsburgh, N. Y.

**CAIN, DOYLE**  
KFSD, Nampa, Ida.

**CALDWELL, CHARLES H.**  
WJPS, Evansville, Ind.

**CALLARMAN, JOHN**  
KPAN, Hereford, Tex.

**CAMERON, GEORGE**  
WEAV, Plattsburgh, N. Y.

**CAMERON, TOM**  
WJEF, Grand Rapids, Mich.

**CAMPBELL, BILL**  
WCAU, WCAU-TV,  
Philadelphia, Pa.

**CAMPBELL, DON**  
KLGB, Libby, Mont.

**CAMPBELL, JOHN T.**  
KXLL, Missoula, Mont.

**CAMPBELL, NEENIE**  
Caravan Sports  
WMCK, McKeesport, Pa.

**CAMPBELL, PERRY**  
KSFA, Nacogdoches, Tex.

**CANE, LENNY**  
WIRY, Plattsburgh, N. Y.

**CANEL, BUCK**  
WHOM, New York, N. Y.

**CANTFORT, VAN**  
WAVY, WAVY-TV,  
Norfolk, Va.

**CANTON, AMY**  
WCVI, Connellsville, Pa.

**CANTON, MORT**  
WBL, Peoria, Ill.

**CANTOR, SY**  
WGLI, Babylon, N. Y.

**CANTY, JACK**  
WCCM, Lawrence, Mass.

**CAPOSELLO, FRED**  
Horse Racing  
CBS-TV

**CARA, HARRY**  
Cardinal Baseball Games  
KMOX, St. Louis, Mo.

**CARDENAS, BENE**  
KWKV, Pasadena, Calif.

**CARIKER, KEN**  
KWTV, Oklahoma City,  
Okla.

**CARLSON, BOB**  
Record Session  
KIRX, Kirksville, Mo.

**CARMICHAEL, LES**  
KMOX-TV, St. Louis, Mo.

**CARPENTER, JOHN L.**  
KOIN-TV, Portland, Ore.

**CARE, DAVE**  
WFOB, Fostoria, Ohio

**CARR, JOHN**  
WLAJ, LaFollette, Tenn.

**CARROLL, JIM**  
KTLU, Rusk, Tex.

**CARSON, TOM**  
WJW, Cleveland, Ohio

**CARY, JOHN**  
KSLM, Salem, Ore.

**CASE, GEORGE**  
WITM, Trenton, N. J.

**CASEY, AL**  
KGEK, Sterling, Colo.

**CASEY, DAN**  
WAMS, Wilmington, Del.

**CAVANAUGH, JOE**  
WARD-TV, Johnstown, Pa.

**CHALDY, BUD**  
KXGN-TV, Glendive, Mont.

**CHALK, SONNY**  
Coaches Report  
WMOX, Meridian, Miss.

**CHALMERS, JIM**  
WFGM, Fitchburg, Mass.

**CHARLES, BERT**  
WVVO, Columbus, Ohio

**CHASE, BOB**  
WOWO, Fort Wayne, Ind.

**CHAUVEN, JOHN**  
WFPR, Hammond, La.

**CHESTER, FRANKLIN**  
On the Bench  
WGWC, Selma, Ala.

**CHILDS, LELAND**  
WAPI-TV, Birmingham, Ala.

**CHRISTMAN, PAUL**  
Pro Football  
CBS-TV

**CIRALDO, AL**  
WGST, Atlanta, Ga.

**CLARK, BOB**  
WCME, Brunswick, Me.

**CLARK, K.**  
KART Jerome, Ida.

**CLARK, LEE**  
KFSD, San Diego, Calif.

**CLARK, LES**  
WGAR, Cleveland, Ohio

**CLARK, RAYMOND**  
Slim's Sports  
WABI, Bangor, Me.

**CLAWSON, LEW**  
Touchdown Tally Sheet  
WWVA, Wheeling, W. Va.

**CLAY, RANDY**  
World at Large  
WOAI, WOAI-TV, San  
Antonio, Tex.

**CLOUD, LEO**  
KGAK, Gallup, N. M.

**CLOUTIER, LEO**  
WGIR, Manchester, N. H.

**COFFIN, ED**  
KIDD, Monterey, Calif.

# RADIO-TV SPORTS COMMENTATORS

**COLBY, LEN**  
WKZO, WKZO-TV,  
Kalamazoo, Mich.

**COLE, BILL**  
KFNP, Shenandoah, Iowa

**COLE, DEN**  
KGCC, Sidney, Mont.

**COLEMAN, BILL**  
WJDA, Quincy, Mass.

**COLEMAN, KEN**  
All-Star Football  
ABC

**COLLIER, ART**  
Deadline Sports  
WLW-I, Indianapolis, Ind.

**COLLINS, JOE**  
KGNC-TV, Amarillo, Tex.

**COLLINS, JON**  
WGNS, Murfreesboro, Tenn.

**COLLINS, SID**  
Fox's Den  
WTBC, Indianapolis, Ind.

**COLUMBUS, JOHN A.**  
WPUV, Pulaski, Va.

**COMPTON, H. LEWIS**  
WHEE, Martinsville, Va.

**CONNOLLY, BILL**  
WRSa, Saratoga Springs,  
N. Y.

**CONNOR, GEORGE**  
Bowling  
CBS-TV

**CONNORS, JOHN**  
KLZ-TV, Denver, Colo.

**COOK, BOB**  
KOLR, Sterling, Colo.

**COOK, DAN**  
Bowling  
KENS-TV, San Antonio, Tex.

**COOK, FRED**  
KTNC, Falls City, Neb.

**COOLEY, JOHN**  
WGAY, Silver Spring, Md.

**COOPER, GEORGE**  
KGY, Olympia, Wash.

**COPP, EARL**  
WFVA, Fredericksburg, Va.

**CORBIN, BOB**  
WWCA, Gary, Ind.

**CORDARO, MATT**  
WEBO, Owego, N. Y.

**CORDELL, SAM**  
WBMC, McMinnville, Tenn.

**COREY, JOE**  
WERI, Westerly, R. I.

**CORLEY, BILL**  
WNS, Columbus, Ohio

**COSELL, HOWARD**  
Baseball Preview; Sports Focus;  
Blue-Grass Football,  
Harness Racing, ABC-TV;  
Speaking of Sports; Baseball  
Preview; Football Scoreboard,  
ABC

**COSGROVE, DON**  
WEAM, Washington, D. C.

**COTE, DOC**  
WTWN, St. Johnsbury, Vt.

**COVERT, JEAN**  
KTBC-TV, Austin, Tex.

**COX, ORVAL**  
WSAT, Salisbury, N. C.

**CRAIG, BENNY**  
KTHV, Little Rock, Ark.

**CRAMER, CRIS**  
WCHV, Charlottesville, Va.

**CREAGER, MACK**  
KRMG, KOTV, Tulsa, Okla.

**CRISTIL, JACK**  
WEJO, Tupelo, Miss.

**CROCKETT, HUDLEY**  
WGNS, Murfreesboro, Tenn.

**CROCKETT, HUDLEY**  
WSIX, WSIX-TV,  
Nashville, Tenn.

**CROGHAN, JOE**  
WBAL, Baltimore, Md.

**CROWN, KEITH, COACH**  
Coaches Corner  
WWCA, Gary, Ind.

**CUMMINS, FRANK**  
WSTR, Sturgis, Mich.

**CUMMINS, JACK**  
WTVJ, Miami, Fla.

**CUMMINS, TAIT**  
WMT, WMT-TV, Cedar  
Rapids, Iowa

**CUNEO, GENE**  
WLEU, Erie, Pa.

**CUNNINGHAM, DON**  
WBEN, Buffalo, N. Y.

**CURRY, BUTCH**  
WYLD, New Orleans, La.

**CURTIS, DICK**  
WIEL, Elizabethtown, Ky.

**CURTIS, DON**  
WITC, Gastonia, N. C.

**CUSICK, FRED**  
Hockey  
CBS-TV

## — D —

**DALE, JACK**  
KFYO, Lubbock, Tex.

**DANEHE, DICK**  
All-Star Golf  
ABC-TV

**DANIELS, CHRIS**  
WKY, WKY-TV,  
Oklahoma City, Okla.

**DARBY, BART**  
WSFA-TV, Montgomery, Ala.

**DARLING, RICKEY**  
KBLT, Big Lake, Tex.

**DAVID, GIL**  
WHAW, Weston, W. Va.

**DAVID, JEFF**  
KVOL, Lafayette, La.

**DAVIDSON, RANDY**  
WAKN, Aiken, S. C.

**DAVIS, DICK**  
WKNX, WKNX-TV,  
Saginaw, Mich.

**DAVIS, GUY R.**  
WOTR, Corry, Pa.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAVIS, LES**  
KVT, Sioux City, Iowa

**DAVIS, LESLIE H.**  
WNAX, Yankton, S. D.

**DAVIS, RALPH**  
WKKS, Vanceburg, Ky.

**DEAN, DIZZY**  
Baseball (pre-game)  
CBS-TV

**DECKER, TOM**  
WVET, Rochester, N. Y.

**DEES, ART**  
WGQA, Winter Garden, Fla.

**DELANEY, BOB**  
WCBS-TV, New York, N. Y.

**DELANEY, BOB**  
WCTV, Tallahassee, Fla.

**DELANO, CHARLES**  
KDBM, Dillon, Mont.

**DELUCA, PETE**  
KCRT, Trinidad, Colo.

**DENMAN, REX**  
WACL, Waycross, Ga.

**DENT, GARY**  
WVNR, Beckley, W. Va.

**DE ROYEN, KARL**  
KEFN, Eunice, La.

**DERR, JOHN**  
Masters and PGA Golf  
CBS-TV

**DE SAUTELL, BUD**  
KGIW, Alamosa, Colo.

**DE VICTOR, MARTY**  
WBNS, Columbus, Ohio

**DEWITT, DEWEY**  
WAGM, WAGM-TV,  
Presque Isle, Me.

**DEVOANNES, A. M.**  
WHLB, Virginia, Minn.

**DIAMOND, BILL**  
WIRE, Newport, Vt.

**DICKINSON, RUS**  
KQDM, Des Moines, Iowa

**DICKMEYER, BEN**  
KTOE, Mankato, Minn.

**DICKSON, BOB**  
KRGV, Weslaco, Tex.

**DIGHTON, JOHN**  
Highlights in Sports  
WBLL, Leesburg, Fla.

**DILLON, GENE**  
WCMW, Canton, Ohio

**DILLON, LEN**  
WEAS, White Plains, N. Y.

**DIONNE, BOB**  
WNRI, Woonsocket, R. I.

**DITMER, BOB**  
WHGR, Houghton Lake, Mich.

**DITTER, ED**  
KRIC, Beaumont, Tex.

**DOBELSTEIN, BOB**  
WGRD, Lake City, Fla.

**DOEBLER, SHERM**  
Flying A Sports  
WITT, Lewisburg, Pa.

**DOGGETTE, HARRY**  
Fifteen Final Sports  
WVEC-TV, Hampton-Norfolk,  
Va.  
Harrisburg, Pa.

**DOHL, PAUL**  
WCHN, Norwich, N. Y.

**DOLL, DICK**  
WJER, Dover, Ohio

**DOMMER, BILL**  
WBEL, Beloit, Wis.

**DONLEY, RED**  
WSTV, WSTV-TV,  
Steubenville, Ohio

**DONNELLA, BILL**  
WTRC, Elkhart, Ind.

**DONOVAN, MIKE**  
KANA, Anacosta, Mont.

**DOUGLAS, GEORGE**  
Tiger Football  
WDSR, Lake City, Fla.

**DOUGLAS, WAYNE**  
KTUC, Tucson, Ariz.

**DOWDLE, JOHN**  
KSRC, Snooro, N. M.

**DRAPER, LARRY**  
WMBA, Ambridge, Pa.

**DRES, JACK**  
Wednesday Night Fights, All-  
Star Football, ABC-TV;  
National AAU, CBS-TV

**DROELLE, GEORGE P., JR.**  
WCLI, Corning, N. Y.

**DUBBERT, JOSEPH**  
KMCD, Fairfield, Iowa

**DU DLEY, BILL**  
Locker Room  
WLVA-TV, Lynchburg, Va.

**DU DLEY, JIMMY**  
WERE, Cleveland Ohio

**DULL, JIM**  
WGH, Scranton, Pa.

**DU NBAR, WALT**  
WFGJ-TV, Jacksonville, Fla.

**DU NNE, JIM**  
KVPJ, Redding, Calif.

**DUNPHY, DON**  
Cavalade of Sports  
NBC

**DUROCHER, LEO**  
NBC, NBC-TV

## — E —

**ECKERT, JOHN**  
WVAN, Danville, Ill.

**EDENS, BILL**  
KWEL, Midland, Tex.

**EDWARDS, JOE**  
WAMW, Washington, Ind.

**EDWARDS, PAUL**  
WUEC, Pittsfield, Mass.

**EGAN, LEO**  
WBZ-TV, Boston, Mass.

**EISENSTEIN, JACK**  
WMLD, Atlantic City, N. J.

**ELIAS, BOB**  
Armchair Quarterback  
KPMC, Bakersfield, Calif.

**ELIAS, EDDIE**  
WAKR, Akron, Ohio

**ELLIOT, BOB**  
KSON, San Diego, Calif.



# RADIO-TV SPORTS COMMENTATORS

- ELLIOTT, BILL**  
KLYD, Bakersfield, Calif.
- ELLIOTT, BUMP**  
WHRV, Ann Arbor, Mich.
- ELLIOTT, J. C.**  
WPDM, Potsdam, N. Y.
- ELLIOTT, WIN**  
Cavalcade of Sports  
NBC
- ELLIS, RICHARD**  
WJHL, WJHL-TV,  
Johnson City, Tenn.
- ENGBRETSON, HAL**  
KNBA, Vallejo, Calif.
- ENROTH, DICK**  
WCCO, WCCO-TV,  
Minneapolis-St. Paul, Minn.
- ENSIGN, GEORGE**  
KTVR, Turlock, Calif.
- ERDMANN, JAKE**  
WRAC, Racine, Wis.
- ERDOSSY, BILL**  
WHP, WHP-TV,  
Harrisburg, Pa.
- ERICKSON, BOB**  
KOKX, Keokuk, Iowa
- ERP, JOHNNY**  
WMAQ, Chicago, Ill.
- ERVIN, BILL**  
KARE, Atchison, Kan.
- ERVIN, PUSS**  
Jim Hill Sportscope  
KCUL, Ft. Worth, Tex.
- ERWIN, JIM**  
KMLB, Monroe, La.
- ETHERTON, BILL**  
WNDU, WNDU-TV,  
South Bend, Ind.
- EUBANKS, BLAIR**  
WTAR, Norfolk, Va.
- EURICH, BOB**  
KGST, Fresno, Calif.
- EVANS, JONES**  
WBAX, Wilkes-Barre, Pa.
- EVANS, MEL**  
WAVU, Albertville, Ala.
- EVASHEVSKI, FORREST**  
Bowling  
CBS-TV
- F —
- FABIAN, DICK**  
WCER, Charlotte, Mich.
- FALESJ, FRANK**  
WADP, Kane, Pa.
- FALLON, FRANK**  
WBOS, Boston, Mass.
- FALLON, FRANK**  
KWTX, Waco, Tex.
- FALLON, KENNETH P., JR.**  
WJDA, Quincy, Mass.
- FANT, JULIAN**  
WFOY, St. Augustine, Fla.
- FARRELL, BOB**  
WACK, Newark, N. Y.
- FARRELL, MAURY**  
WBRC, Birmingham, Ala.
- FARRINGTON, FRANK**  
KFAM, St. Cloud, Minn.
- FARRIS, CLINT**  
WVOT, Wilson, N. C.
- FEASTER, ROBERT D.**  
WDAX, McRae, Ga.
- FEATHERS, JIM**  
WCLG, Morgantown, W. Va.
- FENSLER, DICK**  
KMAN, Manhattan, Kan.
- FERGUSON, JOHN**  
Telesports Final  
WBRZ-TV, Baton Rouge, La.
- FIDLER, DOC**  
WISL, Shamokin, Pa.
- FIELD, ALLAN**  
WFOR, Torrington, Conn.
- FIELD, BRYAN**  
Horse Racing  
CBS-TV
- FINCANNON, ROBERT**  
WMBI, Marion, Ind.
- FINGER, FRED**  
WBCB, Levittown, Pa.
- FINLAYSON, JACK**  
KRDO-TV, Colorado  
Springs, Colo.
- FINLEY, BOB**  
KLTR, Blackwell, Okla.
- FISHER, AUB**  
KABR, Aberdeen, S. D.
- FISHER, HANK**  
WEEK-TV, Peoria, Ill.
- FISHER, LEE**  
KOMU-TV, Columbia, Mo.
- FITZGERALD, JOHN**  
Press Box  
WJW-TV, Cleveland, Ohio
- FITZPATRICK, WILLARD**  
WLMJ, Jackson, Ohio
- FLEISCHMAN, SOL**  
Florida Fishing  
WTVT, Tampa, Fla.
- FLEMING, PAT**  
WDBQ, Dubuque, Iowa
- FLEMING, BILL**  
WWJ, Detroit, Mich.
- FLETCHER, NORMAN A.**  
KNOC, Natchitoches, La.
- FLORES, RAFAEL PONT**  
WKAQ, Santurce, P. R.
- FLOWERS, CHARLIE**  
KMHT, Marshall, Tex.
- FLOYD, GARY**  
KGER, Long Beach, Calif.
- FLYNN, JOHN**  
Shorts in Sports  
WICY, Malone, N. Y.
- FLYNN, TONY**  
Deadline 12  
WISN, WISN-TV,  
Milwaukee, Wis.
- FOOTIT, JIM**  
KWAL, Kellogg-Wallace, Ida.
- FORBES, BOB**  
WTHI, Terre Haute, Ind.
- FORNEY, JIM**  
WLAN, Lancaster, Pa.
- FOSS, JOE**  
Bowling  
CBS-TV
- FOSTER, BUD**  
KLX, Oakland, Calif.  
KTVU, San Francisco-  
Oakland, Calif.
- FOUS, BOB**  
KCBS, San Francisco, Calif.
- FOX, BILL**  
Fox's Den  
WIBC, Indianapolis, Ind.
- FRANKE, JERRY**  
WUSJ, Lockport, N. Y.
- FREDRICK, DON**  
KASI, Ames, Iowa
- FREED, DON**  
WCMR, Elkhart, Ind.
- FRENCH, BOB**  
WVSC, Somerset, Pa.
- FRENCH, JACK**  
KNOX, Grand Forks, N. D.
- FRENCH, ROBERT**  
KNP, Port Angeles, Wash.
- FREW, DAVE**  
WEIR, Weirton, W. Va.
- FRINK, BILL**  
WIMA, Lima, Ohio
- FROH, DAVID**  
WILS, Lansing, Mich.
- FUHS, DOUG**  
Portfolio  
KBNN, Bozeman, Mont.
- FULMER, DALE**  
WHLM, Bloomsburg, Pa.
- FULTON, BOB**  
WCOS, WIS-TV,  
Columbia, S. C.
- FULTON, ROBERT**  
KFRE, Fresno, Calif.
- G —
- GAFKE, ROGER**  
KFRU, Columbia, Mo.
- GAIR, WALLY**  
WICS, Springfield, Ill.
- GALL, JOE**  
WWJB, Brooksville, Fla.
- GALLUP, STAN**  
KGFL, Roswell, N. M.
- GALVIN, DAN**  
Sports Mike  
KSRQ, Santa Rosa, Calif.
- GANN, HAROLD**  
KARM, Fresno, Calif.
- GANTT, EBB**  
WCGC, Belmont, N. C.
- GAKAGIOLA, JOE**  
KMOX, St. Louis, Mo.
- GARDNER, BILL**  
WFBG-TV, Altoona, Pa.
- GARDNER, DON**  
WKBN, WKBN-TV,  
Youngstown, Ohio
- GARRISON, BOB**  
KHHH, Pampa, Tex.
- GARRISON, JOHN**  
WFUN, Huntsville, Ala.
- GATES, ED**  
Stock Car Races  
WHMS, Charleston, W. Va.
- GENTRY, HARRY**  
WLOH, Princeton, W. Va.
- GEREAU, RICK**  
KWAT, Watertown, S. D.
- GERVAN, JAMES R.**  
WJWL, Georgetown, Del.
- GIBBONS, BILL**  
WFGN, Gaffney, S. C.
- GIBBONS, JIM**  
WRC-TV, Washington, D.C.
- GIBSON, ARCH E.**  
KSKO, Arkansas City, Kan.
- GIBSON, CHARLES**  
KEVA, Shamrock, Tex.
- GILBERT, CHARLES**  
KASM, Albany, Minn.
- GILBERT, EARLE**  
KRFO, Owatonna, Minn.
- GILBERT, GARY**  
KNGS, Hanford, Calif.
- GILL, DON**  
KAYS, Hays, Kan.
- GIOVANNI, FELIX**  
WGAV, Amsterdam, N. Y.
- GLEEVE, STAN**  
KSCV, Richfield, Vt.
- GLENN, JIMMY**  
KDRO, Sedalia, Mo.
- GLENN, RALPH**  
WOND, Pleasantville, N. J.
- GLENN, TONY**  
KSTL, St. Louis, Mo.
- GLICKMAN, MARTY**  
Warm-Up Time  
WMMG, New York, N. Y.;  
Harness Racing, ABC-TV
- GLIEBER, FRANK**  
WRR, Dallas, Tex.
- GOBLE, JAKE**  
WEIC, Charleston, Ill.
- GOCHIS, BILL**  
KTUT, Tooele, Utah
- GODFREY, RICHARD**  
WGAD, Gadsden, Ala.
- GOERNER, FREDERICK A.**  
KSL-TV, Salt Lake City,  
Utah
- GOLDEN, RAY**  
KSTN, Stockton, Calif.
- GONZALES, BERYLE**  
KVON, Napa, Calif.
- GONZALES, HANK**  
KSYC, Yreka, Calif.
- GONZALEZ, V.**  
WXRJ, Guayama, P. R.
- GOODMAN, JIMMY**  
KLBL, Beeville, Tex.
- GOODMAN, KEN**  
WXEX-TV, Petersburg-  
Richmond, Va.
- GOODRICH, BILL**  
WLBT, WJDX, Jackson,  
Miss.
- GOODRICH, ROGER**  
WHEC, WHEC-TV,  
Rochester, N. Y.

# RADIO-TV SPORTS COMMENTATORS

**GOODSON, GENE**  
KOPY, Kingsville, Tex

**GORDON, BOB**  
WFLR, Dundee, N. Y.

**GOUGH, GLENN**  
WMSA, Massena, N. Y.

**GOVE, DICK**  
Tri-State News  
WMTW-TV, Poland Spring, Me.

**GOWDY, CURT**  
Boston Red Sox, Report on Sports, WHDH, WHDH-TV, Boston Mass., NBC, NBC-TV

**GRAHAM, JIM**  
WISV, Viroqua, Wis.

**GRANBERG, FRANK**  
KGLN, Glenwood Springs, Colo.

**GRAND, CARL**  
Grandstand  
WNAB, Bridgeport, Conn.

**GRANGE, RED**  
All-Star Football  
ABC-TV; NBC, NBC-TV

**GRANT, VINCE**  
KRKS, Ridgecrest, Calif.

**GRAY, ED**  
WKNE, Keene, N. H.

**GRAY, GENE**  
WJHO, Opelika, Ala.

**GRAY, JAMES**  
WTVR, Richmond, Va.

**GRAYHAM, KEN**  
KWOA, Worthington, Minn.

**GREBE, GUS**  
KWIZ, Santa Ana, Calif.

**GREEN, BILL**  
WYZE, Atlanta, Ga.

**GREENLEE, BILL**  
WPIRW, Manassas, Va.

**GREENWALD, HANK**  
WBBZ, Vineland, N. J.

**GRIEVE, STAN**  
KJJK, Jefferson City, Mo.

**GRIFFIN, JERRY**  
WDAU-TV, Scranton, Pa.

**GRIFFITHS, BILL**  
WELM, Elmira, N. Y.

**GRIFFITHS, DAVE**  
WSCR, Scranton, Pa.

**GRINEK, EVERETT**  
WMGA, Moultrie, Ga.

**GRISSOM, DON**  
WHIE, Griffin, Ga.

**GRISWOLD, ROGER**  
WBMD, Baltimore, Md.

**GRIZZARD, HERMAN**  
WLAC, Nashville, Tenn.

**GROSS, DON**  
KFSR, Joplin, Mo.

**GROSS, JERRY**  
WMAN, Mansfield, Ohio

**GRUBB, JACK**  
WTNC, Thomasville, N. C.

**GULDAGER, MIKE**  
KERG, Eugene, Ore.

**GUNDAKER, ED**  
WHP, WHP TV, Harrisburg, Pa.

**GUOKAS, MATT**  
WPEN, Philadelphia, Pa.



**HACKMAN, JACK**  
The Bullpen  
WDLB, Marshfield, Wis.

**HADLOCK, JIM**  
KIAS-TV, Las Vegas, Nev.

**HAGER, BOB**  
WDCR, Hanover, N. H.

**HAGER, MARLEN**  
WBRD, Bradenton Fla.

**HAGERMAN, CHARLES J.**  
WKLA, Lubington, Mich.

**HAILE, WELDON**  
WSMN, Nashua, N. H.

**HALE, GEORGE**  
WABI-TV, Bangor, Me.

**HALL, HALSEY**  
WCCO, Minneapolis, Minn.

**HALL, NORMAN**  
WBNI, Boonville, Ind.

**HALL, PHIL BAKER**  
WTOD, Toledo, Ohio

**HAILYARD O. C., JR.**  
WEKY, Richmond, Ky

**HAMILTON, ED**  
KCLL, Shreveport, La.

**HAMILTON, KEN**  
WEBQ, Harrisburg, Ill.

**HAMLIN, TOM**  
WAPT, WAPT-TV, Birmingham, Ala.

**HANCOCK, AL**  
KSWO-TV, Lawton, Okla.

**HANDLAN, JOSEPH**  
WCOM, Parkersburg, W. Va.

**HANLON, JOHN**  
WEAN, Providence, R. I.

**HANNA, BOYCE J.**  
WADA, Shelby, N. C.

**HANNA, BUD**  
KHSL, KHSL-TV, Chico, Calif.

**HANNAHER, T. P.**  
Bench Warmer's Club  
KVOX, Moorhead, Minn.

**HANSON, HARLEY**  
KOPA, KOTA-TV, Rapid City, S. D.

**HARDISON, S. T.**  
WTAX, Springfield, Ill.

**HARDING, TURNEY**  
Sports on the Air  
WTCO, Campbellsville, Ky.

**HARKINS, CHUCK**  
KID, Idaho Falls, Ida.

**HARMON, TOM**  
Bowling  
CBS-TV

**HARMON, TOM**  
Texaco Sports Final  
KNX, Los Angeles, Calif.

**HARPER, BOB**  
Fifth Quarter  
WCOV, Montgomery, Ala.

**HARPER, JIM**  
WTRX, Bellaire, Ohio

**HARRINGTON, GENE**  
KFBF TV, Great Falls, Mont.

**HARRIS, BOB**  
KOSA, Odessa, Tex.

**HARRIS, SONNY**  
WOOF, Dothan, Ala.

**HARRIS, WALTER**  
KTVU, San Francisco  
Oakland, Calif.

**HARRISON, JOHN**  
KPIG, Cedar Rapids, Iowa

**HART, HAL**  
WOC-TV, Davenport, Iowa

**HARTLEY, HAL**  
KOKY, Little Rock, Ark.

**HARTMAN, SID**  
WCCO, Minneapolis, Minn.

**HARVILLE, CHARLIE**  
WFMY-TV, Greensboro, N. C.

**HARVISON, "FATS"**  
WLAU, Laurel Miss

**HARWELL, GENE**  
WMSL-TV, Decatur, Ala.

**HASSE, WARDEN L.**  
KPDN, Pampa, Tex.

**HATCHETT, WAYNE J.**  
KNIM, Maryville, Mo.

**HAWKINS, VERN**  
KWTO, Springfield, Mo.

**HAYDEN, WILLIAM**  
WJOC, Kokomo, Ind.

**HAYES, PAT**  
KIRO-TV, Seattle, Wash.

**HAYNES, JOHN**  
WTSL, Hanover, N. H.

**HAYS, JIM**  
Panorama  
KQUN-TV, Tucson, Ariz.

**HEAD, IVAN R.**  
KYSF, Sante Fe, N. M.

**HEALY, CHUCK**  
WBEN-TV, Buffalo, N. Y.

**HEALY, JIM**  
KBIG, Avalon, Calif.

**HEARN, CHICK**  
NBC, NBC-TV

**HEARN, CHICK**  
KRCR, Los Angeles, Calif.

**HEDRICK, TOM**  
KCCA, Kilgore, Tex.

**HEFLAND, JOHN**  
KFDA, Amarillo, Tex.

**HEINSOHN, TOMMY**  
WAAB, Worcester, Mass.

**HEISE, LARRY**  
Pacific Outdoors  
KVJQ-TV, Eureka, Calif.

## HELPER, 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

**HELUMS, LYMAN**  
WJTV, Jackson, Miss.

**HENDRICKSON, JACK**  
WCOB, Lebanon, Tenn.

**HENRY, EARL**  
WHUM, Reading, Pa.

**HENRY, JOHN**  
KOA-TV, Denver, Colo.

**HERNANDEZ, TOMMY**  
WFBF, Fernandina Beach, Fla.

**HESE, CHARLES**  
WRMN, Elgin, Ill.

**HEWETT, JACK**  
WENY, Elmira, N. Y.

**HICKERSON, EARL**  
University of Illinois  
Football  
WMAY, Springfield, Ill.

**HUCKOK, BILL**  
WHIS, WHIS-TV, Bluefield, W. Va.

**HICKS, DAVE**  
KGGP, Coffeyville, Kan.

**HIGDON, JOE**  
WDAE, Tampa, Fla.

**HIGGINS, BILL**  
KVED, KQTV, Fort Dodge, Iowa

**HILL, DAVE**  
KMAN, Manhattan, Kan.

**HILL, EDDIE**  
WRR, Dallas, Tex.

**HILL, JIMMY**  
WEAG, Alcoa, Tenn.

**HILL, JOE**  
WTVN, WTVN TV, Columbus, Ohio

**HINES, HUGH**  
WFSC, Franklin, N. C.

**HINNERS, ROBERT**  
WLEC, Sandusky, Ohio

**HIRSCH, ELROY**  
76 Sports Club  
KNXT, Los Angeles Calif

**HIRSCH, SONNY**  
WCKR, Miami, Fla.

**HODGES, DON**  
KUSII, Cushing, Okla.

**HOENIG, JAMES**  
WABJ, Adrian, Mich.

**HOFFMAN, PAUL**  
KBTM, Jonesboro, Ark.

**HOGAN, BILL**  
WLBG, Laurens, S. C.

**HOLBROOK, GIL**  
KJOG, Kelson, Wash.

**HOLCOMB, JACK**  
WEEU, Reading, Pa.

**HOLECKO, ANDV**  
WJCA, Ashtabula, Ohio

**HOLLER, CARL**  
WITZ, Jasper, Ind.

**HOLLERN, MIKE**  
WDCR, Hanover, N. H.

**HOLLIS, BUD**  
KWTC, Barstow, Calif.

# RADIO-TV SPORTS COMMENTATORS

**HOLLMAN, HANK**  
WACT, Tuscaloosa, Ala.

**HOLLY, JOHN**  
WHKP, Hendersonville, N. C.

**HOLMES, JOHN**  
KODE, KODE-TV, Joplin, Mo.

**HOLTMANN, FERD**  
WFKY, Frankfort, Ky.

**HOONAN, BOB**  
KBKW, Aberdeen, Wash.

**HOOPER, DAN**  
KWBB, Wichita, Kan.

**HOPKINS, FRED**  
WLYC, Williamsport, Pa.

**HOPSON, CHARLES**  
WMOK, Metropolis, Ill.

**HORNING, DUTCH**  
KSIB, Creston, Iowa

**HORNOR, CURTIS**  
Coaches Corner  
KBRS, Springdale, Ark.

**HORSTMAN, BOB**  
KRES, St. Joseph, Mo.

**HORTON, THAD**  
Tech Football  
WGST, Atlanta, Ga.

**HOSKINS, JACK**  
WHLN, Harlan, Ky.

**HOURLIGAN, TERRY**  
WARK, Hagerstown, Md.

**HOWARD, HARRY**  
KVIQ-TV, Eureka, Calif.

**HOWARD, MARC**  
KOLN-TV, Lincoln, Neb.

**HOWARD, PAUL**  
WCUE, Akron, Ohio

**HOWARD, PETE**  
KFNF, Shenandoah, Iowa

**HUBBARD, HARRY**  
KINS, Eureka, Calif.

**HUBBELL, RALPH**  
WBEN, Buffalo, N. Y.

**HUDSON, DON**  
WWOK, Charlotte, N. C.

**HUGHES, ROBERT**  
Saturday Scoreboard  
WTRA, Latrobe, Pa.

**HUGHES, ROY**  
KSBF-TV, San Luis Obispo, Calif.

**HUMPHREYS, DAN**  
WPFM, Middletown, Ohio

**HUMPHRIES, HERBERT**  
KCRS, Midland, Tex.

**HUNTER, ALBERT**  
WESB, Bradford, Pa.

**HUNTINGTON, CLAY**  
KMO, KTAC, Tacoma, Wash.

**HURT, ZACK**  
KFJZ-TV, Fort Worth, Tex.

**HYDE, WARREN**  
Pigskin Parade  
WJBB, Haleyville, Ala.

**HYMAN, MARK**  
WHAT, Philadelphia, Pa.

## — I —

**INGELS, WALLIE**  
KBRS, Springdale, Ark.

**INGHAM, BOB**  
KSD, KSD-TV, St. Louis, Mo.

**IRWIN, BOB**  
WBCM, Bay City, Mich.

**ISAACS, FRED**  
WBOF, Virginia Beach, Va.

## — J —

**JACKSON, BILL**  
WPTF, Raleigh, N. C.

**JACKSON, DICK**  
WSAL, Logansport, Ind.

**JACKSON, HAL**  
WLIB, New York, N. Y.

**JACKSON, LEVI**  
WCHB, Inkster, Mich.

**JACKSON, PHIL**  
WGGA, Gainesville, Ga.

**JACKSON, WAYNE**  
WECT, Wilmington, N. C.

**JACOBS, DAVE**  
WENC, Asheville, N. C.

**JACOBS, ROLLIE**  
WWLP, Springfield, Mass.

**JAMES, ALLEN**  
WKNX, WKNX-TV, Saginaw, Mich.

**JAMES, JOHN**  
WEDO, McKeesport, Pa.

**JAMES, PAUL**  
KTVP, Salt Lake City, Utah

**JARVIS, BILL**  
KCMS, Manitou Springs, Colo.

**JENKINS, BOB**  
KKNY, Kearney, Neb.

**JEWELL, TONY**  
Slants from the Sidelines  
KIUL, Garden City, Kan.

**JOHNSON, AL**  
WJAK, Jackson, Tenn.

**JOHNSON, BOB**  
KCAP, Helena, Mont.

**JOHNSON, BOB**  
WAKU, Latrobe, Pa.

**JOHNSON, BRUCE**  
WFAX, Falls Church, Va.

**JOHNSON, BRYON**  
KELA, Centralia-Chehalis, Wash.

**JOHNSON, BUDDY**  
KPAC-TV, Port Arthur, Tex.

**JOHNSON, DEUCE**  
WGOV, Valdosta, Ga.

**JOHNSON, DICK**  
WNBP, Newburyport, Mass.

**JOHNSON, ED**  
WHAV, Haverhill, Mass.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis-St. Paul, Minn.

**JOHNSON, RONALD**  
WSYD, Mt. Airy, N. C.

**JOHNSON, WARREN**  
WPFM, Middletown, Ohio

**JONES, BILL**  
WNAK, Wilkes-Barre, Pa.

**JONES, J. HOWARD**  
KWIV, Douglas, Wyo.

**JONES, JIMMY**  
KGAY, Salem, Ore.

**JONES, KEN**  
WCMI, Ashland, Ky.

**JONKER, PETER**  
WDCC, Prestonsburg, Ky.

**JOWETT, TOM**  
KSIL, Silver City, N. M.

**JOYCE, FRANK**  
KOB, Albuquerque, N. M.

**JOYNES, JERRY**  
WROV, Roanoke, Va.

**JUNKERT, BOB**  
WDSM-TV, Duluth, Minn.

## — K —

**KAATZ, TORREY A.**  
WAGN, Menominee, Mich.

**KABER, RUSS**  
KOVV, Valley City, N. D.

**KAHN, AL**  
Sports Capsule  
WAGR, Lumberton, N. C.

**KALLAY, ED**  
WAVE, Louisville, Ky.

**KAMINSKI, CHET**  
WAAB, Worcester, Mass.

**KANE, BOB**  
WRCO, Richland Center, Wis.

**KARLBOM, DAVID**  
Football Forecaster  
WHTB, Talladega, Ala.

**KARNS, BRUCE**  
KJOK, Junction City, Kan.

**KASPEBEK, DON**  
WGGG, Salamanca, N. Y.

**KASSERA, LOU**  
WBIZ, Eau Claire, Wis.

**KATH, KERM**  
KGOS, Torrington, Wyo.

**KAUFMAN, SAM**  
WOL, Washington, D. C.

**KAY, RONNIE**  
KLCN, Blytheville, Ark.

**KAYE, BOB**  
KANA, Anaconda, Mont.

**KEARNS, CHARLIE**  
WKTY, La Crosse, Wis.

**KEATING, BILL**  
WHYN, Springfield, Mass.

**KECK, MARION B.**  
KEYS, Corpus Christi, Tex.

**KEEZELE, BILL**  
WMTN, Morristown, Tenn.

**KEHL, TONY**  
KOLT, Scottsbluff, Neb.

**KEIM, ED**  
KSIQ, Crowley, La.

**KEITER, LES**  
WINS, New York, N. Y.

**KEITH, JACK**  
KSCO, Santa Cruz, Calif.

**KELL, GEORGE**  
Baseball (pre-game)  
CBS-TV

**KELLER, ROGER**  
WSAZ-TV, Huntington, W. Va.

**KELLEY, BOB**  
Pro Football  
CBS-TV

**KELLEY, BOB**  
KMPC, Los Angeles, Calif.

**KELLY, GENE**  
WIP, Philadelphia, Pa.

**KELLY, J. C. Jr.**  
KGAS, Carthage, Tex.

**KELLY, TOM**  
WMBD, WMBD-TV Peoria, Ill.

**KENNEDY, ED**  
WERC, Cincinnati, Ohio

**KETTERSON, WILL**  
WTRI, Albany, N. Y.

**KEYS, DICK**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**KIENITZ, GARY**  
KWOA, Worthington, Minn.

**KIMBALL, ART**  
WCMY, Ottawa, Ill.

**KING, JACK**  
WROB, West Point, Miss.

**KING, LARRY**  
WKAT, Miami Beach, Fla.

**KINGMAN, JIM**  
WSPA-TV, Spartanburg, S. C.

**KINGSINGER, VERN**  
KTEL, Walla Walla, Wash.

**KIRKSEY, PAUL**  
WBAC, Cleveland, Tenn.

**KIRMEYER, MIKE**  
KCOK, Tulare, Calif.

**KIRSHEN, CAL**  
Falstaff Sports  
KMTV, Omaha, Neb.

**KLAGAS, KARL**  
KVNK, Logan, Utah

**KLEIN, DON**  
KCBS, San Francisco, Calif.

**KLIMENT, BOB**  
WBNY, Buffalo, N. Y.

**KLINKERMAN, DALE**  
KWFT, Wichita Falls, Tex.

**KNAPP, CHRIST**  
WPPA, Pottsville, Pa.

**KNIGHT, EDWARD**  
KGFV, Kearney, Neb.

**KNIGHT, JIM**  
WTRF-TV, Wheeling, W. Va.

**KNIGHT, JOE**  
WAVE-TV, Louisville, Ky.

**KNOWLES, ED**  
WEHH, Elmira Heights, N. Y.

**KNUTSON, HAL**  
KBOL-TV, Boise, Ida.

**KOHLER, PETER**  
KGAK, Gallup, N. M.

**KOOP, DELL**  
WJBL, Holland, Mich.

# RADIO-TV SPORTS COMMENTATORS

**KORZELIUS, GENE**  
WJST, Buffalo, N. Y.  
**KOSTER, HERB**  
WGY, Schenectady, N. Y.  
**KRAHLING, ED**  
WPAH, Alliance, Ohio  
**KRAVITZ, PINKY**  
WMD, Atlantic City, N. J.  
**KREIGER, BILL**  
WIBC, Greenville, S. C.  
**KREMER, DON**  
WJLH-TV, Lansing, Mich.  
**KRIBBS, KEN**  
WEAG, Alton, Tenn.  
**KRIEGER, BILL**  
WIBC-TV, Greenville, S. C.  
**KRUEGER, RAY**  
KTRY, Bastrop, La.  
**KURTZ, LEW**  
WPAQ, Mt. Airy, N. C.

## — L —

**LACKAFF, SAM**  
KENE, Toppenish, Wash.  
**LACKEY, GEORGE**  
KRMS, Osage Beach, Mo.  
**LAFLIN, JACK**  
WCHS, Charleston, W. Va.  
**LaFRAMBOISE, WALLY**  
KBHL, Brigham City, Utah  
**LAHM, BILL S.**  
WCOW, Sparta, Wis.  
**La MARCA, JACK**  
KJTO, San Bernardino, Calif.  
**LAMBERT, JAKE**  
WJNO, Nashville, Tenn.  
**LAMBERT, VINCE**  
KVCV, Redding, Calif.  
**LaMEAR, DOUG**  
KGW, KGW-TV,  
Portland Ore.  
**LAMM, CARL**  
WCKB, Lima, N. C.  
**LANDIS, JOHN**  
KFIV, Modesto, Calif.  
**LANE, VAN**  
WDOK, Cleveland, Ohio  
**LANG, RAY**  
KXRA, Alexandria, Minn.  
**LANGE, REL**  
Outdoorman  
KOVR-TV, Stockton, Calif.  
**LARSON, MEL**  
Daytona Beach Speedway  
Report  
WVDR, Daytona Beach, Fla.  
**LARSON, TONY**  
KFJD, Littleton, Colo.  
**LAUZE, BOB**  
WXXI, Concord, N. H.  
**LAVELLE, DANTE**  
WLIK, Cleveland, Ohio  
**LAW, BILL**  
KLN, Oakland, Calif.  
**LAWSON, BUZ**  
WGEE, Indianapolis, Ind.  
**LAYER, BRUCE**  
KPRC, Houston, Tex.  
**LEAMING, JIM**  
WIP, Philadelphia, Pa.  
**LEBLANG, BERT**  
WEAT-TV, W. Palm Beach  
Fla.  
**LEBLANC, CHARLES**  
WEIM, Fitzburg, Mass.  
**LEDET, LES**  
KPA, Port Arthur, Tex.  
**LEE, BARNEY**  
WJIK, Detroit, Mich.  
**LEE, BOB**  
KICK, Springfield, Mo.  
**LEE, FRANK**  
WMMN, Fairmont, W. Va.  
**LEE, JACK**  
KGHE, Pueblo, Colo.  
**LEE, ZEB**  
WSKY, Asheville, N. C.  
**LEO, FRED**  
KDEN, KBTV, Denver,  
Colo.

**LEWIS, BARNEY**  
WLDJ, Jacksonville, Ill.  
**LEWIS, CHUCK**  
WFOZ, Pontiac, Mich.  
**LEWIS, ED**  
KMED, Medford, Ore.  
**LEWIS, EVAN**  
WBLA, Augusta, Ga.  
**LIBBY, JOHN**  
WCOL, Lewiston, Me.  
**LIEBMAN, LEN**  
WTAO, Boston, Mass.  
**LIDDELL, JIMMY**  
WDSK, Cleveland, Miss.  
**LIEGEOIS, WILFRED**  
WMMM-WBRV-TV  
Marquette, Wis.  
**LIND, ELLIS**  
KSTN, Stockton, Calif.  
**LIFEZ, HARRIS**  
WBPZ, Lock Haven, Pa.  
**LISTER, BILL**  
WMTV, Madison, Wis.  
**LITCHFIELD, EDDIE**  
WPEP, Taunton, Mass.  
**LLORENS, SANTIAGO**  
WTL, Mayaguez, P. R.  
**LLOYD, LONDON**  
WPAW, Pawtucket-Provi-  
dence, R. I.  
**LCCKETT, PAUL**  
WNAG, Grenada, Miss.  
**LOFFLER, ARMIN**  
KFIR, North Bend, Ore.  
**LOISMAN, MARTV**  
WSIV, Pekin, Ill.  
**LOMAN, STAN**  
WOR, New York, N. Y.  
**LOMBARDI, LOU**  
WRNE, Keene, N. H.  
**LOVE, CHARLES**  
WLCM, Lancaster, S. C.  
**LOVE, DAN**  
KTBC, Austin, Tex.  
**LOVELESS, GEORGE**  
KBBV, Soda Springs, Ida.  
**LOWE, ALFRED**  
WNEK, Macon, Ga.  
**LOWERY, JAMES**  
WSEN, Baldwinville, N. Y.  
**LOYAN, OWEN**  
KCSR, Chadron, Neb.  
**LUCOFF, MANNA**  
WLOF-TV, Orlando, Fla.  
**LUJACK, JOHNNY**  
Bowling, Pro Football  
CBS-TV  
**LUNDBERG, JIM**  
KDKT, St. George, Utah  
**LUNDQUIST, JIM**  
KPHL, Fort Smith, Minn.  
**LUSK, BERNIE**  
KROC, Rochester, Minn.  
**LADLE, BILL**  
WSVA, WSVA-TV, Harrison-  
burg, Va.  
**LANGL, BUDD**  
WWJ, Detroit, Mich.  
**LANOU, EDDIE**  
WBGK, Jessup, Ga.  
**LANGL, KEITH**  
WOLA, Morgantown, W. Va.  
**LAONS, DENNY**  
KRCK, Ridgecrest, Calif.

## — Mc —

**McALEECE, GERALD**  
KOTH, Dubuque, Iowa  
**McARTHUR, DOUG**  
KPAZ, Tacoma, Wash.  
**McARTHUR, JIM**  
Masters and PGA Golf  
CBS-TV  
**McCARTNEY, CHUCK**  
KANO, Anoka, Minn.  
**McCLAV, PAUL**  
WSB, Atlanta, Ga.  
**McCOLGAN, BILL**  
WGAR, Cleveland, Ohio  
**McCOY, AL**  
KOOL-TV, Phoenix, Ariz.

**McELDOWNEY, TODD**  
WOBT, Rhinelander, Wis.  
**McFALL, DON**  
Ekhart, Ind.  
**McGAVICK, JIM**  
KFKE, Belvue, Wash.  
**McGRATH, NED**  
WJOC, J. mestown, N. Y.  
**McGLUGHLIN, ED**  
KIM, San Rafael, Calif.  
**McGRAW, MAC**  
KFTM, Fort Morgan, Colo.  
**McGUIRE, DALE**  
WINT, Manchester, Conn.  
**McHARGUE, CORK**  
WBOW, Terre Haute, Ind.  
**McINTYRE, JIM**  
WISJ, Indianapolis, Ind.  
**McKAY, JIM**  
Pro Football; Baseball (pro-  
gram); Masters & PGA Golf;  
CBS-TV  
**McKAY, LES**  
KRCO, Prineville, Ore.  
**McKEEFEN, DON**  
KRFM, Spokane, Wash.  
**McKERNAN, ED**  
Sport Wrap-up  
KGOE, Emporia, Kan.  
**McKERNAN, JOHN**  
WLBZ, Bangor, Me.  
**McLAIN, DON V.**  
WOHS, Shelby, N. C.  
**McLEAN, DON**  
WHEL, Olean, N. Y.  
**McMULLEN, DICK**  
WALA, WALA-TV, Mobile,  
Va.  
**McNAMEE, JACK**  
WOKO, Albany, N. Y.  
**McNERNEY, JIM**  
WKRT, Cortland, N. Y.

## — M —

**MacADIE, JACK**  
WICH, Norwich, Conn.  
**MacARTH, ALEN**  
WCM, Lawrence, Mass.  
**MacDONALD, DAN**  
KPDQ, Portland, Ore.  
**MacDONALD, JOHN**  
WHEC-WHEC-TV, Rochester,  
N. Y.  
**MACK, JOE**  
WADS, Ansonia, Conn.  
**MACKIE, JACK**  
19th Hole  
WKRP, Poughkeepsie, N. Y.  
**MacNEIL, BOB**  
WSVA, WSVA-TV, Harrison-  
burg, Va.  
**MacWILLIAMS, DON**  
WSSH, WSSH-TV, Portland,  
Me.  
**MAGEE, ED**  
WGLI, Babylon, N. Y.  
**MAITH, LEN**  
WAML, Laurel, Miss.  
**MAKER, BOB**  
In the Lockerroom  
KCVL, Colville, Wash.  
**MALDONADO, JUAN**  
Hit Chesterfield  
WKAQ-TV, San Juan, P. R.  
**MALONE, JOE**  
WEZE, Boston, Mass.  
**MANGEFREDA, FRANK**  
WBTA, Batavia, N. Y.  
**MANGOLD, FRANK**  
KWP, Muscatine, Iowa  
**MANN, CARL**  
KPRC, KPRC-TV, Houston,  
Tex.  
**MANN, RAY, Jr.**  
WSSO, Starkville, Miss.  
**MANSON, LEE**  
WNHC, New Haven, Conn.  
**MAYES, BILL**  
WOWL, WOWL-TV, Florence,  
Ala.

# RADIO-TV SPORTS COMMENTATORS

**MARCROFT, BILL**  
KUTV, Salt Lake City, Utah

**MARGET, MANNY**  
KVOX, Moorhead, Minn.

**MARIANETTI, GENE**  
Baseball Scoreboard  
KBTk, Missoula, Mont.

**MARIN, HERIBERTO**  
WK&Q, Santurce, P. R.

**MARINELLI, RON**  
WMPG, Hibbing, Minn.

**MARKHAM, RAYMOND**  
WIBV, Belleville, Ill.

**MARS, LEE**  
Sportsmen's Corner  
KTBS-TV, Shreveport, La.

**MARSH, ROY**  
KASL, Newcastle, Wyo.

**MARSHALL, JIM**  
WCNT, Centralia, Ill.

**MARTIN, BOB**  
KLZ-TV, Denver, Colo.

**MARTIN, MURPHY**  
KTRE, KTRF-TV, Lufkin, Tex.

**MARTIN, NED**  
WCHS, Charleston, W. Va.

**MARTIN, RUSS**  
KGLC, Miami, Okla.

**MARTIN, TINY**  
WGTM, Wilson, N. C.

**MARTINDALE, KEITH**  
KBLI, Blackfoot, Ida.

**MARK, ELZER**  
WITY, Danville, Ill.

**MASON, FRANK**  
The Gulf Sports Folio  
WSLB, Ogdensburg, N. Y.

**MASON, LUTE**  
KFMB, KFMB-TV, San Diego, Calif.

**MAXWELL, JOCKO**  
WNJR, Newark, N. J.

**MAYS, AUBREY**  
KLVF, Levelland, Tex.

**MAZER, BILL**  
WGR, Buffalo, N. Y.

**MEDLEY, WARREN G.**  
WDKN, Diekson, Tenn.

**MEEK, TOMMY**  
WGCM, Gulfport, Miss.

**MegGUIRE, JACK**  
KSYD-TV, Wichita Falls, Tex.

**MEHAFFEY, JAY**  
Sports Whirl  
KOSA-TV, Odessa, Tex.

**MELBY, LOYD W.**  
KLTZ, Glasgow, Mont.

**MENDEL, ED**  
WDAK, Columbus, Ga.

**MENKE, ED**  
WBUY, Lexington, N. C.

**MERGEN, DAVE**  
WSWW, Platteville, Wisc.

**MERRILL, BILL**  
KRHD, Duncan, Okla.

**MERRIMAN, DON**  
WMNS, Olean, N. Y.

**MESSER, FRANK**  
WRNL, Richmond, Va.

**METZGER, DON**  
KACE, Riverside, Calif.

**MIKKALSON, BOB**  
WMT, Cedar Rapids, Iowa

**MILLER, BOB**  
KEYZ, Williston, N. D.

**MILLER, BUD**  
WISC-TV, Madison, Wisc.

**MILLER, JACK**  
KAKE-TV, Wichita, Kan.

**MILLER, JIM**  
WLAC, Nashville, Tenn.

**MILLER, STRETCH**  
WTVH, Peoria, Ill.

**MILTON, DEAN**  
WCLO, Janesville, Wisc.

**MILTON, STAN**  
WRUM, Rumford, Me.

**MITCH-EL, BILL**  
KCLS, Flagstaff, Ariz.

**MITCHELL, HARRY**  
WWSR, St. Albans, Vt.

**MITCHELL, JIM**  
WNIL, Niles, Mich.

**MITCHELL, JIM**  
WLOG, Logan, W. Va.

**MOFFETT, ERNEST W.**  
KSUE, Susanville, Calif.

**MOFIELD, RAY**  
Highlights  
WPAD, Paducah, Ky.

**MOIR, BOB**  
KACY, Oxnard, Calif.

**MOLEN, SAM**  
KMBC, Kansas City, Mo.

**MOLER, FLOYD**  
WHLS, Port Huron, Mich.

**MONK, CHARLES**  
KMP, Mt. Pleasant, Tex.

**MONROE, BOB**  
Sittin' in with Monroe  
KCHA, Charles City, Iowa

**MONSEN, JAY**  
KSUB, Cedar City, Utah

**MONTALVO, FERNANDO**  
WORA, Mayaguez, P. R.

**MOORE, MONTE**  
KLWN, Lawrence, Kan.

**MORAN, GUSSIE**  
Sports Extra  
WMGM, New York, N. Y.

**MOREHOUSE, GENE**  
WFEA, Manchester, N. H.

**MORRY, GEORGE**  
KCTK, Childress, Tex.

**MORFORD, SAM**  
KCRB, Chanute, Kan.

**MORGAN, GEORGE**  
WEZN, Elizabethtown, Pa.

**MORGAN, ROBERT**  
WBOP, Pensacola, Fla.

**MORIARTY, ED**  
WREB, Holyoke, Mass.

**MORRIS, BUD**  
KCAP, Helena, Mont.

**MORRIS, TRUMAN**  
WBEX, Chillicothe, Ohio

**MORROW, BEN**  
WCBY, Cheboygan, Mich.

**MORTON, CONNIE**  
WRHI, Rock Hill, S. C.

**MOSHER, CLURE**  
WCKT, Miami, Fla.

**MOSS, DAVID**  
WKDN, Camden, N. J.

**MOTT, BOBBY**  
WTVM, Columbus, Ga.

**MOWRY, LEE**  
WRGA, Rome, Ga.

**MUELLER, ED**  
KRSD, Rapid City, S. D.

**MULHERIN, PATRICK**  
WBBQ, Augusta, Ga.

**MULLEN, JOHN**  
WGES, Chicago, Ill.

**MULLER, HARVEY**  
WHAT, Philadelphia, Pa.

**MULLINAX, ED**  
WLAG, LaGrange, Ga.

**MUNLEY, JACK**  
KTVH, Hutchinson, Kan.

**MUNSON, LARRY**  
Vanderbilt Sports  
WSM, Nashville, Tenn.

**MUNSON, NEIL**  
Prof. Dropkick  
KINY, Juneau, Alaska

**MURDOCK, CHARLIE**  
WQAM, Miami, Fla.

**MURDOCK, HOWARD**  
Northern Indiana Sports  
WIMS, Michigan City, Ind.

**MURPHY, BOB**  
Boston Red Sox, College  
Football  
WHDH, Boston, Mass.

**MURPHY, DENNIS**  
WEBC, Duluth, Minn.

**MURPHY, ED**  
WCMB, Harrisburg, Pa.

**MURPHY, ROBERT**  
WATW, Ashland, Wisc.

**MURRAY, DON**  
WAZL, Hazleton, Pa.

**MURRAY, JIM**  
WSOY, Decatur, Ill.

**MURRAY, WILLIAM M.**  
KFQD, Anchorage, Alaska

**MYERS, ED**  
WSOC-TV, Charlotte, N. C.

— N —

**NAGEL, J.**  
Sports Scope  
WCAY, Cayce-West Columbia, S. C.

**NAHAN, STU**  
KCRA, KCRA-TV, Sacramento, Calif.

**NAIMO, JACK**  
WJOB, Hammond, Ind.

**NAKEL, PAUL**  
WEOL, Elyria, Lorain, Ohio

**NASH, D. A., Jr.**  
KPST, Preston, Ida.

**NATION, HERSCHEL**  
WDEF-TV, Chattanooga, Tenn.

**NAUGLE, DAVE**  
KFJZ-TV, Fort Worth, Tex.

**NAVARRO, AUGIE**  
KALL, Salt Lake City, Utah

**NEAL, BOB**  
WERE, Cleveland, Ohio

**NEARMAN, NEMO**  
WHMS, Charleston, W. Va.

**NEARMAN, SHERMAN**  
WHMS, Charleston, W. Va.

**NELSON, DON R.**  
KPOR, Quincy, Wash.

**NELSON, JOHN**  
WWHG, Hornell, N. Y.

**NELSON, LINSEY**  
NBC, NBC-TV

**NELSON, RAY**  
WAMV, East St. Louis, Ill.

**NELSON, TIM**  
WTVV, Titusville, Pa.

**NESBITT, RICK**  
KSTP, St. Paul-Minneapolis, Minn.

**NEWMAN, CY**  
WSSV, Petersburg, Va.

**NEY, CHUCK**  
KAYL, Storm Lake, Iowa

**NORWIG, GEORGE**  
WCSC-TV, Charleston, S. C.

**NORWOOD, BOB**  
WMIC, Monroe, Mich.

**NOYES, AL**  
Press Box  
WHEAV, Haverhill, Mass.

**NUNN, LARRY**  
WTCO, Campbellsville, Ky.

**NYDELL, KEN**  
Roller Derby  
ABC-TV

**NYGARD, CLIFF**  
KBOM, Bismarck, N. D.

— O —

**O'BRIEN, JOHN**  
KDUB-TV, Lubbock, Tex.

**O'BRIEN, SHERRY**  
WJMJ, Philadelphia, Pa.

**O'CONNOR, JOHN**  
KCRF, Trinidad, Colo.

**O'DELL, VIRGIL**  
WNEM-TV, Bay City, Mich.

**O'DONNELL, BILL**  
WSYR, WSYR-TV, Syracuse, N. Y.

**O'DONNELL, ODIE**  
WMOV, Ravenswood, W. Va.

**O'HALLORAN, HAL**  
KVOO, Tulsa, Okla.

**O'HARA, JACK**  
Harness Racing  
ABC-TV

**OLDS, BILL**  
WILL, Willimantic, Conn.

**OLSON, BOB**  
WJMS, Ironwood, Mich.

**OLSON, DANNY**  
KSOO, Sioux Falls, S. D.

# RADIO-TV SPORTS COMMENTATORS

**O'MARA, BILL**  
Gold Cup Regatta  
ABC-TV

**O'MARA, BILL**  
KING, KING-TV, Seattle,  
Wash.

**O'NEILL, JOHNNY**  
WFER, High Point, N. C.

**O'ROURKE, JOHN**  
KTVO, Ottumwa, Iowa

**ORTM, BILL**  
KGWA, Emd, Okla.

**OSINA, ALEX**  
WSKN, Saugerettes, N. Y.

**O'TOOLE, LARRY**  
WDDY, Gloucester, Va.

**OTTE, CHUCK**  
KLPW, Union, Mo.

**OVERBY, GENE**  
WFRG, Reidsville, N. C.

**OVERMAN, JACK**  
WPAY, Portsmouth, Ohio

**OWENS, BILL**  
KBIX, Muskogee, Okla.

**OWENS, MOREY**  
WROK, Rockford, Ill.

**OZINGA, TOM**  
WFUR, Grand Rapids, Mich

## — P —

**PABON, SALVADOR E.**  
WZTL, Mayaguez, P. R.

**PALM, TIM**  
Review & Preview  
WJUN, Mexico, Pa.

**PALMER, BUD**  
Hockey-Play by Play, CBS-TV;  
Sports Page—Saturdays, Oct. '58  
to Dec. '58, NBC-TV; Jan. '59  
thru March '59, CBS-TV; N. Y.  
Rangers Hockey, WINS-Radio;  
Gourmet Club, WPIX

**PALMER, JIM**  
KNCM, Moberly, Mo

**PALMER, TRAVIS**  
Football Forecast  
WSSO, Starkville, Miss

**PARKER, FRED**  
KOWB, Laramie, Wyo.

**PARKER, JOHN**  
WWJ, WWJ-TV, Detroit,  
Mich.

**PARKER, LARRY**  
KSYL, Alexandria, La.

**PARKER, TONY**  
KMSP-TV, Minneapolis, Minn.

**PARKER, VIRGIL**  
KRSS, Los Alamos, N. M

**PARTON, RED**  
WOLF, Syracuse, N. Y.

**PANEK, CHARLES F.**  
KYSM, Mankato, Minn.

**PASQUALI, JOE**  
WINC, Winchester, Va

**PATRICK, JOE**  
Falstaff Sports  
KMTV, Omaha, Neb.

**PATRICK, YAN**  
WHRV, Ann Arbor, Mich.

**PATRICK, VAN**  
WKMH, Detroit- Dearborn,  
Mich.

**PAUL, JIM**  
WNOK, WNOK-TV, Columbia,  
S.C

**PAUL, LEROY**  
WSPA-TV, Montgomery, Ala.

**PAULIN, ED**  
WMRN, Marion, Ohio

**PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.

**PAVTON, JIM**  
WDSM-TV, Duluth, Minn.

**PECANEX, RICHARD**  
WARE, Ware, Mass.

**PEELE, BILLY E.**  
WFMQ, Fairmont, N. C.

**PEISS, ED**  
KOOK, Billings, Mont.

**PENFIELD, ADD**  
WJIG, Greensboro, N. C.

**PERLIN, BERNIE**  
KOLD, Tucson, Ariz.

**PERRY, DICK**  
KMNS, Sioux City, Iowa

**PETERS, BOB**  
WPLG, Lexington, Ky.

**PETERSEN, KELSEY**  
KSUM, Fairmont, Minn.

**PETERSON, JOHN**  
Sports Ten  
WJHH, Warren, Ohio

**PETREE, MARTIN**  
WLKP, New Albany, Ind.

**PETTIT, FLOYD**  
All-Star Football  
ABC

**PHOLEN, JOHN**  
KTSM, KTSM-TV, El Paso,  
Tex.

**PHILBIN, REGIS**  
KFMB-TV, San Diego, Calif.

**PIERCE, HARRY**  
KNLR, North Little Rock,  
Ark.

**PINGLE, JACK**  
WECL, Eau Claire, Wis.

**PIÑON, CLOVIS**  
Grid Guesses  
KSST, Sulphur Springs, Tex.

**PITTS, RANDY**  
KFAL, Fulton, Mo.

**PLATT, BILL**  
KSPI, Stillwater, Okla.

**PLATT, HARRY**  
WRIJ, Providence, R. I.

**POPWELL, JAMES D.**  
WCEH, Hawkinsville, Ga.

**PORTER, DICK**  
KCKT-TV, KGLD-TV, Great  
Bend, Kan.

**PORTER, JIM**  
Jaspey, Touching All Bases  
WJEH, Gallipolis, Ohio

**PORTMANN, STANLEY B.**  
WPKN, Franklin, Ky.

**POWELL, NEV**  
KALB, Alexandria, La.

**POWERS, JIMMY**  
NBC, NBC-TV

**POWERS, PERCY**  
WJQS, Jackson, Miss.

**PRATER, FRANK**  
WIZE, Springfield, Ohio

**PRATT, ARTHUR E.**  
WPLM, No. Plymouth, Mass

**PRESCOTT, HERMANN**  
WYOU, Newport News, Va.

**FRESHO, GORDON**  
KTKR, Taft, Calif.

**PRESTON, H. A. 'SKEET'**  
KJAN, Atlantic, Iowa

**PREISEN, DICK**  
WBCA, Bay Minette, Ala.

**PRIME, HARRY**  
WCAU, Philadelphia, Pa.

**PRINCE, BOB**  
WCAE, Pittsburgh, Pa.

## — Q —

**QUINLAN, JACK**  
WGN, Chicago, Ill.

— R —

**RABAT, KEN**  
WJKT, Flint, Mich.

**RAFFERTY, JOHN**  
WHIT, New Bern, N. C.

**RAFFY, DON**  
WIRA, Fort Pierce, Fla

**RAHDEES, PAUL**  
KSDN, Aberdeen, S. D.

**RAHRER, EARL**  
WLAK, Lakeland, Fla.

**RAINHOLT, JACK**  
KMA, Shemandoah, Iowa

**RAMA, DOUG**  
KFDA-TV, Amarillo, Tex.

**RALEY, RAYMOND O. 'BUD'**  
KWYN, Wynne, Ark.

**RAND, AL**  
WRDO, Augusta, Me.

**RAND, FRED**  
WAZF, Yazoo City, Miss.

**RANDOLPH, JAY**  
WHAR, Clarksburg, W. Va.

**RANEY, CLAUDE**  
WBQ, Memphis, Tenn.

**RANSFORD, DALE**  
KTOW, Oklahoma City, Okla.

**RASKIN, DICK**  
WGNV, Newburgh, N. Y.

**RAYBURN, JOHNNY**  
WEEK, Peoria, Ill.

**RAYMON, PAUL**  
WAGA-TV, Atlanta, Ga.

**REDDY, JOHN**  
WOKY, Milwaukee, Wis

**REESE, JIM**  
WGCM, Gulfport, Miss.

**REESE, JIM**  
Digest  
KOSA-TV, Odessa, Tex.

**REEVE, RAY**  
WRAL, WRAL-TV, Raleigh,  
N. C.

**REEVE, RAY**  
WCEC, Rocky Mount, N. C.

**REIFF, GUY**  
KPKA, Greeley, Colo.

**REITMANN, ED**  
KCUE, Red Wing, Minn.

**REMINGTON, JACK**  
WKRC, Cincinnati, Ohio

**REYNOLDS, BOB**  
WJR, Detroit, Mich.

**REYNOLDS, RUSTY**  
KDOK, Tyler, Tex.

**REYNOLDS, WARREN**  
WLAJ, Grand Rapids, Mich.

**RHODES, DUSTY**  
WKMF, Elliot, Mich.

**RICE, BRUCE**  
Pro Football  
CBS-TV

**RICHARD, PAUL**  
WSPD, Toledo, Ohio

**RICHARDS, RAY**  
WDOE, Dunkirk, N. Y.

**RICHARDSON, BOB**  
KEYJ, Jamestown, N. D

**RICHMOND, DYLE**  
WICI-TV, Erie, Pa.

**RIDGEWAY, CHARLIE**  
WBHB, Fitzgerald, Ga.

**RIGLER, ROBERT R.**  
KLCB, Libby, Mont.

**RILEY, BURKE**  
Sports Car Rally  
KVON, Napa, Calif.

**RILEY, CHAD**  
WTBO, Cumberland, Md.

**RILEY, RANDY**  
WARE, Ware, Mass.

**RISNHOOVER, DICK**  
KGNC, KGNC-TV, Amarillo,  
Tex.

**RISNER, JIM**  
KRMS, Osage Beach, Mo.

**ROBERTS, JACK**  
WBIS, Bristol, Conn

**ROBERTS, W. R.**  
KNBA, Vallejo, Calif.

**ROBERTSON, ROBERT**  
KTNT, KTNT-TV, Tacoma,  
Wash.

**ROBIN, JERRY**  
WKIX, Paris, Ky

**ROBINSON, OLLIE**  
WHIT, Prestonsburg, Ky.

**ROBINSON, PAUL**  
WAYX, Waycross, Ga.

**ROBINSON, WILLIAM F.**  
WILE, Cambridge, Ohio

**ROBISON, CLARENCE**  
KLCR-TV, Provo, Utah

**ROCKWOOD, LYNN**  
KOVO, Provo, Utah

**RODDY, BOB**  
WTPS, Ticonderoga, N. Y.

**RODRIGUEZ, EUGENIO, L.**  
WLEO, Ponce, P. R.

# RADIO-TV SPORTS COMMENTATORS

**ROGERS, DAVE**  
WUMX, Florence, S. C.

**ROGERS, KEN**  
KENN, Portales, N. M.

**ROHN, BILL**  
KELO, KELO-TV, Sioux Falls, S. D.

**ROLLINS, CHAP**  
KAMP, El Centro, Calif.

**ROMANO, RALPH**  
WWSC, Glens Falls, N. Y.

**ROMERO, JOHN**  
KLRJ-TV, Las Vegas, Nev.

**ROSELLE, JIM**  
Iroquois Sports Parade  
WITN, Jamestown, N. Y.

**ROSS, CHARLES**  
WECB, Berlin, N. H.

**ROSS, ED**  
This Week in Sports  
WLLL, Wheeling, W. Va.

**ROTELLA, AL**  
WEMB, Erwin, Tenn.

**ROTZ, SID**  
WDZ, Decatur, Ill.

**ROUTH, BILL**  
WSSC, Sumter, S. C.

**ROY, DON**  
KDEF, Albuquerque, N. M.

**RUSH, RED**  
KPOA, Honolulu, T. H.

**RUSHING, JACK S.**  
WFLA, Plant City Fla.

**RUSSELL, EARLE**  
KSJO, San Jose, Calif.

**RUSSELL, LANCE**  
WBHQ-TV, Memphis, Tenn.

**RUSSELL, VERNIE**  
KUJ, Walla Walla, Wash.

**RUST, ARTHUR JR.**  
WWRL, New York, N. Y.

**RUST, BILL**  
KGVJ, Greenville, Tex.

**RUTLEDGE, BUDDY**  
WHMA, Anniston, Ala.

**RYAN, JOE**  
WALL, Middletown, N. Y.

## — S —

**SALTER, ELMER G.**  
WAUD, Auburn, Ala.

**SAMP, PHIL**  
WMBD, Peoria, Ill.

**SANDERS, STAN**  
WDBM, Statesville, N. C.

**SARGENT, RHETT**  
KLEN, Killeen, Tex.

**SAUER, JOHNNY**  
WING, Dayton, Ohio

**SAULINE, FRANK**  
WMS, Michigan City, Ind.

**SAUTER, DAVE**  
Weather & News Roundup  
WTRI, Albany, N. Y.

**SAVAGE, BOB**  
WMAZ, WMAZ-TV, Macon, Ga.

**SAVITT, DUKE**  
WLYN, Lynn, Mass.

**SCEARCE, BOB**  
WAPB-TV, Baton Rouge, La.

**SCHAPP, MORTY**  
WBBS, Burlington, N. C.

## **SCHENKEL, CHRIS**

B. Aug. 21, 1923, Wabash, Ind.;  
St. Nick's Boxing, DuMont; New  
York Football Giants, Football  
Roundup, Horse Racing, CBS-TV;  
Tele Sports Digest, Tel RA Pro-  
ductions, Milwaukee Braves, Mid-  
west Network; Sports Final,  
WABC-TV

**SCHERMAYER, JIM**  
KDUB-TV, Lubbock, Tex.

**SCHIMMEL, BILL**  
Down That Home Stretch  
KAGE, Winona, Minn.

**SCHIMMEL, LESTER**  
KZOL, Muleshoe, Tex.

**SCHOLEM, DICK**  
Richard's Sports Almanac  
WFIG, Massillon, Ohio

**SCHORR, RICHARD**  
WHOK, Lancaster, Ohio

**SCHRADER, WALT**  
WBOY-TV, Clarksburg,  
W. Va.

**SCHUCK, FREDIE**  
Cabalgata Deportiva Gillette  
WKAQ-TV, San Juan, P. R.

**SCHUSS, AL**  
KSDO, San Diego, Calif.

**SCHUSSLER, DALE M.**  
WKWK, Wheeling, W. Va.

**SCHWING, BILL**  
WBFB, Rochester, N. Y.

**SCOTT, BOB**  
KCHJ, Delane, Calif.

**SCOTT, KEN**  
Studio Wrestling  
WTVC, Chattanooga, Tenn.

**SCOTT, RAY**  
KDKA-TV, Pittsburgh, Pa.

**SCOTT, RAY**  
Bowling  
CBS-TV

**SEARS, LARRY**  
KPKA, Greeley, Colo.

**SEEHAFER, DON**  
WIGM, Medford, Wis.

**SEITZ, WILLIAM**  
WQXQ, Ormond Beach, Fla.

**SEMAN, RON**  
WJMO, Cleveland, Ohio

**SEXTON, BILL**  
KDEF, Albuquerque, N. M.

**SHADBURN, BILL**  
WSAV-TV, Savannah, Ga.

**SHAFFER, MAX**  
WDAN, WDAN-TV, Danville,  
Ill.

**SHANLEY, GIB**  
WOHO, Toledo, Ohio

**SHARP, ROGER**  
Sports Eyeopener  
WBLY, Springfield, Ohio

**SHEETZ, R. E.**  
KAPA, Raymond, Wash.

**SHELL, BILL**  
WREX-TV, Rockford, Ill.

**SHELL, MARK**  
The Record Book  
KWAT, Watertown, S. D.

**SHELLEY, BOB**  
WBPC-TV, Greenville, S. C.

**SHELLHAMMER, WILLIAM**  
WLEU, Erie, Pa.

**SHELTON, JIM**  
KGNB-TV, Laredo, Tex.

**SHERIDAN, LEE**  
WRDW, Augusta, Ga.

**SHERMAN, ART**  
WJAC-TV, Johnstown, Pa.

**SHERMAN, W. C. 'BUD'**  
WBAP, WBAP-TV, Fort  
Worth, Tex.

**SHINE, TOM**  
WGHN, Grand Haven, Mich.

**SHORT, PHIL**  
WVAM, Altoona, Pa.

**SHRIVER, HARRY**  
WPBR, Baltimore, Md.

**SIMMERMAKER, SAM**  
WTTV, Bloomington, Ind.

**SIMPSON, JIM**  
WRC, WRC-TV, Washington,  
D. C.

**SIMPSON, JIMMY**  
WFLB, Fayetteville, N. C.

**SIMS, FRANK**  
WKMH, Detroit-Dearborn,  
Mich.

**SIRILO, TOM**  
WHKK, Akron, Ohio

**SKIRVIN, MAX**  
WTTV, Bloomington, Ind.

**SLATER, SAM**  
WCOM, WTAP-TV, Parkers-  
burg, W. Va.

**SLUDER, DON**  
WMEV, Marion, Va.

**SMITH, BOB**  
WRVA, Richmond, Va.

**SMITH, ROCKY**  
WLOF-TV, Orlando, Fla.

**SMITH, CAL**  
WMLF, Pineville, Ky.

**SMITH, DALE**  
KFJB, Marshalltown, Iowa

**SMITH, DALE**  
WMBR, Lewistown, Pa.

**SMITH, JOHN A.**  
KPKR, Taft, Calif.

**SMITH, RAYMOND**  
WLOF, Orlando, Fla.

**SMITH, RUSS**  
KLFM, Minot, N. D.

**SMITH, SIG**  
KFSD, KFSD-TV, San Diego,  
Calif.

**SMITH, TED A.**  
KUMA, Pendleton, Ore.

**SMOLLO, JOHN E.**  
WJHO, Opelika, Ala.

**SMOTHERS, JAMES**  
WZOB, Fort Payne, Ala.

**SNYDER, BILL**  
WJAX, Jacksonville, Fla.

**SNYDER, ED**  
WDAX, McRae, Ga.

**SOBEL, BUD**  
WNOX, Knoxville, Tenn.

**SOBOL, JOHNNY**  
WILK, Wilkes-Barre, Pa.

**SOMMERVILLE, DAVE**  
WFYC, Alma, Mich.

**SORBELL, BILL**  
WMLS, Lansing, Mich.

**SPANGLER, BOB**  
KNPT, Newport, Ore.

**SPECK, KEN**  
WAND, Canton, Ohio

**SPENCER, LLOYD**  
KSEL, Lubbock, Tex.

**KVOW, Littlefield, Tex.**

**SPENCER, MILT**  
WFLA, Tampa, Fla.

**SPOTTS, JIM**  
WLEM, Emporium, Pa.

**SPRACKLIN, JIM**  
KWYO, Sheridan, Wyo.

**STANGEL, WOODY**  
WOMT, Manitowoc, Wisc.

**STARNS, JACK**  
WFNS, Burlington, N. C.

**STARR, BOB**  
WJBC, Bloomington, N. C.

**STARWYCK, STEVE**  
Ozark Sports Review  
KHOG, Fayetteville, Ark.

**STEELE, PETE**  
KLLZ, Brainerd, Minn.

**STEELE, BOB**  
WTIC, WTIC-TV, Hartford,  
Conn.

**STEELE, JIMMY**  
WWL, New Orleans, La.

**STEELE, JOHN**  
KBMY, Billings, Mont.

**STENKAMP, JOHN**  
KTMA-TV, Yakima, Wash.

**STENSLAND, WARNER**  
KVNC, Winslow, Ariz.

**STENSON, WAYNE**  
KCVL, Colville, Wash.

**STERLING, VIC**  
KJEO, Fresno, Calif.

**STERN, BILL**  
WPTX, New York, N. Y.

**STEWART, LARRY**  
WDWS, Champaign, Ill.

**STEWART, SAM**  
KUDU, Ventura, Calif.

**STIEGLER, ERNIE**  
WAEB, Allentown, Pa.

**STODDER, KEN**  
KINS, Eureka, Calif.

**STONE, ROBERT**  
WMLF, Pineville, Ky.

**STONE, ROCKY**  
WOPI, Bristol, Tenn.



# RADIO-TV SPORTS COMMENTATORS

**STONE, RONNIE**  
KRSL, Russell, Kan.

**STONE, VIRGIL**  
KTBB, Tyler, Tex.

**STOOPS, HAROLD**  
WACB, Kittanning, Pa.

**STOREY, ROY**  
KNX, Los Angeles, Calif.

**STOVER, JIM "SMOKEY"**  
WCVA, Culpepper, Va.

**STRAIGHT, DICK**  
WHYS, Ocala, Fla.

**STRATTON, DICK**  
WMBR, Jacksonville, Fla.

**STRATTON, GIL**  
Pro Football  
CBS-TV

**STRICKLAND, BILL**  
WKCT, Bowling Green, Ky.

**STRICKLAND, D.**  
WJNV, McComb, Miss.

**STRICKLAND, ROY**  
WGLO, Centerville, Miss.

**STRINE, EARL**  
WCHA, Chambersburg, Pa.

**SWEENEY, DICK**  
WGWR, Ashboro, N. C.

**SWEENEY, FRANK**  
College Football  
WJJD, Chicago, Ill.

**SWISHER, BOB**  
WPSD-TV, Paducah, Ky.

**SWORD, MARTIN**  
KAHF, Auburn, Calif.

## T

**TABNER, DOUG**  
WTOL, WTOL-TV, Toledo, Ohio

**TAIT, JOE**  
WRAM, Monmouth, Ill.

**TAPLEY, CHARLES**  
WALA, WALA-TV, Mobile, Ala.

**TASNADY, JOHN**  
KUGN, Eugene, Ore.

**TAALOR, DICK**  
WBTW, Florence, S. C.

**TAYLOR, JOE**  
WRIF, Milwaukee, Wis.

**TEMPLETON, DINK**  
KPRC, San Francisco, Calif.

**THOMAS, MIKE**  
KVEN, Ventura, Calif.

**THOMASSON, HOMER**  
WDVA, Danville, Va.

**THOMPSON, BILLY**  
WGOR, Georgetown, Ky.

**THOMPSON, BOB**  
WION, Ionia, Mich.

**THOMPSON, GEORGE**  
KXOX, Sweetwater, Tex.

**THOMPSON, JIM**  
WJLL, Niagara Falls, N. Y.

**THOMPSON, TOMMY**  
WHO, WHO-TV, Des Moines, Iowa

**THORNTON, WILBUR**  
KTCB, Milled, Mo.

**TIDWELL, TRAVIS**  
WSGN, Birmingham, Ala.

**TOEPE, JACK**  
WATT, Cadillac, Mich.

**TOOTHMAN, BOB**  
WBOY, Clarksburg, W. Va.

**TRAYNOR, PIE**  
KQV, Pittsburgh, Pa.

**FREPS, MIKE**  
KSEK, Pittsburg, Kan.

**TRIPPLETT, JACK**  
WLIS, Old Saybrook, Conn.

**TROLAND, MAYNARD**  
KBUN, Bendigo, Minn.

**TRUSSELL, JAKE**  
KINE, Kingsville, Tex.

**TUCKER, DARRELL**  
KIKO, Globe-Miami, Ariz.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TUCKER, RALPH**  
RWG, Stockton, Calif.

**TURNBULL, BEN**  
3-Ring Sports  
WDOS, Onconta, N. Y.

**TURNER, BILL**  
The Sportsman  
WTTB, Vero Beach, Fla.

**TURNER, JIM**  
KCHJ, Delano, Calif.

**TURNER, ROBERT**  
WHAM, Rochester, N. Y.

**TURON, ED**  
WEOL, Elyria-Lorain, Ohio

**TWERRELL, TINY**  
KOPR, Butte, Mont.

**TWIG, ROLAND**  
WICO, Salisbury, Md.

**TYLER, WAYNE**  
High School Huddle  
WLVA, WLVA-TV, Lynchburg, Va.

## U

**UFER, ROBERT**  
WPAG, Ann Arbor, Mich.

**URICH, MAX**  
WSJS, WSJS-TV, Winston-Salem, N. C.

**UNGER, DICK**  
WVTF, Palatka, Fla.

**URBAN, JOHN**  
WCNY-TV, Carthage, Water-town, N. Y.

## V

**VACHE, BOB**  
KVAR, KFAR, Phoenix, Ariz.

**VALENTINO, DOM**  
WBET, Brockton, Mass.

**VALENTI, JOE**  
WBBW, Youngstown, Ohio

**VANDERHEEDEN, BUD**  
WSTC, Stamford, Conn.

**VAN KUREN, JIM**  
CRLW, Detroit, Mich.

**VAN ROBY, C.**  
WTBO, Cumberland, Md.

**VAN VOORHIS, H. P.**  
WLBR, Lebanon, Pa.

**VARNEY, MYRON**  
WVNH, Rochester, N. H.

**VASSEY, KEN**  
WABA, Shelby, N. C.

**V AUGHN, BEN**  
KWTX-TV, Waco, Tex.

**VEIDT, BILL**  
Sports Capsule  
KCNV, San Marcos, Tex.

**VEITH, DON L.**  
KEDO, Longview, Wash.

**VOLKEMA, HAL**  
WHTV, Holland, Mich.

**VOY, DENNIS**  
KMAQ, Maquoketa, Iowa

## W

**WAHLQUIST, ANDY**  
KKOG, Ogden, Utah

**WAITE, DAVE**  
WDAM-TV, Hattiesburg-Laurel, Miss.

**WAITES, JIM**  
KTNS, Texarkana, Tex.

**WALDEN, WARREN**  
WJAR, Providence, R. I.

**WALESKI, EDDIE**  
WSBA-TV, York, Pa.

**WALKER, BOB**  
WGHN, Grand Haven, Mich.

**WALKER, CHARLIE**  
WEDK, Kingstree, S. C.

**WALKER, HAL**  
WXIX-TV, Milwaukee, Wis.

**WALKER, LLOYD**  
KFTM, Fort Morgan, Colo.

**WALSH, FRANK**  
WBRG, Bay City, Mich.

**WALTHALL, TURBY**  
WJWS, South Hill, Va.

**WALTON, EARL**  
WJZM, Clarksville, Tenn.

**WALTON, ROBERT, Jr.**  
WSPN, Saratoga Springs, N. Y.

**WARD, BILL**  
Pigskin Parly  
WBT, Charlotte, N. C.

**WARD, BILL**  
WDSG, Dyersburg, Tenn.

**WARD, RUSTY**  
WRIC, Richlands, Va.

**WARNER, WORTH**  
WPEL, Montrose, Pa.

**WATSON, CHARLIE**  
KBOA, Kennett, Mo.

**WATSON, DON**  
WFAA, Augusta, Me.

**WATT, JIM**  
KSTT, Davenport, Iowa

**WATTRICK, DON**  
Parade of Sports  
WXYZ, WXYZ-TV, Detroit, Mich.

**WATTS, BILL**  
WGNT, Dayton, Tenn.

**WAYCASV, MILT**  
KOVO, Provo, Utah

**WEISKOPF, DON**  
KRPL, Moscow, Ida.

**WEST, JIM**  
WBAL, Baltimore, Md.

**WESTER, AL**  
WDSU-TV, New Orleans, La.

**WESTERFIELD, D.**  
WKMF, Titusville, Fla.

**WHALEN, JOSEPH B.**  
WVPO, Stroudsburg, Pa.

**WHEELER, RON**  
Musical Scoreboard  
KTAT, Frederick, Okla.

**WHITAKER, BOB**  
WMIX, Mt. Vernon, Ill.

**WHITAKER, JACK**  
WCAU-TV, Philadelphia, Pa.

**WHITE, CHARLES M.**  
WABZ, Albemarle, N. C.

**WHITE, DICK**  
KGNC, Amarillo, Tex.

**WHITEHEAD, BRUCE**  
KEOI, Boise, Ida.

**WILSON, FRANK**  
Pigskin Preview  
WRVA, Richmond, Va.

**WILSON, JIM**  
WSBT, South Bend, Ind.

**WILSON, JOE**  
Bowling Stars  
ABC-TV

**WILSON, LEO**  
WHOP, Hopkinsville, Ky.

**WILSON, PHIL**  
XETV, San Diego, Calif.

**WILSON, WARD**  
WEAT, West Palm Beach, Fla.

## WISMER, HARRY

Notre Dame Football, ABC; Blue-Grey Football Game, ABC-TV

**WNOBOWSKI, FRED**  
KTER, Terrell, Tex.

**WOLF, FRED**  
Bowling Champions; Hot Rod Races  
WXYZ-TV, Detroit, Mich.

**WOLF, HAL**  
KNBC, San Francisco, Calif.

**WOLFE, ART**  
WNEB, WNEB-TV, Banghamton, N. Y.

**WVATT, GEORGE J.**  
WTPW, Tupelo, Miss.

**WVLE, BOB**  
WAKR, Akron, Ohio

**WYNSNE, JIMMY**  
WAIR, Winston-Salem, N. C.

## Y

**YORK, TOM**  
WBRC-TV, Birmingham, Ala.

**YOUNG, BILL**  
WKMT, Kings Mountain, N. C.

# RADIO-TV WRITERS

RADIO AND TELEVISION  
—their work during 1958

## — A —

**ALSBERG, ARTHUR**  
Bachelor Father  
CBS-TV

**ARBOGAST, BOB**  
Day in Court  
ABC-TV

**ARNOLD, BUDDY**  
Your Hit Parade  
CBS-TV

**ARTHUR, ROBERT ALAN**  
Du Pont Show of the Month  
CBS-TV

**AYLESWORTH, JOHN**  
Your Hit Parade  
CBS-TV

## — B —

**BABBIN, JACQUELINE**  
Du Pont Show of the Month  
CBS-TV

**BACKUS, HENRY**  
The Jim Backus Show  
ABC

**BALZER, GEORGE**  
The Jack Benny Program  
CBS-TV

**BECK, HOWARD**  
The Paul Winchell Show  
ABC-TV

**BERG, DICK**  
Playhouse 90  
CBS-TV

## **BIXBY, CARL**

Life Can Be Beautiful  
Edge of Night

**BOGERT, VINCENT**  
The Garry Moore Show  
CBS-TV

**BORGE, VICTOR**  
Victor Borge's Comedy and  
Music, CBS-TV

**BRINKLEY, DON**  
Westinghouse Desilu  
Playhouse CBS-TV

**BROOKS, MEL**  
Sid Caesar Invites You  
ADC-TV

**BROWNE, HOWARD**  
Playhouse 90  
CBS-TV

**BURTSON, BUD**  
The Paul Winchell Show  
ABC-TV

## — C —

## **CAGNO, JOE CAL**

**CARROLL, BOB JR.**  
Lucille Ball — Desi Arnaz  
Shows; Westinghouse  
Desilu Playhouse  
CBS-TV

**CAVANAGH, JAMES P.**  
Playhouse 90  
CBS-TV

**CHODOROV, JEROME**  
Wonderful Town  
CBS-TV

**CLAIRE, LUDI**  
Westinghouse Desilu  
Playhouse; Du Pont Show of  
the Month CBS-TV

**CONDON, BOB**  
The Jim Backus Show  
ABC

**CONNELLY, JOE**  
Leave It to Beaver  
ABC-TV

**COOL, GOMER**  
You Asked For It  
ABC-TV

**COSTIGAN, JAMES**  
Du Pont Show of the Month  
CBS-TV

## — D —

**DAVENPORT, BILL**  
December Bride  
CBS-TV

**DAVIDSON, DAVID**  
Playhouse 90  
CBS-TV

**DERMAN, LOU**  
December Bride  
CBS-TV

**DERMAN, WILLIAM**  
The Guy Mitchell Show  
ABC-TV

**DOUD, EARLE**  
B. Feb. 14, 1927, Chicago, Ill.;  
Bob and Ray, ABC-TV; Jack  
Paar, Jackie Gleason, CBS; Jack  
Paar, Steve Allen, Jonathan Win-  
ters, NBC-TV; Father Knows  
Best, Screen Gems



**MILTON J. KRAMER**

DRAMA  
MYSTERY

DE. 9-7898

**CARL BIXBY**

**EDGE OF NIGHT**

**LIFE CAN BE BEAUTIFUL**

TELEVISION

Sturges Highway Southport, Conn.

Clearwater 9-3275

## RADIO-TV WRITERS

**DOUGALL, BERNARD**  
The Merv Griffin Show; The  
Johnny Pearson Show, ABC

**DUDLEY, PAUL**  
O.S.S.  
ABC-TV

**DYNE, MICHAEL**  
Du Pont Show of the Month  
CBS-TV

### — E —

**EINSTEIN, CHARLES**  
Playhouse 90  
CBS-TV

**ELISON, JACK**  
The Real McCoys  
ABC-TV

**ELLIOTT, SUMNER LOCKE**  
Du Pont Show of the Month  
CBS-TV

**ENOCHS, KENNETH A.**  
Circus Boy  
ABC-TV

### — F —

**FAY, WILLIAM**  
Man With a Camera  
ABC-TV

**FIELDS, JOSEPH**  
"Wonderful Town"  
CBS-TV

**FINK, JULIAN**  
Dick Powell's Zane Grey  
Theatre CBS-TV

**FINN, HERB**  
The Garry Moore Show  
CBS-TV

**FISHER, BOB**  
Cheyenne  
ABC-TV

**FLENDER, HAROLD**  
Voice of Firestone  
ABC-TV

**FOOTE, HORTON**  
Playhouse 90  
CBS-TV

**FOSTER, NORMAN**  
Walt Disney Presents  
ABC-TV

**FRIEDBERG, BILLY**  
The Phil Silvers Show  
"You'll Never Get Rich",  
CBS-TV

### — G —

**GAMMIE, BILL**  
The Pat Boone Chevy  
Showroom ABC-TV

**GELBERT, LARRY**  
The Patrice Munsel Show,  
Sid Caesar Invites You,  
ABC-TV

**GELLEN, AUDREY**  
Du Pont Show of the Month  
CBS-TV

**GETHERS, STEVEN**  
Playhouse 90  
CBS-TV

**GILER, BERNE**  
Playhouse 90  
CBS-TV

**GILLIS, JACKSON**  
Walt Disney's Adventure Time  
ABC-TV

**GILROY, FRANK D.**  
Playhouse 90  
CBS-TV

**GLICKMAN, WILL**  
The Garry Moore Show,  
Phil Silvers on Broadway,  
CBS-TV

**GOLDMAN, HAL**  
The Jack Benny Program  
CBS-TV

**GORDON, AL**  
The Jack Benny Program  
CBS-TV

**GOLDSMITH, MARTIN M.**  
Playhouse 90  
CBS-TV

**GREGGORY, DAVID**  
Voice of Firestone  
ABC-TV

### — H —

**HALLEY, ARTHUR**  
The United States Steel Hour  
CBS-TV

**HARGROVE, MARION**  
77 Sunset Strip, Colt. 45  
ABC-TV

**HARRIS, SID**  
The Adventures of Jim Bowie  
ABC-TV

**HAWLEY, LOWELL S.**  
Zorro  
ABC-TV

**HAYES, RAPHAEL**  
Sugarfoot  
ABC-TV

**HAZLITT, FREDERICK**  
The Life and Legend of  
Wyatt Earp ABC-TV

**HEINEMAN, ARTHUR**  
The United States Steel Hour  
CBS-TV

**HEYES, DOUGLAS**  
Maverick  
ABC-TV

**HILL, BRETT**  
Rough Riders  
ABC-TV

**HIRSON, ROGER O.**  
Playhouse 90  
CBS-TV

**HOERL, ARTHUR**  
Tales of the Texas Rangers  
ABC-TV

**HOPE, GEORGE**  
The Peter and Hayes Show  
ABC-TV

**HOTCHNER, A. E.**  
Playhouse 90, Seven Lively  
Arts CBS-TV

**HOWARD, BOB**  
Beat the Clock  
ABC-TV

**HOJNER, CHUCK**  
The Peter and Hayes Show  
ABC-TV

## JOE CAL CAGNO

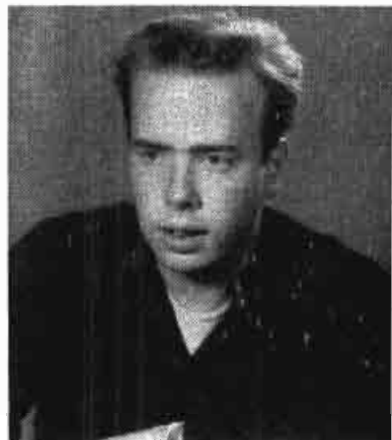
### WRITER-ARTIST-PRODUCER

Personal Representative for —

Helene Dixon — Epic Records  
Wes Bryan — Clock Records  
Grady Chapman — Imperial Records  
Marge Borg — Radio-TV  
Benjamin & Marcus — Songwriters  
Sabrina Records  
Don Larkin — Radio-TV D. J.  
Jackie Hayes — Radio, TV and Movies

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Rockville Centre, N. Y.  
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## EARLE DOUD

(WRITER: COMEDY)

(Jack Paar — Bob and Ray)  
(Steve Allen — Johnny Carson)  
(Jackie Gleason — Jonathan Winters)  
("Father Knows Best")

(Representation:)  
(ASHLEY-STEINER INC.)

**— J —**

**JACK, DONALD**  
Breakthrough  
ABC-TV

**JACOBS, SEAMAN**  
The Betty White Show  
ABC-TV

**JACOBY, COLEMAN**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**JONES, JAY**  
The Paul Winchell Show  
ABC-TV

**JULIAN, ARTHUR**  
December Bride, CBS-TV

**— K —**

**KARP, DAVID**  
Playhouse 90  
CBS-TV

**KELLER, SHELDON**  
The Oldsmobile Show  
ABC-TV

**KINOY, ERNEST**  
Playhouse 90  
CBS-TV

**KRAMER, MILTON J.**

**— L —**

**LANDON, JOSEPH**  
Playhouse 90  
CBS-TV

**LANSBURY, BRUCE**  
Day in Court  
ABC-TV

**LEHNER, JIM**  
The Jim Backus Show  
ABC

**LEHR, WILSON**  
"Gift of the Magi"; Little Women (adapter), CBS-TV

**LESLIE, PHIL**  
The Donna Reed Show  
ABC-TV

**— Mc —**

**McGREEVEY, JOHN**  
Westinghouse Desilu Playhouse,  
Dick Powell's Zane Grey  
Theatre, CBS-TV

**— M —**

**MANDEL, LORING**  
Seven Lively Arts  
CBS-TV

**MANKIEWICZ, DON M.**  
Playhouse 90  
CBS-TV

**MANNHEIM, MANNIE**  
Anybody Can Play  
ABC-TV

**MARTIN, MADELYN**  
Lucille Ball—Desi Arnaz  
Shows; Westinghouse Desilu  
Playhouse, CBS-TV

**MARTIN, QUINN**  
Westinghouse Desilu  
Playhouse CBS-TV

**MARK, MARVIN**  
The Jackie Gleason Show  
CBS-TV

**MESTON, JOHN**  
Gunsmoke, CBS-TV

**MILLER, J. F.**  
Playhouse 90  
CBS-TV

**MILLER, MERLE**  
Playhouse 90  
CBS-TV

**MILLS, EDDIE**  
Anybody Can Play  
ABC-TV

**MOLL, ELICK**  
Playhouse 90  
CBS-TV

**MONASH, PAUL**  
Westinghouse Desilu Play-  
house; Playhouse 90, CBS-TV

**MONASTER, NATE**  
Bachelor Father  
CBS-TV

**MORAN, LEONARD**  
The United States Steel Hour  
CBS-TV

**MORROW, BILL**  
The Bing Crosby Show  
ABC-TV

**MOSEL, TAD**  
Playhouse 90  
CBS-TV

**MOSHER, BOB**  
Leave It to Beaver  
ABC-TV

**— N —**

**NELSON, OZZIE**  
The Adventures of Ozzie and  
Harriet ABC-TV

**NEWMAN, WALTER**  
Westinghouse Desilu Play-  
house CBS-TV

**— O —**

**O'DEA, JOHN**  
The Adventures of Rin Tin  
Tin ABC-TV

**— P —**

**PARKER, RAY**  
Art Linkletter's House Party  
CBS-TV

**PECKINPAH, SAM**  
The Rifleman  
ABC-TV

**PEYSER, ARNOLD**  
The Garry Moore Show  
CBS-TV

**PHILLIPS, IRNA**  
As the World Turns  
CBS-TV

**POLLOCK, MARION**  
Anybody Can Play  
ABC-TV

**— Q —**

**QUEEN, BOB**  
Variety Shows, Dramatic Doc-  
umentaries, Panel Shows  
WRCA-TV; WCBS-TV;  
WABC-TV; WABD-TV;  
WNTA-TV; CBS Radio

**— R —**

**REISMAN, DEL**  
Playhouse 90  
CBS-TV

**REZNICK, SIDNEY**  
The Garry Moore Show  
CBS-TV

**RIESNER, DEAN**  
Lawman  
ABC-TV

**RIPLEY, BETTE**  
The Merv Griffin Show  
ABC

**ROSE, SI**  
The Betty White Show  
ABC-TV

**ROSEN, ARNIE**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**ROSEN, KEN**  
Day in Court  
ABC-TV

**RUSSELL, ANDY J.**  
Art Carney Meets "Peter and  
the Wolf", ABC-TV Playhouse  
90, CBS-TV

**RYAN, TERRY**  
The Phil Silvers Show  
"You'll Never Get Rich"  
CBS-TV

**— S —**

**SALE, RICHARD**  
Yancy Derringer  
CBS-TV

**SCHILLER, ROBERT**  
The Ann Sothern Show,  
Westinghouse, Lucille Ball—  
Desi Arnaz Shows, CBS-TV

**SCHWARTZ, ELOY**  
Mother's Day  
ABC-TV

**SEELIN, JERRY**  
The Pat Boone Chevy  
Showroom ABC-TV

**SERLING, ROD**  
Westinghouse Desilu Play-  
house; Playhouse 90  
CBS-TV

**SHAW, DAVID**  
Playhouse 90  
CBS-TV

**SHERMAN, ALLAN**  
Phil Silvers on Broadway  
CBS-TV

**SILLIPHANT, STIRLING**  
Naked City  
ABC-TV

**SIMON, NEIL**  
Sid Caesar Invites You,  
ABC-TV The Phil Silvers  
Show "You'll Never Get  
Rich", CBS-TV

**SMITH, ROBERT PAUL**  
The Chevy Showroom  
ABC-TV

**SPELLING, AARON**  
Dick Powell's Zane Grey  
Theatre, Westinghouse Desilu  
Playhouse, Playhouse 90  
CBS-TV

**SPIES, ADRIAN**  
Westinghouse Desilu  
Playhouse, CBS-TV; The  
Walter Winchell File, ABC-TV

**STANDER, ARTHUR**  
The Danny Thomas Show  
CBS-TV

**STEIN, JOE**  
Phil Silvers on Broadway;  
Ginger Rogers Show (Pontiac  
Special) CBS-TV

**STEIN, SOL**  
The Liberace Show  
ABC-TV

**STERN, STEWART**  
Playhouse 90  
CBS-TV

**STONE, WALTER**  
The Jackie Gleason Show  
CBS-TV

**STYLER, BURT**  
West Point  
ABC-TV

**SWIFT, DAVID**  
Playhouse 90  
CBS-TV

**— T —**

**TIBBLES, GEORGE**  
The Betty White Show  
ABC-TV

**TULLY, MONTGOMERY**  
Scotland Yard  
ABC-TV

**— V —**

**VADNAY, LASLO**  
Telephone Time  
ABC-TV

**VLAHOS, JOHN**  
The United States Steel Hour  
CBS-TV

**— W —**

**WALDMAN, TOM**  
The Liberace Show  
ABC-TV

**WALLSTEN, ROBERT**  
Du Pont Show of the Month  
CBS-TV

**WARK, MARTY**  
Art Linkletter's House Party  
CBS-TV

**WARLEN, JUDITH**  
Scotland Yard  
ABC-TV

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ANNOUNCER-  
NARRATOR-M.C.

JU 6-6300



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Radio WINS."

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# ANNOUNCERS — MC'S

RADIO AND TELEVISION

—their work during 1958

## — A —

- ABBOTT, JIM**  
KFJZ-TV, Fort Worth, Tex.
- ABRAMS, TERRY**  
WKOK, Sunbury, Pa.
- ACKERLEY, BOB**  
KOMO, Seattle, Wash.
- ACYRIGG, BEN**  
WLOV-TV, Orlando, Fla.
- ADAMS, BILL**  
WKTG, Thomasville, Ga.
- ADAMS, CAL**  
KALB, Alexandria, La.
- ADAMS, ROGER**  
WADC, Akron, Ohio
- ADKINS, BOBBY**  
1420 Favorites  
WVOT, Wilson, N. C.
- AGA, ERCEL**  
KXRA, Alexandria, Minn.
- AGEE LES**  
News As It Is  
KRHD, Duncan, Okla.
- AGOSTINO, PETE**  
Italian Hour  
WJVA, South Bend, Ind.
- AITKEN, KENNETH**  
KTKR, Taft, Calif.
- ALAN, MARK**  
Partly Time  
WNJR, Newark, N. J.
- ALBERGHINI, H. J.**  
Krackpot Kollege  
WCOU, Lewiston, Me.
- ALBRIDGE, KEN**  
Partly Line  
KFRU, Columbia, Mo.
- ALDERMAN, DON**  
Nite Beat  
WTRT, Bradenton, Fla.
- ALDRIDGE, SANDY**  
Request Time  
WBRD, Bradenton, Fla.
- ALEXANDER, NICK**  
KETH, Dubuque, Iowa
- ALEXANDER, OSCAR**  
WAAA, Winston-Salem, N. C.
- ALLAIRE, PHIL**  
Country Music  
WPAW, Pawtucket - Providence, R. I.
- ALLAN, STAN**  
WPAC, Patchogue, N. Y.
- ALLARD, ROBERT**  
Sounds in Stereophonic  
WOC, Davenport, Iowa
- ALLDREDGE, JAY**  
Free to Speak  
WBRC, Birmingham, Ala.
- ALLEN, BILL (HOSS)**  
Rush Hour Roundup  
WLAC, Nashville, Tenn.
- ALLEN, BOB**  
Through the Years  
KATL, Miles City, Mont.
- ALLEN, DE WITT**  
WALA, Mobile, Ala.
- ALLEN, JIM**  
Academy Award Theatre  
KLFY-TV, Lafayette, La.
- ALLEN, MARY**  
KGIW, Alamosa, Colo.
- ALLEN, PAUL**  
Bandstand  
KOAT-TV, Albuquerque, N.M.
- ALLEN, PETER**  
WQXR, New York, N. Y.
- ALLEN, RON**  
Music Festival  
WSCR, Scranton, Pa.
- ALLEN, TONY**  
WUSJ, Lockport, N. Y.
- ALLETTO, VINCE**  
WWL, New Orleans, La.
- ALLIN, HENRY**  
WKXP, Lexington, Ky.
- ALLINGER, RALPH**  
Nightbeat  
WIBX, Utica, N. Y.
- ALLISON, DALE K.**  
Koffee Klub  
KLOO, Corvallis, Ore.
- ALLISON, GENE**  
WISH-TV, Indianapolis, Ind.
- ALSTON, JOE**  
Popeye & Shock  
KENS-TV, San Antonio, Tex.
- ALTEN, HANS**  
WWCA, Gary, Ind.
- ALYWARD, JIM**  
WWNH, Rochester, N. H.
- AMBROSE, RON**  
Yawn Patrol  
WTRC, Elkhart, Ind.
- AMBURN, GLEN**  
KFLD, Floydada, Tex.
- AMMERMAN, DAN**  
Danny's Hideaway  
WVAM, Altoona, Pa.
- ANCELL, BOB**  
WERE, Cleveland, Ohio
- ANDERSEN, GORDON**  
WKLA, Ludington, Mich.



▶  
**BILL  
SHIPLEY**  
▶

# RADIO-TV ANNOUNCERS, EMCEES

- ANDERSON, ANDY**  
People Speak  
KHAM, Albuquerque, N.M.
- ANDERSON, EDDIE**  
WEVA, Emporia, Va.
- ANDERSON, GORDON**  
WKZO-TV, Kalamazoo, Mich.
- ANDERSON, JACK**  
KTXO, Sherman, Tex.
- ANDERSON, JOSEPH**  
WHBF, Rock Island, Ill.
- ANDERSON, KEN**  
WTEN, Minneapolis, Minn.
- ANDERSON, RAYMOND**  
WMAM, Marinette, Wis.
- ANDERSON, ROGER**  
Treasury of Music  
KYCA, Prescott, Ariz.
- ANDREASEN, REID**  
KXNU, Logan, Utah
- ANDRETTA, TONY**  
Spinner Sanctum  
KWJB, Globe, Ariz.
- ANDREWS, ANDY**  
WTIC-TV, Hartford, Conn.
- ANDREWS, DAYE**  
Dinnerbell Round-UP  
KMBC, Kansas City, Mo.
- ANDREWS, JOHNNY**  
The Johnny Andrews Show:  
Monitor  
NBC
- ANDRIESE, TED**  
For the Ladies  
WFPL, Grand Rapids, Mich.
- ANGELL, FERRY**  
KOWL, Tahoe Valley, Calif.
- ANTHONY, BILL**  
Hoosier News  
WFAM-TV, Lafayette, Ind.
- ANTHONY, HUGH**  
WCCM, Lawrence, Mass.
- ANTHONY, JAY**  
WHBL, Newark, N. J.
- ANTHONY, JOHN**  
WITI-TV, Milwaukee, Wis.
- ANTOINE, TEX**  
Tex Antoine and the Weather  
NBC-TV
- ANTONETTI, CLARA**  
Womens Point of View  
WTSA, Brattleboro, Vt.
- ARCHER, DON**  
KMLB, Monroe, La.
- ARGUMEDO, OSCAR**  
Polkas  
KCOR-TV, San Antonio, Tex.
- ARMSTRONG, BOB**  
Destination Dawn  
WPOR, Portland, Me.
- ARNETT, CHARLIE**  
Old Trading Post  
WCLG, Morgantown, W. Va.
- ARNOLD, BILL**  
The Early Birds  
WCAX, Burlington, Vt.
- ARNOLD, BOB**  
970 Service Center  
WCSH, Portland Me.
- ARNOLD, TED**  
WZOK, Jacksonville, Fla.
- ARREDONDO, FRANK**  
WKAQ, Santurce, P. R.
- ARTHUR, DOUG**  
DanceLand  
WIBG, Philadelphia, Pa.
- ARTHUR, LLOYD**  
WECL, Eau Claire, Wis.
- ARTHUR, VERN**  
KAGE, Winona, Minn.
- ASBURY, RON**  
WAKU, Latrobe, Pa.
- ASHCRAFT, GENE**  
Noontime Times  
KCLE, Cleburne, Tex.
- ASHLEY, BARBEE**  
WGVM, Greenville, Miss.
- ASHWORTH, AUDIE**  
Pop Parade  
WBMC, McMinnville, Tenn.
- ASKINS, ALLEN**  
Savannah River Rag  
WAKN, Aiken, S. C.
- ATKINSON, J. C.**  
Wake up with J. C.  
WAUG, Augusta, Ga.
- ATWATER, F. KENT**  
WJRL, Lenoir, N. C.
- ATWOOD, RUSS**  
Star Time  
WMAS, Springfield, Mass.
- AUSTIN, BILL**  
Pops Review  
WKIN, Kingsport, Tenn.
- AUSTIN, FLETCHER**  
Silver Screen  
WBT, Charlotte, N. C.
- AUSTIN, TED**  
Party Line  
WSTP, Salisbury, N. C.
- AVANCE, BILL**  
Rhythm & Blues  
KFYV, Paris, Tex.
- AVERA, BEN**  
Academy Theatre  
KOA-TV, Denver, Colo.
- AYALA, MARCOS GARCIA**  
La Cosa  
KIFN, Phoenix, Ariz.
- AYCOCK, ROY**  
Saturday Session  
WBOF, Virginia Beach, Va.
- AYLWARD, BILL**  
Saturday Radio  
WMTR, Morristown, N. J.

## — B —

- BABB, MORGAN**  
Red Hot & Blues  
WYOL, Nashville, Tenn.
- BAER, BILL**  
KBNZ, La Junta, Colo.
- BAERG, ROYCE**  
KJCK, Junction City, Kan.
- BAILEY, BOB**  
Music in Hi-Fi  
WECL, Eau Claire, Wis.
- BAILEY, CARL**  
Catalina Cruise  
KBIG, Avalon, Calif.

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## RADIO-TV ANNOUNCERS, EMCEES

- BAINÉ, JEM**  
Early Bird  
WNCO, Ashland, Ohio
- BAKER, ALLEN P.**  
WLBK, Lebanon, Ky.
- BAKER, ED**  
KVNI, Coeur D'Alene, Idaho
- BAKER, GEORGE**  
WESA, Charleroi, Pa.
- BAKER, GROVER**  
WRNB, New Bern, N. C.
- BAKER, MIKE**  
B. June 15, 1926, St. Thomas, Ont., Canada; Andy Williams, Pat Boone, ABC-TV; Jim Backus, ABC Radio; Gary Moore, CBS-TV; Big Story
- BAKER, NELSON**  
WUZ-TV, Baltimore, Md.
- BAKER, PAUL**  
Luncheon Lyrics  
KRWC, Forest Grove, Ore.
- BALDONI, LUIGI**  
Italian Hour  
WJVA, South Bend, Ind.
- BALE, FRANK**  
KDON, Salinas, Calif.
- BALE, NORM**  
Contact  
KWKH, Shreveport, La.
- BALL, NOEL**  
Saturday Showcase  
WSEX-TV, Nashville, Tenn.
- BANKSTON, RAY**  
Hits for the Mrs.  
KWFR, San Angelo, Tex.
- BANNON, ROBERT**  
WSKI, Montpelier, Vt.
- BARAN, HENRY**  
Ranger Hal  
WJXT, Jacksonville, Fla.
- BARBARETTE, JOSEPH**  
WBIS, Bristol, Conn.
- BARBER, DICK**  
KOA, Denver, Colo.
- BARBER, DON**  
Midday Movie  
WKRT, Miami, Fla.
- BARBER, BOB**  
Truth or Consequences  
NBC-TV
- BARKER, CLOTIS**  
Man On the Street  
KBHM, Branson, Mo.
- BARKWELL, PATSY**  
KFIR, North Bend, Ore.
- BARLEY, DAVE**  
WHTB, Talladega, Ala.
- BARNES, TED**  
Bop Hop  
WSIX-TV, Nashville, Tenn.
- BARNETT, DEAN**  
KFNF, Shenandoah, Iowa
- BARNETT, DON**  
Cal Poly Show  
KVEC, San Luis Obispo, Calif.
- BARRIE, ART**  
Peoples Opinions  
WSPD, Toledo, Ohio
- BARRIOS, JOSE**  
KIWW, San Antonio, Tex.
- BARRON, BOB**  
WKAZ, Charleston, W. Va.
- BARRY, DON**  
WIKK, Newport, Vt.
- BARRY, GUY**  
WCOY, Columbia, Pa.
- BARRY, MIKE**  
Barry's Beat  
WTNJ, Trenton, N. J.
- BARTEL, BOB**  
WPGC, Washington, D. C.
- BARTELL, BOB**  
Treasure Chest  
KONO-TV, San Antonio, Tex.
- BARTELL, PAUL**  
WMIL, Milwaukee, Wis.
- BARTON, JOHN**  
WHOW, Clinton, Ill.
- BASEHORE, JOHN**  
WCMB, Harrisburg, Pa.
- BASSETT, GEORGE**  
WGPA, Bethlehem, Pa.
- BASTIEN, VIC**  
KTUL-TV, Tulsa, Okla.
- BATEMAN, DON**  
Showcase  
KCEE, Tucson, Ariz.
- BATES, JIM**  
Hi Neighbor  
WSON, Henderson, Ky.
- BATES, THOMAS**  
WDXB, Chattanooga, Tenn.
- BATOZECH, RON**  
Crew Cut Capers  
WJOL, Joliet, Ill.
- BATTER, CLYDE**  
KMOP, Tucson, Ariz.
- BAUER, JOE**  
Album Time  
WZIP, Cincinnati, Ohio
- BAUER, RUSS**  
KNIM, Maryville, Mo.
- BAXTER, DR. FRANK**  
Telephone Time  
ABC-TV
- BAXTER, RAY**  
Easy Listenin'  
WJAX, Jacksonville, Fla.
- BEASLEY, JIM**  
Do You Remember  
WALM, Albion, Mich.
- BEASLEY, NORMAN**  
WPIK, Alexandria, Va.
- BEATTIE, BOB**  
Shopper  
KLOO, Corvallis, Ore.
- BEATTY, BILL**  
WWTB, Tampa, Fla.
- BEATTY, MORGAN**  
Monitor: News of the World:  
Life and the World  
NBC
- BEAUCHAMP, LEE**  
Snndial  
WVEC, Hampton, Va.



CY  
HARRICE

— • —  
SU. 7-5400

**RADIO-TV ANNOUNCERS, EMCEES** ~~~~~

- BECK, DON**  
Twin Fabulous Fifty  
WARL Arlington, Va
- BECK, JACKSON**  
8. July 23, 1912, New York City;  
Edge of Night, U. S. Steel Hour,  
CBS-TV; Commercials for Ches-  
terfield, Ambassador Beer, Stude-  
Baker Lark, Scotkin
- BECKER, BOB**  
WKLZ, Kalamazoo, Mich
- BECKER, GEORGE**  
WEDC, Chicago, Ill
- BECKER, SANDY**  
NBC-TV WNEW-TV,  
New York, N. Y.
- BECKMAN, JOHNNY**  
Top Ten Dance Party  
WFGA-TV Jacksonville, Fla
- BEDELL, FORREST**  
WERC, Reidsville, N. C
- BEDFORD, PAUL**  
KYW Cleveland Ohio
- BEE, ALAN**  
Top Value Tips to  
Homemakers  
WLBT, Jackson, Miss
- BEECHAM, WALLIE**  
WENO Nashville, Tenn
- BEGG, JAMES**  
Greenville Show  
WTON, Ionia, Mich
- BELANGER, TOM**  
WHLT Huntington, Ind
- BELL, ALLEN**  
KREW, Sunnyside Wash
- BELL, BOB**  
WGN Chicago Ill
- BELL, JACK**  
KACE Riverside Calif
- BELL, KEN**  
Dug Dong Bell  
WYZE, Atlanta Ga
- BENDER, AUGIE**  
WJWS, South Hill Va
- BENDER, TED**  
Today's Weather  
KTSM-TV, El Paso, Tex
- BENDZANSKI, LEON**  
Polish Programs  
WJMJ, Philadelphia, Pa
- BENEDICT, ANDREW W.**  
Serviceman Speaks  
WWRL New York, N. Y.
- BENNETT, ED**  
Hints for Housewives  
KVIQ-TV, Eureka, Calif
- BENNETT, JOHN**  
Juke Joint  
WNNJ Newton N. J.
- BENNETT, LEN**  
WNHC, New Haven Conn.
- BENNETT, LOU**  
WHAR, Clarksburg, W. Va
- BENNETT, ROBERT**  
1350 Club  
WDCF, Dade City, Fla
- BENNETT, TERRY**  
Shock Theatre  
WBKB Chicago, Ill.
- BENNY, FRANK**  
Swap Shop  
KAHL, Auburn, Calif.
- BENOIST, W. E.**  
WKDX, Hamlet, N. C.
- BENSON, BOB**  
WJON, St. Cloud, Minn
- BENSON, CHUCK**  
KALL, Salt Lake City, Utah
- BENSON, GORDON**  
KUTY, Palmdale Calif
- BENSON, RUSS**  
Guessing Game  
WOKZ, Alton Ill
- BERDAN, BIRD**  
For You Madame  
WPTZ, Plattsburgh N. Y.
- BERG, HERB**  
WWOK, Charlotte, N. C.
- BERG, NORM**  
Waseo Calling  
KWSO, Waseo, Calif
- BERGESON, CHARLES W.**  
Ladies Day  
WJBR-TV, Detroit Mich
- BERGMAN, JIM**  
KUMA, Pundelton, Ore
- BERMAN, KEITH**  
WEDO, McKeesport, Pa
- BERNAL, MANUEL**  
KCOR, San Antonio Tex
- BERNAM, MEL**  
Open House  
WAMS, Wilmington, Del
- BERRER, KENNETH**  
WKAN, Kankakee, Ill
- BERRY, AL**  
Record Party  
WOAP, Owosso Mich
- BERRY, BILL**  
Yours Sincerely  
WDBO, Orlando Fla.
- BERRY, DICK**  
Melody Marl  
WFWW, Fairfield, Ill
- BERRY, JOE**  
WKAN, Kankakee, Ill
- BERRY, ROBERT F.**  
WEIM, Fitchburg Mass
- BERRY, TOM**  
WKNX-TV, Saginaw Mich
- BESSER, TED**  
WHLT, Huntington, Ind
- BETHEL, DAN**  
Make Mine Music  
WKBZ, Muskegon, Mich
- BEUTEL, BILL**  
WGAR, Cleveland, Ohio
- BICILL, KEN**  
KYW, Cleveland Ohio
- BICKFORD, RALPH**  
WAGM-TV, Presque Isle, Me
- BILL, CHUCK**  
Serial Theatre  
WBKB Chicago Ill
- BINGE, RALPH**  
WHRV, Ann Arbor Mich
- BINGHAM, RICHARD O.**  
KSL-TV, Salt Lake City Utah



**Announcer**

**Narrator**

**M.C.**

**NBC — NBC-TV**

**JERRY DAMON**

## RADIO-TV ANNOUNCERS, EMCEES

### BIRDSONG, HUGH

Musical Clock  
WEIC, Charleston, Ill.

### BIRN, DON

KIHO, Sioux Falls, S. D.

### BISHOP, GORDON

Man About Music  
WSTV, Steubenville, O.

### BLACK, JUNE

June's Tunes  
WRMF, Titusville, Fla.

### BLACK, KEN

KWDM, Des Moines, Iowa

### BLACK, LOUISE

Now!  
KLRJ-TV, Las Vegas, Nev.

### BLACK, MARTIN

Night Owl Club  
KLRJ-TV, Las Vegas, Nev.

### BLAINE, JIMMY

Ruff 'N Reddy, NBC-TV

### BLAIR, CURT

Popeye Theatre  
WSFA-TV, Montgomery, Ala.

### BLAIR, ED

WAGA-TV, Atlanta, Ga.

### BLAIR, FRANK

Monitor, NBC

### BLAIR, RAY

WRRR, Rockford, Ill.

### BLANCHARD, LOWELL

Midday Merry-go-Round

WNOX, Knoxville, Tenn.

### BLAND, SAM

Coffee Time  
WCEC, Rocky Mount, N. C.

### BLANKENSHIP, HALL

WRKH, Rockwood, Tenn.

### BLASKE, ART

WJON, St. Cloud, Minn.

### BLATTNER, BUDDY

Baseball Corner

ABC-TV

### BLAZER, ELEANOR J.

Musical Homemaker

WHOK, Lancaster, Ohio

### BLEAUX, JOE

KLCN, Blytheville, Ark.

### BLEDORN, ROY

Polka Time

WOMT, Manitowoc, Wis.

### BLOUNT, FORREST

Wonderful Town

WGST, Atlanta, Ga.

### BOCK, BOB

Star Time

KLAS, Las Vegas, Nev.

### BOEHM, PAT (MRS.)

Talk of the Town

WHAN, Charleston, S. C.

### BOGGAN, JAMES

WMPA, Aberdeen, Miss.

### BOHN, MARK

KDSN, Demison, Iowa

### BOIVIN, JAY

Blue of Evening

WGIR, Manchester, N. H.

### BOLEN, JIM

KMOX-TV, St. Louis, Mo.

### BOLTON, JOE

Three Stooges

WPIX, New York, N. Y.

### BOND, BRYCE

WNOR, Norfolk, Va.

### BONNER, JIM

WRCV-TV, Philadelphia, Pa.

### BOOKSPAN, MARTIN

Stereo Parade

WCRB, Boston, Mass.

### BOONE, JACK

KEED, Springfield, Ore.

### BOOTH, EDDY

KHSL, Chico, Calif.

### BORDEN, BARRY

Jazz In Review

WHAT, Philadelphia, Pa.

### BORGESEN, ARTHUR J.

WGKA, Atlanta, Ga.

### BORLAND, RICK

KPOR, Quincy, Wash.

### BORRELLI, RALPH

Italian Programs

WJMJ, Philadelphia, Pa.

### BORTELL, JOE

WCOY, Columbia, Pa.

### BOURNE, ALAN

WPOR, Portland, Me.

### BOWERS, ART

KATE, Albert Lea, Minn.

### BOWEN, JERRY

KHSL, Chico, Calif.

### BOWICK, BILL

Coffee With Bill

WGBA, Columbus, Ga.

### BOWLER, CLARK

KEYY, Provo, Utah

### BOWMAN, ROGER

News, NBC, NBC-TV

### BOYD, BILL

KIUN, Pecos, Tex.

### BOYER, PHIL

KPDQ, Portland, Ore.

### BOYER, ROY

WVMC, Mt. Carmel, Ill.

### BRACHER, BERNIE

KROD-TV, El Paso, Tex.

### BRADLEY, BILL

WILD, Boston, Mass.

### BRADLEY, BRUCE

Rolling Home Show

WROW, Albany, N. Y.

### BRADLEY, JAMES

KIHR, Hood River, Ore.

### BRADLEY, LYLE

WRVA, Richmond, Va.

### BRADLEY, ROBERT

WRCV-TV, Philadelphia, Pa.

### BRADLEY, WAYNE

KLYR, Clarksville, Ark.

### BRADSHAW, THOMAS R.

KSL-TV, Salt Lake City, Utah

### BRADSHAW, TOM

WLOW, Norfolk, Va.

### BRADY, DICK

WCBY, Cheboygan, Mich.

### BRADY, ED

KNBC, San Francisco, Calif.

### BRADY, WILLIAM

WDEZ, Decatur, Ill.

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# RADIO-TV ANNOUNCERS, EMCEES

**BRAGO, NELSON**  
WJDA, Quincy, Mass

**BRAND, CHARLES**  
Variety Matinee  
WKWK, Wheeling W Va

**BRANDL, MILT**  
WISN, Milwaukee, Wis

**BRANDT, MEL**  
Monitor, NBC  
Modern Romances, NBC-TV

**BRANDY, BOB**  
WTVC, Chattanooga, Tenn

**BRANNAN, REUBEN F.**  
WETO, Gadsden Ala

**BRASHER, JAMES**  
KTXJ, Jasper, Tex.

**BRENNAN, BILL**  
KOLT, Scottsbluff, Neb

**BREWER, STERLING**  
WAPI-TV, Birmingham, Ala.

**BRICKETT, BOB**  
KSFA, Nacogdoches, Tex

**BRICKHOUSE, JACK**  
Man on the Street  
WGN-TV Chicago, Ill.

**BRIGGS, FRED**  
KONA TV, Honolulu, Hawaii

**BRIGGS, JIM**  
WKAM, Gosden Ind

**BRIGHT, HOWARD**  
WEOA, Evansville Ind

**BRIMLEY, VERN**  
Teen Tune Time  
KLOR-TV, Provo, Utah

**BRINKMAN, AL**  
Nightwatch  
KNEB, Scottsbluff, Neb.

**BRITAIN, BILL**  
WMAK Nashville, Tenn.

**BRITTON, BILL**  
WPTV, Palm Beach, Fla.

**BRITTON, JACK**  
KTRN, Wichita Falls, Tex

**BROCK, JOHN**  
WGOR, Georgetown Ky

**BROMBERG, L. J.**  
KCHA, Charles City, Iowa

**BROOKS, BILL**  
Hi Fi Hop  
KTVH, Hutchinson Kan

**BROOKS, JACK**  
Breakfast Newsboy  
WCCC, Hartford, Conn

**BROOKS, NORMAN**  
WRCV TV Philadelphia Pa

**BROOKS, PHIL**  
WKPA, New Kennington, Pa

**BROWN, AET**  
WVDC, Washington D. C

**BROWN, BILL**  
WPRS, Paris, Ill

**BROWN, BOB**  
KCHA, Charles City, Iowa

**BROWN, BRUCE**  
Mid-day Melodies  
WCHB, Inkster, Mich

**BROWN, CURTIS**  
KWOS, Jefferson City, Mo

**BROWN, DON**  
Carnation Time  
KVON, Napa, Calif.

**BROWN, DOUG**  
Dig This  
KRGV-TV, Westlaco Tex

**BROWN, JACK**  
Top 60 in Dixie  
WCOS Columbia, S C

**BROWN, FLOYD**  
WRMN Elgin, Ill

**BROWN, LOU**  
KPAR-TV, Sweetwater, Tex

**BROWN, PHIL**  
Cavalcade of Better Music  
WPBC, Minneapolis, Minn

**BROWN, RON**  
KEEN, San Jose, Calif.

**BROWN, TIM**  
KRVN Lexington, Neb

**BROWNE, TOM**  
WIST, Charlotte N. C

**BRUCE, DON**  
KALL, Salt Lake City, Utah

**BRUCE, JACK**  
Missouri Valley Barn Dance  
WNAX, Yankton, S. D.

**BRUCHEY, DON**  
Channel 2 Theatre  
WMAR-TV, Baltimore, Md.

**BRUNDAGE, HUGH**  
KMPC, Los Angeles, Calif

**BRUNETT, CARLOS**  
KCOR, San Antonio, Tex.

**BRUNNER, GALEN**  
WTGM, Medford, Wis.

**BRUSH, JACK**  
KVOX, Moorhead, Minn.

**BRYAN, HARRY**  
WCRB, Corinth Miss

**BRYANT, WILLIAM**  
Good Morning Ladies  
WDSG, Dyersburg, Tenn.

**BATTLES, FRANK**  
KGAS, Carthage, Tex

**BUCHANAN, IKE**  
Popeye Theatre  
WCTV, Tallahassee, Fla.

**BUCK, JIM**  
KAML, Kenedy, Tex

**BUDD, MILTON**  
Town Crier  
WMBD, Peoria, Ill

**BUHELMAN, CLINT**  
Musical Clock  
WBEN, Buffalo N Y

**BUFFINGTON, JIM**  
WMPA Aberdeen, Miss.

**BUFFINGTON, JOEL**  
KASY, Auburn, Wash

**BULLER, DICK**  
Melodes in Gold  
WKMH Detroit Dearborn, Mich

**BUNCE, EDWARD**  
WSYL, Sylvania Ga.

**BUNCH, JIM**  
KORE Eugene Ore



**JOE GIVEN**

Spokesman  
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New York 19



**RALPH CAMARGO**

RADIO—TV  
ACTOR—ANNOUNCER  
NARRATOR

JU 2-8800

## RADIO-TV ANNOUNCERS, EMCEES

**BURGESS, DANNY**  
Kiddies Karnival  
WCNY - TV, Carthage - Water-  
town, N. Y.

**BURGESS, FRANK**  
Chuck Wagon Roundup  
WEMA, Anniston, Ala.

**BURGESS, SMOKEY**  
WPNX, Phenix City, Ala.,

**BURKES, STEVE**  
Click Parade  
WMOX, Meridian, Miss.

**BURKLAND, LEN**  
KYUM, Yuma, Ariz.

**BURNS, STAN**  
Entertainment Press Conference,  
DuMont; NBC Monitor, Cerebral  
Palsy Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURT, BOB**  
WFHR, Wisconsin Rapids,  
Wis.

**BURTENSHAW, BOB**  
Early Bird Bob  
KID, Idaho Falls, Idaho

**BURWELL, TED**  
WRNB, New Bern, N. C.  
WTYC, Rock Hill, S. C.

**BUTLER, JIM**  
KXLY, Spokane, Wash.

**BUTLER, TUCKER**  
Wake Up and Smile  
WCVA, Culpepper, Va.

**BUTSCHER, THOMAS**  
Music T N T  
WCST, Berkeley Springs,  
W. Va.

**BUTTER, CLYDE**  
Morning Sound  
KCNV, San Marcos, Tex.

**BUTTS, TOM**  
WHSM, Hayward, Wis.

**BYRAM, GEORGE**  
Shock  
KBTW, Denver, Colo.

**BYRON, BOB**  
KPRC, Houston, Tex.

### — C —

**CADWELL, CLYDE**  
KPOP, Los Angeles, Calif.

**CAHILL, TOMMY**  
WING, Dayton, Ohio

**CALDWELL, DONN**  
WHLI, Wheeling, W. Va.

**CALDWELL, LAMAR**  
Dawn in Dixie  
WHSC, Hartsville, S. C.

**CALDWELL, MERLE**  
KOLS, Pryor, Okla.

**CALHOUN, BOBBY**  
KCLA, Pine Bluff, Ark.

**CALLAGHAN, JACK**  
Popeye  
WSOC-TV, Charlotte, N. C.

**CALLIGAN, VAN**  
WXIX-TV, Milwaukee, Wis.

**CALLOWAY, WINSTON**  
Golden Chariot  
WCRT, Macon, Ga.

**CALVERT, GARRY**  
WSTV, Steubenville, Ohio

**CALVERT, RAYMOND W.**  
KVOC, Casper, Wyo.

**CAMARGO, RALPH**  
U. S. Steel, Our Miss Brooks,  
William Bendix Show, Hove Gun  
Will Travel, CBS-TV

**CAMERON, WALLY**  
WIOS, Tawas City, Mich.

**CAMPBELL, BUD**  
KARK-TV, Little Rock, Ark.

**CAMPBELL, DAVE**  
WAPI, Birmingham, Ala.

**CAMPBELL, DEE**  
WAVI, Dayton, Ohio

**CAMPBELL, SOUP**  
Saturday with Soup  
WFDF, Flint, Mich.

**CANFIELD, ROY**  
WMLF, Pineville, Ky.

**CANNON, JEAN**  
WPCO, Clinton, S. C.

**CANNON, LOWELL**  
Top Tunes  
KLAS, Las Vegas, Nev.

**CANTER, RUSSELL**  
WBNS, Columbus, Ohio

**CANTERBURY, MEL**  
WMON, Montgomery, W. Va.

**CANTOR, LOUIS**  
WDIA, Memphis, Tenn.

**CAPROL, ED**  
Wrestling  
WLW-A, Atlanta, Ga.

**CARAWAY, ALLEN**  
WHSM, Hayward, Wis.

**CARD, CLELLAN**  
Axel and His Dog  
WCCO-TV, Minneapolis - St.  
Paul, Minn.

**CARD, JERRY**  
WREP, Rossville, Ga.

**CARDENAS, HUGH**  
KRSI, Minneapolis, Minn.

**CARDILLE, BILL**  
Luncheon  
WIIIC, Pittsburgh, Pa.

**CARL, LEN**  
WLAP, Lexington, Ky.

**CARLE, BENNY**  
Circle 6 Ranch  
WBRC-TV, Birmingham, Ala.

**CARLETON, LAD**  
WKBR, Manchester, N. H.

**CARLINI, ULYSSES**  
Peppo the Clown  
WEHT, Evansville, Ind.

**CARLISLE, JIM**  
Best on Wax  
WLAG, LaGrange, Ga.

**CARLSON, HERB**  
WARB, Covington, La.

**CARLTON, ROBERT**  
WJRI, Lenoir, N. C.



**FRANK SIMMS**

Management — William J. Bratter  
SU 7-5400



**CARL CARUSO**  
ANNOUNCER - MC  
JU 2-8800

# RADIO-TV ANNOUNCERS, EMCEES

**CARMODY, BILL**  
 Record Pre View  
 WEIC Charleston III

**CARNEY, EARL**  
 Carolina Special  
 WDBM Statesville N C

**CARPENTER, WAYNE**  
 KPIB Thibodaux La

**CARPENTER, WILEY**  
 WENC Asheville N C

**CARR, HERMAN**  
 WBLY Springfield Ohio

**CARR, ROY**  
 WTCN Minneapolis Minn

**CARRIGAN, JIM**  
 Show of Shows  
 WGBI Columbus Miss

**CARROLL, RALPH**  
 WNBZ WNBZ-TV Birmingham N Y

**CARSON, KIT**  
 Nighttime Sylacauga  
 Sylacauga Ala

**CARSTENS, AL**  
 KATE Albert Lea Minn

**CARTER, BOB**  
 WPTA Port Wayne Ind

**CARTER, CAL**  
 Ringo  
 KAMD Camden Ark

**CARTER, DIAMOND**  
 WMFR High Point N C

**CARTER, ESTILL LEE**  
 Dance Time  
 WPRT Prestonsburg Ky

**CARTER, JERRY**  
 Showcase  
 WKIP Poughkeepsie N Y

**CARTER, KEN**  
 KDSX Denison-Sherman Tex

**CARTER, ROGER**  
 WADC Akron Ohio

## CARUSO, CARL

Modern Romances  
 NBC-TV

## CASE, NELSON

Conquest, High Adventure, Garry  
 Moore Show, CBS-TV, Pat  
 Boone—Andy Williams, Sammy  
 Kaye, ABC-TV, Tic-Tac-Dough,  
 NBC-TV

**CASEY, JIM**  
 WPON, Pontiac Mich

**CASSELLMAN, CHET**  
 KMPC Los Angeles Calif

**CASTLEBURY, ROY**  
 Coffee Time  
 KFTV Paris Tex

**CASTOR, CHARLES**  
 RVCV Redding Calif

**CAUSEY, BID**  
 Capt Showboat '58  
 KNOE TV, Monroe La

**CAVITT, DON**  
 KRSD Minneapolis Minn

**CAWOOD, JOHN**  
 Roundup  
 WMK Middleboro Ky

**CHAMBERS, BOB**  
 Telefriend  
 KIXX Provo Utah

**CHAMBERS, JO**  
 KYOL Lafayette La

**CHAMPENESS, HAL**  
 Chic Adams Show  
 KENT-TV Anchorage Alaska

**CHAMPION, JESSE**  
 WJLD Birmingham Ala

**CHANDLER, JACK**  
 KCMS Manitou Springs, Colo

**CHANEY, JACK**  
 KJCK Junction City Kan

**CHAPMAN, FRED**  
 WSTI Saurat Fla

**CHAPMAN, GLENN**  
 KOLS Pryor Okla

**CHAPMAN, JOHN**  
 WMIX Mt Vernon Ill

**CHAPMAN, TOM**  
 KSON San Diego Calif

**CHAPPEL, LLOYD**  
 KARM Fresno Calif

**CHARE, AL**  
 KFHA Tacoma Wash

**CHASE, JIM**  
 KGLL Miami, Okla

**CHASE, KEN**  
 Town & Country Time  
 WTVL Waterville Me.

**CHASE, WARD**  
 WFTT TV, Milwaukee Wis

**CHRISTEN, BOB**  
 Dawn Patrol  
 WERC Duluth Minn

**CHAVEZ, FEDERICO**  
 Casendas Musical  
 KABQ Albuquerque N. M

**CHATHAM, JOHN**  
 Neighbor John  
 KATL Casper, Wyo

**CHERRY, AL**  
 Sunnyside Up  
 KRWC Forest Grove, Ore

**CHIVILLET, DON**  
 WNDU South Bend, Ind.

**CHICK, JOHN**  
 Tulsa Ballroom  
 KRMG, Tulsa Okla

**CHILDS, RALPH**  
 KMA Shenandoah Iowa

**CLARK, DICK**  
 American Bandstand  
 ABC TV

**CLARK, JAY**  
 WAVZ New Haven Conn

**CLARK, LEE**  
 KFSD KFSD-TV San Diego  
 Calif

**CLARK, TUBBIE**  
 KTW Seattle Wash

**CLARK, WARREN**  
 KTUC Tucson Ariz

**CLARKE, JOHN H.**  
 Marathon, News, NBC; Continental  
 Class Room, Frances Langford  
 Special, NBC-TV



**MERV GRIFFIN**

William Bratter (Pers Mngr.)

MCA



**GENE HAMILTON**

NBC — WRCA-TV

## RADIO-TV ANNOUNCERS, EMCEES

- CLAUS, DICK**  
Music for Moderns  
KIDD, Monterey, Calif.
- CLAYTON, BOB**  
Movie Seven  
WCKT, Miami, Fla.
- CLAYTON, BOB**  
Boston Ballroom  
WHDH-TV, Boston, Mass.
- CLAYTON, TOM**  
Souvenirs  
WLLH, Lowell, Mass.
- CLELAND, BOB**  
KTNT, Tacoma, Wash.
- CLEMENS, BOB**  
Coffee Date  
KZUM, Farmington, N. M.
- CLIFFORD, EDDIE**  
KTW, Seattle, Wash.
- CLIFTON, CHUCK**  
WROX, Clarksdale, Miss.
- CLIFTON, DON**  
WTUX, Wilmington, Del.
- CLINKHAMMER, JACK**  
Jack West Show  
WWOL, Buffalo, N. Y.
- CLOONEY, NICK**  
WLAP, Lexington, Ky.
- CLOVIS, CARL**  
WHAR, Clarksburg, W. Va.
- COATS, BOB**  
KEED, Springfield, Ore.
- COBB, LARRY**  
Pop The Question  
KOWB, Laramie, Wyo.
- CODDAIRE, BILL**  
Old Commuter  
WSTC, Stamford, Conn.
- COFFEY, WILLIAM**  
WILE, Cambridge, Ohio
- COFFMAN, CARLE**  
Hi-Fi Way  
KCEE, Tucson, Ariz.
- COHEN, DONNIE S.**  
KLLA, Leesville, La.
- COLE, DOUG**  
WIKE, Newport, Vt.
- COLE, PETER**  
WEAT, West Palm Beach, Fla.
- COLE, PINKNEY B., Jr.**  
1330 Club  
WTRO, Dyersburg, Tenn.
- COLEMAN, CHARLIE**  
Downbeat  
WHMS, Charleston, W. Va.
- COLEY, MARVIN A.**  
Easy Listening  
WADZ, Albemarle, N. C.
- COLLIER, RALPH**  
Wonderful Town  
WCAU, Philadelphia, Pa.
- COLLINS, FRED**  
Five Star Matinee  
NBC
- COLLINS, JERRY**  
Tennessee Barn Dance  
WNOX, Knoxville, Tenn.
- COLLINS, WILLIAM**  
WPMP, Pascagoula, Miss.
- COLLINSWORTH, JACK**  
"Bama Beat"  
WULA, Eufaula, Ala.
- COLLYER, BUD**  
Beat the Clock, ABC-TV
- COLSTON, JIM**  
WMNS, Ocean, N. Y.
- COMBS, MARK**  
WFMY-TV, Greensboro, N. C.
- COMBS, WAYNE**  
1390 Club  
WKIC, Hazard, Pa.
- COMPTON, LEWIS**  
Rise & Shine  
WHEE, Martinsville, Va.
- CONFER, KERBY E.**  
Night Train  
WMPT, Williamsport, Pa.
- CONNELL, JOHN**  
Lucky Lager Dance Time  
KPOA, Honolulu, T. H.
- CONTE, JOHN**  
Matinee Theater  
NBC-TV
- CONTI, LARRY**  
Night Club  
WSTV, Steubenville, Ohio
- CONWAY, ED**  
Woman's World  
WCPS, Tarboro, N. C.
- COOK, FRED**  
KTNC, Falls City, Neb.
- COOK, JAY**  
KIDO-TV, Colorado Springs, Colo
- COOK, MAL**  
Ebony Bandstand  
WAUG, Augusta, Ga.
- COOK, REEVES**  
WBPD, Orangeburg, S. C.
- COOK, RUSS**  
Time Keeper Show  
WLOH, Princeton, W. Va.
- COOKE, ALISTAIR**  
Omnibus  
NBC-TV
- COOPER, JOE**  
Bingo  
KMSF-TV, Minneapolis, Minn.
- COOPER, STAN**  
The Early, Early Show  
KABL, Auburn, Calif.
- COPE, FRANK**  
Ole Lazy Man  
WMRB, Greenville, S. C.
- COPPI, IRVIN**  
Time Keeper Show  
WJPF, Herrin, Ill.
- CORBETT, JOHN**  
Speaker of the House  
WBEN, WBEN-TV, Buffalo, N. Y.
- CORCORAN, BILL**  
Meet Your Neighbor  
KLFY-TV, Lafayette, La.



**JOHN CLARKE**

— NBC STAFF —



*Jim Coy*

**RADIO-TV  
COMMERCIALS  
FILMS  
MC-HOST**

JU. 2-8800



# RADIO-TV ANNOUNCERS, EMCEES

## CORDELL, CARL B.

B. December 12, 1923, Greensboro, N. C.; Cordell's Corner, WITN-TV; Quiz Club, WRC-TV; Lucky Partners, NBC-TV

## CORNICK, BILL

KSIB, Creston, Iowa

## COSTIN, DICK

Music for Fun  
WBGR, Jesup, Ga.

## COVAIA, AL

KSBS, San Francisco Calif

## COWAN, JIM

KGEM, Boise, Idaho

## COX, JIM

WGGH, Marton, Ill

## COY, JIM

B. October 5th, 1916, Kansas City, Mo., Wanted Dead or Alive, CBS-TV; NBC Radio News (on the hour), Guy Lombardo Show, NBC-Radio; Radio New York, WOR, Rheingold Theatre, NBC-TV; Wednesday Night Fights, ABC-TV

## CRADDOCK, JAMES

KADO, Marshall, Tex

## CRAIG, BILL

WXEX-TV, Petersburg - Richmond, Va.

## CRAIG, TED

WLJS, Old Saybrook Conn

## CRAIG, VERN

WKAP, Allentown Pa

## CRANE, GENE

Dividends for Homemakers  
WCAU-TV, Philadelphia, Pa

## CRAWFORD, GENE

Toast n Coffee  
WBFB, Evansville Ind.

## CRAWFORD, GEORGE

Bandwagon  
WTAR, Norfolk, Va

## CRAWFORD, JIM

WJTV, Jackson, Miss

## CRAWFORD, JIM

The Trading Post  
WBTM, Danville Va.

## CRAYCRAFT, ROGER

Sunday Concert  
KLMO, Longmont, Colo.

## CRITCHLOW, JOE

KVOG, Ogden, Utah

## CROCKER, SID

WAFB-TV, Baton Rouge, La

## CROFT, MARTIN

Hi-way 1370  
WKMC, Roaring Spring, Pa

## CROMWELL, GEORGE

KOIL, Omaha, Neb.

## CROMWELL, JIMMY

KTLL, Rusk, Tex

## CROSLEY, JIM

WYTH, Madison, Ga

## CROSS, MILTON

The Metropolitan Opera: The Metropolitan Opera Auditions of the Air, The Same Christmas, ABC

## CROUDUP, ANDY

Spiritual Jubilee  
WESY, Leland-Greenville, Miss

## CULLEN, BILL

Pulse, NBC, The Price Is Right, NBC-TV

## CUMMINGS, KEITH

Caravan of Music  
KWHN, Ft Smith, Ark.

## CUNNINGHAM, FRANK

WPMP, Pascagoula, Miss

## CUNNINGHAM, HUNT

Sunday Drive  
WLAG, LaGrange, Ga

## CUNNINGHAM, JACQUES

WBLD, Niagara Falls N. Y

## CUNNINGHAM, JOE

Hi-Fi In Stereo  
WLBR, Lebanon, Pa

## CUPP, MICKEY

Coffee with Cupp  
KCMC-TV, Texarkana, Tex

## CURRY, BILL

Soundtrack  
WIS, Columbia, S. C.

## CURTIN, MARK

KEYO, Lubbock, Tex.

## CURTIS, AL

Cartoon Capers  
WDIR-TV, Knoxville, Tenn

## CUTLER, JIM

WRAM, Monmouth, Ill

## CUTSHALL, HANK

So Dade Roundup  
WSDB, Homestead, Fla

## CUTSHALL, JOHN

WRAY, Princeton, Ind

## — D —

## DABNEY, ROBERT

WMOV, Ravenswood, W. Va.

## DALE, BOB

KFMB-TV, San Diego, Calif

## DALE, CURLY

KFNF, Shenandoah, Iowa

## DALE, JEFF

Ark-La-Tex Jubilee  
KWKH, Shreveport, La

## DALLES, BILL

Cavalcade of Music  
WCPO, Cincinnati, Ohio

## DAMBACH, KEN

WHBI, Newark, N. J

## DAMON, JERRY

B. Orange, N. J.; NBC-TV Opera Theatre, My Gardner Calling, NBC-TV, Marathon, NBC Network; News on the Hour, Monitor, NBC

## DANCY, WILLIAM

Anything Goes  
WVNR, Beckley, W. Va



**SONNY FOX**

Ashley-Steiner



**ALLEN SWIFT**

Captain of the "S. S. Popeye"  
and

"The Voice of Everything—  
But Firestone"

## RADIO-TV ANNOUNCERS, EMCEES

- DANEHE, DICK**  
All-Star Golf  
ABC-TV
- D'ANGELO, ARNIE**  
Top 10 Dance Party  
WHEN-TV, Syracuse, N. Y.
- DANIELS, BO**  
Hit Parade  
WGAV, Amsterdam, N. Y.
- DANIELS, DAN**  
WKMI, Kalamazoo, Mich.
- DANIELS, GARY**  
Daniels Den  
WCST, Berkeley Springs,  
W. Va.
- DANIELS, JACK**  
WJHL, Johnson City, Tenn.
- DANN, HARVEY**  
KFH, Wichita, Kan.
- DANOS, DEAN**  
KROY, Sacramento, Calif.
- DARK, JOHNNY**  
Tele-Quest Time  
WEAM, Washington, D. C.
- DARY, ALAN**  
Boston Movietime  
WBZ-TV, Boston, Mass.
- DAUER, DON**  
WSYR-TV, Syracuse, N. Y.
- DAUGHERTY, DOC**  
Club 43  
WSBA-TV, York, Pa.
- DAUGHERTY, PAUL**  
Assignment Atlanta  
WLW-A, Atlanta, Ga.
- DAVID, RUSS**  
Playhouse Party  
KSD, St. Louis, Mo.
- DAVID, STAN**  
Concert Festival  
WBAB, Babylon, N. Y.
- DAVIES, BOB**  
Ladies Matinee  
KOOL-TV, Phoenix, Ariz.
- DAVIS, ARCH**  
WFHR, Wisconsin Rapids,  
Wis.
- DAVIS, DAVE**  
WFBF, Fernandina Beach,  
Fla.
- DAVIS, DEWAYNE**  
Good Morning  
KINE, Kingsville, Tex.
- DAVIS, GEOFF**  
WROW, Albany, N. Y.
- DAVIS, HY**  
WABB, Mobile, Ala.
- DAVIS, JACK**  
WQUB, Galesburg, Ill.
- DAVIS, JIM**  
Sunday Hayride  
WBLJ, Dalton, Ga.
- DAVIS, JIM**  
WLW-I, Indianapolis, Ind.
- DAVIS, JOHN L.**  
Kitchen Klub  
WKEY, Covington, Va.
- DAVIS, LES**  
WROV, Roanoke, Va.
- DAWN, DICK**  
All-Night Downbeat  
WEAM, Washington, D. C.
- DAY, BOB**  
Let's Listen to Music  
WICY, Malone, N. Y.
- DAY, BOB**  
Breakfast Express  
WOKZ, Alton, Ill.
- DEACONS, JUDSON**  
Musicland  
WBGR, Jesup, Ga.
- DEAL, FRANK**  
WCYB-TV, Bristol, Va.
- DEAN, DAVE**  
KIMO, Independence, Mo.
- DEAN, JERRY**  
Jazz College  
KNBA, Vallejo, Calif.
- DEAN, LOU**  
Music 'Til Morning  
WRVA, Richmond, Va.
- DEAN, VICTOR**  
WING, Dayton, Ohio
- DeCARO, PAUL**  
WRIB, Providence, R. I.
- DEDRICK, DAVE**  
KELO, Sioux Falls, S. D.
- DEE, JIMMY**  
WRBC, Jackson, Miss.
- DeHAVEN, BOB**  
Good Neighbor Time  
WCCO, Minneapolis, Minn.
- DETRICK, HARRY**  
Hometown  
WATO, Oak Ridge, Tenn.
- DeLAPP, BOB**  
KELA, Centralia-Chehalis,  
Wash.
- DeLARA, MARIO**  
Radio Reloj  
WHOM, New York, N. Y.
- DELIN, JIM**  
WSYR, Syracuse, N. Y.
- DEL VALLE, NELSON**  
WORA, Mayaguez, P. R.
- DeMATTEO, RON**  
WTSL, Hanover, N. H.
- DeMONBRUN, DON**  
KWRY, Winner, S. D.
- DeMOSS, LYLE**  
Loafin' with Lyle  
WOW, Omaha, Neb.
- DENNIS, JOE**  
WARK, Hagerstown, Md.
- DENSMOOR, JAMES**  
WCWC, Ripon, Wisc.
- DENT, CHUCK**  
WRGR, Starke, Fla.
- DERBYSHIRE, JACK**  
Early Riser's  
WBTA, Batavia, N. Y.
- DEER, RICHARD**  
WGPA, Bethlehem, Pa.
- DEUEL, BILL**  
Music Room  
WLYC, Williamsport, Pa.
- DEVANEY, KEN**  
KJEO, Fresno, Calif.
- DEXTER, JERRY**  
KENO, Las Vegas, Nev.



### DON MORROW

ANNOUNCER-HOST-ACTOR

JU 2-8800



### NELSON CASE

EXCLUSIVE MANAGEMENT

CARL EASTMAN

80 Park Ave.

MU 2-4986

# RADIO-TV ANNOUNCERS, EMCEES

**DEXTER, LARRY**  
KILAT Phoenix Ariz

**DE WITT, JOHN**  
After Glow  
WWHG Hornell N Y

**DeYOUNG, JOHN**  
WGL Fort Wayne Ind

**DIAZ, JUAN R.**  
Lebate Musical  
WDOM, New York N Y

**DIAZ, R. COLON**  
India Canta  
WTML, Mayaguez P R

**DICKEY, GENE**  
Genesee Jamboree  
WBBC Flint, Mich

**DICKSON, BOB**  
Talent Search  
KRGV TV, Westaco, Tex

**DICKSON, FRED**  
WSOC, Charlotte N. C.

**DIHLL, BILL**  
Top Forty Show  
WDGY, Minneapolis Minn

**DIETZ, LARRY**  
This That and the Other  
KLMO, Longmont Colo

**DIFEE, BILL**  
WENS, Burlington N C.

**DILLARD, WAYNE**  
Sunset Express  
KAVR, Apple Valley, Calif

**DILLINGHAM, ALEX**  
WOOD TV, Grand Rapids Mich

**DILLON, EUGENE**  
Make Yours Music  
WGMW, Canton Ohio

**DILLON, PAT**  
Roller Derby  
ABC-TV

**DILWORTH, SCOTT**  
Swingshift  
WTAN, Clearwater Fla

**DINET, BOB**  
Minding Your Business  
WONG Oneida, N Y

**DINUNZIO, MARIO**  
WWON, Woonsocket, R I

**DIRENZO, NICK**  
Polka Party  
WATR Morristown N J.

**DI SALVO, HUGO**  
WIOU, Kokomo Ind

**DIXON, DICK**  
Platter Party  
KIXX Provo Utah

**DIXON, JOHN**  
WALA-TV, Mobile, Ala

**DOBBS, JACK C.**  
Coffee Time  
WZOB, Fort Payne Ala

**DODEL, BILL**  
Rooster Reveille  
KJLC, Lewiston, Idaho

**DOKAY, JERRY**  
WLSD Big Stone Gap, Va

**DONAHOO, DEL**  
WOW-TV Omaha, Neb

**DONOVAN, DAN**  
WMEX, Boston Mass

**DORAIS, BILL**  
Festival of Music  
RLX Oakland, Calif

**DORSEY, TOM**  
WCOW Sparta Wisc

**DOUBLEDAY, DEACON**  
WSYR Syracuse N Y

**DOUGHERTY, AL**  
KXLT, Helena Mont

**DOUGLAS, GLEN**  
WHUB Virginia Minn

**DOUGLAS, JACK**  
Bold Journey  
ABC-TV

**DOUGLAS, JACK**  
WNIL Niles Mich

**DOVER, BILL**  
KWTX TV Waco, Tex

**DOWLING, BILL**  
WEDO McKeesport Pa

**DOWNS, HUGH**  
Monitor NR

**DOYLE, FRANK**  
Morning Matinee  
WUMB, Melbourne, Fla

**DRAGIN, TED**  
WSAV-TV Savannah, Ga

**DRAKE, JOHNNY**  
Big Bands Show  
WNAB, Bridgeport, Conn

**DREIGHTON, FRANK**  
Startime Weathervane  
WNBL-TV, South Bend, Ind

**DREIBACH, SANDY**  
Parade of Schools  
WPAY Portsmouth Ohio

**BRISCOLL, DICK**  
WMEG, Hibbing Minn

**DRUCKER, JACK**  
WIRA, Fort Pierce, Fla

**DRUMMOND, BUDD L.**  
Houseparty  
WACB, Kittanning Pa

**DUANE, TERRY**  
WMLB, Miami Fla

**DUCK, ORMAN**  
WDOE, Dunkirk, N Y

**DUDDALE, CHARLIE**  
KPIX San Francisco, Calif

**DUNAWAY, BOBBIE**  
Romper Room  
WTVM, Columbus, Ga.

**DUNBAR, LEE**  
WHCU, Ithaca, N Y

**DUNCAN, TERRY**  
Spotlight  
KGBL-TV Billings Mont.

**DUNN, ED**  
WDSK, Cleveland, Miss

**DUNN, GERRY**  
KOLT Scottsbluff Neb

**DUNN, TOM**  
Dunn's Inn  
WPEO Peoria Ill

**DUNN, WELTA KAN**

**DUNNE, BOB**  
RDU 9-TV, Lumbok, Tex.



**BUD COLLYER**



**BOB EMERICK**

Judson 2-8800

# RADIO-TV ANNOUNCERS, EMCEES

**DUNNE, STEVE**  
Truth or Consequences  
NBC-TV

**DUNNICLIFF, JOHN**  
KTRF, Thief River Falls,  
Minn.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC

**DUNSFORD, ANN**  
Kiddie Time  
WECT, Wilmington, N. C.

**DUPUY, MONTY**  
Motorcade  
WFBC, WFBC-TV, Greenville,  
S. C.

**DURAN, TED**  
Fiesta Time  
KBUC, Corona, Calif.

**DURAND, TOM**  
WTTM, Trenton, N. J.

**DUVALL, JED**  
WTK, Durham, N. C.

**DWYER, BILL**  
WHAM, Rochester, N. Y.

**DYER, BOB**  
WKNX-TV, Saginaw, Mich.

**DYER, HAL**  
WLNH, Laconia, N. H.

**DYKE, BILL**  
WISC, Madison, Wisc.

**DYKSTRA, LARRY**  
WJBL, Holland, Mich.

**DYMOND, WILLIAM**  
WTRA, Latrobe, Pa.

**DZIKOWSKI, CAS**  
Polish Hour  
WJVA, South Bend, Ind.

## — E —

**EARLE, BOB**  
WVCU, Ithaca, N. Y.

**EARLE, GEORGE**  
Breakfast at Heer's  
KWTO, Springfield, Mo.

**EARLEY, BILL**  
Morning Side of Record  
WEMB, Erwin, Tenn.

**EARLEY, TOM**  
Speak Your Peace  
WBCB, Levittown, Pa.

**EARLY, BOB**  
KIKO, Globe-Miami, Ariz.

**EARLY, BOB**  
KOOL, Phoenix, Ariz.

**EASTMAN, JIM**  
Radio Newsreel  
WBMC, McMinnville, Tenn.

**EBERSOLE, MERLE**  
WKMC, Roaring Spring, Pa.

**EDDY, RAY**  
WIST, Charlotte, N. C.

**EDENS, GARY**  
WSAT, Salisbury, N. C.

**EDLEMAN, CHUCK**  
WVEC, Hampton, Va.

**EDSEL, JACK**  
WRAM, Monmouth, Ill.

**EDWARDS, DON**  
KROC, Rochester, Minn.

**EDWARDS, GEORGE**  
WQXR, New York, N. Y.

**EDWARDS, HOP**  
WAPI, Birmingham, Ala.

**EDWARDS, JACK**  
Melody Inn  
WOMT, Manitowoc, Wis.

**EGAN, BILL**  
WHBI, Newark, N. J.

**EGAN, LEO**  
WBZ-WBZA, Boston-Spring-  
field, Mass.

**EIGEN, JACK**  
WMAQ, Chicago, Ill.

**EISNER, JIM**  
Road Show  
KTIB, Thibodaux, La.

**ELDRIDGE, TED**  
WKNE, Keene, N. H.

**ELDRIDGE, GARY**  
WMOR, Morehead, Ky.

**ELIAS, EDDIE**  
WAKR-TV, Akron, Ohio

**ELKINS, JIM**  
KNOC, Natchitoches, La.

**ELLIOT, WIN**  
Cavalcade of Sports, NBC;  
'Win with a Winner', NBC-TV

**ELLIOTT, HANK**  
WORL, Boston, Mass.

**ELLIOTT, JIM**  
Jultebox  
WWWR, Russellville, Ala.

**ELLIOTT, JOHN**  
KRSD, Rapid City, S. D.

**ELLIOTT, KING**  
WAVO, Avondale Estates, Ga.

**ELLIOTT, MELVIN**  
WQXR, New York, N. Y.

**EMERY, JIMMY**  
Coffec Club  
WPCO, Mt. Vernon, Ind.

**EMRY, W. C.**  
KSOK, Arkansas City, Kan.

## EMERICK, ROBERT E. (BOB)

B. December 9, 1915, Tacoma,  
Wash.; Perry Mason, December  
Bride, Zane Grey Theatre, Dar-  
ringer, CBS

**EMERSON, BILL**  
Lunch at La Grange  
WBAB, Babylon, N. Y.

**EMERY, BOB**  
Big Brother  
WBZ-TV, Boston, Mass.

**EMICH, HOWARD L.**  
WMAM, Marinette, Wjs.

**EMMERT, LLOYD**  
Sunny Side Up  
KDRS, Paragould, Ark.

**EVANS, BOB**  
'T' Windsor  
KROD-TV, El Paso, Tex.



**BROOKE TAYLOR**

*Management*

MARY G. DOOLING

730-5th Ave., N.Y.C.

JU 6-6915



**PHIL TONKEN**

JU 2-8800

# RADIO-TV ANNOUNCERS, EMCEES

**ENGLISH, DAVID**  
Night Train  
WHGR, Houghton Lake, Mich

**ENO, JACK**  
Night Patrol  
WEER, Buffalo, N. Y

**ERBES, LESTER M.**  
RURA, Moab, Utah

**ERCK, LOU**  
KSSS, Sulphur Springs, Tex

**EUBANKS, BOB**  
KACY, Oxnard, Calif.

**EVANS, BILL**  
Companion Show  
WJJC, Commerce, Ga

**EVANS, DON**  
KOPR, Butte, Mont

**EVANS, GREG**  
Monitor-Local  
WRDO, Augusta, Maine

**EVANS, JEFF**  
Midday Matinee  
WRDW-TV, Augusta, Ga

**EVANS, JOHNNY**  
WIS-TV, Columbia S. C.

**EVERIT, TOM**  
Pow-Wow  
KBOP, Pleasanton, Tex

**EWING, CLIFF**  
Modern Home  
KOOK, Billings, Mont

**EYRE, AL**  
WTOB, Torrington, Conn

**EYRICH, DICK**  
WSFR, Winter Haven Fla

## — F —

**FACEMYER, ROY**  
Jersey Jamboree  
WSNJ, Bridgeton, N. J

**FAIRCHILD, ART**  
KVNJ, Coeur D'Alene, Ida

**FARIS, LYNN**  
Good Morning Show  
WBRC, Birmingham Ala

**FARMER, FRANCES**  
WFBI-TV, Indianapolis, Ind.

**FARRAYE, LOU**  
WNOR, Norfolk, Va

**FARRINGTON, BOB**  
WHOO, Orlando, Fla.

**FARRINGTON, GLEN**  
WTAX, Springfield, Ill.

**FAULCONER, FRANK**  
WKXP, Lexington, Ky

**FAULK, LINC**  
WCKB, Dunn, N. C

**FAUSH, ERSKINE**  
WENN, Birmingham, Ala.

**FAY, JERRY**  
KOYN, Billings, Mont

**FEATHERSTONE, CHARLES**  
WWSO, Glens Falls, N. Y.

**FEDUCCIA, L. A.**  
Coffee Break  
WDSK, Cleveland, Miss

**FELLMER, FRANK**  
Music Box  
WMTR, Morristown, N. J

**FENNEL, DICK**  
At Sundown  
WRDW-TV, Augusta Ga.

**FENNEMAN, GEORGE**  
You Bet Your Life, NBC-TV  
Anybody Can Play, ABC-TV

**FERGUSON, DON**  
Jumptown  
WNOK-TV, Columbia, S. C.

**FERRIN, TOM**  
WMBV-TV, Marinette, Wis

**FESPERMAN, HOMER**  
Bandstand  
WIS, Columbia S. C

**FESPERMAN, JAMES E.**  
KFSA, Fort Smith, Ark.

**FIELDS, ERIC C.**  
WPDM, Potsdam, N. Y

**FILBEN, PAUL**  
WDEC, Americus, Ga

**FILE, AUGIE**  
WALA, Mobile Ala

**FILES, FRANK**  
WNAE, Warren, Pa.

**FILKINS, LARRY**  
KGNC-TV, Amarillo, Tex.

**FINLEY, ART**  
Kaleidoscope  
KROW, Oakland, Calif

**FINLEY, CURT**  
KBMX, Coalinga Calif.

**FISHER, ED**  
Holler Dollar  
WJW-TV, Cleveland, Ohio

**FISHER, GEORGE**  
WBBQ, Augusta, Ga

**FISHER, JOHN**  
Bingo at Home  
WMBD-TV, Peoria, Ill.

**FISKE, FRED**  
WWDC, Washington, D. C

**FITZGERALD, JIM**  
WORL, Boston, Mass

**FITZGERALD, PAT**  
Lamplight Theatre, Best of  
MGM  
WNDU-TV, South Bend, Ind

## FITZMAURICE, MICHAEL

B. April 28, 1916, Chicago, Ill

**FLAGG, PAUL**  
WERD, Atlanta, Ga

**FLAHERTY, PAT**  
KBOE, Oskaloosa, Iowa

**FLATHER, HARLEY**  
KROC, Rochester, Minn

**FLEET, TOM C. JR.**  
Have Fun  
KANN, Sinton, Corpus  
Christe, Tex

**FLEETWOOD**  
Music Through the Night  
NRC

**FLEMING, ARNAULD**  
Buckeye Bngle Call  
WCLT, Newark, Ohio



### REX MARSHALL

- MANAGEMENT -  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



### FRED SCOTT

ANNOUNCER — MC — HOST

LE 5-1000



# RADIO-TV ANNOUNCERS, EMCEES

**FLEMING, JACK**  
Listen Ladies  
WAJR, Morgantown, W. Va.

**FLEMING, JACK**  
Wythe County Jamboree  
WYVE, Wytheville, Va.

**FLETCHER, CLIFF**  
KUJ, Walla Walla, Wash.

**FLETCHER, FRED**  
Tempus Fugit  
WRAL-TV, Raleigh, N. C.

**FLORENCE, GEORGE**  
WSLI, Jackson, Miss.

**FLORENCE, JERRY**  
Take It From The Top  
WOOD, DeLand, Fla.

**FLOP, BUZZ**  
KORE, Eugene, Ore.

**FLYNN, CHARLES**  
WFBG-TV, Altoona, Pa.

**FLYNN, ED**  
Almanac  
WKCB, Berlin, N. H.

**FOLAND, MYLES**  
WCPO, Cincinnati, Ohio

**FOLEY, DON**  
KROY, Sacramento, Calif.

**FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.

**FORBES, JERRY**  
WSPR, Springfield, Mass.

**FORD, CHUCK**  
Minute Hand  
WLAK, Lakeland, Fla.

**FORD, CLIFF**  
KLRA, Little Rock, Ark.

**FORD, DAUN**  
Platter Panel  
KFQE-TV, St. Joseph, Mo.

**FORD, DOUG**  
WCYB, Bristol, Va.

**FORD, MICHAEL**  
KTYM, Inglewood, Calif.

**FORD, TONY**  
WGES, Chicago, Ill.

**FORD, VINCE**  
WKML, Kalamazoo, Mich.

**FORDYCE, JERRY**  
WLBP, New Albany, Ind.

**FORE, FANTBOY**  
WFPM, Fort Valley, Ga.

**FORREST, RAY**  
Children's Theatre  
NBC-TV

**FORRESTER, ERNIE**  
KGNO, Dodge City, Kan.

**FORSLUND, FRED Z.**  
Morningside  
KCRB, Chanute, Kan.

**FORSYTH, DAVE**  
News Tonight  
WICU-TV, Erie, Pa.

**FOSTER, BOB**  
WGGH, Marion, Ill.

**FOSTER, IRV**  
WSNJ, Bridgeton, N. J.

**FOSTER, JOHN C.**  
WSNT, Sandersville, Ga.

**FOSTER, LAVERNE**  
WDSP, DeFuniak Springs, Fla.

**FOWLER, LARRY**  
Caravan  
KVOE, Emporia, Kan.

**FOX, GARY**  
WTRR, Sanford, Fla.

**FOX, IRWIN**  
**'SONNY'**  
Wonderama, WNEV-TV; Price Is Right, NBC; Beat the Clock, ABC; To Tell The Truth, CBS; Breeze Commercials—Lever Bros.

**FOX, LES**  
WMMW, Meriden, Conn.

**FRANCIS, BILL**  
KLEN, Killeen, Tex.

**FRANCOIS, PAT**  
Carousel  
KFIV, Modesto, Calif.

**FRANK, JOE**  
KTUC, Tucson, Ariz.

**FRANKLIN, DON**  
Franklins Frolics  
WCRB, Miami, Fla.

**FRANKLIN, JOHN**  
KUKI, Ukiah, Calif.

**FRANZ, DON**  
KATE, Albert Lea, Minn.

**FRASER, GORDON**  
Monitor  
NBC

**FREDERICKS, ALAN**  
WGLI, Babylon, L. I.

**FREDINE, DARYL**  
KRTN, Raton, N. M.

**FREEMAN, BILL**  
KGFV, Kearney, Neb.

**FREEMAN, BILL**  
KTAR, Phoenix, Ariz.

**FREEMAN, HARRY**  
KFSA, Fort Smith, Ark.

**FREEMAN, JERNE**  
WJQS, Jackson, Miss.

**FREEE, BOB**  
KRIO, McAllen, Tex.

**FREIN, DEAN**  
KXTC, Iowa City, Iowa

**FRENCH, PETE**  
KYW, Cleveland, Ohio

**FRIEDMAN, BERNARD**  
Concert Gems  
WISL, Shamokin, Pa.

**FROLAND, JOHN**  
WBHQ, Memphis, Tenn.

**FROMME, GALEN**  
Open Line  
WBAL, Baltimore, Md.

**FRIEND, BOB**  
KJAN, Atlantic, Iowa

**FRY, DUGAN**  
Musical Notebook  
WCLT, Newark, Ohio

**FRY, JERRY**  
Goldie's Gang  
KHSL-TV, Chico, Calif.



## RALPH PAUL

— MANAGEMENT —  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



## BILL ROGERS

— Management —  
George F. Foley

730 Fifth Ave.

Judson 6-4312

# RADIO-TV ANNOUNCERS, EMOCEES

**FRYE, MARTIN**  
WRPD Worlinton, Ohio

**FUELIART DAVID**  
WNAE Warren, Pa

**FULLER, BOB**  
Little Rock University Speaks  
KTHV Little Rock Ark

**FULLER, CHARLES**  
Sun Up  
WSPN St Petersburg Fla

**FULLER, JACK**  
The Dawn Show  
WLAY Grand Rapids Mich

**FUSCO, DANNA**  
WRI N Union N Y

## — G —

**GABOR, BRUCE**  
KNLR North Little Rock, Ark

**GABRIELSON, CONRAD**  
WHLB Virginia Minn

**GAETA JACK**  
Mostly Music  
WMNS Olean N Y

**GAGNER BOB**  
KREW Sunnyside Wash

**GAINES WILLIAM**  
WKZO TV Kalamazoo Mich

**GALGON, PAUL**  
WKAP Albion Pa

**GALL, GARY B.**  
WC N Nellyville, Wisc

**GALLAN, ADAM**  
After School  
WYAM Abilene Pa

**GALLEGHER, RYCHEL**  
Albert's Breakfast Club  
KONP Port Angeles Wash

**GALLEGOS, JOSE**  
Entre Venimas  
KABQ Albuquerque N M

**GALLION, BOB**  
WABB Mobile Ala

**GALLOP, FRANK**  
Monitor NB  
The Perry Como Show  
NB TV

**GANNON, JOE**  
Operation 860  
KWPC Muscatine Iowa

**GARDELLA, HELEN**  
Tempest in a Teacup  
WBNT, Conway N H

**GARDINER, DON**  
Monday Morning Headlines  
ABC

**GARDNER, JAY**  
KVLV Fallon Nev

**GARDNER, RUSS**  
Shenandoah Showcast  
WSVA WSAV-TV Harrisonburg Va

**GARLINGER, GEORGE**  
WPPR Middletown Ohio

**GARNER, AL**  
WRGR Starke Fla

**GARNER, JOHNNA**  
KPAC TV Port Arthur Tex

**GARRE, ED**  
KASY Auburn Wash

**GARREN, MORT**  
KRSI Monroeville Minn

**GARRETT, LEROY**  
Blue Goose Show  
WETP, Huntsville Ala

**GARREY, ANDA**  
Weekend  
KBBK Kansas City Mo

**GARRON, DOUG**  
WSRO Marlborough Mass

**GARROWAY, DAVE**  
Monitor NB

**GARWOOD, JOHN**  
L10 Club  
WNBZ Saranac Lake N Y

**GASTON, LYLE**  
KQWA Enid Okla

**GATES, JIM**  
WTBG TV Abilene Pa

**GATES, PAT**  
WFAX Falls Church, Va

**GATLIN, JOHN**  
WFMW Madisonville Ky.

**GAUSTAD, GEORGE**  
KSHJ Aberdeen S D

**GALFORD, CHESTER**  
WFGM Fritchburg Mass

**GEARHART, AAL**  
KRNO San Bernardino Calif

**GEDDEN, DOROTHY**  
WISV Viroqua, Wis.

**GENDRON, CLEM**  
WTOL TV Toledo Ohio

**GENTILE, JOE**  
WHRY Ann Arbor Mich

**GENTRI, JOHN**  
KFST San Diego Calif

**GEORGE, SAM**  
KORA Bryan Tex

**CHICKSE, LARRY**  
Platter Patter  
WRFT Brookton Mass

**GIACONE, IAN**  
Birthday Club  
WABL Anate La

**GIBBS, HARRY**  
Wringlers Club  
RSD TV St Louis Mo

**GIBBS, LAWRENCE**  
KMLB Monroe La

**GIBLIN, JAY**  
WJER Dover Ohio

**GIBSON, DON**  
600 Club  
WCAP Murphy N C

**GIBSON JESS**  
KSIW Woodward Okla

**GILBERT, GALEN O**  
Hometown News  
KTLQ Tahlequah, Okla

**GILBERT, JAY**  
Musical Chuck  
KOKR Clarksville, Tex



**DEL SHARBUTT**  
**DEL SHARBUTT SHOW**

WABC — "Noon to 2" Monday thru Saturday  
Personal Management — Kal Ross



**FRED PARSONS**

JU 2-8800



## RADIO-TV ANNOUNCERS, EMCEES

### GILBERT, JOHNNY

Music Bingo  
ABC-TV, NBC-TV

### GILKEY, SAM B.

WKOA, Hopkinsville, Ky.

### GILL, GRACE

Medu Hora con Graciela  
KIFN, Phoenix, Ariz.

### GILMORE, BOB

Ladies Hall of Hits  
WLEE, Richmond, Va.

### GILMORE, TOM

KGWA, Enid, Okla.

### GIRAND, JOE

Show Case of Music  
WJNF, Manchester, Conn.

### GIVEN, JOE

Newscasts, WNEW  
Freelance Spokesman

### GLADDEN, BILL

Roadshow  
WAVE, Louisville, Ky.

### GLEASON, ROBERT

KTNT-TV, Tacoma, Wash.

### GLENN, BOB

WSTV-TV, Steubenville, Ohio

### GLICKMAN, MARTY

Cowtown Rodeo  
ABC-TV

### GLOVER, GEORGE

KTCS, Ft. Smith, Ark.

### GLOVER, HERB

WADP, Kane, Pa.

### GLYNN, JOHN

Music For You  
KSEK, Pittsburg, Kan.

### GODDARD, CHUCK

WLOL, Athens, Ga.

### GODWIN, CARROLL

The Music Beat  
WCSC, Charleston, S. C.

### GOLDEN, JIM

Music Maestro  
WARE, Ware, Mass.

### GOMBOS, ED

Afternoon Downbeat  
WCVA, Culpeper, Va.

### GONZALES, JOHN

WIOS, Tawas City, Mich.

### GONZALES, ED

WCMB, Harrisburg, Pa.

### GOODPASTURE, JOE

WELB, Johnson City, Tenn.

### GORDON, BILL

KTRN, Wichita Falls, Tex.

### GORDON, CHARLES

Wake Up & Live  
WPLM, No. Plymouth, Mass.

### GRAUER, BEN

Monitor; Nightline, NBC  
Radio; Searchlight, NBC-TV

### GRAULICH, BERT

Burnt Toast & Coffee  
WVCG, Coral Gables, Fla.

### GRAVES, C. D.

WROX, Clarksdale, Miss.

### GRAVES, CHUCK

KBOM, Bismarek, N. D.

### GRAVES, GENE

WVFM, Trenton, N. J.

### GRAVES, JIM

Stereo Serenade  
WRBL, Columbus, Ga.

### GRAWET, JOE

WQXQ, Ormond Beach, Fla.

### GRAY, CURT

Fabulous Fifty  
WMET, Miami Beach, Fla.

### GRAY, DEAN

WFLB, Fayetteville, N. C.

### GRAY, JOHN

WSYR-TV, Syracuse, N. Y.

### GREEN, JIM

WFMW, Madisonville, Ky.

### GREFENE, CARL

Kid-O-Rama  
KGUN-TV, Tucson, Ariz.

### GREFENE, KENNETH

Dance Date  
WCAX, Burlington, Vt.

### GREENFIELD, JIM

Top of the Morning  
WSIR, Winter Haven, Fla.

### GREENWOOD, JOHN

Country Music Time  
WSTR, Sturgis, Mich.

### GREFSHEIM, ORIS

KUJ, Walla Walla, Wash.

### GREGG, AL

WYRN, Louisburg, N. C.

### GREGORY, BILL

Meet Your Neighbor  
WBNF-TV, Binghamton,  
N. Y.

### GREGORY, WALKER

WOHS, Shelby, N. C.

### GREGSON, AL

WMBA, Ambridge, Pa.

### GRIEVES, JIM

KASL, Newcastle, Wyo.

### GRIFFIN, CHARLES

Jamboree  
KOSE, Osceola, Ark.

### GRIFFIN, MERV

B. July 6, 1928, San Mateo,  
Calif.; Merv Griffin Show, ABC-  
Radio; Play Your Hunch, ABC-TV

### GRIFFIN, PETE

Top Ten Dance Party  
WDEF-TV, Chattanooga,  
Tenn.

### GRIFFIN, VAN

Musical Clock  
KFRU, Columbia, Mo.

### GRISWOLD, JACK

630 Bandstand  
WEJL, Scranton, Pa.

### GRIZZARD, TED

Street Program  
WVLK, Lexington, Ky.

### GROBE, ALBERT

WQXR, New York, N. Y.

### GROHMAN, JIM

Syncopated Clock  
WMMB, Melbourne, Fla.

# Ray Morgan

Announcer-M. C.

Rep. Dell Peters

521 - 5th Ave., N. Y. C.

MU 7-1750

# RADIO-TV ANNOUNCERS, EMCEES

**GROSS, ALLEN**  
Trading Post  
KSRG, Socorro, N. M.

**GROSS, TONY**  
WLAJ, LaFollette, Tenn.

**GROSSMAN, BOB**  
WXEX-TV, Petersburg-Richmond, Va.

**GROYE, MACK**  
WICA, Ashabula, Ohio

**GROVEL, JOHN**  
KNBC, San Francisco, Calif.

**GROW, RON**  
Elmly's Attie  
WJLM-TV, Lansing, Mich

**GUEST, BOB**  
KRMS, Osage Beach, Mo

**GUEST, RUD**  
WJR, Detroit, Mich.

**GULFORD, RICK**  
Interfraternity Quiz  
WDCR, Hanover, N. H.

**GUILFORY, MAURICE**  
KEFN, Emcee, La.

**GUMM, BILL**  
WRJN, Racine, Wisc.

**GUMSKI, DICK**  
WMAB, Munising, Mich.

**GUNDERSON, DALE**  
KBBW, Aberdeen, Wash.

**GURRELL, STAN**  
Music Unlimited  
WKIP, Poughkeepsie, N. Y.

**GUY, QUIN**  
WCRR, Corinth, Miss.

## H

**HAACKE, LAUREN**  
Platter Palace  
KDX-TV, Dickinson, N. D.

**HAAVEN, JON**  
KCMV, Alexandria, Minn.

**HACK, DONALD M.**  
WRLA, Ludington, Mich.

**HACK, GEORGE**  
Eastern Shore Today  
WBQC-TV, Salisbury, Md.

**HACKETT, TED**  
WTRK, Ithaca, N. Y.

**HADKIN, DICK**  
WPAC, Patchogue, N. Y.

**HAFFOLD, BILL**  
Sports Round-Up  
KGFN-TV, Tucson, Ariz.

**HAGLER, BILL**  
Breakfast at the Horsley  
WAYU, Albertville, Ala.

**HAHN, BOB**  
Valley Bandstand  
KQVR-TV, Stockton, Calif.

**HAINES, WES**  
KJAN, Atlantic, Iowa

**HALE, BOB**  
Top 40  
KRIB, Mason City, Iowa

**HALE, HARRY**  
WYMC, Mt. Carmel, Ill.

**HALE, PHILIP**  
WKNB, West Hartford, Conn.

**HALEY, HAL**  
Hillbilly Showtime  
KETX, Livingston, Tex.

**HALL, BILL**  
Gospel Melodies  
WCHB, Inkster, Mich.

**HALL, DAVE**  
KPUG, Bellingham, Wash.

**HALL, JIM**  
KCAL, Redlands, Calif.

**HALL, JIM**  
WFNS, Burlington, N. C.

**HALL, MONTY**  
Monitor, NBC  
Bingo At Home  
WNEW-TV, New York, N. Y.

**HALL, RADCLIFFE**  
News, NBC Radio

**HALL, REDD**  
WEMP, Milwaukee, Wisc.

**HALLORAN, RYAN**  
Movies at Midday  
WAVE-TV, Louisville, Ky.

**HAMILTON, GENE**  
Movie Four, WRCA-TV; Staff  
Announcing, WRCA-AM & FM;  
Commercials, NBC-TV

**HAMILTON, ROY**  
Musical Almanac  
WWWR, Russellville, Ala.

**HAMMOND, WILLIAM**  
Uncle Willies Club  
KFDM-TV, Beaumont, Tex.

**HANCOCK, AL**  
KSWO, Lawton Okla.

**HANCOCK, JOHN**  
Words & Music  
WLXC, La Crosse, Wisc.

**HANLEY, DON**  
Coffee Time  
WMAY, Springfield, Ill

**HANNON, AL**  
Farm Digest  
KSYG, Yreka, Calif.

**HANSEN, PETER**  
The Plymouth Show  
ABC-TV

**HANSERD, TOM**  
WSM, Nashville, Tenn.

**HANSON, KENNETH**  
KERE, Fresno, Calif.

**HANSON, WALT**  
Matinee Time  
WTRC, Elkhart, Ind.

**HARBAUGH, DAVE**  
WBUC, Monroe, Mich.

**HARDIE, DICK**  
Special Events  
KQVR-TV, Stockton, Calif.

**HARDWICK, BOB**  
WFBN, Indianapolis, Ind

**HARDY, CARROLL**  
WHAM, Rochester, N. Y.

**HARDY, ED**  
Record Shop  
KVOW, Littlefield, Tex.

**HARGIS, DON**  
KWYO, Sheridan, Wyo.

**HARGROVE, MART**  
WMSL-TV, Decatur, Ala.

**HARKINS, BILL**  
Stairway to the Stars  
KVH-TV, Amarillo, Tex.

**HARLAN, JOHN**  
Quizdown  
KNXT, Los Angeles, Calif.

**HARMON, JAY**  
KFH, Wichita Kan.

**HARPER, ANN**  
Starlight Theater  
KFJZ-TV, Forth Worth, Tex.

**HARPER, BOB**  
KQNO, Dodge City, Kan.

**HARPER, CHARLES**  
Shafter Home Hour  
KWSO, Wasco, Calif

**HARPER, TOMMY**  
WMBR, Jacksonville, Fla.

**HARPER, WAYNE**  
KELD, El Dorado, Ark

**HARRELL, WALT**  
Bumper to Bumper  
WNCO, Ashtand, Ohio

**HARRELL, UANK**  
KHEM, Big Spring, Tex.

**HARRICE, CY**  
B. Mar. 1, 1915, Chicago, Ill;  
Big Story, Cavalcade of America,  
NBC; John Doly, Lone Ranger,  
Silver Eagle, Danny Thomas  
Show, ABC; Brighter Days, CBS

**HARRINGTON, HOWARD**  
Open House  
KOGA, Grallala, Neb.

**HARRINGTON, JOHN**  
KVI, Seattle, Wash.

**HARRIS, BOB**  
WKAM, Gosden, Ind

**HARRIS, DON**  
It Pays to Listen  
KCLE, Cleburne, Tex.

**HARRIS, HUGH**  
WMTB, Morristown, N. J.

**HARRIS, JACK**  
WJR, Detroit, Mich.

**HARRIS, TOM**  
Sunrise Roundup  
WHCB., Cookeville, Tenn.

**HARRISON, ARCH**  
Coffee Break  
WFVA, Fredericksburg, Va.

**HARRISON, CHIP**  
WTNC, Thomasville, N. C.

**HARRISON, CRAIG**  
KCBS, San Francisco, Calif.

**HARRISON, JOHN L.**  
Lucky Lager Dance Time  
KSEL, Pocatello Idaho

**HARRISON, RON**  
Night Watch  
WAKR, Akron, Ohio

**HART, BILL**  
Underella Weekend  
WCAU-TV, Philadelphia, Pa.

**HARVEY, ED**  
WCAU, Philadelphia, Pa.

**HARVISON, KENNETH**  
KNEL, Brady, Tex.

**HATFIELD, DON**  
B-Square  
KSIR, Wichita, Kan.

**HAWKINS, DENNY**  
KASL, Newcastle, Wyo.

**HAWKINS, DON**  
Coffee Watch  
KSTP, St. Paul-Minneapolis,  
Minn.

**HAYMES, BOB**  
Dinner For One, Please  
Haymes  
NBC

**HAYNES, JERRY**  
Bandstand  
WFSA-TV, Dallas, Tex.

**HEAD, DON**  
Revue  
WTVB, Coldwater, Mich.

**HEALAN, RED**  
Hillbilly Deeday  
WRFC, Athens, Ga.

**HEALY, DAN**  
1340 Club  
WBRK, Pittsfield, Mass.

**HEARON, JIM**  
WIPS, Evansville, Ind.

**HEFFERNAN, PAT**  
WCOW, Sparta, Wisc.

**HEFFINGTON, MARVIN**  
KLRK, Little Rock, Ark

**HELMES, PAUL**  
Farm Show  
WPEB, Sylacauga, Ala.

**HELMES, AL**  
KTVU, San Francisco-Oakland, Calif.

**HEMKE, BILL**  
KOLN-TV, Lincoln, Neb.

**HENDERSON, BILL**  
WEGO, Concord, N. C

**HENDERSON, ROY**  
920 Club  
WMMN, Fairmont, W Va.

**HENLEY, GARY**  
KREM, Spokane Wash.

**HENNING, BILL**  
Terry Mann Show  
WWOL, Buffalo, N. Y.

**HENRICH, WALT**  
Album Merry-Go-Round  
WDOJ, Cleveland, Ohio

**HENRY, CHARLES**  
Sunday in Hi-Fi  
WGNS, Murfreesboro, Tenn.

**HENRY, JOE**  
KTCHE, Thermopolis, Wyo.

**HENRY, SAM**  
Beale St. Jive  
WOWI, Florence, Ala.

**HENSON, DOUG**  
WJMJ, Philadelphia, Pa.

**HENSON, GERALD**  
KODE-TV, Joplin, Mo.

**HERBERT, DAVEY**  
Mr. Banjo's Show  
WJW-TV, Cleveland, Ohio

# RADIO-TV ANNOUNCERS, EMCEES

**HERINK, JIM**  
Polka Party  
WMOD, Moundsville, W. Va.

**HERLIHY, ED**  
Monitor, My True Story,  
Guest of Honor, NBC Radio

**HERNON, PAT**  
"Weather 6"—WRCA-TV; Com-  
mercials for DeCaf, Chapstick,  
Beechnut Peppermint Gum

**HERRING, BILL**  
KWTK-TV, Waco, Tex.

**HERSON, BILL**  
WSPB, Sarasota, Fla.

**HESTER, CHARLES**  
WCPC, Houston, Miss.

**HESTER, VERN**  
Morning Watch  
WLYC, Williamsport, Pa.

**HESTOR, JEFF**  
WSLI, Jackson, Miss.

**HEWITT, WARREN**  
WCVS, Springfield, Ill.

**HICKEY, BILL**  
Rhythm at Random  
WBEC, Pittsfield, Mass.

**HICKMAN, RONNIE**  
WNNJ, Newton, N. J.

**HICKS, FRANK S.**  
WBFB, Rock Island, Ill.

**HIGH, STAN**  
High Toppers  
WKMF, Flint, Mich.

**HILDRETH, HOWARD**  
KBVM, Lancaster, Calif.

**HILL, MARVIN**  
WSYL, Sylvania, Ga.

**HINSON, GENE**  
WEGO, Concord, N. C.

**HIPPS, TOM**  
Popeye and Friends  
WTVM, Columbus, Ga.

**HOBERT, CHARLIE**  
WENY, Elmira, N. Y.

**HOBBY, WES**  
WADS, Ansonia, Conn.

**HODGSON, JAY**  
The Uncle Jay Show  
KTBC-TV, Austin, Tex.

**HOFTYSER, WILLIAM A.**  
Sound of Jazz—1958  
KBAM, Longview, Wash.

**HOGUE, TOM**  
Breakfast Express  
WBLJ, Dalton, Ga.

**HOHL, FRED**  
Mayhem in the AM  
WAME, Miami, Fla.

**HOLCOMB, TRUITT**  
KSYL, Alexandria, La.

**HOLIDAY, JOHN**  
Play Radio  
WSPN, Saratoga Springs,  
N. Y.

**HOLLAND, HERSCHEL**  
KTVC-TV, Ensign, Kan.

**HOLLE, EVERETT**  
WAPL-TV, Birmingham, Ala.

**HOLLISTER, RICK**  
WMBR, Jacksonville, Fla.

**HOLMES, ROBERT**  
WLEU, Erie, Pa.

**HOLMES, ROGER**  
WAMS, Wilmington, Del.

**HONEYMAN, RUSS**  
The Magic of Music  
WDXN, Clarksville, Tenn.

**HOOLEY, JACK**  
WROC-TV, Rochester, N. Y.

**HOOPER, HERBERT L.**  
KXLL, Missoula, Mont.

**HOPPING, JOE**  
Clock Watcher  
KSEK, Pittsburg, Kan.

**HOPPLE, JOE**  
Tower of Albums  
WCMS, Norfolk, Va.

**HOENE, TANCIL A.**  
Carousel  
WGNI, Wilmington, N. C.

**HORTSMAN, RICHARD**  
WHEN, Syracuse, N. Y.

**HOTCHKISS, PERRY G.**  
KFTM, Fort Morgan, Colo.

**HOUGHTALING, F. WILLIAM**  
KTUT, Tooele, Utah

**HOUGHTON, BUD**  
Monterey Serenade  
KIDD, Monterey, Calif.

**HOULIHAN, BILL**  
Mr. Weather  
WEEK-TV, Peoria, Ill.

**HOWARD, CURLEY**  
WREV, Reidsville, N. C.

**HOWARD, DON**  
KHAS, Hastings, Neb.

**HOWARD, GLEN**  
Community Calendar  
WMIC, Monroe, Mich.

**HOWARD, HAL**  
WPNX, Phenix City, Ala.

**HOWARD, JERRY**  
Jamboree  
WFIS, Fountain Inn, S. C.

**HOWARD, LEN**  
KANA, Anaconda, Mont.

**HOWARD, MARTIN**  
Club 970  
WATH, Athens, Ohio

**HOWELL, WAYNE**  
Wayne Howell Show, Young Doc-  
tor Malone, NBC, NBC-TV

**HOWERTON, MACK**  
KTML, Marked Tree, Ark.

**HOYLE, DON**  
Weatherman  
WTVH, Peoria, Ill.

**HOYLE, STOWE**  
Little Rascals  
WFBC-TV, Greenville, S. C.

**HUBBIRD, BEN**  
KSYL, Alexandria, La.

**HUDSON, BOB**  
WYLD, New Orleans, La.

**HUFF, FRED**  
KLWN, Lawrence, Kan.

**HUFFMAN, LOWELL**  
KAPR, Douglas, Ariz.

**HUGH, IVOR**  
Music Room  
WCCC, Hartford, Conn.

**HUGHES, Pat**  
KTBB, Tyler, Tex.

**HUIZENGA, GORDON**  
Welcome to Coopersville  
WGHN, Grand Haven, Mich.

**HULL, DICK**  
WFRP, Savannah, Ga.

**HULL, DOC**  
Hullaboo  
KRMG, Tulsa, Okla.

**HUMMEL, JIM**  
WAMV, East St. Louis, Ill.

**HUNDLEY, JERRY**  
KHAS, Hastings, Neb.

**HUNSAKER, LARRY**  
Musical Marathon  
KLGK, Logan, Utah

**HUNT, RALPH**  
KOOL, Phoenix, Ariz.

**HUNTER, JACK D.**  
WADC, Akron, Ohio

**HUNTLEY, JIM**  
KHHH, Pampa, Tex.

**HUSKEY, JERRY**  
WPRC, Reidsville, N. C.

**HUSSON, RAY**  
Bear's Den  
WMON, Montgomery, W. Va.

**HUSTON, GLEN**  
Commuters Special  
KLYK, Spokane, Wash.

**HUTCH, NITA**  
WTVN, Columbus, Ohio

**HUTCHINS, SID**  
KCKT-TV, KGLD-TV, Great  
Bend, Kan.

**HUTCHINSON, JIM**  
WBHQ-TV, Memphis, Tenn.

**HUTCHINSON, RAY**  
KOL, Seattle, Wash.

**HUTTON, BILL**  
KNOX, Grand Forks, N. D.

**HUTTON, ROGER**  
WMOV, Ravenswood, W. Va.

**HUXLEY, KEITH**  
WMTN, Morristown, Tenn.

**HYLE, BOB**  
WKVA, Lewistown, Pa.

**HYMAN, ED**  
KONO-TV, San Antonio, Tex.

**HYMAS, BRUCE B.**  
Magic of Melody  
KLGK, Logan, Utah

**HYNES, BOB**  
Carousel of Comedy  
WABI-TV, Bangor, Me.

## — I —

**IRWIN, COULTER**  
KGER, Long Beach, Calif.

**IRWIN, HAL**  
WPUV, Pulaski, Va.

**IVES, VIC**  
KVIP, Redding, Calif.

## — J —

**JACKSON, BOB**  
KGNC, Amarillo, Tex.

**JACKSON, HOWARD**  
WMFG, Hibbing, Minn.

**JACKSON, JAY**  
Tie Tac Dough  
NBC-TV

**JACKSON, LAVELLE**  
Morning Serenade  
WGSV, Guntersville, Ala.

**JACKSON, LEE**  
Playhouse 3  
WEGP-TV, Chattanooga,  
Tenn.

**JACKSON, TED**  
WBCV, Philadelphia, Pa.

**JAMES, DAVE**  
KJBS, San Francisco, Calif.

**JAMES, DON**  
WDBO, Orlando, Fla.

**JAMES, LES**  
Wax Parade  
WRHI, Rock Hill, S. C.

**JAMES, LLOYD**  
WDXN, Clarksville, Tenn.

**JAMES, RUSS**  
Breakfast Club  
KVEC, San Luis Obispo,  
Calif.

**JAMES, TAYLOR**  
KFRS, San Francisco, Calif.

**JAQUIS, LEWIS**  
WCMP, Pine City, Minn.

**JASANY, DICK**  
WGAR, Cleveland, Ohio

**JAY, BILL**  
Popeye  
WLAC-TV, Nashville, Tenn.

**JAY, JOHN**  
WILE, Cambridge, Ohio

**JELINEK, J. DAWSON**  
KFTM, Fort Morgan, Col.

**JENKS, HART**  
Teen DJ Contest  
WOW, Omaha, Neb.

**JENNING, ROBERT**  
WNWC, Glens Falls, N. Y.

**JENSEN, DICK**  
WAYO, Avondale Estates, Ga.

**JENSEN, LEE**  
Bandstand  
KBIF, Fresno, Calif.

**JENSEN, WALT**  
KWOA, Worthington, Minn.

**JETER, ASHLEY C., Jr.**  
WBBJ, Brewton, Ala.

**JOBS, JIMMY**  
Coffee Club  
WPPF, Palatka, Fla.

**JOHNSON, BILL**  
Time for Everybody  
WLAC, Nashville, Tenn.

# RADIO-TV ANNOUNCERS, EMCEES

**JOHNSON, B. J.**  
Country Music  
WRJW, Piquette, Miss.

**JOHNSON, BUDDY**  
KPAC-TV, Port Arthur, Tex.

**JOHNSON, DANIEL**  
KNCO, Garden City, Kan.

**JOHNSON, DICK**  
KQTV, Fort Dodge, Iowa

**JOHNSON, DICK**  
WIGM, Medford, Wis.

**JOHNSON, HARRY T.**  
WNSD, Daytona Beach, Fla.

**JOHNSON, JOE**  
WPAQ, Mt. Airy, N. C.

**JOHNSON, LARRY**  
WMBH, Joplin, Mo.

**JOHNSON, ROBERT**  
KTHR, Hood River, Ore.

**JOHNSON, TOM**  
Early Bird Show  
WCQN, Cornelia, Ga.

**JOHNSON, ZEKE**  
Country Fair  
WSIG, Mt. Jackson, Va.

**JOHNSTON, JIM**  
KREM, Spokane, Wash.

**JOHNSTON, JOHN**  
Album Time and Record Shop  
WGMA, Hollywood, Fla.

## JOHNSTON, JOHNNY C.

B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

**JOHNSTON, KEN**  
WHGB, Harrisburg, Pa.

**JOHRDAHL, BERNARD**  
WKAN, Kanakee, Ill.

**JONES, BILL**  
WNAK, Wilkes-Barre, Pa.

**JONES, CLARENCE**  
WBPD, Orangeburg, S. C.

**JONES, DALTON**  
KTBB, Tyler, Tex.

**JONES, DANA**  
Sunbyside of the Street  
WBEC, Pittsfield, Mass.

**JONES, DOC**  
WBET, Brockton, Mass.

**JONES, HASKELL**  
Tie-Too-Tempos  
KCMC-TV, Texarkana, Tex.

**JONES, ROSS**  
KGLC, Miami, Okla.

**JONES, TOM**  
WWKY, Winchester, Ky.

**JORDAN, JEFF**  
KDKA-TV, Pittsburgh, Pa.

**JORSTAD, DON**  
Dance Time  
KGLU, Safford, Ariz.

**JOSEPH, BILL**  
Yawn Patrol  
WLX, La Crosse, Wis.

**JOSEPH, FRANK**  
WKLZ, Kalamazoo, Mich.

**JOE E. TOMMY**  
WBKD, Kingstree, S. C.

**JOYNER, GORDON**  
WTVH, Peoria, Ill.

## — K —

**KALLAY, ED**  
Funny Flickers  
WAVE-TV, Louisville, Ky.

**KANE, DAVE**  
WAML, Laurel, Miss.

**KANTER, SHEL**  
KSIG, Crowley, La.

**KARLBOM, BARBARA**  
WHTB, Talladega, Ala.

**KARVER, WALLY**  
Nightcap  
WLLK, Wilkes-Barre, Pa.

**KASS, STEVE**  
WRFB, Providence, R. I.

**KAY, FREDDIE**  
WRBC, Jackson, Miss.

**KAYE, BOB**  
KEVE, Minneapolis, Minn.

**KAYE, HARVEY**  
WHRB, Mt. Clemens, Mich.

**KAYE, RICHARD L.**  
Record Review  
WCRB, Boston, Mass.

**KEATING, THOMAS**  
WBRV, Boonville, N. Y.

**KEEFE, ROBERT**  
WROC-TV, Rochester, N. Y.

**KEETON, MIKE**  
KCRV, Caruthersville, Mo.

**KEITH, BOB**  
WLOF-TV, Orlando, Fla.

**KELLER, KEN**  
Broadway Showtime  
WML, Columbus, Ohio

**KELLEY, CHET**  
Concert Hall  
WOCB, West Yarmouth, Mass.

**KELLEY, JOE**  
New England Farm & Home  
WIDH-TV, Boston, Mass.

**KELLY, JOE**  
Hoosier Favorite  
South Bend Ind.

**KELPE, HENRY**  
KMV, Omaha, Neb.

**KELTNER, BILL**  
Musiephon  
WAYE, Baltimore, Md.

**KEMERER, DALE**  
Soundstage  
WHLM, Bloomsburg, Pa.

**KEMPER, KEN**  
Album Time  
KADY, St. Charles, Mo.

**KENNEDY, BILL**  
WCRT, Birmingham, Ala.

**KENNEDY, BILL**  
CKLW-TV, Detroit, Mich.

**KENNEDY, HERB**  
KHIT, Walla Walla, Wash.

**KENNEDY, JACK**  
Open House  
WGN, Murfreesboro, Tenn.

**KENNEDY, KEN**  
WDAY-TV, Fargo, N. D.

**KENNEDY, TOM**  
Big Game  
NBC-TV

**KENNY, BOB**  
Howdy Traveler  
KOWB, Laramie, Wyo.

**KENT, BOB**  
Platter Parade  
WMYN, Madison, Maryland.

**KENT, ROGER**  
Morning Watch  
KSTP, St. Paul-Minneapolis, Minn.

**KERSTING, DICK**  
WHTC, Holland, Mich.

**KESSENICH, RAY**  
WTRW, Two Rivers, Wis.

**KIERNAN, WALTER**  
Monitor, NBC

**KULGO, JIMMY**  
Kanteen  
WSOC-TV, Charlotte, N. C.

**KILGORE, GORDON**  
KJTH, Dubuque, Iowa

**KILGORE, ROBERT**  
WSNT, Sandersville, Ga.

**KILMER, JOHN**  
WHOO, Orlando, Fla.

**KIMBERLEY, DON**  
KART, Jerome, Ida.

**KINER, DEAN**  
KAAR, Apple Valley, Calif.

**KING, BILL**  
Today's Top Ten  
WTOC, Savannah, Ga.

**KING, DON**  
Cloud 9  
WBML, Macon, Ga.

**KING, DUKE**  
ROA, Denver, Colo.

**KING, ED**  
Party Lane  
KDKA, Pittsburgh, Pa.

**KING, FRED**  
KANO, Anoka, Minn.

**KING, GENE**  
Morning Melodies  
KSTR, Grand Junction, Colo.

**KING, HARRY**  
Top Thirty  
WMAY, Springfield, Ill.

**KING, JESSE**  
Jazz Room  
WJAT, Philadelphia, Pa.

**KING, JOHN**  
WCHY, Cheboygan, Mich.

**KING, RICHARD**  
Midday Melodies  
KCOG, Centerville, Iowa

**KING, ROLAND**  
Looney Tunes  
KVTV, Sioux City, Iowa

**KING, SHORTY**  
WSIG, Mt. Jackson, Va.

**KING, VAN**  
WMLP, Pineville, Ky.

**KING, WALLY**  
WOOD, DeLand, Fla.

**KINNIRY, PAUL**  
WVAN-TV, Danville, Ill.

**KINSMAN, FRANK**  
Music in Hi-Fi  
WECM, Eau Claire, Wis.

**KIRBY, BOB**  
Musical Memo  
WGH, Grand Haven, Mich.

**KISSEE, KEITH**  
KIMO, Independence, Mo.

**KISTER, GEORGE**  
KMJ, Grand Island, Neb.

**KLEIS, GEORGE**  
WJBL, Holland, Mich.

**KLINE, JOHN**  
KCAL, Lebanon, Ore.

**KLOSE, BOB**  
WSTC, Stamford, Conn.

**KNIEVEL, JOHN**  
Northwest Newsbeat  
KIMA-TV, Yakima, Wash.

**KNIGHT, JIM**  
Knight Train  
KOEI, Oelwein, Iowa

**KNIGHT, JOE**  
Nightbeat  
WAVE, Louisville, Ky.

**KNOX, KEN**  
KIDC, Abilene, Tex.

**KNUTSON, BOB**  
Musical Day  
WJMS, Ironwood, Mich.

**KOESLING, LARRY**  
After Breakfast Coffee  
WAGN, Menomonee, Mich.

**KONNGOTT, AL**  
Country Junction  
WLAO-TV, Nashville, Tenn.

**KOONCE, KENNETH**  
KOLA, Pine Bluff, Ark.

**KOZICH, PETE**  
WBRX, Berwick, Pa.

**KRAMER, HARRY**  
The Edge of Night  
CBS-TV

**KRAYTIZ, HERB**  
WDDY, Salisbury, Md.

**KUEHN, VERNON**  
Alarm Clock Club  
KWAK, Stuttgart, Ark.

**KURTZ, HOWARD**  
Yours Truly  
WCMP, Pine City, Minn.

**KCSACK, BILL**  
Mostly Music  
WOTW, Nashua, N. H.

**KUTAN, DICK**  
Coffee Time  
WBUT, Butler, Pa.

## — L —

**LABOE, ART**  
KPOP, Los Angeles, Calif.

## RADIO-TV ANNOUNCERS, EMCEES

- LACE, WILLIAM**  
Farmer's Almanac  
WEZN, Elizabethtown, Pa.
- LADD, GLENN**  
Hayride  
WCVP, Murphy, N.C.
- LAING, ART**  
Weathervane  
CKLW-TV, Detroit, Mich.
- LAKE, BOB**  
Music on the Mall  
KBUC, Corona, Calif.
- LAMB, ART**  
In Our Town  
WRC-TV, Washington, D.C.
- LAMB, BILL**  
Jam for Breakfast  
WKMF, Flint, Mich.
- LAMB, VOLNEY, JR.**  
Traffic Show  
WMFT, Terre Haute, Ind.
- LAMBERT, KEN**  
WLDS, Jacksonville, Ill.
- LAMBERT, TOM**  
WISN, Milwaukee, Wis.
- LAMONT, ROY**  
Teen Age Party  
WRVA-TV, Richmond, Va.
- LANCASTER, BOYCE**  
KTUL-TV, Tulsa, Okla.
- LANDFEAR, DEAN**  
Voice of Iowa  
WMT, Cedar Rapids, Iowa
- LONDON, PAT**  
1060 Music Hall  
WRCV, Philadelphia, Pa.
- LANDRY, BOB**  
WNRI, Woonsocket, R. I.
- LANDRY, JAMES, JR.**  
Musical Clock  
WMRI, Marion, Ind.
- LANE, ROBERT**  
WDUZ, Green Bay, Wis.
- LANG, ART**  
Music for the Young at Heart  
WFLB, Fayetteville, N.C.
- LANGE, HENRY**  
WIMS, Michigan City, Ind.
- LARCADE, HENRY**  
KPAC, Port Arthur, Tex.
- LARKIN, JACK**  
KNCM, Moberly, Mo.
- LARSEN, BOB**  
WRIT, Milwaukee, Wis.
- LARSON, ALVIN B.**  
KIFW, Sitka, Alaska
- LARSON, GENE**  
Larceny At Large  
KGFV, Kearney, Neb.
- LARSON, PAUL**  
WORC, Worcester, Mass.
- LASSITER, CHAD**  
WHEY, Millington, Tenn.
- LAUBE, RAY**  
WOAI-TV, San Antonio, Tex.
- LAUMAN, PAUL**  
WKRC, Cincinnati, Ohio
- LAVERNE, GENE**  
Showcase  
WFEA, Manchester, N.H.
- LAWRENCE, JERRY**  
KFL, Fulton, Mo.
- LAWRENCE, TOM**  
WTAP-TV, Parkersburg,  
W. Va.
- LAWRENCE, VINCE**  
WCAW, Charleston, W. Va.
- LAWSON, KEN**  
Popeye  
KVTV, Sioux City, Iowa
- LAWSON, WALT**  
Camp Meetin  
KHEM, Big Spring, Tex.
- LAZAROW, ART**  
WDDY, Gloucester, Va.
- LEA, DAVID**  
Stereo Studio  
WRBL, Columbus, Ga.
- LEACH, MYLES**  
Platter Paradise  
WGSV, Guntersville, Ala.
- LEAFSTEDT, RAY**  
Music in a Modern Mood  
KOEL, Oelwein, Iowa
- LEATHERS, JERRY**  
KPOR, Quincy, Wash.
- LEDUC, LOUIE**  
KANO, Anoka, Minn.
- LEE, CHUCK**  
KMOP, Tucson, Ariz.
- LEE, DICK**  
Thin 'n That  
WBBA, Pittsfield, Ill.
- LEE, JOE**  
Kiddie Kapers  
WACL, Waycross, Ga.
- LEE, STAN**  
Rise & Shine  
WCIL, Carbondale, Ill.
- LEE, TED**  
Music Shop  
WAIT, Chicago, Ill.
- LEGER, HARLOW**  
KCAP, Helena, Mont.
- LEGRANDE, LEWIS**  
KGNC, Amarillo, Tex.
- LEIGHTON, AL**  
KDLM, Detroit Lakes, Minn.
- LEJEUNE, HOUSTON**  
KEUN, Ennice, La.
- LEMKE, BILL**  
KRVN, Lexington, Neb.
- LENHARDT, NORM**  
WJBK, Detroit, Mich.
- LEONARD, BOB**  
The Vincent Lopez Show  
ABC
- LEONARD, CHARLIE**  
WEOA, Evansville, Ind.
- LEPAGE, JEAN**  
Bruech Time  
WMSA, Massena, N.Y.
- LE ROUX, ARCH**  
KHIT, Walla Walla, Wash.
- LESCOULIE, JACK**  
B. Nov. 17, 1917; Today, Meet  
the Champions, NBC-TV; Jackie  
Gleason, CBS-TV
- LESLIE, TOM**  
WKLX, Paris, Ky.
- LEWANDOWSKI, BOB**  
Polka-Go-Round  
WBBK, Chicago, Ill.
- LEWIS, BOB**  
Sale-A-Day  
KODE, Joplin, Mo.
- LEWIS, DICK**  
KLZ-TV, Denver, Colo.
- LEWIS, GEORGE**  
Saturday Night Jamboree  
WSAZ-TV,  
Huntington, W. Va.
- LEWIS, J. B.**  
Honest John Show  
KRNK, Kearney, Neb.
- LEWIS, JOHN**  
Panorama '59  
WKOB, Berlin, N. H.
- LEWIS, MILTON**  
Tempo  
WKIS, Orlando, Fla.
- LEWIS, ROBERT Q.**  
Make Me Laugh  
ABC-TV
- LEWIS, THOMAS L.**  
KCVL, Colville, Wash.
- LEY, FRANK**  
KUEQ, Phoenix, Ariz.
- LEYDEN, BILL**  
It Could Be You  
NBC-TV
- LIADIS, STEVE**  
WEIR, Weirton, W. Va.
- LIBERATORE, AL**  
WREM, Remson, N.Y.
- LIBUTTI, GEORGE**  
WVET, Rochester, N.Y.
- LICK, MAXWELL**  
Starlight Theater  
WSEE, Erie, Pa.
- LIESCH, SHARON**  
KTHE, Thermopolis, Wyo.
- LINCOLN, ED**  
Alley 43  
WSBA-TV, York, Pa.
- LINDAMOOD, FRANK FOX**  
Listen Ladies  
WYVE, Wytheville, Va.
- LINDBERG, BOB**  
Teu Age Jam  
KBUR, Burlington, Iowa
- LINDROTH, BOB**  
Musical Day  
WJMS, Ironwood, Mich.
- LINGER, JERRY**  
WDXB, Chattanooga, Tenn.
- LINKLETTER, JACK**  
Haggis Baggis (Nighttime)  
NBC-TV
- LINN, CLARE**  
WTSP, St. Petersburg, Fla.
- LIVELY, BILL**  
KWIN, Ashland, Ore.
- LIVENGOOD, JAMES**  
KBUR, Burlington, Iowa
- LIVINGOOD, JAY**  
KVOG, Ogden, Utah
- LIVINGSTON, DAVE**  
KRJC, Beaumont, Tex.
- LIVINGSTON, JOHNNIE**  
WMSL-TV, Decatur, Ala.
- LLOYD, BOB E.**  
WHEC, WEHC-TV,  
Rochester, N.Y.
- LOCHNER, ART**  
Melody Matinee  
WPK, Alexandria, Va.
- LOCKWOOD, DAVE**  
KRUX, Phoenix, Ariz.
- LOCKWOOD, ED**  
WGOA, Winter Garden, Fla.
- LOFLAND, CHARLES**  
WJEF, Grand Rapids, Mich.
- LOGAN, DAVE**  
WBEX, Chillicothe, Ohio
- LOGAN, HORACE**  
Cowtown Hoedown  
KUL, Fort Worth, Tex.
- LOGAN, JOHN**  
KRIG, Odessa, Tex.
- LONDON, ALLAN**  
WFRV-TV, Green Bay, Wis.
- LONDON, DICK**  
WARD-TV, Johnstown, Pa.
- LONGERGAN, STAN**  
Captain Jinks  
WEEK-TV, Peoria, Ill.
- LONGWELL, BOB**  
Trader Bob Show  
WKMH,  
Detroit-Dearborn, Mich.
- LONGWORTH, BILL**  
Early Bird  
WGBI, Scranton, Pa.
- LOUNSBURY, JIM**  
Record Hop  
WBKB, Chicago, Ill.
- LOVE, BOB**  
Bandstand  
KBIF, Fresno, Calif.
- LOVE, SHIRLEY**  
Saturday Night Wrestling;  
Outdoor Club,  
WOAY-TV,  
Oak Hill-Beckley, W. Va.
- LOVUS, MILT**  
Soundtrack  
WAYX, Waycross, Ga.
- LOWE, JOHN**  
KGER, Long Beach, Calif.
- LOWE, KELLIE**  
WKOA, Hopkinsville, Ky.
- LOZANO, GUILLERMO**  
Caravan  
KCOR-TV, San Antonio, Tex.
- LUCAS, BEN**  
Talk of Town  
WRGA, Rome, Ga.
- LUCIER, JIM**  
Teen Time  
WMAB, Munising, Mich.
- LUECK, KEN**  
WNDB, Daytona Beach, Fla.

# RADIO-TV ANNOUNCERS, EMCEES

**LUND, HOWIE**  
Album Merry-Go-Round  
WDOK, Cleveland, Ohio

**LUNSFORD, BOB**  
WSTL, Eminence, Ky.

**LUSK, BERNIE**  
KROC-TV, Rochester, Minn.

**LUSSEIER, OSCAR**  
WSRO, Marlborough, Mass.

**LUTZ, RON**  
Music to Milk By  
KFAL, Fulton, Mo.

**LYLES, OBY**  
WHSC, Hartsville, S. C.

**LYNCH, LEW**  
Album Review  
WOCB,  
West Yarmouth, Mass

**LYNN, ANBY**  
Cow Jamboree  
KAYL, Storm Lake, Iowa

**LYON, JOHN**  
WBBQ, Augusta, Ga.

**LYONS, CLIFF**  
KWYO, Sheridan, Wyo

**LYONS, TOM**  
Dr. Blues Show  
WEAG, Alcoa, Tenn.

**LYTLE, HARRY**  
Sunrise Salute  
WTAN, Clearwater, Fla.

## — Mc —

**McBRIDE, VANCE**  
Atlantic Weather  
WICU-TV, Erie, Pa.

**McCALL, BYRON**  
Easy to Remember  
KYCA, Prescott, Ariz.

**McCALL, STEVE**  
KRUX, Phoenix, Ariz.

**McCHESNEY, JOE**  
KWTX, Waco, Tex.

**McCLELLAN, JERRY**  
Coffee Time  
WKIN, Kingsport, Tenn.

**McCLENDON, RAY**  
The Express  
WAYC, Albertville, Ala

**McCLUNE, JOHNNY**  
Record Shop  
WENN, Birmingham, Ala.

**McCORMICK, CHARLIE**  
Talk of the Town  
WJEH, Gallipolis, Ohio

**McCOURT, DICK**  
Matinee  
WKAI, Macon, Ill

**McCOY, AL**  
KOOL, Phoenix, Ariz.

**McCOY, ROGER**  
26 Men  
WBOY-TV,  
Clarksburg, W. Va.

**McCRAW, COUG**  
KRIC, Beaumont, Tex

**McCULLLEY, JOE**  
WSNJ, Bridgeton, N.J

**McCULLOT GH, JOHN**  
Wake Up Show  
WNDU, South Bend, Ind.

**McDONALD, DAVE**  
1380 Club  
KLIZ, Brainerd, Minn.

**McDONALD, FRANK**  
KTYM, Inglewood, Calif

**McDOUGALD, MIKE**  
Morning Toast  
WCHK, Canton, Ga

**McELHATTON, DAVE**  
KCBS, San Francisco, Calif.

**McELRATH, JACK**  
KELP-TV, El Paso, Tex.

**McELROY, JACK**  
TV News Digest  
KSBY-TV,  
San Luis Obispo, Calif

**McFARLAND, HARRY**  
KSTW, Woodward, Okla.

**McGARRY, MAC**  
Montage  
WRC-TV,  
Washington, D.C

**McGARVIN, DICK**  
KGEM, Boise, Idaho

**McGAVICK, JIM**  
KFKE, Bellevue, Wash.

**McGEE, GIL**  
Night Train  
KWAL, Kellogg Wallace, Ida

**McGINNIS, PAT**  
KHBM, Monticello, Ark.

**McGLAUGHLIN, JERRY**  
KFJB, Marshalltown, Iowa

**McGOWAN, JOHN**  
KOSA-TV, Odessa Tex.

**McHAN, DON**  
WGOV, Valdosta, Ga

**McKAMY, KENT**  
Your Lucky Stars  
WICH, Norwich, Conn.

**McKAY, TED**  
WKRC, Cincinnati, Ohio

**McKEE, DAVE**  
Carolina in the Morning  
WANS, Anderson, S.C.

**McKEE, JACK**  
WCSC-TV, Charleston, S.C.

**McKENNEY, HOWARD**  
Yankee Trader  
WEIM, Fitchburg, Mass.

**McKEON, ED**  
The Breakfast Club  
ABC

**McKEOWN, GEORGE**  
This Morning  
WPKZ, Monroe, Wis.

**McKIM, RAY**  
KTNC, Falls City, Neb.

**McKINLEY, VERN**  
T-N-T  
WMVO, Mount Vernon, Ohio

**McKINNEY, GENE**  
Easy Does It  
KVAR, Phoenix-Mesa, Ariz.

**McKINNEY, JIM**  
WCVS, Springfield, Ill.

**McKINSTRY, BILL**  
WMLX, Mt. Vernon, Ill.

**McLACHLAN, DELL**  
WSON, Henderson, Ky

**McLAIN, BOB**  
KCKC, San Bernardino Calif.

**McLEAN, BILL**  
Movie Date  
KAKE-TV, Wichita, Kan.

**McLEAN, JEAN**  
KWIZ, Santa Ana, Calif

**McLELLAN, BILL**  
KSLV, Monte Vista, Col.

**McLELLAND, ROBERT V.**  
Bopping with Bob  
WEBJ, Brewton, Ala.

**McLEOD, JOHNNY**  
WLAU, Laurel, Miss.

**McMURRY, JOE**  
KNEL, Brady, Tex

**McNAIR, MAC**  
WTUS, Tuskegee, Ala

**McNAMARA, PAUL**  
630 Mainstreet  
WEJL, Scranton, Pa.

**McROY, PAUL**  
WCIL, Carbondale, Ill.

## — M —

**MAAS, BOB**  
WKRT, Cortland, N.Y

**MAC, BOB**  
Open Mike  
WCAT, Orange, Mass.

**MAC, RODDY**  
Comedy Klub House  
WREX-TV, Rockford, Ill.

**MacDONALD, BOB**  
Hi-Fi on KVI  
KVI, Seattle, Wash.

**MacDONALD, JOHN**  
KRBC, Abilene, Tex.

**MACE, MAX**  
WMRB, Greenville, S.C.

**MacFARLAND, BOB**  
Morning Shopper  
WVVL, Vineland, N.J.

**MACK, BILL**  
WEDC, Chicago, Ill.

**MACK, BOB**  
WLAU, Laurel, Miss.

**MACK, WAYNE**  
WDOK, Cleveland, Ohio

**MACKEY, BRUCE**  
WKRT, Cortland, N.Y.

**MacPHAREN, ANGUS**  
WKLA, Ludington, Mich

**MacVARLEY, JERRY**  
Shut-In Program  
KCAB, Clarksville, Tex.

**MADILL, DON**  
Housewife Request  
WCM, Lawrence, Mass

**MAGGARD, AL**  
980 Club  
KGLN, Glenwood Springs, Colo.

**MAHONEY, GEORGE**  
Music by George  
KOB, Albuquerque, N.M.

**MAHONEY, JOHN**  
KYW, Cleveland, Ohio

**MAJOR, DON**  
WEWO, Laurinburg, N.C.

**MAIDEN, KEN**  
WILD, Boston, Mass.

**MALE, COLIN**  
This Is Music  
ABC-TV

**MALLICOAT, AL**  
KGER, Long Beach, Calif.

**MALLOW, JOHN**  
WGN, Chicago, Ill

## MALONE, BILL

Tempo, WMAL-Radio, Wash-  
ington, D. C.; TV Sports Show,  
WMAL-TV

**MANLEY, BUD**  
KNOP-TV, North Platte,  
Neb.

**MANNING, JOSEPH**  
Open House  
WBTA, Batavia, N.Y

**MANSFIELD, CHARLIE**  
Hits for Mrs.  
WHAU, Haverhill, Mass.

**MARCI, BOB**  
KTVU, San Francisco-  
Oakland, Calif

**MARCO, FRED**  
For Ladies Only  
KROG, Ogden Utah

**MARDS, BILL**  
Musical Clock  
WLOC, Muncifordville, Ky.

**MARER, BLAD**  
Premiere Theatre  
WEAT-TV W Palm Beach,  
Fla.

**MARKELE, TINY**  
WAVZ, New Haven, Conn.

**MARKS, HERB**  
Cap'n Five  
WRAL-TV, Raleigh, N.C.

**MARLOWE, JIM**  
Melody Lounge  
WHYN, Springfield, Mass.

**MARSH, CHUCK**  
WDOG, Marine City, Mich.

**MARSH, REID**  
WFRG, Reidsville, N.C.

**MARSHALL, BOB**  
WAGA-TV, Atlanta, Ga.

**MARSHALL, CHARLES**  
KLLA, Leesville, La

**MARSHALL, GENE**  
KADO, Marshall, Tex.

**MARSHALL, JOHN**  
WPTV, Palm Beach, Fla.

# RADIO-TV ANNOUNCERS, EMCEES

## **MARSHALL, REX**

B. Jan. 9, 1919, New Jersey; Disneyland, ABC-TV; December Bride, Doug Edwards News, Zona Grey Theatre, CBS-TV; Loretta Young Show, The Line-Up, NBC-TV

**MARSHALL, RIC**  
Morning Mayor  
KLEO, Wichita, Kan.

**MARTIN, CHET**  
KSRO, Santa Rosa, Calif.

**MARTIN, CLIF**  
WDOG, Marine City, Mich.

**MARTIN, FRANK**  
WTVB, Coldwater, Mich.

**MARTIN, JIM**  
WISR, Butler, Pa.

**MARTIN, JOHN**  
Top Tunes  
KRDG, Redding, Calif.

**MARTIN, JOHN**  
WREF, Worthington, Ohio

**MARTIN, KEN**  
WELI, Hempstead, N.Y.

**MARTIN, WARREN**  
WEO-TV, Dayton, Ohio

**MARTINDALE, KEITH**  
Top Tunes  
KRDG, Redding, Calif.

**MARTINDALE, WINK**  
WEBQ, Memphis, Tenn.

**MARTENS, JENNINGS**  
Downtown  
WTRF-TV, Wheeling, W. Va.

**MARVIN, TONY**  
Arthur Godfrey Time  
CBS-TV

**MARZOA, EDWARD**  
WJWL, Georgetown, Del.

**MASANZ, WARREN**  
WATW, Ashland, Wis.

**MASON, BILL**  
WDBQ, Dubuque, Iowa

**MASON, BOB**  
WSAT, Salisbury, N.C.

**MASON, JOHN**  
Family Theatre  
WMBD-TV, Peoria, Ill.

**MASTIN, CHARLES**  
WEKY, Richmond, Ky.

**MATHIS, LEE**  
Musical Modes  
WRFB, Warner Robins, Ga.

**MATNEY, DON**  
WBUY, Lexington, N.C.

**MATHEWS, LEON**  
Party Line  
KSPI, Stillwater, Okla.

**MAULDIN, CHARLIE**  
KORA, Bryan, Tex.

**MAX, FRITZI**  
B. August 10, 1912, Brooklyn, N. Y.; Commercials for: National Safety Council, Mutual of Omaha, Dash, Polident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

**MAXWELL, WIN**  
WBMK, West Point, Ga.

**MAYEL, JOE**  
WCUE, Akron, Ohio

**MAYES, TOMMY**  
WFKN, Franklin, Ky.

**MAYNES, JAMES**  
KALI, Pasadena, Calif.

**MAYS, JOHN**  
Hometown News  
KBOA, Kennett, Mo.

**MEADE, GARY**  
Teen-Age Dance Time  
KVIQ-TV, Eureka, Calif.

**MEADOR, ROBERT**  
KPBA, Pine Bluff, Ark.

**MEADS, WALLY**  
KSDO, San Diego, Calif.

**MEARIAN, MIKE**  
Childrens Theater  
WBEN-TV, Buffalo, N.Y.

**MEATH, EDDIE**  
WHEC, WHEC-TV,  
Rochester, N.Y.

**MEDINA, ALEX**  
Latin American Hour  
KMAP, Bakersfield, Calif.

**MEEHAN, DICK**  
Platter Party  
KCLW, Hamilton, Tex.

**MELLIICHAMP, BUD**  
Bandstand  
WGRQ, Lake City, Fla.

**MELLIN, DON**  
WEIR, Weirton, W. Va.

**MELON, RALPH**  
680 Party Line  
KFEQ, St. Joseph, Mo.

**MELTON, BERNIE**  
WFOR, Hattiesburg, Miss.

**MELTZER, AL**  
WEBR, Buffalo, N.Y.

**MENDINE, MARTIN**  
KCSJ, Pueblo, Colo.

**MENTZER, EARL**  
WJEJ, Hagerstown, Md.

**MERCER, CLIFF**  
WGN, Chicago, Ill.

**MERCER, WALLY**  
Rockin' with Bop  
WBOP, Pensacola, Fla.

**MERCHANT, WOODY**  
Old Dominion Jamboree  
WPRW, Manassas, Va.

**MERENS, LYMAN**  
You Can't Lose  
WRJN, Racine, Wis.

**MERRICK, WILLIAM A.**  
Philosophy  
KBMN, Bozeman, Mont.

**MESSER, NORMAN**  
WQAI-TV, San Antonio, Tex.

**MEYER, ED**  
KMMJ, Grand Island, Neb.

**MEYER, JOHN**  
KXOK, St. Louis, Mo.

**MICHAELS, ALLEN**  
Sunshine Serenade  
WTOL, Toledo, Ohio

**MICHAELS, KEN**  
WRMF, Titusville, Fla.

**MICHELS, JOHNNY**  
WAQE, Towson, Md.

**MIDDLETON, ROBERT**  
WWSC, Glens Falls, N.Y.

**MILFORD, DALE**  
Evening Edition Weather  
WFAA-TV, Dallas, Tex.

**MILLER, BILL**  
WJNO, West Palm Beach, Fla.

**MILLER, BILL**  
KSWO, Lawton, Okla.

**MILLER, BOB**  
WLW-I, Indianapolis, Ind.

**MILLER, BOB**  
KJSE, Columbus, Neb.

**MILLER, BRUCE**  
WLOW, Norfolk, Va.

**MILLER, DICK**  
WJTV, Jackson, Miss.

**MILLER, MEL**  
Gold Platter Show  
WMEX, Boston, Mass.

**MILLER, NEIL**  
Top Ten Dance Party  
WDEF-TV, Chattanooga, Tenn.

**MILLER, PAT**  
Ranger's Club  
KGNB-TV, Laredo, Tex.

**MILLER, REX**  
KSWO, Lawton, Okla.

**MILLER, RON**  
WMIE, Miami, Fla.

**MILLS, BOB**  
What Goes with the Weather  
WVET-TV, Rochester, N.Y.

**MILLS, BOB**  
Sun-Up, Shock!  
KOTV, Tulsa, Okla.

**MILLS, CHUCK**  
KNOT, Prescott, Ariz.

**MILLS, FRANK**  
WBAP, WBAP-TV,  
Fort Worth, Tex.

**MILNE, BRUCE**  
Hillbilly Houseparty  
WABL, Amite, La.

**MILNER, ART**  
WKDN, Camden, N.J.

**MILNER, GENE**  
Hotpoint Hot Seat  
WIP, Philadelphia, Pa.

**MILTON, JUD**  
KROD, El Paso, Tex.

**MILWEE, N. C.**  
Musical Clock  
WFUN, Huntsville, Ala.

**MIMS, ERNIE**  
WQUB, Galesburg, Ill.

**MITCHELL, CHARLES**  
Eso Reporter  
WBTW, Florence, S. C.

**MITCHELL, CLIFF**  
Farm Family  
KASM, Albany, Minn.

**MITCHELL, DENNY**  
Party Line  
WERI, Westerly, R. I.

**MITCHELL, DICK**  
KELA, Centralia-Chehalis,  
Wash.

**MITCHELL, EVERETT**  
National Farm & Home Hour  
NBC

**MITCHELL, GEORGE**  
Jive Before Five  
WAUD, Auburn, Ala.

**MITCHELL, HARRY**  
KERO-TV, Bakersfield, Calif.

**MITCHELL, JERRY**  
WJOB, Hammond, Ind.

**MITCHELL, LYLE G.**  
KDMO, Carthage, Mo.

**MITCHELL, TIM**  
KAGR, Yuba City, Calif.

**MOCHAL, JAMES**  
KPIG, Cedar Rapids, Iowa

**MOCKMORE, DAVE**  
Musical Clock  
KFLJ, Walsenburg, Colo.

**MOHNKERN, LEN**  
Symphonic Varieties  
WHHH, Warren, Ohio

**MOLINARO, LARRY**  
Polka Party  
WNAR, Norristown, Pa.

**MOLINE, JOHN**  
Housewife's Matinee  
KLGA, Algona, Iowa

**MOLLISON, CRAIG V.**  
KWHO, Salt Lake City, Utah

**MOLONEY, JIM**  
WGES, Chicago, Ill.

**MONACO, DICK**  
KCAP, Helena, Mont.

**MONAGHAN, ART**  
WSKI, Montpelier, Vt.

**MONTGOMERY, ELAINE**  
Cabbages & Kings  
WAGN, Menominee, Mich.

**MONTGOMERY, ROBERT L.**  
Greatest Sound in Dixie  
WPET, Greensboro, N.C.

**MOODY, NOEL**  
KBMQ, Monett, Mo.

**MOONEY, FRANK**  
WHUM, Reading, Pa.

**MOORE, DALE G.**  
Morning Melodies  
KBMN, Bozeman, Mont.

**MOORE, JIM**  
KXOK, St. Louis, Mo.

**MOORE, MERIEL**  
WETB, Johnson City, Tenn.

**MOORE, TOM**  
Jim Justice  
KTUE, El Dorado, Ark.

**MOORE, TOM**  
Ladies Fair  
KNXT, Los Angeles, Calif.



# RADIO-TV ANNOUNCERS, EMCEES

**MORALES, J. G.**  
WYRF, Guyama, P. K.  
**MORAN, JACK**  
WKRC, Cincinnati, Ohio  
**MOGELAND, KUZ**  
Koffee Klub  
KCRV, Caruthersville, Mo.  
**MORGAN, BOB**  
WBWV, Youngstown, Ohio  
**MORGAN, JACK**  
KCID, Caldwell, Idaho  
**MORGAN, MARTIN**  
WTSP, St. Petersburg, Fla.  
**MORGAN, MIKE**  
WELM, Elmira, N.Y.

**MORGAN, RAY**  
**MORGAN, ROBERT**  
Coffee Cup  
WBOP, Pensacola, Fla.  
**MORRIS, DON**  
KUMA, Pendleton, Ore.  
**MORRIS, LARRY**  
WYZE, Atlanta, Ga.  
**MORRIS, RAY**  
KEEN, San Jose, Calif.  
**MORRIS, ROD**  
Big G Ambiance  
KVIQ-TV, Eureka, Calif.  
**MORRISON, ROBERT**  
KMI-D, Fairfield, Iowa  
**MORRISSEY, BILL**  
WHRB, Manchester, N.H.

**MORROW, DON**  
B. Jan. 29, 1927, Stamford, Conn.; G-E College Bowl, Jackie Gcason Show, CBS-TV, Lowell Thomas News, CBS-Radio; Rin-Tin-Tin, ABC-TV  
**MORTON, LOU**  
Morning Watch  
WGST, Atlanta, Ga.  
**MOSS, LLOYD**  
WOXR, New York, N. Y.  
**MOSS, PHIL**  
WDLA, Memphis, Tenn.  
**MOTT, MAX**  
Woman's Club of Air  
KSEL, Lubbock, Tex.  
**MOWRY, JIM**  
WJJC, Commerce, Ga.  
**MOYNAHAN, CAROL**  
WGOC, Georgetown Ky.

**MULCAHY, JOHN F.**  
Coffee Break  
WRIV, Riverhead, N. Y.  
**MULLARKEY, TOM**  
Teenage Downbeat  
WJAP-TV, Fort Worth, Tex.  
**MULLEN, JOHN**  
WWLP, Springfield, Mass  
**MULLIGAN, RAY**  
WSAN, Allentown, Pa  
**MULLIN, KAYO**  
WSIV, Pekin, Ill.  
**MULLINS, LEONARD**  
WCLA, Claxton, Ga.  
**MULKOV, BOB**  
KWG, Stockton, Calif.  
**MULVHILL, JOE**  
Police Beat  
WJW, Cleveland, Ohio  
**MUNDEN, GROVER**  
Club 60  
WMBL, Marshfield City, N.C.

**MUNT, PAUL B.**  
KOLN-TV, Lincoln, Neb.  
**MURDOCK, JACK**  
Coffee Break  
KTVI, St. Louis, Mo.  
**MURPHY, BILL**  
KXOK, St. Louis, Mo.  
**MURPHY, BILL**  
The Big Spin  
KLYK, Spokane, Wash.  
**MURRAY, LEE**  
Fun House; Roy Rogers  
WISN-TV, Milwaukee, Wis.  
**MURRAY, LOU**  
Sunlight Symphony  
WRTA, Altoona, Pa.

**MUSCARE, ED**  
Spanish Hour  
KSRK, Socorro, N. M.  
**MUSIC, JOHN**  
WFOU, Toledo, Ohio  
**MYERS, BILL**  
Homeward Bound  
KGMG, Englewood-Lenvar, Colo.  
**MYERS, LARRY**  
WBRV, Boonville, N. Y.  
**MYERS, WALT**  
KCAL, Redlands, Calif.

## — N —

**NAHLEX, DON**  
WRBI-TV, Columbus, Ga.  
**NAJAMEY, ABE**  
800 Radio Row  
WCAD, Danbury, Conn.  
**NARZ, JACK**  
Datto  
NBC-TV  
**NASH, BOB**  
KFYO, Lubbock, Tex.  
**NASH, WESLEY**  
KPST, Preston, Ida.  
**NEALE, TOM**  
WCOM, Parkerburg, W. Va.  
**NEHRING, WALLA**  
Dawn Patrol  
WIRE, Indianapolis, Ind.  
**NEILL, EVERETTE**  
WMCX, McKeesport, Pa.

**NEILSON, ED**  
Breakfast in Bedlam  
WMSN, Olean, N.Y.  
**NEILSON, BOB**  
WECL, Eau Claire, Wis.  
**NEILSON, HOWARD**  
KJSK, Columbus, Neb.  
**NEILSON, LINDSEY**  
Sports  
NBC-TV  
**NEILSON, PAUL**  
KWLJ, Des Moines, Iowa  
**NEILSON, RICK**  
Bingo at Home  
WBRZ-TV, Baton Rouge La.  
**NESTER, JERRY**  
KSDO, San Diego, Calif.  
**NESTER, ROY**  
Platter Party  
WJNC, Winchester, Va.  
**NEUBERGER, STAN**  
Kaffee Klatch  
WEKZ, Monroe, Wis.  
**NEWELL, T. C.**  
KDSJ, Deadwood, S. D.  
**NEWHOUSE, JOHN**  
WSTC, Stamford, Conn.  
**NEWHOUSE, RON**  
WRLZ, Kalamazoo, Mich.

**NEWMAN, SLIM**  
WNAR, Norristown, Pa.  
**NEWTON, JIM**  
KELP-TV, El Paso, Tex.  
**NEVINS, ELLIOT**  
The Early Bird  
WSKN, Saugerties, N.Y.  
**NICHOLS, BILL**  
WTYC, Rock Hill, S. C.  
**NICHOLSON, NICK**  
Take It Easy  
WISR, Butler, Pa.  
**NICKUM, BILL**  
Journey Into Melody  
WBRK, Pittsburgh, Mass.  
**NIBAL, TED**  
Magazine of the Air  
WYBN-WKBN-TV, Youngstown, Ohio

**NIMMO, BILL**  
Far Love Or Money, CBS-TV; Keep It in the Family, Who Do You Trust, ABC-TV; Daily News Report, WPIX  
**NIX, ED**  
KWIZ, Santa Ana, Calif.

**NOE, BOB**  
Man on Street  
WBKV, West Bend, Wis.  
**NOEL, SID**  
Womans World  
WWL, New Orleans, La.  
**NOLAN, JAMES W.**  
Party Time  
KIMA-TV, Yakima, Wash.  
**NOLAN, TIM**  
KPRC, Houston, Tex.  
**NORMAN, HERB**  
Social Security  
WWRL, New York, N. Y.  
**NORMAND, RAY**  
Morning Dial  
WFAU, Augusta, Me.  
**NORRIS, BARRY**  
KFJB, Marshalltown, Iowa  
**NORTHINGTON, JIM**  
Jim About Music  
WHKP, Hendersonville, N.C.  
**NORWOOD, BILL**  
WNCT, Greenville, N.C.  
**NOVELL, KEN**  
Ritter Derby  
ABC-TV

## — O —

**OAKLEY, JERRY**  
Downbeat  
WCOG, Greensboro, N.C.  
**OBBERKA, J.**  
WIZE, Springfield, Ohio  
**OBLINGER, JACKIE**  
B. Sept. 16, 1929, Wilkes-Barre, Pa.; It's a Woman's Whirl, Hostess: Sea Hunt, Cisco Kid, Target; Sunday Night Show, WHIS-TV  
**O'BRIEN, DON**  
Hollywood Playhouse  
WTC-TV, Minneapolis-St. Paul, Minn.  
**O'BRIEN, ELLIS**  
Weather Man  
WFSH-TV, Portland, Me.

**O'BRIEN, JOE**  
B. July 16, 1915, Yonkers, N. Y.; Joe's Place, WMCA; Commercials: Fob, El Producto, Chevron, TV; Schaeffer, Radio  
**O'BRIEN, MARY LOU**  
KBCL, Sireveport, La.  
**O'BRIEN, TOM**  
B. April 3, 1925, New York, N. Y.; News, WINS; Chevrolet Weekend News, CBS, Radio; Big Story, WNEW-TV; Monitor, NBC  
**O'CONNELL, BILL**  
WEZE, Boston, Mass.  
**O'CONNOR, BOB**  
Club 7-4-9  
WGSM, Huntington, N. Y.  
**O'DONNELL, LEW**  
Breakfast Bar  
WJEN-TV, Syracuse, N. Y.

**OGLE, JIM**  
Meet Your Merchant  
KPIN, Casa Grande, Ariz  
**O'KEEFE, WALTER**  
Nightline  
NBC  
**OLESON, DOUG**  
KBRW, Aberdeen, Wash.  
**OLIVE, GRAY**  
Music at Gray-break  
WMSC, Columbia, S. C.  
**OLIVER, LLOYD**  
Oliver Farm Show  
KBNY, Kearney, Neb.  
**OLIVER, W. M. JR.**  
Salute to Homemakers  
WREY, Reidville, N.C.  
**OLSEN, JOHNNY**  
Play Your Hunch  
CBS-TV

# RADIO-TV ANNOUNCERS, EMCEES

- OLSEN, WES**  
WLA-V, Grand Rapids, Mich.
- OLSON, BRUNO**  
WHEB-TV, Rock Island, Ill.
- OLSON, GLEN**  
KOVC, Valley City, N.D.
- OLSON, HARVEY**  
WDRG, Hartford, Conn.
- OLSON, RAY**  
WSAL, Logansport, Ind.
- O'NEIL, CHUCK**  
Chuckwagon  
WFEA, Manchester, N.H.
- O'NEIL, PAT**  
WGMA, Hollywood, Fla.
- O'NEILL, KEVIN**  
Popeye Show  
WKRQ-TV, Mobile, Ala.
- ORKIN, DICK**  
WLAN, Lancaster, Pa.
- ORMES, BILL**  
WAGG, Franklin, Tenn.
- ORR, BILL**  
Morning Watch  
KSTR, Grand Junction, Colo.
- ORR, JEROME**  
KELD, El Dorado, Ark.
- ORRELL, BOB**  
WGRO, Lake City, Fla.
- ORTEGON, VICTOR LARA**  
KUNO, Corpus Christi, Tex.
- ORTIZ, R.**  
WXRF, Guayama, P. R.
- OSBORNE, RICHARD**  
KFAY, Fayetteville, Ark.
- OSTERMAN, LARRY**  
Koffee Klubb  
KCOW, Alliance, Neb.
- OTZMAN, JERRY**  
Morning Alarm  
WALM, Albion, Mich.
- OUELLETTE, GEORGE**  
Ladies' Fair  
WMTW-TV, Poland Spring, Me.
- OVERTON, JOE**  
Just Music  
WMAK, Nashville, Tenn.
- OWENS, EDDIE**  
Mostly Music  
WTRG, Dyersburg, Tenn.
- OWENS, JACK**  
WMAZ-TV, Macon, Ga.
- O'WILL, BOB**  
Morning Beat  
WGAN-TV, Portland, Me.
- P**
- PAFFORD, BUCK**  
WGOV, Valdosta, Ga.
- PAGE, DAVE**  
Capt. Cy's Cartoons  
KREM, Spokane, Wash.
- PAGEL, DUANE**  
KBRL, McCook, Neb.
- PAIN, BILL**  
KLPR, Oklahoma City, Okla.
- PAINTER, FRANK**  
Old Coonhunter  
WBLJ, Dalton, Ga.
- PALMER, BILL**  
Romper Room; Casper  
Caspers  
WTVN-TV, Columbus, Ohio
- PALMER, BUD**  
Fight Beat  
NBC-TV
- PALMER, DUKE**  
Good Earth  
KBOR, Brownsville, Tex.
- PALMQUIST, JAMES R.**  
KLIR, Denver, Colo.
- PAPPAS, CHRIS**  
Sunrise Circus  
KVEN, Ventura, Calif.
- PARCHER, PEG**  
KPEG, Spokane, Wash.
- PARKER, BEN L.**  
Tops in Pops  
KBOP, Pleasanton, Tex.
- PARKER, DONN**  
Top 50 Show  
WMEX, Boston, Mass.
- PARKER, JACK**  
Popeye  
WNCT, Greenville, N. C.
- PARKER, JIM**  
KVON, Napa, Calif.
- PARKER, PAUL**  
Quaker Question Mike  
WIP, Philadelphia, Pa.
- PARKER, RUSTY**  
Scraping the Toast  
WDEV, Waterbury, Vt.
- PARKES, HAL**  
KEYY, Provo, Utah
- PARKS, BERT**  
County Fair, Masquerade  
Party, NBC-TV;  
Bert Parks Bandstand,  
NBC Radio
- PARKS, BUD**  
Breakfast Club  
WBRB, Mt. Clemens, Mich.
- PARMLEY, T. L.**  
KSKO, Arkansas City, Kan.
- PAROBY, DOMINICK**  
1540 Matinee  
WPTS, Pittston, Pa.
- PARSONS, FRED**  
B. June 13, 1920, Huntington,  
W. Va.; Road of Life, Right to  
Happiness, CBS-Radio; Lamp Un-  
to My Feet, CBS News, CBS-TV
- PARSONS, KEN**  
KPBA, Pine Bluff, Ark.
- PARSONS, LES**  
KTUL, Tulsa, Okla.
- PASS, NOEL**  
WMOX, Meridian, Miss.
- PATEE, GEORGE J.**  
KURA, Moah, Utah
- PATRICK, JOHN**  
Anniversary Club  
KDZA, Pueblo, Colo.
- PATRICK, PHIL**  
WCUB, Manitowoc, Wis.
- PATTERSON, CLARE**  
WPEL, Montrose, Pa.
- PATTERSON, GEORGE**  
KBVM, Lancaster, Calif.
- PATTERSON, PAUL**  
Music in the Night  
WLLH, Lowell, Mass.
- PAUL, ED**  
WCED, DuBois, Pa.
- PAUL, KING**  
WLEU, Erie, Pa.
- PAUL, RALPH**  
Strike It Rich, "Dotto," The  
Millionaire, Top Dollar, CBS-  
TV; Goodyear Playhouse, The Big  
Payoff, NBC-TV
- PAULSON, AL**  
KRSI, Minneapolis, Minn.
- PAUXON, BUD**  
WACK, Newark, N. Y.
- PAXTON, TOM**  
This Afternoon  
WKY-TV, Oklahoma City,  
Okla.
- PEACH, FRED**  
WHYN, Springfield, Mass.
- PEARSON, AL**  
KSRO, Santa Rosa, Calif.
- PECHINI, MARIO**  
KOYE, El Paso, Tex.
- PEEIE, JERRY**  
WEWO, Laurinburg, N. C.
- PEEPER, LEO**  
Denver Bandstand  
KBTW, Denver, Colo.
- PEGG, WILLIAM F.**  
Midday Jamboree  
WTOE, Spruce Pine, N. C.
- PEGUES, ROBERT**  
Sunrise Serenade  
KINY, Juneau, Alaska
- PEISS, ED**  
Polka Time  
KOOK-TV, Billings, Mont.
- PELGER, FRED**  
Host with the Most  
KYUM, Yuma, Ariz.
- PELLE, FRED**  
The Gospel Hour  
WEAG, Alcoa, Tenn.
- PENCE, GEORGE J.**  
KCVL, Colville, Wash.
- PENDLEBURY, JIM**  
From Studio "C"  
KSEI, Pocatello, Ida
- PENROSE, BERN**  
Afternoon Musicade  
WTFM, Trenton, N. J.
- PERCIAL, JACK**  
WLEC, Sandusky, Ohio
- PERKINS, BILL**  
KOYN, Billings, Mont.
- PERLAIN, PETE**  
KGHL-TV, Billings, Mont.
- PERRIN, DON**  
WTVC, Chattanooga, Tenn.
- PERRY C. STUART**  
Music Around the Clock  
WWSR, St. Albans, Vt.
- PERRY, NICK**  
WTAE, Pittsburgh, Pa.
- PETERS, CHARLOTTE**  
KSD-TV, St. Louis, Mo.
- PETERS, KERM**  
WBLEF, Bellefonte, Pa.
- PETERSEN, RODNEY**  
KBOE, Oskaloosa, Iowa
- PETERSON, ART**  
Musical Clock  
WFBL, Syracuse, N. Y.
- PETERSON, DON**  
KDSN, Denison, Iowa
- PETERSON, GEORGE**  
WYRN, Louisburg, N.C.
- PETERSON, JACK**  
Swap Shop  
WHKK, Akron, Ohio
- PETITO, GENE**  
Live Wrestling  
WBOY-TV, Clarksburg, W.  
Va.
- PETRICH, LEE**  
4:00 O'Clock Movie  
KENS-TV, San Antonio, Tex.
- PFU, GEORGE E.**  
KXLL, Missoula, Mont.
- PFERFAUF, NICK**  
Pop Parade  
WTRR, Sanford, Fla.
- PHELPS, BOB**  
WLOS-TV, Asheville, N.C.
- PHIEFFER, BILL**  
WTUX, Wilmington, Del.
- PHILLIPS, A. G.**  
WLTC, Gastonia, N. C.
- PHILLIPS, BOB**  
KART, Jerome, Ida.
- PHILLIPS, BRAD**  
WINS, New York, N. Y.
- PHILLIPS, DICK**  
WEVA, Emporia, Va.
- PHILLIPS, GENE**  
WMAN, Mansfield, Ohio
- PHILLIPS, KEN**  
WMBA, Ambridge, Pa.
- PHILLIPS, LEE**  
WKAT, Miami Beach, Fla.
- PHILLIPS, ROBERT**  
KRWOS, Jefferson City, Mo.
- PHIPPS, LARRY**  
WINI, Murphysboro, Ill.
- PIATT, BOB**  
KENI-TV, Anchorage, Alaska
- PICKINS, PETE**  
Music for Everybody  
WKIC, Hazard, Ky.
- PIDGEON, G. D.**  
Skyline Interview  
WSBB, New Smyrna Beach,  
Fla.
- PIERCE, BILL**  
WEJL, Scranton, Pa.
- PIERCE, JACKIE**  
Gold Cast Theatre  
WTVJ, Miami, Fla.

# RADIO-TV ANNOUNCERS, EMCEES

## — R —

- PIERCE, W. A., JR.**  
WVCC, Bremen, Ga.
- PINCKNEY, LLOYD**  
Concert Hall  
WSPN, Saratoga Springs,  
N. Y.
- PINNER, JOE**  
Music Man  
WNOK, Columbia, S. C.
- PIRNIC, DUNCAN**  
WQXR, New York, N. Y.
- PITCAITHLEY, AL**  
KPRM, Carlsbad, N. M.
- PLAYER, JIM**  
Coffee Break  
WBTW, Florence, S. C.
- POLAO, RON**  
Ronaldo & His Records  
WTNJ, Trenton, N. J.
- POLMAN, NORM**  
WNHC, New Haven, Conn.
- POMALES, FELIX**  
Caravana Musical  
WITA, San Juan, P. R.
- POOLE, BOB**  
Partyline  
WFBC, Greenville, S. C.
- POOLE, BUCK**  
WRIM, Pahokee, Fla.
- POOLE, LYNN**  
Johns Hopkins File 7  
ABC-TV
- POOLE, RAY**  
KDZA, Pueblo, Colo.
- PORWANICKI, LEO**  
WJLP, Kenosha, Wis.
- POTTA, PAT**  
KNAC-TV, Fort Smith, Ark.
- POTTER, EDWARD**  
Notes & Nonsense  
WTSB, Lumberton, N. C.
- POWELL, JACK**  
Dance Dale  
WANE-TV, Fort Wayne, Ind.
- POWERS, DON**  
WRPB, Warner Robins, Ga.
- POWERS, JIMMY**  
Cavalcade of Sports  
NBC-TV
- PRATHER, KENNETH G.**  
KATI, Casper, Wyo.
- PRATT, BUD**  
Callin' All Neighbors  
KIS, Sedalia, Mo.
- PRATT, FLOYD**  
WWUC, Bay City, Mich.
- PROMONT, BOB**  
KCNY, San Marcos, Tex.
- PREVETTI, BILL**  
Teen Time Dance Party  
KQEO, KOAT-TV,  
Albuquerque, N. M.
- PRIAKOS, BILL**  
KTCS, Ft. Smith, Ark.
- PRICE, BILL**  
KNIM, Maryville, Mo.
- PRICE, NATHAN**  
WGOA, Winter Garden, Fla.
- PRICE, SAM**  
KERG, Eugene, Ore.
- PRICE, VINCENT**  
ABC-TV
- PRINGLE, DAVID**  
WPAG, Ann Arbor, Mich.
- PROMER, HOWARD**  
Daybreaker Show  
WCFR, Springfield, Vt.
- PUFFER, GEORGE**  
WCLL, Corning, N. Y.
- PUGSLEY, BEN**  
Farm Visitor  
KMAQ, Maquoketa, Iowa
- PRYOR, CACTUS**  
KTBC-TV, Austin, Tex.
- RABEL, ED**  
Downbeat  
WHMS, Charleston, W. Va.
- RABELL, JACK**  
KSON, San Diego, Calif.
- RADA, JOE**  
WCAW, Charleston, W. Va.
- RAINEY, BUD**  
Daydreams  
WRBB, Holyoke, Mass.
- RAMBO, GEORGE**  
Ramblin  
KWIN, Ashland, Ore.
- RAMSY, RAY**  
The AD-Caster  
WHIR, Danville, Ky.
- RANDAL, TED**  
KPX, San Francisco, Calif.
- RANDALL, DALE**  
KBOI-TV, Boise, Ida.
- RANEY, REX**  
WBIR-TV, Knoxville, Tenn.
- RANNIGER, BOB**  
1590 Club  
KGAS, Carthage, Tex.
- RAU, CHRIS**  
Western Varieties  
KSIS, Sedalia, Mo.
- RAY, CURT**  
KMOX-TV, St. Louis, Mo.
- RAY, HOWARD**  
Tops in Pops  
WFUN, Huntsville, Ala.
- RAY, JOE**  
Popeye and Friend  
WEE, Erie, Pa.
- RAYBALL, JOE**  
Call to Breakfast  
WHAV, Haverhill, Mass.
- RAYMOND, HAL**  
WEEK, Peoria, Ill.
- REAGON, WALTER**  
KSFA, Nacogdoches, Tex.
- RECORD, KEN**  
WHLT, Huntington, Ind.
- RECTOR, BRUCE**  
WRUN, Utica, N. Y.
- REDELLE, TOM**  
Weather  
KSWO-TV, Lawton, Okla.
- REDDER, DANNY**  
WKKS, Vanceburg, Ky.
- REED, DICK**  
KAFY, Bakersfield, Calif.
- REED, WARREN**  
KTNT-TV, Tacoma, Wash.
- REEL, DAVE**  
WGGC, Belmont, N. C.
- REESE, CARL**  
WERE, Cleveland, Ohio
- REESE, JAMES R., JR.**  
The Garden of Prayer  
WCBG, Chambersburg, Pa.
- REESE, WALTER**  
Spanky's Show  
WEHT, Evansville, Ind.
- REID, DICK**  
WCHS, Charleston, W. Va.
- REIDY, PAUL**  
WRDW, Augusta, Ga.
- REIG, HOWARD**  
News  
NBC Radio
- REIGHARD, RICK**  
WCUE, Akron, Ohio
- REIMERS, ED**  
B. October 26, Moline, Ill.; Play-  
house 90, CBS-TV; Moveriek,  
ABC-TV
- REITZ, PINKY**  
Breakfast Time  
WLEC, Sandusky, Ohio
- RENCH, KENNY**  
Early Bird  
WPTW, Piqua, Ohio
- RENWICK, CHUCK**  
Eye Opener  
WJW, Cleveland, Ohio
- REX, JAMES**  
WMT-TV, Cedar Rapids, Iowa
- REY, MARIO**  
KALL, Pasadena, Calif.
- REYNOLDS, BUD**  
WTUS, Tuskegee, Ala.
- REYNOLDS, CLIFTON**  
Fun House  
WCSH-TV, Portland, Me.
- REYNOLDS, JACK**  
KLAS-TV, Las Vegas, Nev.
- REYNOLDS, LEE**  
Popeye, Grandpa's Place  
WTTG, Washington, D. C.
- RHOADS, JERRY**  
WJNO, West Palm Beach,  
Fla.
- RHODARMER, SCOTTY**  
WENC, Asheville, N. C.
- RHODES, C. L.**  
Morning Varieties  
WMYN, Madison-  
Mayodan, N. C.
- RHYNE, DON**  
Rise & Shine  
KGLU, Safford, Ariz.
- RICE, DICK**  
Tallo-Test  
WSPD, Toledo, Ohio
- RICHARDS, BILL**  
WCHS, Charleston, W. Va.
- RICHARDS, FLOYD**  
WTIC-TV, Hartford, Conn.
- RICHARDS, JAMES**  
Dawn Patrol  
WKWK, Wheeling, W. Va.
- RICHARDS, STAN**  
WMPB, Memphis, Tenn.
- RICHARDS, TONY**  
Dance Party  
WLVA-TV, Lynchburg, Va.
- RICHARDSON, ANGEL**  
Pida Su Musica  
WITA, San Juan, P. R.
- RICHETER, AL**  
WOBM, Savannah, Tenn.
- RICKENBACKER, ACE**  
WTYN, Tryon, N. C.
- RIDDLE, ALAN**  
Kitchen Klatter  
WESC, Greenville, S. C.
- RIDNER, JACK**  
Circle 6 Ranch  
WCTV, Tallahassee, Fla.
- RIGGS, AL**  
WKAZ, Charleston, W. Va.
- RIMMERMAN, MARY**  
KELO, Sioux Falls, S. D.
- RISH, MANNY**  
920 Club  
WBBB, Burlington, N. C.
- RISSLING, BOB**  
WJDA, Quincy, Mass.
- RITNER, BART**  
Morning Mail  
WCEU, Rocky Mount, N. C.
- ROBBINS, FRED**  
Haggis Baggis (daytime)  
NBC-TV;  
Monitor, NBC Radio
- ROBERTS, ART**  
WXLW, Indianapolis, Ind.
- ROBERTS, DON**  
KOAT-TV, Denver, Colo.
- ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Iowa
- ROBERTS, MARTY**  
WDZ, Decatur, Ill.
- ROBERTS, PETER**  
Monitor, NBC
- ROBERTS, TED**  
Club Macombo  
WKAL, Macomb, Ill.
- ROBERTSON, TRAFTON**  
Contact  
WTAR, Norfolk, Va.
- ROBINSON, CARL**  
Best by Request  
KVOW, Littlefield, Tex.

## — Q —

- QUAVE, MACKIE**  
WIS, Columbia, S. C.

# RADIO-TV ANNOUNCERS, EMCEES

**ROBINSON, DAVID**  
KOMO, Seattle, Wash.

**ROBINSON, JOHNNY**  
WHYS, Ocala, Fla.

**ROBINSON, MAX**  
Saturday Breakfast Party  
WJTN, Jamestown, N. Y.

**ROBINSON, STAN**  
Weather Ahead  
WHIZ-TV, Zanesville, Ohio

**ROCHE, HAL**  
KBOR, Brownsville, Tex.

**ROCKHOLD, JOE**  
WHIO-TV, Dayton, Ohio

**ROCKUFELLER, JACK**  
KNOX, Grand Forks, N. D.

**ROCKWELL, GENE**  
Rocky's Roost  
WFAH, Alliance, Ohio

**RODEWALD, DON**  
KERO-TV, Bakersfield, Calif.

**RODIO, JIM**  
WPPG, Atlantic City, N. J.

**RODRIGUEZ, HECTOR**  
KUNO, Corpus Christi, Tex.

**RODEL, JOHN**  
KSD, 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, DAVE**  
Disc O Rama  
WJMX, Florence, S. C.

**ROGERS, GEORGE**  
Dialing for Dollars  
WMAK-TV, Baltimore, Md.

**ROGERS, JOHN**  
Halifax Music Hall  
WROD, Daytona Beach, Fla.

**ROLLINS, MIKE**  
KLIK, Jefferson City, Mo.

**ROMANCE, ED**  
WPPA, Pottsville, Pa.

**ROODHOF, TED**  
4-County Almanac  
WDOS, Oneonta, N. Y.

**ROPER, JAMES T.**  
KRTN, Raton, N. M.

**ROPER, JIM**  
WRIM, Pahokee, Fla.

**ROPER, PRES**  
WMAN, Mansfield, Ohio

**ROSE, FRED**  
Hillbilly Heaven  
KFAY, Fayetteville, Ark.

**ROSER, JIM**  
Sacred Song Time  
WCHO, Washington, Ohio

**ROSS, BARRY**  
KDJL, Holbrook, Ariz.

**ROSS, DON JOHN**  
WMT-TV, Cedar Rapids, Iowa

**ROSS, JACK**  
Harmony Home  
WBBC, Flint, Mich.

**ROSSE, CALVIN**  
1260 Club  
WCHV, Charlottesville, Va.

**ROSSI, JIM**  
KIBL, Beeville, Tex.

**ROTH, ROBERT**  
WHEN, Syracuse, N. Y.

**ROUNTREE, BOB**  
WAAA, Winston-Salem, N. C.

**ROUSSEAU, GENE**  
WWON, Woonsocket, R. I.

**ROVANG, REX**  
KRIB, Mason City, Iowa

**ROWAN, G. B.**  
Guest Book  
KLOR-TV, Provo, Utah

**ROWE, FLO BEACH**  
Flo's Five  
WSLB, Ogdensburg, N. Y.

**ROWE, FREEMAN**  
The Companion Show  
WGFS, Covington, Ga.

**ROWLANDS, HUGH**  
Uncle Hugo  
WISN-TV, Milwaukee, Wis.

**ROY, MIKE**  
KCKC, San Bernardino, Calif.

**RUDD, SEARLE**  
KOLD, Tucson, Ariz.

**RULE, RON**  
Breakfast Club  
KUIK, Hillsboro, Ore.

**RULEY, TOM**  
860 Club  
WMRI, Marion, Ind.

**RUSH, CHARLES**  
WFIS, Fountain Inn, S. C.

**RUSSELL, DON**  
Monitor, NBC

**RUSSELL, KEN**  
WIVK, Knoxville, Tenn.

**RYAN, BILL**  
Headin' Home  
KVOO, Tulsa, Okla.

**RYAN, DICK**  
Teen Canteen,  
WJRT, Flint, Mich.

**RYAN, JOHNNY**  
Clockwatcher  
KVOO, Tulsa, Okla.

## — S —

**SADON, EARL**  
Early-Bird  
WBUT, Butler, Pa.

**SAFFLE, JOE**  
Wake Up Time  
KHAM, Albuquerque, N. M.

**SAGGESE, BOB**  
T.N.T.  
WBML, Macon, Ga.

**ST. THOMAS, DON**  
Saint Spins  
KTNT, Tacoma, Wash.

**SALEM, GEORGE**  
Of Women & Things  
KWBY, Colorado Springs, Colo.

**SALMANS, FRED**  
All Aboard for Fun  
KVII-TV, Amarillo, Tex.

**SAITER, BOB**  
KENO, Las Vegas, Nev.

**SANDERS, BOB**  
Noontime Melodies  
WAUD, Auburn, Ala.

**SANDERS, CREIGHTON**  
KTLL, Tillamook, Ore.

**SANDERS, HOWARD**  
WLLB, New York, N. Y.

**SANDERS, JACK**  
WKVA, Lewistown, Pa.

**SANDS, GEORGE**  
Rise & Shine  
WMAS, Springfield, Mass.

**SANNER, LYNN**  
KNOT, Prescott, Ariz.

**SANTON, CHESTER**  
WQXR, New York, N. Y.

**SAUNDERS, BRUCE**  
WSBT, South Bend, Ind.

**SAVITZ, ALLEN**  
WDOL, Athens, Ga.

**SAVITZ, BILL**  
Voice of the City  
WDSR, Lake City, Fla.

**SAWYER, BUD**  
WDXE, Lawrenceburg, Tenn.

**SCAFFE, WADE**  
WAVP, Avon Park, Fla.

**SCAMFER, RON**  
KBRO, Bremerton, Wash.

**SCANLAN, JIM**  
WOW-TV, Omaha, Neb.

**SCANNEL, JIM**  
Weather  
WMBV-TV, Marinette, Wis.

**SCHAFFER, RONALD**  
KBRL, McCook, Neb.

**SCHENKLEBERT, DALE**  
KICD, Spencer, Iowa

**SCHERER, JOE**  
KTLN, Denver, Colo.

**SCHLIPP, DICK**  
Showcase  
WEU, Reading, Pa.

**SCHLADEMAN, DON**  
Ladies First  
WIRE, Indianapolis, Ind.

**SCHLICHTING, JOHN R.**  
WTWV, Tupelo, Miss.

**SCHOCH, JACK**  
Matinee Melodies  
WHP, Harrisburg, Pa.

**SCHOLZ, BOB**  
No Business Like Scholz  
Business  
WBEL, Beloit, Wis.

**SCOTT, JAMES**  
KSGM, Ste. Genevieve, Mo.

**SCHRIMSHER, DON**  
Dishpan Club  
KSST, Sulphur Springs, Tex.

**SCHRIVA, GEORGE**  
WRNB, New Bern, N. C.

**SCHULTZ, OTTO**  
WIBV, Belleville, Ill.

**SCHULZ, BOB**  
WDBF, Delray Beach, Fla.

**SCHUSTER, E.J.**  
KTXX, Sherman, Tex.

**SCOTT, ANDY**  
Scott-land  
WMSC, Columbia, S. C.

**SCOTT, BOB**  
Weathervane  
WJRT, Flint, Mich.

**SCOTT, ED**  
Morning Movie  
WTVT, Tampa, Fla.

## SCOTT, FRED

B. June 25, Dayton, Ohio; Bug  
Bunny Presents, Liberace-Host,  
WABD

**SCOTT, JACK**  
Just Before Luncheon  
WITT, Lewisburg, Pa.

**SCOTT, JIM**  
KPRC-TV, Houston, Tex.

**SCOTT, MIKE**  
WIZE, Springfield, Ohio

**SCOTT, RAY**  
WKPA, New Kensington, Pa.

**SCOTT, STAN**  
Nine Teen Time  
WSTV-TV, Stucubenville, Ohio

**SCOTT, STU**  
KVIQ-TV, Eureka, Calif.

**SCOVILL, CLEVE**  
Musical Clock  
WCON, Cornelia, Ga.

**SEAVEY, NEAL**  
WLNH, Laconia, N. H.

**SEAY, JIM**  
Musical Date  
WCAY, Cayce-West Columbia  
S. C.

**SEELY, DOYLE**  
KINS, Eureka, Calif.

**SELF, JIMMY**  
KZOL, Muleshoe, Tex.

**SEMPLE, HUGH**  
KWDM, Des Moines, Iowa

**SENNETT, DAVE**  
WTLB, Utica, N. Y.

**SEVY, VERN**  
WKBN-TV, Youngstown,  
Ohio

**SEWELL, DOUG**  
KDUB-TV, Lubbock, Tex.

**SHADBURN, BILL**  
WSAV, Savannah, Ga.

**SHAFFER, DAVE**  
WJER, Dover, Ohio

# RADIO-TV ANNOUNCERS, EMCEES

**SHAFFER, GARY**  
 WHDL, Olean, N. Y.

**SHALES, ROGER**  
 WRMN, Elgin, Ill.

**SHANKWEILER, GLEN**  
 WKOK, Sunbury, Pa.

**SHANNON, PAUL**  
 WTAE, Pittsburgh, Pa.

**SHAPIRO, GEORGE**  
 KTVC-TV, Ensign, Kan.

**SHARBUTT, DEL**  
 B. Feb. 16, 1912, Cleburne, Tex.;  
 Jim Backus, Radio; ABC; Your  
 Hit Parade, NBC-TV, CBS-TV

**SHARP, DON**  
 KALB, Alexandria, La.

**SHARP, IRVING**  
 WDHF, WDRJ-TV,  
 Roanoke, Va.

**SHARPE, ED 'PAPPY'**  
 Pop DeeJay  
 WRFC, Athens, Ga.

**SHAVOR, FRED D.**  
 Dinner Theatre  
 WTRI, Albany, N. Y.

**SHAW, BOB**  
 Music Til Tomorrow  
 WSSH, Portland, Me.

**SHAW, TED**  
 Weather  
 KSYD-TV, Wichita Falls,  
 Tex.

**SHAY, JIM**  
 Bumper to Bumper  
 WAND, Canton, Ohio

**SHEA, BOB**  
 KXOK, St. Louis, Mo.

**SHEA, FRAN**  
 WTYM, Springfield, Mass.

**SHEIN, HERB**  
 Bright & Early  
 WKXL, Concord, N. H.

**SHELDON, GENE**  
 Music in AM  
 WWJB, Brooksville, Fla.

**SHELLADY, BOB**  
 KXIC, Iowa City, Iowa

**SHELTON, GENE**  
 WBBA, Pittsfield, Ill.

**SHELTON, JIM**  
 Pick-a-Poeket  
 WIBC, Indianapolis, Ind.

**SHELTON, JIM**  
 KDSX, Demison-Sherman,  
 Tex.

**SHEPPE, BOB**  
 WFOY, St. Augustine, Fla.

**SHERBAHN, DICK**  
 WLAN, Lancaster, Pa.

**SHERMAN, BRAD**  
 WKAT, Miami Beach, Fla.

**SHERRY, ROD**  
 KFSD-TV, San Diego, Calif.

**SHIELD, MIKE**  
 Dance Date  
 WJPF, Herrin, Ill.

**SHIELDS, TOM**  
 Platter Party  
 Tarboro, N. C.

**SHIMP, BERT**  
 Turnabout  
 WSAZ, Huntington, W. Va.

**SHIPLEY, BILL**  
 The Big Story, NBC-TV; You Are  
 There, Jonathan Winters Show,  
 CBS-TV

**SHORE, HAL**  
 Sound Off  
 WBCM, Bay City, Mich.

**SHOWALTER, AL**  
 KBRO, Bremerton, Wash.

**SHOYLING, CLIFF**  
 WICU, Erie, Pa.

**SHREVE, BILL**  
 WTFM, Elkm, N. C.

**SHROYER, KENNETH E.**  
 WBAR, Bartow, Fla.

**SHULL, CHUCK**  
 Weather  
 WRVA-TV, Richmond, Va.

**SIKES, SHIRLEY**  
 KMAN, Manhattan, Kan.

**SILKWOOD, JIM**  
 KDOV, Medford, Ore.

**SILL, DAVE**  
 WADP, Kane, Pa.

**SILVER, KEITH**  
 WSPR, Springfield, Mass.

**SIMMONS, BARRY**  
 Symphony Hall  
 KIX, Oakland, Calif.

**SIMMS, FRANK**  
 For Love or Money, Garry Moore  
 Show, CBS-TV

**SIMON, JIM**  
 KRIG, Odessa, Tex.

**SIMS, BOB**  
 Parade of Music  
 WHYS, Ocala, Fla.

**SIMS, HANK**  
 Day in Court  
 ABC-TV

**SINCLAIR, C. A.**  
 2nd Cup of Coffee  
 WPRW, Manassas Va.

**SINCLAIR, DICK**  
 Polka Party  
 KFI, Los Angeles, Calif.

**SINGER, GEORGE**  
 K'PLN, Denver, Colo.

**SINK, IRDELL**  
 Carusel  
 WBUV, Lexington, N. C.

**SIZEMORE, ASHER**  
 Noontime Jamboree  
 WKLX, Paris, Ky.

**SKAFF, NED**  
 Dinner At The Greystone  
 WCHS, Charleston, W. Va.

**SKINNER, ED**  
 Apron Serenade  
 WNOK, WNOK-TV,  
 Columbia, S. C.

**SKINNER, MORGAN**  
 KBRV, Soda Springs, Ida.

**SLATON, BILL**  
 Breakfast with Bill  
 WJQS, Jackson, Miss.

**SLATTERY, JACK**  
 Art Luncheon's House Party  
 CBS-TV

**SLATTERY, JOE**  
 A Guy Named Joe  
 KWTO, Springfield, Mo

**SLATTON, JOHN**  
 WJBB, Haleyville, Ala.

**SLAYMAKER, GENE**  
 KYW, Cleveland, Ohio

**SLOAN, MAYNARD**  
 KRMO, Monett, Mo.

**SMALL, ROBERT**  
 WISV, Viroqua, Wis.

**SMART, ART**  
 Coffee Break  
 KSEI, Pocatello, Ida.

**SMITH, BOB, Jr.**  
 WCYB, Bristol, Va.

**SMITH, BOB**  
 Morning Merry Go Round  
 WTOG, Savannah, Ga.

**SMITH, BRYANT**  
 Morning Beat  
 KVBC, Farmington, N. M.

**SMITH, CARL**  
 WLON, Lenoleton, N. C.

**SMITH, CY**  
 Your Guy Cy  
 KRNO, San Bernardino, Calif.

**SMITH, DICK**  
 WMCK, McKeesport, Pa.

**SMITH, DON**  
 Griver's Serenade  
 KCLS, Flagstaff, Ariz.

**SMITH, DON**  
 Safety Patrol  
 WACL, Waycross, Ga.

**SMITH, FRED**  
 KTXJ, Jasper, Tex.

**SMITH, GARDNER**  
 WHEN, Syracuse, N. Y.

**SMITH, GARY**  
 WAME, Miami, Fla.

**SMITH, GEORGE J.**  
 KTUT, Tooele, Utah

**SMITH, GUY**  
 KURN, Kansas City, Kan.

**SMITH, HARRY K.**  
 WFLN, Philadelphia, Pa.

**SMITH, HUGH**  
 Good Morning Show  
 KTRY, Bastrop, La.

**SMITH, HUGH**  
 KOGT, Orange, Tex.

**SMITH, JACK**  
 You Asked For It  
 ABC-TV

**SMITH, JERE**  
 Record Hop  
 KMSP-TV, Minneapolis, Minn.

**SMITH, MARK**  
 KONA-TV, Honolulu, Hawaii

**SMITH, MERRILL**  
 Perkin with Pappy  
 WOTW, Nashua, N. H.

**SMITH, PAUL**  
 KDYL, Salt Lake City, Utah

**SMITH, PETE**  
 Channel Hop  
 KBIG, Avalon, Calif.

**SMITH, RAY**  
 WKTC, Thomasville, Ga.

**SMITH, RICHARD**  
 WLSV, Wellsville, N. Y.

**SMITH, RUDY**  
 WCOM, Parkersburg, W. Va.

**SMITH, SHEL**  
 KMAN, Manhattan, Kan.

**SMITH, WAYNE**  
 KBIA, Columbia, Mo.

**SMYTH, ED**  
 Chor. Time  
 WRCO, Richland Center, Wis.

**SNODGRASS, DAVE**  
 WGFS, Covington, Ga.

**SNYDER, PEG**  
 KPEG, Spokane, Wash.

**SOUL, JIM**  
 WARK, Hagerstown, Md.

**SOLANDER, GEORGE**  
 Lucky Luger Dance Time  
 KGVO, Missoula, Mont.

**SOSBY, EDDIE**  
 KMTV, Omaha, Neb.

**SOUTHWOOD, TOMMY**  
 Yawn Patrol  
 WFKY, Frankfort, Ky

**SPAHR, BILL**  
 WDBJ, Roanoke, Va.

## RADIO-TV ANNOUNCERS, EMCEES

- SPAIN, WADE**  
Morning Jamboree  
KHLL, Brighton, Colo.
- SPEAKS, ALAN**  
Breakfast Party  
WHIZ, Zanesville, Ohio
- SPEAR, JIM**  
Moppett Shop  
WBOC-TV, Salisbury, Md.
- SPEARS, BEN**  
WFPM, Fort Valley, Ga.
- SPECK, DARREL**  
Country Music Caravan  
WANY, Albany, Ky.
- SPENCER, LES**  
WBNS, Columbus, Ohio
- SPICER, CY**  
Bingo at Home  
KNAC-TV, Fort Smith, Ark.
- SPOOR, JOE**  
WNBZ, Saranac Lake, N. Y.
- SPRINGER, CHUCK**  
KREM's Kamera  
KREM, Spokane, Wash.
- SPRINGMANN, TED**  
Moving Along  
KADY, St. Charles, Mo.
- SPURLING, CHARLES**  
WTCO, Campbellsville, Ky.
- STACKE, PAUL**  
Club 560  
WEBC, Duluth, Minn.
- STALLARD, DAL**  
KCKN, Kansas City, Kan.
- STAMPER, GIL**  
Preview  
WBT, Charlotte, N. C.
- STANLEY, ARTHUR**  
Hi-Fi Music  
WQUA, Moline, Ill.
- STANLEY, RED**  
Off the Record  
WACB, Kittanning, Pa.
- STANLEY, ROY**  
Weekend  
KBKC, Kansas City, Mo.
- STANT, JACK**  
Words & Music  
WDRF, Chester, Pa.
- STAPLETON, JIM**  
Junior Jamboree; Dance Party  
WLVA: WLVA-TV, Lynchburg, Va.
- STARCHER, BUDDY**  
WSVA, Harrisonburg, Va.
- 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, DAVE**  
Ladies Day  
KFI, Los Angeles, Calif.
- STAVAS, JOE**  
Top O' The Morning  
KJAY, Topcka, Kan.
- STEELE, BRETT**  
KHAT, Phoenix, Ariz.
- STEELE, DAN**  
KMHT, Marshall, Tex.
- STEELE, DON**  
KLIK Klock  
KLIK, Jefferson City, Mo.
- STEFFES, ART**  
Afternoon of Albums  
KVOX, Moorhead, Minn.
- STELLING, JACK**  
WMMS, Bath, Me.
- STEMMLER, NICK**  
WWTB, Tampa, Fla.
- STENGER, FRANK**  
Matinee  
WCBI, Columbus, Miss.
- STENGER, PETE**  
Wake Up & Sing  
WSAZ, Huntington, W. Va.
- STENGLE, DAN**  
WAMV, East St. Louis, Ill.
- STEPHANS, GEORGE**  
Operation Music  
WARE, Ware, Mass.
- STEPHENS, CARL**  
Cartoon Carl  
WSPA-TV, Montgomery, Ala.
- STEPHENS, STEVE**  
Your Party  
KTHV, Little Rock, Ark.
- STERLING, BOB**  
KNGS, Hanford, Calif.
- STERLING, VIC**  
KJEO, Fresno, Calif.
- STERN, TESS**  
WTVN, Columbus, Ohio
- STEVENS, BILL**  
WOCY-TV, Bristol, Va.
- STEVENS, CHUCK**  
1570 Club  
WPTW, Piqua, Ohio
- STEVENS, DON**  
WMP5, Memphis, Tenn.
- STEVENS, MATT**  
Easy Listening  
WHHH, Warren, Ohio
- STEVENS, MAXIE, Jr.**  
Pop Music  
WRJW, Picayune, Miss.
- STEVENS, NAT**  
WTLB, Utica, N. Y.
- STEVENS, RALPH**  
WRAY, Princeton, Ind.
- STEVENS, RAY**  
WAQE, Towson, Md.
- STEWART, ESTILL**  
Hillbilly Hodown  
WDOC, Prestonsburg, Ky.
- STEWART, HAYES**  
XEM-TV, Mexicali-Baja, Calif.
- STEWART, JOHN**  
KDKA, Pittsburgh, Pa.
- STINGLEY, ROY**  
Fairfield Jamboree  
WHOK, Lancaster, Ohio
- STOHL, HANK**  
KD Cartoons  
KDKA-TV, Pittsburgh, Pa.
- STOKE, JIM**  
Deal for a Meal  
KYOS, Merced, Calif.
- STOLL, ALAN**  
KBCL, Shreveport, La.
- STONE, AL**  
Phone Forum  
WCSC, Charleston, S. C.
- STONE, DEWEY**  
WDEC, Americus, Ga.
- STONER, BOB**  
Road Show  
KWKH, Shreveport, La.
- STONE, PETER**  
WJBK, Detroit, Mich.
- STONIER-HAMNETT, RUSS**  
Classical Hour  
WCNC, Elizabeth City, N. C.
- STORM, JOE**  
Lunch at Pedlar  
WBZY, Torrington, Conn.
- STOUDT, JACK**  
KIRX, Kirksville, Mo.
- STOWE, JAMES A.**  
WOTR, Corry, Pa.
- STRAND, NORM**  
Cap'n Sandy Weather  
WSAV-TV, Savannah, Ga.
- STRATTON, DICK**  
Open House  
WJXT, Jacksonville, Fla.
- STRAUSS, JOHN**  
KNCO, Garden City, Kan.
- STRAUSS, WILLIAM**  
WQKR, New York, N. Y.
- STRECKER, JOHN**  
Weather  
KOMU-TV, Columbia, Mo.
- STUART, ALLEN**  
WHLI, Hempstead, N. Y.
- STUART, STREETER**  
WBZ - WBZA, Boston - Springfield, Mass.
- STURM, DEAN**  
WSAZ-TV, Huntington, W. Va.
- STURTZ, HOWIE**  
WCCN, Neillsville, Wisc.
- STYLES, DANNY**  
Katman Show  
WNJR, Newark, N. J.
- SUIT, HAROLD**  
WALB-TV, Albany, Ga.
- SULLIVAN, ALEX**  
Long Island Nightcap  
WGLI, Babylon, N. Y.
- SULLIVAN, BILL**  
WCHA, Chambersburg, Pa.
- SULLIVAN, TIM**  
Commuter's Express  
KGMC, Engelwood-Denver, Colo.
- SUMMERISE, BOB**  
KFKE, Bellevue, Wash.
- SUMMERS, BILL**  
Gospel Train  
WLOU, Louisville, Ky.
- SUNKEL, BUD**  
WDAN-TV, Danville, Ill.
- SUTTER, DICK**  
WRMN, Elgin, Ill.
- SWANN, JIMMY**  
WDAM-TV, Hattiesburg - Laurel, Miss.
- SWANSON, DEAN**  
KFJB, Marshalltown, Iowa
- SWAYZE, JOHN CAMERON**  
Chance for Romance  
ABC-TV
- SWIFT, ALLEN**  
Emcee of Popeye Show, WPix; Commercials: I Love Lucy, Hitchcock Presents, CBS; Disneyland, ABC; Steve Allen Show, NBC; Dragnet
- SWINSON, BOBBY**  
Old Time Hymn Time  
KCLW, Hamilton, Tex.
- SWORD, ROGER**  
KPIN, Casa Grande, Ariz.
- SYNNES, ROD**  
WFRV-TV, Green Bay, Wisc.
- SYRDAL, JIM**  
KCOMT, Alexandria, Minn.

— T —

- TABLER, WALTER**  
Music for Mem  
KXOX, Sweetwater, Tex.
- TAFOYA, AL**  
KQEO, Albuquerque, N. M.
- TALLEY, JOHNNY**  
WENO, Nashville, Tenn.

# RADIO-TV ANNOUNCERS, EMCEES

**TANKY, NICK**  
WMCK, McKeesport, Pa.

**TATE, BILL**  
Night Train  
KOGT, Orange, Tex.

**TATUM, T. E.**  
Supper Club  
WHEE, Martinsville, Va.

**TAYLOR, BILL**  
WIRC, Hickory, N. C.

**TAYLOR, BROOKE**  
B. November 21, 1918, Indianapolis, Ind.

**TAYLOR, GENE**  
KOTA, KOPA-TV, Rapid City, S. D.

**TAYLOR, JIMMIE**  
WTCC, Campbellsville, Ky.

**TAYLOR, KEN**  
The Music Room  
WVCG, Coral Gables, Fla.

**TAYLOR, PERRY**  
KAND, Corsicana, Tex.

**TAYLOR, SAMMY**  
KWJJ, Portland, Ore.

**TAYLOR, TED**  
KNBC, San Francisco, Calif.

**TAYLOR, W. S.**  
WKDX, Hamlet, N. C.

**TEEL, JERRY**  
KSTN, Stockton, Calif.

**TEGMEIER, DOUG**  
KTRF, Thief River Falls, Minn.

**TENNANT, JACK**  
WAJR, Morgantown, W. Va.

**TERRELL, RON**  
KTUL, Tulsa, Okla.

**TERRI, LOU**  
WDRG, Hartford, Conn.

**TERRY, BILL**  
Party Line  
WWFF, Palatka, Fla.

**THOMAS, BERNIE**  
Musically Yours  
KDEF, Albuquerque, N. M.

**THOMAS, BILL**  
WDBQ, Dubuque, Iowa

**THOMAS, GEORGE**  
Operation Niteap  
WHLM, Bloomsburg, Pa.

**THOMAS, NORMAN A., Jr.**  
Today's Top Tunes  
WDNT, Dayton, Tenn.

**THOMAS, RAY**  
Musical Clock  
WHAN, Charleston, S. C.

**THOMAS, RIC**  
KOL, Seattle, Wash.

**THOMAS, TOM**  
Friendly Neighbor  
WERI, Westerly, R. I.

**THOMAS, WAYNE**  
KTIM, San Rafael, Calif.

**THOMASON, HILL**  
Sugar & Spice  
WBAC, Cleveland, Tenn.

**THOMPSON, BILL**  
KTIM, San Rafael, Calif.

**THOMPSON, BOB**  
KATE, Albert Lea, Minn.

**THOMPSON, CHUCK**  
Dixon on Disc  
WALA-TV, Mobile, Ala.

**THOMPSON, DANNY**  
Highway Patrol  
WTIP, Charleston, W. Va.

**THOMPSON, GORDON**  
KGAL, Lebanon, Ore.

**THOMPSON, JIM**  
WPPA, Pottsville, Pa.

**THOMPSON, RON**  
KTOW, Oklahoma City, Okla.

**THOMPSON, TINY**  
The 4 Sharps  
WHIS-TV, Bluefield, W. Va.

**THORNTON, GAIL**  
WCLA, Claxton, Ga.

**THORP, WILLIAM**  
Open House  
WGBB, Freeport, N. Y.

**THORPE, BILL**  
Best of the Top 40  
WFBL, Syracuse, N. Y.

**TIDD, JACK**  
WDSR, Lake City, Fla.

**TILFORD, RUSS**  
Starlight Theater  
XETV, San Diego, Calif.

**TINGLEY, IRV**  
Toast 'n' Tunes  
WRRR, Rockford, Ill.

**TIPPINS, AL**  
Popeye Playhouse  
WFGA-TV, Jacksonville, Fla.

**TOMLINSON, CLAUDE**  
Clock Show  
WIVK, Knoxville, Tenn.

**TOMKINS, TOM**  
KOLD, Tucson, Ariz.

## TONKEN, PHIL

**TONNEMACHER, FRANK**  
920 Bandstand  
WMNI, Columbus, Ohio

**TOPINKA, RUDY**  
WSAU, WSAU-TV, Wausau, Wis.

**TRAVIS, DAN**  
Danny's Hideaway  
WBNI, Boonville, Ind.

**TRELA, JOE**  
Polish Programs  
WONG, Oneida, N. Y.

**TRENT, STEVE**  
WCER, Charlotte, Mich.

**TRIGG, STEVE**  
KOSA, Odessa, Tex.

**TRIMBLE, ROBERT L.**  
WLSV, Wellsville, N. Y.

**TRIPLETT, JOHN**  
WSDR, Homestead, Fla.

**TROXLER, AL**  
Downbeat  
WCOG, Greensboro, N. C.

**TRUMBULL, DONALD**  
Afternoon Nocturne  
WNBZ, Saranac Lake, N. Y.

**TUCKER, JACK**  
WFVA, Fredericksburg, Va.

**TUNSTALL, BILL**  
Jumpin' Jack  
WCRY, Macon, Ga.

**TURK, AL**  
Bingo at Home  
WDAU-TV, Scranton, Pa.

**TURLEY, BOB**  
WKAZ, Charleston, W. Va.

**TURNAGE, JERRY**  
WFPR, Hammond, La.

**TURNAGE, MAURICE**  
WKBL, Covington, Tenn.

**TURNER, GRANT**  
WSM, Nashville, Tenn.

**TURNER, JIM**  
WSOC, Charlotte, N. C.

**TURNER, MIKE**  
WIRC, Hickory, N. C.

**TURNER, ROBERT PAUL**  
KVOC, Casper, Wyo.

**TYRELL, JOE**  
WPPB, Middletown, Ohio

**TYSS, TY**  
Party Line  
WGAV, Amsterdam, N. Y.

## — U —

**UNTERBORN, DICK**  
Cartoon Corners  
KTBS-TV, Shreveport, La.

**UPTON, DON**  
WIS-TV, Columbia, S. C.

## — V —

**VAUL, KIT**  
WKTY, La Crosse, Wis.

**VALENTINE, JIM**  
Open House  
WMMN, Fairmont, W. Va.

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VALLIQUETTE, BOB**  
WTIG, Massillon, Ohio

**VAN ANDEL, DOROTHY**  
Designs in Living  
WPUK, Grand Rapids, Mich.

**VAN CAMP, BOB**  
Morning Melodies  
WSB, Atlanta, Ga.

**VAN DEE, JAMES**  
Dancing Party  
WVMI, Biloxi, Miss.

**VANDERJACK, GUY**  
WPAG, Ann Arbor, Mich.

**VANDEVENTER, JERRY**  
Nightbeat  
WSB, Atlanta, Ga.

**VANDEVER, JOE**  
Housewife Time  
WDMF, Buford, Ga.

**VAN DYKE, DICK**  
Mother's Day  
ABC-TV

**VAN DYNE, WAYNE**  
The Daybreaker  
WSTV, Steubenville, Ohio

**VAUGHN, BOB**  
Home & Highway  
WSUN, St. Petersburg, Fla.

**VAUGHN, REESE J.**  
WBIA, Augusta, Ga.

**VENTER, MEL**  
KFRC, San Francisco, Calif.

**VENTRELLA, TONY**  
WEDC, Chicago, Ill.

**VESTAL, STAN**  
KNGS, Hanford, Calif.

**VICK, GLENN**  
WGTM, Wilson, N. C.

**VIEDT, BEN**  
KWRV, Winner, S. D.

## — W —

**WADE, GILBERT**  
WFPR, Hammond, La.

**WADE, JEFF**  
1470 Melody Lane  
WLAM, Lewiston, Me.

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGGONER, CHUCK**  
Songs at Sun-up  
WAGG, Franklin, Tenn.

**WAGNER, JOHNNY**  
Florida Calling  
WKIS, Orlando, Fla.



# RADIO-TV ANNOUNCERS, EMCEES

**WAGNER, JON**  
 KLWN, Lawrence, Kan.  
**WALKER, JOHNNY**  
 Yawn Patrol  
 WJL, Scranton, Pa.  
**WALKER, TOM**  
 Tom's Triple T  
 KTCB, Ft. Smith, Ark.  
**WALLACE, GIL**  
 Koffee Klub  
 WFIW, Fairfield, Ill.  
**WALLACE, NORM**  
 KPQD, Portland, Ore.  
**WALLER, EDMUND**  
 WTOR, Torrington, Conn.  
**WALLINSON, ED**  
 WNAK, Wilkes-Barre, Pa.  
**WALLISTON, ED**  
 WNAK, Wilkes-Barre, Pa.  
**WALSH, GORDON**  
 Street of Dreams  
 WTNC, Winchester, Va.  
**WALSH, TOM**  
 Curtain Time  
 WPEP, Taunton, Mass.  
**WALTERS, LLOYD**  
 KSCO, Santa Cruz, Calif.  
**WARD, FRANK**  
 Request Matinee  
 WAKR, Akron, Ohio  
**WARD, FRED**  
 WOWL, Florence, Ala.  
**WARD, TERRY**  
 KOWL, Tahoe Valley, Calif.  
**WARNERS, BOB**  
 Tops for Teens  
 WAYX, Waycross, Ga.  
**WARNER, DICK**  
 Warnerland  
 WRDW, Augusta, Ga.  
**WARREN, BILL**  
 WKRC, Cincinnati, Ohio  
**WARREN, DOUG**  
 Talk of the Town  
 WKDN, Camden, N. J.  
**WFAVER, BILL**  
 Party Line  
 WDAY-TV, Fargo, N. D.  
**WEAVER, JOE**  
 Penthouse Party  
 WTOL, Toledo, Ohio  
**WEBB, DICK**  
 WFDF, Flint, Mich.  
**WEBB, JAY**  
 Club  
 WSBC, Chicago, Ill.  
**WEBB, JOHNNY**  
 KLRA, Little Rock, Ark.  
**WEBB, RIC**  
 KOPR, Butte, Mont.  
**WEBB, RICK**  
 WARB, Covington, La.  
**WEBER, ART**  
 Birthday Club  
 KFBB-TV, Great Falls, Mont.  
**WEBSTER, KURT**  
 Teen-Age Dancing Party  
 WAVY-TV, Norfolk, Va.  
**WEEMS, BOB**  
 WFPG, Atlantic, City, N. J.  
**WEILER, BOB**  
 Country Cousins  
 KDIX-TV, Dickinson, N.D.  
**WELSH, JOHN**  
 Music Room  
 KTAC, Tacoma, Wash.  
**WELTI, BOB**  
 KTVE, Salt Lake City, Utah  
**WENDALL, RON**  
 KDJI, Holbrook, Ariz.

**WENDELL, BILL**  
 B. March 22, N. Y., MCA  
**WENDELL, BUD**  
 KYW, Cleveland, Ohio  
**WESLEY, BOB**  
 WPON, Pontiac, Mich.  
**WESLEY, TED**  
 WTIG, Massillon, Ohio  
**WESNER, LEE**  
 WISC, Madison, Wis.  
**WESTON, JIM**  
 KTML, Marked Tree, Ark.  
**WHEELER, GREGG**  
 KTAT, Frederick, Okla.  
**WHITE, BILL**  
 Variations in Music  
 WGBI, Scranton, Pa.  
**WHITE, BOB**  
 WQXQ, Ormond Beach, Fla.  
**WHITE, JACK**  
 KDEN, Denver, Colo.  
**WHITE, LEE**  
 KPUG, Bellingham, Wash.  
**WHITE, LEWIS**  
 WJLD, Birmingham, Ala.  
**WHITE, STANLEY**  
 KSCO, Santa Cruz, Calif.  
**WHITEHEAD, BRUCE**  
 KBOI-TV, Boise, Ida.  
**WHITESIDE, ARTHUR**  
 WLOS-TV, Ashville, N. C.  
**WHITLEY, CHARLES**  
 WLTC, Gastonia, N. C.  
**WILLIAMS, ALUN**  
 WMCA, New York, N. Y.  
**WILLIAMS, KEN**  
 County Fair  
 NBC-TV  
**WILSON, DON**  
 The Jack Benny Program  
 CBS-TV  
**WILSON, JOE**  
 Bowling Stars  
 ABC-TV  
**WILSON, JOHN**  
 KTAR, Phoenix, Ariz.  
**WILSON, JOHNNY**  
 Top Tunes  
 WLSD, Big Stone Gap, Va.  
**WINTERS, ROLAND**  
 The Peter Lind Hayes Show  
 ABC-TV  
**WOLF, ROD**  
 Harmony Highway  
 WRTA, Altoona, Pa.  
**WOLFE, JOHN**  
 730 Matinee  
 WDOS, Oneonta, N. Y.  
**WOODS, CHARLES**  
 People in the News  
 ABC  
**WOODS, JOHN**  
 WAAB, Worcester, Mass.  
**WOODS, WILLIAM H.**  
 KDMO, Carthage, Mo.  
**WOODWARD, GORDON**  
 KSTN, Stockton, Calif.  
**WOODWARD, LEE**  
 Hollywood Showtime, Top  
 Ten Dance Party  
 KOTV, Tulsa, Okla.  
**WRAY, HALL**  
 Top of the Morning  
 WHMA, Anniston, Ala.

**WRIGHT, BILL**  
 Top of the Morning  
 WIBG, Philadelphia, Pa.  
**WRIGHT, DAVID**  
 WFMV-TV, Greensboro, N. C.  
**WUSSOV, GEORGE**  
 KVCV, Redding, Calif.  
**WYATT, GEORGE**  
 WTVV, Tupelo, Miss.  
**WYATT, JACK**  
 Confession  
 ABC-TV  
**WYLLIE, GORDON**  
 Mostly Music  
 WTRL, Bradenton, Fla.

— Y —

**YANICH, BOBBY**  
 WGBB, Harrisburg, Pa.  
**YEAGER, RAY**  
 Karousel  
 KROW, Oakland, Calif.  
**YELLAND, STARR**  
 KLZ-TV, Denver, Colo.  
**YONGUE, BOB**  
 Up 'n Atom  
 WATO, Oak Ridge, Tenn.  
**YORK, TOM**  
 WBRG-TV, Birmingham, Ala.  
**YOULE, CLINT**  
 The Weatherman  
 WNBQ, Chicago, Ill.  
**YOUNG, AL**  
 Musical Announcer  
 WCMA, Corinth, Miss.  
**YOUNG, BILLY**  
 KTRF, Lufkin, Tex.  
**YOUNG, DALE**  
 Detroit Bandstand  
 WJBK-TV, Detroit, Mich.  
**YOUNT, H. PRESTON, Jr.**  
 Pres' Platter Party  
 WHLF, South Boston, Va.  
**YOUNG, O. C.**  
 Disc Dance  
 WHIS, WHIS-TV, Bluefield,  
 W. Va.  
**YOUNG, SID**  
 Housewife Time  
 WDMF, Buford, Ga.  
**YOUNG, TINY**  
 Meet the Merchant  
 KAYE, Puyallup, Wash.  
**YOUNGS, KENNETH**  
 WREM, Remsen, N. Y.

— Z —

**ZACK, ED**  
 WOC, Davenport, Iowa  
**ZAPUTEL, BILL**  
 KOYN, Billings, Mont.  
**ZEIGLER, BOB**  
 Drive In  
 WISL, Shamokin, Pa.  
**ZEVAN, BARRY**  
 KANA, Anaconda, Mont.  
**ZIMMERMAN, BOB**  
 WCED, DuBois, Pa.  
**ZINK, CHUCK**  
 Popeye Playhouse  
 WTVJ, Miami, Fla.  
**ZURLO, RUDY**  
 Wake to Music  
 WCKB, Dunn, N. C.



KLAVAN and FINCH

# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1958

### — A —

**ADAMS, KAY**  
The House Party  
KRJZ, Phoenix, Ariz.

**ADAMS, GLENN**  
KAIR, Tucson, Ariz.

**ADAMS, JERRY**  
KLPR, Oklahoma City, Okla.

**ADAMS, JOHN**  
Junior Jazz  
KIDD, Monterey, Calif.

**ADAMS, JOHN**  
WTK, Durham, N. C.

**ADAMS, JOHN**  
Wake Up Hour  
WMP, Richwood, W. Va.

**ADKINS, BOB**  
KNEW, Spokane, Wash.

**ADKINS, ROSS**  
KGHP, Pueblo, Colo.

**ADKISON, JOHN**  
Top "30"  
WSP, DeFuniak Springs, Fla.

**AGEE, BOB**  
Top Forty  
WBIR, Knoxville, Tenn.

**AHLERS, W.**  
Record Roundup  
WHMI, Howell, Mich.

**ALBERT'S BOB**  
Up's & Down Show  
KDMA, Montevideo, Minn.

**ALBRIGHT, JIM**  
WPAC, Patehogue, N. Y.

**ALEXANDER, CHRIS**  
KLLA, Leesville, La.

**ALGER, MICK**  
Night Train  
KBNZ, La Junta, Colo.

**ALLAN, AARON**  
WOAI, San Antonio, Tex.

**ALLAN, LLOYD**  
Tune 1050  
KNBX, Kirkland, Wash.

**ALLBEE, CHARLES**  
Midafternoon Moods  
KGIW, Alamosa, Colo.

**ALLEN, BOB**  
Slim Short Show  
WGTM, Wilson, N. C.

**ALLEN, DON**  
Coffee, Toast & Tunes  
WBRT, Bardstown, Ky.

**ALLEN, FRED**  
WAAA, Winston-Salem, N. C.

**ALLEN, GENE**  
Melody Parade  
WENK, Union City, Tenn.

**ALLEN, HERB**  
Rhythm Roundtable  
WESA, Charleroi, Pa.

**ALLEN, JACK**  
Melody Matinee  
WTTM, Trenton, N. J.

**ALLEN, JOHN**  
Early Birds  
WFAA, Dallas, Tex.

**ALLEN, RODGER**  
WGGO, Salamanca, N. Y.

**ALLEN, ROGER**  
WKYB, Paducah, Ky.

**ALLEN, RON**  
Music Hall  
WSAI, Cincinnati, Ohio

**ALLEN, STEVE**  
Musical Clock  
WJEH, Gallipolis, Ohio

**ALLINSON, BOYD E.**  
RFD 1360  
KDBC, Mansfield, La.

**ALLMAN, PIERCE**  
Melody-Go-Round  
WFAA, Dallas, Tex.

**ALLWOOD, JIM**  
Hillbilly Heaven  
KWTO, Springfield, Mo.

**ALONSO, IVO LUIS**  
Artistas en Revistas  
KIFN, Phoenix, Ariz.

**ANDERSON, BILL**  
WJJC, Commerce, Ga.

**ANDERSON, CURLY**  
KURY, Brookings, Ore.

**ANDERSON, DAN**  
WLOL, Minneapolis, Minn.

**ANDERSON, DON**  
KASK, Ontario, Calif.

**ANDERSON, DON**  
KPH, Wichita, Kan.

**ANDERSON, DUANE**  
Matinee Melody  
KCM, Carroll, Iowa

**ANDERSON, DUKE**  
KWIZ, Santa Ana, Calif.

**ANDERSON, ERNIE**  
WHK, Cleveland, Ohio

**ANDERSON, GEORGE**  
Late Date  
WITY, Danville, Ill.

**ANDERSON, IHERB**  
Requestfully Yours,  
WPIN, St. Petersburg, Fla.

**ANDERSON, HERB OSCAR**  
HOA Show  
WMCA, New York, N. Y.

**ANDERSON, HOWIE**  
Top 50 Tunes  
WLD, Atlantic City, N. J.

**ANDERSON, J. W.**  
Spinorama  
WMP, Columbia, Tenn.

**ANDERSON, JACK**  
KTXO, Sherman, Tex.

**ANDERSON, KARL**  
Melodies in Velvet  
WGMA, Hollywood, Fla.

**ANDERSON, KERRY**  
WGLC, Centreville, Miss.

**ANDERSON, MAX**  
Morning Man  
WBAP, Fort Worth, Tex.

**ANDERSON, SAMMY**  
WKAP, Allentown, Pa.

**ANDERSON, TERRY**  
WETZ, New Martinsville, W. Va.

**ANDREWS, ANDY**  
WHOO, Orlando, Fla.

**ANDREWS, JERRY**  
WBAL, Baltimore, Md.

**ANGLE, CLIP**  
WLYC, Williamsport, Pa.

**ANKENY, HENRY**  
Platter Party  
KLMO, Longmont, Colo.

**ANTHONY, AL**  
Hits for the Misses  
KAFY, Bakersfield, Calif.

**ANTHONY, CARMINE**  
WJJD, Chicago, Ill.

**ANTHONY, DON**  
Hi Fi For Housewives  
WWIN, Baltimore, Md.

**ANTHONY, JOE**  
Dancing Party  
WSSC, Sumter, S. C.

**ANTHONY, JOE**  
Harlem Serenade  
KMAC, San Antonio, Tex.

**ANTHONY, PAUL**  
KMON, Great Falls, Mont.

**ANTHONY, TOM**  
KDTH, Dubuque, Iowa

**ARCHARD, DAVE**  
WALT, Tampa, Fla.

**ARCHER, GENE**  
Mr. Music  
WRC, Washington, D. C.

**ARKELL, BUD**  
Up 'n Atom Show  
WANS, Anderson, S. C.

**ARLAN, JAY**  
Make Mine Music  
WPBM, Indianapolis, Ind.

**ARMSTRONG, DON**  
Up & Atom  
WDCI, Clearwater, Fla.

**ARMSTRONG, HAROLD**  
Early Bird Show  
KALV, Alva, Okla.

**ARMSTRONG, HAYWARD**  
The Hayride  
KOYL, Odessa, Tex.

**ARMSTRONG, TIM**  
KESL, Chico, Calif.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOLD, CHARLES**  
Cool Rhythms  
WVOL, Nashville, Tenn.

**ARNOLD, CHUCK**  
WISN, Milwaukee, Wis.

**ARNOLD, HAF**  
KBYG, Big Spring, Tex.

**ARNOLD, RON**  
Pop Hits  
KTTN, Trenton, Mo.

**ARTHUR, PAUL**  
P. A. in the P. M.  
KBUN, Bemidji, Minn.

**ARTZ, RALPH**  
WSAN, Allentown, Pa.

**ASTOL, LALO, SR.**  
KCOR, San Antonio, Tex.

**ATHNOS, BOB**  
Toast 'N Jam Session  
KLIZ, Brainerd, Minn.

**ATKINS, BILL**  
Timekeeper Show  
KDOK, Tyler, Tex.

**ATKINS, EDDIE**  
Mr. Music  
WJEH, Gallipolis, Ohio

**ATKINS, ROBERT**  
WTCL, Flomaton, Ala.

**ATKINSON, TOM**  
KSIIL, Silver City, N. M.

**ATTEBERRY, TERRY**  
KCOL, Fort Collins, Colo.

**ATWOOD, BILL**  
Melody Time  
WAUG, Augusta, Ga.

**AUGELLO, JOE**  
WOHO, Toledo, Ohio

**AUSTIN, CHUCK**  
Road Show  
WERL, Westerly, R. I.

**AUTIO, TOM**  
Music Makers  
WBNC, Conway, N. H.

### — B —

**BABCOCK, SAM**  
KDEO, San Diego, Calif.

**BACARELLA, JOE**  
WMIC, Monroe, Mich.

**BAHN, CARL**  
Top's Tunes

**BAILLEY, BILL**  
WBV, Belleville, Ill.

**BAKER, JACK**  
Record Shop  
WEMP, Milwaukee, Wis.

# RADIO-TV DISC JOCKEYS

- BALDWIN, RUSS**  
WIBX, Utica, N. Y.
- BALL, ACE**  
KHEM, Big Spring, Tex.
- BALLARD, DAVE**  
KTIX, Seattle, Wash.
- BALLARD, DREW**  
KVMC, Colorado City, Tex.
- BANDY, BOB**  
Coffee Club  
WAPL, Appleton, Wis.
- BANGERT, CHRIS**  
WDSM, WDSM-TV,  
Superior, Wis.
- BARBER, BILL**  
WOOD, Grand Rapids, Mich.
- BARGER, CARL**  
WFDF, Flint, Mich.
- BARIL, GENE**  
WJEF, Grand Rapids, Mich.
- BARILE, LOU**  
WIBX, Utica, N. Y.
- BARKELY, MIKE**  
Timekeeper  
WKRZ, Oil City, Pa.
- BARKER, BENARD**  
WJHO, Opelika, Ala.
- BARKER, DAVE**  
Luncheon Concert  
WOKO, Albany, N. Y.
- BARKER, ROBERT**  
Music Beat  
WAAG, Adel, Ga.
- BARKER, TED**  
Joy Club  
WJOY, Burlington, Vt.
- BARKLEY, ROGER**  
KALL, Salt Lake City, Utah
- BARLOW, JOHN**  
WFGM, Fitchburg, Mass.
- BARNARD, BILL**  
Top Banana Show  
KWIZ, Santa Ana, Calif.
- BARNES, JIM**  
Town and Country Time  
KABR, Aberdeen, S. D.
- BARNETT, BOB**  
KVBC, Farmington, N. M.
- BARNHILL, CHARLES**  
Musical Roundup  
KDRS, Paragould, Ark.
- BARL, FRED**  
Gospel Time  
WWRL, New York, N. Y.
- BARRETT, ART**  
Country Music Album  
WSIG, Mt. Jackson, Va.
- BARRETT, DICK**  
KCNO, Alturas, Calif.
- BARRETT, RON**  
KFDA, Amarillo, Tex.
- BARRY, CARL**  
WFOB, Fostoria, Ohio
- BARRY, BENE**  
WTNG, Dayton, Ohio
- BARLEY, NICK**  
For Teenagers Only  
WPIG, Massillon, Ohio
- BARTEAU, FRANK**  
Ranch Party  
KCKY, Coolidge, Ariz.
- BARTON, BOB**  
Music in the Air  
WSKN, Saugerties, N. Y.
- BARTON, FRED**  
WANE, Fort Wayne, Ind.
- BARTON, KEARNEY**  
KTW, Seattle, Wash.
- BASS, MARTHA**  
WSYL, Sylvania, Ga.
- BASSETT, JOHN**  
WBZ-WBZA, Boston-Springfield, Mass.
- BATEMAN, JACK**  
Record Room  
KGGP, Coffeyville, Kan.
- BAUER, BILL**  
KTOE, Mankato, Minn.
- BAUER, GEORGE**  
WGN, Chicago, Ill.
- BAUGHMAN, EARL**  
WESC, Greenville, S. C.
- BAUM, ROD**  
WFOB, Fostoria, Ohio
- BAXTER, DAN**  
Night Beat  
WJDK, Detroit, Mich.
- BAXTER, GORDON**  
KOGT, Orange, Tex.
- BEALE, GEORGE**  
Reveille  
WPSL, Hanover, N. H.
- BEANLEY, BUZZ**  
Hit the Road
- BEATTIE, GEORGE T. III**  
KWBV, Colorado Springs, Colo.
- BEATY, JOHN**  
WNOG, Naples, Fla.
- BEBEE, RON**  
WCWC, Ripon, Wis.
- BECK, LEW**  
KCOW, Alliance, Neb.
- BECKMAN, SPOOK**  
WTPV, Columbus, Ohio
- BEECHLER, CASH**  
Clockwatcher  
WFYC, Alma, Mich.
- BEERS, BOBBY**  
Musical Clock  
KOBV, San Francisco, Calif.
- BELL, JIMMIE**  
Court of Good Music  
KANN, Sinton-Corpus Christie, Tex.
- BELL, RALPH**  
Sundown Serenade  
WCMR, Elkhart, Ind.
- BELLEW, TERRY**  
KXOX, Sweetwater, Tex.
- BELLMAN, BILL**  
KRNO, San Bernardino, Calif.
- BELSON, GORDON**  
Housewife's Hit Parade  
KXO, El Centro, Calif.

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1260 Club  
WWIS, Black River Falls,  
Wis.

**BERNARD, FRED**

Listen to Long Island  
WGSM, Huntington, N. Y.

**BERRY, A. G. 'SPIKE'**

Juke Box Time  
KEYJ, Jamestown, N. D.

**BERRY, AL**

WPLA, Plant City, Fla.

**BERRY, BILL**

Top Twenty  
WDSU, New Orleans, La.

**BERRY, JIM**

WDXB, Chattanooga, Tenn.

**BERRY, TOM**

WKNX, Saginaw, Mich.

**BERTENSHAW, BILL**

U.S.A. Show  
WBBI, Newark, N. J.

**BESSELL, JERRY**

Nightwatch  
WALB, Albany, Ga.

**BESSON, BILL**

Top 30 — 1330  
KVOI, Lafayette, La.

**BFTNKE, DAVID**

Musical Magazine  
WBKV, West Bend, Wis.

**BEVILL, FRED**

KTRB, Modesto, Calif.

**BICKEL, PAT**

WADP, Kane, Pa.

**BICKHAM, BENNY**

WABL, Amite, La.

**BIELOH, JOHN**

KTPS, Texarkana, Tex.

**BIGGS, TED**

1320 Club  
KWHN, Ft. Smith, Ark.

**BILDERBACK, LES**

Music for you  
WINI, Murphysboro, Ill.

**BILLINGTON, THOM**

Juke Box  
WNOK, Columbia, S. C.

**BIMSON, PHIL**

WKTY, La Crosse, Wis.

**BIRCHER, BILL**

WTNJ, Trenton, N. J.

**BIRGE, JERRY**

Melody Showcase  
WHIZ, Zanesville, Ohio

**BIRKHOLM, JIM**

WBOM, Bay City, Mich.

**BISHOP, BARBARA**

KIKI, Honolulu, Hawaii

**BISHOP, BENNY**

Music in the Air  
WLDB, Atlantic City, N. J.

**BISHOP, BILL**

WAIT, Chicago, Ill.

**BISHOP, NED**

Night Watch  
KYOU, Greeley, Colo.

**BLACK, RONNIE**

WSTL, Eminence, Ky.

**BLACKBURN, BOB**

KXL, Portland, Ore.

**BLACKBURN, JOHN**

Big John's Record Corner  
KZUM, Farmington, N. M.

**BLACKWELL, KEN**

Serenade  
WCRS, Greenwood, S. CV.

**BLACKWELL, ROGER**

KNIM, Maryville, Mo.

**BLAHA, DICK**

Sndday Serenade  
WRAC, Racine, Wis.

**BLAINE, GENE**

WAKE, Atlanta, Ga.

**BLAINE, JAMES W.**

KTOO, Henderson, Nev.

**BLAIR, HARRY**

WGL, Fort Wayne, Ind.

**BLANCHARD, RED**

KPOP, Los Angeles, Calif.

**BLEDSON, HAROLD**

Nightbeat  
WSAV, Savannah, Ga.

**BLODGETT, BOB**

KTRF, Thief River Falls,  
Minn.

**BLOOD, RUSSELL**

WSRO, Marlborough, Mass.

**BLOOM, AL**

KFTM, Fort Morgan, Colo.

**BLOOM, LYNN**

WMRF, Lewistown, Pa.

**BLOXOM, RUSS**

Man on the Beat  
KCLE, Cleburne, Tex.

**BOARDMAN, GAEL**

WEAV, Plattsburgh, N. Y.

**BOBBITT, M. E.**

WTRK, Durham, N. C.

**BOCK, KEN**

Newsie  
KDRS, Paragould, Ark.

**BOLENDER, DICK**

Breakfast Show  
WBRK, Pittsfield, Mass.

**BOLLER, PHIL**

WKMF, Flint, Mich.

**BOLLMAN, JIM**

Downbeat  
KMRS, Morris, Minn.

**BOND, GARLAND**

WETU, Wetumpka, Ala.

**BOND, GARY**

KMAM, Tularosa, N. M.

**BOND, VIRGIL**

KHEY, El Paso, Tex.

**BONDS, HOYT**

Bonds with Bands  
WTCE, Flomaton, Ala.

**BONNER, ED**

KXOK, St. Louis, Mo.

**BONNER, ED**

WIL, St. Louis, Mo.

**BORBA, JOHN**

KWIP, Merced, Calif.

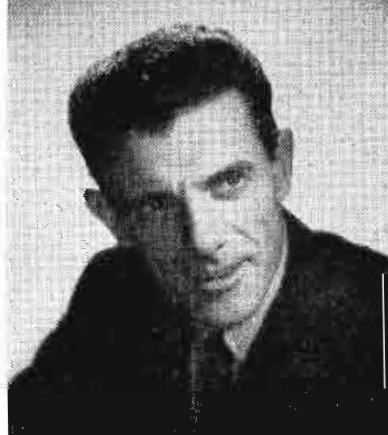


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**BORCHARD, CHUCK**  
Saturday Matinee  
WOAP, Owosso Mich

**BORELLI, BILL**  
WCCM, Lawrence, Mass

**BORT, KEN**  
Stampede  
KGEM, Boise, Ida.

**BOSLEY, PAM**  
WLBK, Lebanon, Ky.

**BOSSEE, BILL**  
KWHL, Breunham, Tex

**BRACKNEY, TOM**  
Easy Listening  
KSYC, Yreka, Calif

**BRADLEY, BOB**  
WLOL, Minneapolis, Minn

**BRADLEY, CURT**  
Smilin' Time  
WMIK, Mt. Vernon, Ill

**BRADLEY, DICK**  
WARB, Covington, La

**BRADLEY, MIKE**  
KOLB, Omaha, Neb

**BRADLEY, SAM**  
KIMO, Independence, Mo.

**BRADY, BUD**  
KNOC, Natchitoches, La

**BRAID, DON**  
WMBD, Peoria, Ill

**BRAMBLETT, GEORGE**  
KFEL, El Dorado, Ark

**BRANNON, JOE**  
Bop Time  
WEYE, Sanford, N. C.

**BRANSOME, BILL**  
WCAU, Philadelphia, Pa

**BRANT, BILL**  
WEDO, McKeesport, Pa

**BRANT, DOT**  
Designing Woman  
WKAI, Macon, Ill

**BRATT, BOB**  
WMPY, Terre Haute, Ind.

**BRAY, ED**  
WALT, Tampa, Fla

**BREAD, GLENN**  
KXLT, Helena, Mont

**BREECE, CHUCK**  
Indianapolis at Night  
WFPM, Indianapolis, Ind

**BRELAND, BILL**  
WALD, Wallerboro, S. C.

**BRENNER, PAUL**  
WNTA, Newark, N. J.

**BRETZ, RONNIE**  
Platter Parade  
WAUD, Auburn, Ala

**BRIDGES, RAY**  
Nite Train  
KID, Idaho Falls, Ida

**BRIGHAM, PAUL L.**  
WQGR, Bangbridge, Ga

**BRIMMER, J. ALLEN**  
Milk'n Time  
WJIV, Savannah, Ga

**BRODERICK, DICK**  
KALL, Salt Lake City, Utah

**BRODIE, EARLE**  
Caravan  
WAKN, Aiken, S. C.

**BROOKS, AL**  
Music to Dawn  
WESH, Indianapolis, Ind

**BROOKS, DALE**  
Big Boy Frolic  
WCST, Berkeley Springs, W. Va.

**BROOKS, EARNEST**  
Jubilee Train  
KPBA, Pine Bluff, Ark

**BROOKS, FOSTER**  
WHAM, Rochester, N. Y.

**BROOKS, FRANK**  
Festival  
WTTM, Trenton, N. J.

**BROOKS, FRANK**  
WRVA, Richmond, Va.

**BROOKS, FRED**  
KRBC, Abilene, Tex

**BROWN, BERNARD**  
WGST, Atlanta, Ga

**BROWN, BILL**  
WNED, Worcester, Mass

**BROWN, BOB**  
KTUC, Tucson, Ariz

**BROWN, BOB**  
WPLY, Plymouth, Wis

**BROWN, DAN**  
Chuckwagon Roundup  
KTUT, Tooele, Utah

**BROWN, DICK**  
Romantics  
KAFY, Bakersfield, Calif

**BROWN, DICK**  
WWOR, Charlotte, N. C.

**BROWN, FRANK A.**  
Open House  
WRIV, Riverhead, N. Y.

**BROWN, GILES**  
WRIN, Kingsport, Tenn

**BROWN, JIM**  
Musical Clock  
WCNT, Centraha, Ill

**BROWN, PAT**  
KYSN, Colorado Springs, Colo

**BROWN, PAUL**  
Brown Darby  
WMGW, Meadville, Pa

**BROWN, R. C. (BOB)**  
Marathon of Music  
WLBK, DeKalb, Ill

**BROWN, TED**  
Ted Brown & The Redhead  
WMSG, New York, N. Y.

**BROWNELL, BEN**  
Night Flight  
KLIJ, Modesto, Calif

**BROWNING, DAVE**  
WOHO, Toledo, Ohio

**BROYLE, CHUCK**  
House of Wax  
KYOI, Uvalde, Tex

**BRUCE, AL**  
L-70 Club  
WLBR, Lebanon, Pa



**Bruce Morrow**

WINS



**ART FORD**

## RADIO-TV DISC JOCKEYS

**BRUCE, FRANK**  
WPLH, Huntington, W. Va.

**BRUNEL, JOHN**  
WSKI, Montpelier, Vt.

**BRUNES, LARRY**  
KTLL, Tillamook, Ore.

**BRUNO, GARY**  
Nitebeat  
KAGT, Anacortes, Wash.

**BRUTON, BOB**  
KXOL, Fort Worth, Tex.

**BRYAN, CHARLES**  
Big Music Date  
WSMB, New Orleans, La.

**BRYANT, BERK**  
Country Gentleman Time  
WBRG, Lynchburg, Va.

**BURNHAM, FRED**  
WCAT, Orange, Mass.

**BURNS, GENE**  
KBSE, Springhill, La.

**BURNS, JACK**  
KTUC, Tucson, Ariz.

**BURNS, RICHARD**  
Koo Koo Klook  
WTTM, Trenton, N. J.

### **BURNS, STAN**

Entertainment Press Conference,  
DuMont; NBC Monitor; Cerebral  
Palsey Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURNS, TOMMY**  
KMA, Shenandoah, Iowa

**BURRIS, ROBERT**  
WAMV, East St. Louis, Ill.

**BURTON, JOE**  
WBOF, Virginia Beach, Va.

**BURWELL, BILL**  
Best on Wax  
WFMC, Goldsboro, N. C.

**BUTERA, SAL**  
WJER, Dover, Ohio

**BUTTS, JIM**  
Morning Melody Time  
WBHC, Hampton, S. C.

**BYARS, JOE**  
Daily Hit Parade  
WFUN, Huntsville, Ala.

**BYRD, JIMMY**  
Dr. Jive  
WSRC, Durham, N. C.

**BYRON, TOM**  
Record Rack  
WMST, Mt. Sterling, Ky.

### — C —

**CABANISS, CHARLES**  
Wake to Music  
WKMT, Kings Mountain,  
N. C.

**CADDELL, JAN**  
Pops for Saturday  
WHSC, Hartsville, S. C.

**CALKINS, BRIAN**  
KASY, Auburn, Wash.

**CALL, JACK**  
KCKN, Kansas City, Kan.

**CALLAN, BOB**  
Record Shop  
WMCA, New York, N. Y.

**CAMPBELL, JACK**  
Sleepwalker  
KVOO, Tulsa, Okla.

**CAMPBELL, JOHN**  
Campbell's A Comin'  
WSMN, Nashua, N. H.

**CANDLER, JOHN**  
KFSA, Fort Smith, Ark.

**CANDLER, JOHN**  
Night Train  
WDVA, Danville, Va.

**CANNON, NORMAN**  
Hit Kit  
WHAP, Hopewell, Va.

**CAPPS, JIMMY**  
Our Best to You  
WPTF, Raleigh, N. C.

**CARD, DEX**  
Coffee with Card  
WGAN, Portland, Me.

**GARDEN, JOHN**  
WROK, Rockford, Ill.

**CARIDAS, BILL**  
Tempo  
WHOK, Lancaster, Ohio

**CARL, JOE**  
Top O' the Morning  
WSIX, Nashville, Tenn.

**CARLESON, ADE**  
Spinners Holiday  
KGHL, Billings, Mont.

**CARLSON, AL**  
KDLM, Detroit Lakes, Minn.

**CARLSON, W.**  
Tops in Pops  
WLLH, Lowell, Mass.

**CARLTON, JOHNNY**  
WPGC, Washington, D. C.

**CARNEY, JACK**  
WIL, St. Louis, Mo.

**CAROL, KEN**  
KODE, Joplin, Mo.

**CAROLA, RALPH**  
Dream Dancing  
WEYN, Springfield, Mass.

**CARON, CHARLES**  
WKNB, West Hartford, Conn.

**CARR, DICK**  
KTXO, Sherman, Tex.

**CARROLL, RALPH**  
KELO, Sioux Falls, S. D.

**CARROLL, ROGER**  
KGAY, Salem, Ore.

**CARSON, CHUCK**  
KSRO, Santa Rosa, Calif.

**CARTER, JAMES**  
Mr. Cee's Party  
WIOC, Columbia, S. C.

**CARTER, LEO**  
Jocko's Jamboree  
KOKY, Little Rock, Ark.

**CARTER, LEW**  
Jamboree  
WMOG, Brunswick, Ga.

**CARTER, VIVIAN**  
WWCA, Gary, Ind.



## JACK LACY WINS

"Listen to Lacy"



# RADIO-TV DISC JOCKEYS

- CASTO, BOB**  
On The Street Where You Live  
WCLG, Morgantown, W. Va.
- CERRI, BILL**  
Yawn Patrol  
WWLN, Baltimore, Md.
- CERRI, DICK**  
WRUN, Utica, N. Y.
- CERVERA, ERNESTO**  
EKWK, Pasadena, Calif.
- CHADDERTON, JACK**  
WLYN, Lynn, Mass.
- CHAMBURS, PAT**  
WDAE, Tampa, Fla.
- CHAMPINE, JOHN**  
Kitchen Club  
WMAB, Munising, Mich.
- CHAPMAN, HARRY**  
Moments in Music  
KHAM, Albuquerque, N. M.
- CHRISTE, PHIL**  
WBZ-WBZA, Boston-Springfield, Mass.
- CHRISTEN, ELLIOTT**  
Melody Corner  
KDEC, Decorah, Iowa
- CHRISTENSEN, DON**  
Party Line  
WBEV, Beaver Dam, Wis.
- CHRISTOPHER, BERT**  
Sunday Serenade  
WWJB, Brooksville, Fla.
- CHURCHES, GLENN**  
KCRS, Sacramento, Calif.
- CHURCHILL, NATE**  
Schools Out  
WAGM, Presque Isle, Me.
- CLARK, DANNY**  
Gospel Favorites  
WJIV, Savannah, Ga.
- CLARK, DEL**  
WJJD, Chicago, Ill.
- CLARK, DON**  
WCCM, Lawrence, Mass.
- CLARK, FRED**  
KLTH, Blackwell, Okla.
- CLARK, HOWARD**  
Country Music Time  
KBSF, Springhill, La.
- CLARK, NORM**  
Casual  
WCWC, Ripon, Wis.
- CLARK, TOM**  
KXLR, Little Rock, Ark.
- CLARKE, AL**  
Record Rack  
WYOC, Newport News, Va.
- CLARY, BOB**  
Musical Merrygoround  
WWBD, Bamberg, S. C.
- CLAWSON, JIM**  
Yawn Patrol  
KR&K, Rexburg, Ida.
- CLAXTON, DAVE**  
Rollin' Home Show  
WSLB, Ordeusburg, N. Y.
- CLAY, TOM**  
Jack the Bellboy  
WJHK, Detroit, Mich.
- CLAYBORNE, BRIGHTON**  
KHEP, Phoenix, Ariz.
- CLAYTON, BOB**  
Boston Ballroom  
WHDH, Boston, Mass.
- CLAYTON, DICK**  
WFL, St. Louis, Mo.
- CLEARY, ED**  
Sunrise Salute  
WELQ, Tupelo, Miss.
- CLEARY, THOMAS E.**  
WBIT, Milwaukee, Wis.
- CLEMANS, CHUCK**  
Mainly Music  
KCKY, Coolidge, Ariz.
- CLEMENT, JACK**  
WBLG, Lexington, Ky.
- CLEMENTS, WAYNE**  
Easy Listening  
WMEV, Marion, Va.
- CLOUD, DICK**  
KBYG, Big Spring, Tex.
- CO-ETTE, DICK**  
WAVI, Dayton, Ohio
- COFFEE, LEE**  
WIRV, Belleville, Ill.
- COFFEE, RAY**  
Record Request  
WMAF, Madison, Fla.
- COLBY, LEW**  
Ham 'n' Eggs  
WMMS, Bath, Me.
- COLE, BOB**  
KBUZ, Phoenix, Ariz.
- COLE, FRED B.**  
WHDH, Boston, Mass.
- COLEMAN, CHARLES**  
Gospel Hour  
WBLI, Newark, N. J.
- COLEMAN, CHARLIE**  
Downbeat  
WHMS, Charleston, W. Va.
- COLEMAN, JERY**  
KSEL, Lubbock, Tex.
- COLES, ED**  
WSBA, York, Pa.
- COLLINS, BILL**  
WFRD, Worthington, Ohio
- COLLINS, BOB**  
WOAF, San Antonio, Tex.
- COLLINS, CHARLIE**  
WILM, Wilmington, Del.
- COLLINS, JIM**  
KTAR, Phoenix, Ariz.
- COLLINS, JIM**  
Hall of Hits Show  
WAMM, Flint, Mich.
- COLMAN, HARRY**  
KMCD, Fairfield, Iowa
- COMBES, JAMES W. JR.**  
1240 Club  
KSUE, Susanville, Calif.
- COMBS, JACK**  
WBLG, Lexington, Ky.
- COMER, CHUCK**  
KNBY, Newport, Ark.
- COMER, JOHN L.**  
KDSJ, Deadwood, S. D.
- COMLEY, JACK**  
WKNB, West Hartford, Conn.
- CONE, ROBERT G.**  
KDSJ, Deadwood, S. D.
- CONNELL, PAT**  
R & B Express  
WNJR, Newark, N. J.
- CONRAD, DICK**  
WEOL, Elyria-Lorain, Ohio
- CONRAD, RUSSELL**  
KEX, Portland, Ore.
- COOK, BILL**  
WVMC, Mt. Carmel, Ill.
- COOK, BOB**  
Coffee Club  
WPTW, Piqua, Ohio
- COOK, BOB**  
WRJN, Racine, Wis.
- COOK, ED**  
WFPC, Miami, Fla.
- COOK, JACK**  
Melody Madhouse  
WNOR, Columbia, S. C.
- COOK, JOE**  
Breakfast with the Cook  
KGGF, Coffeyville, Kan.
- COOK, LYNN**  
Platter Pantry  
KYOU, Greeley, Colo.
- COO, RICHARD**  
WPDN, Potsdam, N. Y.
- COOKE, HENRY**  
WMAQ, Chicago, Ill.
- COOPER, AL**  
KHHM, Monticello, Ark.
- COOPER, HUGH**  
Dawn Patrol  
WCKI, Greer, S. C.
- COOPER, RICHARD**  
KALB, Alexandria, La.
- COOPER, TED**  
KOBY, San Francisco, Calif.
- COPE, FRANK**  
Alam Klok Klub  
KJBS, San Francisco, Calif.
- COPELAND, AL**  
Night Show  
KOKC, San Bernardino, Calif.
- COPPLE, LEONARD**  
Teen Age Hop  
KYUM, Yuma, Ariz.
- CORBETT, CARL**  
KCOG, Centerville, Iowa
- CORBIN, DICK**  
WOTW, Nashua, N. H.
- ORDER, RICHARD**  
KOGT, Orange, Tex.
- CORDIC, REGIE**  
KDKA, Pittsburgh, Pa.
- CORDONE, MARTY**  
WNAK, Wilkes-Barre, Pa.
- CORMIER, FLOYD**  
Almanac  
KYOL, Lafayette, La.
- CORNELIUS, RUSS**  
KWYN, Wynne, Ark.
- CORNELL, KEN**  
WTLB, Utica, N. Y.
- CORRADO, PAT**  
Metronome  
WAJR, Morgantown, W. Va.
- CORRIGAN, JOHN**  
1170 Club  
WWVA, Wheeling, W. Va.
- CORVELLO, NICK**  
Night Watch  
WBOY, Clarksburg, W. Va.
- CORWIN, HAL**  
Stairway to the Stars  
KOWN, Escondido, Calif.
- COSGROVE, DON**  
Downbeat  
WEAM, Washington, D. C.
- COSS, PAUL**  
WAAB, Worcester, Mass.
- COSTELLO, LEN**  
WKBZ, Muskegon, Mich.
- COUGHLIN, LOU**  
WENY, Elmira, N. Y.
- COVINGTON, GLADYS**  
WGOR, Georgetown, Ky.
- COX, BILL**  
WLCS, Baton Rouge, La.
- COX, FORREST**  
Morning Melodies  
WJDX, Jackson, Miss.
- COY, JIM**  
WOR, New York, N. Y.
- CRADDOCK, KATO**  
Roadside Inn  
WMLS, Sylacauga, Ala.
- CRAIG, BILL, JR.**  
Studio D  
WLBC, Muncie, Ind.
- CRAIN, MARVIN**  
Portfolio  
KNET, Palestine, Tex.
- CRANE, BOB**  
KNX, Los Angeles, Calif.
- CRAWFORD, BLACKIE**  
Country Time  
RHEM, Big Spring, Tex.
- CRAWFORD, CARL**  
Mostly Music  
WTSI, Hanover, N. H.
- CRAWFORD, JOHN**  
Platter Parade  
WAUD, Auburn, Ala.
- CRAWFORD, PAUL**  
KRGV, Westaco, Tex.
- CREIGHTON, DAN**  
WELL, Battle Creek, Mich.
- CREVELING, JOHN**  
WJET, Erie, Pa.
- CREWS, COLEMAN**  
Fab 50  
WPET, Greensboro, N. C.
- CRONKHITE, BOB**  
KWIQ, Moses Lake, Wash.
- CRONKRIGHT, J. M.**  
Wake up to Music  
WLOO, Frankfort, Ind.
- CROSBY, LEE**  
Dixie  
KTIM, San Rafael, Calif.

# RADIO-TV DISC JOCKEYS

- CROSBY, RICHARD**  
Record Party  
WTRA, Latrobe, Pa.
- CROSBY, WILLIS**  
Prayer Wheel  
WANS, Anderson, S. C.
- CUMMISKEY, BOB**  
1290 Hits  
WCCC, Hartford, Conn.
- CUNNINGHAM, DARREL**  
Musical Roundup  
KDRS, Paragould, Ark.
- D —
- DaBECCO, HENRY**  
KQV, Pittsburgh, Pa.
- DABOUL, JOE**  
Record Caravan  
WMA5, Springfield, Mass.
- DAHMER, ROY**  
WMT, Cedar Rapids, Iowa
- DAIL, GEORGE**  
WINN, Atlanta, Ga.
- DALE, BILLY**  
WTAO, Boston, Mass.
- DALE, REX**  
WAMP, Pittsburgh, Pa.
- DALE, STAN**  
WAIT, Chicago, Ill.
- DALTON, JACK**  
WROB, West Point, Miss.
- DANE, BILL**  
On the Night  
KTBC, Austin, Tex.
- DANIEL, DAN**  
WDGY, Minneapolis, Minn.
- DANIELS, BOB**  
WKID, Champaign-Urbana, Ill.
- DANIELS, BOB**  
WKID, Champaign-Urbana, Ill.
- DANIELS, DAVE**  
Open Hiway, U. S. A.  
WDRF, Chester, Pa.
- DANIELS, GEORGE**  
KRNO, San Bernardino, Calif.
- DANIELS, RICK**  
WIOU Kokomo, Ind.
- DARIEN, FRANK**  
KSJO, San Jose, Calif.
- DARY, ALAN**  
WBZ-WBZA, Boston-Springfield, Mass.
- DATE, DON**  
Downbeat  
WEAM, Washington, D. C.
- DAUGHERTY, DOC**  
WSBA, York, Pa.
- DAUGHERTY, JIM**  
Saturday Afternoon  
KWPC, Muscatine, Iowa
- DAVID, TOBY**  
CKLW, Detroit, Mich.
- DAVIDSON, DWIGHT**  
WWXL, Manchester, Ky.
- DAVIDSON, GENE**  
Platter Party  
WHUB, Cookeville, Tenn.
- DAVIES, BUD**  
CKLW, Detroit, Mich.
- DAVIS, BOB**  
Curtain Time  
WTON, Staunton, Va.
- DAVIS, BRAD**  
WACE, Springfield-Chicopee, Mass.
- DAVIS, CHUCK**  
KAMO, Rogers, Ark.
- DAVIS, DARRELL**  
Everything Goes  
KOCA, Kilgore, Tex.
- DAVIS, GENE**  
WEB, Kansas City, Mo.
- DAVIS, HERB**  
WARR, Arlington, Va.
- DAVIS, JEROME**  
Parade of Stars  
KMHT, Marshall, Tex.
- DAVIS, KATHY**  
High School Hi-lites  
WNEZ, Saranac Lake, N. Y.
- DAVIS, MAC**  
Late Bird Show  
KEDO, Longview, Wash.
- DAVIS, SONNY**  
WKLC, St. Albans, W. Va.
- DAVIS, STAN**  
KOCY, Oklahoma City, Okla.
- DAWSON, BILL**  
Pop Show  
WLMJ, Jackson, Ohio
- DAY, CARL**  
WTNS, Coshocton, Ohio
- DAY, FRANK**  
KDES, Palm Springs, Calif.
- DAY, GEORGE**  
KLYD, Bakersfield, Calif.
- DAY, JOHN**  
KXIC, Iowa City, Iowa
- DEAL, COY**  
860 Club  
KOSE, Osceola, Ark.
- DEAN, BOB**  
KDON, Salinas, Calif.
- DEAN, CAROL**  
Dean's Discs  
WCOU, Lewiston, Me.
- DEAN, DICK**  
Carnival of Music  
WKTQ, South Paris-Norway, Me.
- DEAN, GARY**  
Under Glass  
KFIV, Modesto, Calif.
- DEANE, JOE**  
WBBF, Rochester, N. Y.
- DeBEAU, LARRY**  
Homeward Bound  
WTOL, Toledo, Ohio
- DEE, BOB**  
Tops of Morning  
WDOL, Athens, Ga.
- DEHN, DENNIS**  
KPDN, Pampa, Tex.
- DeLANCEY, CHARLES**  
WTNS, Coshocton, Ohio
- DeLAND, JIM**  
WVJ, Detroit, Mich.
- DeLaPENA, GENE**  
Alarm Clock Show  
KAIR, Tucson, Ariz.
- DELL, FRANK**  
WJAC, Johnstown, Pa.
- DEL SETTE, ELL**  
Club 1280  
WRSA, Saratoga Springs, N. Y.
- DELZELL, BILL**  
Disc-O-Rama  
KMMJ, Grand Island, Neb.
- DEMJOHN, BILL**  
WEIR, Weirton, W. Va.
- DENHAM, DICK**  
WINX, Rockville, Md.
- DENHAM, DENNY**  
Country Junction  
WGOV, Valdosta, Ga.
- DENNIS, BILL**  
WFAX, Falls Church, Va.
- DENNISTON, DAVE**  
Accent on Melody  
WRTA, Altoona, Pa.
- DENT, AL**  
WEK, Cleveland, Ohio
- DeSUZE, CARL**  
WBZ-WBZA, Boston-Springfield, Mass.
- DEVON, FRU**  
Nights in Latin America  
WQXR, New York, N. Y.
- DEWALT, JIM**  
WERC, Erie, Pa.
- DEWEY, DAVID**  
WEAV, Plattsburgh, N. Y.
- DeWITT, CHUCK**  
WPIN, St. Petersburg, Fla.
- DEXTER, DEX**  
KVNI, Coeur D'Alene, Ida.
- DIEM, MIKE**  
WJQN, St. Cloud, Minn.
- DIGGS, BILL**  
Platter Party  
WCNC, Elizabeth City, N. C.
- DILL, FRANK**  
WGFR, Buffalo, N. Y.
- DILLARD, DON**  
Record Club Show  
WDON, Wheaton, Md.
- DITTLOFF, WAYNE**  
KBYG, Big Spring, Tex.
- DIXON, DAVE**  
KATZ, St. Louis, Mo.
- DIXON, JIMMY**  
KBBB, Borger, Tex.
- DIXON, LARRY**  
WCHB, Inkster, Mich.
- DOANE, STEVE**  
Platter Party  
WOCB, West Yarmouth, Mass.
- DODD, JIM**  
WKNX, Saginaw, Mich.
- DODSON, ROBERT F.**  
Western Jamboree  
KURV, Edinburg, Tex.
- DOGGETT, TOM**  
KORE, Eugene, Ore.
- DOLAN, JIM**  
WJVA, South Bend, Ind.
- DOLAN, TOM**  
Music Room  
WZM, Clarksville, Tenn.
- DONADO, MAL**  
KANE, New Iberia, La.
- DONAHUE, PAT**  
Anything Goes  
KVOC, Casper, Wyo.
- DONAHUE, TOM**  
Studio 99  
WEG, Philadelphia, Pa.
- DONNELLY, JAMES**  
Mr. Matinee  
WVWJ, Philadelphia, Pa.
- DORAN, RUSS**  
KUGN, Eugene, Ore.
- DORN, JACK**  
WAKN, Aiken, S. C.
- DORRIS, BOB**  
KEBL, Beeville, Tex.
- DORSEY, JOE**  
Wire Request  
WEMP, Milwaukee, Wis.
- DORSEY, TERRY**  
Record Rack  
WDBQ, Dubuque, Iowa
- DOSS, RAY**  
Teen Hop  
WAIN, Columbia, Ky.
- DOSTON, AMOS**  
Shake, Rattle & Roll  
KXLW, St. Louis, Mo.
- DOTY, DON**  
Cavalcade of Better Music  
WPBC, Minneapolis, Minn.
- DOUGHERTY, CHUCK**  
KQV, Pittsburgh, Pa.
- DOUGLAS, JERRY**  
Rockin' Rhythm  
WCMT, Martin, Tenn.
- DOUGLAS, KEN**  
Contrasts in Music  
KWNQ, Winona, Minn.
- DOUGLAS, RON**  
KLWN, Lawrence, Kan.
- DOUGLAS, SAM**  
WXOK, Baton Rouge, La.
- DOWDY, JIM**  
Hi Neighbor  
WACT, Tuscaloosa, Ala.
- DOWNEY, GEORGE**  
AM 1230 Club  
WNEB, Worcester, Mass.
- DOWNING, CLYDE**  
WRRB, Rockford, Ill.
- DOWNING, DON**  
KENE, Toppenish, Wash.
- DOYLE, TOM**  
WLOF, Orlando, Fla.
- DRU, GORDY**  
KBKW, Aberdeen, Wash.
- DRUM, DEWEY**  
WSOC, Charlotte, N. C.

# RADIO-TV DISC JOCKEYS

**DRURY, DICK**  
WJW, Cleveland, Ohio

**DU BLON, JACK**  
KOKS, Midland, Tex.

**DUGAN, SHORTY**  
Party Line  
KAYE, Puyallup, Wash

**DUKE, KEN**  
Coffee Club  
KIDD, Dumas, Tex.

**DULANEY, TONY**  
Ladies First  
WMOK, Metropolis, Ill.

**DUMAS, ROLAND**  
Tops in Tops  
WMAS, Springfield, Mass.

**DUMONT, OSCAR**  
WKDN, Camden, N. J.

**DUNBAR, JERRY**  
WBEL, Beloit, Wis.

**DUNCAN, DOPEY**  
WKAP, Allentown, Pa.

**DUNCAN, JIM**  
WGGH, Marion, Ill.

**DUNCAN, JOHNNY**  
WMOR, Morehead, Ky.

**DUNTEA, RAY**  
Wide Awake Show  
WUFE, Budeford, Me.

**DUNFORD, BOB**  
1250 Club  
WCLC, Jamestown, Tenn.

**DUNN, BOB**  
Festival of Music  
KIX, Oakland, Calif.

**DUPRE, HENRY**  
WWL, New Orleans, La.

**DWYER, "DUD"**  
Honorary's Hit Parade  
KLMO, Longmont, Colo.

**DYER, BILL**  
Platter Party  
WTTT, Lewisburg, Pa.

**DZIKOYSKI, JOE**  
Holiday House  
WMNE, Menomonee, Wis.

## — E —

**EAST, LEN**  
KJEO, San Diego, Calif.

**EATON, GORDON**  
As You Like It  
WCCO, Minneapolis, Minn.

**EATON, PIERRE**  
1000 Club  
WINX, Rockville, Md.

**EBBESON, HARRY**  
Harry's Corner  
KMA, Shenandoah, Iowa

**EBERHARDT, FRED**  
House of Wax  
KOOL, Phoenix, Ariz.

**EBERT, LARRY**  
WSAU, Wausau, Wis.

**EDEN, HARRY**  
Music First  
KQVR, Lodi, Calif.

**EDDY, DAVE**  
Pop Shop  
WALM, Albion, Mich.

**EDWARDS, CHUCK**  
KTXO, Sherman, Tex.

**EDWARDS, CRAIG**  
Panorama  
WSAC, Radcliff, Ky.

**EDWARDS, GENE**  
WJFJ, Hazerstown, Md.

**EDWARDS, GEOFF**  
WEAT, West Palm Beach, Fla.

**EDWARDS, JAMES L.**  
KWOS, Jefferson City, Mo.

**EDWARDS, LARRY**  
Teleguest  
KPAN, Hereford, Tex.

**EDWARDS, MARK**  
WBNY, Buffalo, N. Y.

**EDWARDS, PAUL**  
Just for You  
WBEC, Pittsfield, Mass.

**EDWARDS, RICK**  
Musical Clock  
WROK, Rockford, Ill.

**EDWARDSSEN, BILL**  
WGY, Schenectady, N. Y.

**EISENMAN, ABE**  
Break O' Day  
WJIV, Savannah, Ga.

**EIKINS, FRANK**  
Yawn Patrol  
WPRY, Perry, Fla.

**EIKINS, TOM**  
KSTT, Davenport, Iowa

**ELLE, STAN**  
Nightwatch  
KSDN, Aberdeen, S. D.

**ELLERS, FRED**  
KQFL, Roswell, N. M.

**ELLINGTON, DANNY**  
Best by Request  
KTPX, Childress, Tex.

**ELLIOT, CAROL LEE**  
Good-n-Hour  
KAYE, Puyallup, Wash.

**ELLIOTT, JACK**  
KXOK, St. Louis, Mo.

**ELLIOTT, JACQUE**  
Musical Smax  
KGBT, Harlingen, Tex.

**ELLIOTT, WEN**  
KXNO, Dodge City, Kan.

**ELLS, DICK**  
Sandman's Matinee  
WBEK, Newport, Vt.

**ELLIS, "HAP"**  
The Early Bird  
KOLT, Scottsbluff, Neb.

**ELLIS, KEN**  
WRUM, Rumford, Me.

**ELLISON, BILL**  
KAMP, El Centro, Calif.

**ELS, RON**  
1190 Club  
KIRO, Sedalia, Mo.

**ERKERSON, BILL**  
Periscope  
WBAB, Babylon, N. Y.

**EMERY, BUCK**  
KFRB, Fairbanks, Alaska

**EMERY, RALPH**  
WSM, Nashville, Tenn.

**EMM, LOU**  
Breakfast in Bedford  
WHIO, Dayton, Ohio.

**EMPEY, CURTIS**  
KBBY, Soda Springs, Ida.

**ENTLEY, BOB**  
WKIC, St. Albans, W. Va.

**ERICKSON, BERT G.**  
Farm Parade  
WAPG, Avondale, Fla.

**ERICKSON, ROVALL**  
KMO, Tossana, Wash.

**ERMEL, DENNY**  
Top 30 Times  
KSLM, Sateau, Ore.

**ERTIS, RUDY**  
V-8  
WSPD, Toledo, Ohio.

**ETZEL, JACK**  
1430 Top 30  
WJPS, Evansville, Ind.

**EVANS, AL**  
Morning Music Man  
WBFB, Benton Harbor, Mich.

**EVANS, DAN**  
GRPT, Las Cruces, N. M.

**EVANS, GARY**  
KBUH, Brigham City, Utah.

**EVANS, JIM**  
Morning in Muscle Shoals  
WOWL, Florence, Ala.

**EVANS, JOHN**  
WIS, Columbia, S. C.

**EVANS, MILTON**  
Almanac & Disc 'n Data  
KNET, Palestine, Tex.

**EVANS, RED**  
WTAL, Tallahassee, Fla.

**EVANS, SAM**  
Jam with Sam  
WGNS, Chicago, Ill.

**EVERETTE, GREG**  
Greg's Choice  
KRES, St. Joseph, Mo.

**EVES, LARRY**  
Club Carousel  
KFUL, Garden City, Kan.

**EWY, ELWOOD**  
County Catalog  
KWAT, Watertown, S. D.

**EVE, ERNIE**  
Teen Time  
WFAL, Fayetteville, N. C.

## — F —

**FAGAN, JIM**  
WINE, Buffalo, N. Y.

**FAHAN, BILL**  
KAYL, Storm Lake, Iowa.

**FAHRENBRUCH, JERRY**  
Fabulous Philly  
KPKA, Greeley, Colo.

**FAIRBANKS, TED**  
WJDS, Jacksonville, Ill.

**FAIRCHILD, JOHNNA**  
KOLL, Omaha, Neb.

**FAIK, DICK**  
1 1/2 for the Road  
KBRO, Brentwood, Wash.

**FAIK, AERN**  
This Afternoon  
WEKZ, Monroe, Wis.

**FANNIN, HANK**  
WHTR, Talladega, Ala.

**FANNING, DICK**  
WEAK, Pauls Church, Va.

**FARNSWORTH, BRUCE**  
WTYM, Springfield, Mass.

**FARRELL, CHARLIE**  
Sandy Showense  
WBVP, Beaver Falls, Pa.

**FARRELL, GENE**  
Dance Party  
WNAH, Nashville, Tenn.

**FARRELL, JERRY**  
Teen Time Hop  
WJJE, Niagara Falls, N. Y.

**FARRELL, REED**  
WIL, St. Louis, Mo.

**FATMAN, LLOYD**  
Snap Club  
WHAT, Philadelphia, Pa.

**FAUBION, ROY**  
KFVO, Lubbock, Tex.

**FAV, DICK**  
Music Through the Night  
WTRC, Hartford, Conn.

**FAYE, DENNIS**  
WAMV, East St. Louis, Ill.

**FEINSTEIN, JEFF**  
Music You Like  
WPAW, Pawtucket-Providence, R. I.

**FENDER, BOB**  
WERC, Duluth, Minn.

**FENNEL, GEORGE**  
WHLL, Boston-Medford, Mass.

**FENNER, LOWELL**  
Coffee Break  
WEZY, Cocon, Fla.

**FERGUSON, BOB**  
45 Club  
KJNO, Juneau, Alaska.

**FERGUSON, STAN**  
The Music Man  
WGER, Charlotte, Mich.

**FERGUSON, TED**  
Tune-Dial  
KMRS, Morris, Minn.

**FERLAND, EDDIE**  
WBEC, WLEC-TV, Rochester, N. Y.

**FIELD, ELLIOT**  
KFWB, Hollywood, Calif.

**FIELDS, BILL**  
Something to Talk About  
WGES, Chicago, Ill.

**FINAN, JOE**  
KYW, Cleveland, Ohio.

**FINCH, JAMES**  
KFNP, Shenandoah, Iowa.

- FINCH, TY**  
WILM, Wilmington, Del.
- FINLAY, FRED**  
KENN, Farmington, N. M.
- FINNERIN, BOB**  
Rise 'n Shine  
WMMN, Fairmont, W. Va.
- FINNEY, D. DENZIL**  
WCHS, Charleston, W. Va.
- FIORÉ, J.**  
Varieties  
WPTS, Pittston, Pa.
- FISCHER, LARRY**  
KAKI, San Antonio, Tex.
- FISHER, JOHN**  
WGGO, Salamanca, N. Y.
- FITZGERALD, ED**  
WMAX, Grand Rapids, Mich.
- FIXARIS, FRANK**  
970 Road Show  
WCSH, Portland, Me.
- FLECK, LOREN**  
Request Time  
WTRA, Latrobe, Pa.
- FLEMING, JIM**  
WMTN, Morristown, Conn.
- FLEMING, JOE**  
Teen-Tune-Time  
WTIW, Fairfield, Ill.
- FLINDERS, DON**  
KXLY, Spokane, Wash.
- FLINT, WALTER**  
Musical Clock  
WGPC, Albany, N. Y.
- FLORENCE, JIM**  
WISV, Viroqua, Wis.
- FLORES, JOSE LUGO**  
Cita a las Diez  
KLPN, Phoenix, Ariz.
- FLOYD, MAX**  
Show Time  
KORC, Mineral Wells, Tex.
- FOLEY, CHUCK**  
Disc and Data  
WORM, Savannah, Tenn.
- FORBES, HANK**  
WHDH, Boston, Mass.
- FORD, ART**  
WNTA, New York, N. Y.
- FORD, BILL**  
Platter Party  
WGW, Asheboro, N. C.
- FORD, KENNY**  
1460, Club  
KCRB, Chanute, Kan.
- FORD, LARRY**  
Music Inc.  
WCRO, Johnstown, Pa.
- FORD, LEE ALLEN**  
WETU, Wetumpka, Ala.
- FORD, LES**  
Wake Up with Music  
WTBO, Cumberland, Md.
- FORD, MILTON, Q.**  
WOL, Washington, D. C.
- FORD, W. D.**  
Honeyboy's Roundup  
WSRC, Durham, N. C.
- FOREMAN, DON**  
KXLR, Little Rock, Ark.
- FORSELL, GENE**  
Musi-Clock  
KIST, Santa Barbara, Calif.
- FORSTER, LEE**  
WGGO, Salamanca, N. Y.
- FORTUNE, DON**  
WINE, Buffalo, N. Y.
- FOSLID, RAY, Jr.**  
Coffee Club  
KBUN, Bemidji, Minn.
- FOSTER, BILL**  
Music Hall  
KFEQ, St. Joseph, Mo.
- FOSTER, JACK**  
KGBT, Harlingen, Tex.
- FOSTER, JOHNNY**  
WILK, Wilkes-Barre, Pa.
- FOSTER, WAYNE**  
WYTH, Madison, Ga.
- FOWLER, JIM**  
Ridin' Easy  
WGPC, Albany, Ga.
- FOX, BRUCE**  
KLIX, Twin Falls, Ida.
- FRANCISCO, MARGO**  
School Activities  
WDCF, Dade City, Fla.
- FRANK, BEECHER**  
Wake Up with WAVE  
WAVE, Louisville, Ky.
- FRANK, PEG**  
KPEG, Spokane, Wash.
- FRANKLIN, BOB**  
WMPL, Hancock, Mich.
- FRAY, JACQUES**  
WQXR, New York, N. Y.
- FREDERICK, PAUL**  
Freeway 99  
KCHJ, Eclane, Calif.
- FREDERICKS, ALAN**  
Night Train  
WHOM, New York, N. Y.
- FREEMAN, CLAUDE**  
Mostly Music  
WFBC, Greenville, S. C.
- FREEMAN, OLLIE**  
Gospel Traveler  
WTIM, San Rafael, Calif.
- FREEMAN, ROY**  
RFD Jamboree  
KTCC, Malden, Mo.
- FREEMAN, TIP**  
Evening Out  
KGEK, Sterling, Colo.
- FREEZE, MACK L.**  
Max Wax Shop  
WLFM, Elkin, N. C.
- FRENCH, DICK**  
WWJ, Detroit, Mich.
- FRENCH, DON**  
KFBM, San Diego, Calif.
- FRENCH, GLEN**  
Off the Record  
WWBD, Bamberg, S. C.
- FRENCH, J. A. Jr.**  
Good Morning  
WELC, Welch, W. Va.
- FRIEDMAN, RON**  
Musical Day  
WJMS, Ironwood, Mich.
- FRITTS, PAUL**  
Teen Pau Alley  
WMFR, High Point, N. C.
- FRITZ, ALENE**  
KNAF, Fredericksburg, Tex.
- FRITZ, EARL**  
KRIB, Mason City, Iowa
- FROST, JACK**  
WSPR, Springfield, Mass.
- FROST, STAN**  
The Minit Man Show  
KANO, Anoka, Minn.
- FRYE, LONNIE**  
1270 Club  
WBHC, Hampton, S. C.
- FUCCI, JIM**  
WJHO, Opelika, Ala.
- FULCHER, BOB**  
WPLV, Pulaski, Va.
- FULLER, BOB**  
Early Bird  
KSLI, Silver City, N. M.
- FULTZ, HAL**  
Music Man Show  
WRDO, Augusta, Me.
- FURLONG, BOB**  
WSKI, Montpelier, Vt.
- FURRY, BOB**  
KTRAR, Phoenix, Ariz.
- FURSETH, ERIK**  
WILS, Lansing, Mich.
- FUTRELL, LARRY**  
KWYN, Wynne, Ark.
- G —
- GAINES, WALT**  
Morning Page & Party Line  
WLFH, Little Falls, N. Y.
- GALLAGHER, JOE**  
KRCK, Ridgecrest, Calif.
- GALLOWAY, JERRY**  
KASO, Minden, La.
- GALVAN, JOE**  
Platter Pickin's  
KWPC, Muscatine, Iowa
- GAMBLING, JOHN A.**  
Studio X  
WOR, New York, N. Y.
- GARDNER, MILLER**  
Serenade in the Afternoon  
KEVY, Provo, Utah.
- GARGIAS, ALFONSO**  
Poems & Melodies  
KOYE, El Paso, Tex.
- GARLON, LaVERN**  
WMNE, Manomomie, Wisc.
- GARNEAU, TRACY**  
World of Music  
WMMW, Meriden, Conn.
- GARRETT, FRED**  
WAMM, Flint, Mich.
- GARRISON, JACK**  
Mister Music  
WBOF, Virginia Beach, Va.
- GARRITY, BOB**  
WAYZ, New Haven, Conn.
- GASKINS, JIM**  
WAIN, Columbia, Ky.
- GATTAS, JUAN**  
KIWW, San Antonio, Tex.
- GATZA, GARY**  
KBTK, Missoula, Mont.
- GAUGHRAN, KENNETH**  
Shoppers Parade  
WREB, Holyoke, Mass.
- GAVIN, MIKE**  
WMNI, Columbus, Ohio
- GAY, BOB**  
Boogie Show  
WJAM, Marion, Ala.
- GAYLORD, WILLIE**  
WAMS, Wilmington, Del.
- GAYNOR, BOB**  
Gaynor's Glenn  
WQAM, Miami, Fla.
- GEER, SANDY**  
WWTB, Tampa, Fla.
- GEM, KAY**  
KGEM, Boise, Ida.
- GEORGE, DAVID**  
Music for the Ages  
WEZN, Elizabethtown, Pa.
- GEORGE, LEE**  
KODE, Joplin, Mo.
- GEORGE, TOM**  
Morning Express  
WJBK, Detroit, Mich.
- GERNETZKE, HOWIE**  
WSAU, Wausau, Wisc.
- GERSON, BILL**  
WINN, Louisville, Ky.
- GETZ, BERT**  
KBRK, Brookings, S. D.
- GIBBONS, JIM**  
WOL, Washington, D. C.
- GIBBONS, WILLIAM**  
Rhythm Parade  
WANT, Richmond, Va.
- GIBSON, AL**  
WHTB, Talladega, Ala.
- GIBSON, PAT**  
Morning Musicale  
WSDB, Homestead, Fla.
- GIDEON, GENE**  
Musical Gems  
KBHM, Branson, Mo.
- GILBERT, BOB**  
KEYZ, Williston, N. D.
- GILBERT, GEORGE**  
WARM, Seranton, Pa.
- GILBERT, JOHN**  
Request Time  
WAVP, Avon Park, Fla.
- GILDERMANN, GIL**  
Supper-time Serenade  
WCVA, Culpeper, Va.
- GILLETTE, DAN**  
980 Club  
WCAP, Lowell, Mass.
- GILLIAM, RAY**  
Hillbilly Harmony  
WKDK, Newberry, S. C.

# RADIO-TV DISC JOCKEYS

- GILLIES, TOM**  
Clockwatcher  
WTRF, Bradenton, Fla.
- GILNETT, CLAIR**  
KFJR, North Bend, Ore.
- GOSSAGE, LEON**  
Club 1290  
WHGR, Houghton Lake, Mich.
- GOVE, ELLIOTT**  
Timekeeper  
WSYR, Syracuse, N. Y.
- GRADY, CHARLES**  
WMA, Lima, Ohio
- GRADY & HURST**  
WRCV, Philadelphia, Pa.
- GRADY, JACK**  
KSYD, Wichita Falls, Tex.
- GRAHAM, BILL**  
1490 Club  
WIKF, Newport, Vt.
- GRAHAM, JULIAN**  
The Big Cannonball  
WDAS, Philadelphia, Pa.
- GRAHAM, RICHARD**  
WOHL, East Liverpool, Ohio
- GRAHAM, TED**  
WDOE, Dunkirk, N. Y.
- GRANDE, PATRICK D.**  
WHLE, South Boston, Va.
- GRANGER, JIM**  
Hospitality Time  
WEER, Warrenton, Va.
- GRANT, BRUCE**  
WGRD, Grand Rapids, Mich.
- GRANT, DON**  
Mail Bag  
WJAG, Norfolk, Neb.
- GRANT, JIMMY**  
WKXY, Sarasota, Fla.
- GRANT, JOE**  
Top of the Morning  
WDVA, Danville, Va.
- GRANT, KEN**  
KNTZ, Houston, Tex.
- GRANT, LLOYD**  
Grandpa Windpenny  
WNAX, Yankton, S. D.
- GRATTON, BILL**  
KNEW, Spokane, Wash.
- GRAVELIN, NOBLE**  
Start with a Whistle  
WBBC, Flint, Mich.
- GRAY, BRAD**  
Club 1220  
KGYN, Guyton, Okla.
- GRAY, DICK**  
KRUC, Phoenix, Ariz.
- GRAY, GARY**  
1490 Club  
WDBQ, Dubuque, Iowa
- GRAY, JIM**  
WRPA, New Kensington, Pa.
- GRAY, MARTIN**  
KNR, Wichita, Kan.
- GRAYSON, JAY**  
WBAL, Baltimore, Md.
- GRAZAN, JOE**  
Musical Beat  
WBVP, Beaver Falls, Pa.
- GREEN, HAL**  
WBFL, Bellefonte, Pa.
- GREEN, LARRY**  
Rock & Roll Party  
WMCP, Columbia, Tenn.
- GREEN, MIKE**  
KICK, Springfield, Mo.
- GREENE, ART**  
Sentimental Serenade  
KDFC, Mansfield, La.
- GREENE, STAN**  
Designed for Listening  
WOMT, Manitowish, Wisc.
- GREER, BOB**  
WALD, Walterboro, S. C.
- GREER, CHARLIE**  
Top O' the Morning  
WAKR, Akron, Ohio
- GREGOR, BILL**  
WWBL, Vineland, N. J.
- GREGORY, GREG**  
Radio Center at Night  
KROD, El Paso, Tex.
- GREGORY, KERM**  
Disceapades  
WAEB, Allentown, Pa.
- GREGORY, WAYNE**  
WEKY, Richmond, Ky.
- GRIBBEN, ROBERT J.**  
KDTH, Dubuque, Iowa
- GRIFFIN, DAN**  
Starlite Serenade  
WOTW, Nashua, N. H.
- GRIFFIN, JERRY**  
WGBI, Scranton, Pa.
- GRIFFIN, MILT**  
Tennessee Jive  
WDXE, Lawrenceburg, Tenn.
- GRIFFIN, WAYNE**  
Big Mike Show  
WBBL, Covington, Tenn.
- GRIM, RAST**  
WLOH, Princeton, W. Va.
- GRIMM, SHERMAN**  
Lampighter's Serenade  
WVAR, Parkersburg, W. Va.
- GRIMSLEY, VERN**  
KNCQ, Garden City, Kan.
- GROCE, ROCKY**  
Rocky's Top 40  
WRVM, Rochester, N. Y.
- GROSS, RAYMOND**  
Record Rack  
WRKD, Rockland, Me.
- GROVES, JOE**  
Say it with Music  
KDEF, Albuquerque, N. M.
- GRUEHN, WAYNE**  
WSVA, Harrisonburg, Va.
- GRUNERT, RON**  
KRFO, Owatonna, Minn.
- GUEST, JACK**  
KOB, Albuquerque, N. M.
- GUIFFKE, GUS**  
KRAM, Las Vegas, Nev.
- GUITERREZ, BEN**  
Regalo Musical  
KPER, Gilroy, Calif.
- GUNKLE, VERNON**  
Gund's Bunk  
KCLS, Flagstaff, Ariz.
- GUNTER, HARDROCK**  
Good Morning Show  
WWVA, Wheeling, W. Va.
- GUTIERREZ, LU**  
KAML, Kenedy, Tex.
- GUY, AUBREA**  
WMPS, Memphis, Tenn.
- GWYNN, EASY**  
WIBC, Indianapolis, Ind.

## — H —

- HACK, GEORGE**  
Platter Party  
WBOF, Salisbury, Md.
- HADLEY, ED**  
Musical Nitcap  
WCLA, Janesville, Wisc.
- HAEBERLE, JOHN**  
R. F. D. Requests  
WAGG, Franklin, Tenn.
- HAFFER, BEN**  
WTND, Orangeburg, S. C.
- HAGEN, DEAN**  
KEYZ, Wilbiston, N. D.
- HAGGETT, JIMMIE**  
Jive Junction  
KLN, Blytheville, Ark.
- HAIN, BOB**  
Music for Morning  
KWG, Stockton, Calif.
- HAILEY, JOHN**  
Platter Party  
WAOV, Vincennes, Ind.
- HAIT, MAL**  
WQIP, Poughkeepsie, N. Y.
- HAKE, DICK**  
Party Line  
KJFJ, Webster City, Iowa
- HALE, BOB**  
KRIB, Mason City, Iowa
- HALE, CECIL**  
Melody Hall  
WZIP, Cincinnati, Ohio
- HALE, EVAN**  
Coffee Klub  
KWK, Pocatello, Ida.
- HALE, MILT**  
KDYL, Salt Lake City, Utah
- HALEY, BUD**  
KSDO, San Diego, Calif.
- HALL, BARNET**  
Barney's Music Hall  
WTFM, Elkin, N. C.
- HALL, ED**  
Jack the Bear  
WVOL, Nashville, Tenn.
- HALL, HERB**  
Tacoma Tonight  
KTAC, Tacoma, Wash.
- HALL, REEDY**  
Rockin' & Restin'  
WIEL, Elizabethtown, Ky.
- HALL, REX**  
Pays to Listen  
KRES, St. Joseph, Mo.
- HALL, TED**  
Night Mayor  
WFAV, Haverhill, Mass.
- HALVERSON, HAL**  
The Mrs. Show  
KILQ, Grand Forks, N. D.
- HAMILTON, BILL**  
WTHH, Port Huron, Mich.
- HAMILTON, BOB**  
KFAL, Fulton, Mo.
- HAMILTON, OLLIE**  
WJZM, Clarksville, Tenn.
- HAMMONS, JERRY**  
KDQN, DeQueen, Ark.
- HANCOCK, CHUCK**  
KDET, Center, Tex.
- HANCOCK, GEORGE**  
High School Rock  
WDSK, Cleveland, Miss.
- HANCOCK, HUNTER**  
KPOP, Los Angeles, Calif.
- HANNA, RICK**  
Rick 'n Records  
WBUT, Butler, Pa.
- HANNES, GARY**  
WIMS, Michigan City, Ind.
- HANSEN, HAL**  
Big Beat  
KSYC, Richfield, Vt.
- HANSEN, KEN**  
Open House  
KSEM, Moses Lake, Wash.
- HANSON, CHARLES**  
WISN, Milwaukee, Wisc.
- HARDEN, DOYLE**  
Harden's Garden  
KRHD, Duncan, Okla.
- HARDIN, CHUCK**  
KWTX, Waco, Tex.
- HARDY, JOHN**  
KSAN, San Francisco, Calif.
- HARE, TINY**  
WEAV, Plattsburgh, N. Y.
- HARGIS, DON**  
Rural Revelle  
KWVO, Sheridan, Wyo.
- HARLAN, WENDELL**  
KDQN, DeQueen, Ark.
- HARPE, RON**  
Turntable Terrace  
WTAN, Clearwater, Fla.
- HARPER, JIMMIE**  
WMBR, Jacksonville, Fla.
- HARRILL, NELSON J.**  
Wake Up Time  
WGWR, Asheboro, N. C.
- HARRIS, BILL**  
Music Date with '58  
KFXD, Nampa, Ida.
- HARRIS, BRUCE**  
WTCN, Minneapolis, Minn.
- HARRIS, CHICK**  
WBAM, Montgomery, Ala.
- HARRIS, STUART**  
WHOW, Clinton, Ill.
- HARRISON, NAF**  
KJCK, Junction City, Kan.

# RADIO-TV DISC JOCKEYS

- HARRISON, JOHN**  
Record Rack  
KBOR, Brownsville, Tex.
- HARRISON, LEE**  
Big Beat Show  
KEYA, Shamrock, Tex.
- HAYNES, DON**  
KENT, Shreveport, La.
- HAYNES, JOHNNY**  
Swampland Jamboree  
WMLS, Sylacauga, Ala.
- HAYS, BOBBY**  
KASO, Minden, La.
- HAYWARD, BRUCE**  
KXOK, St. Louis, Mo.
- HEALY, EDWIN P.**  
Breakfast Club  
WFSC, Franklin, N. C.
- HEALY, GENE**  
WILS, Lansing, Mich.
- HEATON, CHUCK**  
KXLY, Spokane, Wash.
- HECKENDORN, MILES**  
Early Bird Show  
WJUN, Mexico, Pa.
- HEFFINGTON, MARY**  
KLRA, Little Rock, Ark.
- HEITZNER, DICK**  
Bumper to Bumper  
WKMF, Flint, Mich.
- HELGESON, BOB**  
KHO, Sioux Falls, S. D.
- HELTON, BOB**  
Uncle Bob's Show  
WOOE, Dothan, Ala.
- HENDERSON, GIG**  
WVLE, Lexington, Ky.
- HENDERSON, HAP**  
WSEB, Homestead, Fla.
- HENDERSON, JIM**  
KAVE, Carlsbad, N. M.
- HENDERSON, STEVE**  
Dinner Date  
KOWB, Laramie, Wyo.
- HENDRICK, GEORGE**  
KPDN, Pampa, Tex.
- HENNIG, HAROLD**  
Morning Varieties  
WEOE, Poughkeepsie, N. Y.
- HENNING, PAUL**  
WNOB, Norfolk, Va.
- HENRY, BILL**  
WING, Dayton, Ohio
- HENRY, PAT**  
KROW, Oakland, Calif.
- HENRY, WAYNE**  
Teen Time  
KPRK, Livingston, Mont.
- HEOHNER, WINS**  
Coffee Shop  
WDAD, Indiana, Pa.
- HEPPER, JIM**  
KRSD, Rapid City, S. D.
- HERBERT, DON**  
Campus Capers  
WNPT, Tuscaloosa, Ala.
- HERMAN, BERNIE**  
Nite Beat  
WTRE, Indianapolis, Ind.
- HERMANN, BILL**  
Coffee Klatsch  
WJOL, Joliet, Ill.
- HERNANDEZ, SAL**  
KALI, Pasadena, Calif.
- HESTER, CHARLES**  
Nifty Fifty  
WABG, Greenwood, Miss.
- HESTERMAN, BILL**  
KNAK, Salt Lake City, Utah
- HETRICH, WAYNE**  
WRRF, Lewistown, Pa.
- HICKOX, JOHN**  
KYNG, Coos Bay, Ore.
- HICKS, FRANK**  
120 Special  
KRHD, Duncan, Okla.
- HIDER, ED**  
WNEF, Binghamton, N. Y.
- HIGBEE, LYNN**  
Music on the Sunny Side  
KRMG, Tulsa, Okla.
- HIGGINS, MACK**  
Campus Requests  
WSSO, Starkville, Miss.
- HIGGINS, TOM**  
Just Jazz  
WWCA, Gary, Ind.
- HIGHAM, LEO**  
KID, Idaho Falls, Ida.
- HIGHT, BILL**  
KWEL, Midland, Tex.
- HILGEE, ANDY**  
WJON, St. Cloud, Minn.
- HILL, WARD**  
KTRB, Modesto, Calif.
- HILLS, HAROLD**  
KTNT, Tacoma, Wash.
- HILLSON, NORM**  
Bandwagon Tempo  
WNAX, Yankton, S. D.
- HIRSCH, JERRY**  
Spins 'n Needles  
WGBF, Evansville, Ind.
- HODD, ODIE**  
KBIX, Muskogee, Okla.
- HODGSON, BOB**  
Moods in Music  
WRIV, Riverhead, N. Y.
- HOEY, MIKE**  
Behind the Mike  
KAVE, Carlsbad, N. M.
- HOFFER, BOB**  
WDAE, Tampa, Fla.
- HOFFMAN, MARK**  
Mark the Mad One  
WBLY, Springfield, Ohio
- HOFFMAN, PAUL**  
WKMI, Kalamazoo, Mich.
- HOGAN, ART**  
Over the Coffee Cups  
KFAL, Fulton, Mo.
- HOHMAN, BOB**  
Say It with Music  
WMOD, Moundsville, W. Va.
- HOLLAND, TOMMY**  
Magic of Music  
KMLW, Marlin, Tex.
- HOLLIDAY, BOB**  
Cavalcade of Better Music  
WPBC, Minneapolis, Minn.
- HOLLIDAY, JOHN**  
WRVM, Rochester, N. Y.
- HOLLINGSWORTH, DON**  
Musical Clock  
WHUB, Cookeville, Tenn.
- HOLM, CLAYT**  
KENY, Bellingham, Wash.
- HOLMAN, SAM**  
WRIT, Milwaukee, Wisc.
- HOLMES, BOB**  
KSJO, San Jose, Calif.
- HOLMES, DICK**  
WILM, Wilmington, Del.
- HOLMES, LINCOLN**  
WINF, Manchester, Conn.
- HOLT, DICK**  
630 Club  
KIDD, Monterey, Calif.
- HOLT, MARY**  
Spirituals  
WJMO, Cleveland, Ohio
- HOLTBERG, MILO**  
KMUS, Muskogee, Okla.
- HONAKER, RAY**  
Coffee Pot  
WTON, Staunton, Va.
- HOOKER, LOREN**  
Bandstand  
WFKY, Frankfort, Ky.
- HOOKER, ROBERT**  
Dishwasher's Serenade  
KTRM, Beaumont, Tex.
- HOOKER, TED**  
Ebony Hit Parade  
WGTM, Wilson, N. C.
- HOOPER, RAY**  
Country Music Roundup  
WMST, Mt. Sterling, Ky.
- HOOPER, WELBY**  
Dixie Farm and Home Hour  
WANY, Albany, Ky.
- HOPKINS, MAX**  
1310 Club  
KOKX, Keokuk, Iowa
- HOPKINS, ROLAND**  
WBIS, Bristol, Conn.
- HOPKINS, TOM**  
WDLC, Port Jervis, N. Y.
- HOPKINS, WES**  
KYW, Cleveland, Ohio
- HOPPE, HENRY**  
Songs to Remember  
WJAX, Jacksonville, Fla.
- HOPPUS, JACK**  
Campus Call  
WKQB, Muskegon, Mich.
- HORN, AL**  
WKMI, Kalamazoo, Mich.
- HORN, RAY**  
KUREK, Hillsboro, Ore.
- HORNE, ED**  
WSME, Sanford, Me.
- HOUSEMAN, HERB**  
KLPW, Union, Mo.
- HOWARD, BILL**  
WEBO, Owego, N. Y.
- HOWARD, BOB**  
KCAP, Helena, Mont.
- HOWARD, DARELL**  
WQHS, Shelby, N. C.
- HOWARD, DICK**  
Bandstand  
KBMX, Coalinga, Calif.
- HOWARD, DON**  
KCBQ, San Diego, Calif.
- HOWARD, GARY**  
WKNE, Keene, N. H.
- HOWARD, JOE**  
WCHB, Inkster, Mich.
- HOWARD, SPECS**  
KYW, Cleveland, Ohio
- HOWARD, TOBE**  
LOU to You  
WLOU, Louisville, Ky.
- HOWE, JACK**  
WTYC, Rock Hill, S. C.
- HOWELL, BILL**  
Road to Knox  
WSAC, Radcliff, Ky.
- HOWELL, PAUL E.**  
Gospel Hour  
WAPG, Arcadia, Fla.
- HOWELL, JIM**  
Record Prowell  
WRIG, Wausau, Wisc.
- HOWZE, ED**  
WJHL, Johnson City, Tenn.
- HOYLE, STONE**  
Motorcade  
WFBC, Greenville, S. C.
- HUBBARD, EDDIE**  
WGN, Chicago, Ill.
- HUBERT, DAVE**  
KIT, Yakima, Wash.
- HUDDLESTON, DARELL**  
KMUS, Muskogee, Okla.
- HUDGINS, JAMES**  
KCUL, Ft. Worth, Tex.
- HUDSON, GEORGE**  
Good Blues Show  
WNJR, Newark, N. J.
- HUDSON, HARVEY**  
WLEE, Richmond, Va.
- HUFF, EMORY**  
WBPD, Orangesburg, S. C.  
Bir Clock
- HUGGINS, FRED**  
Musical Clock  
WTCE, Flomaton, Ala.
- HUGHES, BRUCE**  
Nightbeat  
WMOX, Meridan, Miss.
- HUGHES, JOEL**  
Wake Up to Music  
WJSB, Crestview, Fla.
- HUMBLE, BILL**  
Dreamtime  
WRAL, Raleigh, N. C.
- HUNT, DENNIS**  
KSIR, Wichita, Kan.
- HUNT, JOHN, Jr.**  
Record Party  
WHSC, Hartsville, S. C.

# RADIO-TV DISC JOCKEYS

**HUNTER, DAN**  
Early Bird  
WFDF, Flint, Mich.

**HUNTER, DAVE**  
Sunshine 29  
WMOP, Ocala, Fla.

**HUOT, ED**  
WTRC, Elkhart, Ind.

**HUSHAK, GENE**  
Morning Watch  
WRSR, Saratoga Springs,  
N. Y.

**HUSTEAD, DICK**  
Road Show  
WDOY, Clarksburg, W. Va.

**HUSTON, DICK**  
WLEC, Sandusky, Ohio

**HUTTMAN, DEAN**  
KTUR, Turlock, Calif.

**HYDE, JOHNNY**  
KNOG, Nogales, Ariz.

**HYDEN, BILL**  
Two for the Show  
KVOO, Tulsa, Okla.

**HYER, IVAN**

## — I —

**INKELAS, ROBERT**  
Music with Bob  
WSPN, Saratoga Springs,  
N. Y.

**INKMANN, PAUL**  
Top 40 Show  
KNOT, Prescott, Ariz.

**IRISH, BOB**  
Bl in Hi-Fi  
WCUB, Manitowoc, Wisc.

**IRONS, LYLE**  
Clock Watch  
KGYN, Guymon, Okla.

**IRWIN, DON**  
Off the Record  
KPMC, Bakerfield, Calif

**ISLER, EMERSON**  
Easy Does It  
WWBD, Bamberg, S. C.

**ISLEY, JIM**  
Chocolate Jam  
WBBB, Burlington, N. C.

## — J —

**JACKSON, BILL**  
WPTF, Raleigh, N. C.

**JACKSON, JACK**  
Anything Goes  
WSJC, Magec, Miss.

**JACKSON, MAURICE**  
Jackson's Beat  
WTVN, Columbus, Ohio

**JACKSON, RUBE**  
Travellin' Time  
WRGA, Rome, Ga.

**JACOBSEN, BILL**  
KLVC, Leadville, Colo.

**JACOBSON, PAUL**  
Off the Record  
KILQ, Grand Forks, N. D.

**JAGOE, LARRY**  
KCUE, Red Wing, Minn

**JAMES, DAVID**  
WNEK, Macon, Ga.

**JAMES, DENNIS**  
KOKK, Austin, Tex.

**JAMES, DON**  
KLTR, Blackwell, Okla.

**JANIS, LOUIS**  
Rendezvous  
WESA, Charleroi, Pa.

**JARVIS, BUD**  
Luncheon Melodies  
WVMI, Biloxi, Miss.

**JAYE, RONNIE**  
WUSJ, Lockport, N. Y.

**JEAHNIG, BOB**  
WHTC, Holland, Mich.

**JEFFERIES, BOB**  
WIZZ, Streator, Ill.

**JEFFREY, JOE**  
Musical Matinee  
WCME, Brunswick, Me.

**JENKINS, BOB**  
KGY, Olympia, Wash.

**JENKINS, RONNIE**  
KENT, Shreveport, La.

**JENKINS, THOMAS J.**  
WBIA, Augusta, Ga.

**JENNINGS, BOB**  
KHSL, Chico, Calif.

**JENNINGS, GEORGE**  
Music Box  
WCBG, Chambersburg, Pa.

**JENNINGS, JERRY**  
Tea Dance Party  
WPAD, Paducah, Ky

**JENSEN, DEE F.**  
Chuck wagon Jubilee  
KLGK, Logan, Utah

**JENSEN, JIM**  
WMBD, Peoria, Ill

**JERRIS, EARLE**  
WHK, Cleveland, Ohio

**JERUE, JOE**  
WLAJ, Grand Rapids, Mich.

**JOHNSON, ALLAN**  
KCAP, Helena, Mont.

**JOHNSON, ART**  
Moods for Romance  
WDR, Hartford, Conn.

**JOHNSON, BEN, E.**  
Rhythm Roundup  
WAGR, Lumberton, N. C.

**JOHNSON, BOB**  
Kick, Springfield, Mo.

**JOHNSON, BOB**  
WDCR, Hanover, N. H.

**JOHNSON, BRAD**  
WTCN, Minneapolis, Minn.

**JOHNSON, DOC**  
Date with Doc  
WBR, Knoxville, Tenn.

**JOHNSON, IRWIN**  
Earlyworm  
WBNS, Columbus, Ohio

**JOHNSON, J. C.**  
WJEM, Valdosta, Ga.

**JOHNSON, JAMES**  
WEUP, Huntsville, Ala.

**JOHNSON, JERRY**  
Heavenly Harmonies  
KRWC, Forest Grove, Ore.

**JOHNSON, KARL**  
Serenade for Sunday  
KKOG, Ogden, Utah

**JOHNSON, KENT**  
KPST, Preston, Ida

**JOHNSON, LARRY**  
WWIS, Black River Falls, Wis.

**JOHNSON, PAUL**  
Noontime Jamboree  
WPRY, Perry, Fla

**JOHNSON, PETE**  
KRPL, Moscow, Ida

**JOHNSON, ROBERT**  
WCCN, Neillsville, Wisc

**JOHNSON, ROOSEVELT**  
Record Club  
WERD, Atlanta, Ga.

**JOHNSTON, COLON**  
The Joe Carr Show  
WBKN, Newton, Miss.

**JOHNSTON, DICK**  
KUDU, Ventura, Calif.

**JOHNSTON, HUGH**  
WBW, Youngstown, Ohio

**JONES, ARMAND**  
570 Matinee  
WBAP, Fort Worth, Tex.

**JONES, ARVIL**  
WWXL, Manchester, Ky.

**JONES, BOB**  
KOBY, San Francisco, Calif.

**JONES, BOB**  
Rhapsody  
WFLA, Tampa, Fla.

**JONES, BOB**  
WSOC, Charlotte, N. C.

**JONES, BUZZ**  
KOOL, Phoenix, Ariz

**JONES, CARL**  
WILM, Wilmington, Del.

**JONES, DON**  
KBYM, Billings, Mont.

**JONES, E. RODNEY**  
Juke Box  
KXLW, St. Louis, Mo.

**JONES, FRANKIE**  
WCBL, Benton, Ky.

**JONES, FRED**  
KMAC, San Antonio, Tex.

**JONES, GAR**  
KLIK, Twin Falls, Ida.

**JONES, GERALD**  
Jive 'til Five  
WACL, Waycross, Ga.

**JONES, HAROLD**  
Country Music Time  
KOSE, Osceola, Ark.

**JONES, J. C.**  
WEYE, Sanford, N. C.

**JONES, JAMES A.**  
WWCC, Bremen, Ga.

**JONES, JAY**  
KTUL, Tulsa, Okla.

**JONES, JIM**  
WTAX, Springfield, Ill.

**JONES, JIMMY**  
KGVJ, Greenville, Tex

**JONES, LARRY**  
WDEW, Westfield, Mass.

**JONES, LYLE**  
KUKI, Ukiah, Calif

**JONES, RED**  
KILF, Houston, Tex.

**JORDAN, GREGG**  
WHB, Kansas City, Mo.

**JORDAN, ROBERT**  
WPDW, Potsdam, N. Y.

**JOSEPH, BILL**  
1490 Club  
WLCX, La Crosse, Wisc.

**JOYCE, BOB**  
WLLY, Richmond, Va

**JULIAN, DON**  
Motoring thru Miami  
WMET, Miami Beach, Fla.

## — K —

**KAHN, AL**  
Carolina in the Morning  
WAGR, Lumberton, N. C.

**KALIL, FRANK**  
Kali's Caravan  
KBUZ, Phoenix, Ariz.

**KANE, BOB**  
KSAY, San Francisco, Calif.

**KARPSTEIN, CARL**  
KTLI, Tillamook, Ore.

**KASH, JESSE**  
Hi School Hit Parade  
WWKY, Winchester, Ky

**KAY, ARTY**  
WVLK, Lexington, Ky.

**KAY, BOB**  
Mostly Music  
WAVE, Louisville, Ky

**KAY, KENNY**  
WEOA, Evansville, Ind

**KAYE, BARRY**  
WAMP, Pittsburgh, Pa.

**KAYE, BOB**  
WQAM, Miami, Fla.

**KAYE, GENE**  
WHOL, Allentown, Pa.

**KAYE, TOM E.**  
Words & Music  
WONG, Oneda, N. Y.

**KAZMARK, EARL**  
Bandstand  
KLYK, Spokane, Wash



# FM INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

## FM Broadcast Revenues, Expenses and Income, 1956-1957

| <i>Item</i>                                                | <i>1957</i>                   | <i>1956</i>                     | <i>1957</i>                   | <i>1956</i>                     |
|------------------------------------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------------|
|                                                            | <i>Number of<br/>Stations</i> | <i>Amount in<br/>(Millions)</i> | <i>Number of<br/>Stations</i> | <i>Amount in<br/>(Millions)</i> |
| <i>FM Broadcast Revenues</i>                               |                               |                                 |                               |                                 |
| <b>FM Stations Operated By:</b>                            |                               |                                 |                               |                                 |
| <b>AM Licensees:</b>                                       |                               |                                 |                               |                                 |
| Reporting no FM revenues.....                              | 319                           | ..                              | 302                           | ..                              |
| Reporting FM revenues.....                                 | 118                           | \$1.1                           | 119                           | \$1.0                           |
| Non-AM Licensees.....                                      | 67                            | 2.0                             | 51                            | 1.4                             |
| <b>Total FM Stations.....</b>                              | <b>499</b>                    | <b>\$3.1</b>                    | <b>472</b>                    | <b>\$2.4</b>                    |
| <i>Total FM Broadcast Expenses</i>                         |                               |                                 |                               |                                 |
| <b>FM Stations Operated By:</b>                            |                               |                                 |                               |                                 |
| Non-AM Licensees .....                                     | 67                            | \$2.5                           | 51                            | \$1.8                           |
| Industry Total .....                                       | ..                            | *                               | ..                            | *                               |
| <i>FM Broadcast Income<br/>(before Federal Income Tax)</i> |                               |                                 |                               |                                 |
| <b>FM Stations Operated By:</b>                            |                               |                                 |                               |                                 |
| Non-AM Licensees .....                                     | 67                            | \$(.05)                         | 51                            | \$(0.4)                         |
| Industry Total .....                                       | ..                            | *                               | ..                            | *                               |

( ) Denotes loss.

\* 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.

## SESAC PUBLISHERS

- Kelman Music Corp.  
 Kendor Music, Inc.  
 Keyboard Publishing Co.  
 King, K. L., Music House  
 King Music Publishing Corp.  
 Kjos, Neil A., Music Co.  
 Krachtus, John, Co.  
 Krone, Max and Beatrice  
 Kuthan, E.
- Langdon Music  
 Le Fevre Trio, The  
 Lillenas, Haldor  
 Lillenas Publishing Co.  
 Lister, Mosie  
 Lister, Mosie, Publications  
 Litzig, Frank, Music Publishing Co.  
 Liturgical Music Company  
 Liturgical Music Press, Inc.  
 Ludwig Music Publishing Co.
- Maciejowski, ZB.  
 Markiewicz, Adam  
 Master Music Press, Inc.  
 McKinley Publishers, Inc.  
 McLaughlin & Reilly Co.  
 Melody-Aire Press  
 Mercury Music Corp.  
 Modern Music Library  
 Moniuszko Publishing Co.  
 Moore, David  
 Morris-Henson Music Co.  
 Mosti, Joe, Accordion Mus. House  
 Music Press  
 Music Press, Inc.  
 Music Products Corp.  
 Musical Melody Publishers  
 Musicountry Tunes, Inc.
- National Music Company  
 National Music Company, Inc.  
 Natrass-Schenck, Inc.  
 Nazarene Publishing House  
 Nemmers, M. L. Publishing Co.  
 Network Music Publishers  
 Northwestern Press, The  
 Nowa Scena  
 Nowacki, Henryk X.
- Olympia, Edition  
 Ozark Music Public.
- Pace, Adger M.  
 Pagani, O., & Bro., Inc.  
 Pallma, Frank, Music Publisher  
 Pallma Music Co.  
 Pallma Music Products Corp.  
 Panella, Frank A.  
 Panella Music Co.  
 Paragon Music Publishers  
 Parks, J. A., Company, The  
 Parris Music Co.  
 Parris, O. A.  
 Perry, F. Clark, Co.  
 Perry's Sons, A. W., Inc.  
 Peterson, John W.  
 Pioneer Music Press
- Pizmon, Edition  
 Podgorski, I.  
 Polonia Publishing Co.  
 Polskie Towarzystwo Muzyki  
 Wspolczesnej  
 Polskie Wydawnictwo Muzyki  
 Wspolczesnej  
 Poltawski, Aleksander  
 Pomaranski, Zygmunt  
 Popular Music Publications  
 Princess Publications  
 Pro Art Publications  
 Pro Arte, Edition  
 Puritan Publishing Co.  
 "PWM," Polskie Wydawnictwo  
 Muzyczne  
 "PWP," Przedstawicielstwo  
 Wydawnictwo Polskich (Asso-  
 ciation of Polish Publishers)
- Quartet Music Company  
 Quincke, Walter A.
- Radio City Guitar Studio  
 Rainbow Music Co.  
 Ramola Music  
 Ramsey, Will M.  
 Ramsey & Parker  
 Revival Music Company  
 Ricart & Cia, Luis, S. L.  
 Roat, Chas. E., Music Co.  
 Rolseth Pub. Co.  
 Rozan Publishing Co.  
 Rudnicki, Walery  
 Rynczak, J.  
 Rzepecki, J.
- Sacred Music Foundation, The  
 Sage & Sand Mus. Pub.  
 Sajewski, W. H., Music and  
 Publishing Co., Inc.  
 Samely, Sam  
 Schmidt, Arthur P., Co., Inc., The  
 Schmitt, Hall & McCreary Co.  
 Schmitt, Paul A., Music Company  
 Schmitt Pubs., Inc  
 Scholin, C. Albert, & Sons, Inc  
 Schubert, Franz  
 Schubert, Franz, Music  
 Schubert, Franz, Music Pub.  
 Schuberth, Edward, & Co., Inc.  
 Sebren, George W., Music Co.  
 Select Music Company  
 Selmer, H. & A., Inc.  
 Seyfarth, G.  
 Sherwood Music Co.  
 Showalter, A. J., Company, The  
 Showalter, G. H. P.  
 Simon, Frank  
 Singspiration  
 Singtime Publishing Co.  
 Slaski, H.  
 Slater, Will W.  
 Smith, Alfred B.
- Southern Music Plate Co.  
 Speer, Ben, Music  
 Stamps Quartet Music Company,  
 Inc.  
 Standard Music Company  
 Standard Songs  
 Stanphill, Ira  
 Stirling Music Publishing Co.  
 Sunday School Board of the  
 South Baptist Convention, The
- Target Music Co.  
 Tav-Rina, Edition  
 Taylor, Lonnie, Publ.  
 Teddlie, Tillit S.  
 Tennessee Music & Printing Co.  
 Thomas, Alvis O.  
 Thomas, J. E.  
 Thompson Music Company  
 Times Square Mus. Publ.  
 Top Music Publishers, Inc.  
 Tovey, Herbert G.  
 Towarzystwo Wydawnicze  
 Muzyki Polskiej  
 Treasure Chest Publications, Inc.  
 Triangle Music Co.  
 Trio Music Co.
- Universum
- Varner, Wallace B.  
 Vaughan, James D., Music  
 Publisher  
 Vitak-Elsnic Co.  
 Volpe Music Co.
- Walls, W. M.  
 Warde, Harry  
 Warner, F. Eugene  
 Weaner-Leyant Publications  
 Weaner, Maxwell  
 Wells, Kenneth H.  
 Western Accordion Music  
 Company  
 Wheelwright, Lorin F.  
 Wiehler, Zygmunt  
 Wilensky, Moshe  
 Windsor Music Company  
 Winsett, R. E., Music Co.  
 Winternitz, Chanan  
 Winczyk, Stanislaw  
 "WJR"  
 Wohl, Jehuda  
 Woodward, M. H.  
 World Library of Sacred Music  
 Wydawnictwo Muzyczne Arcta  
 Wynert, Johnny
- "Zaiks," Zwiasek Autorow,  
 Kompozytorow i Wydawcow  
 Zak, Czeslaw  
 Zaleski, B.  
 Zaremba, Alojzy

# SESAC PUBLISHERS

- Abernathy Pub. Co.  
 Accord, Edition  
 Accordion Music Publishing Co.  
 Adams, Jos. E., Public  
 Adamus, A.  
 Adamus, Zenobiusz  
 Albright Music Company  
 Amsco Music Publishing Co.  
 Andrea Music Co., Inc.  
 Arberne Music Co.  
 Arct, M.  
 Augsburg Publishing House  
 Avalon Music Publishing Co.  
 Aztec Music Company
- Babwin Publications  
 Barnes, A. S., & Company, Inc.  
 Barnhouse, C. L., Company  
 Bartlett, E. M.  
 Barwicki, K. T.  
 Bass Co., The  
 Bava's, John, Music  
 Beazley, Samuel W., & Son  
 Beirly, Alfred, Co.  
 Bendix Publishing Corp.  
 Bienstock, Siegfried  
 Blake, Whitney, Music Publishers  
 Braun, Herbert J.  
 Braun Music Co.  
 Braun Organization, The  
 Brenbar Music  
 Breuer, Harry  
 Broadcast Music Publishers  
 Broadman Press, The  
 Brumley, Albert E., and Sons  
 Bryant Music Company
- Calbo, N.  
 Capitol Music Co.  
 Cardilli, M. V.  
 Carlton Music Pub.  
 Catholic Music Co.  
 Central Music Co.  
 Century Music Publishing Co.  
 Century Press  
 Cerruti, John M.  
 Chandler-Ebel Music Co.  
 Chantry Music Press, Ltd.  
 Chart Mrs., Pub. House, Inc.  
 Choral Press  
 Church Music Co.  
 Clayton, Norman J.  
 Clef Music Corp.  
 Coanacher, B.  
 Coleman, Robert H.  
 Coleman, Robert H., Publishing Co.
- Colin, Charles  
 Composers Press, Inc., The  
 Concord Music Publishing Co., Inc.  
 Concordia Pub. House  
 Convention Press  
 Cooper, W. Oliver  
 Corona Music Pub. Co.  
 Craig, Ivy E.  
 Crawford, Percy B.  
 Cummings, M. Homer  
 Czytelnik
- Daniel, John, Quartet Song Pub.  
 Darom, Edition  
 Davis, Marion, Company, The  
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# SESAC, INC.

By **PAUL HEINECKE**

**President**

**I**F the space allotted were in proportion to my enthusiasm for what has been accomplished by the SESAC organization in the year 1958, then this report to you would know no bounds.

SESAC, now in its twenty-eighth year of service to its publisher affiliates and its licensees, offers a highly diversified repertory which is contained in 315 different publishers' catalogs. It is because of the broad scope and usability of the SESAC repertory that one finds millions of SESAC performances on AM, TV, FM, motion pictures, phonograph records, transcription libraries, tapes, concert halls, opera houses, hotels, ballrooms, theaters and symphony halls.

In 1957, SESAC introduced its now famous "repertory recordings," all top-character performances of the SESAC copyrighted repertory. In that year, over 75,000 of these albums featuring the finest in popular, jazz, classical, country and western, religious, mood, polka, novelty and military and collegiate band selections were distributed gratis to the broadcasting industry in this country, Canada and Hawaii. In 1958, another 125,000 "repertory recording" EP albums were distributed free and, at this writing, about 25,000 favorable and enthusiastic written comments have been received attesting to their excellent quality, leading artists, distinctive renditions and repeated on-the-air performances.

The year past also brought about growth of another SESAC Service-product—the Special Series Programs. These are salable packages of scripts and discs centered around various national holidays, religious celebrations, sports events and just plain entertainment ideas. All Special Series Programs are available to stations on an outright sale basis. We're proud of the way in which these series are so carefully planned, written and produced. No wonder they've been a sellout in all instances and that during this past Christmastime, we were able to keep just one step ahead of old St. Nick himself.

In the new year, Sesac Recordings will be bringing many new personalities your way, e.g., Marco Rizo, star of Tico Records who literally breathes in Latin-American tempo; Webb Pierce, incomparable exponent of the country and western tune who has recorded twelve classic sacred songs for SESAC; the Don Elliott Quintet, masters of modern jazz who are of RCA and Fantasy fame; and by popular demand, those stars of Decca Records, the Anita Kerr Singers, recorded for the first time with string accompaniment.

We believe that our efforts to give increased value and greater programming facility will help bring to listening audiences everywhere what is truly "The Best Music in America."

# THE SESAC COMPANY

A REPERTORY OF DISTINCTION

**PAUL HEINECKE, PRESIDENT**

LICENSING THE PERFORMANCE,  
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"THE BEST MUSIC IN AMERICA"  
TO THE ENTIRE ENTERTAINMENT INDUSTRY —  
RADIO, TELEVISION, MOTION PICTURE,  
TRANSCRIPTION AND PHONOGRAPH COMPANIES,  
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*Producers of*  
**SESAC RECORDINGS**  
repertory recordings

**SESAC INC.**



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Delstone Music Co. Inc.  
Destiny Music Pub.  
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# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**  
President

**B**ECAUSE it expresses our philosophy this year just as emphatically as it did in the past, we are repeating below our statement in previous years' RADIO ANNUAL AND TELEVISION YEARBOOK.

During each day 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 twentieth 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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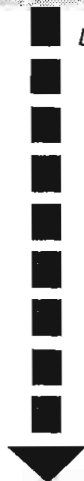
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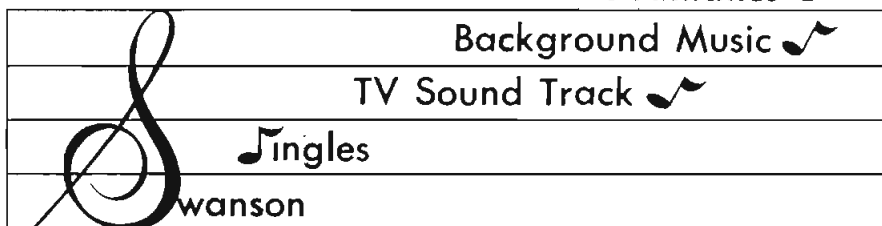
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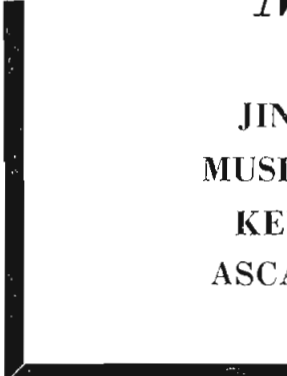
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Fairmont, Times: Art Pearce, Rlehard Young  
Huntington, Advertiser: George Jewell  
Huntington, Herald Dispatch: Custer Holliday  
Lozani, Banner: Don Pritchard  
Morantown, Dominion News: Bill Hart  
Morantown, Post: Brooks Cottle  
Mountsville, Daily Echo: Sam Shaw  
Parkersburg, News: Francis Hile  
Wheeling, Intelligencer: Haze Cochran  
Wheeling, News Register: Harry Dean,  
Arnold Lazarus, Niek Peterson

### WISCONSIN

Beloit, Daily News: Minnie Enking  
Janesville, Gazette: Bill Gargano  
La Crosse, Tribune: Marge Lientokken  
Manitowish, Herald Times: Roy Valtteka  
Marshfield, News-Herald: Floyd Toucher  
Milwaukee, Journal: Don Dooley, Don Dornbrook  
Milwaukee, Sentinel: Buck Herzog  
Oshkosh, Daily Northwestern: Don Lewis  
Peshtigo, Times: Leo Pesch  
Racine, Journal-Times: Wally Butterworth  
Wausau, Record-Herald: Frank Plano  
Wisconsin Rapids, Daily Tribune: Carl E. Otto

### WYOMING

Sheridan, Press: Bob Johnson, Dick Redburn

# RADIO-TV EDITORS

Elmira, Star Gazette: Jim Morse  
Highland, Hudson Valley Newspapers:  
Thomas McKinney  
Hyde Park, Record: Hillary Masters  
Ithaca, Journal: Dave Barnett  
Jamestown, Sun: Jim Fox  
Little Falls, St. Johnsville News: John Schackelton  
Little Falls, Times: John McGuire  
Little Falls, Utica Papers: Jane Brown  
Middletown, Record: Howard Rausch  
New York, New York Age: Al Duckett  
New York, Daily Mirror: Nick Kenny  
New York, Herald-Tribune: Ily Gardner  
New York, Journal-American: Jerry Karpf,  
Jack O'Brian  
New York, News: Ben Gross  
New York, Post: Albert L. Cusick, Bob Williams  
New York, Telegraph: Leo Mishkin  
New York, Times: Jack Gould  
New York, World-Telegram: Harriet Van Horne,  
Dick Kleiner  
Newark-Rochester, Democrat & Chronicle:  
Charlie Ross  
Niagara Falls, Gazette: Dick Utts  
Olean, Times Herald: Grey Fitzpatrick  
Oneonta, Daily Star: Robert DePante  
Port Jervis, Union-Gazette: Ralph Fredericks  
Poughkeepsie, New Yorker: Charles Murray  
Rochester, Democrat & Chronicle: Harold Nichols  
Rochester, Times Union: Jack Hadley  
Rome, Daily Sentinel: Margaret McCarthy  
Schenectady, Union Star: Everett Muech  
Shokan, Ontora Record: Thor Krogh  
Syracuse, Herald-Journal: Margaret Miner,  
Robert Sokolsky  
Syracuse, Post Standard: Peg Stevens,  
Edward Workman  
Utica, Observer Dispatch: Robie Booth  
Watertown, Daily Times: Dominic Pepp

## NORTH CAROLINA

Asheboro, Courier Tribune: Fred Burgess  
Belmont, Banner: Bill Barrette  
Charlotte, News: Emery Wister  
Charlotte, Observer: Dick Banks, Mary Lou Davis  
Fayetteville, Observer: Gibson Prather  
Forest City, Courier: Stover Dunagan, Jr.  
Gastonia, Gazette: Lyle Edwards  
Greensboro, Record: Hugh Page  
Hendersonville, Times News: Leo Wise  
Kinston, Free Press: Jake Strother  
Louisburg, Franklin Times: Asher Johnson  
Lumberton, The Robesonian: Budley Williamson  
Raleigh, News & Observer: Raymond Lowery,  
W. Shelton  
Raleigh, Times: Ann Cooke  
Reidsville, Review: Frank Warren  
Salisbury, Post: Jim Hurley III  
Selma, Johnstonian Sun: Tom I. Davis  
Shelby, Cleveland Times: John Brock  
Shelby, Daily Star: Dave Gillespie  
Spindale, Sun: Glenn James  
Wilson, Daily News: Vernon Morton,  
Horace Overman

## NORTH DAKOTA

Bismarck, Tribune: Jack Cuso  
Dickinson, Press: Len Carroll  
Fargo, Forum: Dell Johnson  
Grand Forks, Herald: Jack Ingerty  
Jamestown, Sun: Bill Wright  
Jamestown, Stattsman Co. Record:  
Mrs. Marge Smith  
Williston, Herald: Dan Halligan  
Williston, Plains Reporter: Bill Shemorry

## OHIO

Akron, Beacon Journal: Art Cullison  
Alliance, Review: Sue Horvath  
Bellaire, Times Leader: Robert Fordyce  
Bowling Green, Sentinel-Tribune: Paul Jones,  
Dean Rouseh  
Canton, Repository: Mary Ellen Robertson  
Cincinnati, Enquirer: Marge Adams, E. B. Radcliffe  
Cincinnati, Post-Times Star: Mary Wood

Cleveland, News: Jim Frankel, Nancy Gallagher,  
Bert Keesing, Maurice Van Metre  
Cleveland, Plain Dealer: George Condon, Russ Kane  
Cleveland, Press: Jim Frankel  
Columbus, Citizen: Jo Bradley Reed  
Columbus, Dispatch: Bob Connors, Tod Roper  
Columbus, Star: Pauline Smith  
Columbus, Ohio State Journal: Joe Mills  
Coshocton, Tribune Company: Bill Wallace  
Dayton, Daily News: Gee Mitchell  
Dayton, Journal-Herald: Brainard Platt  
Fostoria, Review-Times: Jim Huth  
Ironton, Tribune: Jay Brushart  
Jackson, Sun-Journal & Herald: Ed Clark  
Marietta, Times: Andy Elliott  
Marion, Star: Frances Haas  
Martins Ferry, Times-Leader: Bob Fordyce  
Niles, Daily Times: Agnes Lopatta  
Portsmouth, Times: Miss Barbara Johnson  
Ravenna, Evening Record: Joe Siuro  
Sandusky, Register: Willis Kelley  
Springfield, News & Sun: Jim Duffy, Archer Martin  
Steubenville Herald Star: Louis Balz  
Toledo, Blade: Ray Oviatt, Don Wolfe  
Toledo, Times: Ruth Elguter  
Youngstown, Boardman News: Jack Darnell  
Youngstown, Vindicator: Adrian Slika  
Zanesville, Signal & Times Recorder:  
Naomi Lotton  
Zanesville, Sunday Times Signal: Reed Mellon,  
Stan Robinson

## OKLAHOMA

Lawton, Constitution Press: Bill Crawford  
Muskegee, Phoenix-Times Democrat: John L. Stone  
Oklahoma City, Advertiser: Bob Brown  
Oklahoma City, North Star: John Harrison  
Oklahoma City, Times: John Dexter  
Stillwater, Daily News Press: James C. Stratton  
Tulsa, Tribune: Jim Downing

## OREGON

Eugene, Register-Guard: Jack Craig  
Klamath Falls, Herald-News: Floyd Wynne  
Pendleton, East Oregonian: Nolan Skiff  
Portland, Oregonian: B. Mike, Francis Murphy  
Portland, Oregon Journal: William Moyes  
Springfield, News: Red Hornish  
The Dalles, Chronicle: James Weeks  
Tillamook, Headlight Herald: Bill Kelly

## PENNSYLVANIA

Allentown, Call-Chronicle: Arthur Gearhart  
Allentown, Evening Chronicle: E. Stickle  
Allentown, Hess Bros.: Ruth Brooker  
Allentown, Morning Call: Phil Storeh  
Altoona, Mirror: Pat Hinton  
Beaver, Valley Times: Jack Malone  
Bradford, Era: Mrs. Marian Hight  
Bristol, Courier: Sand Oppenheimer  
Butler, Eagle: Bill Faust  
Charleroi, Mail: Bob Wiper  
Coatesville, Record: George Heintzelman  
DuBois, Courier-Express: Shelley Smoyer  
Elizabethown, Chronicle: Ray Westafar  
Ellwood City, Ledger: William Kegal  
Emporium, Press Independent: James P. Klees  
Erie, Morning News: Dick Stone, Hy Yapple  
Erie, Times: Bob Barrett, Joe Maher, Ed Wellejus  
Johnston, Tribune-Democrat: Ed Klym  
Latrobe, Bulletin: Miss Jean Falk, Carol Krsnan  
Martinsburg, Morrison Cove Herald: Blair Bice  
McKeesport, Daily News: Charles Wetzel  
New Kensington, Daily Dispatch: Bob Thomas  
Philadelphia, Bulletin: Elmer Cull, Bob Williams  
Philadelphia, Daily News: Joseph Fox, Jerry  
Gaghan, Alfred Rubin, Ernie Schier, L. Schwartz  
Philadelphia, Inquirer: Harry Harris,  
Miss Jean Kunik  
Pittsburgh, Post Gazette: Win Fanning  
Pittsburgh, Press: Carl Krug, Fred Remington  
Pittsburgh, Sun-Telegraph: Karl Krug,  
Leonard Mendlowitz, Jim Pettican  
Pittston, Gazette: Willard Peck  
Reading, Eagle: Doe Thompson

**MAINE**

Augusta, Daily Kennebec Journal: Jim McClay  
 Lewiston, Daily Sun: Kent Foster  
 Lewiston, LeMessager: L. P. Gagne  
 Lewiston, Sun & Journal: Johnny Robinson  
 Norway, Advertiser-Democrat: Ben Tucker  
 Portland, Evening Express, Press Herald, Sunday  
 Telegram: Emery Stevens  
 Portland, Press Herald: Joe King  
 Rockland, Courier-Gazette: Sidney Cullen

**MARYLAND**

Baltimore, Evening Sun: Lou Cedrone,  
 Hope Pantell  
 Baltimore, Morning Sun: Donald Kirkley,  
 Robert Snyder  
 Baltimore, News Post: Aldine Bird  
 Baltimore, Sunday American: Bob Upton  
 Hagerstown, Daily Mail: George Rush  
 Hagerstown, Morning Herald: Joe Harp  
 Salisbury, Advertiser: Sam Sherwell  
 Salisbury, Times: Oscar L. Morris

**MASSACHUSETTS**

Boston, American: Tony LaCamera  
 Boston, Christian Science Monitor: Mabel Joyce  
 Boston, Globe: Elizabeth Sullivan  
 Boston, Record: Bill Buchanan  
 Boston, Traveler-Herald: Arthur Feteridge,  
 Eleanor Roberts  
 Brookline, Enterprise-Times: Malcolm Dalton  
 Gt. Barrington, Berkshire Courier: Roz La Fontana  
 Haverhill, Gazette: Vin Driscoll  
 Haverhill, Journal: Jay Handon  
 Lawrence, Eagle: John Regan  
 Lowell, Sun: Frank Breen  
 Lynn, Daily Evening Item: Ralph Pearson  
 Pittsfield, Berkshire Eagle: Theodore Giddings  
 Pittsfield, Berkshire Evening Eagle: Milton Bass  
 Springfield, Morning Union, Daily News, Sunday  
 Republican: Don McPhee  
 West Yarmouth, Cape Cod Standard-Times:  
 Milt Cole  
 Worcester, Evening Gazette: James Gourgouras  
 Worcester, Sunday Telegram: Don Williams  
 Worcester, Telegram: Fred Kushton

**MICHIGAN**

Ann Arbor, News: Madeline Farrell  
 Bay City, Times: Elmer Bierman  
 Detroit, Free Press: Bettelou Peterson,  
 Larry Payne, Dick Oszoud  
 Detroit, News: Herschell Hart, Betty Hyde  
 Detroit, Times: Frances D'Hondt, Andy Wilson  
 Flint, Journal: Ralph Cullter  
 Grand Rapids, Herald: Sue Rogers  
 Lansing, State Journal: Thelma Harnett  
 Menominee, Herald Leader: Robert Murphy  
 Munising, News: Charley Symon  
 Niles, Daily Star: Don Carlson  
 Owasco, Argus Press: Mary Alice Campbell  
 Pontiac, Free Press: Larry Payne, Chuck Lewis  
 Port Huron, Times Herald: Al Haugner  
 Saginaw, News: Jerry Peters  
 Wayne, Eagle: Wesley Willit  
 Ypsilanti, Press: Wayne Adair

**MINNESOTA**

Albert Lea, Community Magazine: Mae Lyon  
 Albert Lea, Tribune: Ken Allen  
 Alexandria, Park Region Echo: Gordon Dennon  
 Anoka, Herald: Warren Feist  
 Anoka, Union: Arch Pease  
 Brainerd, Crow Wing County Review: Bea Ross  
 Brainerd, Daily Dispatch: Floyd Emerson  
 Cambridge, Star: Russell Mills  
 Detroit Lakes, Record: Jack Benschoff  
 Detroit Lakes, Tribune: Wes Meyers  
 Minneapolis, Star-Tribune: Cedre Adams,  
 Will Jones, Bob Murphy, Forrest Powers  
 Montevideo, American & News: Jack Mills  
 Mora, Kanabec County Times: Glen Hegge

Pine City, Pine Poker Pioneer: David Mills  
 St. Cloud, Times Publishing Co.: Jack Lund  
 St. Paul, Dispatch & Pioneer Press: Bill Diehl  
 St. Paul, Pioneer Press: Pat Klepper  
 Winona, Daily News: Bill Cole, Bill White

**MISSISSIPPI**

Clarksdale, Press-Register: Bill Skelton  
 Corinth, Daily Corinthian: Fred A. Parker  
 Grenada, Daily Star: Elizabeth Lee  
 Grenada, County Weekly: Mrs. W. W. Whitaker  
 Jackson, Clarion Ledger: Purser Hewitt  
 Jackson, Daily News: Frank Haines  
 Jackson, State-Times: Jane Petty

**MISSOURI**

Flat River, Lead Belt News: W. L. Bouchard  
 Jefferson City, News Tribune Co.: Joseph Majorsky  
 Kansas City, Star & Times: Robert Hoyland  
 Kansas City, TV Guide: Jack Lynch  
 Perryville, Monitor: James Wehner  
 Sedalia, Democrat: D. Kelley Scruton  
 Springfield, News Leader & Press: Jim Billings  
 St. Louis, Globe Democrat: Peter V. Rahn, Jr.  
 St. Louis, Post Dispatch: Warner Schoyen  
 Washington, Missourian: Jim Miller

**MONTANA**

Billings, Yellowstone News: Al Schlatt, Jim Spiker  
 Libby, Western News: Olga Johnson  
 Livingston, Park County News: Fred Martin  
 Miles City, Daily Star: Robert J. Scanlon

**NEBRASKA**

Chadron, Record: Don Huls  
 Fair City, Journal: Bill Shook  
 Lincoln, Star-Journal: Miss Luelgrace Switzer  
 Norfolk, Daily News: Neil Barth  
 Norfolk, Shopper's Guide: Jim Hall  
 Omaha, South Omaha Sun, Phil Gurney  
 Omaha, World Herald: Denman Kountze, Jr.

**NEVADA**

Las Vegas, Review Journal: Gene Tuttle  
 Las Vegas, Sun: Alan Jarlson

**NEW HAMPSHIRE**

Bethel, Reporter: Brud Warren  
 Concord, Monitor: Richard Keeler  
 Lancaster, Coos County Democrat: C. White  
 Littleton, Courier: Jack Colby  
 Manchester, Union-Leader: Paul Tracy  
 Nashua, Telegraph: Fred Dobbens  
 Penacook, Advertiser: Charles H. Cummings

**NEW JERSEY**

Atlantic City, Reporter: Charlie Seel  
 Bridgeton, Evening News: Ralph Brandt  
 Elmer, Times: Gene Loring  
 Port Norris, Advertiser: Jerry Alden  
 Trenton, Times: Bob Maeller  
 Trenton, Trentonian: Sol Wlenstein

**NEW MEXICO**

Alamogordo, Daily News: Billie Rolder  
 Socorro, El Defensor: Mrs. Alice Morgan  
 Tularosa, Basin Times: Ed McMahon

**NEW YORK**

Albany, Knickerbocker News: Walter Hawver  
 Albany, Times Union: Mary Tessier  
 Babylon Town Leader: John Maher  
 Binghamton, Press: Kimball Davis  
 Binghamton, Sun: Kit Suedaker  
 Buffalo, Courier-Express: J. Donald Schlaerth  
 Buffalo, Evening News: Sturgis Hedrick  
 Cortland, Standard: Walter Conkili  
 Elmira, Advertiser: Jim Morse



## RADIO-TV EDITORS

Miami, Daily News: **Rae Marie Gerard, Art Grace**  
Miami, Herald: **Jack Anderson, Pearl Wells**  
Miami, News: **Herb Kau, Pearl Wells**  
Miami Beach, Sun: **Paul Bruun, Si Steinhauer**  
Orlando, Sentinel-Star: **Homer Pyle, Charles Wadsworth**  
Orlando, Star: **Chris Butler**  
Palmetto, Manatee Review: **Jack Barnes**  
Plant City, Courier: **Clay Coddington**  
Sarasota, Herald Tribune: **Lula Boucher, John Hogg**  
Sarasota, Journal: **Bill Copeland**  
Sarasota, News: **Phil Harris**  
St. Augustine, Record: **Tom King**  
St. Petersburg, Independent: **Bobbi Downs**  
St. Petersburg, Times: **John MacAleenan**  
Tampa, Times: **Letitia Grey**  
Tampa, Tribune: **Phil Barney**  
Titusville, Star-Advocate: **Gene Burnett**  
Vero Beach, Press-Journal: **Harry Schultz**

### GEORGIA

Atlanta, Constitution: **Paul Jones**  
Atlanta, Journal: **Norman Shavin**  
Augusta, Chronicle: **Don Shepherd**  
Augusta, Chronicle-Herald: **Henry Wright**  
Augusta, Herald: **David Playford**  
Bremen, Gateway: **Ann Meeks**  
Cochran, Journal: **Martha Smith**  
Columbus, Enquirer: **Dave Miller, William Rowe**  
Columbus, Ledger: **Wes Owens, William Rowe**  
Covington, News: **Bob Greer**  
Dalton, Citizen: **Mark Pace**  
Eastman, Times Journal: **Ed Methvin**  
Gainesville, Daily Times: **Keith Whitmore**  
Hawkinsville, Dispatch: **Carolyn McCune**  
Hogansville, Herald: **Cecl Hamby**  
Jesup, Sentinel: **Bryan Kearby**  
Lafayette, Walker County Messenger: **Joe Hall**  
LaGrange, News: **Phil Harrison**  
Milledgeville, News: **Frank Edenfield, Walter Harrison**  
Newman, Times-Herald: **Mrs. James Thomassou**  
Rome, News Tribune: **Don Roberts**  
Savannah, Morning News: **Frank Rossiter**  
Sylvania, Screven Co. News: **L. S. Stogins**  
Sylvania, Telephone: **Dick Downs**  
Tallapoosa, Journal: **Jane Skelton**  
Valdosta, Daily Times: **Joe Davis**  
Waycross, Journal-Herald: **Dorothy Smith**

### HAWAII

Honolulu, Advertiser: **Eddie Sherman**  
Honolulu, Star-Bulletin: **Walt Christy, Jane Vertrees**

### IDAHO

Caldwell, News Tribune: **Pete Hackworth**  
Grangeville, Idaho County Free Press: **Robert Anderson**  
Idaho Falls, Post-Register: **J. Robb Brady**  
Kellogg, Evening News: **Jane Cantrell**  
Lewiston, Tribune: **Phyllis Budweg**  
Preston, Citizen: **Don Smith**

### ILLINOIS

Champaign, News Gazette: **Larry Stewart**  
Champaign-Urbana, Courier: **Evelyn Brown**  
Charleston, Courier: **Harry Read**  
Charleston, Daily News: **John Bardin**  
Chester, Herald Tribune: **Wayne Thorne**  
Chicago, American: **Janet Kern**  
Chicago, Daily News: **Terry Turner**  
Chicago, Defender: **Lee Blackwell, Allen G. Harris**  
Chicago, Sun-Times: **Irv Kupcinet, Paul Molloy**  
Chicago, Tribune: **Herb Lyons, Larry Walters**  
Davenport, Times: **Miss Ina Wickham**  
Harrisburg, Daily Register: **Curt Small**  
Havana, Mason County Review: **Ken Braendle**  
Joliet, Spectator: **Burke Mead**  
Marion, Daily Republican: **Homer Butler**  
Moline, Dispatch: **Mrs. Carla Reynolds**  
Pekin, Times: **Joyce Wilson**  
Peoria, Journal-Star: **William Littleton**

Pittsfield, Pike Co. Republican: **Paul Findley**  
Rockford, Morning Star & Register-Republic: **Betty Thro**  
Rock Island, Argus: **Charles Sanders**  
Springfield, Illinois State Journal-Register: **Wayne Allen**  
Waterloo, Republican: **Bob Voris**

### INDIANA

Boonville, Enquirer: **Norman Spradley**  
Elkhart, Truth: **Lou Sayre, Tom Stephenson**  
Evansville, Courier: **Renita Dugan**  
Evansville, Sunday Courier & Press: **Miss Ruth Ruggier**  
Evansville, Press: **Carol Wersich**  
Fort Wayne, Journal-Gazette: **Mrs. Jean Mack**  
Fort Wayne, News-Sentinel: **Roger Taylor**  
Gary, Post Tribune: **Jerry Atkins**  
Hammond, Vindicator: **Robert Boeker**  
Indianapolis, News: **Charles Staff**  
Indianapolis, Star: **Juana Inman**  
Indianapolis, Times: **Nancy Love**  
Jasper, Dubois Co. Daily Herald: **Simon Stemle**  
Kokomo, Tribune: **Mrs. Grace Maher**  
Marion, Chronicle-Tribune: **Judy Smith**  
Muncie, Evening Press: **Leon Parkinson**  
Muncie, Morning Star: **Jack Farris**  
New Albany, Tribune: **Wally Criswell**  
South Bend, Tribune: **James McNelle**  
Vincennes, Sun Commercial: **Ross Garrigus**

### IOWA

Cedar Rapids, Gazette: **Nadine Subotnik**  
Davenport, Democrat: **Miss Polly Singleterry, William Wandram**  
Davenport, Daily Times: **Bon Lorenzen**  
Davenport, Times: **Ina Wickham**  
Davenport, Sunday Times-Democrat: **Dick Hoffman**  
Des Moines, Register & Tribune: **Ogden Dwight**  
Iowa City, Press-Citizen: **Nadine Subotnik**  
Waterloo, Courier: **Ted Stevens**

### KANSAS

Coffeyville, Journal: **Clyde Walthall**  
Kansas City, Kansas: **Shirley Kausch**  
Lawrence, Outlook: **Wie Rugh**  
Manhattan, Mercury: **Bill Colvin**  
Pittsburg, Headlight & Sun: **John Hay**  
Wichita, Beacon: **Bill Anderson**  
Wichita, Eagle: **Robert Lonsing, Sr., Virginia Paine**

### KENTUCKY

Albany, Clinton County News: **A. B. Gibson**  
Ashland, Daily Independent: **John McMill**  
Bardstown, Kentucky Standard: **Elizabeth Spalding**  
Bowling Green, Park City Daily News: **Ray Gaines**  
Campbellsville, News-Journal: **Thomas Kerr**  
Elizabethtown, News: **Watts Franklin**  
Elizabethtown, Hardin County Enterprise: **Seymour Goodman, George Wright**  
Fort Knox, Inside The Turret: **Floie Bowles**  
Henderson, Gleaner-Journal: **Hugh E. Sandefur**  
Lebanon, Marion Falcon: **Paul Owens**  
Louisville, Courier-Journal: **Bill Ladd, Angela Preis**  
Louisville, Times: **Bill Rollins**  
New Castle, Henry County Local: **James Owens**  
Paducah, Sun-Democrat: **Preston Kennedy**  
Paris, Daily Enterprise: **J. Alverson**  
Paris, Kentucky-Citizen: **Paul Brannon**  
Pineville, Sun: **Harold Raines**  
Shively, Star Newsweek: **John Stine**  
Vanceburg, Lewis Co. Herald: **W. C. Dugan**

### LOUISIANA

Alexandria, Daily Town Talk: **Adrus LaBorde**  
New Orleans, States-Item: **Bob Sublette**  
New Orleans, Times-Picayune: **Sim Myers**  
Opelousas, Daily World: **John Thistlethwaite**  
Shreveport, Journal: **Al Hewitt, Larry Ronsen**  
Shreveport, Times: **Pericles Alexander, James Briggs, Al Hewitt**  
Thibodaux, LaFourche Comet: **Herb Flood**  
Ville Platte, Gazette: **Jules Ashlock**

# RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors

## ALABAMA

Anniston Star: E. Cody Hall  
Auburn, Lee County Bulletin: Graham McTeer  
Bay Minette, Baldwin Times: Jimmy Nelson  
Birmingham News: Lillie Mae Caldwell,  
Roger Thunes  
Birmingham Post-Herald: Emmett Weaver  
Foley, The Outlooker: Doris Rich  
Fort Payne, DeKalb County News: Dale Smith  
Fort Payne, Times-Journal: Doward Jones  
Guntersville, Advertiser-Gleaner: Parter Harvey  
Haleyville, Advertiser: W. D. Smith, Jr.  
Huntsville, Mirror: L. C. Jamar  
Mobile, Press-Register: Ellen Bodden  
Montgomery, Advertiser-Journal: Bob Dugger  
Opelika, Daily News: Wluk Blackmon  
Phenix City, Citizen: Julian Plukston  
Sylacauga, Advance: Chris Kramer  
Sylacauga, News: Jep V. Greer

## ARIZONA

Globe, Arizona Record: John D. Senter, Jr.  
Holbrook, Tribune, V. P. Richards  
Miami, Arizona Silver Belt: Lewis Barrett  
Nogales, International: Craig Pottinger  
Phoenix, Sun: W. T. Wright  
Phoenix, Republic & Gazette: Jack Curtis,  
Bobbie Johnson  
Phoenix, Station Agency: Pat Cook  
Prescott, Courier: Ed Hunt  
Prescott, Yavapai Messenger: Jack Rueter  
Scottsdale, Arizonian: Charles Lovegrove  
Tucson, Daily Citizen: Michelle Keating  
Winslow, Mail: J. Morris Richards  
Yuma, Daily Sun: Bob Werley

## ARKANSAS

Camden, News: Al Rose  
Little Rock, Arkansas Democrat:  
Inez Hale McDuff  
Little Rock, Arkansas Gazette: Martha Douglas

## CALIFORNIA

Auburn, Placer Herald: Douglas Campbell  
Bakersfield, Bakersfield: Walter Kano  
Bakersfield, Californian: Art Kaye  
Brawley, News: Ray Barnes  
Chico, Enterprise Record: Jack Wolohan  
Corona, Riverside Enterprise: Larry Wade  
El Centro, Post & Press: Dave Galloway  
Fresno, Bee: Gary Girard  
Los Angeles, Examiner: Jack Latt, Jr.  
Los Angeles, Herald-Express: Bob Hull  
Los Angeles, Hollywood Citizen News:  
Zuma Palmer  
Los Angeles, Mirror-News: Paul Henniger,  
Hal Humphrey  
Los Angeles, Times: Cecil Smith, Don Page  
Marysville, Appeal Democrat: Bill Monahan  
Monterey, Peninsula Herald: Jim Hareet  
Nevada City, Nevada Nugget: Lynn Brankamp  
Oakland, Tribune: James Abbe  
Redding, Record-Searchlight: Al Kildow,  
Tom Talmint  
Riverside, Press: Larry Wade  
Roseville, Press-Tribune: Frank Sevrens  
Salinas, Californian: M. Patton  
San Bernardino, Sun-Telegram: Mory Sanchez  
San Diego, Evening Tribune & Union:  
Don Freeman

San Diego, Tribune & Morning Union:  
Dave McLuttyro  
San Francisco, Call-Bulletin: Lynn Elm  
San Francisco, Chronicle: Terrence O'Flaherty,  
Don Steward  
San Francisco, Examiner: Dwight Newton  
San Francisco, News: Bill Steif, Guy Wright  
San Francisco, Progress: Lucille Lando  
San Luis Obispo, Telegram-Tribune: John Sarber  
San Mateo, Times: Bob Foster  
San Rafael, Independent Journal: Jack Craemer  
Santa Rosa, Press Democrat: Hilde Catz  
Stockton, Record: Tony Galeuto  
Tahoe Valley, Lake Tahoe News: Ben Benedict  
Ventura, Star-Free Press: Bob Bufloa  
Yreka, Siskiyou Daily News: E. J. Fos  
Yuba City, Independent: Earl Browlee

## COLORADO

Alamos, San Luis Valley Daily Courier:  
Cliff Edwards  
Denver, Monitor: Pauline Mahoney  
Denver, Post: Thompson Watt  
Denver, Rocky Mountain News: Lynn Glascock,  
Wallace Saunders  
Fort Morgan, Times: J. Dawson Jellick  
Grand Junction, Daily Sentinel: Alan Pritchard  
La Junta, Tribune-Democrat: Spence Burtis  
Trinidad, Chronicle News: Bill Bloom

## CONNECTICUT

Bridgport, Sunday Herald: Irwin Alpert,  
Leo Miller  
Bridgport, Post: Fred Russell  
Gloven, New London Day: Dean Avery  
Hartford, Courant: Scott Akin, Viggo Anderson,  
Doris Kozma, M. Oakley Stafford,  
Robert Stansfield  
Hartford, Times: Tony Davenport, Jane Farrell,  
A. B. McGinley  
Manchester, Herald: Harold Turkington  
New Britain, Herald: Judith Weld  
 Torrington, Register: Walf Gisselbrech  
Waterbury, Republican: Art Perret

## DELAWARE

Wilmington, Journal: Walter Bishoff  
Wilmington, News-Journal: Zona Herzog

## DISTRICT OF COLUMBIA

Washington, Daily News: Dave Reque  
Washington, Evening Sun: Bernard Harrison  
Washington, Post & Times-Herald:  
Laurence Laurent

## FLORIDA

Bradenton, Herald: John Hamner  
Bradenton, St. Petersburg Times: Jack Alexander  
Clearwater, Sun: Pat Neal, Celeste Roach  
Fernandina Beach, News-Leader: Herschel Williams  
Jacksonville, Florida Times-Union: Charles Brock  
Jacksonville, Journal: Ed Callaway, Ray Knight  
Jacksonville, Radio-TV Week: Del Foy  
Jacksonville, TV-Week: Yvonne Poisson,  
Betty Tway  
Lake City, Columbia County Gazette: Vera Elghay  
Lake City, Reporter: R. L. Stickland  
Lakeland, Ledger: Ann Adams  
Madison, Enterprise Recorder: T. C. Merchant, Jr.  
Melbourne, The Daily Times: Pearl S. Leech

# WOMEN COMMENTATORS

## THORP, DELORES

KSIB, Creston, Iowa  
**TIDMORE, EVELYN**  
 WNPT, Tuscaloosa, Ala.  
**TIERNEX, MARY JO**  
 WTCN, Minneapolis, Minn.  
**TIERNEX, MARY JOE**  
 KMSP-TV, Minneapolis, Minn.  
**TIERNEX, RITA**  
 WFHR, Wisconsin Rapids, Wis.  
**TOLAR, FRANCES**  
 WMPA, Aberdeen, Miss.  
**TOLMAN, MARY**  
 WKTK, South Paris-Norway, Me.  
**TRANTINO, VIVIAN N.**  
 WLIS, Old Saybrook, Conn.  
**TRIBIOLI, JODIE**  
 WLBR, Lebanon, Pa.  
**TRINNER, BETTY**  
 KEDO, Longview, Wash.  
**TUCKER, HELEN**  
 WTSL, Hanover, N. H.  
**TUCKER, MIDA H.**  
 KGAK, Gallup, N. M.  
**TURNER, PAT**  
 WBEC, Pittsfield, Mass.  
**TYSON, GERTRUDE**  
 WMLS, Sylacauga, Ala.

## — U —

**ULMEN, JOAN**  
 KYSM, Mankato, Minn.  
**URBAN, MARY PAT**  
 WSEN, Baldwinville, N. Y.

## — V —

**VALENTINE, LIZ**  
 WCHV, Charlottesville, Va.  
**VAN ALSTINE, PHYLLIS**  
 WEAM, Washington, D. C.  
**VANAMAN, JOYCE**  
 WMVB, Millville, N. J.  
**VAN HAVER, BETTY**  
 WKBZ, Muskegon, Mich.  
**VAUGHAN, VONNIE**  
 KBMN, Bozeman, Mont.  
**VEIDT, JERRI**  
 KCNY, San Marcos, Tex.  
**VERGANO, CEC**  
 KCHJ, Delane, Calif.  
**VESPOINT, FLORA**  
 WHAR, Clarksburg, W. Va.  
**VILLALONGIN, CAROLINA**  
 KCOR, KCOR-TV, San Antonio, Tex.

## — W —

**WAGNER, ANN**  
 WFBM, Indianapolis, Ind.  
**WALCOTT, ELAINE**  
 KTWG, Oklahoma City, Okla.  
**WALKER, JOYCE**  
 WTVB, Coldwater, Mich.  
**WALKER, RUTH**  
 WESB, Bradford, Pa.  
**WALLACE, KATHERINE**  
 KCAR, Clarksville, Tex.  
**WALLING, ESTHER**  
 WDOS, Oneonta, N. Y.  
**WALLIS, BONNIE**  
 KBOI-TV, Boise, Ida.  
**WALSTRUM, MARTHA**  
 WLW-I, Indianapolis, Ind.  
**WARD, BARBARA A.**  
 WJWL, Georgetown, Del.  
**WARD, DEL**  
 WMAZ, WMAZ-TV, Macon, Ga.  
**WARD, JO ANN**  
 WDSG, Dyersburg, Tenn.  
**WARE, DIXIE**  
 KNOE-TV, Monroe, La.  
**WASHBURN, VIRGINIA**  
 WHAP, Hopewell, Va.

**WATERHOUSE, NORMA JEAN**  
 WCMR, Elkhart, Ind.  
**WATERS, MARY**  
 WHBN, Harrodsburg, Ky.  
**WATERS, MURIEL**  
 KHVH, Honolulu, Hawaii  
**WEBB, ANNABEL**  
 KSUM, Fairmont, Minn.  
**WEBBER, EDITH DUNHAM**  
 KWDM, Des Moines, Iowa  
**WEBER, MARGARET**  
 KAYL, Storm Lake, Iowa  
**WEBER, MELVA**  
 WJTN, Jamestown, N. Y.  
**WEEDMAN, POLLY**  
 KOTA, KOTA-TV, Rapid City, S. D.  
**WEGER, MARY H.**  
 WMAF, Madison, Fla.  
**WEISERS, MARY**  
 WTRA, Latrobe, Pa.  
**WEILLER, LOUISE**  
 WAVE, Louisville, Ky.  
**WEISS, JAN**  
 WPPA, Pottsville, Pa.  
**WEISZ, EUNICE**  
 WPLM, No. Plymouth, Mass.  
**WELCOME, SHAN**  
 KRTV, Great Falls, Mont.  
**WELLS, LYDIA**  
 WNAB, Bridgeport, Conn.  
**WENDT, ELLEN**  
 WLOF, Orlando, Fla.  
**WENTWORTH, BILLIE**  
 WSTL, Eminence, Ky.  
**WERNER, CLARE**  
 WWBC, Bay City, Mich.  
**WERNER, JAN**  
 WTCN-TV, Minneapolis, Minn.  
**WEST, KAY**  
 KEX, Portland, Ore.  
**WESTON, JANE**  
 WOWO, Fort Wayne, Ind.  
**WESTPHAL, FLORENCE**  
 WSIV, Pekin, Ill.  
**WETZEL, LIBBY**  
 KXOX, Sweetwater, Tex.  
**WHALEY, MARCELLA**  
 KBOI, Boise, Idaho  
**WHEELER, DODIE**  
 KJNO, Juneau, Alaska  
**WHEELER, MARY**  
 KTAT, Frederick, Okla.  
**WHEELIS, WILMA**  
 KDRS, Paragon, Ark.  
**WHITE, MARY LU**  
 KVHC, O'Neill, Neb.  
**WHITEHEAD, FAYE**  
 WPLA, Plant City, Fla.  
**WHITEHEAD, MARIE**  
 KTLU, Rusk, Tex.  
**WHITLOCK, SALLIE J.**  
 WEVA, Emporia, Va.  
**WHITNEY, JANE**  
 WKY-TV, Oklahoma City, Okla.  
**WILLEY, PEGGY**  
 KWYO, Sheridan, Wyo.  
**WILLIAMS, DIANE**  
 WHGB, Harrisburg, Pa.  
**WILLIAMS, EDNA**  
 WTND, Orangeburg, S. C.  
**WILLIAMS, EDYTHE**  
 WHIT, New Bern, N. C.  
**WILLIAMS, JACKIE**  
 KBLL, Blackfoot, Idaho  
**WILLIAMS, JOANNE**  
 WTYC, Rock Hill, S. C.  
**WILLIAMS, JUDY**  
 WARM, Scranton, Pa.  
**WILLIAMS, LEE**  
 KSWO-TV, Lawton, Okla.  
**WILLIAMS, PAT**  
 WWIS, Black River Falls, Wis.  
**WILLOCK, GENNIE**  
 KPAY, Chico, Calif.  
**WILLS, BARBARA**  
 WAGR, Lumberton, N. C.  
**WILLS, JEAN**  
 KSYD-TV, Wichita Falls, Tex.

**WILSON, CARRIE B.**  
 WMYN, Madison-Mayodan, N. C.  
**WILSON, JEAN**  
 KVOE, Emporia, Kan.  
**WILSON, LORRAINE**  
 KLFW, Klamath Falls, Ore.  
**WILSON, LOUISE**  
 WHAM, Rochester, N. Y.  
**WILSON, MARY**  
 WGLI, Babylon, L. I.  
**WILSON, POLLYE**  
 WEAG, Alcoa, Tenn.  
**WILSON, REBA**  
 WBAC, Cleveland, Tenn.  
**WINCHELL, ESTHER**  
 KCSE, Chadron, Neb.  
**WINKELMANN, ELLEN**  
 KDXU, St. George, Utah  
**WINSLOW, LOUISE**  
 WERE, Cleveland, Ohio  
**WISE, KATHERINE**  
 KOMO, KOMO-TV, Seattle, Wash.  
**WISE, MADELINE**  
 WHIO, Dayton, Ohio  
**WISECUP, TRIPPI**  
 WSOE-TV, Charlotte, N. C.  
**WISEMAN, DORIS**  
 KBRO, Bremerton, Wash.  
**WISEMAN, SYLVIA**  
 WSTP, Salisbury, N. C.  
**WOLFE, SHIRLEY SPRADLIN**  
 WTIP, Charleston, W. Va.  
**WOLFENDEN, STELLA D.**  
 WMEV, Marion, Va.  
**WORD, ELIZABETH**  
 WKCT, Bowling Green, Ky.  
**WORKMAN, HELEN**  
 WCAX-TV, Burlington, Vt.  
**WORMELL, LIL**  
 WABI, Bangor, Me.  
**WORTH, KONNIE G.**  
 KGW, KGW-TV, Portland, Ore.  
**WREN, VIRGINIA**  
 WCAD, Danbury, Conn.  
**WRIGHT, CATHRYN**  
 WSFA-TV, Montgomery, Ala.  
**WRIGHT, MABRY**  
 WKNE, Keene, N. H.  
**WRIGHT, MARGARET**  
 WNAE, Warren, Pa.  
**WRIGHT, NADINE**  
 WDVA, Danville, Va.  
**WRIGHT, NINA**  
 KSOO, Sioux Falls, S. D.  
**WRIGHT, RUTH**  
 WBYS, Canton, Ill.  
**WYATT, MARGARET**  
 WHOP, Hopkinsville, Ky.  
**WYCHE, ALICE**  
 WERD, Atlanta, Ga.  
**WYMAN, ALICE**  
 WIS-TV, Columbia, S. C.

## — Y —

**YAPLE, HY**  
 WSEE, Erie, Pr.  
**YOHE, LAURA**  
 WKPA, New Kensington, Pa.  
**YOUNG, MARY EMMA**  
 WHTC, Holland, Mich.  
**YOUNG, RUTH**  
 WEDO, McKeesport, Pa.  
**YOUNTS, ELIZABETH M.**  
 WEEB, Southern Pines, N. C.

## — Z —

**ZAHARAN, FRANCES**  
 WPLB, Fayetteville, N. C.  
**ZIMMER, LEE**  
 WOBT, Rhineclander, Wis.

## WOMEN COMMENTATORS

- SANDIN, NORMA  
KDEI, Detroit Lakes, Minn.
- SAUNDERS, DOT  
KCLS, Flagstaff, Ariz.
- SCARBROUGH, FAYE  
WLAG, LaGrange, Ga.
- SCHAFER, NORA  
WRBL-TV, Columbus, Ga.
- SCHERMEKHORN, MERLE  
KLCB, Lobby, Mont.
- SCHURICH, CATHY  
WTFY, Danville, Ill.
- SCHMITT, ELIZABETH  
WNHC, New Haven, Conn.
- SCHRAM, VIOLET  
KPOP, Los Angeles, Calif.
- SCHUKNECHT, SCOTTY  
KNEZ, Lompoc, Calif.
- SCHWARTZ, DOROTHY  
KPRL, Paso Robles, Calif.
- SCHWING, JOANNE  
KPAQ-TV, Port Arthur, Tex.
- SCOTT, MAXINE  
KSLM, Sikeston, Mo.
- SCOTT, PAT  
KCLW, Hamilton, Tex.
- SCOTT, ROMAINE  
WPAM, Pottsville, Pa.
- SEGARRA, NORY  
WKAQ-TV, San Juan, P. R.
- SENER, HELYN  
WTKR, Durham, N. C.
- SEYMOUR, FREDDIE  
WBET, Brockton Mass.
- SHANNON, MARY  
WOPR, Cory, Pa.
- SHARP, FERN  
WRNS, Columbus, Ohio
- SHARPE, MARJORIE BRIGHT  
KITO, San Bernardino, Calif.
- SHAW, MARGARET ANN  
KBEK, Kansas City, Mo.
- SHEIN, ALICE  
WMOB, Moundsville, W. Va.
- SHELTON, MARY  
KAMD, Camden Ark
- SHELTON, OWANAH  
KWFT, Wichita Falls, Tex.
- SHLPARD, PAT  
WDBN, Dickson, Tenn
- SHERBAN, HELEN  
KACE, Riverside, Calif.
- SHIPLEY, BRIGID  
WJER, Dover, Ohio
- SHORT, KITTY  
WGSB, Ephrata, Pa.
- SHOWALTER, BETTY  
WTRL, Bradenton, Fla.
- SHUMATE, MAY FLOYD  
KRXH, Rexburg, Ida
- SHURTZ, MARGARET  
WJHL, Johnson City, Tenn.
- SICKLES, HELEN  
KSHG, Socorro, N. M.
- SIEG, ANN  
WRFC, Athens, Ga.
- SILBER, LUCY  
WMLF, Pineville, Ky.
- SIM, WILMA  
KSD, KSD-TV, St. Louis, Mo
- SIMMS, PHYLLIS V.  
WAKR-TV, Akron, Ohio
- SIMPSON, JOY  
WAYO, Avondale Estates, Ga.
- SIMPSON, MONA  
WFIW, Fairfield, Ill
- SLATON, NORMA  
WEBQ, Harrisburg, Ill.
- SMART, ANN  
KRBC, Abilene, Tex.
- SMITH, BERYL  
WKID, Champaign-Urbana,  
Ill.
- SMITH, DORIS  
WGGG, Gainesville, Ga.
- SMITH, DRUE  
WDEF-TV Chattanooga, Tenn.
- SMITH, JANE  
KVEN, Ventura, Calif.
- SMITH, JOAN  
KUKI, Ukiah Calif.
- SMITH, JUNE  
WACL, Waycross, Ga.
- SMITH, MARGARET A.  
WIRC, Hickory, N. C.
- SMITH, MILDRED  
WNOX, Knoxville, Tenn.
- SMITH, MURIEL  
KLEI, Idaho Falls, Ida.
- SMITH, PAULINA  
WCHS, Charleston, W. Va.
- SMITH, SUE MARSHALL  
WDEC, Americus, Ga.
- SMOOT, ANN  
WLOH, Princeton, W. Va.
- SMYSER, BETTY  
KPOA, Honolulu, T. H.
- SNOOK, VERA  
WKVA, Lewistown, Pa.
- SOMMERS, MARGARET  
KCRG, Cedar Rapids, Iowa
- SONTAG, ESTHER  
WKBN-TV, Youngstown, Ohio
- SPAD, LORRAINE C.  
KAVI, Rocky Ford, Col.
- SPAULDING, JEANNE  
WUSJ, Lockport, N. Y.
- SPEAR, BEA  
KDX, Dickinson, N. D.
- SPEECE, WYNN D.  
WNAX, Yankton, S. D.
- STACKPOLE, CONNIE  
WGIR, Manchester, N. H.
- STADLER, HELENE N.  
KEED, Springfield, Ore.
- STAMPS, MILDRED  
KPAY, Fayetteville, Ark.
- STANDLEY, MARGORIE  
KYNS, Colorado Springs, Col.
- STANLEY, LOU DELIE  
KBEL, Idabel, Okla.
- STANLEY, RUBY  
KIMP, Mt. Pleasant, Tex.
- STANTON, ELLA M.  
WEUP, Huntsville, Ala.
- STARK, BEVERLY  
WMTV, Madison, Wis.
- STAER, BETTYE NELLE  
KOSE, Osceola, Ark.
- STATON, MARGIE  
WCEC, Rocky Mount, N. C.
- STAVE, MAR JEAN  
KIRR, Hood River, Ore
- ST. DENNIS, FRANCES  
KPEG, Spokane, Wash.
- STEENSRUD, ELLEN  
WEKZ, Monroe, Wis.
- STEEVES, PAT  
WTWN, St. Johnsbury, Vt.
- STEGER, BRANDY  
KRSN, Los Alamos, N. M.
- STEINBERG, MARTHA JEAN  
WDIA, Memphis, Tenn.
- STEPHENS, MARGARET  
WTCR, Ashland, Ky.
- STEVENSON, CONNIE  
WEKL, Concord, N. H.
- STEWART, CREIGHTON  
WCAU, Philadelphia, Pa.
- STEWART, MARTHA  
KRMG, Tulsa, Okla.
- STEWART, MURRAY  
KELO, KELO-TV, Sioux Falls,  
S. D.
- STEWART, NORMA  
KEPS, Eagle Pass, Tex.
- STEWART, RUENELL  
WPEP, Greensboro, N. C.
- STOFER, RUTH  
KIKO, Globe-Miami, Ariz.
- STOKER, CARROLL  
WFMY-TV, Greensboro, N. C.
- STOLPMAN, MARSHA  
WTVC, Chattanooga, Tenn.
- STRAKER, EASTER  
WIMA, Lima, Ohio
- STRAUB, EDNA  
KDBO, Mansfield, La.
- STRICKLIN, EDITH  
WORM, Savannah, Tenn.
- STRUTIN, BETTY PARKS  
WSCR, Scranton, Pa.
- SUGG, HELEN  
WROX, Clarksdale, Miss.
- SULLIVAN, MARGARET  
WRUS, Russellville, Ky.
- SULLIVAN, MILLIE  
KCRA, KCRA-TV, Sacramento,  
Calif.
- SULLIVAN, MUTH DELMAR  
ESIX, Corpus Christi, Tex.
- SUNDIN, ANITA  
WOC, Davenport, Iowa
- FUNDIN, PAT  
WOC-TV, Davenport, Iowa
- SWENSON, MILDRED  
KWAT, Watertown, S. D.
- SWEZET, EMMAGENE  
WEHH, Elmira Heights, N. Y.
- SWIFT, MILDRED  
KNOB-TV, Monroe, La.

### — T —

- TALLEY, RUTH  
WLAC-TV, Nashville, Tenn.
- TALTON, MABEL  
WMPM, Smithfield, N. C.
- TAYLOR, DOROTHY  
KONP, Port Angeles, Wash.
- TAYLOR, ETHEL  
WOIC, Columbia, S. C.
- TAYLOR, GERTRUDE S.  
WTYN, Tryon, N. C.
- TAYLOR, LOUISE  
WEIC, Charleston, Ill.
- TAYLOR, LYNN  
KPSD-TV, San Diego, Calif.
- TAYLOR, NANCY  
WSMN, Nashua, N. H.
- TAYLOR, PAT  
WPEN, Philadelphia, Pa.
- FAVLOR, THELMA  
WHRI, Newark, N. J.
- TENCH, CHRIS  
WCGC, Belmont, N. C.
- TEPPER, FLORENCE  
WCAI, Orange, Mass.
- FERRY, JUANITA  
WDNT, Dayton, Tenn.
- TERRY, NANCY  
WOAI, WOAI-TV, San An-  
tonio, Tex.
- THABES, NORDICA  
KLIZ, Brainerd, Minn.
- THOMAS, ANNE  
WMNS, Olean, N. Y.
- THOMAS, JOY  
WHNY, McComb, Miss.
- THOMAS, MARY  
WVAM, Altoona, Pa.
- THOMAS, MARY NELLE  
WKBL, Covington, Tenn.
- THOMAS, PRISBY  
WKY-TV, Oklahoma City,  
Okla.
- THOMPSON, B. J.  
WTRC, Elkhart, Ind.
- THOMPSON, SARAH S.  
WMBB, Greenville, S. C.
- THOMPSON, SHIRLEY ANN  
WLBX, Lebanon, Ky.
- THOMSEN, CHRISTIE  
WBEL, Deloit, Wis.

# WOMEN COMMENTATORS

**NUNNALLY, BETTY**  
WSSV, Petersburg, Va.  
**NUTTING, SUE**  
KNOT, Prescott, Ariz.

## — O —

**OBLINGER, JACKIE**  
WHIS-TV, Bluefield, W. Va.  
**ODAMES, ELIZABETH**  
WRUN, Utica, N. Y.  
**O'DELL, MOLLY**  
WFOA, San Juan, P. R.  
**OGDEN, ANN**  
KLIQ, Portland, Ore.  
**OGG, KAY**  
KAMP, El Centro, Calif.  
**OLIPHANT, PEGGY**  
KDBM, Dillon, Mont.  
**OLIVER, ANNITA S.**  
WCRY, Macon, Ga.  
**OLIVER, KATY P.**  
WREY, Reidsville, N. C.  
**ONSTATT, ANN**  
KRCK, Ridgecrest, Calif.  
**OPPENHEIMER, KITTY**  
KTIM, San Rafael, Calif.  
**O'QUINN, JOAN**  
WHAB, Baxley, Ga.  
**ORADAT, MARY BELLE**  
WMRI, Marion, Ind.  
**OSBORN, MARIAN**  
WCHO, Washington, Ohio  
**OSMON, EMILY**  
WAMW, Washington, Ind.  
**OWEN, KAY**  
KOWN, Escondido, Calif.

## — P —

**PACKARD, MAGGY**  
KTRC, Santa Fe, N. M.  
**PAGE, CONNIE**  
KTNT-TV, Tacoma, Wash.  
**PAGE, MRS.**  
WJR, Detroit, Mich.  
**PAGNOTT, ELLIE**  
WPFS, Pittston, Pa.  
**PAIGE, EVALYN**  
WTVL, Waterville, Me.  
**PAINTER, BETTY**  
KVGB, Great Bend, Kan.  
**PANETTA, GENE**  
WBOY, Clarksburg, W. Va.  
**PANGLE, MARY LOU**  
KXO, El Centro, Calif.  
**FARHAM, BETTIE**  
KPIN, Casa Grande, Ariz.  
**PARKER, ETHEL**  
WELM, Elmira, N. Y.  
**PARKER, JANET**  
KHUZ, Borger, Tex.  
**PARKER, NANCY**  
WCAK-TV, Burlington, Vt.  
**PARKER, PRISCILLA**  
WDAE, Tampa, Fla.  
**PARMLEE, DEE**  
KVMC, Colorado City, Tex.  
**PARNELL, SARAH**  
WJAM, Marion, Ala.  
**PARR, DOROTHY**  
WCNT-TV, Carthage-Water-  
town, N. Y.  
**PARR, JEANNE**  
WISC-TV, Madison, Wis.  
**PARRISH, WYNNE**  
WPDM, Potsdam, N. Y.  
**PATTILLO, NETTIE SUE**  
WFSC, Franklin, N. C.  
**PATON, MADELYN Y.**  
WMNC, Morgantown, N. C.  
**PAUL, JAN**  
KIKO, Globe-Miami, Ariz.  
**PAYNE, MRS. REG. G.**  
KDET, Center, Tex.  
**PEARCE, BETTY**  
KVLV, Fallon, Ney.  
**PEARL, MARY**  
WJOY, Burlington, Vt.  
**PEDLOW, MARION**  
WDRF, Chester, Pa.

**PENLAND, NELL BATES**  
WAYX, Waycross, Ga.  
**PERKINS, MARGARET**  
KWIC, Barstow, Calif.  
**PESENTI, PHYLLIS**  
KMED, Medford, Ore.  
**PETERS, ESTHER**  
WLNH, Laconia, N. H.  
**PETERS, GARNET**  
KTRF, Thief River Falls,  
Minn.  
**PETERS, IRENE**  
KWLM, Willmar, Minn.  
**PETERS, (MRS.) JOS.**  
WAIN, Columbia, Ky.  
**PETERS, MARIANNE**  
KMTV, Omaha, Neb.  
**PETERSON, RAE**  
KFAM, St. Cloud, Minn.  
**PFADT, KAY**  
WJET, Erie, Pa.  
**PFEIFFER, MARY LOU**  
WRFD, Worthington, Ohio  
**PFISTER, BOBBY**  
KYCA, Prescott, Ariz.  
**PHAIR, JEAN**  
WKTU, Utica, N. Y.  
**PHILLIPS, GERRY**  
WLTC, Gastonia, N. C.  
**PHILLIPS, HAZEL**  
WWNR, Beckley, W. Va.  
**PHOENIX, ROSEMARY**  
WHDH-TV, Boston, Mass.  
**PINKLEY, PHOEBE**  
KAGE, Winona, Minn.  
**PLATZ, SALLY**  
WPVL, Plainesville, Ohio  
**POHL, JANE**  
WERI, Westerly, R. I.  
**PORTER, MAYE**  
KLGK, Logan, Utah  
**POSEN, MIRIAM**  
WHMS, Charleston, W. Va.  
**POSEY, JEANNE**  
KHSI-TV, Chico, Calif.  
**POTTER, ALICE**  
WPTZ, Plattsburgh, N. Y.  
**POTTERFIELD, PEGGY**  
WNDB, Daytona Beach, Fla.  
**POWELL, ALYCE M.**  
KVON, Napa, Calif.  
**POWELL, INEZ**  
WHBO, Tampa, Fla.  
**PRATHER, MISHA S.**  
KATI, Casper, Wyo.  
**PRATT, CLARA**  
KSEL, Lubbock, Tex.  
**PRESSLY, HARRIET**  
WPTF, Raleigh, N. C.  
**PRICE, PAM**  
WBBQ, Augusta, Ga.  
**PROTSMAN, FAITH M.**  
WNER, Live Oak, Fla.  
**PRUE, BEVERLY**  
WDOE, Dunkirk, N. Y.  
**PEUIT, BERNICE**  
WBBB, Burlington, N. C.  
**PUTT, MARY JANE**  
WOHI, East Liverpool, Ohio

## — Q —

**QUIMBY, WILDA GRIM**  
WRAC, Racine, Wis.  
**QUINN, FRAN**  
KJEO, Fresno, Calif.

## — R —

**RABB, K.**  
WJRI, Lenoir, N. C.  
**RACE, MARILYN**  
WHKK, Akron, Ohio  
**RACINE, SHIRLEY**  
KSYL, Alexandria, La.  
**RAGAN, MARY**  
WCOH, Newnan, Ga.  
**RANKIN, MARY**  
KVFD, Fort Dodge, Iowa  
**RATTEREE, FRAN**  
WSUN, WSUN-TV, St. Peters-

burg, Fla.  
**RAUTAVIETA, VIRGINIA**  
WMFG, Hibbing, Minn.  
**RAY, DOROTHY**  
KXIC, Iowa City, Iowa  
**RAYMOND, (MRS.) EDDIE M.**  
WBRG, Lynchburg, Va.  
**REDDINGTON, RUTH**  
WKNE, Keene, N. H.  
**REED, SYBLE**  
KVTV, Sioux City, Iowa  
**REEDER, JEAN**  
KPSC, Falfurrias, Tex.  
**REGISTER, JANICE J.**  
WCLA, Claxton, Ga.  
**REID, ROSEMARY**  
WFPM, Fort Valley, Ga.  
**REID, SUE BAILEY**  
WEAN, Providence, R. I.  
**REILLY, JOANN IMELDA**  
WAVZ, New Haven, Conn.  
**REISING, MARIE**  
WOND, Pleasantville, N. J.  
**REITAN, ELDA**  
KCUE, Red Wing, Minn.  
**REYNOLDS, OPAL**  
WMST, Mt. Sterling, Ky.  
**REYNOLDS, RITA**  
KCUL, Ft. Worth, Tex.  
**RICHARDS, JACKIE**  
WKRQ-TV, Mobile, Ala.  
**RICHARDS, ZENA**  
KDEX, Dexter, Mo.  
**RIVERA, MARIA BELEN**  
WXRJ, Guayama, P. R.  
**ROBERTS, BETTY**  
KPAN, Hereford, Tex.  
**ROEMER, MADGE**  
WTTB, Vero Beach, Fla.  
**ROGERS, ANN W.**  
WCVV, Culpepper, Va.  
**ROGERS, RUTH**  
WGSM, Huntington, N. Y.  
**ROGERSON, GLORIA**  
WHLL, Wheeling, W. Va.  
**ROLAND, JUNE**  
WFPA, Williamsport, Pa.  
**RONAN, HONORE**  
WDBA-TV, Danville, Ill.  
**ROSETTI, DELORES**  
KZUM, Farmington, N. M.  
**ROSS, JOAN**  
KSLM, Salem, Ore.  
**ROSSBACH, MARLENE**  
WBRK, Pittsfield, Mass.  
**ROWE, FREEMAN**  
WGF5, Covington, Ga.  
**ROYE, B. J.**  
WPRY, Perry, Fla.  
**RUBENSTEIN, EVE**  
KQTV, Fort Dodge, Iowa  
**RUEMENAPP, ANN MARIE**  
WDOG, Marine City, Mich.  
**RUGH, GENE**  
ELWN, Lawrence, Kan.  
**RUNDVOLD, INGA**  
WRC-TV, Washington, D. C.  
**RUNNELS, IRENE**  
WIL, St. Louis, Mo.  
**RUNNELS, IRENE**  
KBOX, Dallas, Tex.  
**RUNNELS, IRENE**  
WRIT, Milwaukee, Wis.  
**RUSCH, MARGIE**  
KDSN, Denison, Iowa  
**RUSSELL, KAY**  
WSYR-TV, Syracuse, N. Y.  
**RUSSELL, MARVEY**  
KWTX, KWIX-TV, Waco, Tex.  
**RUST, SUE**  
WMMI, Columbus, Ohio  
**RYAN, HELEN**  
WTHI, Terre Haute, Ind.  
**RYTE, RITA**  
WEWO, Laurinburg, N. C.

## — S —

**SADLER, VERA**  
KTAC, Tacoma, Wash.  
**SALTER, ADELNE**  
KPAK-TV, Port Arthur, Tex.

**MCCOLLUM, COLEENE**  
WROB, West Point, Miss.  
WCLB-TV, Columbus, Miss.

**McCRANE, THELMA**  
WGIC, Centerville, Miss.

**McDAYITT, EVELYN**  
WHTT, New Bern N. C.

**McDONALD, MARGRET**  
WBAF, WBAF-TV,  
Fort Worth, Tex.

**McDONALD, MARY**  
KOB, Albuquerque, N. M.

**McGEE, LAURA LOVELACE**  
WCRK, Canton, Ga.

**McGIRR, ELINOR**  
WREA, Altoona, Pa.

**McGRAW, MARY E.**  
WJNO, West Palm Beach, Fla.

**McGREGOR, MARGUERITE**  
WPEP, Taunton, Mass.

**McGRIFT, MARY LOU**  
WFOF, Postoria, Ohio

**McJOYNT, PAT**  
WULO, Jamesville, Wis.

**McLELLAN, ANNETTE**  
KBMA, Coalinga, Calif.

**McMACKEN, IRENE**  
WRMN, Elgin, Ill.

**McMANUS, JOANNE**  
WJCM, Lancaster, S. C.

**McMURRAY, BARBARA**  
WLRP, New Albany, Ind.

**McNALL, TRUDY**  
WROC-TV, Rochester, N. Y.

**McNEELY, BETH**  
WTFB, St. Petersburg, Fla.

**McNEELIA, BILLIE**  
KFNE, Shenandoah Iowa

**McQUAIG, PATRICIA**  
WWPP, Palatka, Fla.

**McRAE, JENNIE**  
WJAK, Columbus, Ga.

**McSPADDEN, FRAN**  
WREA, Rome, Ga.

— M —

**MacFARQUER, DORIS**  
WLSV, Wellsville, N. Y.

**MACK, DOTTY**  
WZTP, Cincinnati, Ohio

**MACK, ELLEN**  
KBI R Burlington, Iowa

**MACKENZIE, PAT**  
WNBU-TV, South Bend, Ind.

**MACKEY, THEORA**  
WTAJ-TV, Parkersburg  
W. Va.

**MacLEAN, JILL**  
WJHL-TV, Johnston City,  
Tenn.

**MacLEE, GINNY**  
KGM, Englewood-Denver  
Col.

**MADDOX, ANN**  
WHSR, Cleveland, Miss.

**MAGNO, NINA**  
WABC, Akron, Ohio

**MATTHE, GAIL**  
KJHD, Monterey, Calif.

**MAKIN, CAROL**  
WNET, Wellsboro, Pa.

**MALLORY, MARTHA**  
WWNH, Rochester, N. H.

**MALONE, CAROLINE**  
WENO, Nashville, Tenn.

**MAMARY, VILVA VINAIS**  
WTHL, Mayaguez, P. R.

**MANGHAM, BLANCHÉ**  
WWCC, Bremen Ga.

**MANNING, MARY**  
WVAC, Nashville, Tenn.

**MARCH, DONA**  
WADR, Newport, R. I.

**MARCHESCHI, ANN**  
WMPD, Hancock, Mich.

**MAKINADUKE, VIRGINIA**  
WMAQ, Chicago, Ill.

**MAKSH, BOBBE**  
WANZ, Canton Ohio

**MARSHALL, JANE**  
WTTT, Port Huron, Mich.

**MARTIN, CLARA**  
WBIG, Greensboro, N. C.

**MARTIN, DOROTHY**  
WGHN, Grand Haven, Mich.

**MARTIN, ESTHER**  
KDTF, Dubuque Iowa

**MARTIN, MARY JO**  
KVA, Afton, Okla.

**MARTIN, MOLLIE**  
WBAL, Baltimore, Md.

**MALCINDALE, MARGARET L.**  
KRAM, Albuquerque, N. M.

**MARTZ, GAYLE**  
WHLM, Bloomsburg, Pa.

**MASON, MARY**  
WLAT, Philadelphia, Pa.

**MASSEY, AERA**  
WDSU-TV, New Orleans, La

**MATEKI, STACEY**  
KRHD, El Paso, Tex.

**MATHESON, EDITH**  
KBBB, KBBB-TV, Great Falls,  
Mont.

**MAV, MARY**  
WMTN, Morristown, Tenn.

**MEAD, DOTTIE**  
WSPB, Sarasota, Fla.

**MEADOWS, MARTHA ANN**  
WTVM, Columbia, Ga.

**MEANS, HELEN**  
KFTV, Paris, Tex.

**MEGARREE, MARY**  
WGBL, Scranton, Pa.

**WDAI-TV, Scranton, Pa.**

**MEISSER, JOAN**  
WMAV, Springfield Ill.

**MELICHAMP, EUGENIA**  
WGRO, Lake City, Fla.

**MELLOW, ELEANOR**  
WNLL, Niles, Mich.

**MELROSE, EDYTHE EERN**  
WXYZ-TV, Detroit, Mich.

**MERCHANT, LIZ**  
KGNC-TV, Amarillo, Tex.

**MERRIMAN, MARY LEE**  
WPAG, Ann Arbor, Mich.

**MERRITT, BEE**  
WHOA, San Juan, P. R.

**MESERVEY, MAYE**  
KVNJ, Logan, Utah

**MIDDLETON, AMELIA**  
WHLN, Harlan Ky.

**MIDDETT, DOROTHY**  
WTFN, Jackson, Tenn.

**MILLER, LUCILLE**  
KBSF, Springhill, La.

**MILLER, MILDRED**  
WBEW-TV, Buffalo, N. Y.

**MILLIGAN, JUNE**  
KRLE, Lewiston, Idaho

**MILNER, OLIVE**  
KTVL, Salt Lake City, Utah

**MILES, ELIZABETH**  
WARE, Ware Mass.

**MISNER, MARGE**  
KFEQ-TV, St. Joseph, Mo.

**MITCHELL, VONDA**  
KWJB, Globe, Ariz.

**MIX, DORIS**  
KRLP, Moscow, Ida.

**MIZNER, CONNIE**  
KANC, Winslow, Ariz.

**MONK, ISABEL**  
WRJN, Racine, Wis.

**MONROE, WILLA**  
WDA Memphis, Tenn.

**MOONEY, MARION McCOOK**  
KRNO, San Bernardino, Calif.

**MOON, VIRGINIA**  
KTRM, Beaumont, Tex.

**MORSE, DOT**  
WALA, WALA-TV, Mobile,  
Ala.

**MOORE, FLEANSOR**  
WSPD, South Bend, Ind.

**MOORE, JEAN**  
KAYE, Puyallup, Wash.

**MOORE, MARY**  
WJAG, Norfolk, Neb.

**MOORE, MEADE**  
WCNC, Elizabeth City, N. C.

**MORAIN, OTA W.**  
WMVO, Mount Vernon, Ohio

**MOREAU, DONNA**  
WBIZ, Eau Claire, Wis.

**MORESCO, MILDRED**  
WGES, Chicago, Ill.

**MORGAN, ALICE ADAMS**  
KMHT, Marshall, Tex.

**MORGAN, MARY**  
CKLAW, Detroit, Mich.

**MORIARTY, JOYCE J.**  
KBLT, Big Lake, Tex.

**MORRIS, MARY**  
WBEX, Chillicothe, Ohio

**MORRIS, ROSE**  
WPAW, Pawtucket-Providence  
R. I.

**MORRIS, SHIRLEY**  
WGTM, Wilson, N. C.

**MORSE, MOLLY**  
KFMB, San Diego, Calif.

**MORTENSON, LUELLE**  
WKOW, WKOW-TV, Madison  
Wis.

**MORTENSON, MARTHA**  
WCFR, Springfield, Vt.

**MOSTER, SUE**  
KFKA, Greeley, Col.

**MOSSMAN, SALLY**  
WMCK, McKeesport, Pa.

**MOTEN, BEATRICE**  
WJID, Birmingham, Ala.

**MOTSCHENBACHER, JOANN**  
KWIN, Ashland, Ore.

**MULL, LOUISE**  
WANS, Anderson, S. C.

**MUMMA, ROBERTA**  
WLSV, Wellsville, N. Y.

**MURPHY, CATHRYN C.**  
KLYK, Spokane, Wash.

**MURPHY, DORIS**  
KMA, Shenandoah, Iowa

**MURRAY, LEE**  
WJRT, Flint, Mich.

**MYRICK, CHARLOTTE**  
WSSO, Starkville, Miss.

— N —

**NACHAZEL, JOAN**  
WBBC, Flint, Mich.

**NANNINI, NITA**  
KLAS, Las Vegas, Nev.

**NASH, MARY**  
KVOC, Casper, Wyo.

**NEESE, HELEN**  
KRES, St. Joseph, Mo.

**NEIDERMEIER, ROSANNA**  
WPLY, Plymouth, Wis.

**NELSON, ANN**  
KPOR, Quincy, Wash.

**NELSON, BETTE**  
WBRD, Bradenton, Fla.

**NELSON, EMILIE**  
KLTZ, Glasgow, Mont.

**NELSON, IRENE B.**  
WLHP, Kenosha, Wis.

**NEUBRA, MAXINE**  
WCST, Berkeley Springs,  
W. Va.

**NEWMAN, BETTY**  
KHSI, Chico, Calif.

**NEWSOME, ANITA**  
WAMV, East St. Louis, Ill.

**NIEMI, MO**  
KNPT, Newport, Ore.

**NOLES, JACQUELINE**  
KSL-TV, Salt Lake City, Uta

**NORMAN, ADELE**  
WIOE, Kokomo, Ind.

**NORMAN, NANCY**  
WDZ, Decatur, Ill.

**NORMAN, SANDRA**  
WKGR, Starke, Fla.

**NORRIS, JOAN**  
WJMJ, Philadelphia, Pa.

**NUGEN, LOIS B.**  
KSOK, Arkansas City, Kan.

**NUGEN, HELEN**  
WKRC, Cincinnati, Ohio



# WOMEN COMMENTATORS

## — I —

**INGRAM, MERIAM**  
WJWS, South Hill, Va.  
**IRWIN, ROBERTA**  
KYUM, Yuma, Ariz.  
**ISAAC, MAE ELIZABETH**  
WHIR, Danville, Ky.

## — J —

**JACKSON, AMELDA**  
WCKB, Dunn, N. C.  
**JACKSON, SYLVA**  
WGSV, Guntersville, Ala.  
**JACOBS, MYRA**  
WSTC, Stamford, Conn.  
**JAMES, MARIANNE**  
WFRV-TV, Green Bay, Wis.  
**JAMES, NELL**  
WPKN, Franklin, Ky.  
**JAMIESON, RUTH G.**  
WATO, Oak Ridge, Tenn.  
**JARRELL, MARY ANN**  
WLMJ, Jackson, Ohio  
**JAVEAU, SUZANNE**  
WWL, New Orleans, La.  
**JAYNES, VI**  
WJCD, Seymour, Ind.  
**JEFFRIES, LILLIAN**  
WING, Dayton, Ohio  
**JENNEMANN, DORIS**  
KSTL, St. Louis, Mo.  
**JERNQUIST, DOROTHY**  
WMBV-TV, Marinette, Wis.  
**JETON, JOAN**  
WAUD, Auburn, Ala.  
**JOHN, ALMA**  
WWRL, New York, N. Y.  
**JOHNS, LEE**  
WSAC, Radcliff, Ky.  
**JOHNSON, BEA**  
KMBC, Kansas City, Mo.  
**JOHNSON, BONNIE**  
WBHB, Fitzgerald, Ga.  
**JOHNSON, CAROL**  
WSYR, Syracuse, N. Y.  
**JOHNSON, GAIL**  
KTM, Marked Tree, Ark.  
**JOHNSON, HARRIETT P.**  
WBHC, Hampton, S. C.  
**JOHNSON, JEANNINE**  
WBRC-TV, Birmingham, Ala.  
**JOHNSON, PATRICIA**  
WHA, Haverhill, Mass.  
**JONES, ANN**  
WLAP, Lexington, Ky.  
**JONES, BETTY**  
WOPI, Bristol, Tenn.  
**JONES, HELEN**  
WEDC, Chicago, Ill.  
**JONES, ROSEMARY**  
WTV, Chattanooga, Tenn.  
**JORDAN, LOUISE SPIVEY**  
WLAT, Conway, S. C.

## — K —

**KAECHLE, WILLIE**  
KWHI, Brenham, Tex.  
**KAISER, LUCILLE**  
KIUL, Garden City, Kan.  
**KALGARD, LORAIN**  
KPIN, Casa Grande, Ariz.  
**KANTZER, GAY**  
WSAL, Logansport, Ind.  
**KARLISH, NORMA**  
KTCB, Malden, Mo.  
**KASEMAN, JOANNE**  
WISL, Shamokin, Pa.  
**KASTEN, RUTH**  
WOMT, Manitowoc, Wis.  
**KATH, DELORIS**  
KGOS, Torrington, Wyo.  
**KAUFMAN, YVONNE**  
WVSC, Somerset, Pa.  
**KAY, BETTY**  
KORE, Eugene, Ore.  
**KAY, EMILY**  
KLEO, Wichita, Kan.

**KAYE, CONNIE**  
WITI-TV, Milwaukee, Wis.  
**KEENE, GERIE W.**  
WHIE, Griffin, Ga.  
**KEENE, KORRIE**  
WYZE, Atlanta, Ga.  
**KEHOE, DOROTHY**  
WDXB, Chattanooga, Tenn.  
**KELLY, CORDELIA**  
WFMY-TV, Greensboro, N. C.  
**KENNEDY, JOAN**  
KJAY, Topeka, Kan.  
**KEY, KATHERINE**  
WALM, Albion, Mich.  
**KIDD, MARGARET**  
WFUN, Huntsville, Ala.  
**KIELY, PAT**  
KDKA-TV, Pittsburgh, Pa.  
**KIKER, BECKY**  
WJMX, Florence, S. C.  
**KING, CAROL**  
WCAX, Burlington, Vt.  
**KING, ETHEL JANE**  
KAKE-TV, Wichita, Kan.  
**KING, (MRS.) JAMES B.**  
WYRN, Louisville, N. C.  
**KING, JANICE**  
WHSC, Hartsville, S. C.  
**KING, JUNE**  
WJDX, Jackson, Miss.  
**KING, SANDY**  
WSAT, Salisbury, N. C.  
**KING, JUNE**  
WLBT, Jackson, Miss.  
**KINGBAY, MEG**  
WPBC, Minneapolis, Minn.  
**KINSLEY, VERA**  
WTOT, Marianna, Fla.  
**KIRBY, RUTH**  
KOSA, Odessa, Tex.  
**KIRK, DOROTHY ANN**  
KILO, Grand Forks, N. D.  
**KNIGHT, LEONA**  
WSPD, Toledo, Ohio  
**KNOCK, CAROL**  
WAVY-TV, Norfolk, Va.  
**KNOX, PATSY**  
KAHI, Auburn, Calif.  
**KOGER, KITTY**  
WMOX, Meridian, Miss.  
**KOLENCE, NIKKI**  
KPRK, Livingston, Mont.  
**KORN, GWEN**  
WOC-TV, Davenport, Iowa  
**KOTSCHWAR, JACKIE**  
KBRL, McCook, Neb.  
**KOVAR, IMA DELL**  
KNAL, Victoria, Tex.  
**KRAUS, BETTY**  
WIRY, Plattsburg, N. Y.  
**KRIEGER, VIVIAN**  
WESB, Bradford, Pa.  
**KUYKENDALL, JO**  
WHKP, Hendersonville, N. C.  
**KWESKIN, ETHEL**  
WSTC, Stamford, Conn.  
**KYBER, DORIS**  
KOIN-TV, Portland, Ore.

## — L —

**LABBITT, MYRTLE**  
CKLW-TV, Detroit, Mich.  
**LaFAN, CINDY**  
KCMC-TV, Texarkana, Tex.  
**LAIRD, VIVIAN**  
WFPR, Hammond, La.  
**LAKE, NANCY**  
WLEC, Sandusky, Ohio  
**LAMONT, JOYCE**  
WCCO, Minneapolis, Minn.  
**LAMPISHIRE, ARLYNE**  
KBT, Denver, Col.  
**LANE, NORMA**  
KUMA, Pendleton, Ore.  
**LANE, PRISCILLA**  
WBZ-TV, Boston, Mass.  
**LARSON, KAY**  
WHEN, WHEN-TV, Syracuse, N. Y.

**LAUTEN, JANE**  
WGAN, WGAN-TV, Portland, Me.  
**LAW, SARA**  
WJHO, Opelika, Ala.  
**LAY, CAROL**  
KMCA, San Antonio, Tex.  
**LAZAROW, JOAN R.**  
WDDY, Gloucester, Va.  
**LEBLANC, BARBARA**  
KALB, Alexandria, La.  
**LEDFORD, FANNIE BELL**  
WADA, Shelby, N. C.  
**LEE, BETTE**  
WAPI, WAPI-TV, Birmingham, Ala.  
**LEE, BETTYE ALLEN**  
WCM, Ashland, Ky.  
**LEE, JERI**  
WRKH, Rockwood, Tenn.  
**LEE, JUNE**  
KSTR, Grand Junction, Col.  
**LEE, PAT**  
WBT, Charlotte, N. C.  
**LEE, VIRGINIA**  
WLEE, Richmond, Va.  
**LENIHAN, CARMEN**  
KOLR, Sterling, Col.  
**LEONARD, BETH**  
KING, KING-TV, Seattle, Wash.  
**LE SUEUR, BILLIE**  
KOOK, KOOK-TV, Billings, Mont.  
**LEWALLEN, DOROTHY**  
WGW, Asheboro, N. C.  
**LEWIS, JO**  
WNCT, Greenville, N. C.  
**LEWIS, WILMA**  
KAVL, Lancaster, Calif.  
**LEY, MARTHA**  
WHOM, New York, N. Y.  
**LIEFELD, LORETTA**  
KUBE, Pendleton, Ore.  
**LINDAMOOD, VIRGINIA C.**  
WSVA, WSA-TV, Harrisonburg, Va.  
**LINDER, HELEN**  
WBUY, Lexington, N. C.  
**LITE, EMILY**  
WFBC, Greenville, S. C.  
**LOACH, JEAN**  
WXYZ-TV, Detroit, Mich.  
**LOBE, ETHEL**  
WDON, Wheaton, Md.  
**LOGAN, MARY**  
WTTM, Trenton, N. J.  
**LOGAN, MIKKI**  
WPOM, Pompano Beach, Fla.  
**LOGLER, MARYLEE**  
WJPS, Evansville, Ind.  
**LOHMANN, PAULA**  
WMBD, Peoria, Ill.  
**LOTT, IONA W.**  
WPMP, Pascagonia, Miss.  
**LOUNSBURY, MARY**  
WNIA, Buffalo, N. Y.  
**LOWDER, WILMA**  
KSLV, Monte Vista, Col.  
**LUCAS, DIONNE**  
WPXI, New York, N. Y.  
**LUCKETT, PEARLE C.**  
KTL, Tallulah, La.  
**LUTSKI, MARYANN**  
WHIL, Boston-Medford, Mass.  
**LUMB, MARILYN**  
WAXX, Chippewa Falls, Wis.

## — Mc —

**McADOO, MADALYN**  
KLIF, Dallas, Tex.  
**McBRIDE, BONITA**  
KGLU, Safford, Ariz.  
**McCALL, BECKY**  
KFJZ-TV, Fort Worth, Tex.  
**McCALL, CHARLOTTE**  
KJIM, Fort Worth, Tex.  
**McCARTHY, PAT**  
WCED, DuBois, Pa.  
**McCAUGHAN, PAT**  
EBTM, Jonesboro, Ark.



## WOMEN COMMENTATORS

- GIRACULT, RAY  
KYOU, Greeley, Col.
- GIVEN, MARGE  
WDBK, DeKalb, Ill.
- GLADSTEIN, BOBBI  
KTMG, McAlester, Okla.
- GODOFSKY, MIRIAM  
WLLI, Hempstead, N. Y.
- GOMEZ, ANA  
WHOM, New York, N. Y.
- GOODMAN, MARY  
WLOC, Mumfordsville, Ky.
- GOODMAN, RUTH  
WTOG, WTOG-TV, Savannah, Ga.
- GORDON, PHYLLIS  
WMEX, Boston, Mass.
- GOTTBURG, OZELLE G.  
WFPA, Fort Payne, Ala.
- GOTTLIEB, RUTH  
WMSC, Columbia, S. C.
- GRAHAM, DOROTHY  
KPKQ, St. Joseph, Mo.
- GRAHAM, SUE  
WPDG, Clarksburg, W. Va.
- GRAMS, DOROTHEA  
KBBS, Springdale, Ark.
- GRANDA, JOAN  
WCWS, Springfield, Ill.
- GRANGER, BETTY  
WLIB, New York, N. Y.
- GRANTHAM, DOROTHY  
WFVA, Frederickburg, Va.
- GRAVES, CONNIE  
WDEV, Waterbury, Vt.
- GRAY, KATHERINE  
WBOC, Salisbury, Md.
- GRAYBILL, NANCEY  
WINX, Rockville, Md.
- GRAZIANI, RORY  
WWON, Woonsocket, R. I.
- GREEN, BEVERLY  
KVAL-TV, Eugene, Ore.
- GREEN, CAROL  
WSAU-TV, Wausau, Wis.
- GREEN, CONNIE  
KBOR, Brownsville, Tex.
- GREEN, INEZ  
WHBI, Newark, N. J.
- GREENDAHL, JEANNE  
WHB, Kansas City, Mo.
- GREENE, ROBBIE L.  
WVOL, Nashville, Tenn.
- GREENWOOD, KATHERINE  
WALL, Middletown, N. Y.
- GREGBSEN, CASEY  
KING-TV, Seattle, Wash.
- GREGORY, LUCY  
WBRV, Ann Arbor, Mich.
- GRETES, INGE  
WBBZ, Vineland, N. J.
- GRIFFIN, LOUISE  
WFEC, Miami, Fla.
- GRISWOLD, ESTHER DONAT  
KOMU-TV, Columbia, Mo.
- GRISWOLD, JAN  
WIMS, Michigan City, Ind.
- GROYETTE, AGNES  
WILL, Wilburham, Conn.
- GUSTAD, GWEN  
KELO-TV, Sioux Falls, S. D.
- H —
- HAAN, KATHY  
WJBL, Holland, Mich.
- HACK, PHILA RAWLINGS  
WJZM, Clarksville, Tenn.
- HACKNEY, PAULINE  
KPAE, Port Arthur, Tex.
- HADEN, EVELYN  
WKWK, Wheeling, W. Va.
- HAEBERLE, ARLE  
WCCO-TV, Minneapolis-St. Paul, Minn.
- HAFNER, BETTY  
WMOG, Brunswick, Ga.
- HAIN, MARGARET  
KANO, Anoka, Minn.
- HALEY, PEGGY  
KETX, Livingston, Tex.
- HALL, BARBARA  
WMCU, Ithaca, N. Y.
- HALL, CLAUDIA  
WAME, Miami, Fla.
- HALL, MARGARET  
WCNN, Norwich, N. Y.
- HALL, MARGUERITE  
KTFW, Seattle, Wash.
- HALL, MARTHA  
WCOV, Montgomery, Ala.
- HALL, POLLY  
WBRT, Bardonia, Ky.
- HALL, JANE  
WSON, Henderson, Ky.
- HAMILTON, JAN  
WMAK, Nashville, Tenn.
- HAMMONS, INA  
KQGN, DeQueen, Ark.
- HANSEN, CELE  
KMCD, Fairfield, Iowa
- HANSEN, SALLY  
KBYC, Richfield, Vt.
- HANSON, MAE  
KOW, Alliance, Neb.
- HARDEN, JEAN  
WVEF-TV, Rochester, N. Y.
- HARGROVE, POLLY  
KDUP-TV, Lubbock, Tex.
- KPAR-TV, Sweetwater, Tex.
- HARLESS, LINDA  
WBMG, McMinnville, Tenn.
- HARP, CLARINE B.  
KBYZ, Salem, Ore.
- HARRIS, FRAN  
WWJ, Detroit, Mich.
- HARRIS, PEARL  
WYOU, Newport News, Va.
- HARRISON, LORENE  
KENT-TV, Anchorage, Alaska
- HART, RITA  
WIDV, Belleville, Ill.
- HARTNETT, ALICE  
KTBB, Tyler, Tex.
- HASKEW, ANN  
WTKB, Fomaton, Ala.
- HASLET, LINDA  
KFJB, Joplin, Mo.
- HATCHETT, GRACE  
KNIM, Maryville, Mo.
- HATTER, EULA  
WXOR, Baton Rouge, La.
- HAWK, LOYCE  
KTUL-TV, Tulsa, Okla.
- HAY, CALLA  
KVSF, Santa Fe, N. M.
- HAYES, MARY A.  
WREB, Holyoke, Mass.
- HAYNES, TRUDY  
WCHB, Inkster, Mich.
- HEALY, DOLORES  
KBRC, Mount Vernon, Wash.
- HEALY, MEG  
KIXL, Dallas, Tex.
- HEATER, ESTHER  
WHAW, Weston, W. Va.
- HEDRICK, JANET R.  
KCVL, Colville, Wash.
- HEFLIN, MARTIE  
KWEL, Midland, Tex.
- HEHR, KATHI  
WILD, Niagara Falls, N. Y.
- HEINECKE, SUE  
KXLT, Helena, Mont.
- HELEBRANT, LUCILE  
KOEL, Oelwein, Iowa
- HENDERSON, BEVERLY  
KLVT, Levelland, Tex.
- HENDERSON, D. J.  
WPAD, Paducah, Ky.
- HENDERSON, LINNAJI  
KWHN, Ft. Smith, Ark.
- HENDRICKS, LAURA  
KENI-TV, Anchorage, Alaska.
- HENDRICKSON, VIVIAN E.  
WDVL, Vineland, N. J.
- HENRY, HELEN NEIL  
WNLA, Indianola, Miss.
- HENRY, IONE  
KRPO, Owatonna, Minn.
- HERSH, GLADYS  
WKAP, Allentown, Pa.
- HEYDE, BUDD  
KNBC, San Francisco, Calif.
- HIAFF, ALMA  
WPAQ, Mt. Airy, N. C.
- HICKOX, MARY  
KFL, Los Angeles, Calif.
- HILEMAN, MARJORIE W.  
KYOC, Casper, Wyo.
- HILL, HILDA L.  
WTWV, Tupelo, Miss.
- HILL, MARY  
WSBB, New Smyrna Beach, Fla.
- HILL, NEWANA  
WGPC, Albany, Ga.
- BILTON, MILDRED  
WBUY, Lexington, N. C.
- HINKLE, EVELYN  
KNET, Palestine, Tex.
- HINMAN, FERN  
KUBC, Montrose, Col.
- HINMAN, SARAH  
WCBI-TV, Columbus, Miss.
- HOAK, JOSEFINA  
KABQ, Albuquerque, N. M.
- HODGES, GENIE  
WROD, Daytona Beach, Fla.
- HOIGATE, HELEN  
KSDN, Aberdeen, S. D.
- HOLLAND, GLORIA  
WEEU, Reading, Pa.
- HOLMES, ALMA  
KFID, Floydada, Tex.
- HOLMES, AUDREY  
WLAC, Nashville, Tenn.
- HOLSTEIN, SHIRLEY  
KPSA, Fort Smith, Ark.
- HOOPES, JUNE M.  
KUBB, Berger, Tex.
- HOPE, BEA  
WKRQ-TV, Mobile, Ala.
- HOPKINS, JANE DABNEY  
WSM, Nashville, Tenn.
- HORN, ELAINE  
KPCG, Bellingham, Wash.
- HOSKINS, PHYLLIS  
WMMB, Mcbourne, Fla.
- HOUSTON, MOOTY  
WDSR, Lake City, Fla.
- HOWARD, ANN  
WDBJ-TV, Roanoke, Va.
- HOWARD, LUCY  
WWXL, Manchester, Ky.
- HOWARD, NANCY  
KMUS, Muskogee, Okla.
- HOWE, KAY  
KROW, Denver, Col.
- HUBBARD, GLADYS  
WWKY, Winchester, Ky.
- HUGHES, CLAIRE  
KWKW, Pasadena, Calif.
- HULBERT, MARIE  
KOLN-TV, Lincoln, Neb.
- HUMES, MARY  
WESY, Leland-Greenville, Miss.
- HUMMEL, BARBARA WALKER  
WHBQ-TV, Memphis, Tenn.
- HUNT, AUDREY  
WIS, Columbia, S. C.
- HUNT, NATALIE  
WRIM, Pahoee, Fla.
- HUNTER, EDNA  
WCHO, Washington, Ohio
- HUNTSPON, NELL  
WJAC, Jackson, Tenn.
- HURD, ELIZABETH  
WCSS, Amsterdam, N. Y.
- HURLEY, MARGE  
WIDY, Salisbury, Md.
- HUTCH, NITA  
WTVN-TV, Columbus, Ohio
- HUTCHINS, MINABELLE  
WPTW, Piqua, Ohio
- HUTCHISON, ELIZABETH  
WGVM, Greenville, Miss.
- HUTCHISON, EMILY  
WILK, Wilkes-Barre, Pa.

# WOMEN COMMENTATORS

**DAWDY, MAURENE**  
 KLIK, Jefferson City, Mo.  
**DAY, BETTE**  
 WCRB, Boston, Mass.  
**DAY, ERIN**  
 KGVO, Missoula, Mont.  
**DAY, JUNE**  
 KWBB, Wichita, Kan.  
**DAYTON, MARGE**  
 WJOB, Hammond, Ind.  
**DEAL, ELIZABETH**  
 WBOF, Virginia Beach, Va.  
**DEANE, MARTHA**  
 WOR, New York, N. Y.  
**DeBRUYN, ELEANOR**  
 KMAN, Manhattan, Kan.  
**DEER, DOTTIE**  
 WFMC, Goldsboro, N. C.  
**DeGRAW, LOUIS E.**  
 KATL, Miles City, Mont.  
**DEHNE, VANESSA**  
 WBKV, West Bend, Wis.  
**DEITEMEYER, RAMONA**  
 KOLN-TV, Lincoln, Neb.  
**DE LOE, JAN**  
 KPXM, San Bernardino, Calif.  
**DEMAS, JANA**  
 WHIO-TV, Dayton, Ohio  
**DEME, HAZEL I.**  
 WTNF, Manchester, Conn.  
**DENNIS, DOROTHY**  
 KTTN, Trenton, Mo.  
**DENTON, PAT**  
 KGNC, Amarillo, Tex.  
**DETTINGER, ALMA**  
 WQXX, New York, N. Y.  
**DeVANEY, MAXINE**  
 KODE, Joplin, Mo.  
**DeVORE, GLORIA**  
 KPDM-TV, Beaumont, Tex.  
**DEAL, LINDA**  
 WESA, Charleroi, Pa.  
**DICKENS, DEAN**  
 WAGA-TV, Atlanta, Ga.  
**DICKSON, GEORGIA**  
 KBLO, Hot Springs, Ark.  
**DIETRICH, ARLENE**  
 KWIQ, Moses Lake, Wash.  
**DILLIN, ALBERTA**  
 WFOY, St. Augustine, Fla.  
**DILLON, HELEN**  
 KAPR, Douglas, Ariz.  
**DITMER, BEVERLY**  
 WHGR, Houghton Lake, Mich.  
**DIXON, MARTHA**  
 WJIM-TV, Lansing, Mich.  
**DOANE, DOROTHY**  
 WLS, Lansing, Mich.  
**DOKE, DELE**  
 KWTO, Springfield, Mo.  
**DONGES, CATHY**  
 WNCO, Ashland, Ohio  
**DONOVAN, BEA**  
 KING-TV, Seattle, Wash.  
**DONZE, BETTY JANE**  
 KSGM, Ste. Genevieve, Mo.  
**DOONAN, KATIE**  
 WSAZ-TV, Huntington, W. Va.  
**DORSEY, POLLY**  
 WBMD, Baltimore, Md.  
**DORSEY, THELMA L.**  
 WTAJ, Robinson, Ill.  
**DOSS, THELMA**  
 KORC, Mineral Wells, Tex.  
**DOTY, BUNNY**  
 WTRL, Bradenton, Fla.  
**DOUGLASS, (MRS.) W. D.**  
 WDSP, DeFuniak Springs, Fla.  
**DOWNING, CAROL**  
 KENE, Toppenish, Wash.  
**DOYLE, HELEN**  
 KHHI, Pampa, Tex.  
**DUNCAN, EARLINE**  
 WPNX, Phenix City, Ala.  
**DUNCAN, ELEANOR**  
 WSOY, Decatur, Ill.  
**DUNCAN, JEAN**  
 WGGH, Marion, Ill.  
**DUNCAN, PRISCILLA C.**  
 KSIL, Silver City, N. M.

**DUNN, DEBBIE**  
 WFBF, Fernandina Beach, Fla.  
**DUVALL, CAROL**  
 WOOD, WOOD-TV, Grand Rapids, Mich.  
**DYSERT, SUZANNE**  
 WAVI, Dayton, Ohio

## — E —

**EARLY, CHRISTMAS**  
 KPVA, Camas, Wash.  
**EARLY, FRAN**  
 WIGO, Salisbury, Md.  
**EASON, LIB**  
 WVOT, Wilson, N. C.  
**ECKLOFF, MAURINE**  
 KRNY, Kearney, Neb.  
**EDWARDS, MARY LOU**  
 WOOO, DeLand, Fla.  
**EICHHOLZ, LAUREL**  
 KMSO-TV, Missoula, Mont.  
**EICHORN, DOROTHY**  
 WLAM, Lewiston, Me.  
**ELIZABETH, FAYE**  
 WWJ-TV, Detroit, Mich.  
**ELLIOT, JEAN**  
 WCUE, Akron, Ohio  
**ELLIOTT, FRANCES**  
 KGNO, Dodge City, Kan.  
**ELMEN, EVELYN**  
 KTHV, Little Rock, Ark.  
**EMARD, JEAN**  
 KPER, Gilroy, Calif.  
**ENGLEBRECHT, CHARLENE R.**  
 WKLA, Ludington, Mich.  
**ENGLISH, PAT**  
 WLEU, Erie, Pa.  
**ENGSTROM, CHAR**  
 WRRR, Rockford, Ill.  
**EPSTEIN, RUTH**  
 KSTT, Davenport, Iowa  
**ERBE, MARGIE**  
 KHBP, Phoenix, Ariz.  
**EUBANKS, LANI**  
 WETZ, New Martinsville, W. Va.  
**EUBANKS, VELMA**  
 WMUU, Greenville, S. C.  
**EVANS, CHRIS**  
 WHDH, WHDH-TV, Boston, Mass.  
**EVANS, JOAN**  
 WIBC, Indianapolis, Ind.  
**EVANS, NANCY**  
 WMBD-TV, Peoria, Ill.  
**EVANS, SALLY**  
 WMT, Cedar Rapids, Iowa

## — F —

**FABIANI, ROZELL**  
 WRBL-TV, Columbus, Ga.  
**FALK, FLORENCE**  
 KMA, Shenandoah, Iowa  
**FARBER, WILDA**  
 WTV, Jackson, Miss.  
**FARLEY, GRACE L.**  
 KCID, Caldwell, Idaho  
**FARMER, FAYE**  
 WEYE, Sanford, N. C.  
**FARMER, HELEN**  
 WBML, Macon, Ga.  
**FARRELL, ROBERTA**  
 WJBC, Bloomington, Ill.  
**FEIERABEND, DOTTIE**  
 WKIC, Bogalusa, La.  
**FELTON, BARBARA**  
 WROV, Roanoke, Va.  
**FENLON, ELAINE**  
 WBAM, Montgomery, Ala.  
**FERGUSON, MARLENE**  
 WIRO, Ironton, Ohio  
**FERREBEE, SALLY**  
 WVPO, Stroudsburg, Pa.  
**FERRELL, KAY**  
 WFAX, Falls Church, Va.  
**FIELDS, BERTINE**  
 WBAB, Babylon, N. Y.

**FISCHER, SHARON**  
 KDIX-TV, Dickinson, N. D.  
**FITCH, MARCIE**  
 KGLN, Glenwood Springs, Col.  
**FLAHIVE, ELLA**  
 WDEW, Westfield, Mass.  
**FLANDEKS, LYDA**  
 WTAG, Worcester, Mass.  
**FLOYD, ODELL**  
 WCER, Hawkinsville, Ga.  
**FLYNN, GAIL F.**  
 WAOV, Vincennes, Ind.  
**FLYNN, PEGGY**  
 WMEN, Tallahassee, Fla.  
**FOLTS, KATHRYN**  
 WJRD, Tuscaloosa, Ala.  
**FONTAINE, PAT**  
 KMOX-TV, St. Louis, Mo.  
**FORD, BEVERLY**  
 KNOX, Grand Forks, N. D.  
**FORESTER, DOROTHY**  
 KVBC, Farmington, N. M.  
**FORRESTER, PAULINE**  
 KLYR, Clarksville, Ark.  
**FORTE, UNA DEAN**  
 KOLJ, Shreveport, La.  
**FOSTER, LOUISE**  
 WSNJ, Bridgeton, N. J.  
**FOUNTAIN, JEAN**  
 WGNI, Wilmington, N. C.  
**FOWLER, BETTY**  
 KARK-TV, Little Rock, Ark.  
**FOWLER, FERN**  
 WKOW-TV, Madison, Wis.  
**FRANK, JENNY LOU**  
 KWRY, Winner, S. D.  
**FRANKLIN, HAZEL**  
 WTOO-TV, Savannah, Ga.  
**FREELAND, MILDRED**  
 WFPG, Atlantic City, N. J.  
**FRENCH, O'LEE**  
 WWBD, Bamberg, S. C.  
**FRIBERG, ALICE FAIRN**  
 WCYB, WCYB-TV, Bristol, Va.  
**FRIESON, ERMA K.**  
 WRJW, Picaune, Miss.  
**FRIIS, BETTY**  
 WGOV, Valdosta, Ga.  
**FRISBY, CHARLOTTE**  
 WMON, Montgomery, W. Va.  
**FRONSEE, YVONNE**  
 WMAN, Marinette, Wis.  
**FULLWOOD, BETTY**  
 WCRR, Corinth, Miss.  
**FUNK, SHIRLEY**  
 KWQA, Worthington, Minn.

## — G —

**GAETNER, IRMA JEAN**  
 KATE, Albert Lea, Minn.  
**GAINES, MYRTLE**  
 WOKZ, Alton, Ill.  
**GALBRING, ARLETTE**  
 KBOM, Bismarck, N. D.  
**GALE, VIRGINIA**  
 WGN, Chicago, Ill.  
**GALLAGHER, DOROTHY**  
 KMOP, Tucson, Ariz.  
**GALLANT, CATHERINE RICE**  
 WFAU, Augusta, Me.  
**GARDNER, VIRGINIA**  
 WLEE, Richmond, Va.  
**GATES, BARBARA**  
 WTUX, Wilmington, Del.  
**GATTON, GLENADINE**  
 KOXK, Keokuk, Iowa  
**GEARHART, JUDY**  
 WKMC, Roaring Spring, Pa.  
**GEDDIE, MARTHA**  
 WELO, Tupelo, Miss.  
**GENDRON, CLAIRE**  
 WKCB, Berlin, N. H.  
**GERHARD, MARY ALICE**  
 WHFB, Benton Harbor, Mich.  
**GIBBS, AGNES**  
 WGSB-TV, Portland, Me.  
**GIBSON, MARY**  
 KABR, Aberdeen, S. D.  
**GILLAN, CELESTE**  
 WCOS, Columbia, S. C.

## WOMEN COMMENTATORS

- BRANCH, SANDRA**  
KSST, Sulphur Springs, Tex.
- BRAND, LUCILE**  
WFTB, Johnson City, Tenn.
- BRANNEN, (MRS) ERNEST**  
WWNS, Statesboro, Ga.
- BRAWNEK, ONALEE**  
KWYN, Wynne, Ark.
- BRENT, RUTH**  
KGN-C-TV, Amarillo, Tex.
- BRIDGES, DORIS**  
KWMT, Kings Mountain, N.C.
- BRISCOE, CHARLOTTE**  
KTUH, Hutchinson, Kan.
- BRISSEY, GRACE**  
WCAY, Cayce-West Columbia, S. C.
- BROGMAN, KITTY**  
WWLP, Springfield, Mass.
- BROOKS, BESS**  
KSFA, Nacogdoches, Tex.
- BROOKS, BOBBY**  
KVOW, Littlefield, Tex.
- BROOKS, (MRS.) GEORGE**  
KMRS, Morris, Minn.
- BROOKS, IDELLE**  
WSFA-TV, Montgomery, Ala.
- BROOKS, MARTHA**  
WGY, Schenectady, N. Y.
- BROWN, GLORIA**  
KYW, Cleveland, Ohio
- BROWN, HAZELENE C.**  
WLON, Lincolnton, N. C.
- BROWN, JOAN**  
KWG, Stockton, Calif.
- BROWN, JOYCE ANN**  
KGAS, Carthage, Tex.
- BROWN, LETTYE M.**  
WKDX, Ham'et, N. C.
- BROWN, SANDY**  
KMAM, Tularosa, N. M.
- BROWNING, ADA REDD**  
WSJS, Winston-Salem, N. C.
- BROWNEE, CAROLYN**  
KUSH, Cushing, Okla.
- BRUCE, FRAN**  
KVCV, Redding, Calif.
- BRUMMETT, LOUISE**  
WANY, Albany, Ky.
- BRUNTON, ALBERTA**  
KXIC, Iowa City, Iowa
- BUMPKERS, MERITA**  
KEVA, Shamrock, Tex.
- BURKE, JESSIE**  
WVWC, Mt. Carmel, Ill.
- BURKER, KATHY**  
WDI-C, Port Jervis, N. Y.
- BURNETT, HAZEL**  
WSBT-TV, South Bend, Ind.
- BURNS, MONTY**  
KNEL, Brady, Tex.
- BURR, GWEN W.**  
KSUE, Susanville, Calif.
- BURT, ELLEN T.**  
WIBX, Utsea, N. Y.
- BURTON, DAISY**  
KGVL, Greenville, Tex.
- BISEK, ANITA**  
KNBX, Kirkland, Wash.
- BUSHNELL, GEORGIANA**  
WPIN, St. Petersburg, Fla.
- BUSSARD, ADALINE**  
KTEL, Walla Walla, Wash.
- BUTZIN, HENRIETTA**  
WCWC, Ripon, Wis.
- BYREE, ELAUNE**  
KID, Idaho Falls, Idaho
- C —
- CABALLERO, LUPE**  
ROYE, El Paso, Tex.
- CAIN, SANDRA**  
WBLF, Bellefonte, Pa.
- CALFEE, LOU**  
WJZ-TV, Baltimore, Md.
- CALLOWAY, ELIZABETH**  
KTRE, KTRE-TV, Lufkin, Tex.
- CAMPRELL, CYNTHIA**  
WKY, Oklahoma City, Okla.
- CAMPBELL, DOROTHY M.**  
WRHO, Augusta, Me.
- CAMPBELL, FRAN**  
WNS, Burlington, N. C.
- CAMPBELL, JOYCE**  
KWA-L, Kellogg-Wallace, Ida.
- CAMPBELL, MARIANNE B.**  
WJEH, Gallipolis, Ohio
- CANFIELD, LORETTA**  
WEKY, Richmond, Ky.
- CANN, PEGGY**  
WNAG, Grenada, Miss
- CAPEN, GINGER**  
KJAN, Atlanta, Iowa
- CARLSON, BETTY**  
WBCB, Levittown, Pa.
- CARLSON, NORAH**  
WLYC, Williamsport, Pa.
- CARROLL, CLEORA**  
WWHC, Hornell, N. Y.
- CARROLL, BELEN**  
WILQ, Frankfort, Ind.
- CART, ANITA**  
KFCN, Eunice, La.
- CARTER, CHARLOTTE**  
KFYO, Lubbock, Tex.
- CARTER, FRAN**  
WAZL, Hazleton, Pa.
- CARVER, LOUISE**  
WKZO-TV, Kalamazoo, Mich.
- CASE, DORIS**  
KARM, Fresno, Calif.
- CASEY, WYNNE**  
WJOY, Burlington, Vt
- CASTEEL, ELLAMAE**  
WBDN, Youngstown, Ohio
- CASTLEBURY, JOANNE M.**  
WMPF, Williamsport, Pa.
- CANTON, DOROTHY**  
WHEC, WHEC-TV, Rochester, N. Y.
- CAPLETT, (MRS.) REGINALD**  
WKOA, Hopkinsville, Ky.
- CAPELL, MARGARET**  
WEHR, Weirton, W. Va.
- CAULK, WORTHY**  
WAGE, Leesburg, Va.
- CAVIN, PATTY**  
WRC, Washington, D. C.
- CENCIG, LUCY**  
WGES, Chicago, Ill.
- CHAPLES, LORAYNE**  
RBYG, Big Spring, Tex.
- CHAPMAN, LIL**  
KAMI, Kennedy, Tex
- CHAPMAN, MARION**  
WNOX, Knoxville, Tenn.
- CHASE, EVELYN**  
KGUN-TV, Tucson, Ariz.
- CHASE, JULIE**  
WTAG, Worcester, Mass.
- CHATTERTON, BETTY**  
KWIP, Merced, Calif.
- CHRISTIAN, JO**  
KPAL, Fulton, Mo.
- CHRICHMAN, CAROLYN**  
WTTV, Bloomington, Ind
- CLAPHAM, D.**  
KNBA, Vallejo, Calif.
- CLARKE, BETTY**  
WFFP, Flint, Mich.
- CLAYTON, EILEEN**  
WALB-TV, Albany, Ga.
- CLIFTON, MARY**  
KJFJ, Webster City, Iowa
- COE, JUNE T.**  
WWTB, Tampa, Fla.
- COGGINS, MARCIA P.**  
WKDK, Newberry, S. C.
- COHN, HARRIET**  
WJVA, South Bend, Ind.
- COLBERT, JEAN**  
WTIC, Hartford, Conn.
- COLK, GERRY**  
WHOC, Philadelphia, Pa.
- COLEMAN, CHARLOTTE**  
KCEE, Tucson, Ariz.
- COLLANDER, RUTH**  
WICA, Ashtabula, Ohio
- COLLIE, SUNSHINE**  
WCBL, Benton, Ky.
- COLLINS, EDNA**  
KCM, Carroll, Iowa
- COLLINS, JOY**  
WGLY, Bangor, Me.
- COMER, CONNIE**  
RBCB, Oceanlake, Ore
- CONKLIN, FRAN**  
WLOF-TV, Orlando, Fla.
- CONNELLY, JEAN**  
KDKA-TV, Pittsburgh, Pa.
- CONNELLY, JEANNE**  
WNEB, Worcester, Mass.
- CONSTABLE, ANITA**  
KFXD, Nampa, Ida.
- COOK, ERIENE**  
KENM, Portales, N. M.
- COOK, ERIENE**  
KBIX, Muskogee, Okla.
- COOPER, ANN**  
WBCA, Bay Minette, Ala.
- COOPER, JUANITA**  
WRPB, Warner Robins, Ga.
- COOPER, MADGE**  
WMBN, Marion, Ohio
- COOPER, MILDRED**  
KCRF, Trinidad, Col
- COPE, KITTY**  
WSAV, WSAV-TV, Savannah, Ga.
- COTTON, LIZ**  
KGFL, Roswell, N. M.
- COLTER, LYDIA ANN**  
WAKU, Latrobe, Pa.
- COUCE, LOIS**  
WOMA, Corinth, Miss
- COVERT, JEAN**  
KTBC, Austin, Tex.
- COWAN, GERALDINE**  
WKKS, Vanceburg, Ky.
- CRAMER, ALMA**  
WRE-TV, Johnstown, Pa.
- CROWLEY, LOIS**  
WAGG, Franklin, Tenn.
- CULLEN, JOY**  
KUDU, Ventura, Calif.
- CULPEPPER, JOAN**  
WTAL, Tallahassee, Fla.
- CUMMINS, CHARLOTTE**  
WSPR, Sturgis, Mich.
- CUNNINGHAM, JESSIE**  
WYTH, Madison, Ga.
- CURLEY, MARGARET**  
WJEF, Grand Rapids, Mich.
- CURRIER, BERNICE**  
KMA, Shenandoah, Iowa
- CZERNAK, EUGENE**  
WIGM, Medford, Wis.
- D —
- DAEHLER, POLLY**  
WPAV, Portsmouth, Ohio
- DANE, JULIE**  
WHDH-TV, Boston, Mass.
- DANIELS, BETTY**  
WDFL, Gainesville, Fla
- DAUM, ELEANORE**  
WTRW, Two Rivers, Wis.
- DAVIDSON, THELMA**  
KCRV, Caruthersville, Mo.
- DAVIS, ALMA**  
WUSC, Charleston, S. C.
- DAVIS, BETTY**  
KOIN-TV, Portland, Ore.
- DAVIS, CHARI**  
KFTM, Fort Morgan, Col.
- DAVIS, DOROTHY**  
KIST, Santa Barbara, Calif.
- DAVIS, LOUISE M.**  
WFIS, Fountain Inn, S. C.
- DAVIS, MARY**  
KTSM-TV, El Paso, Tex.
- DAVIS, SARA**  
KAGR, Yuba City, Calif.
- DAVIS, SUE**  
WACE, Springfield-Chicopee, Mass.
- DAVISON, JANET**  
WCOR, Cornelia, Ga.
- DAVITT, BARBARA**  
WKLP, Poughkeepsie, N. Y.

# WOMEN COMMENTATORS

of U. S. Radio and TV Stations

— A —

**ABBOTT, DOTTY**  
KIMO, Independence, Mo.

**ABDOU, GLORIA**  
WCAE, Pittsburgh, Pa.

**ACCOLA, DOROTHY**  
KASL, Newcastle, Wyo.

**ADAIR, ALYCE**  
WCLI, Corning, N. Y.

**ADAMS, DEBORAH**  
WFIL-TV, Philadelphia, Pa.

**ADAMS, HAZEL**  
WKAI, Macomb, Ill.

**ALDEN, ANN**  
KFJZ-TV, Fort Worth, Tex.

**ALEXANDER, MARION**  
WADC, Akron, Ohio

**ALEXANDER, MILDRED**  
WTAR, Norfolk, Va.

**ALEN, DOLORES**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, DOROTHY**  
WBNI, Boonville, Ind.

**ALLEN, DOROTHY**  
KAND, Corsicana, Tex.

**ALLEN, EVE**  
WNAK, Wilkes-Barre, Pa.

**ALLEN, GLADYS**  
WDOC, Prestonsburg, Ky.

**ALLEN, MATTIE**  
WOHS, Shelby, N. C.

**ALLEN, NANCY**  
WLAU, Laurel, Miss.

**ALLEN, RUTH**  
WGAR, Cleveland, Ohio

**ALLYN, KAYE**  
WSAN, Allentown, Pa.

**ALPERT, MILDRED**  
WBZ-WBZA, Boston-Springfield, Mass.

**ALWYN, EVE**  
WEAT, WEAT-TV, W. Palm Beach, Fla.

**ALWYN, LAURI**  
WEAT, WEAT-TV, W. Palm Beach, Fla.

**AMBROSE, JOYCE**  
WTAN, Clearwater, Fla.

**ANDERSON, FRAN**  
KXRA, Alexandria, Minn.

**ANDERSON, JANE**  
KMMJ, Grand Island, Neb.

**ANDERSON, MARY B.**  
WAPG, Areadia, Fla.

**ANDERSON, VIRGINIA**  
WGMA, Hollywood, Fla.

**ANDREWS, JEAN**  
WIZZ, Streator, Ill.

**ANTOINE, VALERIE B.**  
KFQD, Anchorage, Alaska

**ARCH, SHIRLEY**  
WJUL, Niagara Falls, N. Y.

**ARMISTEAD, BEA**  
WHBQ, Memphis, Tenn.

**ARMSTRONG, MARY**  
WTNJ, Trenton, N. J.

**ASHLEY, DORIS**  
WESC, Greenville, S. C.

**ASHLOCK, MARGUERITE**  
WMT-TV, Cedar Rapids, Ia.

**ATTEBERRY, MONA**  
KCOL, Fort Collins, Col.

**ATER, VIRGINIA**  
WJXT, Jacksonville, Fla.

**AUSENBAUGH, GLENDA**  
WFMW, Madisonville, Ky.

**AXTELL, CAROLEE**  
KLPR, Oklahoma City, Okla.

— B —

**BACKER, JEANNE**  
KGST, Fresno, Calif.

**BACKES, LEE**  
WSBS, Gt. Barrington, Mass.

**BADDOUR, GLENDA**  
WGOR, Lebanon, Tenn.

**BADHAM, MARY**  
WBRC, Birmingham, Ala.

**BAER, MID**  
WGRD, Grand Rapids, Mich.

**BAGLINO, RAFAELA**  
WGNS, Murfreesboro, Tenn.

**BAHAKEI, DIA**  
WKIN, Kingsport, Tenn.

**BAHMAN, ALICE**  
WIZE, Springfield, Ohio

**BAILEY, LYNN**  
WNOG, Naples, Fla.

**BAIN, BETH**  
WKRT, Cortland, N. Y.

**BAIN, LEE**  
WNCO, Ashland, Ohio

**BAKER, ANN**  
WAND, Canton, Ohio

**BAKER, BEVERLY**  
KRWC, Forest Grove, Ore.

**BAKER, BEVERLY**  
WTKO, Ithaca, N. Y.

**BAKER, GERTRUDE**  
WBUT, Butler, Pa.

**BAKER, MARY V.**  
WAIT, Chicago, Ill.

**BAKER, MILDRED**  
KNAK, Salt Lake City, Utah

**BALDRIDGE, ELOIS**  
WHSM, Hayward, Wis.

**BALDWIN, BETTIE**  
KSSS, Sedalia, Mo.

**BALL, MARNIE**  
WNOK, Columbia, S. C.

**BANGA, MICKY**  
WSAZ-TV, Huntington, W. Va.

**BANKS, PAT**  
WBKE, Chicago, Ill.

**BANKSTON, WESSIE**  
WABL, Amite, La.

**BARBEE, OLIVIA**  
WCMS, Norfolk, Va.

**BARDWELL, ANNE**  
WKLX, Paris, Ky.

**BARKER, BETTY**  
KTUC, Tucson, Ariz.

**BARKER, BOBBY**  
KIFI, Idaho Falls, Ida.

**BARKWELL, PATSY**  
KFIR, North Bend, Ore.

**BARNES, JOSEY**  
KTVT, Salt Lake City, Utah

**BARNHOUSE, NAN**  
WTIG, Massillon, Ohio

**BARY, BARBARA**  
WEEK-TV, Peoria, Ill.

**BARTLETT, EDNA W.**  
WENY, Elmira, N. Y.

**BARTON, EMILY**  
KFRC, San Francisco, Calif.

**BASS, BERNICE**  
WHBI, Newark, N. J.

**BATCHELLER, RUTH**  
WACE, Springfield-Chicopee, Mass.

**BATH, HELEN**  
WITZ, Jasper, Ind.

**BAXTER, FRANCES**  
WDXE, Lawrenceburg, Tenn.

**BAZARRE, GAIL**  
WCHV, Charlottesville, Va.

**BEAN, JANE**  
KMAQ, Maquoketa, Iowa

**BECKER, JEANNIE**  
KRSL, Russell, Kan.

**BEILFUSS, TRUDY**  
WISN-TV, Milwaukee, Wis.

**BELKNAP, PATRICIA**  
WSIG, Mt. Jackson, Va.

**BELTON, NORMA**  
WHEY, Milington, Tenn.

**BENDALL, SALLY**  
WLLA, Danville, Va.

**BENDER, CAROL**  
WMNE, Menomomie, Wis.

**BENELL, JULIE**  
WFAA-TV, Dallas, Tex.

**BENJAMIN, PHYLLIS**  
WKAM, Gosden, Ind.

**BENNETT, (MRS.) ELMER**  
WPCO, Mt. Vernon, Ind.

**BENNETT, NANCY**  
KTAR, Phoenix, Ariz.

**BENOIT, PENNY**  
WABI-TV, Bangor, Me.

**BENSON, BEVERLY**  
WJOC, Jamestown, N. Y.

**BERNTSEN, MARGARETTE L.**  
KLRA, Little Rock, Ark.

**BERGERON, MARIE SERVINO**  
KTIB, Thibodaux, La.

**BERRY, MARILOU**  
WGDF, Evansville, Ind.

**BERRY, DORIS**  
KOLT, Scottsbluff, Neb.

**BERRY, WINIFRED**  
WHEH, Warren, Ohio

**BESETH, MURIEL II.**  
WNBZ, Saranac Lake, N. Y.

**BESTOR, BUELAH**  
WSTC, Stamford, Conn.

**BICKEL, HELEN**  
WMMN, Fairmont, W. Va.

**BICKNELL, MAX**  
KMBC, Kansas City, Mo.

**BIDWELL, DORIS**  
WBLG, Lexington, Ky.

**BIELOH, IVAL**  
KTFS, Texarkana, Tex.

**BIGBEE, NELLE**  
WOWL, Florence, Ala.

**BINNS, BARBARA**  
WYCG, Coral Gables, Fla.

**BLAINE, MARY**  
WGNV, Newburgh, N. Y.

**BLAKE, JULIA**  
WFBA, Manchester, N. H.

**BLASEY, ESTHER**  
WCVI, Connellsville, Pa.

**BLAYKE, BETTYE**  
WPGN, Gaffney, S. C.

**BLUMENSTOCK, CAROLYN**  
WINI, Murphysboro, Ill.

**BOGARD, TILLIE I.**  
KOKY, Little Rock, Ark.

**BOHL, CHARLENE**  
KDOV, Medford, Ore.

**BONNETT, LEE**  
KTOO, Henderson, Nev.

**BONTEMPI, FEDORA**  
WFIL-TV, Philadelphia, Pa.

**BORG, MARGE**  
WDXI, WDXI-TV, Jackson, Tenn.

**BOULDIN, BETTY R.**  
WZOB, Fort Payne, Ala.

**BOURLAND, MINNIE**  
KICN, Blytheville, Ark.

**BOURNE, GENE**  
KNGS, Hanford, Calif.

**BOWMAN, HELEN**  
WIKI, Newport, Vt.

**BOYD, BETTY**  
KOTV, Tulsa, Okla.

**BRADSHAW, CLARA Y.**  
WTRD, Dyersburg, Tenn.

**BRADY, TONI**  
WABY, Albany, N. Y.

# RADIO-TV DISC JOCKEYS

- WEBSTER, BOB**  
Clock Watcher  
WCIL, Carbondale, Ill.
- WEBSTER, KURT**  
WAVY, Norfolk, Va.
- WEED, BOB**  
KGAL, Lebanon, Ore.
- WEHBA, DALE**  
KOCY, Oklahoma City, Okla.
- WEIDE, MIKE**  
Dial 1000  
KOMO, Seattle, Wash.
- WEIDENAAER, KEN**  
Maine  
WFUR, Grand Rapids, Mich.
- WELCH, CLARENCE**  
KGER, Long Beach, Calif.
- WELCH, DICK**  
WCBY, Cheboygan, Mich.
- WELCH, LARRY**  
"Voice of the Turtle" Show  
WORI, Boston, Mass.
- WELCH, WOODY**  
WRIT, Milwaukee, Wisc.
- WELLS, BOB**  
WEBR, Buffalo, N. Y.
- WEY, BOB**  
WGTO, Cypress Gardens, Fla.
- WESCOTT, HARRY**  
Music Makers  
WHUM, Reading, Pa.
- WEST, BETH**  
WRSR, Saratoga Springs,  
N. Y.
- WEST, CLARK**  
Jamboree  
WBMD, Baltimore, Md.
- WESTER, BOSTICK**  
RFD 1490  
KHUZ, Borger, Tex.
- WESTMORELAND, BORACE**  
Platter Party  
WSYD, Mt. Airy, N. C.
- WESTON, LEE**  
KDLN, Detroit Lakes, Minn.
- WHEELER, AL**  
Clockwatcher  
WNEL, Niles, Mich.
- WHEELER, ARNY**  
KCOV, Alliance, Nbe.
- WHEELER, DOC**  
Gospel Caravan  
WWRL, New York, N. Y.
- WHEELER, JAMES R.**  
KWIV, Douglas Wyo.
- WHEELER, MARQUIS**  
Dance Hour  
WKHI, Rock Hill, S. C.
- WHISENANT, NORM**  
1240 Club  
KLTZ, Glasgow, Mont.
- WHITAKER, GENE**  
Around the Clock  
WEEB, Southern Pines, N. C.
- WHITE, BOB**  
Saturday Session  
WCCO, Minneapolis, Minn.
- WHITE, BOB**  
WOKY, Milwaukee, Wisc.
- WHITE, CURTIS**  
KRTM, Jonesboro, Ark.
- WHITE, DAVIE**  
Top 30  
KMGQ, Conroe, Tex.
- WHITE, FRANCES**  
Spirituals  
WUST, Bethesda, Md.
- WHITE, FRED**  
KROY, Sacramento, Calif.
- WHITE, GEORGE**  
WCHB, Inkster, Mich.
- WHITE, HI-FI**  
KWEL, Midland, Tex.
- WHITE, JIM**  
KGHF, Pueblo, Colo.
- WHITE, JIM**  
WAKU, Lathrobe, Pa.
- WHITE, MAUBY**  
KGHL, Billings, Mont.
- WHITE, WAYMAN**  
Duke of Wax  
WAUG, Augusta, Ga.
- WHITEHEAD, BOB**  
Breakfast Parade  
WBAX, Wilkes-Barre, Pa.
- WHITING, JIM**  
Early Worm  
WFLR, Dundee, N. Y.
- WHITLEY, FRED**  
Afternoon Serenade  
WFOY, St. Augustine, Fla.
- WHITLOCK, CORDELL**  
Panhandle Serenade  
WJSB, Crestview, Fla.
- WHITEN, WILL**  
Minute man  
WCSH, Portland, Me.
- WHITTINGHILL, DICK**  
KMPC, Los Angeles, Calif.
- WHORE, MIKE**  
Tempto & Moon Glow  
WTAQ, Worcester, Mass.
- WICHNER, JERRY**  
Rhythm at Random  
WQAM, Miami, Fla.
- WICKER, TERRY**  
WMOR, Morehead, Ky.
- WICKS, BOBBY**  
KASO, Minden, La.
- WICKUS, BOB**  
WJEM, Valdosta, Ga.
- WILBUR, JACK**  
KUEQ, Phoenix, Ariz.
- WILKERSON, JIM**  
Alarm Clock Club  
KBRS, Springdale, Ark.
- WILKINSON, DON**  
KLOO, Corvallis, Ore.
- WILLARD, JESS**  
KAHL, Auburn, Calif.
- WILLIAM, SONNIE**  
On the Senate Side  
WGCM, Gulfport, Miss.
- WILLIAMS, CLYDE**  
Dancing Party  
WSAT, Salisbury, N. C.
- WILLIAMS, CURLEY**  
WMIL, Milwaukee, Wisc.
- WILLIAMS, DANNY**  
WKY, Oklahoma City, Okla.
- WILLIAMS, DICK**  
KGNC, Amarillo, Tex.
- WILLIAMS, DUANE**  
Town & Country Time  
KDEX, Dexter, Mo.
- WILLIAMS, ED**  
Carnival of Music  
WMBB, Melbourne, Fla.
- WILLIAMS, JACK**  
Broadway Melodies  
WSPD, Toledo, Ohio.
- WILLIAMS, JIM**  
KODI, Ventura, Calif.
- WILLIAMS, JIM**  
KDKA, Pittsburgh, Pa.
- WILLIAMS, JIMMIE**  
WGTA, Summerville, Ga.
- WILLIAMS, JAMES**  
Rise & Shine  
WNAH, Nashville, Tenn.
- WILLIAMS, JOHNNY**  
WHEE, Griffin, Ga.
- WILLIAMS, JOHNNY**  
Breakfast Platters  
WJDY, Salisbury, Md.
- WILLIAMS, KAE**  
Ebony Hall of Fame  
WDAF, Philadelphia, Pa.
- WILLIAMS, LON**  
KMUS, Muskogee, Okla.
- WILLIAMS, MARC**  
Marc Time  
KHOZ, Harrison, Ark.
- WILLIAMS, MARVIN**  
KBYG, Big Spring, Tex.
- WILLIAMS, NAT D.**  
WDIA, Memphis, Tenn.
- WILLIAMS, OTIS**  
Wake Up Time  
WJBB, Haleyville, Ala.
- WILLIAMS, PETE**  
The Early Show  
WSKY, Asheville, N. C.
- WILLIAMSON, DON**  
Rise n Shine  
WMST, Mt. Sterling, Ky.
- WILLIAMSON, RAYMOND**  
Get Up and Go  
WAYX, Waycross, Ga.
- WILLIS, CLIF**  
WIMA, Lima, Ohio.
- WILSON, PRESTON**  
WSVS, Crewe, Va.
- WILSON, BIG**  
KYW, Cleveland, Ohio.
- WILSON, DANNY**  
Stars in the Night  
WHAV, Haverhill, Mass.
- WILSON, ED**  
KSD, St. Louis, Mo.
- WILSON, FRANK, M.**  
KTLJ, Tallulah, La.
- WILSON, HARRY**  
WTCR, Ashland, Ky.
- WILSON, JOHN**  
Pulse—740  
WKLS, Orlando, Fla.
- WILSON, JOHN**  
1280 Breakfast Club  
WLMJ, Jackson, Ohio.
- WILSON, LARRY**  
KLOO, Corvallis, Ore.
- WILSON, LEE**  
KTLJ, Tallulah, La.
- WILSON, MARY**  
Smop Roundup  
RCLX, Colfax, Wash.

## — Y —

- YBARRA, JOHNNY**  
La Hora Mexicana  
KVNC, Winslow, Ariz.
- YOCAM, JOE**  
KFWR, Hollywood, Calif.
- YOUNG, GEORGIA**  
WPCO, Clinton S. C.
- YOUNG, JOE**  
Problems & Solutions  
KBUR, Burlington, Iowa.
- YOUNG, JOHNNY**  
KEPS, Eagle Pass, Tex.
- YOUNGER, BILL**  
Disc Derby  
KPRU, Columbia, Mo.

## — Z —

- ZABLOCKI, CHET**  
Helen & Chet Polka Party  
WFOJ, Toledo, Ohio.



# RADIO-TV DISC JOCKEYS

**TOLBY, BRIAN**  
Top Forty Time  
WOOO, DeLand, Fla.

**TORGERSON, GARY**  
Big X Matinee  
KGCK, Sidney, Mont.

**TORRANCE, TOM**  
WDSM, WDSM-TV, Superior,  
Wisc.

**TRACE, BOB**  
WDCL, Clearwater, Fla.

**TRACEY, BOB**  
KDKA, Pittsburgh, Pa.

**TRACY, ED**  
Hit Parade  
WSIV, Pekin, Ill.

**FRAUT, ROGER**  
WHBL, Sheboygan, Wisc.

**TRENT, JOE**  
Night Train  
WCNC, Elizabeth City, N. C.

**TRINE, PHIL**  
KUKI, Ukiah, Calif.

**TRIPP, PETER**  
Your Hits of the Week  
WMGM, New York, N. Y.

**TRIVETTE, JOE**  
Spinsational  
WLAJ, Lakeland, Fla.

**TROTTIER, NORBERT**  
What's New  
WRJN, Racine, Wisc.

**TROUT, WAYNE**  
WSBA, York, Pa.

**TRUHEART, GEORGE**  
Groovy Daddy  
KDSS, Alexandria, La.

**TUCK, HENRY**  
RFD—USA  
WMBL, Morehead City, N. C.

**TUCKER, DAVID**  
WDKN, Dickson, Tenn.

**TUCKER, GORDON**  
Memory Time  
WCOV, Montgomery, Ala.

**TUCKER, JERRY**  
Sound Board  
WMFS, Chattanooga, Tenn.

**TUCKER, JIM**  
KXOL, Fort Worth, Tex.

**TUCKER, LINDSAY**  
Top O' the Morning  
WVEC, Hampton, Va.

**TUCKER, TOM**  
Get Together  
WRAL, Raleigh, N. C.

**TUCKER, TOMMY**  
WPEG, Jacksonville, Fla.

**TUGWELL, JIMMY**  
Country Capers  
WSJC, Magee, Miss.

**TULL, JIM**  
KNOE, Monroe, La.

**TUPPER, BOB**  
Dance Band  
WTCA, Ashtabula, Ohio

**TURK, AL**  
WGBI, Scranton, Pa.

**TURNER, BRUCE**  
WSTR, Sturgis, Mich.

**TURNER, GENE**  
Sunshine 29  
WMOP, Ocala, Fla.

**TURNER, VES**  
KTER, Terrell, Tex.

**TUTTLE, JUDY**  
Pep Club  
KCID, Caldwell, Ida.

**TYLER, GENE**  
WPRS, Paris, Ill.

**TYSON, DAVEY**  
WAMP, Pittsburgh, Pa.

## — U —

**UNDERWOOD, JACK**  
WOWO, Fort Wayne, Ind.

**UPHOFF, MEL**  
Teen Time  
KRVN, Lexington, Neb.

**URDAHL, JERRY**  
1390 Club  
KRFO, Owatonna, Minn.

## — V —

**VALBERG, JOHN**  
Journey with John  
KBUH, Brigham City, Utah

**VALLEY, RUSS**  
Afternoon in Rhythm  
KAHU, Honolulu, Hawaii

**VALOR, BILL**  
WEZE, Boston, Mass.

**VAN, BOBBY**  
WHYE, Roanoke, Va.

**VANCE, TOM**  
Musical Merry-Go-Round  
WCOR, Lebanon, Tenn.

**VAN DAM, LEE**  
WTTH, Port Huron, Mich.

**VANDERHOOF, BRUCE**  
Car Tunes  
KLIQ, Portland, Ore.

**VARE, AL**  
WZOK, Jacksonville, Fla.

**VARRO, JAY**  
KMLW, Marlin, Tex.

**VENTURINO, DICK**  
Rob Robin Show  
KCUB, Tucson, Ariz.

**VERNON, MAC**  
Penthouse Party  
WMSC, Columbia, S. C.

**VERNON, WES**  
KBMV, Billings, Mont.

**VICKERY, FRED**  
KELO, Sioux Falls, S. D.

**VIKEN, HOWARD**  
WCCO, Minneapolis, Minn.

**VINCENT, DAVE**  
Toast & Jam  
KJNO, Juneau, Alaska

**VINCENT, JOE**  
Record Room  
WSIZ, Douglas, Ga.

**VINCENT, KENNY**  
WBRD, Bradenton, Fla.

**VINSON, JIMMY**  
Mazee Merry Go Round  
WMAZ, Macon, Ga.

**VLAHOS, LOU**  
Midnight Flyers  
WEDC, Chicago, Ill.

**VONDERHEIDE, MEL**  
WITZ, Jasper, Ind.

**VOSS, BOB**  
Top 40 on 1340  
WROD, Daytona Beach, Fla.

**VOSS, KEN**  
WCVS, Springfield, Ill.

**VROMAN, JOHN**  
Nite Train  
WMOG, Brunswick, Ga.

**WADSWORTH, MAX**  
Morning Watch  
KLCB, Libby, Mont.

**WAGENER, ROD**  
WIKC, Bogalusa, La.

**WAGHALTER, ALLEN**  
KTBB, Tyler, Tex.

**WAHL, JIM**  
KROY, Sacramento, Calif.

**WAIDE, TIM**  
KOZE, Lewiston, Ida.

**WAINER, TED**  
WRDW, Augusta, Ga.

**WAINWRIGHT, HAPPY**  
WABB, Mobile, Ala.

**WALDO, DWIGHT**  
KFLD, Floydada, Tex.

**WALKER, AL**  
WCAW, Charleston, W. Va.

**WALKER, BOB**  
WJPF, Herrin, Ill.

**WALKER, CHARLIE**  
Hillbilly Houseparty  
KMCA, San Antonio, Tex.

**WALKER, ED**  
Twilight Tunes  
WRC, Washington, D. C.

**WALKER, JIMMY**  
KIKI, Honolulu, Hawaii

**WALKER, KIETH**  
KMAN, Manhattan, Kan.

**WALKER, TOMMY**  
WKDX, Hamlet, N. C.

**WALL, AL**  
Night Beat  
WLCK, La Crosse, Wisc.

**WALL, CARL**  
WGLC, Centerville, Miss.

**WALLACE, KEN**  
WEOA, Evansville, Ind.

**WALRATH, BART**  
KNOC, Natchitoches, La.

**WALSH, BOB**  
WHIL, Boston-Medford,  
Mass.

**WALSH, JACK**  
KR Companion  
KRMD, Shreveport, La.

**WALTERS, BILL**  
WGUY, Bangor, Me.

**WALTERS, BUCKY**  
KMBC, Kansas City, Mo.

**WALTERS, RAY**  
1240 Club  
WOBT, Rhinelander, Wisc.

**WALTERS, RON**  
KINS, Eureka, Calif.

**WAYNE, RALPH**  
KIFI, Idaho Falls, Ida.

**WEATHERLY, DEAN**  
KCTX, Childress, Tex.

**WEATHERS, BILL**  
Winnie's Drive-In Show  
WGNI, Wilmington, N. C.

**WEAVER, R. L.**  
Hallelujah Train  
KOKY, Little Rock, Ark.

**WEBB, JERRY**  
1020 Club  
WCIL, Carbondale, Ill.

**WEBB, JOHNNY**  
Teen Time Show  
KCAR, Clarksville, Tex.

**WEBER, BILL**  
WFIL, Philadelphia, Pa.

**WEBER, CHRIS**  
KOLR, Sterling, Colo.

**WEBER, CLARK**  
WRIT, Milwaukee, Wisc.

## — W —

**WADE, STEVE**  
Hits for the Missus  
WAEB, Allentown, Pa.

# RADIO-TV DISC JOCKEYS

- STELL, BILL**  
Mailbag  
WJWS, South Hill, Va.
- STEPHENSON, GRIER**  
Parade of Hills  
WGFS, Covington, Ga.
- STEPHENSON, SHELBY**  
Dedicated to You  
WMPM, Smithfield, N. C.
- STEVENS, AL**  
WAYE, Baltimore, Md.
- STEVENS, BOB**  
WNCO, Ashland, Ohio
- STEVENS, BUDDY**  
WARE, Ware, Mass.
- STEVENS, CHARLES**  
KOLR, Sterling, Colo.
- STEVENS, CHUCK**  
WRJB, Providence, R. I.
- STEVENS, DICK**  
Hit Parade  
WLOF, Orlando, Fla.
- STEVENS, DON**  
Car & Kitchen Club  
WTAG, Worcester, Mass.
- STEVENS, DON**  
WARM, Scranton, Pa.
- STEVENS, ERNIE**  
KUBA, Yuba City, Calif.
- STEVENS, HANK**  
WLS, Lansing, Mich.
- STEVENS, JERRY**  
The 1290 Club  
WGLI, Babylon, N. Y.
- STEVENS, JIM**  
Tops in Pops  
WLLH, Lowell, Mass.
- STEVENS, MARK**  
Top Thirty Show  
KSTT, Evenport, Iowa
- STEVENS, NORM**  
Record Bandwagon  
WMGM, New York, N. Y.
- STEVENS, OSCAR H.**  
Serenata Mexicana  
KAUR, Tucson, Ariz.
- STEVENS, WAYNE**  
Nightwatch  
KSYL, Alexandria, La.
- STEVENSON, AL**  
KCKN, Kansas City, Kan.
- STEVENSON, JIM**  
Music & News  
WLBA, Gainesville, Ga.
- STEVENSON, ROSS**  
Hillybilly Jamboree  
WWSR, St. Albans, Vt.
- STEVENSON, YERN**  
WLOL, Minneapolis, Minn.
- STEWART, DAVE**  
C'm, Crib Frolics  
WKBL, Covington, Tenn.
- STEWART, DON**  
KJKO, Globe-Miami, Ariz.
- STINES, EDWIN**  
WMMI, Marshal, N. C.  
Pop Shop
- STIVERS, JAMES**  
WPKY, Frankfort, Ky.
- STOCKTON, KENT**  
Club 1450  
WGNS, Murfreesboro, Tenn.
- STOKES, TROY**  
Parade of Music  
WFIS, Fountain Inn, S. C.
- STONE, BUD**  
KTCT, Tooele, Utah
- STONE, CRAIG**  
Tea and Crumpets  
WPRW, Manassas, Va.
- STONE, GARLAND**  
Brunch Serenade  
WREV, Reidsville, N. C.
- STORM, DAVE**  
WABI, Bangor, Me.
- STOTT, HOWARD**  
WTPA, Pottsville, Pa.
- STOWE, JIM**  
Ham N' Eggs  
KWBB, Wichita, Kan.
- STRATTON, JAMES C.**  
Jazz Review  
KSPI, Stillwater, Okla.
- STRATTON, RON**  
Bus Stop  
WHGR, Houghton Lake, Mich.
- STRICKLAND, HERB**  
Coffee Time  
WACL, Waycross, Ga.
- STRINGER, BILL**  
WNBF, Binghamton, N. Y.
- STRITCHKO, JIM**  
Nine-Tine on KPFA  
KPFA, Greeley, Colo.
- STRONG, ED**  
Melody Matinee  
KWCO, Chickasha, Okla.
- STROTHER, FRED**  
WPMP, Pascagoula, Miss.
- STROUPE, BOB**  
KAML, Kenedy, Tex.
- STUART, CARL**  
Hometown Jamboree  
WAMO, Pittsburgh, Pa.
- STUART, GENE**  
WAVZ, New Haven, Conn.
- STUEBER, JOHN**  
KLMS, Lincoln, Neb.
- STUTZ, CARL**  
WRVA, Richmond, Va.
- SUGAR, DICK**
- Mid-Morning Melodies  
Dick "Ricardo" Sugar Show,  
WNTA-Radio
- SULLIVAN, PERRY**  
WRDW, Augusta, Ga.
- SUNDHOLM, DALE**  
KRCC, Prineville, Ore.
- SWAFFORD, CARL**  
WAGG, Franklin, Tenn.
- SWANSON, CARL**  
WWTB, Tampa, Fla.
- SWANWICK, BILL**  
WALL, Middletown, N. Y.
- SWARTZ, NELSON**  
Moon Glow  
WHLM, Bloomsburg, Pa.
- SWEENEY, FRANK**  
WLAM, Lewiston, Me.
- T —
- TABOR, BOB**  
Marshall Co., Hayride  
WGCY, Guntersville, Ala.
- TAMBLAN, BOB**  
WCSC, Charleston, S. C.
- TANNER, BILL**  
KRUX, Phoenix, Ariz.
- TANNER, ELMO**  
WSGN, Birmingham, Ala.
- TATE, JIM**  
Nifty Top Fifty  
KWWL, Waterloo, Iowa
- TAUSCH, DON**  
KPBB, Tyler, Tex.
- TAVARES, LARRY**  
Big 30 Revue  
KIPA, Hilo, Hawaii
- TAYLOR, BOBBY**  
830 Club  
KBOA, Kennett, Mo.
- TAYLOR, CHUCK**  
Musical Clock  
WGSR, Millen, Ga.
- TAYLOR, CLIFFORD**  
KTUR, Turlock, Calif.
- TAYLOR, DON**  
KUBA, Yuba City, Calif.
- TAYLOR, JIMMIE**  
Record Shop  
WTCO, Campbellsville, Ky.
- TAYLOR, JOHN**  
WGTO, Cypress Gardens, Fla.
- TEAS, FRANK**  
WSMN, Nashua, N. H.
- TEAS, WALT**  
Morning in Maryland  
WFBR, Baltimore, Md.
- TEDLIE, BUD**  
KSM, Sikeston, Mo.
- TEXERA, BOB**  
Music 'til Midnight  
KOWL, Tahoe Valley, Calif.
- THEIL, JOHN**  
Wake-up Time  
WHMI, Howell, Mich.
- THIES, FRANK D.**  
WQIK, Jacksonville, Fla.
- THOMAS, DICK**  
WBIL, Leesburg, Fla.
- THOMAS, DICK**  
Daybreaker Show  
KSIS, Sedalia, Mo.
- THOMAS, HAL**  
KLYC, Spokane, Wash.
- THOMAS, JERRY**  
WBIZ, Eau Claire, Wis.
- THRASH, WADLEY**  
Daddy-O-Long Legs Show  
WNEX, Macon, Ga.
- THURMAN, WALTER**  
Musical Clock  
WMBD, Peoria, Ill.
- TIBBETTS, DONN**  
WGIR, Manchester, N. H.
- TIDWELL, MARYVIN**  
Night Beat  
WOWL, Florence, Ala.
- TIEKIN, JACK**  
WQUB, Galesburg, Ill.
- THIESTA, JERRY**  
Midnight Monds  
KFBB, Great Falls, Mont.
- TILGHMAN, JOHN**  
Let's Go Fishin'  
WWPF, Palatka, Fla.
- TILLMAN, DON**  
Skyliner  
WMRI, Marion, Ind.
- TILLMAN, REV.**  
Hoty Totsy  
KYOK, Houston, Tex.
- TIMMER, JOE**  
Polka with Timmer  
WGPA, Bethlehem, Pa.
- TIPTON, CARL**  
All Request Jamboree  
WGNS, Murfreesboro, Tenn.
- TIPTON, J.**  
Polka Party  
WPTS, Pittston, Pa.
- TITUS, JIM**  
KRIZ, Phoenix, Ariz.
- TOBEY, CLIFF**  
WCAW, Charleston, W. Va.
- TOBIE, MIKE**  
Hatter Party  
WICA, Ashtabula, Ohio
- TODOROVICH, DAN**  
KTEL, Walla Walla, Wash.



# RADIO-TV DISC JOCKEYS

- SHAFER, DON**  
WAXX, Chippewa Falls, Wis.
- SHAIN, MIKE**  
KSIM, Sikeston, Mo.
- SHANAHAN, TOM**  
Club 60  
WEMP, Milwaukee, Wis.
- SHANNON, JACK**  
Nightwatchman  
WLLS, Port Huron, Mich.
- SHARMAN, CHUCK**  
Cascade Bandstand  
KLOG, Kelso, Wash.
- SHARP, BOB**  
KWBG, Boone, Iowa
- SHAW, CHARLIE**  
Sunrise Serenade  
WOLF, Syracuse, N. Y.
- SHAW, JIM**  
Gardiner Calling  
WFAU, Augusta, Me.
- SHEFRIN, JACK**  
Syncopated Clock  
KMAP, Bakersfield, Calif.
- SHELTON, JIM**  
KVLV, Fallon, Nev.
- SHELTON, JOHN**  
Dawn Patrol  
WEZY, Cocoa, Fla.
- SHELTON, KEN**  
Housewives Hit Parade  
WLLY, Richmond, Va.
- SHELTON, WAYNE**  
Platter Party  
WBBA, Pittsfield, Ill.
- SHEPHERD, HAROLD**  
Milkman  
KGRt, Las Cruces, N. M.
- SHEPHERD, JAY**  
WBLL, Leesburg, Fla.
- SHEPPARD, VERN**  
Reveille on the Ranch  
KOTA, Rapid City, S. D.
- SHERIDAN, BILL**  
WICH, Norwich, Conn.
- SHERIDAN, BILL**  
1230 Club  
WLOG, Logan, W. Va.
- SHERIDAN, JACK**  
Town & Country Show  
WFAU, Eau Claire, Wis.
- SHERLOCK, LAMAR**  
KASK, Ontario, Calif.
- SHERWOOD, RON**  
WPNJ, Trenton, N. J.
- SHEW, MIKE**  
KAIR, Tucson, Ariz.
- SHIELDS, DEL**  
Opus in Jazz  
WPAS, Philadelphia, Pa.
- SHIELDS, RAY**  
KMAQ, Maquoketa, Iowa
- SHIRLEY, CONNY**  
The Music Shop  
WCON, Cornelia, Ga.
- SHOECRAFT, PAUL**  
Dance Time  
WCON, Cornelia, Ga.
- SHOECRAFT, PAUL**  
Dance Time  
KCLS, Flagstaff, Ariz.
- SHORE, LOWELL**  
WATT, Cadillac, Mich.
- SHORT, CURTIS**  
KNAT, Fredericksburg, Tex.
- SHOTWELL, ELLIS**  
Breakfast Party  
WION, Ionia, Mich.
- SHOWMAN, HAROLD**  
Record Ranch  
WYSC, Somerset, Pa.
- SHULTZ, WARWICK**  
Teen Time  
WHEE, Martinsville, Va.
- SHUMATE, LESLIE**  
Top Teen Time  
KRKK, Rexburg, Ida.
- SHUPERT, BILL**  
Wisker Disker Show  
WSCR, Scranton, Pa.
- SIDMAN, MARTY**  
WKBR, Manchester, N. H.
- SIDOTE, SAM**  
Noontime Tune Time  
WELC, Welch, W. Va.
- SIEVERS, BOB**  
WOWO, Fort Wayne, Ind.
- SIEVERS, FRANK**  
KCTI, Gonzales, Tex.
- SIKES, JOE**  
KANE, New Iberia, La.
- SILVER, PERRY**  
WNCO, Ashland, Ohio
- SIMMONS, BOB**  
KOVO, Provo, Utah
- SIMMONS, HAL**  
KIT, Yakima, Wash.
- SIMMS, CHARLES R.**  
KVLC, Little Rock, Ark.
- SIMONDS, RAY**  
Luncheon Listening  
WEIM, Fitchburg, Mass.
- SIMONTON, RED**  
Red, Hot and Blue  
KWJB, Globe, Ariz.
- SIMPKINS, MISSISSIPPI**  
Housewife's Hit Parade  
WBAM, Montgomery, Ala.
- SIMPSON, ART**  
KOL, Seattle, Wash.
- SIMPSON, ELWOOD T.**  
Early Date  
KWVK, Wheeling, W. Va.
- SIMPSON, JOHNNY**  
WTSP, St. Petersburg, Fla.
- SKINNER, MORGAN**  
KBRV, Soda Springs, Ida.
- SKYLAR, DON**  
WMPJ, Daytona Beach, Fla.
- SLADE, JOHN**  
Jockey John Show  
WJMO, Cleveland, Ohio
- SLATTERY, JACK**  
Mostly Music  
WHAM, Rochester, N. Y.
- SLAUGHTER, JOHN**  
Coffee Club  
KORC, Mineral Wells, Tex.
- SMALL, MARSHALL**  
KLUJ, Salt Lake City, Utah
- SMALL, TOMMY**  
Dr. Jive Show  
WWRL, New York, N. Y.
- SMITH, ALLEN**  
KXLL, Missoula, Mont.
- SMITH, BILL**  
The Big Beat  
WLEM, Emporium, Pa.
- SMITH, BILL**  
WHAR, Clarksburg, W. Va.
- SMITH, BOB**  
WTRR, Sanford, Fla.
- SMITH, CHUCK**  
KRMS, Osage Beach, Mo.
- SMITH, DENNY**  
Pop Shop  
WAGS, Bishopville, S. C.
- SMITH, EDDIE**  
Night Watch  
WCBI, Columbus, Miss.
- SMITH, FRANK**  
Musicmakers  
WSVS, Crewe, Va.
- SMITH, GARY**  
WOKK, Meridian, Miss.
- SMITH, GARY**  
WVET, Rochester, N. Y.
- SMITH, IRV**  
WINS, New York, N. Y.
- SMITH, JAY**  
WTHH, Port Huron, Mich.
- SMITH, JIM**  
WING, Dayton, Ohio
- SMITH, JIM**  
WILL, Wheeling, W. Va.
- SMITH, JOHN**  
WARB, Covington, La.
- SMITH, LES**  
Country Hoedown  
WGSR, Millen, Ga.
- SMITH, LONI**  
KMO, Tacoma, Wash.
- SMITH, REX**  
WHOC, Philadelphia, Pa.
- SMITH, ROBERT L.**  
Record Hop  
WJWL, Georgetown, Del.
- SMITH, ROBERT Q.**  
WRBC, Jackson, Miss.
- SMITH, SMOKEY**  
KWDM, Des Moines, Iowa
- SMITH, STAN**  
Coffee Time  
KWGC, Selma, Ala.
- SMITH, VINSON**  
Hits and Encores  
WLAG, LaGrange, Ga.
- SPAINHOWER, DON**  
KOVO, Provo, Utah
- SPANN, JIM**  
KSEL, Lubbock, Tex.
- SPARROW, JIM**  
KYA, San Francisco, Calif.
- SPAULDING, NORM**  
WGES, Chicago, Ill.
- SPECTOR, JACK**  
All Request Show  
WPTR, Albany, N. Y.
- SPEEGLE, DANNY**  
KSFA, Nacogdoches, Tex.
- SPENCE, LEE**  
KRKS, Ridgecrest, Calif.
- SPENCER, GENE**  
Milkman Show  
WESB, Bradford, Pa.
- SPENCER, RAYMOND**  
KSDO, San Diego, Calif.
- SPERRY, LOREN**  
Afternoon Ballroom  
WRCO, Richland Center, Wisc.
- SPOLEN, BILL**  
Early Bird  
WRUM, Rumford, Me.
- SPRING, JOHNNY**  
WING, Dayton, Ohio
- SPURLING, CHARLES**  
Juke Box Review  
WTCO, Campbellsville, Ky.
- STAKELIN, BILLY**  
WGOR, Georgetown, Ky.
- STALLINGS, WILLARD**  
WNLA, Indianola, Miss.
- STAMM, JESSE**  
WKKS, Vanceburg, Ky.
- STAMS, RICHARD**  
Open Door  
WGES, Chicago, Ill.
- STANCIU, GARNET**  
Morning Melodies  
WJAM, Marion, Ala.
- STANLEY, BILL**  
WICH, Norwich, Conn.
- STANLEY, BOB**  
WILE, Utica, N. Y.
- STANLEY, TOMMIE**  
WEWO, Laurinburg, N. C.
- STARR, JOE**  
WBAC, Cleveland, Tenn.
- STARWYCK, STEVE**  
KHOG, Fayetteville, Ark.
- STEBBINS, ROGER**  
WERC, Erie, Pa.
- STEELE, BUD**  
WSTC, Stamford, Conn.
- STEELE, MIKE**  
KFAM, St. Cloud, Minn.
- STEELE, TED**  
The Bandstand  
WMCA, New York, N. Y.
- STEIN, JACK**  
Hits for the Misses  
KXOX, Sweetwater, Tex.

## RADIO-TV DISC JOCKEYS

- ROBERSON, AL**  
The Good Morning Show  
WLBZ, Bangor, Me.
- ROBERSON, C. B.**  
Smc Along  
WMOX, Meridian, Miss.
- ROBERTS, BILL**  
WBOV, Terre Haute, Ind.
- ROBERTS, CARL**  
WFPR, Hammond, La.
- ROBERTS, DON**  
KOA, Denver, Colo.
- ROBERTS, FORD**  
Hawkeye Hits  
WMT, Cedar Rapids, Iowa
- ROBERTS, HUGH**  
WWJ, Detroit, Mich.
- ROBERTS, JAY**  
WJR, Detroit, Mich.
- ROBERTS, JERRY**  
WBCM, Bay City, Mich.
- ROBERTS, TONY**  
Caravan  
WSOY, Decatur, Ill.
- ROBERTS, WALT**  
WHBH, Warren, Ohio
- ROBERTS, WARREN**  
WEAS, Decatur, Ga.
- ROBERTSON, AHT**  
Hibbilly Hits  
KWHN, Ft. Smith, Ark.
- ROBINSON, DAVE**  
Sunday Concert  
KHEF, Albuquerque, N. M.
- ROBINSON, GENE**  
WLBH, Gainesville, Ga.
- ROBINSON, NICK**  
Pops on Parade  
WREB, Holyoke, Mass.
- ROBINSON, ROCK**  
WHOO, Orlando, Fla.
- ROBITAILLE, RON**  
Rumpus Room  
KSEK, Pittsburg, Kan.
- ROCKEFELLER, JACK**  
KRIB, Mason City, Iowa
- RODDY, JIM**  
Night Flyer  
KSUB, Cedar City, Utah
- RODGERS, CHET**  
WIOE, Dunkirk, N. Y.
- RODGERS, HAL**  
RWWT, Waterloo, Iowa
- RODGERS, RANDY**  
Record Show  
WGOA, Winter Garden, Fla.
- ROGERS, BILL**  
KFDA, Amarillo, Tex.
- ROGERS, BOB**  
Musical Parade  
KGST, Fresno, Calif.
- ROGERS, ED**  
Niche and Nitewatch  
KYNV, Logan, Utah
- ROGERS, EDDIE**  
Town Crier  
KOKX, Keokuk, Iowa
- ROGERS, ERNEST**  
Traffic Jam  
WFEG, Miami, Fla.
- ROGERS, TED**  
WDHJ, Roanoke, Va.
- ROMAN, MARK**  
Music to Suit You  
WMSB, Bath, Me.
- ROSE, DON**  
KWMT, Fort Dodge, Iowa
- ROSE, DON**  
Top 50 Show  
KTUL, Tulsa, Okla.
- ROSIER, JOE**  
WJNS, Olean, N. Y.
- ROSS, AL**  
Timekeeper  
WRC, Washington, D. C.
- ROSS, BOB**  
WHBO, Tampa, Fla.
- ROSS, REID**  
KWNA, Winnemucca, Nev.
- ROSSI, JOHNNY**  
KBIX, Muskogee, Okla.
- ROSSI, LOU**  
KAVR, Apple Valley, Calif.
- ROTH, BEVEN**  
KFEL, Walla Walla, Wash.
- ROUCH, MAHLON**  
KSIW, Woodward, Okla.
- ROUGH, BILL**  
WLRP, New Albany, Ind.
- ROUGHTON, FRANK**  
WENT, Sandersville, Ga.
- ROULEAU, DICK**  
Something for Everybody  
WHBL, Sheboygan, Wis.
- ROUSSEAU, TONY**  
Broadway Matinee  
WBAB, Babylon, N. Y.
- ROWAN, RIP**  
WCSS, Amsterdam, N. Y.
- ROWE, JIM**  
Fabulous 58  
WSPD, Toledo, Ohio
- ROWE, KEN JR.**  
Music for Adults  
KJIM, Fort Worth, Tex.
- ROWELL, CALTON**  
Top 50 Show  
WNLB, Indianola, Miss.
- ROWLAND, BOBBY**  
WQIK, Jacksonville, Fla.
- ROWLAND, MARSHALL W.**  
WQIK, Jacksonville, Fla.
- ROWLEV, DALE**  
Clockwatcher  
KIMS, Lincoln, Neb.
- ROWZIE, JACK**  
Club 1260  
WWDC, Washington, D.C.
- RUANO, GUALBERTO**  
WORA, Mayaguez, P. R.
- RIDRUD, BILL**  
KCB, Tucson, Ariz.
- RUESTER, RAY**  
WKIS, Orlando, Fla.
- RUETZ, EDWARD**  
Yawn Patrol  
WRAC, Racine, Wis.
- RUMORE, DUKE**  
WSGN, Birmingham, Ala.
- RUNYON, JIM**  
Runyon's Road Show  
WHIO, Dayton, Ohio
- RUSK, JOHN**  
KWDM, Des Moines, Iowa
- RUSSEL, BOB**  
KIMS, Eldorado, Ark.
- RUSSELL, AL**  
WGL, Fort Wayne, Ind.
- RUSSELL, DAVE**  
WWON, Woonsocket, R. I.
- RUSTAD, JOHN**  
WKTY, La Crosse, Wis.
- RUTH, HERBERT**  
Music Man  
WCRO, Johnstown, Pa.
- RUTLEDGE, EDDY**  
The Turn Table  
KZOL, Muleshoe, Tex.
- RYAN, CHARLES**  
3 for 3 Show  
WKVR, Keyser, W. Va.
- RYAN, DAN**  
WBBW, Youngstown, Ohio
- RYAN, GENE**  
Western Star Time  
WFMC, Goldsboro, N. C.
- RYAN, JACK**  
Top 40 Club  
WAKR, Akron, Ohio
- RYAN, JOE**  
WALL, Middletown, N. Y.
- RYAN, JOHN**  
Sleepytime Express  
WBRK, Pittsfield, Mass.
- RYAN, PAUL**  
Good Morning Music  
WBEV, Beaver Dam, Wis.
- RYEL, FLOYD**  
WHHH, Warren, Ohio
- SAAR, DAVE**  
Juke Box  
KASM, Albany, Minn.
- SABIA, JOE**  
KBYL, Salt Lake City, Utah
- SADLER, STEVE**  
KIUN, Pecos, Tex.
- SAMPLES, KEITH**  
KGAY, Salem, Ore.
- SAMS, TERRY**  
WJHI, Johnson City, Tenn.
- SANCHEZ, NICK**  
Bright Side of the Night  
WFBL, Syracuse, N. Y.
- SANDERS, TOMMY**  
Platter Parade  
WHUM, Reading, Pa.
- SANDERSON, HARVEY**  
Words & Music  
WONG, Oneida, N. Y.
- SANDLER, BERNIE**  
WEBR, Buffalo, N. Y.
- SANSTRA, JESSE**  
KIMO, Independence, Mo.
- SANTORO, MICKEY**  
WBRX, Erie, Pa.
- SARGENT, KENNY**  
WRK, Dallas, Tex.
- SAUNDERS, AL**  
WSBA, York, Pa.
- SAUNDERS, CARL**  
WAXY, Chippewa Falls, Wis.
- SCOTT, BLAINE**  
KIFI, Idaho Falls, Ida.
- SCOTT, CHUCK**  
KIDY, Littleton, Colo.
- SCOTT, CLAY**  
KNOE, Monroe, La.
- SCOTT, JOE**  
Scott's Coffee Shop  
WBRE, Wilkes-Barre, Pa.
- SCOTT, JOHN**  
WILD, Boston, Mass.
- SCOTT, LEE**  
WUSA, Ephrata, Pa.
- SCOTT, PAUL**  
Make Mine Music  
WCC, Hartford, Conn.
- SCOTT, PENN**  
WACT, Tuscaloosa, Ala.
- SCOTT, RAY**  
WNOP, Newport, Ky.
- SCOTT, TED**  
WINN, Louisville, Ky.
- SCUDDER, DICK**  
KCKC, Tulare, Calif.
- SCUDDER, VIRGIL**  
Hits & Headlines  
WJCD, Seymour, Ind.
- SEARLES, GORDY**  
KRYN, Lexington, Neb.
- SEBASTIAN, JOEL**  
Music Man  
WNHC, New Haven, Conn.
- SEELBACH, HENRY**  
Hank's Harmonies  
KLEB, Libby, Mont.
- SEELEY, RALPH**  
Jukebox Special  
KSTR, Grand Junction, Colo.
- SEGER, GARY**  
KTLN, Denver, Colo.
- SEIBERSON, BOB**  
KNIM, Maryville, Mo.
- SELLERS, BILL**  
Pushbutton One  
WGOA, Gainesville, Ga.
- SENEKER, TONY**  
Coffee Pot Parade  
WJVG, Milledgeville, Ga.
- SEPULVEDA, PUPO**  
WLEO, Ponce, P. R.
- SERPICO, DAN**  
On the Upbeat  
WOCB, West Yarmouth, Mass.
- SEY, VERN**  
WKBN, Youngstown, Ohio
- SEXTON, CARROLL**  
Coffeine Club  
WCRS, Greenwood, S. C.
- SEYMOUR, ROBIN**  
Bobbin' with Robin  
WKMH, Detroit-Dearborn, Mich.

# RADIO-TV DISC JOCKEYS

**POLAND, SAM**  
WCHS, Charleston, W. Va.

**POLK, AL**  
KAMO, Rogers, Ark.

**POLLACK, FRANK**  
KDAY, Hollywood, Calif.

**POLLOCK, GOBLE**  
Farm & Home  
WCBL, Benton, Ky.

**POLLOCK, KES**  
WIZZ, Streator, Ill.

**POOLE, BOB**  
Poole's Paradise  
WBIG, Greensboro, N. C.

**POPE, BILL**  
WABY, Albany, N. Y.

**POPE, SHELLY**  
WEUP, Huntsville, Ala.

**PORTER, BOB**  
WJJD, Chicago, Ill.

**PORTERFIELD, HARRY**  
WKNX, Saginaw, Mich.

**POTEET, JIM**  
KDUB, Lubbock, Tex.

**POWELL, KEN**  
WVET, Rochester, N. Y.

**POWELL, MAX**  
Design for Listening  
WHIT, New Bern, N. C.

**POWERS, JOE**  
WBMD, Baltimore, Md.

**PRATHER, BOB**  
WEAS, Decatur, Ga.

**PRATHER, TOM**  
Musical Clock  
WGFS, Covington, Ga.

**PRECIADO, J. LUIS**  
La Voz Tapatia  
KNBA, Vallejo, Calif.

**PRESCOTT, GEORGE**  
Music after Hours  
WLEE, Richmond, Va.

**PRESCOTT, NORM**  
WEZ-WBZA, Boston-Springfield, Mass.

**PRESLEY, BOB**  
KLUF, Houston, Tex.

**PREWITT, CLIFF**  
Spinorama  
WDSK, Cleveland, Miss.

**PRICE, HERB**  
WTND, Orangeburg, S. C.

**PRICE, JIM**  
KKNY, Kearney, Neb.

**PRICE, JOE**  
The Music Man  
WSKY, Asheville, N. C.

**PRICE, MIKE**  
KLYK, Spokane, Wash.

**PRICE, PRESTON**  
Dial 1000  
KOMO, Seattle, Wash.

**PRIDE, PETE**  
WYDE, Birmingham, Ala.

**PRIMMIRIS, JOHN**  
WHDL, Olean, N. Y.

**PRITCHARD, MARK**  
Beachcombers' Almanac  
WNDB, Daytona Beach, Fla.

**PROCTOR, FRANK**  
Dream Dust  
WESB, Bradford, Pa.

**PROPP, JACK**  
KFTM, Fort Morgan, Col.

**PROVOST, DICK**  
WCPO, Cincinnati, Ohio

**PRUITT, PHIL**  
Night Sounds  
KSEK, Pittsburg, Kan.

**PUBANTZ, JERRY**  
TNT Revue  
WITY, Danville, Ill.

**PUCKETT, TRUMON**  
WJLD, Birmingham, Ala.

**PURCELL, BILL**  
WFLA, Danville, Va.

**PURRINGTON, JACK**  
WQAM, Miami, Fla.

**PYLANT, RUDY**  
Ole Camp Meetin Time  
KBOA, Kennett, Mo.

**PYLE, JACK**  
WIP, Philadelphia, Pa.



**QUEEN, RON**  
WKYB, Paducah, Ky.

**QUINTANA, VIRGINIA**  
Fandangos  
KFLJ, Walsenburg, Col.



**RACE, CLARK**  
KDKA, Pittsburgh, Pa.

**RACHELS, ERNEST**  
WSNT, Sandersville, Ga.

**RADKA, AL**  
KFRE, Fresno, Calif.

**RAE, BOB**  
KPMC, Bakersfield, Calif.

**RAHE, JOHN**  
Sunrise Patrol  
WBOC, Salisbury, Md.

**RAINBOLT, JACK**  
Sunday Album  
KMA, Shenandoah, Iowa

**RAISTRICK, E.**  
Sundial Serenade  
WFOY, St. Augustine, Fla.

**RALSTON, DAVE**  
WRIP, Rossville, Ga.

**RALSTON, ELDRIDGE**  
Party Line  
WDRF, Chester, Pa.

**HAMIREZ, JOE**  
Latin American Melodies  
KDZA, Pueblo, Col.

**RAMSEUR, DABNEY**  
WGCM, Gulfport, Miss.

**HANDALL, DALE**  
KBOI, Boise, Ida.

**RANDLE, BILL**  
WERE, Cleveland, Ohio

**RAMSON, FRANK III**  
WMPA, Aberdeen, Miss.

**RASE, BILL**  
KCRA, Sacramento, Calif.

**RASMUSSEN, JERRY**  
KBAM, Longview, Wash.

**RATNER, SOL**  
King of the Jungle  
WFRP, Savannah, Ga.

**RATTIGAN, JACK**  
WRCV, Philadelphia, Pa.

**RATTRAY, DON**  
Parade of Music  
WNRI, Woonsocket, R. I.

**RAX, JIMMIE**  
Hayride  
KEOP, Pleasanton, Tex.

**RAX, MARV**  
WMEN, Tallahassee, Fla.

**RAYE, BEAU**  
Music by Beau  
KPAC, Port Arthur, Tex.

**RAYMENT, DON**  
KJBS, San Francisco, Calif.

**RAYMOND, JACK**  
Hi Fi Matinee  
WFOX, Milwaukee, Wis.

**RAYMOND, JIM**  
WBEL, Beloit, Wis.

**RAYNOR, JIM**  
WRUN, Utica, N. Y.

**READ, ED, JR.**  
1400 Club  
WILL, Willimantic, Conn.

**REAGAN, JOE**  
WCLL, Corning, N. Y.

**REAVLEY, J. W.**  
KAPA, Raymond, Wash.

**REDDING, JACK M.**  
KMAM, Tularosa, N. M.

**REED, JIM**  
Turntable Caravan  
KALV, Alva, Okla.

**REEDY, JAMES**  
KWYN, Wynne, Ark.

**REES, WALT**  
KBUC, Corona, Calif.

**REESE, JIM**  
WHLB, Virginia, Minn.

**REETER, DEAN**  
KQEO, Albuquerque, N. M.

**REETS, RANDY**  
KWHI, Brenham, Tex.

**REICHLEY, MORRIS**  
KOPR, Butte, Mont.

**REID, CLARK**  
Sunny Side of the Street  
WJBK, Detroit, Mich.

**REID, JIM**  
Moon Dial  
WOKO, Albany, N. Y.

**REID, KEN**  
KLIJ, Dallas, Tex.

**REID, PEE WEE**  
Breakfast Capers  
KFTV, Paris, Tex.

**REIGLER, RON**  
WCMW, Canton, Ohio

**REILLY, DICK**  
Cash on the Line  
KGQX, Sidney, Mont.

**REILLY, JIM**  
WISL, Shamokin, Pa.

**REINFROW, CHARLES**  
Record Party  
WHKP, Hendersonville, N. C.

**RENY, BOB**  
Road Show  
WBNC, Conway, N. H.

**RESETAR, JOE**  
WSAN, Allentown, Pa.

**REVES, CARL**  
KTRN, Wichita Falls, Tex.

**REYNOLDS, DICK**  
KYW, Cleveland, Ohio

**RICHARDSON, JIM**  
WPLA, Plant City, Fla.

**RICHARDSON, NED**  
WBTM, Danville, Va.

**RICHBOURG, JOHN R.**  
Record Parade  
WLAC, Nashville, Tenn.

**RICHESON, DON**  
Hermit's Cave  
WADS, Ansonia, Conn.

**RICKARD, LOUIE**  
KLVG, Leadville, Colo.

**RICKARDS, REESE**  
Mostly Music  
WTAG, Worcester, Mass.

**RICKWA, JOHN**  
Voice of Denver Show  
KHOW, Denver, Colo.

**RIDGEWAY, JIM**  
KXOL, Fort Worth, Tex.

**RIGGINS, ROBERT**  
Music for Adults  
KJIM, Fort Worth, Tex.

**RIGGLE, KEN**  
Music for To-day  
WPUV, Pulaski, Va.

**RIGGS, FRED**  
Housewives Only  
WELS, Kinston, N. C.

**RIGGS, JOHN**  
Tops 'n' Pops  
WRIV, Riverhead, N. Y.

**RIGGS, TOMMY**  
WCAE, Pittsburgh, Pa.

**RILEY, JOHN**  
WFBG, Altoona, Pa.

**RITZ, MYRNA**  
News & Views with Pennywise  
WETA, Batavia, N. Y.

**ROBBIN, EARL**  
WDON, Wheaton, Md.

**ROBBINS, ROBB**  
KBOX, Dallas, Tex.

**ROBBINS, ROBBIE**  
KWED, Medford, Ore.

**ROBBS, DON**  
Man About Music  
KFAM, St. Cloud, Minn.



**OAKES, JIMMY**  
WFCR, Ashland, Ky.  
**O'BANION, ALTON**  
Campus Capers  
KCSX, San Marcos, Tex.  
**O'BANNON, GENE**  
KEYS, Corpus Christi, Tex.

**O'BRIEN, JOE**

Joe's Place  
WMCA, New York, N. Y.  
**O'BRIEN, PETE**  
WILL, Wilknamite, Conn.  
**O'CALLAGHAN, THOMAS**  
KYSM, Mankato, Minn.  
**O'DAY, HAPPY**  
WOKY, Milwaukee, Wis.  
**ODDIS, RAY**  
Fla Top Show  
WJET, Erie, Pa.  
**ODOM, RAY**  
The Ole Cowhand  
KILAT Phoenix, Ariz.  
**O'DONNELL, DAVEY**  
KXOL, Fort Worth, Tex.  
**OGLE, RON**  
KEFD, Springfield, Ill. Ore.  
**O'GRADY, JOE**  
The Grouch Club  
WLAY, Grand Rapids, Mich.  
**O'HAIRE, GENE**  
Keeper of the Flame  
WPPR, Albany, N. Y.  
**O'HARA, MARTY**  
WKDN, Camden, N. J.  
**O'HARA, SEAMUS**  
KYA, San Francisco, Calif.  
**O'HARA, SHAMUS**  
WZIP, Cincinnati, Ohio  
**O'HARA, TOD**  
Glee Bar  
WILD, Boston, Mass.  
**OHLMEYER, BILL**  
Night Train  
KAYS, Hays, Kan.  
**OILMEN, SCOTT**  
Coffee Shop  
WULD, Dulois, Pa.  
**O'KINCHELA, ROGER**  
WWOL, Buffalo, N. Y.  
**O'LEARY, FRANK**  
Musical Matinee  
WJOL, Joliet, Ill.  
**O'LEARY, JIM**  
Catalina Bandstand  
KBBG, Avalon, Calif.  
**OLIVER, DAVE**  
Chicken Shack  
WAFS, Chattanooga, Tenn.  
**OLSON, JIM**  
Record Room  
KRLE, Lewiston, Ida.  
**OLSON, NATE**  
KXNG, Coos Bay, Ore.  
**O'NEAN, PAT**  
WINN, Louisville, Ky.  
**O'NEILL, JACK**  
WAAB, Worcester, Mass.  
**O'NEILL, JERRY**  
KWHP, Merced, Calif.  
**O'QUINN, JIMMY**  
P-10 Club  
KWAK, Stuttgart, Ark.  
**O'REILLY, JACK**  
WPEN, Philadelphia, Pa.  
**ORLANDO, J. J.**  
Soo Club  
WEMO, Fairmont, N. C.  
**ORTIZ, DAVID**  
Peticiones de la Tarde  
WIFY, San Juan, P. R.  
**ORTON, JIM**  
WVJS, Owensboro, Ky.  
**OSBORN, DON**  
WHRF, Peoria, Ill.  
**OSBORNE, BOB**  
WHL, St. Louis, Mo.  
**OSBORNE, FRED**  
WJCD, Seymour, Ind.

**OSBORNE, RONALD L.**  
KTOO, Henderson, Nev.  
**OLGAFFICE, BOB**  
WGHM, Skowhegan, Me.  
**OVERTON, TOM**  
KFDM, Beaumont, Tex.  
**OWENS, DON**  
WARK, Arlington, Va.  
**OWENS, GARY**  
WHL, St. Louis, Mo.  
**OWENS, JACKIE**  
Request Time  
WEDT, Charleston, Ill.  
**OXFORD, GEORGE**  
KSAN, San Francisco, Calif.

**— P —**

**PADRON, LONNIE**  
WTRR, Sanford, Fla.  
**PAGE, ELIOT**  
Harmonies for Housewives  
WDEV, Waterbury, Vt.  
**PAGE, NORM**  
WQAY, Silver Spring, Md.  
**PAIZ, TONY**  
KJWW, San Antonio, Tex.  
**PAIZS, BEA**  
Something for the girls  
KOWJ, Tahoe Valley, Calif.  
**PALEN, JIM**  
OR Sweet Session  
WQKZ, Alton, Ill.  
**PALLAN, MIT**  
KPKA, Pittsburgh, Pa.  
**PALMER, BILL**  
WSJB, New Smyrna Beach, Fla.  
**PALMER, MARSHA**  
WSJB, New Smyrna Beach, Fla.  
**PARKIN, JIM**  
Radio Route 73  
WPHR, Alexandria, Va.  
**PARK, CHARLES**  
Time out for Music  
WJLR, Detroit, Mich.  
**PARKER, DICK**  
WSME, Sanford, Me.  
**PARKER, ELZIE**  
Morning Watch  
KADQ, Grants Pass, Ore.  
**PARKER, JIM**  
Show of the Day  
KXO, El Centro, Calif.  
**PARKER, TOM**  
Record Rack  
KSSS, Soda, Mo.  
**PARKINSON, BOB**  
WEOL, Elyria-Loram, Ohio  
**PARKS, LARRY**  
Night Train  
WYML, Laurel, Miss.  
**PARKS, LYNN**  
WPEG, Jacksonville, Fla.  
**PARKS, PAUL**  
WJIN, Atlanta, Ga.  
**PARMELEE, CHUCK**  
Alarm Clock  
WSPD, Toledo, Ohio  
**PARNELL, JACK**  
WHBO, Memphis, Tenn.  
**PARR, JAMES J.**  
KBLT, Big Lake, Tex.  
**PARSONS, BEN**  
Rebel Revette  
WRBL, Columbus, Ga.  
**PATRICK, DONALD**  
Nite Watch L. J.  
KFSY, Fort Smith, Ark.  
**PATTERSON, ESMOND**  
Gospel Train  
WERD, Atlanta, Ga.  
**PAUL, JIMMY**  
KOB, Albuquerque, N. M.  
**PAUL, SANDY**  
WRME, Titusville, Fla.  
**PAUL, VINCE**  
Night Sounds  
KWNQ, Winona, Minn.  
**PAULEY, RICH**  
Golf Coast Serenade  
WFLA, Tampa, Fla.

**PAYONE, TONY**  
Switchboard  
WMAZ, Macon, Ga.  
**PAYLAK, TONY**  
Music Market  
WASK, Lafayette, Ind.  
**PAYNE, BRUCE**  
WENN, Birmingham, Ala.  
**PEACE, EVERETT**  
WLOW, Norfolk, Va.  
**PEARCE, LEWIS**  
Mostly Music  
KSPH, Stillwater, Okla.  
**PEARSON, BOB**  
Music as You Like It  
KOLM, Carroll, Iowa  
**PEDERSON, JIM**  
KBOP, Fayetteville, Ark.  
**PENNEY, ED**  
WFAO, Boston, Mass.  
**PEOPLES, JIMMY**  
Jruba  
WMTN, Morristown, Tenn.  
**PEPPLE, PENNY**  
High School Rock  
WDSK, Cleveland, Miss.  
**PERKINS, GENE**  
KBOL, Boise, Ida.  
**PERKINS, RAY**  
KHOW, Denver, Col.  
**PERKINSON, MAURICE**  
Spinorama  
WJEF, Grand Rapids, Mich.  
**PERRY, BLANDE**  
KLRA, Little Rock, Ark.  
**PERRY, BOB**  
WCFR, Miami, Fla.  
**PERRY, BOB**  
980 Club  
WCAP, Lowell, Mass.  
**PERRY, PORTIA**  
Songs of Faith  
WHAT, Philadelphia, Pa.  
**PETERS, RICHARD**  
Radio Home  
WLET, Newark, Ohio  
**PETERSON, BOB**  
Early Bird Show  
WHMP, Hopewell, Va.  
**PETERSON, CHARLIE**  
KENE, Toppenish, Wash.  
**PIERON, BUGY**  
WJOB, Hammond, Ind.  
**PIKE, DICK**  
Pike's Peak  
WNOP, Newport Ky.  
**PLANT, RAY**  
KTRY, Eastrop, La.  
**PINCKNEY, DOUG**  
Ain't no  
WMBO, Auburn, N. Y.  
**PIPES, FRANCIS**  
On The Beat  
WBAR, Bartow, Fla.  
**PIPKIN, KERTH**  
The Most in Music  
KWFR, San Angelo, Tex.  
**PIPP, BARNEV**  
1460 Club  
WPVL, Painesville, Ohio  
**PITTS, BILL**  
Music from Studio X  
KPSM, El Paso, Tex.  
**PLACHTA, AL**  
KOPR, Butte Mont.  
**PLAISANCE, LOU**  
Time Blue Lou  
KQBI, Bismarck, N. D.  
**PLATZ, GUS**  
RWIQ, Moses Lake, Wash.  
**PLEDDGER, DOUG**  
KNBC, San Francisco, Calif.  
**PLESS, JERRY**  
WGTA, Summerville, Ga.  
**PLICQUE, EDDIE**  
WGES, Chicago, Ill.  
**PLOWDEN, JIM**  
Platter Party  
WMBB, Greenville, S. C.  
**POINDEXTER, RAY**  
KNLR, North Little Rock, Ark.

# RADIO-TV DISC JOCKEYS

**MEYERS, DON**  
WILN, Atlanta, Ga.

**MEYERS, DON**  
KOSA, Odessa, Tex.

**MEYERS, JACK**  
KUCB, Tucson, Ariz.

**MICHAEL, BOB**  
Breakfast Bell  
WELM, Elmira, N. Y.

**MICHAEL, JAY**  
WCAE, Pittsburgh, Pa.

**MICHAELS, HARRY**  
WDZ, Decatur, Ill.

**MICHAELS, JOHN**  
WOKY, Milwaukee, Wis.

**MIKELL, GENE**  
Operation Music  
WCHK, Canton, Ga.

**MILES, JIM**  
930 Club  
WKCT, Bowling Green, Ky.

**MILES, JOHNNY**  
Music in the Afternoon  
KTSM, El Paso, Tex.

**MILES, WILBUR**  
Johnny Eagle Show  
WCRE, Cheraw, S. C.

**MILLER, BOB**  
Top O' the Morning  
WSSC, Sumter, S. C.

**MILLER, CLIFF**  
KDES, Palm Springs, Calif.

**MILLER, DAN**  
Mighty Much Music  
KOOK, Billings, Mont.

**MILLER, LARRY**  
Open House  
KPRK, Livingston, Mont.

**MILLER, ROSS**  
WTIC, Hartford, Conn.

**MILLER, WOODY**  
Burgermeister Beer  
KMAF, Bakersfield, Calif.

**MILLS, DON**  
KGNO, Dodge City, Kan.

**MILLS, JIM**  
WMAQ, Chicago, Ill.

**MILLS, LUTHER**  
Night Patrol  
WEBC, Duluth, Minn.

**MILLSAPS, JOE**  
Clockwatchers  
WKGK, Knoxville, Tenn.

**MINK, LEE**  
KPST, Preston, Ida.

**MITCHELL, GENE**  
Reverie  
WRBL, Columbus, Ga.

**MITCHELL, JOE**  
Something for the Girls  
KLIQ, Portland, Ore.

**MOCK, JACK**  
WMBR, Jacksonville, Fla.

**MOEN, DEAN**  
At Your Command  
KROX, Crookston, Minn.

**MOFFETT, CHUCK**  
WFOX, Milwaukee, Wis.

**MOLLOY, TOM**  
Top 40  
WSKY, Asheville, N. C.

**MONACO, DEL**  
Radio Relay  
WHLN, Niagara Falls, N. Y.

**MONROE, LARRY**  
KRIO, McAllen, Tex.

**MONSON, PAUL**  
WSPR, Springfield, Mass.

**MONSON, ROD**  
1340 Club  
KATL, Miles City, Mont.

**MONTES, JIM**  
KATL, Miles City, Mont.  
WELQ, Tupelo, Miss.

**MOONEY, FRAN**  
KNCM, Moberly, Mo.

**MOORE, RON**  
1450 Club  
KCLX, Colfax, Wash.

**MORAN, JOE**  
Daybreak  
WGSB, Huntington, N. Y.

**MORAN, LUPITA**  
KWKW, Pasadena, Calif.

**MORELAND, DICK**  
KACY, Oxnard, Calif.

**MORELLI, HAL**  
KRAM, Las Vegas, Nev.

**MORELLS, KEN**  
Breakfast with "Woody"  
WDDY, Gloucester, Va.

**MORENO, EDWARD**  
KCOR, San Antonio, Tex.

**MORGAN, BILL**  
WEW, St. Louis, Mo.

**MORGAN, BILLY**  
WYRN, Louisburg, N. C.

**MORGAN, HAL**  
Morgan's Motor Matinee  
WGAR, Cleveland, Ohio

**MORKORI, CHUCK**  
WRCO, Richland Center, Wis.

**MORRIS, HERMAN T.**  
High School Club  
KWNA, Winnemucca, Nev.

**MORRISON, ALEX**  
WKDX, Hamlet, N. C.

**MORRISON, BOB**  
WXLW, Indianapolis, Ind.

**MORRISON, BUD**  
Nightbeat  
WMAB, Munising, Mich.

**MORROW, BRUCE**  
WINS, WNYC, WEVD, Radio;  
ZBM & ZBM-TV, Radio & TV,  
Bermuda; WPIX, WABD, TV

**MORROW, JACK**  
Hoosier Hit Parade  
WIBC, Indianapolis, Ind.

**MORTON, BROOKS**  
Mid-Day Mid-Way  
WTOL, Toledo, Ohio

**MORTON, JAY**  
WEDO, McKeesport, Pa.

**MOSHER, RAY**  
WFST, Caribou, Me.

**MOWBRAY, JOHN**  
KASY, Auburn, Wash.

**MOWERS, ROBERT**  
Spinner's Sanctum  
WLAM, Lewiston, Me.

**MOWYER, ROBERT**  
WAFK, Staunton, Va.

**MUDD, JIM**  
WVJ5, Owensboro, Ky.

**MULCAHY, JOHN**  
WSRO, Marlborough, Mass.

**MULLEN, EARLE**  
Disc to you  
WDVL, Vineland, N. J.

**MULLEN, FRANK**  
PM 1230 Club  
WNEB, Worcester, Mass.

**MULLENS, RED**  
Coffee Club  
WMNF, Richwood, W. Va.

**MULLINS, BOB**  
KTRY, Bastrop, La.

**MULLINS, D. S.**  
Country Classics  
WGEE, Indianapolis, Ind.

**MULLINS, JIM**  
Morning Open House  
WSTU, Stuart, Fla.

**MUNI, SCOTT**  
Music with Muni  
WMCA, New York, N. Y.

**MUNNKITTRICK, ARNIE**  
1340 Club  
WTWN, St. Johnsbury, Vt.

**MURDOCH, ED**  
WMMB, Melbourne, Fla.

**MURDOCK, CHARLIE**  
The Top 40 Show  
WQAM, Miami, Fla.

**MURDOCK, JACK**  
WMAN, Mansfield, Ohio

**MURPHY, ED**  
WSYR, Syracuse, N. Y.

**MURPHY, GEORGE**  
KAST, Ames, Iowa

**MURRY, LYNN**  
Marathon & Music  
KDRO, Sedalia, Mo.

**MUSCARE, ED**  
Hit Parade  
KSRC, Socorro, N. M.

**MYERS, JACK**  
WSAL, Logansport, Ind.

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**NABER, DAVE**  
WVMC, Mt. Carmel, Ill.

**NAPPER, LOUISE**  
Swing Session Revue  
WREVE, Reidsville, N. C.

**NARDONE, MIKE**  
Swingtime Srenade  
WCLT, Newark, Ohio

**NASH, JERGEN**  
WCCO, Minneapolis, Minn.

**NASH, MURRAY**  
Yesterdays Hits  
WRAC, Racine, Wis.

**NATHAN, NORM**  
Sounds in the Night  
WHDH, Boston, Mass.

**NATHAN, WALLY**  
KWBY, Colorado Springs, Colo.

**NAUGHT, VERN**  
KRRC, Lewiston, Ida.

**NAUGHTON, RUSS**  
Shoppers Special  
WDR, Hartford, Conn.

**NEAGLE, DON**  
Morning Melodies  
WRUS, Russellville, Ky.

**NEAL, JIM**  
Farmer Jim Show  
W5LJ, Jackson, Miss.

**NELLY, JIM**  
Jim & Jerry's Rhythm  
KBRC, Mount Vernon, Wash.

**NELSON, BOB**  
KFBB, Great Falls, Mont.

**NELSON, CHUCK**  
Mostly Morning  
KRAM, Longview, Wash.

**NELSON, DON**  
Grocodile Club  
WQUA, Moline, Ill.

**NELSON, ED**  
WNA, Yankton, S. D.

**NELSON, LARRY**  
Saturday Nitc Dance Party  
KHAS, Hastings, Neb.

**NELSON, LOU**  
Nitewatch  
WTAR, Norfolk, Va.

**NELSON, STAN**  
WCPO, Cincinnati, Ohio

**NICKLAY, RAY**  
Caravan of Music  
KXGN, Glendive, Mont.

**NICKSON, NICK**  
Rochester Ballroom  
WBBF, Rochester, N. Y.

**NIELSEN, DENNIS**  
KVOG, Ogden, Utah

**NIXON, MILT**  
Hall Where Jive Is Live  
WGEE, Indianapolis, Ind.

**NOBLES, GENE**  
Dance Hour  
WLAC, Nashville, Tenn.

**NOE, DON**  
WHOC, Philadelphia, Pa.

**NOEL, SID**  
Dawnbusters  
WWL, New Orleans, La.

**NOLAN, TOM**  
KLLGA, Algona, Iowa

**NOLTE, BOB**  
KOYN, Billings, Mont.

**NORMAN, HAL**  
KFDM, Beaumont, Tex.

**NORTON, MIKE**  
Teens, Topics & Tunes  
WFOR, Portland, Me.

**NUSSBAUM, MORT**  
WBBF, Rochester, N. Y.

# RADIO-TV DISC JOCKEYS

**McLEAN, JIM**  
Club 1230  
WNEB, Worcester, Mass.

**McLEAN, PHIL**  
WERE, Cleveland, Ohio

**McLEOD, DON**  
Aerodrome, U.S.A.

**McJIBK, Detroit, Mich.**

**McMILLEN, BILL**  
Music Room  
KTW, Seattle, Wash.

**McMONAGLE, TERRY**  
Highway 850  
KTAC, Tacoma, Wash.

**McNEELEY, MARTY**  
Marty's Morning Beat  
WKMH, Detroit-Dearborn, Mich.

**McNULTY, BOB**  
KCEQ, Phoenix, Ariz.

**McNULTY, TERRY**  
WSCR, Scranton, Pa.

**McPEAKE, DAN**  
KPDQ, Portland, Ore.

**McPIERSON, CLYDE**  
WROB, West Point, Miss.

**McRAE, EARL**  
RFD Round-up  
WSIZ, Douglas, Ga.

**McSPADEN, MIKE**  
Breakfast Club  
KCHA, Charles City, Iowa

## — M —

**MacDONALD, BRUCE**  
Rise and Shine  
WJW, Cleveland, Ohio

**MacFEE, DAVE**  
WFGM, Fitchburg, Mass.

**MACK, GRANT**  
KPE, Yakima, Wash.

**MACK, STANLEY**  
WDGY, Minneapolis, Minn.

**MacKINNON, DON**  
KIOA, Des Moines, Iowa

**MacLACHLAN, BILL**  
KAKE, Wichita, Kan.

**MacPHAREN, ANGUS**  
WKLA, Ludington, Mich.

**MADDON, KATY**  
WCKC, McKeesport, Pa.

**MADDOX, W. M.**  
KNCO, Garden City, Kan.

**MADER, JAMES**  
Coffee Club  
WKOW, Madison, Wis.

**MAGEE, ART**  
KLEO, Wichita, Kan.

**MAGNUS, JOHN**  
KGFJ, Los Angeles, Calif.

**MAHER, JAY**  
WWON, Woonsocket, R. I.

**MAIN, BOB**  
Sensational 75  
WGAD, Gadsden, Ala.

**MAINZ, JOE**  
EGVL, Greenville, Tex.

**MAJOK, STAN**  
WIDL, Peoria, Ill.

**MAKINSTER, BUD**  
KRNK, Kearney, Neb.

**MANLEY, KEN**  
WHYE, Roanoke, Va.

**MANN, AL**  
WKKS, Vanceburg, Ky.

**MANQUERO, RAMON**  
Mexico Songs  
KOYE, El Paso, Tex.

**MANSFIELD, ANDY**  
Turn Back the Clock  
KFL, Los Angeles, Calif.

**MANSFIELD, VIRGINIA**  
Turn Back the Clock  
KFL, Los Angeles, Calif.

**MANSON, SOL**  
Melody Highway  
WDBQ, Orlando, Fla.

**MANUAL, BOB**  
KOYN, Billings, Mont.

**MAPLES, TOM**  
WDUZ, Green Bay, Wis.

**MARCO, RAY**  
WTOR, Torrington, Conn.

**MARINE, FRANK**  
KGAJ, Gallup, N. M.

**MARINELLI, RON**  
WMEG, Hibbing, Minn.

**MARINO, JACK**  
WEAV, Plattsburgh, N. Y.

**MARLIN, RAY**  
WSTC, Stamford, Conn.

**MARLOWE, BILL**  
Night Watch  
WMAV, Springfield, Ill.

**MARLOWE, BILL**  
WBZ-WBZA, Boston-Springfield, Mass.

**MARR, BILL**  
WDVH, Gainesville, Fla.

**MARSH, RAY**  
WEAT, West Palm Beach, Fla.

**MARSHALL, JERRY**  
The Record Room  
WGM, New York, N. Y.

**MARSHALL, MAJOR**  
WEEB, Southern Pines, N. C.

**MARSHALL, T. M.**  
Tom's Top Tunes  
WLO, Frankfurt, Ind.

**MARTEL, LARRY**  
WENY, Elmira, N. Y.

**MARTELL, WALT**  
KTOE, Mankato, Minn.

**MARTIN, AL**  
Skyline Patrol  
WMFR, High Point, N. C.

**MARTIN, CHARLES**  
Teatime Tuneup  
KRSS, Los Alamos, N. M.

**MARTIN, CHRIS**  
WABY, Albany, N. Y.

**MARTIN, DICK**  
WWL, New Orleans, La.

**MARTIN, DON**  
WHCU, Ithaca, N. Y.

**MARTIN, EVERETT**  
WNEP, Newburyport, Mass.

**MARTIN, HARRY**  
KCBQ, San Diego, Calif.

**MARTIN, JIM**  
WIST, Charlotte, N. C.

**MARTIN, JIMMY**  
WNAG, Grenada, Mass.

**MARTIN, JOE**  
WOKJ, Jackson, Miss.

**MARTIN, JOHN**  
Request Rendezvous  
WLCM, Lancaster, S. C.

**MARTIN, JOHNNY**  
WLNN, Louisville, Ky.

**MARTIN, LARRY**  
Record Room  
WHNY, McComb, Miss.

**MARTIN, LARRY**  
Breakfast in Studio "B"  
WJAR, Providence, R. I.

**MARTIN, LEROY**  
KTLB, Thibodaux, La.

**MARTIN, PETER**  
KNOR, St. Louis, Mo.

**MARTIN, STAN**  
Music Man  
WBCB, Levittown, Pa.

**MARTINEZ, AL**  
Music Through the Night  
WQAM, Miami, Fla.

**MARTINEZ, JUAN**  
Siesta International  
KABQ, Albuquerque, N. M.

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WMAX, Grand Rapids, Mich.

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Luck Lefty  
WAFC, Staunton, Va.

**MARVIN, MARTY**  
WENN, Birmingham, Ala.

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Record Room  
WJMX, Florence, S. C.

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Talk of the Town  
WPGC, Washington, D. C.

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WCOW, Sparta, Wis.

**MASTERS, ED**  
The Music Room  
WJTN, Janesville, N. Y.

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WQBE, Galesburg, Ill.

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Musical Matinee  
KBRB, Bremerton, Wash.

**MATHIS, TOM**  
WGGH, Marion, Ill.

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KVCV, Redding, Calif.

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WLAJ, LaFayette, Tenn.

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WBKN, Newton, Mass.

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KDDI, Dumas, Tex.

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Horseshoe  
WTNC, Thomasville, N. C.

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WWJ, Detroit, Mich.

**MAXWELL, JIM**  
WJOU, Kokomo, Ind.

**MAV, DAVE**  
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WGSJ, Ephrata, Pa.

**MAY, MIKE**  
Club 960  
WBSB, South Bend, Ind.

**MAY, STEVE**  
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WABK, Newport, R. I.

**MAVER, BOB**  
Tri-State Showcase  
WKYR, Keyser, W. Va.

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WLEC, Sandusky, Ohio

**MAYER, KEN**  
WBOS, Boston, Mass.

**MAYFIELD, DICK**  
Teen Time  
WMIW, Milledgeville, Ga.

**MEADERS, RAY**  
WXOK, Baton Rouge, La.

**MEARIAN, MIKE**  
Luncheon at the Statter  
WBEN, Buffalo, N. Y.

**MEDLEY, JOLLY**  
JM in the AM  
WAPL, Appleton, Wis.

**MEERS, ROBERT**  
Cascade Bandstand  
KLOS, Kelso, Wash.

**MEIER, JOE**  
Platterama  
KEYV, Provo, Utah

**MELLOY, JACK**  
Open House  
WNIL, Niles, Mich.

**MENEFEE, BOB**  
Heading Home Show  
WIP, Philadelphia, Pa.

**METCALF, TED**  
Traffic Jam  
WJAR, Providence, R. I.

**METCO, MIKE**  
KENE, Toppenush, Wash.

**METRUE, JACK**  
WZOK, Jacksonville, Fla.

**METROPOULOUS, JOHN**  
John's Jaberwock  
KATL, Miles City, Mont.

**METZ, MIKE**  
KYSN, Colorado Springs, Col.

**MEYER, DON**  
Bright & Early Don  
WDLB, Marshfield, Wis.

**MEYER, TOM**  
OK Ballroom  
WOKZ, Alton, Ill.

**MEYERS, DON**  
KDES, Palm Springs, Calif.



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KGIW, Alamosa, Colo.
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WYDE, Birmingham, Ala.
- LEE, JIM**  
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WRIC, Richlands, Va.
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WCKB, Dunn, N. C.
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WRIC, Richlands, Va.
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KAGR, Yuba City, Calif.
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WAZL, Hazleton, Pa.
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WTRC, Elkhart, Ind.
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Fun for Breakfast  
KOOK, Billings, Mont.
- LELY, JEAN**  
ENOG, Nogales, Ariz.
- LEMON, DOC**  
KIGA, Des Moines, Iowa
- LEMON, WAYNE**  
Club 1340  
WKEY, Covington, Va.
- LEMONT, GEORGE**  
KNBC, San Francisco, Calif.
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Motor Matinee  
WSAI, Cincinnati, Ohio
- LEONARD, BUD**  
WMPS, Memphis, Tenn.
- LEONARD, LEE**  
KNGS, Hanford, Calif.
- LEONARD, LEE**  
WAVY, Norfolk, Va.
- LEPLEY, JOHN**  
Sleepy Eyed John  
WEW, St. Louis, Mo.
- LESTER, GEORGE E.**  
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- LEWIS, FRANK**  
WMIX, Mt. Vernon, Ill.
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KHVH, Honolulu, Hawaii
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T. J. the D. J.  
KATI, Casper, Wyo.
- LEWIS, JIM**  
WFOX, Milwaukee, Wis.
- LEWIS, WELDON**  
KBBB, Borger, Tex.
- LEWIS, WILBUR**  
Rise 'n Shine  
WANT, Richmond, Va.
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WTAO, Boston, Mass.
- LIDDLE, BOB**  
KXL, Portland, Ore.
- LIGHT, HURT**  
KBOM, Bismarck, N. D.
- LILLEY, BOB**  
Downbeat  
WEMS, Charleston, W. Va.
- LILLIGREN, CHUCK**  
WRED, Worthington, Ohio
- LINCOLN, BART**  
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WTOT, Marianna, Fla.
- LINCOLN, ED**  
WSBA, York, Pa.
- LINDAMOOD, RON**  
WDBJ, Roanoke, Va.
- LINDBERG, STEVE**  
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WHAN, Charleston, S. C.
- LINDELIEN, LYLE**  
Nite-Beat  
KONP, Port Angeles, Wash.
- LINDEMANN, BUD**  
WGRD, Grand Rapids, Mich.
- LINGLE, MEELE**  
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KEDO, Longview, Wash.
- LINGO, JOHNNY**  
Dixie Dawning  
WULA, Eufaula, Ala.
- LINN, BANDELL**  
WHFB, Benton Harbor, Mich.
- LINNE, BILL**  
WFST, Caribou, Me.
- LINNE, DARRELL**  
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WFIW, Fairfield, Ill.
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- LIVINGSTON, JOHN**  
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WAPI, Birmingham, Ala.
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- LUKE, HARRY**  
Swing Angel  
WNAB, Bridgeport, Conn.
- LUMPKIN, CLARENCE**  
WILA, Danville, Va.
- LUNDY, RON**  
WLCS, Baton Rouge, La.
- LUNINGHAM, BOB**  
Music to Work By  
WKAK, Stuttgart, Ark.
- LYLE, DONALD G.**  
Highway 101  
KBCH, Oceanlake, Ore.
- LYLE, VINCE**  
WJBD, Salem, Ill.
- LYNCH, BILL**  
WMCK, McKeesport, Pa.
- LYNCH, WES**  
KUIK, Hillsboro, Ore.
- LYNCH, WILLIAM G.**  
KDBS, Alexandria, La.
- LYNN, FRED**  
KWTO, Springfield, Mo.
- LYNN, LAMAR**  
WDAKapers  
WDAK, Columbus, Ga.
- LYONS, BOBBY**  
The Lyons Desk  
WQAM, Miami, Fla.
- LYONS, DUKE**  
Juke Box Review  
KAHI, Auhurn, Calif.
- LYONS, LARRY**  
Matinee  
WHLD, Niagara Falls, N. Y.

## — Mc —

- McADAMS, LARRY**  
KCRV, Caruthersville, Mo.
- McAULIFFE, TOM**  
WEIM, Fitchburg, Mass.
- McBRIDE, DICK**  
Sunday Morning with Dick  
KHAS, Hastings, Neb.
- McCARTHY, J. P.**  
Music Hall  
WJR, Detroit, Mich.
- McCARTHY, JOHN**  
Morning Line  
WPEP, Taunton, Mass.
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KLXT, Helena, Mont.
- McCARTHY, RED**  
WHGB, Harrisburg, Pa.
- McCAUGHAN, BILL**  
KBMT, Jonesboro, Ark.
- McCAULEY, JOE**  
Start the Day Right  
WIP, Philadelphia, Pa.
- McCLATCHEY, ARNOLD**  
The Big Record  
KPVA, Gamas, Wash.
- McCLELLAND, BUD**  
KDMSS, Eldorado, Ark.
- McCLELLAN, DON**  
Tops in Pops  
WETB, Johnson City, Tenn.
- McCOLLOUGH, BILL**  
KWMT, Fort Dodge, Iowa
- McCORMICK, LARRY**  
Reveille Rock  
KGFJ, Los Angeles, Calif.
- McCOY, CRAIG**  
Daybreak Serenade  
WTRW, Two Rivers, Wis.
- McCOY, GEORGE**  
Rise & Shine  
WENL, Boonville, Ind.
- McKINSTRY, WILLIE**  
WJLD, Birmingham, Ala.
- McLAINE, JOE**  
Music in the Air  
WEEU, Reading, Pa.
- McLAUGHLIN, OLLIE**  
WHRV, Ann Arbor, Mich.
- McLEAN, BRUCE**  
Time, Temperature, Tunes  
KOWN, Escondido, Calif.



**KEITH, DEANE**  
Morning Watch & Party Line  
KNFD, McAlester, Okla.

**KELABANOWSKI, STEVE**  
WLIP, Kenosha, Wis.

**KELLER, BOB**  
Kellers Kitchen Kapers  
WLBK, Lebanon, Pa.

**KELLER, O. J., Jr.**  
WTAX, Springfield, Ill.

**KELLER, ROGER**  
Magic Music  
WSAZ, Huntington, W. Va.

**KELLEY, BIG ED**  
KITL, Chehalis-Centralia,  
Wash.

**KELLY, HERMAN**  
Musical Clock  
WWKY, Winchester, Ky.

**KELLY, ROBERT**  
WRIT, Milwaukee, Wis.

**KEMBERLING, CLIFF**  
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**KENNEDY, MARK**  
KTRE, Lufkin, Tex.

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Musical Merry-Go-Round  
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**KERR, JOHN**  
WATO, Oak Ridge, Tenn.

**KERTES, JOE**  
Top Ten  
WTIG, Massillon, Ohio

**KERWOOD, ORIE**  
KMLJ, Grand Island, Neb.

**KEAERN, BOB**  
WOC, Davenport, Iowa

**KEY, GEORGIA**  
Home Digest  
WQIC, Meridian, Miss.

**KEYSER, RALPH M.**  
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WCSI, Columbus, Ind.

**KIKER, PETE**  
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WELS, Kinston, N. C.

**KILGORE, LYLE**  
KFXM, San Bernardino, Calif.

**KIMBLE, BILL**  
WNEP, Binghamton, N. Y.

**KIMBRO, ORIE**  
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WCRY, Macon, Ga.

**KINCER, JIMMY**  
Jimmies Jukebox  
WNKY, Seon, Ky.

**KING, ERNIE**  
WJAK Jackson, Tenn.

**KING, GARY**  
KCOG Centerville, Iowa

**KING, JIM**  
Pushbutton One  
WJDX, Jackson, Miss.

**KING, LARRY**  
WMTJ, Daytona Beach, Fla.

**KING, LESLIE**  
Happily Hogdown  
WKEY, Covington, Va.

**KING, WALLY**  
WJW, Cleveland, Ohio

**KINLAW, GLENN**  
WFMO, Fairmont, N. C.

**KINNEY, BOB**  
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WCHN, Norwich, N. Y.

**KINSMAN, FRANK**  
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**KIRK, STEVE**  
WFRX, Bellamae, Ohio

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WRO, Ironton, Ohio

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WTKO, Ithaca, N. Y.

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Musical Gems  
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Calif.

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KLIZ, Brainerd, Minn.

**KOENIG, DON**  
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WRFC, Athens, Ga.

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WDRG, Hartford, Conn.

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WMOK, Mefropolis, Ill.

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**KOSKUBAR, LEN**  
Good Morning  
WDR, Sturgeon Bay, Wis.

**KOST, JACK**  
KOVC, Valley City, N. D.

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WORC, Worcester, Mass.

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KMON, Great Falls, Mont.

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— L —

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**LABAR, FRANK**  
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Dawn Patrol  
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Cuz'n Calling  
WHBO, Tampa, Fla.

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WOHL, East Liverpool, Ohio

**LANG, BOB**  
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KPOA, Honolulu, T. H.

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Wake Up to Music  
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**LARSEN, BOB**  
WRIT, Milwaukee, Wis.

**LARSON, MILDRED**  
KEYZ, Williston, N. D.

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Mc. Music  
KTFX, Seattle, Wash.

**LASCHELLES, JOHN**  
WGR, Buffalo, N. Y.

**LATTO, LEW**  
WDSM, WDSM-TV,  
Superior, Wis.

**LAUBL, PAUL**  
Roseland Revue Show  
WPEP, Taunton, Mass.

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CONSULTING ENGINEERS**

**1959**

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Research, Dev. Dir....Dr. Byron W. St. Clair  
Ch. Elec. Engr.....Carmen J. Auditore  
Ch. Mech. Engr.....Sheldon Newberger  
Advertising Manager.....Emanuel Strumin  
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Nat'l. Sls. Mgr. (TV)...Ross D. Siragusa, Jr.  
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**PRODUCTS:** Magnemite Portable, VU  
 Magnemite, Weathertite VU Magnemite and  
 Weathertite Magnemite, Magneraser, Magne-  
 loop, Stereo Magnemite, Flutter Meter, A.V.C.  
 Amplifier, Secret Recorder, Flyweight Mag-  
 nemite TransMagnemite.

### 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  
 Sales 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.1, N.Y.  
 Phone: STillwell 4-5411

President.....Frank A. D. Andrea  
 Sec., Ch. Eng.....H. J. Heindel  
 Dir. of Purchasing.....Bruce B. Donald  
 Comptroller.....A. Abbene  
 Sales Mgr.....John M. Dierkes  
 Gen. Export Manager.....Ramon Masvidal  
**PRODUCTS:** Household television recei-  
 vers and Hi-Fi phonographs; special elec-  
 tronic products; military electronics.

### Andrew Corp.

363 E. 75th St., Chicago 19, Ill.  
 Phone: TRiangle 4-4400

Chairman.....Dr. V. J. Andrew  
 V.P., Gen. Mgr.....C. Russell Cox  
 Marketing Manager.....R. C. Bickel  
 Director of Marketing.....R. P. Lamons  
 Director of Engineering.....J. S. Brown  
 Director of Advertising.....E. Heitsch

#### Branch Offices

P. O. Box 416, Ridgewood, N. J.  
 Phone: GIlbert 5-2500  
 P. O. Box 296, Westwood, Mass.  
 Phone: DAvis 6-6500

### ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.  
 Claremont, Cal.  
 Phone: NATional 6-3505

### ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.  
 Phone: MOhawk 8-3348

**PRODUCTS:** UHF & VHF transmission  
 line system; Multi-V FM antenna; coaxial  
 switches, telescoping masts; low & medium  
 power TV antennas.

### Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.  
 Phone: NEw Rochelle 6-8138

President.....John Oxberry  
 Sales Manager.....Edward G. Willette  
**PRODUCTS:** Prof. & industr. animation  
 stands, spec. effects optical printers, 35 & 16  
 mm cameras, punches, accessories.

### Arthur Ansley Manufacturing Co.

New Hope, Pa.

Phone: AXtel 7-2711

President.....A. C. Ansley  
**PRODUCTS:** Printed circuits, printed cir-  
 cuit assemblies.

### Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.  
 Phone: ALpine 4-5511

President.....Bruce Merrill  
 Secretary.....Edward Furman  
 Treasurer.....Nelson Wirick  
 Sales Manager.....Roy G. Goodman  
**PRODUCTS:** Closed circuit & community  
 TV system eqpt., antenna site eqpt., distribu-  
 tion amplifiers, line splitters & tap boxes,  
 matching transformers, cable lashers, com-  
 bining networks, filters, fixed pads.

### Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.  
 Phone: PRescott 9-3900

President.....Arthur Green  
**PRODUCTS:** Rebuilders of CR tubes.

### Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.  
 Phone: GEDney 8-5500

Sales Manager.....R. C. Reinhardt  
**PRODUCTS:** Microphone stands, booms,  
 & all types of supports for TV.

### Audio Accessories

279 Broadway, Amityville, N. Y.  
 Phone: MYrtle 1-7080

Chief Engineer.....F. S. Hall  
**PRODUCTS:** Patch cords, jack panels,  
 cables test sets, video patch panels.

### Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-6640

President.....Wm. C. Speed  
 Vice-President-Sec. ....Bryce Haynes  
 Advertising Manager.....Rolf Haag

#### Silicon-Rectifier Div.

620 E. Dyer Rd., Santa Ana, Cal.  
 Phone: KImberly 5-8241

V.P. in Charge.....Alan Bodge  
**PRODUCTS:** Recording discs (Audio-  
 discs), recording and playback points (Au-  
 dio-points), Magnetic Recording Tape (Au-  
 diotape), Magnetic Recording Film (Audio-  
 film).

### Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.  
 Phone: ORegon 5-7820

President.....C. J. LeBel  
**PRODUCTS:** Intermodulation meters,  
 audio test eqpt. & reverberation generators.

### 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.

# EQUIPMENT MANUFACTURERS

## Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.  
Phone: PLaza 7-3091

Manager.....C. R. Paulson  
PRODUCTS: Special effects eqpt., arc & still bkgrnd. projectors, vidi-script prompt-ing system.

## Auricon Div., Berndt-Bach, Inc.

6900 Romaine St., Hollywood, Calif.  
Phone: HOLlywood 2-0932

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., Tomboy.

## 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  
Treasurer.....Ernest O. Salman  
Assistant Treas.....P. Schoenfeld  
Secretary.....R. M. Dreyfuss  
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

## 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.

## Bauer Electronic Mfg. Co.

3728 Southwood Ave., San Mateo, Cal.  
Phone: FLReside 5-0897

Owner.....F. Bauer  
PRODUCT: AM broadcast transmitters.

## E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.  
Phone: GILbert 4-7586

Owner.....E. J. Baughman  
Manager.....E. C. Baughman  
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

## Bausch & Lomb Optical Co.

683 St. Paul St., Rochester 2, N. Y.  
Phone: LOenust 2-3000

N. Y. Phone: CIRCLE 7-5400

Pres.....Carl S. Hallauer  
PRODUCTS: Balopticon TV slide projec-tion and motion picture camera lenses.

## Bayside Timers

45-25 162nd St., Flushing 58, N. Y.  
Phone: INdependence 3-8935

Gen. Mgr.....Gale Dorothea  
PRODUCTS: Design and manufacture tim-ers, 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-televi-sion towers and antennas).

## Bell and Howell Company

7100 McCormick Blvd., Chicago 45, Ill.  
Phone: AMBassador 2-1600

Manager.....George L. Oakley  
PRODUCTS: Photographic equipment and closed circuit installations.

## Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.  
Phone: JUDson 6-1350

President.....Martin Sugar  
Service Manager.....James Bronis  
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial con-nectors.

## Benco Television Associates, Ltd.

27 Taber Rd., Rexdale, Ont.  
Phone: CHerry 4-4295

President.....P. Freen  
PRODUCTS: Community antenna and dis-tribution systems.

## Bendix Aviation Corp.

(Red Bank Div.)

Eatontown, N. J.  
Phone: 3-2000

General Manager.....E. F. Kolar  
Pur. Dir.....L. Fyfe  
PRODUCTS: CR and special purpose tubes.

## Charles Beseler Co.

219 S. 18th St., East Orange, N. J.  
Phone: ORange 6-6500

General Manager.....H. H. Myers  
PRODUCTS: Projectors.

## Blaw-Knox Equipment Div.

Box 1193, Pittsburgh, Pa.  
Phone: STerling 1-2700

Mgr., Tower & Antenna.....R. A. Troman  
PRODUCTS: Steel towers for AM and FM.

## Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.  
Phone: MARket 2-8151

Sales Mgr.....Joseph H. Kerner  
PRODUCTS: TV amplifiers, UHF con-verters, video monitors, field strength meter VHF amplifiers, TV di-tribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for par-TV or auxiliary public service broad-cast).

## EQUIPMENT MANUFACTURERS

### Bodde Projector Company

11541 Brad'ey Ave., San Francisco, Cal.  
Phone: EMpire 5-2551

President.....B. M. Bodde, Jr.  
PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

### Browning Laboratories, Inc.

750 Main St., Winchester, Mass.  
Phone: WInchester 6-3700

President.....G. G. 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.

### Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.  
Phone: HARRison 7-8393

President.....George Drucker  
PRODUCTS: TV lenses, special mounts; "Videoptics" processing eqpt.

### Calbest Electronics Co.

4801 Exposition Blvd., Los Angeles 16, Calif.  
Phone: REpublic 1-7291

President.....I. Dubin  
Dir. of Engineering.....Herbert Fremont  
Chief Engineer.....Harold Parker  
Dir. Merch.....Charles B. Epstein  
Purchasing Agent.....Murray Epstein

PRODUCTS: Manufactures TV and radio chassis, radio intercom systems, high fidelity components.

### Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-2353

President.....Robert G. Metzner  
PRODUCTS: Portable transcription players, high fidelity magnetic tape recorders.

### Calvideo Tube Corp.

5222 W. 104th St., Los Angeles, Calif.  
Phone: OREGon 8-3995

President.....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.

### The Camera Mart, Inc.

1845 Broadway, New York 23, N. Y.  
Phone: PLaza 7-6977

President.....Irving Browning  
Treasurer.....H. V. Browning  
Secretary.....Anna Browning  
Manager.....Samuel Hyman  
Promotion.....Paul Meistrich  
PRODUCTS: Mfg. sls., rental of professional motion picture & TV production eqpt., incl. cameras, sound recording, lights, dollies, film editing eqpt.

### Canadian General Electric Co., Ltd.

Royce Works, 830 Lansdowne Ave.,  
Toronto 4, Ont.

Phone: LENnox 4-6511  
(Electronic Equipment & Tube Dept.)  
V.P., Gen. Mgr.....R. M. Robinson  
Mgr. Marketing.....I. A. Mayson  
Mgr. Bcst. Sls. & Planning.....C. E. Spence  
Broadcast Sales.....E. J. Gareau  
Adv. & Sales Prom.....M. D. Locke  
PRODUCTS: Complete AM & TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of all electronic products.

### Canadian Marconi Co.

2442 Trenton Ave., Mt. Royal, Montreal  
Phone: REgent 8-9441

President.....S. M. Finlayson  
Asst. Gen. Manager.....W. H. Hopkins  
Mgr., Comm. Products Div...W. R. Bitcheno  
Comm. Sales Manager.....J. H. Martin  
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 Corporation

216 W. 14th St., New York 11, N. Y.  
Phone: WATkins 4-5900

Chmn. Bd. Dirs.....Benjamin Gross  
President.....Robert A. Gross  
Vice President.....Alfred P. Hummers  
Secretary.....S. L. Fine  
Treasurer.....Thomas L. Donnelly



## EQUIPMENT MANUFACTURERS

PRODUCTS: AM & FM radio, high fidelity radio phonographs, incl. stereo phonographs.

### Caterpillar Tractor Co.

600 W. Washington St., E. Peoria, Ill.

Phone: 6-3311

N. Y. Phone: Circle 5-9054

V.P., Engine Div. . . . . H. H. Howard  
Sales Manager . . . . . J. H. Gill  
Asst. Sls. Mgrs. . . . . H. J. Hunkele, J. P. Morgan

PRODUCTS: Diesel electric sets for use as prime or emergency power.

### CBS-Hytron

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.

Phone: SPring 4-2360

Newark, N. J.: Market 3-5832

Melrose Pk., Ill.: EStebrook 9-2100

Los Angeles, Cal.: RAYmond 3-9080

President . . . . . Arthur L. Chapman  
V.P., Gen. Mgr., Semi-conductor  
Oper. . . . . Robert G. Murchisio  
V.P., Gen. Mgr., Receiving Tube  
Oper. . . . . Michael Callahan  
V.P., Marketing . . . . . Reed V. Bontecou  
V.P., Engineering . . . . . Norman L. Harvey  
Mgr. Mktg. Adm. . . . . Roy A. Juusola  
Eqpt. Sls. & Govt. Sls. Mgr.

Louis H. Niemann

Controller . . . . . Walter J. Hungerford  
Credit Mgr. . . . . Malcolm S. Jones  
Advertising Mgr. . . . . Harry C. Burnett  
Dir. of Purchasing . . . . . Edward R. Carroll  
Dir. of Personnel . . . . . Albert S. Nelson  
Distributor Sales Mgr. . . . . John H. Hauser  
Export Div. . . . . CBS International  
Supvr. Research & Dev. (Tubes)

Dr. Philip N. Hambleton

Mgr., Rec. Tube Dept. . . . . Elwood W. Schafer

#### Plant Managers

Danvers . . . . . Charles E. Coffin  
Lowell . . . . . Edward J. Quirk  
Newburyport . . . . . Joe C. Harmony

PRODUCTS: Electron tubes and semiconductor products; audio components.

### Century Lighting, Inc.

321 West 43rd St., New York 36, N. Y.

Phone: CII 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 dimmerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

### Cinema Engineering

1100 Chestnut St., Burbank, Calif.

Phone: Victoria 9-5511

General Manager . . . . . James L. Fouch  
Sales Service Mgr. . . . . Gloria M. Smith  
N.Y.C. Representative . . . . . Sidney H. Baum

PRODUCTS: Audio attenuators, equalizers, amplifiers, power supplies.

### Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.

Phone: MOntröse 4-2435

President . . . . . Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

### CMG Industries—Ideas, Inc.

214 Ivinson, Laramie, Wyo.

Phone: FRanklin 5-2597

N. Y. Phone: BEekman 3-3240

PRODUCTS: Electriduct—Stumbleproof over-the-floor electrical extension cords. Flexiduct—Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc., wiring.

### Cohu Electronics, Inc.

5725 Kearney Villa Rd., San Diego, Cal.

Phone: BRowning 7-6700

Sales Manager . . . . . S. S. Sievers

PRODUCTS: Viewfinder studio cameras, sync generators, camera chains.

### Collins Radio Co.

315 - 2nd Ave., Cedar Rapids, Iowa

Phone: EMpire 3-2561

N. Y. Phone: MUrray Hill 7-6740

Best. Sales Mgr. . . . . John M. Haerle

#### Branch Offices

Richardson Bldg., Dallas, Tex.

Phone: ADams 5-4511

Regional Sales Mgr. . . . . T. A. Farrell

261 Madison Ave., New York, N. Y.

Regional Sales Mgr. . . . . W. J. McKnight

2700 W. Olive, Burbank, Cal.

Phone: THornwall 5-1751

Regional Sales Mgr. . . . . G. T. Tasto

Central Reg. Sls. (Home off.) . . . . G. Bergmann

PRODUCTS: AM Broadcast transmitters, antenna phasing, FM antennas, TV-STL broadcast and recording audio eqpt. & TV weather radar.

### Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.

Phone: ORegon 9-0400

General Manager . . . . . A. W. Schneider

PRODUCTS: Broadcast public address & audio systems, video & distribution systems.

### Communications Products Co.

State Hwy. 79, Marlboro, N. J.

Phone: FReehold 8-1880

Manager . . . . . J. L. Bernard

PRODUCTS: Antennas for base sta. & vehicular use, coaxial cable & connectors.

### Community Engineering Corp.

Box 824, State College, Pa.

Phone: Adams 7-7221

President . . . . . James R. Palmer

Vice-President . . . . . Floyd B. Fischer

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for com-

## EQUIPMENT MANUFACTURERS

community antenna, master, closed circuit, educational & industrial systems. Ultra low noise pre-amplifiers. Wide band sweep generators. Custom contract manufacturing.

### **Comprehensive Filmtreat, Inc.**

421 W. 54th St., New York 19, N. Y.  
Phone: CO 5-0372

President ..... Michael Freedman  
Vice-Pres. .... Stanley Gitner  
Sec'y. Treas. .... Jane Leni  
PRODUCTS: Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

### **Conrac, Inc.**

19217 E. Foothill Blvd., Glendora, Calif.  
Phone: EDgewood 5-1241

President ..... W. J. Moreland  
Vice-Pres., Engr. .... J. Grayson Jones  
Vice-Pres., Mfg. .... R. M. Alston  
Treasurer ..... K. L. Peyton  
Secretary ..... P. C. Kemp  
PRODUCTS: Color monitors and monochrome monitors. Off-the-air receivers for monitoring and re-broadcast applications.

### **Consolidated Tower Service**

1123 Michigan Ave., Fort Wayne 6, Ind.  
Phone: ANthony 7-0202

General Manager ..... N. I. Swager  
PRODUCTS: Erect, sell & service towers, spec. in package deals.

### **Continental Electronics Manufacturing Company**

4212 S. Buckner Blvd., Dallas 27, Tex.  
Phone: EVERgreen 1-1137

President ..... James Weldon  
Sales Mgr. .... Thomas B. Moseley  
PRODUCTS: AM Broadcast transmitters (both standard and short wave).

### **John A. Costelow Co., Inc.**

125 Kansas Ave., Topeka, Kansas  
Phone: CENTral 3-6598

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-Pres. .... Robert J. Sloan  
Vice-Pres., Sales. .... Erle R. Monesmith  
Mgr., Illumination. .... J. S. Haney  
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

### **Cubic Corp.**

5575 Kearny Villa Rd., San Diego 11, Calif.  
Phone: BR 7-6780

President ..... Walter J. Zahle  
Vice-President ..... R. V. Werner  
PRODUCTS: Microwave test equipment and components.

### **Dage Television Div.**

(Thompson Ramo Wooldridge, Inc.)  
W. 10th St., Michigan City, Ind.  
Phone: TR 4-3251

General Manager ..... J. L. Lahey  
Asst. Gen. Mgr. .... W. T. Relyea  
Chief Eng. .... J. Alinsky

PRODUCTS: Closed circuit TV cameras & monitors; professional best. TV systems; transistorized portable TV cameras & transmitters; kinescope recorders.

### **Da-Lite Screen Co., Inc.**

Warsaw, Ind.

Phone: AMherst 7-8101

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.

### **Daven Co.**

530 W. Mt. Pleasant Ave., Livingston, N. J.  
Phone: WYman 2-4300

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. Stereo tuners & amplifiers.



# EQUIPMENT MANUFACTURERS

## 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, Utili-  
con camera tube, PC 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, develop-  
ment and production.

## Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio  
Phone: AX 9-2123  
N. Y. Phone: OX 7-2800

Product Manager.....J. M. Hogan  
Comm. Sales Mgr.....J. R. Hayden  
Tower Design Mgr.....Orville Pelkey  
PRODUCTS: Broadcast Antenna Towers.

## Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.  
Phone: SWarhmore 1-1000

Chmn. Bd. Dirs., Gen. Mgr.....Dr. Allen  
B. DuMont  
President.....David T. Schultz  
V.P., Research & Engr.....Dr. Thos. T.  
Goldsmith, Jr.  
Asst. Gen. Mgr.....Nicholas De Falco  
Controller.....Eugene J. Tanner  
Asst. Treas.....Robert W. Norcross  
General Counsel.....George Etkin  
Ind. Rel. Dir.....Edward Van Houten  
Public Relations Director.....Hy Brodsky

### TUBE OPERATIONS

Manager.....Joseph P. Gordon  
Dir. of Purch.....William I. Voss  
Engineering.....Albert E. Beckers

### INDUSTRIAL ELECTRONICS DIVISION

760 Bloomfield Ave., Clifton, N. J.

Manager.....Robert K. Clifford  
Instr. & Automotive....Morton G. Scheraga  
Industr. TV, Mobile Radio  
Kenneth F. Petersen

### MILITARY ELECTRONICS DIVISION

35 Market St., East Paterson, N. J.

### WEST COAST PLANT

11800 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: CRanite 7-4271

Director.....R. T. Cavanagh

### INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.  
Phone: PLaza 1-1632

Director.....Ernest A. Marx  
Asst. Dir.....Robert I. Gaines

### 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: Industrial & spec. cathode-  
ray tubes, photosensitive devices, oscillo-  
scopes & related scientific instruments, auto-  
motive test eqpt., 2-way mobile radio, in-  
dustrial closed circuit TV, radar, data dis-  
play devices.

## Dynamic Electronics-New York, Inc.

87-46 123rd St., Richmond Hill, L. I., N. Y.  
Phone: IH 1-4400

President.....J. M. Winer  
Exec. V.P.....S. Levy  
V.P. Govt. Div.....J. D. Winer  
V.P. Engineering.....Pat Gale  
Treasurer.....Louis Faferman  
Secretary.....George Ginsburg  
Chief Engineer.....Edward Keiser  
Field Engineer.....Lenard Schwartz  
Contract Engineer.....Murray Mayerson  
Design Engineer.....Stanley Brenner  
Product Engineer.....William Brenner

PRODUCTS: (AM-FM) Radio-phono com-  
binations (dynamic); contract private brand  
(AMC & Hudson); tuners & tuner amplifiers.  
(TV) "Filterenna" indoor TV-FM antenna;  
hi-pass & lo-pass filters; tri-set couplers;  
speaker selectors; "quadnaural" speaker sys-  
tems.

## 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 III 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, camera lenses, televi-  
sion film projectors.

## Edison Electronic Company

1902 N. Third St., Temple, Texas  
Phone: PRospect 3-3901

Owner.....M. Edison

PRODUCTS: Sta. frequency measuring  
service, communications receivers & trans-  
mitters.

## Eitel-McCullough, Inc.

San Bruno, Calif.  
Phone: JUnO 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 trans-  
mitting tubes.

## Electrical Tower Service, Inc.

325 S. W. Washington St., Peoria 2, Ill.  
Phone: 3-9846

President.....Stanley Bernstein  
PRODUCTS: Erection and maintenance of radio & 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., Best. Microphones.....L. R. Burroughs  
PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

## Electron Corp.

747 S. Central Expressway, Richardson, Tex.  
Phone: ADams 5-3424

President.....M. Zimmerman  
PRODUCTS: Closed-circuit cameras.

## Electronic Applications, Inc.

194 Richmond Hill Ave., Stamford, Conn.  
Phone: DAvis 5-1574

President.....V. J. Skee  
PRODUCTS: Turntables, microphones, monitor loudspeakers, tape recorders.

## Electronics Development Co., Inc.

3743 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 duplexing 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. F. 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

President.....Harry Diamond  
PRODUCTS: Manufactures towers.

## Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.  
Phone: SWarthmore 5-3400

President.....B. Abrams  
Secretary-Treasurer.....M. Abrams  
Exec. Vice-Pres.....Dorman D. Israel  
Sr. V.P., Purch., Cons. Prod.

Engr., Mfg.....Harvey Tullo  
V.P. Govt. Elec.....Morton P. Rome  
V.P., Research Lab.....Harold Goldberg  
V.P., Gov't Rel.....John D. Small  
Dir. of Sales.....Arnold M. Henderson  
Dir. of Adv.....Eugene Van Cleve  
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 Pgms.

## Engineering Assoc.

434 Patterson Rd., Dayton 19, Ohio  
Phone: AXminster 3-1662

President.....C. C. Littel  
PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies.

## Entron, Inc.

4902 Lawrence St., Bladensburg, Md.  
Phone: APpleton 7-9585

President.....H. M. Diambra  
V.P., Sales.....R. J. McGeehan  
Secy., Treas.....H. M. Kannee  
Research Director.....H. Blum  
Information Director.....G. Boros

PRODUCTS: Engineer & mfg. community antenna TV systems & closed circuit, educational, & industrial TV systems; & master hotel, motel, & apt. antenna systems. Amplifiers: distribution; mixing, TV; TV; wide-band. Multi-set attenuators, R-F & I-F. TV boosters. R-F & Video coaxial cable. TV & UHF-to-VHF converters.

## Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.  
Phone: BEnsonhurst 6-2755

President.....A. R. Lieberman  
Vice President.....T. S. Block  
Chief Engineer.....Paul Smith  
Production Mgr.....Anthony Umina  
Purchasing Agent.....Ernie Cooke  
Controller.....L. Saqqal

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations. Import manufacturers for German & Japanese prods.

## Fairchild Camera & Instrument Corp.

Robbins Lane, Syosset, Long Island, N. Y.  
Phone: WElls 1-4500

PRODUCTS: (AM-FM) Miniature beacon transmitters. Automatic voice data link. Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

## Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City  
Phone: STillwell 4-6163

President.....Sherman M. Fairchild  
Exec. Vice-Pres., Sls. Mgr....Ruben E. Carlson  
PRODUCTS: Professional magnetic tape, disc recording and playback equipment in-

# EQUIPMENT MANUFACTURERS

cluding pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

## Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.  
Phone: NE 6-1300

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 & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.  
Phone: ATlantic 7-7303  
Manager.....C. H. Fisher

PRODUCTS: Erecting, lighting, painting & servicing towers & ground systems.

## Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.  
Phone: EXeter 2-2500

President.....Avery R. Fisher  
V.P.'s.....B. L. Arons, F. L. Mergner,  
W. J. O'Donnell, J. J. Parks  
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  
Secretary.....Shirley Babb

PRODUCTS: Mfg., sls., & rental of everything in 16 & 35 mm motion picture eqpt.

## Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.  
Phone: Pilgrim 4-6090

Asst. Sales Mgr.....John Mahler  
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.

## Jack A. Frost

231 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 91, Mass.  
Phone: Hillcrest 4-095

General Manager.....C. W. Coleman

PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennas.

## 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. Pezoldt  
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: Capital 8-8536

1133 Spring St., N. W., Atlanta, Ga.

Phone: TRinity 6-0369

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

## General Communications

Box 169, Fort Atkinson, Wis.  
Phone: JORDAN 3-5547

President.....E. D. Petersen  
Secy.-Treas.....C. O. Bell

PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

## General Electric Co.

Electronics Park, Syracuse, N. Y.  
Phone: Granite 6-4411

N. Y. Phone: Plaza 1-1311

Industrial Electronics Division

Technical Products Department

Vice-Pres., Gen. Mgr.....C. K. Rieger  
TV Receiver Dept.

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman  
Manager Marketing.....Jack S. Beldon  
Mgr. Sales Planning.....Jos. F. Effinger  
Mgr. Adv. & Sales Prom.....Dale O. Akridge

PRODUCTS: TV Receivers—monochrome and color.

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

## EQUIPMENT MANUFACTURERS

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 3-2401

General Manager.....L. B. Davis

### *Receiving Tube Dept.*

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

General Manager.....I. 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 6-4411

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 6-4411

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. Garman  
Pres., Gen. Mgr.....J. W. Murray  
Vice Pres.....Blair Foulds  
Sales Manager.....N. M. Marshall

PRODUCTS: Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

## General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WHitney 3-3140

President.....C. C. Carey

Vice-Pres. for Sales.....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.

## Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.

Phone: RAvenswood 1-0400

President.....Henry Fogel

Sales Director.....Herbert A. Frank

V.P. Chg. Mfg.....Seymour Napolin

PRODUCTS: FM radios; FM-AM radios; FM tuners; FM-AM stereophonic phonograph consoles.

## Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.

Phone: DAYton 8-2600

President.....B. E. Alpern

PRODUCTS: Manufactures and erects towers.

## Gray Manufacturing Co.

16 Arbor St., Hartford, Conn.

Phone: ADams 3-1271

Sales Manager.....N. Barnes

PRODUCTS: Turntables, tone arms & pre-amplifiers.

## Graybar Electric Co., Inc.

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

Phone: LEXington 2-4000

Sales Manager.....J. O'Connell

PRODUCTS: Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

## Guild Radio & TV Co.

460 N. Eucalyptus 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, & Teakettle radios; Grafonola, Bonnet Box, & Ginger Bread Bin AM-FM high fidelity stereo radio-phonograph combinations.

# EQUIPMENT MANUFACTURERS

## Hallamore Electronics Co.

(Div. of The Siegler Corp.)

Pres., Siegler Corp. . . . . John G. Brooks  
Pres., Hallamore Electronics

Exec. V.P. . . . . Lloyd G. Hallamore  
John J. Burke

PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

## J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.  
Phone: UNIVERSITY 4-2115

President. . . . . J. M. Hamilton  
Vice President. . . . . Mrs. Marie C. Hamilton

## 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  
Sls. Mgr., Engr. Prod. . . . . L. C. Menket  
Sls. Mgr., Comm'l Prod. . . . . F. Lester  
Vice-Pres., Eng. . . . . R. M. Daugherty  
Secy. & Compt. . . . . Walter Knorr  
Advertising & Promotion

Manager. . . . . Lescarboura Agency  
Personnel Director. . . . . George Froeblich  
Purchasing Manager. . . . . William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

## The Harwald Company

1245 Chicago Ave., Evanston, Ill.  
Phone: DAVis 8-7070

President . . . . . Robert Grunwald  
Acting Sales Mgr. . . . . Howard Bowen  
Technical Director. . . . . Richard R. Wallace  
Movie-Mite Div. . . . . Paul J. Browder  
Sales Engineer. . . . . Sam Caldwell  
Field Engineer. . . . . Ray Short

PRODUCTS: (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

## Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.  
Phone: WHIttehall 3-0465

President . . . . . Sidney Swislow  
Vice-President, Gen. Mgr. . . . . J. H. Lippman

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: ILLInois 9-0800

President. . . . . Frank A. Hinners  
V.P., Treas. . . . . Leo J. Galanek  
Sales Manager. . . . . Arthur Howard  
Chief Engineer. . . . . Daniel P. Brand  
Purchasing . . . . . Mildred Towey  
General Manager. . . . . Jerry Di Mucci  
Credit Manager. . . . . Grace V. Ramey  
Prod. Mgr. . . . . Paul Swist  
Traffic Mgr. . . . . Mach Wachs  
Chief Mechanical Eng. . . . . Zenon B. Salij

PRODUCTS: AM: 1s, 5s, 6-tube table & clock radios, Six-transistor portable Texon & plastic cases, Stereo phonographs.

## Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.  
Phone: RICHmond 7-4488

President. . . . . H. Leslie Hoffman  
Vice-Pres., Treas. . . . . C. E. Underwood  
Secretary. . . . . H. S. Hazeltine  
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  
V.P., Mfg. . . . . J. Stevens  
V.P., Admin. . . . . M. G. Whitney  
V.P., Engr. . . . . C. A. Nichols  
V.P., Styling. . . . . J. Portanova  
Asst. Sls. Mgr. . . . . D. D Spence  
Asst. Sls. Mgr., Radio  
& Hi-Fi. . . . . J. B. Chadwell  
Advt Mgr. . . . . W. Baldwin  
Sls. Prom. Mgr. . . . . D. Van Winkle  
Prod. Mgr. . . . . F. J. Vogt  
Quality Control Dir. . . . . H. Roemer

### Laboratories Division

President. . . . . J. D. McLean  
Treasurer. . . . . J. Kuhner  
V.P., Electro-Mech. . . . . L. Mendelsohn  
V.P., Operations. . . . . G. M. Hafner  
V.P., Engr. . . . . R. A. Maher  
Dir. of Manufacturing. . . . . E. E. Davis  
Director of Purchasing. . . . . R. A. Gingrich  
Dir. Military Sales. . . . . J. C. Anderson  
Advertising Director. . . . . W. H. Herrman

### Semiconductor Division

Exec. Vice President. . . . . M. E. Paradise  
Treas. Asst. Gen. Mgr. . . . . J. S. McGee  
V.P., Marketing. . . . . R. N. Golbach  
V.P., Research. . . . . Dr. M. B. Prince  
V.P., Engr. . . . . J. R. Madigan  
V.P., Manufacturing. . . . . R. L. Sigwell  
Advertising Director. . . . . R. Saichek

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

## Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.  
Phone: 1228

Chief Eng. . . . . Luther Holt  
PRODUCTS: Community TV, Cable

## EQUIPMENT MANUFACTURERS

equipment, preamps, head end A.G.C. units.  
Crystral control converters, V.H.F., U.H.F.

### Houston-Fearless Corporation

11801 W. Olympic Blvd., Los Angeles, Calif.  
Phone: BRadshaw 2-4331

Asst. Sales Mgr. .... A. J. Kjontvedt  
Vice-President. .... K. B. Elliott

PRODUCTS: Pedestals, friction heads,  
geared heads, dollies, cranes, remote control  
heads, etc.

### Huggins Laboratories, Inc.

711 Hamilton Ave., Menlo Park, Calif.  
Phone: DAVenport 3-0013

President. .... Richard A. Huggins  
Chief Engineer. .... Lester Roberts

PRODUCTS: Manufacturer and developer  
of traveling wave tubes, backward wave  
oscillators and associated solenoids.

### Hughey & Phillips, Inc.

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 flashers,  
special junction boxes, microwave tower light  
control & alarm systems, and complete kits  
for: tower lighting, sleet melter power and  
control.

### Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.  
Phone: GREGORY 3-0900

President. .... Horace Atwood, Jr.  
Sales Manager. .... R. J. Harrington

PRODUCTS: Monochrome and color mon-  
itors, special ITV equipment.

### Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.  
Phone: GENEVA 806

Vice President. .... R. K. Soderquist

PRODUCTS: Inert gas-filled thyratrons for  
use in TV studios in the dimming circuits of  
main control panels. Our tube types for  
above use include: 5665/C16J, 718 & 710/  
6011.

### 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.

### Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.  
Phone: WORth 6-0790

President. .... B. B. Grossman  
Secy., Treas. .... M. Grossman

Vice President. .... E. J. Porto

PRODUCTS: Mullard products: Audio &  
radio & spec. purpose tubes; semi-conductor  
& photo conductive devices; ultrasonic eqpt.;  
electrical testing apparatus.

### 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,  
Jas. Murtagh

Secretary. .... Jacob Karp  
Treasurer. .... Eugene Zukor

Asst. Secy.-Treas. .... Stanley A. Wainer  
Asst. Secy. .... Arthur Israel, Jr.

PRODUCTS: Telemeter system of Pay-as-  
You-See TV.

### Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.  
Phone: BOWling Green 9-3800

V.P. Chg. Marketing. .... P. R. Roehm

PRODUCTS: Mobile radio systems, closed-  
circuit TV systems, tubes, rectifiers & con-  
densers.

### 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.

### ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.  
Phone: NUTley 2-3600

N. Y. Phone: BOWling Green 9-3800

President. .... Burrell A. Parkhurst  
V.P. Chg. Mfg. .... William P. Maginnis

V.P. Chg. Mktg. .... Frank M. Viles, Jr.  
Comptroller. .... George Neaderhouser

Advertising Manager. .... Edward L. Shaw

PRODUCTS: Selenium & silicon rectifiers,  
tantalum & aluminum capacitors, hermetic  
seals, miniature switches, power, traveling  
wave, hydrogen thyratron & image storage  
tubes.

### ITT Federal Division

100 Kingsland Road, Clifton, N. J.  
Phone: NU 2-3600

President. .... Delbert L. Mills  
Vice President. .... Theodore M. Douglas

V.P., Administration. .... Robt. E. Chasen  
V.P., Engr. .... Walter H. Hawk

Pub. Rel. Dir. .... Joseph A. Abbott  
General Sales Manager. .... John D. Phelan

# EQUIPMENT MANUFACTURERS

Purchasing Agent.....Charles Messner  
PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

## ITT Laboratories

(A Div. of International Tel. & Tel. Corp.)  
500 Washington Ave., Nutley 10, N. J.  
Phone: North 1-1100

President.....Henri Busignies  
V.P.s.....Andre G. Clavier, Peter C. Sandretto, Arnig G. Kandoian

Lab Director.....William Siehak  
PRODUCTS: Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

## Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.  
Phone: Baldwin 4-0367

President.....J. Myron Fulkerson  
Purchasing Agent.....James A. Hawkins  
Secy-Treas.....J. E. Beery  
PRODUCTS: Radio-TV-Marine electronics.

## Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.  
Phone: Circle 7-1429

President.....Claude Frederjek  
Vice President.....Grace V. Frederjek  
PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files projection eqpt., rear & front screen & overhead projection.

## Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: Portsmouth 7-7600  
PRODUCT: Loudspeakers.

## Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.  
Phone: LOcust 4-0707  
N. Y. Phone: SYeamore 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.

## Johns-Manville

22 E. 40th St., New York 16, N. Y.  
Phone: LExington 2-7600

Manager.....P. J. Washburn  
PRODUCT: Acoustical materials.

## E. F. Johnson Co.

Waseca, Minn.  
Phone: 990

General Manager.....E. F. Johnson  
General Sales Mgr.....F. T. Herbig Jr.  
PRODUCTS: Antenna insulators, RF contactors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible &

rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before-break switches, counter dials, feed-thru bowl insulators.

## Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.  
Phone: DAVenport 6-5050

Manager.....F. Genocchio  
PRODUCTS: Mobile radio telephone eqpt.; AM & FM transmitters & receivers.

## Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.  
Phone: FReeport 9-8300

President.....Leonard R. Kahn  
V.P. Chg. of Sls.....Kenneth B. Boothe  
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Symmetra-peak, a network to maintain symmetrical waveform modulation (AM-FM); compatible stereophonic transmission method for AM-FM transmitters. (TV) Symmetra-peak, a network to maintain symmetrical modulation on TV audio channels.

## Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.  
Phone: CALdwell 6-1000

Partner.....Harry R. Foster  
Partner, Chief Engr.....Elmo E. Crump  
Sales Manager.....John Gilmore  
PRODUCTS: Broadcast test equipment.

## Kent Television, Inc.

505 Driggs Ave., Brooklyn 8, N. Y.  
Phone: EVergreen 8-2272

General Manager.....Jack Mendelson  
Sales Manager.....Benjamin Wax  
Prod. Mgr.....L. Hechtlinger  
PRODUCTS: Hi-Fi stereo & TV units.

## Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)  
Owens-Illinois Bldg., Toledo 1, Ohio  
Phone: ClEery 2-6513

Montclair, N. J. Phone: PUlgrim 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.  
Sl. Mgr., Electronic Prods. Div., J. P. Gleason  
Mgr. New Products.  
Electronic Prods. Div.....G. P. Molloy  
PRODUCTS: TV bulbs.

## Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.  
Phone: AL 4-0301

President.....B. H. Kline  
Sales Manager.....J. R. Trotter  
Chief Engineer.....E. L. Anderson, Jr.  
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.



# EQUIPMENT MANUFACTURERS

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 Rotolocator and SAF-PATCH automatically non-arching cross-connecting boards, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory Boards.

## Kollmorgen Optical Corp.

347 King St., Northampton, Mass.  
Phone: JUSTICE 4-0280

President.....E. O. Kollmorgen  
Vice-President.....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.....Emanuel Jasuik

PRODUCTS: TV tubes, cathode ray tubes.

## Kuthe Laboratories, Inc.

730 S. 13th St., Newark, N. J.  
Phone: BIdgelow 2-6000

President.....W. P. Maginnis  
Sls. Eng.....H. M. Brady

PRODUCTS: Hydrogen thyratrons.

## Lambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.  
Phone: STate 3-2400

President.....L. W. Mallach  
Sls. Mgr.....H. L. Arment

PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

## Langevin

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City I, N. Y.  
Phone: RAvenswood 9-1850

Manager.....A. Schneider  
Chief Engineer.....Charles Langabeer

PRODUCTS: Langevin Mfg. Corp. audio & electronic equipment, magnetic amplifiers, pulse transformers & mil. & comm'l transformers for electronics industry.

## Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.  
Phone: WHitehall 4-1424

Gen. Sls. Mgr.....E. A. Murphy  
Ch. Eng. (Tower Dept.).....F. 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.

## Ling Systems, Inc.

11949 Vose St., N. Hollywood, Cal.  
Phone: STANley 7-3441

President.....F. W. Bailey  
V.P. Sales.....R. H. Goodwin  
V.P. Engr.....P. D. Bayless  
V.P. Prod.....D. L. Tatro  
Secy., Treas.....Lee Webster

PRODUCTS: Microwave relay systems, microwave antennas and components for TV, remote, STL & off-air pickups, incl. intercity microwave. Vidicon camera chains. Microvan complete remote pickup unit.

## John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.  
Phone: WOODlawn 4-0487

PRODUCTS: Antenna supporting poles & transmitting antennas.

## Lymar Engineers, Inc.

1432 N. Carlisle St., Philadelphia 21, Pa.  
Phone: STEvenson 7-4450

President.....Edward M. Beeler  
Vice-President.....Samuel Sabaroff  
Secy.-Treas.....Donald R. Trilling

PRODUCTS: Community TV Antenna Systems, impedance matching devices, amateur radio gear.

## Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.  
Phone: FIREside 8-7511

President.....W. E. Stevenson  
Sls. Mgr., Power tube div.....R. E. Nelson  
Field Engineers, Eastern

District.....C. Kirka, G. J. Taylor  
Field Engineer, Central

District.....D. S. Frankel  
Field Engineer, West Coast

District.....E. H. Gilbert  
Sls. Prom. Mgr.....R. N. Rose

PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

## Magnasync Manufacturing Co., Ltd.

5546 Satsuma Ave., North Hollywood, Cal.  
Phone: STANley 7-5493

President.....D. J. White  
V. P.'s.....W. H. Stutz, J. W. Green  
Sls. Mgr.....H. V. Auchstetter

PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

## The Magnavox Company

2131 Bueter Rd., Ft. Wayne 4, Ind.  
Phone: EASTbrook 9721

## EQUIPMENT MANUFACTURERS

Chairman.....Richard A. O'Connor  
 President.....Frank M. Freimann  
 V.P., Secy.....Gerard M. Ungaro  
 V.P., Treas.....John S. Sturgeon  
 V.P.'s.....Edwin S. Pridham, Maj. Gen'l.  
 Geo. F. Smith

General Comptroller.....J. A. Robinson, Jr.  
 Corporate Comptroller.....Jack W. Schrey  
 Asst. Secy.'s.....Catherine M. Kelly, Stanley  
 S. Sondles, Jas. M. Barrett, Jr., M. W. Dob-  
 rzensky  
 Asst. to Pres.....C. Wesley La Blanc, Jr.  
 Retail Merch. Mgr.....George Fezell  
 Advertising Manager.....Karl Carstens  
 Purchasing Director.....Warren Frelb  
 Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity  
 radios. (TV) 17, 21 & 24" & color: UHF &  
 VHF; two-way combinations; three-way com-  
 binations.

### 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 best-g. stations, FM/AM signal generators,  
 frequency standards, deviation monitors, TV  
 sideband analyzers, etc.

### Mattison Electronics Corp.

2380 Hoffman St., New York 58, N. Y.  
 Phone: CY 8-1400

President, Treasurer.....Richard Mattison  
 Vice President.....Aaron Ignal

PRODUCTS: TV receivers, hi-fi eqpt., ra-  
 dio-phonograph combinations.

### 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  
 V.P., Secy.....Herman Cohen  
 Asst. Secy.....Lee Shaw

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.

### McGraw-Edison Company

(Bussman Mfg. Div.)

University at Jefferson St., St. Louis 7, Mo.  
 Phone: GARfield 1-1740

Manager.....J. C. Ingram  
 1004 E. Fourth St., Los Angeles 13, Cal.  
 Phone: MADison 5-1954

Manager.....O. A. Alderman  
 PRODUCTS: Radio & TV fuses.

### Mectron Company

166 Ridge Ave., N. Plainfield, N. J.  
 Phone: 6-6513

Sales Manager.....J. F. Cosgrove

PRODUCTS: Copper coaxial transmission  
 lines, air dielectric replacement parts for  
 RMA coaxial line, fittings.

### Metropolitan Electric Mfg. Co.

(Lumi-Tron Division)

22-50 Steinway St., Long Island City 5, N. Y.  
 Phone: ASToria 8-3200

Sls. Manager.....Charles Shevelin

PRODUCTS: Studio lighting control & fix-  
 tures, lighting accessories & power equip-  
 ment.

### Metropolitan Telephone Supply Corp.

904 Dean St., Brooklyn 38, N. Y.  
 Phone: NEvins 8-5900

President.....S. Beidler

PRODUCTS: Cameramen's telephone head  
 & chest sets, telephone jacks, plugs, switch-  
 boards & assoc. eqpt.

### Metzner Engineering Corporation

1041 N. Sycamore Ave., Hollywood 38, Cal.  
 Phone: HOLlywood 2-2353

President.....Robert G. Metzner  
 V.P., Gen. Mgr.....Robert J. Margolis

Sales & Adv. Mgr.....Will A. Connelly  
 Ch. Eng.....Burton W. Farber

PRODUCTS: Starlight continuously vari-  
 able speed transcription turntable, esp. for  
 sound effects; Starlight stereo tape decks;  
 Starlight stereoaupetic transcription arm.

### Microlab

71 Okner Pkwy., Livingston, N. J.  
 Phone: WYman 2-5700

President.....Harry A. Augenblick  
 V.P., Prod. Mgr.....Albert Sachs, Jr.

Chief Engineer.....Herbert F. Engelmann  
 Sales Manager.....Richard C. Hess

Comptroller.....Betty S. Brewster  
 Purchasing Agent.....Arthur Alexander

PRODUCTS: Coaxial attenuators, filters,  
 dividers, terminations, UHF test equipment.

### Microwave Associates

Northwest Industrial Park, Burlington, Mass.  
 Phone: BRowning 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.

### Midwestern Instruments, Inc.

(Div. of Magnecord)

1101 S. Kilbourne Ave., Chicago 24, Ill.  
 Phone: VAn Buren 6-9301

Gen. Sales Mgr.....Hugh J. Daly  
 PRODUCTS: Eqpt. for radio & TV; tape  
 recording eqpt.

### 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 or briefcase type, self-contained voice  
 recorder for interviews.

## EQUIPMENT MANUFACTURERS

### **Milo Electronics Corp.**

530 Canal St., New York 13, N. Y.  
President.....Milton A. Putterman  
PRODUCTS: Audio components, test instruments, tubes, recording & playback eqpt., wire, cable, connectors.

### **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: CHapman 5-1086  
President.....Mrs. Eva Fox  
PRODUCTS: Film cameras and accessories.

### **Mole Richardson Co.**

937 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: OLdfield 4-3660  
President.....Peter Mole  
First Vice-Pres., Treas.....W. K. Parker  
Exec. V.P., Secy.....E. C. Palmer  
PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

### **Motorola, Inc.**

4545 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.

### **Multi-Tron Laboratory Inc.**

9861 Derby Lane, Westchester, Ill.  
President, Ch. Eng.....Nicholas Glyptis  
PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

### **Musicolor, Inc.**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DE 2-1763  
President.....Maurice Wetzel  
Vice President.....Helen Spence  
Secy-Treas., Sls. Mgr.....Jas. M. Spencer, Jr.  
PRODUCTS: Colorobot, the machine that paints tunes on a screen in color for commercial TV, theater & business film.

### **Mycalex Corporation of America**

125 Clifton Blvd., Clifton, N. J.  
Phone: PRescott 9-8866  
V.P., Engr.....J. H. DuBois  
6677 Northwest Hwy., Chicago, Ill.  
Phone: NEwcastle 1-7062  
Manager.....L. F. Thompson  
384 W. First St., Dayton, Ohio  
Manager.....Harry D. Lake  
5657 Wilshire Blvd., Los Angeles, Cal.  
Phone: WEbster 8-2169  
Manager.....K. V. Tindall  
1411 Pennsylvania Ave., NW, Washington, D. C.  
Phone: REpublic 7-7040  
Manager.....J. Nalls  
PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica.

### **Narda Microwave Corp.**

118 Herricks Rd., Mineola, N. Y.  
Phone: Plioneer 6-4650  
President.....W. A. Bourke  
PRODUCTS: Microwave test eqpt.; antenna horns.

### **National Cine Equipment Inc.**

209 W. 48th St., New York 36, N. Y.  
Phone: CIrcle 6-0348  
President.....John Clemens  
Sec'y-Treas.....Erwin G. Harwood  
PRODUCTS: Crab-Hydroly, Hydroly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

### **Nat'l Engr. & Mfg. Co.**

1579 Morrirstown St., Orlando, Fla.  
Phone: GArden 4-9715  
Execs.....D. L. Dine, R. D. Sidwell  
PRODUCTS: On-air lights, electronic fabrication, towers.

# EQUIPMENT MANUFACTURERS

## National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.  
Pres., Sales Director.....John Sansone  
Sec'y-Treas., Engr.....A. Wasek  
PRODUCTS: Cathode Ray Tubes.

## National Video Corp.

4300 W. 47th St., Chicago 32, Ill.  
Phone: CLiffside 4-5600  
President.....Asher J. Cole  
Sales Manager.....Harold Cole

## Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.  
Phone: JUniper 5-8300  
President.....A. S. Clarke  
Director of Sls.....J. F. 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. Neu  
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 Scales  
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, booms.

## Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.  
Phone: BArelay 7-8390  
President.....Gunnar A. Olsen  
Vice President.....Gunnar Olsen  
PRODUCTS: Tower Antenna systems installations & maintenance.

## ORRadio Industries, Inc.

Shamrock Circle, Opelika, Ala.  
Phone: SHerwood 5-5771  
President.....J. Herbert Orr  
General Manager.....John M. Leslie, Jr.  
Sales, Adv. Mgr.....Nat Welch  
PRODUCTS: Recording tapes, various lengths.

## Pacific Mercury Television Mfg. Corp.

3315 Hayvenhurst Ave., Sepulveda, Calif.  
Phone: EMpire 2-3131  
President.....Joe Benaron  
V.P., Engr. Dir.....S. Cutler  
Administration Dir.....A. L. Scharff  
TV Sales Manager.....George DeRado  
Manufacturing Dir.....T. McAuliffe  
Purchasing Director.....D. Stein  
Ch. TV Engineer.....Sava Jacobson  
Indus. Relations Dir.....George Brudney  
Controller.....H. Johnson  
PRODUCTS: Thomas stereophonic high fidelity sound system receiver. (TV) Silver-tone receivers & console-phonograph combinations.

## 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: JUdson 5-4521  
N. Y. Phone: DIghy 4-5515  
President.....B. P. McDonough  
V.P., Sales Mgr.....J. W. Robbins  
Sec'y. Treas.....H. N. Wilson  
PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

## Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.  
Phone: REpublic 1-3111  
President.....Louis Wutke  
PRODUCTS: "Pemare" and "Telinc" projectors, and accessories.

## The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.  
Phone: SAcramento 2-3201  
President.....Irving Rossman  
Chief Engineer.....Bernard Sablins  
PRODUCTS: Stereo recorders, stereo play-monaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

## Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3200  
President.....H. T. Brinton  
Sales Manager.....F. W. Lemly  
PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

## Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100  
Corporate Division  
President.....James Skinner, Jr.

## EQUIPMENT MANUFACTURERS

V.P., Oper..... Joseph H. Gillies  
 Exec. V.P., Res. & Eng..... Leslie J. Woods  
 Vice President..... Harold B. Butler  
 V.P., Res. & Eng..... Leslie J. Woods  
 V.P., Research..... David B. Smith  
 General Counsel..... Philip Dechert  
 Treasurer..... William R. Wilson  
 Assistant Treasurer..... M. G. Paul, Jr.  
 Gen. Credit Mgr..... William J. Jiles  
 Secretary..... Charles F. Steinruck, Jr.  
 Dir. of Pub. Rel..... Robert M. Jones

### Consumer Products Division

V.P., Gen. Mgr..... Larry F. Hardy  
 V.P., Marketing..... Henry E. Bowes  
 V.P., Auto Radio..... Lionel M. Searle  
 Gen. Mgr.-Merch..... James J. Shallow  
 Gen. Mgr. Spec. Mkt. Planning..... John L. Utz  
 V.P., Prod. Dev. & Planning—

Electronics..... Armin E. Allen  
 V.P., Electronics Oper..... E. S. Brotzman  
 V.P., Engr.-Electronics

Oper..... Palmer M. Craig  
 V.P., Prod. Dev. & Planning—

Appliances..... Harold W. Schaefer  
 V.P., Appliance Oper..... William A. McCracken  
 Engr. Mgr.-Appl. Oper..... Frank Edwards  
 V.P., Purchasing..... Wilson H. Oelkers  
 V.P., Asst. to V.P. &

Gen Mgr..... Oscar O. Schreiber

(Lansdale Tube Co. Div.)

Church Road, Lansdale, Pa.

Phone: ULYssee 5-4681

N. Y. Phone: STilwell 6-8400

Vice-Pres., Gen. Mgr..... W. J. Peltz  
 Gen. Sales Mgr..... C. H. Warshaw  
 Operations Mgr..... Richard S. Mandelkorn  
 Distributor Sls. Mgr..... J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Hi-Fidelity phonograph.

### Philmore Manufacturing Co., Inc.

130-01 Jamaica Ave., Richmond Hill 18, N. Y.

Phone: HIckory 1-5000

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  
 Field Sales Manager..... Don Ross  
 Adv. Sls. Prom. Mgr..... Ira L. Joachim  
 Chief Engineer..... Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-

Fi FM-AM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components: amplifiers, preamplifiers, tuners, control-amplifiers.

### 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.

43-20 34th St., Long Island City, N. Y.

Phone: EXeter 2-4500

President..... Dr. D. L. Jaffe  
 Exec. V.P..... P. H. Odessey  
 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 cinecons, TV distribution amplifiers.

### Precision Apparatus Company

70-31 84th St., Glendale 27, N. Y.

Phone: DAVenport 6-3982

Execs..... J. Kirshbaum, G. Goldberger

PRODUCTS: Radio oscilloscopes; tube, circuit & transistor testers. TV wide-band oscilloscopes, color bar generators, sine-square waves.

### Presto Recording Corp.

P. O. Box 500, Paramus, N. J.

Phone: DIAMond 3-5700

Sales Manager..... Thomas L. Aye

PRODUCTS: Stereo-disc recorder, tape recorders, transcription turntables; tape playback machines, blank recording discs.

### Prodelin Inc.

307 Bergen Ave., Kearny, N. J.

Phone: KEarny 2-8600

Pres., Gen. Mgr..... L. A. Bondon  
 Sales Manager..... A. Haselman

PRODUCTS: Coaxial transmission line, antennas for microwave telemetering devices.

### Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio

Phone: PROspect 1-6574

Owner..... T. Kulka

PRODUCTS: Film reel protective bands, fastening clips.

### Racine Tower Construction Co.

47 Center St., Brandon, Vt.

Phone: 85

President..... Emile Racine  
 Gen. Mgr..... Edgar S. Crosby  
 Sec.-Treas..... Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

# EQUIPMENT MANUFACTURERS

## Radex Corporation

2076 Elston Ave., Chicago 14, Ill.  
Phone: ARmitage 6-6900

President.....R. Cook  
PRODUCTS: Radio test eqpt.

## 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.....David Sarnoff  
President.....John L. Burns  
Exec. V.P., Asst. to Pres.....Robt. A. Seidel  
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.  
Div.....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. Emlen  
Mgr., Biznac Marketing.....L. F. Jones  
Group Exec. V.P.....W. W. Watts

### RCA Electron Tube Division

415 S. 5th St., Harrison, N. J.  
V.P., Gen. Mgr.....Douglas Y. Smith  
Mgr., Admin.....W. H. Painter  
Controller.....M. Kalen  
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., Kinescopic Oper.....H. R. Seelen  
Mgr., Adv. & Sls. Prom.....Edward J. Carney  
Mgr., Mkt. Plng., Kine.....C. W. Taylor  
Mgr., Merchandising.....H. F. Bersche  
Mgr., Market Planning, Revg. Tubes

.....G. J. Janoff  
Mgr., Admin. & Controls.....G. C. Brewster  
Mgr., Marketing-Enter. Tube Prod. Dept.  
.....M. J. Carroll  
Mgr., Mfg. Revg. Tube Oper.....H. A. DeMooy  
Mgr. Ind. Tube Production.....E. M. Wood  
Mgr., Merch. Coordination.....G. G. Griffin  
Mgr., Merch. Parts & Equip.....J. J. Kearney

Mgr., Ind. Sls.....J. F. Cooper  
Mgr., Marketing, Ind. Tube Prod.  
.....G. W. Duckworth  
Mgr., Contract Admin.....J. T. Wilson  
Mgr., S's. Eng., Dist. Sls.....H. C. Vance  
Mgr., Field Sls., Dist. Prod.....K. B. Shaffer  
Mgr., Dist. Sls.....D. M. Branigan  
Adm., Market Planning, Microwaves  
.....V. C. Houk  
Adm., Comm. Coordination.....H. S. Gwynne

### RCA Semiconductor and Materials Division Somerville, N. J.

V.P., Gen. Mgr.....Dr. A. M. Glover  
Mgr., Mktg. Dept.....F. F. Neuner  
Mgr., Sls. Dept.....T. R. Hays  
Mgt., Semiconductor Engr.....D. H. Wansley  
Mgr., Prod. Dept.....R. E. Koehler  
Mgr., Modules Engr.....F. E. Vinal  
Mgr., Personnel.....C. E. Sharp  
Controller.....E. R. Buchanan

### Consumer Products

Grp. Exec. V.P.....Charles M. Odorizzi  
Exec. V.P.....P. J. Casella

### RCA Victor Television Division Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....J. M. Toney  
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.....R. W. Saxon  
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.

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.....C. H. Bahl

### RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek  
V.P., Record Oper. Dept.....Jas. Davis  
Mgr. Comm. S's. & Merch. Dept.....J. Y. Burgess  
V.P., Comm. Records  
Creation Dept.....W. W. Bullock  
Mgr., Adv. Pub., Prom.....W. I. Alexander  
Mgr., Popular, Artist, Repertoire.....S. H. Sholes  
PRODUCTS: Television receivers: table  
and console models; console color TV re-

ceivers; Hi-Fi 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

Board Chairman.....C. R. Runyon, Jr.  
President.....A. C. DeAngelis  
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.**

(Subsid. of Gen. Instrument Corp.)  
240 Wythe Ave., Brooklyn 11, N. Y.  
Phone: EVergreen 8-6000

President.....Monte Cohen  
V.P.....Ralph Mendel  
Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

**Rangertone, Inc.**

73 Wintrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

Pres., Treas.....R. H. Ranger  
V.P., Chg. Eng.....C. C. Legreid  
Secretary.....Harold Gallina

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt.

**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 Hermann

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.**

100 River St., Waltham 54, Mass.  
Phone: TWin Brook 3-5860

Manager.....Joseph J. Sedik

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

**Reeves Soundcraft Corp.**

Great Pasture Rd., Danbury, Conn.  
Phone: PIONEER 3-7601  
N. Y. Phone: PLaza 9-2644

President.....Hazard Reeves  
Exec. Vice Pres.....Frank B. Rogers, Jr.  
Vice Pres.....Wm. H. Deacy  
Sales.....George Bassett  
Adv. Mgr.....Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic reording film, striped magnetic film, and raw stock styli.

**Rek-O-Kut Company, Inc.**

38-19 108th St., Corona 68, N. Y.  
Phone: DEFender 5-3500

Pres.....George Silber  
Exec. Vice Pres.....R. R. Sherwood  
Dir. of Sls.....Avery Yudin  
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmmaster, 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.**

2908 Nebraska Ave., Santa Monica, Calif.  
Phone: EXbrook 3-5217

President.....V. 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-Mini-



# EQUIPMENT MANUFACTURERS

ature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

## Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.  
Phone: TEexas 4-8420

Manager.....V. Wilton

## Radio Electronic Supply Co.

505 Jefferson SE, Grand Rapids 3, Mich.  
Phone: GLendale 9-4611

Manager.....N. MacPhail

PRODUCTS: Tubes, magnecorders, audio tape & discs, maintenance supplies. Electro-voice microphones.

## 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: Stereophonic tape recorder & matching stereo recording amplifier; portable semi-professional recorder with hysteresis synchronous motor, VU meter, half track & full track erase head.

## Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.  
Phone: WALnut 2-6800

Owner.....W. Robinson

PRODUCT: Radio precision turntable.

## Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.  
Phone: 4-9156

Sales Manager.....R. A. Kleine

PRODUCTS: Radio-TV towers, accessories, masts.

## Howard W. Sams & Co., Inc.

2201 E. 46th St., Indianapolis 5, Ind.  
Phone: CLifford 1-4531

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  
Chief Eng.....William N. Anidon  
P. A.....Mary Bergman

PRODUCTS: Automatic programming & logging remote control.

## Self Winding Clock Co., Inc.

75 Varick St., New York 13, N. Y.  
Phone: CANal 6-6800

Sales Manager.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry-cell self-powered, hourly corrected clocks; receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

## Semco Electronics Co.

8409 S. Hoover St., Los Angeles, Calif.  
Phone: PLeasant 2-7657

Owner .....G. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

## Sentinel Radio Co.

(Div. of Magnavox Co.)

2131 Bueter Rd., Ft. Wayne, Ind.  
Phone: EAsbrook 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: MEloose 3-3131

President.....B. T. Setchell  
V.P. & Off. Mgr.....A. P. Chermak  
Sales Admns.....Cal Karnstedt  
R. G. Chermak, D. E. Bursell  
Adv. Mgr.....W. C. McKnight  
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unit-ized TV, incl. with monophonic & stereophonic radio & record player combinations: TV monitors.

## Shallcross Manufacturing Company

Preston St., Smithfield, N. C.  
Phone: WOODlawn 5-2341

PRODUCTS: Switches, attenuators, resistors, delay lines.

## 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.

## Sierra Electronic Corp.

3885 Bohannon Dr., Menlo Pk., Cal.  
Phone: DAvenport 6-2060

Sales Manager.....C. Walter

PRODUCTS: Amplifiers, test eqpt. & TV transmitters.

## Eugene Singer Electronics Co.

(Closed Circuit TV Div.)

5397 Poplar Blvd., Los Angeles 32, Calif.  
Phone: CApitol 5-5705

N. Y. Phone: WISconsin 7-0768

President .....Eugene Singer

PRODUCTS: Singer Prizomatie 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 & development TV and electronics.

## Small Motors, Inc.

2076 Elston Ave., Chicago 14, Ill  
Phone: ARmitage 6-6900

Sales Manager.....R. R. Cook  
PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

## Sonora Electronics, Inc.

325 N. Hoyne Ave., Chicago 12, Ill.  
Phone: SEeley 8-3900

President.....Earl W. Muntz  
Vice President.....Frank Atlas  
Chief Engineer.....Ray Kuntzman  
PRODUCTS: (AM-FM) Stereo. (TV) TV & Electronic organs.

## Sonotone Corp.

Box 200, Elmsford, N. Y.  
Phone: LYric 2-6400

Pres., Gen. Mgr.....Irving I. Schachtel  
Sls. Mgr., Electronic Applications.....Robt. L. Lewis  
PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

## 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: Sale & rentals on motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

## South River Metal Prod. Co.

377-9 Turnpike, S. River, N. J.  
Phone: CLifford 4-5252

Sales Manager.....M. L. Roth  
PRODUCTS: Aluminum ground & guying wire; FM & TV antenna mountings.

## Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.  
Phone: ALgonquin 4-5400

Chairman.....George W. W. Brewster  
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.

## Standard Electronics Division

Radio Engineering Labs, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.  
Phone: STillwell 6-2100

Vice President.....William H. Zillger  
Mgr. TV Engr.....H. R. Smith  
Mgr. Customers Ser.....W. H. Rappolt

District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell  
1026 17th St., N.W., Wash 6, D. C.

Phone: REpublic 7-2246

Dist. Sls. Eng. Mgr.....L. E. Pett  
432 So. Curson, Los Angeles 36, Calif.

Phone: Webster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins  
611 Kahl Bldg., Davenport, Iowa

Phone: DAvenport 2-4040

Dist. Sales Eng. Mgr.....H. D. Peckham  
288 Creekside Dr., Palo Alto, Cal.

Phone: YOrkshire 8-1281

PRODUCTS: (AM-FM) FM transmitters & modulators. Serrasoids. AM transmitters. (TV) Transmitters, control panels, harmonic filters, color correction eqpt., side band filters, dummy loads (complete sta. pkges). TV Transmitters (VHF) Channels 2 to 13, 500 Watt—10 Kw.—25 Kw.—50 Kw. TV Amplifiers (same as above).

## Stephens Trusonics Inc.

8538 Warner Dr., Culver City, Calif.  
Phone: TEXas 0-6671

President .....Bert Berlant  
PRODUCTS: Amplifiers, cabinets, condenser microphones.

## Stereovision, Inc.

500 Fifth Ave., New York, N. Y.  
Phone: COlumbus 5-5402

President .....Fred Pittera  
V.P. & Tech. Dir.....Dr. Carroll H. Berill  
Secy.-Treas. ....Solfred Maizus  
Art Director.....Seymour Maizus  
Public Relations.....Bosh Stack  
Gen. Counsels.....S. D. Reidel,  
J. W. M. Rutenberg

PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

## Strong Electric Corp.

87 City Park Ave., Toledo, Ohio  
Phone: CHerry 8-3741

# EQUIPMENT MANUFACTURERS

President.....Arthur J. Hatch  
Vice Pres.....Harold E. Brown  
Asst. Sec'y-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.

## Studio Television Products Sales Corporation

342 W. 40th St., New York 18, N. Y.  
Phone: OXford 5-2199

Manager.....James B. Tharpe  
PRODUCTS: Camera dollies: crank-operated; clamp-operated; & pneumatic-balance.

## Swager Tower Company

R. R. No. 2, Fremont, Indiana  
Phone: 4625

Exec.....W. E. Swager  
PRODUCTS: Radio & TV broadcast towers.

## Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.  
Phone: JUDson 6-2424

Board Chairman.....Don G. Mitchell  
President.....Robert E. Lewis  
Sr. V.P.....Matthew D. Burns  
V.P. Tech. Png.....Bennett S. Ellefson  
V.P., Ind. Rel.....Cole H. Pilcher  
Sr. V.P., Marketing.....B. K. Wickstrum  
V.P., Pub. Rel.....George W. Griffin, Jr.  
V.P. Elec. Tube Sls.....Donald W. Gunn

PRODUCTS: Tubes, radio & TV.

## Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.  
Phone: 7251

President.....Sarkes Tarzian  
Comm. Manager.....Dan Meadowcroft  
PRODUCTS: TV transmitters.

## Technical Appliance Corporation

1 Taco St., Sherburne, New York  
Phone: 7-2211

Exec. V.P.....T. Lundahl  
PRODUCTS: Antennas, installation supplies.

## 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 F. 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.....C. H. David

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

## Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.  
Phone: LIncoln 1-3600

President.....J. R. Popkin-Clurman  
Exec. V.P.....S. Dubin  
Vice-Pres., Sales.....H. C. Riker  
Chief Engineer.....W. Kaufman  
Comptroller.....B. Dalowski  
Prod. Mgr.....D. Dirnham  
Government Sales.....D. Dudley

Western Engineering Div.

13635 Victory Blvd., Van Nuys, Calif.  
Phone: ST 2-7479

Director.....S. Krinsky  
Mid-West Engineering Div.

106 W. St. Charles Rd., Lombard, Ill.  
Phone: MAYfair 7-6026

Director.....D. Chapman  
PRODUCTS: Color & monochrome test. & test equipment; studio equipment. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

## Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.  
Phone: YELLOWstone 2-8600

President.....H. Sussman  
PRODUCTS: Radio magnetic tape recording eqpt.

## TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.  
Phone: JUDson 2-3800

Chairman, Pres.....Irving B. Kahn  
V.P. Engineering.....Hubert J. Schlafly, Jr.  
V.P. Administration.....William Sargent  
Grp. Comm. Dir.....Robt. M. Rosenerans  
Adv., Pub. Rel. Dir.....Alfred N. Greenberg  
Sales Mgr. Equipment.....J. Blair  
TV. Film Serv. Mgr.....Don Redell  
Acc. Execs.....Bart Swift, Hubert Wilke.  
Wm. Marsh, Chas. Barris

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 Boisumbeau  
1737 DeSales St., NW, Washington, D. C.  
Phone: METropolitan 8-3178

Manager.....Robert Doyle  
447 Jarvis St., Toronto, Canada  
Phone: WAlnut 2-2130

Pres., TelePrompTer of  
Canada.....Spence Caldwell

## EQUIPMENT MANUFACTURERS

**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 portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. 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.....I. Rothman

Vice President.....M. Perlmutter

**PRODUCTS:** Radios & phonographs.

### Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.  
Phone: SUsquahanna 7-8111

President.....Robert P. Swanson

V.P. Sales.....Curtis R. Howard

V.P. Engineering.....Peter Jackson

**PRODUCTS:** TV studio prompting eqpt. & accessories.

### 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.

### Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.  
Phone: MICHigan 2-2281

V.P., Exec. in Chg. TV.....Jaek Behrend

**PRODUCTS:** Speedi-Q punches; "TEC" film cleaner.

### 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

Chief Engineer.....Robert Grant

Advertising Manager.....Stephen D. James

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

V.P., Ch. Engr.....C. H. Odom

V.P., Sls. Engr.....Miles Breger

Design Engineer.....Ken Worthington

Production Engineer.....Ivan Gottlieb

**PRODUCTS:** Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

### Television Zoomar Corp.

500 Fifth Ave., New York, N. Y.

Phone: BRyant 9-5835

President.....Jack A. Pegler

Treasurer.....Dr. Frank G. Back

Sales Manager.....Bill Pegler

**PRODUCTS:** Leuses — Super Universal Zoomar & Super Studio Zoomar.

### Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.

Phone: WEBster 9-1600

President.....J. Roemisch

V.P., Sales Mgr.....E. W. Brinkerhoff

Chief Eng.....D. L. Schacher

**PRODUCTS:** Test equipment for TV, studio 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

Branch Offices

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

W. Div. Mgr.....Gordon N. Morford

412 Fisher Bldg., Detroit 2, Mich.

Central Div. Mgr.....John L. Beers

5859 Melrose Ave., Los Angeles 28, Cal.

Pac. Coast Div. Mgr.....Douglas George

**PRODUCTS:** Closed-circuit TV for business, industry, and paid box office admissions.

# EQUIPMENT MANUFACTURERS

## 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, distributed through Andrew Corp., Chicago.

## Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa  
Phone: 5-7653  
N. Y. Phone: ILLinois 9-8024

Owner.....M. M. Lasensky  
PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections.

## Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.  
Phone: ATLantic 7-7303

Exec.....C. Fisher  
PRODUCTS: Towers, lighting, erecting, painting & ground systems.

## Trav-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 Frieduan  
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: Background scenes by Trans-Lux: rear view slide projectors; translucent screens; & aluminum screen frames.

## John D. Trilsch, Inc.

Box 14201, Houston 21, Texas  
Phone: REpublic 4-2545

President.....John D. Trilsch  
Vice President.....George M. Patrick  
Secretary.....R. M. Thornton, Jr.

PRODUCTS: Radio, microwave and television towers.

## Truscon Steel Division

Republic Steel Corp.  
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 Rieben  
Exec. Vice-Pres.....Milton R. Schulte  
Vice-Pres., Sales.....G. W. Keown  
Gen. Sales Mgr.....J. D. Van der Veer

PRODUCTS: Tubes and lamps.

## The Turner Company

909 17th St., N.E., Cedar Rapids, Iowa  
Phone: EMpire 3-8144

Sales Manager.....Thomas Moss  
PRODUCTS: Stands, microphones.

## 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  
Gen. Apparatus Mgr.....Paul K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

## United States Tower Company

Union Trust Bldg., Petersburg, Va.  
Phone: REgent 2-9350

Owner.....J. J. Hoke  
PRODUCTS: Self-supporting & guy-type towers. TV towers.

## United Transformer Corporation

150 Varick St., New York 13, N. Y.  
Phone: ALgonquin 5-3500

Sales Manager.....H. Russell  
PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

## 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 equip-

## EQUIPMENT MANUFACTURERS

ment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc.

### Utility Tower Company

3140 N.W. 38th, Oklahoma City, Okla.  
Phone: WI 3-5578

Owner.....C. E. Nelson  
Manager.....V. G. Duvall

#### Branch Office

Paducah Rd., Mayfield, Ky.  
Phone: Mayfield 1084

East. Div. Mgr.....Nathan Sholar  
PRODUCTS: Towers, associated hardware, lighting eqpt., & base insulators.

### Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.  
Phone: SAratoga 2-7648  
N. Y. Phone: HUNter 2-9320

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: BLackstone 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  
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  
Export Sales Mgr.....Bert Kupperman  
Mgr., Closed Cir. Oper.....M. A. Mayers  
Chief Eng.....F. Cecil Grace  
Replacement Pts. Supply

Mgr.....Mrs. Jess Rafsky  
PRODUCTS: All TV best. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & distr. of Orth Savers.

### Westbury Electronics, Inc.

300 Shames Drive, Westbnry, N. Y.  
Phone: EDgewood 4-8300

President.....H. B. Abajian  
Production Manager.....H. C. Cochran  
Gen. Sales Mgr.....Harry R. Clark  
Research Director.....Frank Wallack  
Purch. Agent.....William J. McBride  
Chief Eng.....Edward Caldicott

PRODUCTS: (TV) Line amplifiers, high band low band vacuum tube & transistorized, bridging amplifiers, broad band amplifiers, RF (vacuum tube & transistorized) chain amplifiers, substitution oscillator, power line filters, line splitters, attenuator pads, equalizer attenuator, variable attenuator, preamplifiers, converters, regulated power supply, matching transformers, antenna matching transformers, mixing networks, line equalizers, low & high band traps, pressure taps. (AM-FM) Miniature transistorized AM radio receiver.

### 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  
Division Mgrs.....L. S. McCloud, Cleveland; J. G. Adams, Atlanta; C. R. Beatty, St. Louis; J. P. Adams, San Francisco; Gordon MacDonald, Chicago.

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 Instruments

(Div. of Daystrom, Inc.)

614 Frelinghuysen Avenue, Newark 12, N. J.  
Phone: BIGelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp

#### Branch Offices

66 Central St., Wellesley 81, Boston, Mass.  
Phone: CEDar 5-4300

130 W. Chippewa St., Buffalo 2, N. Y.  
Phone: MOhawk 5243

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: FR 2-4656

7613 Reading Rd., Cincinnati 37, Ohio  
Phone: VALley 1-9105

## EQUIPMENT MANUFACTURERS

- 3951 Lee Rd., Cleveland 28, Ohio  
Phone: SKyline 2-3030
- 11 W. Monument Ave., Dayton 2, Ohio  
Phone: BALdwin 2-8164
- 16607 Jas. Couzens Hwy., Detroit 21, Mich.  
Phone: DIAMOND 1-2121
- 1511 N. Front St., Harrisburg, Pa.  
Phone: CEDar 8-4276
- 2917 Sanderson Rd., Knoxville, Tenn.  
Phone: KNOXville 5-5632
- 2001 S. Grand Ave., Los Angeles 7, Cal.  
Phone: RICHmond 9-2361
- 617 N. 2nd St., Milwaukee 3, Wis.  
Phone: BRoadway 2-1538
- Rt. 22 & Caldwell Ave., Union, Newark, N. J.  
Phone: MURdock 8-2020
- 50 Church St., New York 7, N. Y.  
Phone: WOrth 4-3510
- 101 N. 33rd St., Philadelphia 4, Pa.  
Phone: BAring 2-6458
- 4455 Miramar Rd., LaJolla, Cal.  
Phone: GLEncourt 4-0421
- 147 10th St., San Francisco 3, Cal.  
Phone: UNderhill 3-4250
- Pa. Bldg., 425 13th St., NW, Washington 4,  
D. C.

**PRODUCTS:** Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

### Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.  
Phone: HUNter 2-7876

President.....Harold A. Wheeler  
V.P. Ch. Engr.....David Dettinger  
Secy., Asst. Ch. Engr.....Frank H. Williams  
Antenna Lab (Smithtown)

Engr. in Chg.....Ned A. Spencer  
**PRODUCTS:** Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

### White Diesel Engine Division

(White Motor Company)

1401 Sheridan Ave., Springfield, Ohio

**PRODUCTS:** Diesels, gas engines. Engine-generator sets, trailer-mounted mobile generating plants.

### Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.  
Phone: WOODlawn 4-4912

President.....R. G. Wickes

**PRODUCTS:** Color Coder (Encoder); Interface Signal Generator; Color Bar Genera-

tor, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

### Wind Turbine Co.

E. Market St., West Chester, Pa.  
Phone: OWen 6-3110

President.....Robert W. Weeks  
**PRODUCTS:** AM vertical radiators, FM receiving antennas, towers for support of FM transmitting antennas, incl. installation. (TV) Transmitting antenna supporting towers, incl. 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 maintenance.

### Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.  
Phone: BERkshire 7-7500  
N. Y. Phone: PLaza 1-3700

Pres. and Gen. Mgr.....E. F. McDonald, Jr.  
Exec. V-P.....Hugh Robertson  
V-P and Dir. of Sales.....Leonard C. Truesdell  
V-P in Chg. of Eng.....G. E. Gustafson  
V-P in Chg. of Prod.....Donald MacGregor  
V-P Advertising.....Erik 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. Miguel, 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 Leizell

**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.



# AGENTS AND MANAGERS

## Talent Representatives Active in Radio-TV in New York, Los Angeles and Chicago



### NEW YORK



Affiliated Artists Representatives  
527 Madison Ave. .... PLaza 5-3990

Alexander, Willard, Inc.  
425 Park Ave. (22) .... PLaza 1-7070

Appell, James S.  
400 Madison Ave. .... PLaza 3-7840

Basch, Buddy  
17 East 45th St. .... MUrray Hill 7-8351

Becker, V. S. Advertising Service  
551 Fifth Ave. .... MUrray Hill 2-0777

Briscoe, Goldsmith & Arthur, Inc.  
522 Fifth Ave. .... MUrray Hill 2-8244

Brooks, Ted  
134 East 57th St. .... PLaza 9-1344

Brown, Henry C.  
75 E. 55th St. .... PLaza 9-7474

Cohan, Louis W.  
7 W. 24th St. .... WAtkins 9-0670

Collins, Ted  
500 Fifth Ave. (36) .... CHickering 4-5036

Columbia Artists Management, Inc.  
113 West 57th St. .... CIrcle 7-6900

Consolidated Concerts  
30 Rockefeller Plaza. .... COlumbus 5-3580

Cooper, Frank, Associates  
17 E. 54th St. .... PLaza 1-0725

DeGroot, Roy, Consultants, Inc.  
545 Fifth Ave. .... MUrray Hill 7-8865

Fadiman Associates, Ltd.  
1501 Broadway .... LAckawanna 4-3544

Famous Artists Corp. of N. Y.  
610 Fifth Ave. .... CIrcle 7-6200

Herman Fialkoff Agency  
1560 Broadway .... JUdson 2-4037

Gabbe, Lutz, Heller & Loeb  
119 W. 57th St. .... CIrcle 5-7998

Garrick, Dale  
48 West 48th St. .... CIrcle 6-8985

General Artists Corp.  
640 Fifth Ave. .... CIrcle 7-7543

Gibbs, John E., & Co.  
12 West 55th St. (19) .... PLaza 7-5959

Glaser, Joe, Inc.  
110 West 55th St. .... CIrcle 5-9071

Goodman, Martin  
36 Central Park South. .... PLaza 1-3555

Greshler, Abner J.  
1270 Sixth Ave. .... CIrcle 7-3025

Hahlo, Sylvia  
24 W. 55th St. .... CIrcle 6-2165

Harris, Fred  
1270 Sixth Ave. .... CIrcle 7-3025

Hartford Agency  
18 E. 48th St. .... PLaza 3-6500

Hurok Attractions, Inc.  
730 Fifth Ave. (19) .... CIrcle 5-0500

King, Areher  
745 Fifth Ave. (22) .... ELdorado 5-6313

Leddy, Mark J.  
48 West 48th St. .... JUdson 6-2760

Leipzig, Syd  
237 Madison Ave. .... MUrray Hill 6-0300

Lewis, Lester, Associates  
11 E. 48th St. .... PLaza 3-5082

Lyons, Grace  
15 E. 48th St. (17) .... PLaza 8-1960

Management Corp. of America  
598 Madison Ave. .... PLaza 9-7500

William McCaffrey Agency  
501 Madison Ave. .... ELdorado 5-1076

Morris, William Agency, Inc.  
1740 Broadway. .... JUdson 6-5100

Morrow, Marjorie  
1501 Broadway .... CHickering 4-0644

Moses, John H.  
730 Fifth Ave. .... CIrcle 6-2677

Music Corp. of America  
598 Madison Ave. .... PLaza 9-7500

National Artists Corp.  
711 Fifth Ave. .... PLaza 9-8000

National Radio & Theatrical Bureau  
1650 Broadway .... JUdson 6-3550

North, Meyer B.  
1564 Broadway. .... PLaza 7-3445

# AGENTS AND MANAGERS

O'Connor, John  
1697 Broadway ..... CIrcle 5-4920

Peed, Earl S.  
527 Madison Ave. (221) ..... PLaza 1-0030

Richard, Max  
1776 Broadway ..... PLaza 7-6414

Ross, Kal  
15 E. 48th St. (Suite 801) ..... PLaza 1-2156

Schwartz-Luskin Theatrical Agency  
15 E. 48th St. .... PLaza 3-1520

Shaw Artists Corp.  
565 Fifth Ave. .... OXford 7-7744

Shurr, Louis  
1501 Broadway ..... CHickering 4-8240

Storer, Douglas F.  
1270 Ave. of Americas. .... CIrcle 7-6325

Talad Corp.  
730 Fifth Ave. .... COlumbus 5-3530

Tranum, Charles B.  
60 E. 58th St. .... PLaza 1-3880

Witt, Peter, Assoc.  
37 West 57th St. .... PLaza 9-7906

Brewis, Alex, Agency  
8818½ Sunset Blvd. (46) ..... OL 2-7020

Burr, Dorothy, Agency  
8272 Sunset Blvd. (46) ..... HOLlywood 4-6898

Cloutman-Barskin-Shart Agency, Inc.  
9046 Sunset Blvd., L. A. .... OLYmpta 4-6833

Collos and Associates  
8165 Sunset Blvd. (46) ..... OL 6-3060

Cooper, Frank, Associates  
9145 Sunset Blvd. (46) ..... CRestview 4-5971

Cooper, Ray, Agency  
139 S. Beverly Dr., B. H., Suite 309  
..... CRestview 6-9769

Darrow Agency, The  
9884 Santa Monica Blvd., B.H.  
..... CRestview 4-7253

Davis, Mary Webb ..... OL 5-6747  
8532 Sunset Blvd. (46) ..... OL 2-6850

Doak, Virginia, Agency, Inc.  
9172 Sunset Blvd. (46) ..... CRestview 4-8121

Donaldson Agency, The  
951 N. La Cienega (46) ..... OLdfield 2-0355

Draesemer, Isabelle, Agency ..... WL 5-1759  
232 N. Canon Dr., B. H. .... HOLlywood 4-1782

## ☆ LOS ANGELES ☆

Alexander, Alec, Agency  
208 S. Beverly Dr., B. H. .... CRestview 1-6101

Alban, Laure Agency  
8746 Sunset Blvd. (46) ..... OL 2-7953

Alvarado, Carlos, Agency ..... OL 2-0272  
8820 Sunset Blvd. (46) ..... OL 5-6840

Artigue, Louis  
247 S. Beverly Dr. .... CRestview 6-2488

Artists Associates Agency  
160 N. La Brea Ave. (36) ..... HOLlywood 4-4179

Artists' Management Corporation  
121 S. Beverly Dr., B. H. .... CRestview 1-6111

Auer, Miles Bohm  
5205 Hollywood Blvd. (27) ..... HOLlywood 2-6416

Aushaulder, Leland  
8721 Sunset Blvd. (46) ..... OL 2-6939

Barnes, William, Agency  
247 S. Beverly Dr., B. H. .... CRestview 1-5256

Baxley, Bill Agency  
6331 Hollywood Blvd. (28) ..... HOLlywood 9-2878

Bender-Ward Agency  
971 N. La Cienega Blvd. (46) ..... OLive 2-1465

Bernie, Herman, Agency  
260 S. Beverly Dr., B. H. .... CRestview 5-0117

Bonham, C. Hershel, Agency  
1570 N. Cower St. .... HOLlywood 4-3060

Brandles, Bob, Agency ..... HOLlywood 5-6978  
11550 Ventura Blvd., Studio City. .... PO 2-4872

Fame Agency, The  
232 N. Canon Dr., B. H. .... CRestview 4-6763

Famous Artists Corporation  
9441 Wilshire Blvd., R. H. .... CRestview 4-7433

Fidler, Adeline, Agency  
110 S. Beverly Dr., B. H. .... CRestview 1-4746

Field, Marjorie, Artists  
9304 Santa Monica (48) ..... CRestview 6-8080

Frings, Kurt, Agency  
242 N. Canon Dr., B. H. .... CRestview 4-8881

Garfield, Milton, Agency  
9000 Sunset Blvd. (46) ..... CRestview 4-8631

Gertz, Mitchell, Agency  
338 N. Rodeo Dr., B. H. .... CRestview 4-5491

Gold, Sid, Agency  
8961 Sunset Blvd. (46) ..... CRestview 4-7247

Gold tone, Jules & Co., Inc.  
8721 Sunset Blvd. (46) ..... OL 2-6500

Geldstone-Tobias Agency  
401 N. Roxbury Dr., B. H. .... CRestview 6-1071

Green, Ivan, Agency, The  
292 S. La Cienega, B. H. .... OLive 2-4010

Greshler, Ahner J.  
275 S. Beverly Dr., B. H. .... CRestview 4-7563

Grossman, Milton M., Agency  
9000 Sunset Blvd. (46) ..... CRestview 4-8631

Halliburton, Jeanne  
9172 Sunset Blvd. (46) ..... CRestview 5-5575

Hamilburg, Mitchell J., Agency  
8776-8780 Sunset Blvd. (46) ..... OL 2-5160

Berdan-Sherrill Agency  
201 N. Robertson Blvd., B.H. CRestview 1-5236

## AGENTS AND MANAGERS

- Hershon, Red, Agency**  
9952 Santa Monica Blvd., B.H.  
CRestview 4-6381
- Herzbrun, Walter**  
8820 Sunset Blvd. (46).....OL 2-7210
- H. I. T. Agency**  
Hollywood International TV and  
Theatrical Agency  
8820 Sunset Blvd. (46).....OL 2-7283
- Ingersoll, George, Agency**.....HOLLYWOOD 7-0862  
7167 1/2 Sunset Blvd. (46).....HOLLYWOOD 2-2301
- Irwin, Lou, Inc.**  
9165 Sunset Blvd. (46).....CRestview 1-7131
- Jackson, Edith, Inc.**.....HOLLYWOOD 7-0155  
6605 Hollywood Blvd. (28)..HOLLYWOOD 4-9236
- Jaffe Agency, Inc., The**  
8553 Sunset Blvd. (46).....CRestview 6-6121
- Katz, Fred, Agency, Inc.**  
8923 Sunset Blvd.....OLympia 7-1050
- Kaufman, Milton, Agency**  
404 N. Roxbury Dr., B. H...CRestview 5-5028
- Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46).....CRestview 1-5165
- Kumin-Olenick Agency**  
400 S. Beverly Dr., B. H....CRestview 4-5221
- Lance, Leon O.**  
8820 Sunset Blvd. (46).....OLympia 2-0191
- Lanren, J. W., Agency**  
8272 Sunset Blvd. (46).....OLdfield 6-4070
- Lazar, Irving Paul**  
211 S. Beverly Dr., B. H....CRestview 5-6153
- Leonard, Fred J., Agency**  
7441 Sunset Blvd. (46).....HOLLYWOOD 4-7546
- Lesser, Ted, Agency**  
900 Wilshire Blvd. (17).....MAdison 8-7356
- Levee, M. C.**  
9000 Sunset Blvd. (46).....CRestview 6-6285
- Levee, Sid**  
9000 Sunset Blvd. (46).....CRestview 4-8631
- Linder, Jack, Agency**  
5560 Santa Monica Blvd. (28)  
HOLLYWOOD 4-8100
- Longenecker, Robert**  
8428 Melrose Pl. (46).....OLive 3-3770
- MacQuarrie, Earl**  
9157 Sunset Blvd. (46).....CRestview 4-8919
- Marx, Bert, Agency**  
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9100 Sunset Blvd., Los Angeles 46, Cal., CRestview 4-8039.  
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                  | Ruth M. Volckmann |
| Treasurer                  | David H. Kutner   |

#### BRANCH OFFICE

1320 G. 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          | Ben R. Donaldson   |
| Vice-Chairman     | Arno H. Johnson    |
| President         | William A. Hart    |
| Treasurer         | Frank W. Mansfield |
| Managing Director | A. W. Lehman       |
| Tech. Dir.        | Darrell B. Lucas   |
| General Counsel   | Gilbert H. Weil    |

#### DIRECTORS

B. R. Donaldson, A. H. Johnson, W. A. Hart, F. W. Mansfield, Richard J. Babcock, Hugh M. Beville, Jr., Vincent R. Bliss, Lyndon O. Brown, Rex M. Budd, Wm. R. Farrell, Donald S. Frost, Frederic R. Gamble, Harold J. Graham, John W. Hartman, Arthur H. Hayes, Andrew Heiskell, Donald M. Hobart, Walter C. Kurz, Chas. A. Pooler, C. L. Rumrill, Harry F. Schroeter, John C. Sterling, Paul B. West, Wallace H. Wulfeck.

#### 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 | J. Davis Danforth  |
| Vice-Chairman         | George C. Reeves   |
| President             | Frederic R. Gamble |
| Secretary-Treasurer   | Joseph H. Epstein  |

#### WESTERN REGION OFFICE

235 Montgomery St., San Francisco 4, Cal. Phone: YUkon 6-2200. John L. Del Mar.

# ORGANIZATIONS

## 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

President..... Herman D. Kenin  
 Vice-Pres..... C. L. Bagley  
 Secretary..... Leo Cluettmann  
 Treasurer..... George V. Clancy

### EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Lee Repp, Walter M. Murdoch, E. E. Stokes.

### BRANCH OFFICES

220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
 Humboldt 4-6600. Leo Cluettmann, Secy; Geo. V. Clancy, Treas.

## AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.  
 Murray Hill 7-1810

### NATIONAL OFFICERS

|                      |                   |
|----------------------|-------------------|
| President            | Clayton Collyer   |
| 1st Vice-Pres        | Ken Carpenter     |
| 2nd Vice-Pres        | Eleanor Engle     |
| 3rd Vice-Pres        | Virginia Payne    |
| 4th Vice-Pres        | Evelyn Freyman    |
| 5th Vice-Pres        | Hal W. Newell     |
| 6th Vice-Pres        | Harry Holloway    |
| 7th Vice-Pres        | Harold E. Wallis  |
| Recording Sec.       | Stanley Farrar    |
| Treasurer            | Travis Johnson    |
| Nat'l Exec Sec.      | Donald F. Conaway |
| Council              | Mortimer Becker   |
| Dir., Central Region | Raymond A. Jones  |
| Dir., Western Region | Claude L. McCue   |

### BOARD OF DIRECTORS

Alice Backes, Parley Baer, Bill Baldwin, Jeanne Bates, Georges C. Batson, Jackson Buck, Socrates Birsky, Sidney Blackmar, Alan Bunce, Andre Carlon, Ken Carpenter, Nelson Case, Ken Christy, Clayton Collyer, Jud Conlon, Allan Davies, Bill Deal, Ted DeCorcia, Eleanor Engle, Faye Emerson, Robley D. Evans, Stanley Farrar, Carl Frank, Evelyn Freyman, Jas. H. Garrett, Art Gilmore, Harry Holloway, Fred Hanson, John Harper, Ray Heatherton, Bill Hillman, Donald B. Hirsch, Fred Howard, Leon Janney, Travis Johnson, Carlton Ka Dell, John Milton Kennedy, Beatrice Kraft, Jack Kruschen, Gene Lanham, Clarence Leisure, Bernard Lanrow, Jim Lewis, Ray Linn, Sid Marion, Audrey Marsh, Tom McKee, Tyler McVay, Elizabeth Morgan, Conrad Nagel, John Neher, Frank Nelson, Hal W. Newell, Cliff Norton, Nestor Paiva, Virginia Payne, Vincent Pelletier, Dan Porter, Wm. Prince, Wanda Ramey, Wm. Redfield, Gus Saunders, Hal Sawyer, Arwin Schweig, Dal Shurbutt, Allan Slate, John C. Slattey, Verne Smith, Olan Soule, Harry Stanton, Dick Stark, Michael Stewart, Ann Thomas, Frank Thomas Jr., Lucene Tuttle, Luis Van Rooten,

Herb Vigran, Vicki Yola, Harold E. Wallis, Willard Waterman, Dwight Weist, Walt Williams, Ernie Winstanley, Will Wright, Clark Yocum.

### 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 AUTHORS AND COMPOSERS

158 W. 55th St., New York 19, N. Y.  
 Circle 6-2536

### OFFICERS

|                      |                 |
|----------------------|-----------------|
| President            | Burton Lane     |
| Vice-President       | Milton Drake    |
| 2nd Vice-President   | Walter Bishop   |
| Treasurer            | Leonard Whitcup |
| Secretary            | Jack Lawrence   |
| W. Coast Comm. Chmn. | Sammy Cahn      |
| Co-Chairman          | Donald Kahn     |
| Executive Director   | Miriam Stern    |
| Copyright Department | Margaret Thiele |
| Counsel              | John Schulman   |

### COUNCIL

Chairmen, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hommerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, Jack Lawrence, John Jacob Loeb, Joseph Meyer, Richard Rodgers, Arthur Schwartz, Charles Tobias, Leonard Whitcup, Jack Yellen, Johnny Burke, Irving Caesar, Sam Coslow, Edw. Eliscu, Jay Gorney, Geo. Meyer, Vic Mizzy, Billy Rose.

### BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.  
 Hollywood 2-1108

### FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

## AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, 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 Rosnik     |
| 5th Vice-President           | Tilda Morse       |
| Treasurer                    | Abba Bogin        |
| Recording Secretary          | Elisabeth Hoepfel |
| National Executive Secretary | Hyman R. Faine    |

### BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.  
 215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.  
 1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677. Sanford Wolff, Rep.  
 704 Bellevue N., Seattle 2, Wash., Phone: CA 0438. George Peckham, Rep.  
 421 Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990. Bruce Poyser, Rep.  
 8821 Nelson St., New Orleans, La. Phone: UN 1-9183. Norman Tringle, Rep.  
 519 Jarvis St., Toronto 5, Ont., Canada. Phone: WA 4-6532. Larry H. McCance, Rep.

## ORGANIZATIONS

### 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

#### OFFICERS

President ..... Penny Singleton  
1st Vice-Pres. .... Rajah Rabold  
2nd Vice-Pres. .... Johnny Woods  
3rd Vice-Pres. .... Frank Ross  
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 Artists 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 ..... Wendell R. Smith  
V.P.'s ..... Harper W. Boyd, Jr.,  
Robt. T. Browne, Donald R. Langman, Jack C.  
Griffin  
Secretary ..... Schuyler F. Otteson  
Treasurer ..... John P. Bennett  
Exec. Dir. .... William C. Gordon, Jr.

#### BRANCH OFFICES

44 Chapters in the U.S. & Canada

#### FUNCTIONS

A professional society for the advancement 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.  
YUkon 6-8200

#### OFFICERS

President ..... D. Tonnant Bryan  
Vice-President ..... Mark Ferree  
Secretary ..... Walter J. Blackburn  
Treasurer ..... J. Hale Steinman  
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

#### OFFICERS

President ..... Stanley Adams  
Vice-President ..... Louis Bernstein  
Vice-President ..... Otto A. Harbach  
Secretary ..... Deems Taylor  
Asst. Secretary ..... Arthur Schwartz  
Treasurer ..... Frank H. Connor  
Asst. Treasurer ..... J. J. Bregman

#### 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 Scapp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen, Bonnie Bourne.

#### 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 ..... Nena Badenoch  
River Forest, Illinois

V.P.'s ..... Josey Barnes, KTVT, KDYL, Salt Lake City, Utah; Margaret McDonald, WBAP-AM-TV, Fort Worth, Tex.; Louise Morris, WDAK Radio, Columbus, Ga.; Dee Sweet, WISH-TV, Indianapolis, Ind.; Esther Van Wagoner Tufty, Tufty News Bureau, Washington 4, D. C.

Secy., Treas. .... Martha Rupprecht  
CBS-TV, New York, N. Y.

#### DIRECTORS-AT-LARGE

Marion Annenberg, WDSU-AM-TV, New Orleans; Jeanne Bacher, KGST, Fresno, Cal.; Martha Crane, WLS, Chicago, Ill.; Bea Johnson, KMBC-AM-TV, KFRM, Kansas City, Mo.; Henrietta Kieser, Bozell & Jacobs, Omaha, Neb.

#### CHAPTERS

Central: Chicago, Ill.; Hoosier, Indianapolis area, Ind.; Wichita, Kans.; Detroit, Mich.; Minnesota, Minn.; Kansas City & St. Louis, Mo.; Omaha, Neb. & Cornhusker (Neb., outside of greater Omaha) Neb.; Heart of America, Neb., Kans., Mo., N. D., S. D., Ia.; Akron, Portage Trail, Ohio; Ohio, Ohio; Cleveland, Western Reserve, Ohio; (provisional) Hi-O, Ohio.

Eastern: Washington, D. C.; Maryland; New England, Me., N. H., Vt., R. I., Mass., Conn.; Northern New Jersey; Central New York, New York City, NYS Capital District, Western New York, all N. Y.; Philadelphia & Pittsburgh-Gateway, Pa.

Southern: Birmingham—Heart of Dixie, Ala.; Florida & Gold Coast (Orlando south to Miami) Florida; Atlanta & Chattahoochee Valley (Columbus area) Ga.; New Orleans, La.; Piedmont, S. C.; Mobile, Ala.; North Carolina, N. C.

Southwestern: Oklahoma—Sooner, Okla.; Houston, Texas State, Texas.

Western: California, Fresno, Sacramento, San Francisco Bay area, Cal.

#### FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.

## ORGANIZATIONS

### ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.  
Phone: Murray Hill 5-4340

#### OFFICERS

|                |                  |
|----------------|------------------|
| President      | Garrett P. Orr   |
| 1st Vice-Pres  | Bert W. Littmann |
| 2nd Vice-Pres. | Robert Gage      |
| Secretary      | William Duffy    |
| Treasurer      | Mahlon A. Cline  |

#### BRANCH OFFICES

31 natl. society clubs throughout U. S.

#### FUNCTIONS

Exhibitions, scholarship course, publishing adv art books, research, conference.

### ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.  
Circle 6-1379

#### OFFICERS

|                 |                                                              |
|-----------------|--------------------------------------------------------------|
| President       | Eddie Elkort                                                 |
| Vice-Presidents | Norman Weiss, Hattie Althoff                                 |
|                 | Jack Russell, James Lanagan, H. C. Moore, Win. J. O'Halloran |
| Secretary       | Ben Kuchuk                                                   |
| 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

#### OFFICERS

|                  |                                                                                                          |
|------------------|----------------------------------------------------------------------------------------------------------|
| President        | Glenn Starlin                                                                                            |
| Vice-President   | W. Earl Dougherty                                                                                        |
| Secy.-Treas      | Richard M. Brown                                                                                         |
| Directors        | Danley Faddersen,<br>Sydney Head, Ward Quaal, Lee Rnwitch, W. C. Swartley, Bruce Linton, Kenneth Harwood |
| Exec. Secretary  | Fred Garrigus                                                                                            |
| Prom., Pub. Head | Lea Martin                                                                                               |

#### 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

#### OFFICERS

|                 |                                                                        |
|-----------------|------------------------------------------------------------------------|
| Chrm. of Board  | Sydney M. Kaye                                                         |
| Vice Presidents | Richard F. French,<br>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         | H. E. Whitehead                                           |
| Exec. V. P.       | J. J. McGill                                              |
| Vice-Pres.        | G. C. Clarke,                                             |
|                   | J. C. Miller, J. W. Cook, K. J. Farthing, P. J. McGinnis, |
| V. P., Treas      | A. B. Yeates                                              |
| Gen. Mgr., Sec'y. | B. E. Legate                                              |

#### DIRECTORS

J. A. Blay, Mrs. G. Wilson McGuinness, R. R. McIntosh, E. H. Woodley, R. P. Beadon, E. J. Coleman, R. B. Collett, W. T. McFarlane, W. W. Vanderburgh, 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 Essex           |
| Ass't. Secy.-Treas., Exec. Dir. | Lester W. Lindow       |

#### BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, Robert D. Swazey, Harold C. Stuart, John S. Hayes, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperton, Harold Grass, Alex. Keese, C. Wrede Petersmeyer.

#### 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

|                       |                                        |
|-----------------------|----------------------------------------|
| Chairman              | Henry Schachte                         |
|                       | Lever Bros. Co.                        |
| Vice-Chairman         | Donald S. Frost                        |
|                       | Bristol-Myers Co.                      |
| President             | Paul B. West                           |
| Vice-Presidents       | Cy Norton, Lowell McElroy, J. M. Allen |
| Vice-President, Secy. | Peter W. Allport                       |
| V. P. West Coast      | Kon Baucher                            |
| General Counsel       | Gilbert H. Weil                        |

#### DIRECTORS

Geo. J. Abrams, J. R. Barlow, Roger H. Balin, R. M. Budd, Rolston H. Coffin, Geo. A. Frost, Bertram V. Jones, Melvin S. Hattwick, Everett M. Runyon, Albert R. Stevens, Ray Weber, John T. Morris, Max Banzhaf, Stanley W. Koening, John Vockly, Ralph Winslow.

#### 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

#### OFFICERS

|           |              |
|-----------|--------------|
| President | Robert Trout |
| V. P.     | John MacVane |

## ORGANIZATIONS

Secretary ..... Blair Clark  
 Treasurer ..... Cesar Saerchinger  
 Executive Board ..... Quincy Howe,  
 H. V. Kaltenborn, Leon Pearson, Chet Huntley

### 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 ..... Pearl S. Buck  
 Vice-President ..... Cleveland Amory  
 Secretary ..... John Vandercook  
 Secretary to the Council ..... Luise M. Sillico  
 Membership Secretary ..... Edith Mackin

### FUNCTIONS

National business organization of authors in the publication field.

## THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
 MUrray Hill 9-4950

### OFFICERS

President ..... Moss Hart  
 Vice-President ..... Rex Stout  
 Treasurer ..... Arthur Schwartz  
 Secretary ..... Ann Petry  
 Executive Secretary ..... Luise M. Sillico

### 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'Neill  
 (Chmn. Bd., RKO Teleradio 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 ..... Robert L. Connelly  
 (Vice-Pres., Drexel Furniture Co.)  
 President ..... Henry E. Abt

### FUNCTIONS

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 Rosen  
 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, Gerald Priest-  
 land, Washington correspondents.

## BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N.Y.  
 Circle 6-5100

### OFFICER

Director, Radio-TV Div. .... Radney C. Chalk

### BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone:  
 HObart 2-1340.

720 N. Michigan Ave., Chicago 11, Ill. Phone:  
 Whitehall 3-1480.

2516 Pacific Ave., San Francisco 15, Cal. Phone:  
 Fillmore 6-3033.

448 S. Hill St., Los Angeles 13, Cal. Phone: MADison  
 6-4411.

### 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. Rainow  
 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., Best. 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: HOLlywood 4-7464. George Heimrich, Director.

## BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.  
 MUrray Hill 7-1668

Manager ..... Martin Lawrence  
 Editor ..... Julienne (Judy) Dupuy

### FUNCTIONS

Publishers of TV film source books: 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 Station Relations ..... Glenn Dolberg  
 Vice-Pres. in charge Foreign Relations ..... Jean Geiringer  
 Vice-Pres. in charge Station Service ..... Ralph L. Harlow  
 Vice-Pres. in charge Domestic Performing Rights  
 Administration & Secy. .... 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 Secretary ..... Robert J. Higgins

### BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover  
 3-5394.

1549 N. Vine St., Hollywood 28, Calif. Phone:  
 HOLlywood 4-7447.

### BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino,  
 Alfred R. Beckman, John Elmer, Carl Haverlin, William  
 S. Hedges, Herbert Hollister, Leonard Knapp, Paul W.  
 Morency, William Regan, J. Leonard Roinsch, J. Harold  
 Ryan, G. Richard Shafto, E. R. Vadeboncoeur.

### STATION RELATIONS

Vice-Pres., Glenn Dolberg; Field Staff: Justin Brod-  
 shaw, Turner Cooke, Richard Crans, Graeme Fletcher,  
 Bob Fuller, Wayland Fullington, Al Marlin, Dorsey Ow-  
 ings, Lin Pattee, Ken Sparmon, Burt Squire.

# ORGANIZATIONS

## 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: PLazo 9-1500

### OFFICERS

President ..... Frank E. Pellegrin  
1st Vice-Pres. .... Merle S. Jones  
Vice-Presidents ..... Charles Godwin,  
Frank Silvernail, Gordon Gray, Sol Taishoff.  
Secretary ..... Raymond F. Guy  
Treasurer ..... Robert J. Higgins  
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 ..... Charles A. Wilson  
WGN, Inc., Chicago  
First V.P. .... Gene Godt  
WCCO-TV, Indianapolis, Ind.  
Second V.P. .... Burt Toppan  
WTVJ, Miami, Fla.  
Secy.-Treas ..... William Pierson  
WBKB, Chicago, Ill.

### DIRECTORS

Janet Byers, KYW, Cleveland, Ohio; Harvey M. Clarke, London, Ont., Canada; Austin Heywood, KNXT, Los Angeles, Cal.; L. Walton Smith, Transcontinent Television Corp., Rochester, N. Y.; Jas. M. Kiss, WPEN, Philadelphia, Pa.; Ken McClure, KENS-TV, San Antonio, Tex.; Don Curran, KTVI, St. Louis, Mo.; John F. Hurlbut, WFBM-AM-TV, Indianapolis, Ind.; Bruce Wallace, WTMJ-AM-TV, Milwaukee, Wis.; Haywood Meeks, WMAL-TV, Washington, D. C.; Roy C. Pedersen, WDAY-AM-TV, Fargo, N. D.; Samuel Elber, WGBS, Miami Beach, Fla.; Elliot W. Henry, American Bestg. Co., Chicago, Ill.

### 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 ..... George S. Bertram  
Vice-President ..... Ross A. McCroeth  
Exec. V. P. .... Charles C. Hoffman  
Research & Development Director ..... Wilfred L. Hudson  
Secretary & Treasurer ..... Charles J. Follett  
Honorary President ..... Charles R. Vint  
Chmn. Advisory Comm. .... Horace N. Stavin

### DIRECTORS

E. Loyd Moore, Radio Station CFRB, Toronto;  
Robert M. Campbell, J. Walter Thompson Co., Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; A. M. Sanderson, Whitehall Pharmaceutical

(Canada) Ltd., Toronto; W. Clifford Wingrave, Television Station CFPL-TV, London, Ont.; Leslie F. Chilly, BBD & O, Toronto; Andre Davely, CKAC, Montreal; W. W. Vanderburgh, Coca-Cola Ltd., Toronto; W. H. Poole, Young & Rubicam, Toronto, Ont.; T. Ralph Hart, Spitzer & Mills, Ltd., Toronto, Ont.; Fred L. Wood, Gen'l Foods Ltd., Toronto, Ont.; R. B. Collett, Lever Bro., Ltd., Toronto; Wm. N. Hawkins, CFOS, Owen Sound, Ont.

### 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

### OFFICERS

President ..... D. M. Neill  
Executive Vice-President ..... T. J. Allard  
Vice-President Radio ..... Paul Lo'onde  
Vice-President Television ..... G. Stirling  
Secretary-Treasurer ..... Flora Lovc

### DIRECTORS

J. A. Manning, CKCL, Truro, N. S.; G. Stirling, CJON-TV, St. John's, Nfld.; D. A. Gourd, CKRN, Rouyn, P. Q.; R. Couture, CKSB, St. Boniface, Man.; T. Burham, CKRS-TV, Jonquiere, P. Q.; J. A. Dupont, CJAD, Montreal, P. Q.; W. H. Stovia, CJBQ, Belleville, Ont.; W. N. Hawkins, CFOS, Owen Sound, Ont.; R. J. Buss, CHAT, Medicine Hat, Alta.; J. O. Olick, CJOB, Winnipeg, Man.; Norman Botherill, 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.; D. M. Neill, CFNB, Fredericton; Phil Lalonde, CKAC, Montreal; Murray T. Brown, CFPL, London, Ont.; R. T. Snelgrove, CKVR-TV, Barrie; D. Dawson, CKCK, Regina.

### SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WALnot 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 148 privately owned (independent) radio broadcasting stations and 35 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 ..... Kay MacDonald  
Exec. Secy ..... George W. Buck  
Chmn. Exec. Bd ..... Charles J. Maguire  
Chaplain ..... Rt. Rev. Msgr. Vincent J. Broinan  
Treasurer ..... Very Rev. Msgr. Francis M. Castello

### 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

292 Madison Ave., New York 17, N. Y.  
MU 3-0966  
12924 Sarah Street, North Hollywood, Calif.  
PO 2-8377

### OFFICERS

President ..... Leith Stevens  
1st Vice-President ..... Paul Croston  
2nd Vice-President ..... David Roksin  
3rd Vice-President ..... Winston S. Sharples  
Secretary-Treasurer ..... Jerry Livingston  
Asst. Sec. Treasurer ..... Ben Ludlow  
Executive Secretary ..... Elso Clay

### FUNCTIONS

CLGA was organized to represent composers (music



## ORGANIZATIONS

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. .... Dove Stone (KDAV)  
First V. P. .... Warren Roberts (WEAS)  
Second V. P. .... Wally King (WOOO)  
Third V. P. .... Ralph Cery (KPIK)  
Ass't. to the Pres. .... Jack Nobles (WMIE)  
Secretary ..... Henry Hilton (KSOP)  
Treasurer ..... Ed Slusarczyk (WRFM)  
Delegate at Large ..... Morey DaValt (KLAK)  
Dir. Research ..... Bruce Barrington (WEW)  
Dir. Public Rel. .... Ralph Weagant (KKEY)

#### FUNCTIONS

Sharing 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 along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

### THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
Murray Hill 9-4950

#### OFFICERS

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, Eimer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency; Mills Ten Eyce, Jr., Executive Secretary; Luise M. Silcox, Secretary to the Council; Irwin Karp, Counsel.

#### FUNCTIONS

The national business organization of dramatists.

### ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
WALnut 1-2898

#### OFFICERS

Pres., Chrm. of Board ..... R. M. Robinson  
V.-P., Chrm. Receiver Div. .... S. D. Brownlee  
V.-P., Chrmn., Components Div. .... J. Key  
V.-P., Chrm., Electronics Div. .... E. W. Leaver  
Director of Engineering ..... R. A. Hackbusch  
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.

### EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.  
Murray Hill 5-2927

#### OFFICERS

Hon. Presidents ..... Rt. Rev. Henry Knox Sherrill,  
Rt. Rev. Horace W. B. Donegan  
President ..... Vinton Freedley  
Vice-Presidents ..... Rev. Randolph Ray,  
Charles Coburn, Bobby Clark, Peggy Waad  
Rec. Secy. .... Rev. Chas. Breck Ackley  
Treasurer ..... John Knight  
Exec. Secy. .... Helen Morrison

#### COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils, Margaret Dale, Boris Karloff, Tessa Kosta, Raymond

Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Basil Rothbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Mason Curry, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood.

#### FUNCTION

Cultural, social, philanthropic. Membership opened to actors and friends of the theatre. Not denominational 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

#### OFFICERS

Chairman ..... John W. Gwynne  
Commissioner ..... Edward T. Tait  
Commissioner ..... Sigurd Anderson  
Commissioner ..... William C. Kern  
Commissioner ..... Robert T. Secrest  
Sec. to the Commission ..... Robert M. Parrish  
Executive Director ..... Harry A. Babcock  
General Counsel ..... Earl W. Kintner  
Director of Public Information ..... S. F. Stowe  
Dir., Bur. of Consultation ..... Charles E. Grandey  
Dir. Bur. of Economics ..... Simon N. Whitney  
Dir. of Hearing Examiners ..... Edward F. Haycraft  
Dir., Bur. of Investigation ..... Sherman R. Hill  
Dir., Bureau of Litigation ..... Joseph E. Sheehy

#### BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.  
Albert G. Seidman, Attorney in Charge.  
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.  
William F. Lemke, Jr., Attorney in Charge.  
Room 306, Pacific Bldg., San Francisco 3, Cal.  
Raymond J. Lloyd, Atty. in Chg.  
Room 811, U. S. Court House, Seattle 4, Wash.  
Walter W. Harris, Atty. in Chg.  
Room 413, Masonic Temple Bldg., New Orleans, La.  
William B. Latt, Atty. in Chg.  
Room 1128, Standard Bldg., Cleveland, Ohio.  
Vernon E. Taylor, Atty. in Chg.  
2806 Fed. Off. Bldg., 911 Walnut St., Kansas City,  
Mo. Floyd M. Brown, Atty. in Chg.  
915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Ragsdale, Atty. in Chg.  
Washington Office, Joseph J. Gercke, Atty. in Chg.

#### FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

### FILM PRODUCERS ASSOCIATION OF NEW YORK

39 Broadway, New York 6, N. Y.  
Phone: WHitehall 3-7376

#### OFFICERS

President ..... Nathan Zucker  
Executive V. P. .... Lee Blair  
First V. P. .... Judd Pollicek  
Second V. P. .... Robert Crane  
Secretary ..... Henry Strauss  
Treasurer ..... Edward Lamm  
Legal Counsel ..... John Wheeler, Herbert Burstein  
Pub. Rel. Counsel ..... Wallace A. Ross

#### BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Laewendahl, Robert L. Lawrence, Harold Wondsol, F. C. Wood, Jr., Stephen Elliott.

#### FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

### FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.  
WE 6-1186

#### OFFICERS

President ..... John B. Kiefer  
Secretary ..... Maurice Buchen

## ORGANIZATIONS

### THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION-TELEVISION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.  
Regent 4-1501

#### OFFICERS

Director ..... Pierre Crenesse  
Ass't. Dir. .... Alice Lewitn  
Administrator ..... Suzanne Weltman  
Program Director ..... Ann McMillan  
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 understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

### THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.  
LEhigh 5-5100

#### OFFICERS

President ..... Ernst Weber  
Vice-President ..... D. B. Sinclair  
Treasurer ..... W. R. G. Baker  
Secretary ..... Haraden Pratt  
Editor ..... J. D. Ryder  
Exec. Sec'y ..... G. W. Bailey

#### DIRECTORS

G. S. Brown, R. J. Cole, W. H. Doherty, G. A. Fowler, A. N. Goldsmith, J. T. Henderson, R. L. McFarlan, D. E. Noble, E. H. Schulz, Samuel Seely, A. P. H. Barclay, L. V. Berkner, D. G. Fink, Ferdinand Hamburger, Jr., C. E. Harp, B. M. Olivier, H. F. Olson, G. K. Teal, A. H. Waynick.

#### 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

#### OFFICERS

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President ..... Eddie Cantor  
Exec. Vice-Pres. .... Harry E. Gould  
1st Vice-Pres. .... George Jessel  
Vice-Presidents ..... Jack Benny, Emil Friedlander, Dr. Leo Michel, Ted Lewis, Dr. George H. Solomon, Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis A. Lotito, Jan Murray, Robt. M. Weitman, Max E. Youngstein.  
Treasurer ..... Abe Lastfogel  
Asst. Treasurer ..... Nat Lefkowitz  
Legal Committee ..... Henry M. Katz  
Chaplain ..... Rabbi Abraham Burstein  
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#### BOARD OF DIRECTORS

Wm. Degen Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Jan Murray, Robt. M. Weitman, Max E. Youngstein.

#### FUNCTION

Non-sectarian theatrical assistance agency.

### JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.  
HUdson 3-6620

#### OFFICERS

Chairman ..... Dr. Albert N. Jorgensen, Nat'l Assn. of State Universities  
Vice-Chairman ..... James H. Denison, Assn. of Land-Grant Colleges and State Universities.  
Executive Director ..... Ralph Steelt  
Ass't. Dir. .... David C. Stewart  
Eng. Cons. .... Cyril M. Braum

#### JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carrall V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; Frank E. Schooley, Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garcy, Nat'l Congress of Parents & Teachers; Dr. Lyle Ashby, National Education Association of the United States.

#### 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  
Boy ..... Loring Smith  
Corresponding Secretary ..... Martin Begley  
Recording Secretary ..... Frank Thomas, Jr.  
Treasurer ..... Frank Leslie  
Librarian ..... Maurice Barrett

#### DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie Dowling, Bert Lehr, Herman Phillips, Clarence Jabson, Thomas MacLeod, Emil Friedlander, David Seidman.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Graza.

#### 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 at the discretion of the Council of the Club.

### LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.  
LAcawanna 4-9735

#### OFFICERS

President ..... Bernard Reiss  
Exec Sec'y ..... Julian Ross  
Vice-Presidents ..... Wm. G. Seidenbaum, Max B. Pearlman, Joy Victor.  
Secretary ..... Arthur Bandman  
Treasurer ..... Theodore H. Bernstein  
Legal Counsel ..... Louis N. Field, Morton J. Simon  
Fiscal Advisor ..... Lucius H. Coleman  
Public Relations Counsel ..... Bosh Stack

### MOTION PICTURE INDUSTRY CREDIT GROUP

229 Fourth Ave., New York 3, N. Y.  
ORegon 4-5100

#### OFFICERS

Chairman ..... Joseph A. Tanney  
Vice-Chairman ..... Kern Mowse  
Group Secretary ..... W. W. McAdam  
Committee Men ..... Jack Fellers, Walter Lynch, Everett Miller.

#### 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

#### OFFICERS

President, Exec Secy ..... Robert Miller  
Vice-President ..... Joe Santly

# ORGANIZATIONS

Treasurer ..... Irving Tanz  
**MEMBERS OF EXECUTIVE COUNCIL**  
 Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman.

**BRANCH OFFICES**  
 54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 6381 Hollywood Blvd., Hollywood, Cal., Sammy Friedman, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

**FUNCTIONS**  
 Labor Union.

## MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.  
 Plaza 1-1930

### OFFICERS

Chairman of the Board ..... Walter G. Douglas  
 President ..... Louis Bernstein  
 Vice-President ..... Jack Mills  
 Secretary ..... Arthur Israel, Jr.  
 Treasurer ..... Maurice Scopp  
 Agent and Trustee ..... Harry Fox

## NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

2610 N. Charles St., Baltimore 18, Md.  
 Hopkins 7-3000  
 Suite 1108, 203 N. Wabash, Chicago 1, Ill.  
 Financial 6-8320  
 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

### NATIONAL OFFICERS

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 1st Vice-Pres. .... Robert F. Lewine  
 2nd Vice-Pres. .... Sheldon Leonard  
 Secretary ..... Walter Cronkite  
 Treasurer ..... Loren L. Ryder

### CHAPTER OFFICERS

(Baltimore)  
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 Vice-President ..... Joel Chaseman  
 Secretary ..... Maggie Lynn  
 Treasurer ..... Charles Cooper

(Chicago)  
 President ..... Irv Kupcinet  
 1st Vice-Pres. .... Frank Atlas  
 2nd Vice-Pres. .... Alex Dreier  
 Secretary ..... Ned E. Williams  
 Treasurer ..... Richard Reinauer

(Los Angeles)  
 President ..... Harry S. Ackermann  
 1st Vice-Pres. .... Frederick de Cordova  
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 Secretary ..... June Lockhart  
 Treasurer ..... Loren L. Ryder

(New York)  
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 1st Vice-Pres. .... Hubbell Robinson, Jr.  
 2nd Vice-Pres. .... Walter Cronkite  
 Secretary ..... Royal E. Blakeman  
 Treasurer ..... Henry S. White  
 Asst. Treasurer ..... Robert Carr

### 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  
 1st Vice-Pres. .... Dr. Lee de Forest  
 2nd Vice-Pres. .... Dr. Francis W. Noel  
 Secretary ..... Mrs. Victor Roberts  
 Treasurer ..... Mrs. Gertrude Blackstack

### 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 EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.  
 WA 2-2462

### OFFICERS

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 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.

### CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

### FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective 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 EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.  
 EMpire 7-6611, Ext. 3394

### OFFICERS

President ..... William Harley  
 1st Vice-Pres. .... Jack McBride  
 2nd Vice-Pres. .... Robert Schenkkan  
 3rd Vice-Pres. .... Graydon Ausmus  
 Treasurer ..... Robert Coleman  
 Secretary ..... Dr. Keith Engar

# ORGANIZATIONS

## DIRECTORS

Region I: E. A. Hungerford, Jr., Metropolitan Education TV Assoc. New York; Region II: Raymond D. Hurlbert, Alabama Educational TV Commission; Birmingham; Region III: James S. Miles, Purdue University, Lafayette, Ind.; Region IV: John Schwarzwalder, Twin City Area Educational TV Corp., St. Paul, Minn.; Region V: Duff Browne, Greater New Orleans Educational TV Foundation, New Orleans; Region VI: This election to take place and info will be forwarded to us.

## 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.  
TRafalgar 9-6070

## OFFICERS

President ..... Peter Gaelet  
Exec. Vice-Pres. .... Bernard F. Kamins  
Treasurer ..... David J. Colton  
Secretary ..... Harriet H. Nicol

## 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., JUliniper 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, 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.

405 Lexington Ave., New York 17, N. Y.  
OXford 7-9494

## OFFICERS

Chmn. of Bd. .... Wallace E. Campbell  
Vice-Chmn. .... Harry M. Dunlap  
President ..... Kenneth B. Willson  
Exec. V. P. .... Allan E. Bockman  
Secretary ..... DeWitt J. Paul  
Treasurer ..... Lowell Shumway

## DIRECTORS

Willcox B. Adsit, Cloude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEochen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Fello, Jules Herbeuveaux, John A. Spooner, William G. Weisbrod.

## 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.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.  
Phone: ME 8-1415

## OFFICERS

President ..... Lloyd A. Colhoun  
Vice-Pres. .... A. J. Malin  
Secretary ..... W. Randolph Tucker  
Treasurer ..... Clive Rannels, Jr.  
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

200 W. 57th St., New York 19, N. Y.  
Columbus 5-0756

## OFFICERS

Honorary Lifetime Pres. .... Melvin L. Gold  
President ..... Robert Gross  
Exec. V. P. .... William J. Reddick  
Exec. Sec'y. .... Bernie Haber  
General Sec'y ..... Sally Perle  
Treasurer ..... Lou Feldman  
V. P., Production ..... Hal Seeger  
V. P., Distribution ..... Sydney A. Mayers  
V. P., Agencies ..... Don T. W'lund  
V. P., TV Stations ..... Edward Hamilton  
V. P., Membership ..... Joseph T. Dougherty

## DIRECTORS

John J. Schneider, Chrg.; Dr. Alfred N. Goldsmith, E. P. Genack, Waldo Mayo, Archie A. Mayers, Marshall G. Rothcn, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

## 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.

232 W. 48th St., New York 36, N. Y.  
Columbus 5-0956

## OFFICERS

President ..... Louis Handin  
1st Vice-Pres. .... Joe Woods  
2nd Vice-Pres. .... Frank O'Connell  
Sec'y., Treas. .... Edna Osborne

## DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Saltisch, Lillian Weed, Lou Willis.

## NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
Circle 5-4343

## OFFICERS

President ..... Leigh Whipper  
Vice-President ..... Edith Wilson  
Executive Secretary ..... Virginia Girvin  
Treasurer ..... A. Edward Walters  
Recording Secretary ..... Lillian Roberts McBride  
Admin. Sec'y. .... Thomas W. Moseley  
Chaplain ..... Dr. John H. Johnson  
Council ..... Percy Sutton, Simon Feinstein

## FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

## NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

President ..... James C. O'Connor  
1st Vice-Pres. .... Thomas D. Zumbo  
2nd Vice-Pres. .... Anthony Alborelli  
Secretary ..... John Yauchstetter  
Treasurer ..... James Antone  
Financial Sec'y. .... Joseph Schaefer  
Corresponding Sec'y ..... Henry Logeman  
Sergeant-at-Arms ..... Daniel MacGloan

## PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
Columbia 5-7362

## OFFICERS

Honorary President ..... Rocco Vacco  
President ..... Robert Miller  
Vice-President ..... Joseph Santly  
Treasurer ..... Irving Tanz  
Executive Director ..... Bob Miller  
Board of Governors ..... Joe Santly, Irving Tanz,  
Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor.

# ORGANIZATIONS

## BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
 Regional Director.....Morton Schaefer  
 1491 N. Vine St., Los Angeles, Calif.  
 Regional Director.....Lucky Wilber  
 36 E. 5th St., Cincinnati, O.  
 Regional Director.....Danny Engel  
 225 - 26th St., Santa Monica, Calif.  
 Regional Secretary.....Al Comparte

## FUNCTIONS

Charitable and Benevolent Organization.

## RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.  
 Phone: LE 2-8902

### OFFICERS

Director.....Thomas H. Brown, Jr.  
 Ass't Dir.....John L. Dunning  
 N. Y. Prog. Mgr.....Jos. L. Ranft  
 PR Dir.....Alton Kastner  
 Tech. Dir.....Claude Harris  
 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 28 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

### OPERATING GROUP

President.....Kevin B. Sweeney  
 Vice-President and General Manager.....John F. Hardesty  
 Director of Promotion.....Miles David  
 Asst. Secy.-Treas.....William L. Morrison

### GOVERNING GROUP

Chrmn. of the Board.....Kenyon Brown  
 KGLC, Miami, Okla.  
 Secretary.....William B. McGrath  
 WHDH, Boston, Mass.  
 Treasurer.....John S. Hayes  
 Washington Post Bcst. Div.  
 Chrmn. of Executive Committee.....Allen M. Woodall  
 WDAK, Columbus, Ga.  
 Chrmn. of Finance Committee.....John S. Hayes  
 Washington Post Bcst. Div.

### BOARD OF DIRECTORS

Hugh K. Boice, WEMP, Milwaukee, Wis.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KGLC, Miami, Okla.; Richard D. Buckley, WNEW, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; Henry B. Clay, KWKH, Shreveport, La.; Matthew J. Culligan, NBC, New York, N. Y.; Victor C. Diehm, WAZL, Hazelton, Pa.; George Comte, WTMJ, Milwaukee, Wisconsin; Herbert Evans, Peoples Broadcasting Corp.; Columbus, Ohio; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; Arthur Hull Hayes, CBS, New York, N. Y.; John Hayes, WTOP, Washington, D. C.; Frank M. Headley, H-R Representatives, Inc., New York, N. Y.; Alex Keese, WFAA, Dallas, Texas; Elroy McCaw, WINS, New York, N. Y.; Donald McGannon, WBC, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Miami Beach, Fla.; Edward De Gray, ABC Radio, N. Y. C.; Don Searle, Farm & Home Radio, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; 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

### OFFICERS

President.....Julian Anthony  
 1st Vice-President.....Herb Schwartz  
 2nd Vice-President.....Gabe Pressman  
 Sergeant-at-Arms.....George Jordan  
 Secretary.....Charles Campbell  
 Ass't Sec'y.....Cy Avnet  
 Treasurer.....Richard Milbauer

### BOARD OF GOVERNORS

Chairman: Nick Archer. Robert F. Donahue, Jack Fern, David Klein, Arnold Lerner, Phil Scheffler, Ed Silverman.

### FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

## RADIO AND TELEVISION DIRECTORS GUILD, AFL-CIO

114 East 52nd St., New York 22, N. Y.  
 PLaza 9-0949

### OFFICERS

President.....Michael J. Kane  
 1st Vice-President.....Stuart Phelps  
 2nd Vice-President.....Clifford Braun  
 3rd Vice-President.....E. Shields Dierkes  
 Secretary.....Tom Donovan  
 Treasurer.....John Dillon  
 Exec. Dir.....Newman H. Burnett

### NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Caselli, John J. Dillon, Tom Donovan, Ken Fickett, Dick Auerbach, Gray Delmar, Arthur Hanna, Fred Poller.  
 Hollywood: John F. Shea, Jr., Michael Kane, Stuart W. Phelps, Seymour Berns, Ron Bacon.  
 Cleveland: Carl Heise.  
 Washington: Richard Cox.  
 Detroit: Shields Dierkes.  
 Chicago: Cliff Braun.

### BRANCH OFFICES

New York Local, 114 E. 52nd St., NYC 22, PLaza 9-0875. Exec. Secy., Newman H. Burnett.  
 Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., HOLlywood 2-3324. Exec. Secy., Miss Nora Padway.  
 Chicago Local, Box 3391, Chicago 54, Ill.  
 Detroit Local, 202 Stephenson Bldg., Detroit, Mich., TRinity 2-7920. Exec. Secy., David O. Tytherleigh.  
 Washington Local, 706 Meridian St., Falls Church, Va. President, Richard M. Cox.  
 Cleveland Local, 3423 W. 117th St., Cleveland 11, 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

President.....Donald H. McGannon  
 1st Vice-President.....Geraldine Zorbaugh  
 V. P.'s.....Don Durgin, Frank E. Pellegrin  
 Secretary.....Omar F. Elder, Jr.  
 Treasurer.....Jay Smolin  
 Executive Director.....Claude Barrere

### BOARD OF GOVERNORS

Ted Bergmann, Robert Jay Burton, Robert J. Leder, Mary McKenna, Sam J. Slate, John C. Daly, Josef C. Dine, Ernest Lee Jahneke, Jr., Winfield R. Levi, Alfred L. Mendelsohn, David C. Moore.

### 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 pro-

# ORGANIZATIONS

vide 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.  
NAational 8-3120

### OFFICERS

President ..... Edward P. Morgan (ABC)  
Vice-President ..... Julian Goodman (NBC)  
Secretary ..... Lewis W. Shollenberger (CBS)  
Treasurer Ann M. Corrick (Westinghouse Bcsta. Co.)  
Members-at-Large Arthur F. Barriault (NBC),  
Edward P. Ryan (WTOP); James A. Gertz (Mutual),  
Robert F. Hurligh, MBS, member ex-officio.

### FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

## THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

### OFFICERS

President ..... Ralph Renick  
Board Chairman WTVT, Miami, Fla. Jack Krueger  
Treasurer WTMJ, Milwaukee, Wis. F. O. Carver, Jr.  
V.P. for Program WSJS, Winston-Salem Sheldon Peterson  
V.P. for TV WTCN, Minneapolis, Minn. Bill Small  
V.P. for Radio WHAS-TV, Louisville, Ky. Nick Basso  
WSAZ, Huntington, W. Va.

### DIRECTORS

Jack Morris, KTUL, Tulsa, Okla.; Julian Goodman, NBC, Washington; Charles Shaw, WCAU, Philadelphia, Hugh Bremner, CFPL, London, Ontario; Bill Monroe, WDSU, New Orleans, La.; Bill Gorry, WBBM, Chicago, Ill.; Dick Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Bruce B. Palmer, KWTW, Okla. City, Okla.; Jim McGaffin, WOW-AM-TV, Omaha, Neb.

### REGIONAL VICE-PRESIDENTS

Dick Tobias, WCLI, Corning, N. Y.; Phil Berk, KOMU-TV, Columbia, Mo.; Dick Sanders, WJDX, WLBT-TV, Jackson, Miss.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Bert Cannings, CFCF, Montreal, Canada.

### FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin Annual convention and awards: news operation and news broadcasting.

## REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795  
Panama, City, Panama

### OFFICER

President ..... Fernando Eleta

### FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

## SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.  
Hollywood 9-7311

### OFFICERS

President ..... Howard Keel  
1st Vice-President ..... MacDonald Carey  
2nd Vice-President ..... James Lydon  
3rd Vice-President ..... Rosemary DeCamp  
Recording Secretary ..... Robert Keith  
Treasurer ..... George Chandler  
National Executive Secretary ..... John L. Dales

### BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill Whitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.  
11 Beacon Street, Room 624, Boston 8, Mass. Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary.  
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

### OFFICERS

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

250 W. 57th St., New York 19, N. Y.  
JUdson 2-5470

### OFFICERS

President ..... Howard T. Magwood  
1st Vice-President ..... Charles H. Wasserman  
2nd Vice-President ..... Joseph R. Kohn  
Secretary ..... Jack Glenn  
Treasurer ..... Jean H. Lenauer  
Executive Secretary ..... George L. George  
General Counsel ..... Erwin Feldman

### EXECUTIVE BOARD

Paul Falkenberg, Philip S. Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

### ALTERNATES

Bert Lawrence, Wm. Buckley, Albert De Caprio, Don Hershey, Lewis Jacobs.

### FUNCTION

Labor organization.

## SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.  
JUdson 6-3450

### OFFICERS

President ..... Paul Heinecke  
Treasurer ..... R. C. Heinecke  
Asst. to President ..... E. S. Prager  
Production Manager ..... Robert S. Stone  
Director Station Relations ..... W. F. Myers  
Publicity, Promotion ..... Alice Heinecke

### FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, on alphabetical and classified index, and script service; syndicated transcribed programs.

## SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.  
LOngacre 5-0172

### OFFICERS

President ..... Norwood L. Simmons

## ORGANIZATIONS

|                                 |                    |
|---------------------------------|--------------------|
| Past President                  | Barton Kreuzer     |
| Executive Vice-President        | John W. Services   |
| Engineering Vice-President      | Axel G. Jensen     |
| Editorial Vice-President        | Glenn E. Matthews  |
| Financial Vice-President        | G. Carleton Hunt   |
| Convention Vice-President       | Reid H. Ray        |
| Sections Vice-President         | Ethan M. Stifle    |
| Treasurer                       | Sidney P. Solow    |
| Secretary                       | Wilton R. Holm     |
| Chrm. New York Section          | Robert C. Reineck  |
| Chrm. Rochester Section         | R. E. Putman       |
| Chrm. Washington, D. C. Section | James A. Moses     |
| Chrm. Atlanta Section           | B. M. Loden        |
| Chrm. Chicago Section           | Jerome C. Diebold  |
| Chrm. Dallas-Ft. Worth Section  | E. J. Pattist      |
| Chrm. Hollywood Section         | Robert G. Huffard  |
| Chrm. San Francisco Section     | W. A. Palmer       |
| Chrm. Canadian Section          | Roger J. Beaudry   |
| Chrm. Nashville Section         | Wm. R. McCown      |
| Executive Secretary             | Charles S. Stodter |
| Pub. Rel. Director              | Barbara D. Skeeter |

### 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.

## SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

### OFFICERS

|                    |               |
|--------------------|---------------|
| President          | Guy LeBow     |
| 1st Vice-President | Mel Allen     |
| 2nd Vice-President | Charles Morey |
| Secretary          | Frank Litsky  |
| 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.

366 Madison Ave., New York 17, N. Y.  
YUkon 6-9390

### OFFICERS

|                |                   |
|----------------|-------------------|
| President      | H. Preston Peters |
| Vice-President | John Blair        |
| Secretary      | Richard O'Connell |
| Treasurer      | Eugene Katz       |

### DIRECTORS

Adom Young, H. P. Peters, F. M. Headley, J. Blair, E. Katz, R. O'Connell, Jos. J. Weed, Lewis H. Avery.

### FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

## TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.  
MUrray Hill 8-0215

### OFFICERS

|                   |                   |
|-------------------|-------------------|
| Chairman of Board | Roger Clipp       |
| President         | Norman E. Cash    |
| V.P., Gen. Mgr.   | G. G. Huntington  |
| Secretary         | Otto Brandt       |
| Treasurer         | Payson Hall       |
| V.P., Natl. Sales | John R. Sheehan   |
| V.P., Retail Sls. | Howard Abrams     |
| V.P., Research    | Dr. Leon Arons    |
| Research Director | Harvey Spiegel    |
| Sls. Prom. Dir.   | Keith Culverhouse |
| Dir. PR           | Bob Grebe         |

### BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.  
YUkon 2-6332

Dir., Western Div. . . . . Walter McNiff  
400 N. Michigan Ave., Chicago 35, Ill. SUperior  
7-1216

Dir., Central Div. . . . . Stanford Meigs

### 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.

## TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.  
REpublic 1-2484

### OFFICERS

|                |                    |
|----------------|--------------------|
| President      | John Ballinger     |
| Vice President | William W. Edwards |
| Treasurer      | Charles E. Buzzard |
| Secretary      | Frank Wolf         |

## TELEVISION PRODUCERS GUILD

9530 Wilshire Blvd., Beverly Hills, Calif. Suite 201

### OFFICERS

|                |                |
|----------------|----------------|
| President      | Ben Brady      |
| 1st Vice Pres. | David Dortort  |
| 2nd Vice Pres. | Ralph Levy     |
| Secretary      | Edgar Peterson |
| Treasurer      | Albert McClery |

## UNITED NATIONS—RADIO

### DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.  
PLaza 4-1234

### OFFICERS

|                         |                 |
|-------------------------|-----------------|
| Under Secy., Pub. Info. | A. S. Bokhari   |
| Dir, Radio Div.         | Peter Aylen     |
| Dep. Dir.               | Franco Passigli |
| Ch, Radio Service       | Gohl Obhrai     |
| Ch, TV Service          | William Henry   |
| Ch, Operations          | Michael Hayward |

## 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., Washington 25, D. C.  
REpublic 7-7500

### OFFICERS

|                          |                 |
|--------------------------|-----------------|
| Director                 | George V. Allen |
| Dir., Off. of Pub. Info. | Richard Cushing |
| Dir., Bcstg. Service     | Henry Loomis    |
| Dir., TV Service         | Romney Wheeler  |

## WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.  
PLaza 7-3317

### OFFICERS

|                   |                        |
|-------------------|------------------------|
| National Chairman | Erik Barnow            |
| President         | Halsted Welles         |
| 1st Vice-Pres.    | Don Ettlinger          |
| 2nd Vice-Pres.    | Elihu Winer            |
| 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.

8955 Beverly Blvd., Los Angeles 48, Cal.  
CRestview 4-8601

### OFFICERS

|                    |                     |
|--------------------|---------------------|
| National Chairman  | Erik Barnow         |
| President          | Edmund Hartmann     |
| 1st Vice-Pres.     | Don Ettlinger       |
| 2nd Vice-Pres.     | Elihu Winer         |
| Secretary          | Al Martin           |
| Treasurer          | Edmund North        |
| Executive Director | Michael H. Franklin |

### SCREEN BRANCH

|                     |                |
|---------------------|----------------|
| President           | Ken Englund    |
| Vice-Pres.          | Ben Roberts    |
| Secretary-Treasurer | Winston Miller |

### TELEVISION-RADIO BRANCH

|                     |                 |
|---------------------|-----------------|
| President           | Donn Mullally   |
| Vice-Pres.          | Leonard Freeman |
| Secretary-Treasurer | Antony Ellis    |

### FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.



**TELEVISION DAILY**

presents

***COMMERCIAL AM-  
TV PROGRAMS  
of 1958***

ALPHABETICALLY LISTED  
BY TITLE AND SHOWING  
SPONSOR - PRODUCT - NETWORK  
AND ADVERTISING AGENCY

**1959**

# COMMERCIAL AM PROGRAMS OF 1958

(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, 1958. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

## —A—

| PROGRAM                             | ADVERTISER AND PRODUCT                                                                                                                                                                                                                                                                   | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                   |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Affairs of Dr. Gentry               | American Dairy Assn.<br>(Milk)                                                                                                                                                                                                                                                           | NBC     | Campbell-Mithun                                                                                                                                                                                      |
|                                     | Armour & Co.<br>(Dial Soap)                                                                                                                                                                                                                                                              |         | Foote, Cone & Belding                                                                                                                                                                                |
|                                     | B. T. Babbitt Co.<br>(Bab-O)                                                                                                                                                                                                                                                             |         | Brown & Butcher                                                                                                                                                                                      |
|                                     | Bristol-Myers Co.<br>(Trushay)                                                                                                                                                                                                                                                           |         | BBD & O                                                                                                                                                                                              |
|                                     | Carter Products<br>(Colonaid)<br>(Liver Pills)                                                                                                                                                                                                                                           |         | Kastor, Farrell, Chesley & Clifford                                                                                                                                                                  |
|                                     | S. M. Edison Chemical Co.<br>(Dermassage)                                                                                                                                                                                                                                                |         | Ted Bates & Co.<br>Stein, Walters & Simmons                                                                                                                                                          |
|                                     | Grove Labs<br>(Bromo-Quinine)                                                                                                                                                                                                                                                            |         | Gardner Advertising                                                                                                                                                                                  |
|                                     | Lever Bros.<br>(Pepsodent)<br>(Dove Soap)                                                                                                                                                                                                                                                |         | Foote, Cone & Belding                                                                                                                                                                                |
|                                     | Mogen David Wine Co.<br>(Wine)                                                                                                                                                                                                                                                           |         | Ogilvy, Benson & Mather<br>Edward H. Weiss                                                                                                                                                           |
|                                     | Parker Bros.<br>(Games)                                                                                                                                                                                                                                                                  |         | Badger, Browning & Parcher                                                                                                                                                                           |
|                                     | Procter & Gamble<br>(Gleem)                                                                                                                                                                                                                                                              |         | Compton Advertising                                                                                                                                                                                  |
|                                     | Swift & Co.<br>(Allsweet)                                                                                                                                                                                                                                                                |         | J. Walter Thompson                                                                                                                                                                                   |
|                                     | Vick Chemical Co.<br>(Vaporub)                                                                                                                                                                                                                                                           |         | Morse International                                                                                                                                                                                  |
| All-Service Football                | Philco Corp.                                                                                                                                                                                                                                                                             | MBS     |                                                                                                                                                                                                      |
| All Star Football Game              | Carling Brewing Co., Inc.<br>Standard Oil Co.<br>Western Airlines, Inc.                                                                                                                                                                                                                  | ABC     | Lang, Fisher & Stashower, Inc.<br>D'Arcy Advertising<br>BBD & O                                                                                                                                      |
| Ameche's, Don, Real<br>Life Stories | Bristol-Myers Co.<br>(Trushay)<br>General Foods Corp.<br>(Calumet & Jello)<br>Grove Labs<br>(Bromo-Quinine)<br>Lever Bros.<br>(Pepsodent)<br>(Dove Soap)<br>Mogen David Wine Corp.<br>(Wine)<br>Parker Bros.<br>(Games)<br>Procter & Gamble<br>(Gleem)<br>Vick Chemical Co.<br>(Vaporub) | NBC     | BBD & O<br>Young & Rubicam<br>Gardner Advertising<br>Foote, Cone & Belding<br>Ogilvy, Benson & Mather<br>Edward H. Weiss<br>Badger, Browning & Parcher<br>Compton Advertising<br>Morse International |

# COMMERCIAL AM PROGRAMS

| PROGRAM              | ADVERTISER AND PRODUCT                          | NETWORK | ADVERTISING AGENCY                   |
|----------------------|-------------------------------------------------|---------|--------------------------------------|
| Amos 'n' Andy        | American Motors Corp.<br>(Nash Rambler)         | CBS     | Geyer Advertising                    |
|                      | Ex-Lax, Inc.                                    |         | Warwick & Legler                     |
|                      | Fram Corp.                                      |         | Marschalk & Pratt                    |
|                      | Grove Labs, Inc.                                |         | Gardner Advertising                  |
| Anderson, Herb Oscar | Hudson Vitamin Prod. Inc.                       |         | Cohen & Aleshire                     |
|                      | McCall Corp.                                    |         | Pace Advertising                     |
|                      | Mail Pouch Co.                                  |         | Donahue & Coe                        |
|                      | Mutual Benefit Health & Accident Assoc.         |         | Chas. W. Hoyt Co.                    |
| Anderson, Herb Oscar | Florida Realty Bureau                           | ABC     | Bozell & Jacobs                      |
|                      | Hudson Vitamin Products Inc.                    |         | Stuart Schwartz, Inc.                |
|                      | Knox Gelatine                                   |         | Pace Advertising                     |
|                      | Lever Bros. Co.<br>(Brex-Zur)<br>(Dove)         |         | Charles W. Hoyt Co.                  |
| Answer Please        | Liggett & Myers Tobacco Co.                     |         | Sullivan, Stauffer, Colwell & Bayles |
|                      | The Toni Co., A Division of<br>The Gillette Co. |         | Ogilvy, Benson & Mather              |
|                      | Fram Corp.                                      | CBS     | Dancer-Fitzgerald-Sample             |
|                      | Grove Labs., Inc.                               |         | North Advertising                    |
| Back to God Hour     | R. J. Reynolds Tobacco Co.                      |         | Marschalk & Pratt                    |
|                      | The Christian Reformed Church                   | ABC     | Gardner Advertising                  |
|                      | General Foods Corp.<br>(Calumet)                | ABC     | Cohen & Aleshire                     |
|                      | Hudson Vitamin Products, Inc.                   |         | Wm. Esty Co.                         |
| Backus, Jim          | Knox Gelatine                                   |         |                                      |
|                      | Lever Brothers Co.<br>(Brex-Zur)<br>(Dove)      |         | Stoetzel & Associates                |
|                      | Liggett & Myers Tobacco Co.                     |         | Young & Rubicam                      |
|                      | The Toni Co., A Division of<br>The Gillette Co. |         | Pace Advertising                     |
| Bandstand            | American Dairy Assn.<br>(Milk)                  | NBC     | Charles W. Hoyt Co.                  |
|                      | Armour & Co.<br>(Dial Soap)                     |         | Sullivan, Stauffer, Colwell & Bayles |
|                      | B. T. Babbitt Co.<br>(Bab-O)                    |         | Ogilvy, Benson & Mather              |
|                      | Bristol-Myers Co.<br>(Trushay)                  |         | Dancer-Fitzgerald-Sample             |
|                      | Ex-Lax, Inc.<br>(Ex-Lax)                        |         | North Advertising                    |
|                      | General Electric Co.<br>(Electrical Appliances) |         | Campbell-Mithum                      |
|                      | General Foods Corp.<br>(Jello & Calumet)        |         | Foote, Cone & Belding                |
|                      | Grove Labs<br>(Vivomo-Quintier)                 |         | Brown & Butcher                      |
|                      | Lever Bros.<br>(Fepsident)<br>(Dove Soap)       |         | BBD & O                              |
|                      | Mogen David Wine Corp.<br>(Wine)                |         | Warwick & Legler                     |
|                      | Parker Bros.<br>(Candy)                         |         | Young & Rubicam                      |
|                      | Procter & Gamble<br>(Cleem)                     |         | Gardner Advertising                  |
|                      | Q-Tips, Inc.<br>(Q-Tips)                        |         | Foote, Cone & Belding                |
|                      | RCA<br>(Records)                                |         | Ogilvy, Benson & Mather              |
|                      | Swift & Co.<br>(Aflsweet)                       |         | Edward H. Weiss Co.                  |

# COMMERCIAL AM PROGRAMS

| PROGRAM                              | ADVERTISER AND PRODUCT                                              | NETWORK | ADVERTISING AGENCY                                    |
|--------------------------------------|---------------------------------------------------------------------|---------|-------------------------------------------------------|
|                                      | Vick Chemical Co.<br>(Vaporub)                                      |         | Morse International                                   |
| Bible Study Hour                     | Evangelical Foundation<br>(Religion)                                | NBC     | Paul Locke Associates                                 |
| Breakfast Club                       | American Bird Food<br>Mfg. Corp.                                    | ABC     | George H. Hartman Co.<br>Cunningham & Walsh           |
|                                      | American Cyanamid Co.<br>(Farm & Home Div.,<br>Food Industry Dept.) |         |                                                       |
|                                      | Beatrice Foods Co.                                                  |         | Chew, Harvey, & Thomas                                |
|                                      | Beltone Hearing Aid Co.                                             |         | Olian & Bronner, Inc.                                 |
|                                      | Bristol Myers Co.<br>(Bufferin)                                     |         | Young & Rubicam                                       |
|                                      | Buitoni Foods Corp.                                                 |         | Albert-Frank Guenther Law, Inc.                       |
|                                      | Campana Sales Co.                                                   |         | Erwin, Wasey, Ruthrauff & Ryan                        |
|                                      | Clairol, Inc.                                                       |         | Foote, Cone & Belding                                 |
|                                      | Duffy-Mott Co. Inc.                                                 |         | Young & Rubicam                                       |
|                                      | Food Specialties, Inc.                                              |         | Charles F. Hutchinson, Inc.                           |
|                                      | Fred Fear Easter Egg Color Co.                                      |         | Ted Bernstein Associates                              |
|                                      | General Foods Corp.<br>(Calumet)                                    |         | Young & Rubicam                                       |
|                                      | (Post Cereals)                                                      |         |                                                       |
|                                      | (Perkins Div.)                                                      |         | Benton & Bowles                                       |
|                                      | Glamorene, Inc.                                                     |         | Foote, Cone & Belding                                 |
|                                      | Hudson Vitamin Products, Inc.                                       |         | Garfield-Linn & Co.                                   |
|                                      | Kitchen Art Foods                                                   |         | Pace Advertising                                      |
|                                      | Knox Gelatine                                                       |         | Wright, Campbell & Suitt, Inc.                        |
|                                      | The Kretschmer Corp.                                                |         | Charles W. Hoyt Co.                                   |
|                                      | KVP Company                                                         |         | George H. Hartman Corp.                               |
|                                      | Lever Brothers Co.<br>(Breeze)                                      |         | Grant Advertising                                     |
|                                      | Lewyt Corp.                                                         |         | Sullivan, Stauffer, Colwell & Bayles                  |
|                                      | Magla Products                                                      |         | Hicks & Greist                                        |
|                                      | Dumas Milner Corp.                                                  |         | Ed Lieb Advertising                                   |
|                                      | The Mentholatum Co.                                                 |         | Gordon Best Co.                                       |
|                                      | C. H. Musselman Co.                                                 |         | J. Walter Thompson                                    |
|                                      | Niagara Therapy Mfg. Co.                                            |         | Arndt, Preston, Chapin, Lamb<br>& Keen                |
|                                      | Olson Rug Co.                                                       |         | George L. Mallis Inc.                                 |
|                                      | Chas. Pfizer & Co.                                                  |         | Presba, Feller & Presba                               |
|                                      | Philco Corp.                                                        |         | Leo Burnett Co.                                       |
|                                      | Pioneer Industries                                                  |         | BBD & O                                               |
|                                      | Puritron Corp.                                                      |         | Feigenbaum & Werman                                   |
|                                      | Rust Craft Publishing Co.                                           |         | Maxwell Sackheim & Co.                                |
|                                      | Sandura Co.                                                         |         | Chamber & Wiswell                                     |
|                                      | The Savings & Loan Foundation                                       |         | Hicks & Greist                                        |
|                                      | The Scholl Mfg. Co.                                                 |         | McCann-Erickson                                       |
|                                      | Sleep Eze Co.                                                       |         | Donahue & Coe                                         |
|                                      | U. S. Steel Corp.                                                   |         | Motte & Siteman                                       |
|                                      | Van Nuys Savings & Loan Assn.                                       |         | BBD & O                                               |
|                                      | J. A. Wright Co.                                                    |         | J. W. Raymond Advertising                             |
| Buttram, Pat, Show                   | Wm. Wrigley Jr., Co.                                                | CBS     | Charles W. Hoyt Co.<br>Erwin, Wasey, Ruthrauff & Ryan |
| —C—                                  |                                                                     |         |                                                       |
| Cape Coral                           | Gulf Guaranty Land &<br>Title Co.                                   | ABC     | Paul Venze Associates                                 |
| Changing Times                       | The Kiplinger Washington<br>Editors                                 | ABC     | Albert Frank-Guenther Law                             |
| Couple Next Door                     | California Packing Co.                                              | CBS     | McCann-Erickson                                       |
|                                      | Ex-Lax, Inc.                                                        |         | Warwick & Legler                                      |
|                                      | General Foods Corp.                                                 |         | Young & Rubicam                                       |
|                                      | Grove Labs Inc.                                                     |         | Gardner Advertising                                   |
|                                      | Lehn & Fink Prod. Corp.                                             |         | McCann-Erickson                                       |
|                                      | Lever Bros. Co.                                                     |         |                                                       |
|                                      | Syntex Chemical Co. Inc.                                            |         | Anderson & Cairns                                     |
| Cronkite, Walter,<br>(Business News) | Hertz Systems, Inc.                                                 | CBS     | Campbell-Ewald Co.                                    |
|                                      | Popular Science Publ. Co.                                           |         | Schwab, Beatty & Porter, Inc.                         |

# COMMERCIAL AM PROGRAMS

## D

| PROGRAM              | ADVERTISER AND PRODUCT     | NETWORK | ADVERTISING AGENCY                                                                                      |
|----------------------|----------------------------|---------|---------------------------------------------------------------------------------------------------------|
| Drake, Galen         | Clairrol, Inc.             | CBS     | Foote, Cone & Belding<br>Warwick & Legler<br>Gardner Advertising<br>Pace Advertising<br>McCann-Erickson |
|                      | Ex-Lax, Inc.               |         |                                                                                                         |
|                      | Grove Labs, Inc.           |         |                                                                                                         |
|                      | Hudson Vitamins Prod. Inc. |         |                                                                                                         |
|                      | Lehn & Fink Prod. Corp.    |         |                                                                                                         |
|                      | Lever Bros. Co.            |         |                                                                                                         |
|                      | Lewis-Howe Co.             |         |                                                                                                         |
| Scientific Prod. Co. | McCann-Erickson            |         |                                                                                                         |

## F

|                   |                                               |                  |                                                                               |  |
|-------------------|-----------------------------------------------|------------------|-------------------------------------------------------------------------------|--|
| Five Star Matinee | American Dairy Assn.<br>(Milk)                | NBC              | Campbell-Mithum                                                               |  |
|                   | Armour & Co.<br>(Dial Soap)                   |                  | Foote, Cone & Belding                                                         |  |
|                   | B. T. Babbitt Co.<br>(Bob-O)                  |                  | Brown & Butcher                                                               |  |
|                   | Bristol-Myers<br>(Trushay)                    |                  | BBD & O                                                                       |  |
|                   | Carter Products<br>(Calumet)<br>(Liver Pills) |                  | Kastor, Farrell, Chesley & Clifford<br>Ted Bates & Co.<br>Gardner Advertising |  |
|                   | Grove Labs<br>(Promo-Quinine)                 |                  | Foote, Cone & Belding                                                         |  |
|                   | Lever Bros.<br>(Peppodent)<br>(Dove Soap)     |                  | Ogilvy, Benson & Mather<br>Edward H. Weiss                                    |  |
|                   | Mogen David Wine Co.<br>(Wine)                |                  | Badger, Browning & Parcher                                                    |  |
|                   | Parker Bros.<br>(Games)                       |                  | Compton Advertising                                                           |  |
|                   | Procter & Gamble<br>(Clem)                    |                  | Wherry, Baker & Tilden                                                        |  |
|                   | Quaker Oat Co.<br>(Quaker & Mother's Oats)    |                  | J. Walter Thompson                                                            |  |
|                   | Swift & Co.<br>(Allwheat)                     |                  | Morse International                                                           |  |
|                   | Vick Chemical Co.<br>(Vaponeb)                |                  | Klau-Van Pieterston Dunlop                                                    |  |
|                   | Foley, Red, Show                              | Hess & Clark     | NBC                                                                           |  |
|                   | Frank and Ernest                              | Dawn Bible Class | MBS                                                                           |  |
|                   | Frisch, Frankie                               | Quaker State Oil | MBS                                                                           |  |

## G

|                       |                                                          |     |                                                                       |
|-----------------------|----------------------------------------------------------|-----|-----------------------------------------------------------------------|
| Game of the Day       | Quaker State Oil                                         | MBS |                                                                       |
|                       | Gillette Safety<br>Razor Corp.                           | NBC | Maxon, Inc.                                                           |
| Gillette Boxing Bouts | Curtis Publ. Co.                                         | CBS | BBD & O                                                               |
|                       | General Electric Co.                                     |     | BBD & O                                                               |
|                       | General Foods Corp.                                      |     | Young & Rubicam                                                       |
|                       | Hartz Mountain Prod. Corp.                               |     | George Hartman Co.                                                    |
|                       | Kitchens of Sara Lee, Inc.                               |     | Cunningham & Walsh                                                    |
|                       | Krouse Foods, Inc.                                       |     | N. W. Ayer & Sons                                                     |
|                       | Niagara Therapy Mfg. Corp.                               |     | George L. Mallis                                                      |
|                       | Sealy, Inc.                                              |     | J. Walter Thompson                                                    |
|                       | Shulton, Inc.                                            |     | Wesley Associates                                                     |
|                       | Standard Brands, Inc.                                    |     | Compton Advertising                                                   |
| Godfrey, Arthur       | Billy Graham Evangelistic<br>(Religion)                  | NBC | Walter F. Bennett Co.                                                 |
|                       | R. J. Reynolds<br>Tobacco Co.<br>(Prince Albert Tobacco) | NBC | Warwick & Legler                                                      |
| Graham, Billy         | General Foods Corp.<br>(Calumet)                         | ABC | Young & Rubicam                                                       |
| Grand Ole Opry        | Lever Bros. Co.<br>(Peppodent)<br>(Dove)                 |     | Sullivan, Stauffer, Colwell & Bayles<br>Ogilvy, Benson & Mather, Inc. |
| Griffin, Merv         |                                                          |     |                                                                       |

# COMMERCIAL AM PROGRAMS

| PROGRAM                                      | ADVERTISER AND PRODUCT                                                                                                                                                                                                 | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                                                |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | Liggett & Myers Tobacco Co.<br>The Toni Co., A Division<br>of the Gillette Co.                                                                                                                                         |         | Dancer-Fitzgerald-Sample, Inc.                                                                                                                                                                                                    |
| Gunsmoke                                     | Ex-Lax, Inc.<br>Fram Corp.<br>Grove Labs. Inc.<br>Lewis-Howe Co.<br>Mutual Benefit Health &<br>Accident Association<br>Popular Science Publ. Co.<br>Sta-Nu Corp.                                                       | CBS     | North Advertising<br>Warwick & Legler<br>Marschalk & Pratt<br>Gardner Advertising<br>McCann-Erickson<br>Bozell & Jacobs<br><br>Schwab, Beatty & Porter, Inc.<br>Reach, McClinton & Co.                                            |
| —H—                                          |                                                                                                                                                                                                                        |         |                                                                                                                                                                                                                                   |
| Harkness, Richard,<br>Washington Farm Report | Ralston-Purina Co.<br>(Animal Food)                                                                                                                                                                                    | NBC     | Gardner Advertising                                                                                                                                                                                                               |
| Harvey, Paul, News                           | Bankers Life &<br>Casualty Co.                                                                                                                                                                                         | ABC     | Grant, Schwenck & Baker, Inc.                                                                                                                                                                                                     |
| Have Gun, Will Travel                        | American Motors Corp.<br>(Nash Rambler)<br>Fram Corp.<br>Grove Labs., Inc.<br><br>Lehn & Fink Prod. Corp.<br>Mail Pouch Co.<br>McCall Corp.<br>Mutual Benefit Health &<br>Accident Assoc.<br>Popular Science Publ. Co. | CBS     | Geyer Advertising<br><br>Marschalk & Pratt<br>Gardner Advertising &<br>Cohen & Aleshire, Inc.<br>McCann-Erickson<br>Chas. W. Hoyt Co.<br>Donahue & Coe, Inc.<br>Bozell & Jacobs<br><br>Schwab, Beatty & Porter                    |
| Heatter, Gabriel                             | Carter Products<br>Hudson Vitamin Corp.<br>Sea Breeze Laboratories<br>Sterling Drug<br>Syntex Chemical Co.                                                                                                             | MBS     |                                                                                                                                                                                                                                   |
| Helen Trent                                  | Bristol-Myers Co.<br><br>California Packing Co.<br>Campbell Soup Co.<br>Ex-Lax, Inc.<br>Foster Milburn Co.<br>General Foods Corp.<br>Grove Labs, Inc.<br><br>Lever Bros. Co.<br>Syntex Chemical Co.<br>Tetley Tea Co.  | CBS     | Doherty, Clifford, Steers &<br>Shenfield<br>McCann-Erickson<br>BBD & O<br>Warwick & Legler<br>Street & Finney<br>Young & Rubicam<br>Gardner Advertising<br>& Cohen & Aleshire<br><br>Anderson & Cairns<br>Ogilvy, Benson & Mather |
| Herald of Truth                              | Highland Church of<br>Christ                                                                                                                                                                                           | ABC     | Fidelity Advertising                                                                                                                                                                                                              |
| Hour of Decision                             | Billy Graham<br>Evangelistic Assn.                                                                                                                                                                                     | ABC     | Walter F. Bennett Co.                                                                                                                                                                                                             |
| Hour of Decision                             | Billy Graham                                                                                                                                                                                                           | MBS     |                                                                                                                                                                                                                                   |
| House Party                                  | Carnation Co.<br>Lehn & Fink Prod. Corp.<br><br>Lever Bros. Co.<br>Musselman Co.<br><br>Q-Tips, Inc.<br>Kenuzit Home Prod. Co.                                                                                         | CBS     | Erwin, Wasey, Ruthrauff & Ryan<br>McCann-Erickson<br><br>Arndt, Preston, Chapin, Lamb &<br>Keen<br>Lawrence Gumbinner<br>Arndt, Preston, Chapin, Lamb &<br>Keen                                                                   |
| How Christian Science Heals                  | First Church of Christ                                                                                                                                                                                                 | MBS     |                                                                                                                                                                                                                                   |
| —J—                                          |                                                                                                                                                                                                                        |         |                                                                                                                                                                                                                                   |
| Johnny Dollar                                | American Motors Corp.<br>(Nash Ramblers)<br>Ex-Lax, Inc.<br>Fram Corp.<br>Grove Labs, Inc.                                                                                                                             | CBS     | Geyer Advertising<br><br>Warwick & Legler<br>Marschalk & Pratt<br>Gardner Advertising                                                                                                                                             |

# COMMERCIAL AM PROGRAMS

| PROGRAM              | ADVERTISER AND PRODUCT                                                                                                                                                                                                                                                                                                                                                                | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                                                                   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | Lehn & Fink Prod. Inc.<br>Lewis-Howe Co.<br>McCall Corp.<br>Mail Pouch Co.                                                                                                                                                                                                                                                                                                            |         | McCann-Erickson<br>McCann-Erickson<br>Donahue & Coe<br>Chas. W. Holt Co.                                                                                                                                                                             |
|                      | —L—                                                                                                                                                                                                                                                                                                                                                                                   |         |                                                                                                                                                                                                                                                      |
| Life & The World     | Ex-Lax, Inc.<br>(Ex-lax)<br>Mogen David Wine Co.<br>(Wine)<br>Pabst Brewing Co.<br>(Beer & Ale)<br>Vick Chemical Co.<br>(Vaporub)                                                                                                                                                                                                                                                     | NBC     | Warwick & Legler<br>Edward H. Weiss Co.<br>Norman, Craig & Kummel<br>Morse International                                                                                                                                                             |
| Lutheran Hour, The   | Lutheran Laymen's<br>League of Missouri<br>Synod-Lutheran Church                                                                                                                                                                                                                                                                                                                      | MBS     |                                                                                                                                                                                                                                                      |
| Lutheran Hour, The   | Lutheran Layman's<br>League<br>(Religion)                                                                                                                                                                                                                                                                                                                                             | NBC     | Gotham-Vladimir                                                                                                                                                                                                                                      |
|                      | —M—                                                                                                                                                                                                                                                                                                                                                                                   |         |                                                                                                                                                                                                                                                      |
| Ma Perkins           | California Packing Co.<br>Campbell Soup Co.<br>Dumac Milner Corp.<br>Dr. Peter Fahrney & Sons<br>Foster Milburn Co.<br>General Foods Corp.<br>Grove Labs, Inc.<br><br>Lever Bros. Co.<br>Syntex Chemical Co.<br>Tetley Tea Co.<br>Wilco Co.                                                                                                                                           | CBS     | McCann-Erickson<br>BBD & O<br>Gordon Best Co.<br>Bozell & Jacobs<br>Street & Finney<br>Young & Rubicam<br>Gardner Advertising &<br>Cohen & Aleshire<br><br>Anderson & Cairns<br>Ogilvy, Benson & Mather                                              |
| Man Around the House | Popular Science Publ.<br>Co., Inc.                                                                                                                                                                                                                                                                                                                                                    | CBS     | Schwab, Beatty & Porter                                                                                                                                                                                                                              |
| Metropolitan Opera   | Texaco Canada Limited<br>Texas Co.                                                                                                                                                                                                                                                                                                                                                    | CBS     | Ronalds Advertising<br>Cunningham & Walsh                                                                                                                                                                                                            |
| Miller, Mitch        | American Motors Corp.<br>(Nash Rambler)<br>Fram Corp.<br>Grove Labs, Inc.<br><br>Lewis-Howe Co.<br>Mail Pouch Co.<br>Mutual Benefit Health &<br>Accident Assn.                                                                                                                                                                                                                        | CBS     | Geyer Advertising<br><br>Marschalk & Pratt<br>Gardner Advertising<br>& Cohen & Aleshire<br>McCann-Erickson<br>Chas. W. Hoyt Co.<br>Bozell & Jacobs                                                                                                   |
| Monitor              | Armour & Co.<br>(Dial Soap)<br>Bristol-Myers<br>(Trustay)<br>Carling Brewing Co.<br>(Beer)<br>Chrysler Corp.<br>(Dodge Cars)<br>Dunlop Tire Co.<br>(Tires)<br>Evinrude Motors<br>(Outboard Motors)<br>Ex-Lax, Inc.<br>(Ex-Lax)<br>General Mills Co.<br>(Cheerios)<br>Grove Labs<br>(Bromo-Quinine)<br>Lever Bros.<br>(Peppermint)<br>Liggett & Myers Tobacco Co.<br>(1 & M Cigarette) | NBC     | Foote, Cone & Belding<br>BBD & O<br>Benton & Bowles<br>Grant Advertising<br>Baldwin, Bowers & Strachan<br>Cramer Kasselt<br>Warwick & Legler<br>Dancer-Fitzgerald-Sample<br>Gardner Advertising<br>Foote, Cone & Belding<br>Dancer-Fitzgerald-Sample |



# COMMERCIAL AM PROGRAMS

| PROGRAM                   | ADVERTISER AND PRODUCT                                                       | NETWORK | ADVERTISING AGENCY                             |
|---------------------------|------------------------------------------------------------------------------|---------|------------------------------------------------|
|                           | <b>P. Lorillard Co.</b><br>(Kent Cigarettes)                                 |         | Lennen & Newell                                |
|                           | <b>B. Manischewitz Co.</b><br>(Food Products)                                |         | Al Paul Lefton                                 |
|                           | <b>Mogen David Wine Co.</b><br>(Wine)                                        |         | Edward H. Weiss Co.                            |
|                           | <b>North American Van Lines</b><br>(Long Distance Moving)                    |         | Applegate Advertising                          |
|                           | <b>Northwest Airlines</b><br>(Airlines Service)                              |         | Campbell-Mithun                                |
|                           | <b>Pabst Brewing Co.</b><br>(Beer & Ale)                                     |         | Norman, Craig & Kummel                         |
|                           | <b>Pepsi-Cola Co.</b><br>(Pepsi-Cola)                                        |         | Kenyon & Eckhardt                              |
|                           | <b>Purolator Products</b><br>(Oil Filters)                                   |         | J. Walter Thompson                             |
|                           | <b>Quaker Oat Co.</b><br>(Quaker & Mother's Oats)                            |         | Wherry, Baker & Tilden                         |
|                           | <b>RCA</b><br>(TV, Radios, Appliances)                                       |         | Kenyon & Eckhardt                              |
|                           | <b>Sterling Drug Co.</b><br>(Bayer Aspirin)                                  |         | Dancer-Fitzgerald-Sample                       |
|                           | <b>United Insurance Co. of America</b><br>(Insurance)                        |         | Joy, Inc.                                      |
|                           | <b>Vick Chemical Co.</b><br>(Vaporub)                                        |         | Morse International                            |
|                           | <b>Waverly Fabrics</b><br>(Waverly Bonded Fabrics)                           |         | Ehrlich, Neuwirth & Sobo                       |
| Monitor Hourly News       | <b>American Motors</b><br>(Rambler Cars)                                     | NBC     | Geyer Advertising                              |
|                           | <b>Pharmacraft Co.</b><br>(Coldene)                                          |         | J. Walter Thompson                             |
|                           | <b>Plough, Inc.</b><br>(St. Joseph Aspirin, Mexana Coppertone)               |         | Lake-Spiro-Shurman                             |
| Morgan, Edward P., News   | <b>American Federation of Labor and Congress of Industrial Organizations</b> | ABC     | Furman, Feiner & Co.                           |
| My True Story             | <b>Armour &amp; Co.</b><br>(Dial Soap)                                       | NBC     | Foote, Cone & Belding                          |
|                           | <b>B. T. Babbitt Co.</b><br>(Bab-O)                                          |         | Brown & Butcher                                |
|                           | <b>Bristol-Myers</b><br>(Trushay)                                            |         | BBD & O                                        |
|                           | <b>Ex-Lax, Inc.</b><br>(Ex-lax)                                              |         | Warwick & Legler                               |
|                           | <b>General Foods Corp.</b><br>(Calumet & Jello)                              |         | Young & Rubicam                                |
|                           | <b>Lever Bros.</b><br>(Pepsodent)<br>(Dove Soap)                             |         | Foote, Cone & Belding                          |
|                           | <b>Mogen David Wine Co.</b><br>(Wine)                                        |         | Ogilvy, Benson & Mather<br>Edward H. Weiss Co. |
|                           | <b>Parker Bros.</b><br>(Games)                                               |         | Badger, Browning & Parcher                     |
|                           | <b>Plough, Inc.</b><br>(St. Joseph Aspirin, Maxana, Coppertone)              |         | Lake-Spiro Shurman                             |
|                           | <b>Procter &amp; Gamble</b><br>(Gleem)                                       |         | Compton Advertising                            |
|                           | <b>Vick Chemical Co.</b><br>(Vaporub)                                        |         | Morse International                            |
| —N—                       |                                                                              |         |                                                |
| National Farm & Home Hour | <b>Allis-Chalmers</b><br>(Farm Equipment)                                    | NBC     | Bert S. Gittens                                |
| News                      | <b>Cowles Magazines, Inc.</b><br>Ford Motor Co.                              | CBS     | McCann-Erickson<br>J. Walter Thompson          |

# COMMERCIAL AM PROGRAMS

| PROGRAM                     | ADVERTISER AND PRODUCT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                             | General Foods Corp.<br>Lever Bros. Co.<br>Lewis-Howe Co.<br>P. Lorillard Co.<br>McCall Corp.<br>Mutual Benefit Health & Accident Association                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |         | Young & Rubicam<br>McCann-Erickson<br>Lennen & Newell, Inc.<br>Donahue & Coe, Inc.<br>Bozell & Jacobs                                                                                                                                                                                                                                                                                                                                                                    |
| News—Ned Calmer             | R. J. Reynolds Lab. Co.<br>Stewart-Warner Corp.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |         | Wm. Esty Co.<br>MacFarland, Aveyard Co.                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| News—Bill Down              | Hertz Systems, Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | CBS     | Campbell-Ewald Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| News—Allan Jackson          | General Motors Corp.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |         | Campbell-Ewald Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| News Analysis—Eric Severeid | Stewart-Warner Corp.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |         | MacFarland, Aveyard Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Newscasts                   | Armour and Co.<br>Belton Hearing Aid Co.<br>Chrysler Corp.<br>(Chrysler)<br>Chrysler Corp.<br>(Dodge)<br>Ex-Lax, Inc.<br>Florida Realty Bureau<br>General Mills, Inc.<br>General Motors Corp.<br>(Cadillac)<br>General Motors Corp.<br>(Chevrolet)<br>General Motors Corp.<br>(GM Truck Div.)<br>The Grove Laboratories<br>Harrison Home Products<br>Midas Muffler Co.<br>Miller Brewing Co.<br>Nylonet Corp.<br>Pepsi-Cola Co.<br>Plough, Inc.<br>R. J. Reynolds Tobacco Co.<br>The Savings & Loan Foundation<br>Standard Brands, Inc.<br>Sterling Drug, Inc.<br>The Toni Company, A Division of the Gillette Co. | ABC     | Foote, Cone & Belding<br>Olian & Bronner<br>Young & Rubicam<br>Grant Advertising<br>Warwick & Legler<br>Stuart Schwartz, Inc.<br>Dancer-Fitzgerald-Sample<br>McManus, John & Adams<br>Campbell-Ewald<br>Kudner Agency<br>Gardner Advertising<br>Kushins, Anderson & Takaro<br>Bozell & Jacobs<br>Mathison & Associates<br>McCann-Erickson<br>Kenyon & Eckhardt<br>Lake-Spiro-Shurman<br>William Esty Co.<br>McCann-Erickson<br>Ted Bates Co.<br>Dancer-Fitzgerald-Sample |
|                             | 20th Century Fox<br>William Wrigley Jr., Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ABC     | North Advertising<br>Charles Schlaifer Co.<br>Arthur Meyerhaff Associates                                                                                                                                                                                                                                                                                                                                                                                                |
| News of the World           | Chapstick Co.<br>(Chapstick)<br>Grove Labs<br>Mogen David Wine Co.<br>(Wine)<br>Pharmacraft Co.<br>(Caldine)<br>R. J. Reynolds Tobacco Co.<br>(Cameels & Winstons)                                                                                                                                                                                                                                                                                                                                                                                                                                                 | NBC     | Lawrence C. Gumbinner<br>Gardner Advertising<br>Edward H. Weiss Co.<br>J. Walter Thompson<br>William Esty Co.                                                                                                                                                                                                                                                                                                                                                            |
| News on the Hour            | Bristol-Myers Co.<br>(Biffen)<br>Brown & Williamson Tobacco Co.<br>(Keels & Victory)<br>California Packing Co.<br>(Del Monte Pineapple Juice)<br>Lewis-Howe<br>(Turn)<br>Midas, Inc.<br>(Mufflers)<br>Readers Digest Assn.<br>(Book Club)                                                                                                                                                                                                                                                                                                                                                                          | NBC     | Young & Rubicam<br>Ted Bates Co.<br>McCann-Erickson<br>McCann-Erickson<br>Bozell & Jacobs<br>J. Walter Thompson                                                                                                                                                                                                                                                                                                                                                          |
| News-Strips                 | Argosy<br>Benrus Watch Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | MBS     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

# COMMERCIAL AM PROGRAMS

| PROGRAM                            | ADVERTISER AND PRODUCT                                                                                                                                                                                                                                                                                                                                                                          | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | Bon Ami Co.<br>Carter Products<br>Coronet<br>Esquire<br>General Foods<br>Look<br>Pepsi-Cola Co.<br>Peter Paul Inc.<br>Popular Science<br>Reader's Digest<br>Sinclair Oil Co.<br>Standard Brands<br>Sterling Drug<br>Time<br>True<br>U. S. News & World Reports                                                                                                                                  |         |                                                                                                                                                                                                                                                                                                                                                        |
| Nightline                          | Armour & Co.<br>(Dial Soap)<br>Bristol-Myers<br>(Institutional)<br>Carter Products<br>(Colonaid)<br>(Liver Pills)<br>Ex-Lax Inc.<br>(Ex-Lax)<br>Grove Labs<br>(Bromo-Quinine)<br>Lever Bros.<br>(Pepsodent)<br>Mogen David Wine Co.<br>(Wine)<br>Pabst Brewing Co.<br>(Beer & Ale)<br>RCA<br>(Records)<br>Vick Chemical Co.<br>(Vaporub)                                                        | NBC     | Foote, Cone & Belding<br><br>Doherty, Clifford, Steers &<br>Shenfield<br>Kastor, Farrell, Chesley & Clifford<br><br>Ted Bates Co.<br>Warwick & Legler<br><br>Gardner Advertising<br><br>Foote, Cone & Belding<br><br>Edward H. Weiss<br><br>Norman, Craig & Kummel<br><br>Grey Advertising<br><br>Morse International                                  |
| Notre Dame Football Game           | Pontiac Motor Division of<br>General Motors Corp.                                                                                                                                                                                                                                                                                                                                               | ABC     | MacManus, John & Adams                                                                                                                                                                                                                                                                                                                                 |
| Old Fashioned Revival<br>Hour, The | Gospel Broadcasting Assn.                                                                                                                                                                                                                                                                                                                                                                       | ABC     | R. H. Alber Co.<br>& Gospel Broadcasting Assn.                                                                                                                                                                                                                                                                                                         |
| On the Line<br>With Considine      | Mutual of Omaha<br>(Insurance)                                                                                                                                                                                                                                                                                                                                                                  | NBC     | Bozell & Jacobs                                                                                                                                                                                                                                                                                                                                        |
| One Man's Family                   | Armour & Co.<br>(Dial Soap)<br>B. T. Babbitt Co.<br>(Bab-O)<br>Bristol-Myers<br>(Trushay)<br>Carter Products<br>(Colonaid)<br>(Liver Pills)<br>S. M. Edison Chemical Co.<br>(Dermassage)<br>Ex-Lax Inc.<br>(Ex-Lax)<br>Foster-Milburn<br>(Doan's Pills)<br>Grove Labs<br>(Bromo-Quinine)<br>Lever Bros.<br>(Pepsodent)<br>(Dove Soap)<br>Parker Bros.<br>(Games)<br>Procter & Gamble<br>(Cleem) | NBC     | Foote, Cone & Belding<br><br>Brown & Butcher<br><br>BBD & O<br><br>Kastor, Farrell, Chesley & Clifford<br><br>Ted Bates Co.<br>Stern, Walters & Simmons<br><br>Warwick & Legler<br><br>Street & Finney<br><br>Gardner Advertising<br><br>Foote, Cone & Belding<br><br>Ogilvy, Benson & Mather<br>Badger, Browning & Parcher<br><br>Compton Advertising |

# COMMERCIAL AM PROGRAMS

| PROGRAM                                        | ADVERTISER AND PRODUCT                                                                                                                                                                            | NETWORK | ADVERTISING AGENCY                                                                                                               |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------|
|                                                | Q-Tips, Inc.<br>(Q-Tips)                                                                                                                                                                          |         | Lawrence C. Gumbinner                                                                                                            |
|                                                | Quaker Oat Co.<br>(Quaker & Mother's Oats)                                                                                                                                                        |         | Sherry, Baker & Tilden                                                                                                           |
|                                                | Swift & Co.<br>(Allwheat)                                                                                                                                                                         |         | J. Walter Thompson                                                                                                               |
|                                                | Vick Chemical Co.<br>(Vapirub)                                                                                                                                                                    |         | Morse International                                                                                                              |
| <b>—P—</b>                                     |                                                                                                                                                                                                   |         |                                                                                                                                  |
| People Are Funny                               | Ex-Lax Inc.<br>(Ex-Lax)                                                                                                                                                                           | NBC     | Warwick & Legler                                                                                                                 |
|                                                | Mogen David Wine Co.<br>(Wine)                                                                                                                                                                    |         | Edward H. Weiss                                                                                                                  |
|                                                | Pabst Brewing Co.<br>(Pier & Air)                                                                                                                                                                 |         | Norman, Craig & Kummel                                                                                                           |
|                                                | Parker Bros.<br>(Games)                                                                                                                                                                           |         | Badger, Browning & Parcher                                                                                                       |
| Pierce, Dr. Bob                                | World Vision, Inc.                                                                                                                                                                                | ABC     | Walter F. Bennett & Co.                                                                                                          |
| Plymouth Show, The<br>(Starring Lawrence Welk) | Plymouth Division of<br>Chrysler Corp.                                                                                                                                                            | ABC     | Grant Advertising                                                                                                                |
| <b>—R—</b>                                     |                                                                                                                                                                                                   |         |                                                                                                                                  |
| Radio Bible Class                              | Radio Bible Class                                                                                                                                                                                 | ABC     | John M. Camp Co.                                                                                                                 |
| Reeves, Jim                                    | Knox Gelatine<br>Lever Bros. Co.<br>(Bread)<br>(Dove)                                                                                                                                             | ABC     | Charles W. Hoyt Co.<br>Sullivan, Stauffer, Colwell &<br>Bayles, Inc.<br>Ogilvy, Benson & Mather                                  |
|                                                | The Toni Co., A Division<br>of The Gillette Co.                                                                                                                                                   |         | North Advertising                                                                                                                |
| Revivaltime                                    | The Assemblies of God                                                                                                                                                                             | ABC     | Walter F. Bennett Co.                                                                                                            |
| Right to Happiness                             | Bristol-Myers Co.                                                                                                                                                                                 | CBS     | Doherty, Clifford, Steers &<br>Shenfield                                                                                         |
|                                                | California Packing Co.<br>General Foods Corp.<br>Grove Labs Inc.<br>Lehn & Fink Prod. Corp.<br>Lever Bros. Co.<br>Sterling Drug, Inc.<br>Syntex Chemical Co.                                      |         | McCann-Erickson<br>Young & Rubicam<br>Gardner Advertising<br>McCann-Erickson                                                     |
| Roberts, Oral Broadcast                        | Oral Roberts'<br>Evangelistic Assn.                                                                                                                                                               | ABC     | Thompson-Koch Co.<br>Anderson & Cairns                                                                                           |
| Rusty Draper                                   | R. J. Reynolds Lab. Co.<br>Stewart-Warner Corp.                                                                                                                                                   | CBS     | Keyes, Madden & Jones<br>Wm. Esty Co.<br>MacFarland, Aveyard Co.                                                                 |
| <b>—S—</b>                                     |                                                                                                                                                                                                   |         |                                                                                                                                  |
| Second Mrs. Burton                             | California Packing Co.<br>Campbell Soup Co.<br>Ex-Lax, Inc.<br>General Foods Corp.<br>Grove Labs, Inc.<br><br>Lehn & Fink Prod. Corp.<br>Lever Bros. Co.<br>Syntex Chemical Co.<br>Tetley Tea Co. | CBS     | McCann-Erickson<br>BBD & O<br>Warwick & Legler<br>Young & Rubicam<br>Gardner Adv. Co. &<br>Cohen & Aleshire<br>McCann & Erickson |
| Sportscasts                                    | General Motors Corp.<br>(GMC Truck & Coach Div.)<br>The Savings & Loan Foundation<br>Sterling Drug, Inc.<br>20th Century-Fox                                                                      | ABC     | Anderson & Cairns<br>Ogilvy, Benson & Mather<br>Kudner Agency                                                                    |
| Sports Time                                    | R. J. Reynolds Lab. Co.<br>Stewart-Warner Corp.                                                                                                                                                   | CBS     | McCann-Erickson<br>Dancer-Fitzgerald-Sample<br>Charles Schlaifer Co.                                                             |
| Stern, Bill                                    | Colgate Palmolive Co.<br>Sterling Drug Co.<br>Symphonic Electronic Corp.                                                                                                                          | MBS     | Wm. Esty Co. Inc.<br>MacFarland, Aveyard                                                                                         |

## COMMERCIAL AM PROGRAMS

| PROGRAM                                       | ADVERTISER AND PRODUCT                                                                                                                                                                            | NETWORK    | ADVERTISING AGENCY                                                                                                                                |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Story Princess, The                           | Cadence Records, Inc.<br>Little Craft<br>United States Pharmacal Co.<br>U. S. Pool Corp.<br>World Traveler's Club                                                                                 | ABC        | Leonard Gussaw-James Hyman Advertising<br>Roy S. Durstine, Inc.<br>Roy S. Durstine, Inc.<br>Roy S. Durstine, Inc.                                 |
| Sunoco Three Star Extra<br>Sunshine Boys, The | Sun Oil Co.<br>National Brands; Division of<br>Sterling Drug, Inc.                                                                                                                                | NBC<br>ABC | William Esty Co.<br>Brown & Butcher<br>Geyers Advertising<br>Warwick & Legler<br>Marschalk & Pratt<br>Gardner Advertising &<br>Cohen & Aleshire   |
| Suspense                                      | American Motors Corp.<br>Ex-Lax, Inc.<br>Fram Corp.<br>Grove Labs, Inc.<br><br>Lewis-Howe Co.<br>McCall Corp.                                                                                     | CBS        | McCann-Erickson<br>Donahue & Coe                                                                                                                  |
| —T—                                           |                                                                                                                                                                                                   |            |                                                                                                                                                   |
| Telephone Hour, The                           | Bell Telephone Co.<br>(Institutional)                                                                                                                                                             | NBC        | N. W. Ayer & Son                                                                                                                                  |
| This Farming Business                         | Behlen Mfg. Co.<br>Massey-Harris-Ferguson<br>(Farm Equipment)                                                                                                                                     | NBC        | Potts Woodbury<br>Needham, Louis & Brorby                                                                                                         |
| Thomas, Lowell                                | General Motors Corp.                                                                                                                                                                              | CBS        | Campbell-Ewald Co.                                                                                                                                |
| Topic for Today                               | Morton Salt Co.<br>(Salt)                                                                                                                                                                         | NBC        | Needham, Louis & Brorby                                                                                                                           |
| True Confessions                              | American Dairy Assn.<br>(Milk)<br>Armour & Co.<br>(Dial Soap)<br>Bristol-Myers<br>(Trushay)<br>S. M. Edison Chemical Co.<br>(Dermassage)<br>Q-Tips, Inc.<br>(Q-Tips)<br>Swift & Co.<br>(Allsweet) | NBC        | Campbell-Mithun<br>Foote, Cone & Belding<br>BBD & O<br>Stern, Walters & Simmons<br>Lawrence C. Gumbinner<br>J. Walter Thompson                    |
| —V—                                           |                                                                                                                                                                                                   |            |                                                                                                                                                   |
| Vandercook, John W.                           | American Federation of<br>Labor and Congress of<br>Industrial Organizations                                                                                                                       | ABC        | Furman, Feiner & Co.                                                                                                                              |
| Voice of Prophecy, The                        | Voice of Prophecy, Inc.<br>Voice of Prophecy, Inc.<br>(Religion)                                                                                                                                  | ABC<br>NBC | Milton Carlson Co.<br>Milton Carlson Co.                                                                                                          |
| Voice of Temperance                           | Voice of Temperance<br>(Religion)                                                                                                                                                                 | NBC        | Corral Advertising                                                                                                                                |
| —W—                                           |                                                                                                                                                                                                   |            |                                                                                                                                                   |
| West Coast News<br>Whispering Streets         | Bonnie Dog Food<br>California Packing Co.<br>General Foods Corp.<br>Grove Labs, Inc.<br>Lehn & Fink Prod. Corp.<br>Lever Bros. Co.<br>Syntex Chemical Co.<br>Tetley Tea Co.                       | NBC<br>CBS | Wyman Advertising<br>McCann-Erickson<br>Young & Rubicam<br>Gardner Advertising<br>McCann-Erickson<br>Anderson & Cairns<br>Ogilvy, Benson & Mather |
| Winchell, Walter                              | House of Tangee<br>Bon Ami Co.                                                                                                                                                                    | MBS        |                                                                                                                                                   |
| Wings of Healing<br>Woman in My House         | Dr. Thomas Wyatt<br>American Dairy Assn.<br>(Milk)<br>Armour & Co.<br>(Dial Soap)<br>Bristol-Myers<br>(Trushay)                                                                                   | ABC<br>NBC | Century Advertising<br>Campbell-Mithun<br>Foote, Cone & Belding<br>BBD & O                                                                        |

# COMMERCIAL AM PROGRAMS

| PROGRAM                 | ADVERTISER AND PRODUCT                                | NETWORK | ADVERTISING AGENCY                                    |
|-------------------------|-------------------------------------------------------|---------|-------------------------------------------------------|
|                         | <b>Carter Products</b><br>(Colonaid)<br>(Liver Pills) |         | Kastor, Farrell, Chesley & Clifford                   |
|                         | <b>Grove Labs</b><br>(Bromo-Quinine)                  |         | Ted Bates & Co.<br>Gardner Advertising                |
|                         | <b>Lever Bros.</b><br>(Pepsodent)<br>(Dove Soap)      |         | Foote, Cone & Belding                                 |
|                         | <b>Parker Bros.</b><br>(Games)                        |         | Ogilvy, Benson & Mather<br>Badger, Browning & Parcher |
|                         | <b>Procter &amp; Gamble</b><br>(Gleem)                |         | Compton Advertising                                   |
|                         | <b>Q-Tips, Inc.</b><br>(Q-Tips)                       |         | Lawrence C. Gumbinner                                 |
|                         | <b>Quaker Oat Co.</b><br>(Quaker & Mather's Oats)     |         | Wherry, Baker & Tilden                                |
|                         | <b>Swift &amp; Co.</b><br>(Allsweet)                  |         | J. Walter Thompson                                    |
|                         | <b>Vick Chemical Co.</b><br>(Vaporub)                 |         | Morse International                                   |
| Word of Life Hour       | <b>Word of Life Assn.</b>                             | MBS     |                                                       |
| World News Roundup      | <b>Grove Labs, Inc.</b>                               | CBS     | Gardner Advertising                                   |
|                         | <b>Popular Science Publ. Co.</b>                      |         | Schwab, Beatty & Porter                               |
| World Today             | <b>Ex-Lax, Inc.</b>                                   | MBS     |                                                       |
|                         | <b>Hudson Vitamin</b>                                 |         |                                                       |
|                         | <b>Lanolin Plus</b>                                   |         |                                                       |
|                         | <b>R. J. Reynolds</b>                                 |         |                                                       |
|                         | <b>Scandinavian Airways</b>                           |         |                                                       |
|                         | <b>Scranton Lace Co.</b>                              |         |                                                       |
| World Tonight           | <b>Grove Labs, Inc.</b>                               | CBS     | Gardner Advertising                                   |
|                         | —Y—                                                   |         |                                                       |
| You Bet Your Life       | <b>Grove Labs</b><br>(Bromo-Quinine)                  | NBC     | Gardner Advertising                                   |
|                         | <b>Mogen David Wine Corp.</b><br>(Wine)               |         | Edward H. Weiss Co.                                   |
|                         | <b>Pabst Brewing Co.</b><br>(Beer & Ale)              |         | Norman, Craig & Kummel                                |
|                         | <b>Parker Bros.</b><br>(Games)                        |         | Badger, Browning & Parcher                            |
| Young Dr. Malone        | <b>Bristol-Myers</b>                                  | CBS     | Doherty, Clifford, Steers & Shenfield                 |
|                         | <b>California Packing Co.</b>                         |         | McCann-Erickson                                       |
|                         | <b>Campbell Soup Co.</b>                              |         | BBD & O                                               |
|                         | <b>Grove Labs, Inc.</b>                               |         | Gardner Advertising                                   |
|                         | <b>Lehn &amp; Fink Prod. Corp.</b>                    |         | McCann-Erickson                                       |
|                         | <b>Lever Bros. Co.</b>                                |         |                                                       |
|                         | <b>Syntex Chemical Co.</b>                            |         | Anderson & Cairns                                     |
|                         | <b>Tetley Tea Co.</b>                                 |         | Ogilvy, Benson & Mather                               |
| Young's, Pepper, Family | <b>Armour &amp; Co.</b>                               | NBC     | Foote, Cone & Belding                                 |
|                         | <b>B. T. Babbitt Co.</b><br>(Beb-O)                   |         | Brown & Butcher                                       |
|                         | <b>Bristol-Myers</b><br>(Trushay)                     |         | BBD & O                                               |
|                         | <b>S. M. Edison Chemical Co.</b><br>(Dermasagen)      |         | Stern, Walters & Simmons                              |
|                         | <b>Ex-Lax Inc.</b>                                    |         | Warwick & Legler                                      |
|                         | <b>Grove Labs</b><br>(Bromo-Quinine)                  |         | Gardner Advertising                                   |
|                         | <b>Lever Bros.</b><br>(Pepsodent)<br>(Dove Soap)      |         | Foote, Cone & Belding                                 |
|                         | <b>Parker Bros.</b><br>(Games)                        |         | Ogilvy, Benson & Mather<br>Badger, Browning & Parcher |
|                         | <b>Procter &amp; Gamble</b><br>(Gleem)                |         | Compton Advertising                                   |
|                         | <b>Swift &amp; Co.</b><br>(Allsweet)                  |         | J. Walter Thompson                                    |
|                         | <b>Vick Chemical Co.</b><br>(Vaporub)                 |         | Morse International                                   |

# COMMERCIAL TV PROGRAMS OF 1958

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1958. The programs listed are for the 12-month period ending Dec. 31, 1958. 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 Jim Bowie       | American Chiclet Co.<br>(Dentyne, Clorets, Roloids, Beeman's, Chiclets, Clove Chewing Gum)                                                                                                                                              | ABC-TV  | Dancer-Fitzgerald-Sample |
| Adventures of McGraw          | Procter & Gamble Co.<br>(Tide, Lilt, Prell, Gleem)                                                                                                                                                                                      | NBC-TV  | Benton & Bowles          |
| Adventures of Ozzie & Harriet | Eastman Kodak Co.<br>(Still & Motion Picture Film, Cameras & Projectors; Articles, Equipment & Accessories used in connection with the development of Film)                                                                             | ABC-TV  | J. Walter Thompson       |
|                               | Quaker Oats Co.<br>(Cereals, Pancake & Baking Mixes, Pet Foods)                                                                                                                                                                         | ABC-TV  | J. Walter Thompson       |
| Adventures of Rin Tin Tin     | National Biscuit Co.<br>(Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback, toasts, pretzels, potato chips, bake mixes, waffle mix, Rusk, crackers biscuits, cracker meal, cookies, cereals, pancake mix, cakes, dates, animal foods) | ABC-TV  | Kenyon & Eckhardt        |
| Adventures of Robin Hood      | Johnson & Johnson<br>(Baby Products, Surgical Dressings, Baby Shampoo)                                                                                                                                                                  | CBS-TV  | Young & Rubicam          |
|                               | Wildroot Co.<br>(Wildroot Hair Tonic)                                                                                                                                                                                                   | CBS-TV  | BBD & O                  |
| Air Power                     | Prudential Insurance Co. of America<br>(Insurance)                                                                                                                                                                                      | CBS-TV  | Reach, McClinton         |
| Alcoa Theatre                 | Aluminum Co. of America<br>(Aluminum Products)                                                                                                                                                                                          | NBC-TV  | Fuller, Smith & Rose     |
| Allen, Steve, Show            | E. I. duPont de Nemours<br>(DuPont Zerex Anti-freeze)                                                                                                                                                                                   | NBC-TV  | BBD & O                  |
|                               | Greyhound Corp.<br>(Bus Travel, Rent-A-Car Service, Grey Van Lines)                                                                                                                                                                     |         | Grey Advertising         |
|                               | S. C. Johnson<br>(Waxes, polishes, insecticides, room deodorizers)                                                                                                                                                                      |         | Needham, Louis & Brorby  |



# COMMERCIAL TV PROGRAMS

| TITLE              | SPONSOR-PRODUCT                                                                                                                                          | NETWORK | ADVERTISING AGENCY                   |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------|
|                    | <b>North American Philips Co.</b><br>(Norelco Electric Shavers)                                                                                          |         | C. J. LaRoche                        |
|                    | <b>Pharma-Craft Co.</b><br>(Personal deodorants, cold remedies, (Coldene) Antiseptic skin cream)                                                         |         | J. Walter Thompson                   |
|                    | <b>Polaroid Corp.</b><br>(Photographic equipment, Polaroid Land Camera & Accessories)                                                                    |         | Doyle, Dane & Bernbach               |
|                    | <b>Zenith</b><br>(Radio, TV, Recorders, Hearing Aids)                                                                                                    |         | Foote, Cone & Belding                |
| All Star Golf      | <b>Miller Brewing Co.</b><br>(Beer)                                                                                                                      | ABC-TV  | Mathisson & Associates               |
|                    | <b>Reynolds Metals Co.</b><br>(Aluminum products)                                                                                                        |         | Clinton E. Frank, Inc.               |
|                    | <b>Wildroot Co.</b><br>(Wildroot Cream-Oil and Vam)                                                                                                      |         | BBD & O                              |
| American Bandstand | <b>Carter Products, Inc.</b><br>(Arid Cream Deodorant)                                                                                                   | ABC-TV  | Sullivan, Stauffer, Colwell & Bayles |
|                    | <b>Chesebrough-Pond's, Inc.</b><br>(Vaseline Petroleum Jelly & Hair Tonic, Angel Face and Angel Skin)                                                    |         | J. Walter Thompson.                  |
|                    | <b>Colgate-Palmolive Co.</b><br>(Halo Shampoo)                                                                                                           |         | D'Arcy Advertising                   |
|                    | <b>Corn Products Refining Co.</b><br>(Bosco)                                                                                                             |         | Donahue & Coe                        |
|                    | <b>Eastco, Inc.</b><br>(Clearasil)                                                                                                                       |         | Lennen & Newell                      |
|                    | <b>General Mills, Inc.</b><br>(Betty Crocker Bugabuck)                                                                                                   |         | Knox Reeves Advertising              |
|                    | <b>General Mills, Inc.</b><br>(Hi-Pro)                                                                                                                   |         | Dancer-Fitzgerald-Sample             |
|                    | <b>The Gillette Co.</b><br>(Toa Home Permanent & Pamper Shampoo)                                                                                         |         | North Advertising                    |
|                    | <b>Gold Seal Co.</b><br>(Glass Wax Stencil Kits)                                                                                                         |         | Campbell-Mithun                      |
|                    | <b>Lever Brothers Co.</b><br>(Pepsodent Toothpaste, Pepsodent Toothbrushes, margarine, household deodorants, heavy packaged & liquid soaps & detergents) |         | Foote, Cone & Belding                |
|                    | <b>Lever Brothers Co.</b><br>(Wisk)                                                                                                                      |         | BBD & O                              |
|                    | <b>Joe Lowe Corp.</b><br>(Popsicles, Creamsicle, Fudgsicle)                                                                                              |         | Paris & Peart                        |
|                    | <b>Luden's, Inc.</b><br>(Fifth Avenue Candy Bars)                                                                                                        |         | J. M. Mathes, Inc.                   |
|                    | <b>Mars, Inc.</b><br>(Candy)                                                                                                                             |         | Knox Reeves Advertising              |
|                    | <b>Minnesota Mining &amp; Mfg. Co.</b><br>(Scotch Tape)                                                                                                  |         | BBD & O                              |
|                    | <b>Polk Miller Products Corp.</b><br>(Sergeant's dog care products)                                                                                      |         | N. W. Ayer & Son                     |

## COMMERCIAL TV PROGRAMS

| TITLE                     | SPONSOR-PRODUCT                                                                                                            | NETWORK | ADVERTISING AGENCY                |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------|
|                           | <b>Shulton, Inc.</b><br>(Old Spice, Slug-A-Bug Bomb, Moth Proofers and Thylox)                                             |         | The Wesley Associates, Inc.       |
|                           | <b>Vick Chemical Co.</b><br>(Vick's Cough Drops)                                                                           |         | Morse International               |
|                           | <b>Welch Grape Juice Co.</b><br>(Fruit jams, jellies, preserves, fruit juices, non-carbonated soft drinks)                 |         | Richard K. Manoff                 |
| Andy's Gang               | <b>Minnesota Mining</b><br>(Scotch Tape and related products)                                                              | NBC-TV  | BBD & O                           |
| Anybody Can Play          | <b>R. J. Reynolds Tobacco Co.</b><br>(Tobacco products)                                                                    | ABC-TV  | William Esty Co.                  |
| Armstrong Circle Theatre  | <b>Armstrong Cork Co.</b><br>(Linoleum Tile)                                                                               | CBS-TV  | BBD & O                           |
| As the World Turns        | <b>Atfantis Sales Corp.</b><br>(French's Mustard)                                                                          | CBS-TV  | J. Walter Thompson                |
|                           | <b>Carnation Co.</b><br>(Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)                          |         | Erwin, Wasey, Ruthrauff & Ryan    |
|                           | <b>Chicken of the Sea, Inc.</b><br>(Canned Fish products)                                                                  |         | Erwin, Wasey, Ruthrauff & Ryan    |
|                           | <b>Libby, McNeill &amp; Libby Co.</b><br>(Canned Fruits, Vegetables)                                                       |         | J. Walter Thompson                |
|                           | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)                                       |         | Geoffrey Wade advertising         |
|                           | <b>Pillsbury Mills, Inc.</b><br>(Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)                       |         | Campbell-Mithun                   |
|                           | <b>Procter &amp; Gamble Co.</b><br>(Oxydol, Ivory Snow, Camay, Comet Cleanser)                                             |         | Benton & Bowles                   |
|                           | <b>Sterling Drug Inc.</b><br>(Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)                  |         | Dancer-Fitzgerald-Sample          |
|                           | <b>Swift &amp; Co.</b><br>(All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)                   |         | McCann-Erickson                   |
|                           | <b>Vick Chemical Co.</b><br>(Cold Remedies)                                                                                |         | Morse International               |
| <b>—B—</b>                |                                                                                                                            |         |                                   |
| Bachelor Father           | <b>American Tobacco Co.</b><br>(Dual Filter Tareyton Cigarettes)                                                           | CBS-TV  | Lawrence C. Gumbinner Adv. Agency |
| Baseball Corner           | <b>General Mills, Inc.</b><br>(Wheaties)                                                                                   | ABC-TV  | Knox Reeves Advertising           |
| Baseball Game of the Week | <b>Colgate-Palmolive Co.</b><br>(Palmolive Rapid Shave Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid) | CBS-TV  | Ted Bates & Co.                   |
|                           | <b>Falstaff Brewing Corp.</b><br>(Falstaff Beer)                                                                           |         | Dancer-Fitzgerald-Sample          |

# COMMERCIAL TV PROGRAMS

| TITLE                                   | SPONSOR-PRODUCT                                                                                                          | NETWORK | ADVERTISING AGENCY                       |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------|
|                                         | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                                             |         | Leo Burnett Co.                          |
|                                         | State Farm Mutual<br>Automobile Insurance Co.<br>(Auto Insurance)                                                        |         | Needham, Louis & Borby                   |
| Baseball Previews                       | American Home Products<br>Corp.<br>(Anacin)                                                                              | CBS-TV  | Ted Bates & Co.                          |
|                                         | Carter Products, Inc.<br>(Blue Cheese Cream)                                                                             |         | Ted Bates & Co.                          |
|                                         | General Mills, Inc.<br>(Wheaties)                                                                                        |         | Knox Reeves Advertising                  |
| Bat Masterson                           | Kraft Foods Division<br>Sealtest Division of<br>National Dairy                                                           | NBC-TV  | N. W. Ayer<br>J. Walter Thompson         |
| Beat the Clock                          | Atlantis Sales Co.<br>(French's Mustard)                                                                                 | CBS-TV  | J. Walter Thompson                       |
|                                         | Bristol-Myers Co.<br>(Ipana)                                                                                             |         | Doherty, Clifford, Steers &<br>Shenfield |
|                                         | Eastman Kodak Co.<br>(All Products)                                                                                      |         | J. Walter Thompson                       |
|                                         | General Mills, Inc.<br>(Flour, Cake Mix,<br>Cornflakes)                                                                  |         | Dancer-Fitzgerald-Sample                 |
|                                         | Gerber Products Co.<br>(Baby Foods)                                                                                      |         | D'Arcy Advertising                       |
|                                         | Johnson & Johnson<br>(Baby Products,<br>Surgical Dressings,<br>Baby Shampoo)                                             |         | Young & Rubicam                          |
|                                         | Lever Brothers Co.<br>(Broeze Detergent,<br>Imperial Margarine)                                                          |         | Sullivan, Stauffer, Colwell & Bayles     |
|                                         | Libby, McNeill & Libby Co.<br>(Canned Fruits,<br>Vegetables)                                                             |         | J. Walter Thompson                       |
|                                         | Mogen David Wine Corp.<br>(Mogen David Wine)                                                                             |         | Edward H. Weiss Co.                      |
|                                         | Nestle Co. Inc.<br>(Nescafe)                                                                                             |         | Bryan Houston Inc.                       |
|                                         | Purex Corp.<br>(Dutol Cleanser,<br>Beads-O' Bleach,<br>Sweetheart Soap,<br>Froxy Blu-White)                              |         | Edward H. Weiss Co.                      |
|                                         | Sunshine Biscuits, Inc.<br>(Biscuits, Crackers)                                                                          |         | Cunningham & Walsh                       |
|                                         | Vick Chemical Co.<br>(Cold Remedies)                                                                                     |         | Morse International                      |
| Behind Closed Doors                     | American Home<br>Products<br>(Analgesic Tablets,<br>Creams, & Imminents;<br>dormi-gestant Tablets,<br>Waxes & ointments) | NBC-TV  | Ted Bates                                |
|                                         | Liggett & Myers<br>(L & M tobacco products)                                                                              |         | Dancer-Fitzgerald-Sample                 |
| Bell System Music Series<br>(Special)   | American Telephone<br>& Telegraph                                                                                        | NBC-TV  | N. W. Ayer                               |
| Bell System Science Series<br>(Special) | American Telephone<br>& Telegraph                                                                                        | NBC-TV  | N. W. Ayer                               |
| Benny, Jack, Show                       | American Tobacco Co.<br>(Lucky Strike Cigarettes)                                                                        | CBS-TV  | BBD & O                                  |
| Bergen, Polly                           | Max Factor<br>(Cosmetics, Hair<br>Preparations)                                                                          | NBC-TV  | Doyle, Dane & Bernbach                   |

## COMMERCIAL TV PROGRAMS

| TITLE                                              | SPONSOR-PRODUCT                                                                                                                                                                 | NETWORK | ADVERTISING AGENCY         |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------|
| Berle, Milton, Starring in<br>The Kraft Music Hall | <b>Kraft Foods Division of<br/>National Dairy</b><br>(Kraft Food Products)                                                                                                      | NBC-TV  | J. Walter Thompson         |
| Bid 'n' Buy                                        | <b>Revlon, Inc.</b><br>(All Revlon Products)                                                                                                                                    | CBS-TV  | Warwick & Legler           |
| Big Payoff, The                                    | <b>Colgate-Palmolive Co.</b><br>(Cashmere Bouquet<br>Soap, Palmolive Soap,<br>Lustre-Creme Shampoo,<br>Colgate Dental Cream,<br>Brisk, Ad, Vel, Fab,<br>Ajax, Rapid Shave Halo) | CBS-TV  | Bryan Houston, Inc.        |
| Big Record, The                                    | <b>Armour &amp; Co.</b><br>(Dial Soap, Shampoo,<br>Chiffon Liquid<br>Detergent)                                                                                                 | CBS-TV  | Foote, Cone & Belding      |
|                                                    | <b>General Motors Corp.</b><br>(Oldsmobile Division,<br>Oldsmobile Automobiles)                                                                                                 |         | D. P. Brothier & Co.       |
|                                                    | <b>Kellogg Co.</b><br>(Cereals, Dog Food)                                                                                                                                       |         | Leo Burnett Co.            |
|                                                    | <b>Pillsbury Mills, Inc.</b><br>(Flour, Cake Mix, Pie<br>Mix, Hot Roll Mix)                                                                                                     |         | Leo Burnett Co.            |
| Bold Journey                                       | <b>Ralston Purina Co.</b><br>(Ry-Crisp, Instant<br>Ralston, Wheat Chex,<br>Rice Chex, Regular<br>Ralston, New Purina<br>Dog Chow)                                               | ABC-TV  | Guild, Bascom & Bonfigli   |
| Bowling Stars                                      | <b>American Machine &amp;<br/>Foundry Pinspotters,<br/>Inc.</b><br>(Automatic pinspotters,<br>bicycles tricycles, toy<br>trucks, Voit Athletic<br>Equipment)                    | ABC-TV  | Cunningham & Walsh         |
| Brains and Brawn                                   | <b>Liggett &amp; Myers</b><br>(L & M Tobacco<br>products)                                                                                                                       | NBC-TV  | McCann-Erickson            |
| Brighter Day The                                   | <b>Procter &amp; Gamble Co.</b><br>(Blue Cheer, Crisco,<br>Gleem)                                                                                                               | CBS-TV  | Young & Rubicam            |
| Broken Arrow                                       | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, One-<br>A-Day brand Vitamins,<br>Bactine, Nervine)                                                                            | ABC-TV  | Geoffrey Wade Advertising  |
|                                                    | <b>Ralston Purina Co.</b><br>(Dog Chow)                                                                                                                                         |         | Gardner Advertising        |
| Brothers, The                                      | <b>American Tobacco Co.</b><br>(Tareyton Cigarettes)                                                                                                                            | CBS-TV  | Lawrence C. Gumbinner Adv. |
| Buccaneers, The                                    | <b>Corn Products Refining<br/>Co.</b><br>(Bosco)                                                                                                                                | ABC-TV  | Donahue & Coe, Inc.        |
|                                                    | <b>Kellogg Co.</b><br>(Cereals, dog foods,<br>soft drinks)                                                                                                                      |         | Leo Burnett Co.            |
|                                                    | <b>The Sweets Co. of America</b><br>(Tootsie Rolls, Tootsie<br>Roll Pops, Caramels,<br>Fudge, Rockwood<br>Wafers, Chocolate Bars,<br>Figurines and Coins)                       |         | Henry Eisen Adv. Agency    |
|                                                    | <b>Ford Division; Ford<br/>Motor Co.</b><br>(Trucks, parts, services)                                                                                                           | NBC-TV  | J. Walter Thompson         |

# COMMERCIAL TV PROGRAMS

| TITLE                    | SPONSOR-PRODUCT                                                                                                      | NETWORK | ADVERTISING AGENCY             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------|---------|--------------------------------|
|                          | Pillsbury Mills<br>(Baking Mixes, Flour)                                                                             |         | Leo Burnett                    |
| Buick Action Theatre     | Buick Motor Division;<br>General Motors Corp.<br>(Automobiles, Trucks)                                               | ABC-TV  | McCann-Erickson                |
| Burns & Allen            | Carnation Co.<br>(Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)                           | CBS-TV  | Erwin, Wasey, Ruthrauff & Ryan |
|                          | General Mills, Inc.<br>(Cakes, Flour, Frosting, Baking Mixes)                                                        |         | BBD & O                        |
| Burns, George, Show      | Colgate-Palmolive Co.<br>(Dentifrices, Shampoo, Toilet Soaps)                                                        | NBC-TV  | McCann-Erickson                |
| —C—                      |                                                                                                                      |         |                                |
| Caesar, Sid, Invites You | Helena Rubinstein<br>(Toilet goods, cosmetics, drugs)                                                                | ABC-TV  | Ogilvy, Benson & Mather        |
| Californians, The        | Lipton Tea<br>(Beverages, Soups, Salad Dressings)                                                                    | NBC-TV  | Young & Rubicam                |
|                          | Singer Sewing Machine Co.<br>(Sewing Machines & Aird Vacuum Cleaners)                                                |         |                                |
| Chevy Show               | Chevrolet<br>(Chevrolet Automobiles, Trucks)                                                                         | NBC-TV  | Campbell-Ewald                 |
| Chevy Showroom           | Chevrolet Motors Division;<br>General Motors Corp.<br>(Automobiles, Trucks)                                          | ABC-TV  | Grey Advertising               |
| Cheyenne                 | Armour & Co.<br>(Snaps, Detergents)                                                                                  | ABC-TV  | Foote, Cone & Belding          |
|                          | Buick Motor Division;<br>General Motors Corp.<br>(Automobiles, Trucks)                                               |         | McCann-Erickson                |
|                          | Elgin National Watch Co.<br>(Watches)                                                                                |         | J. Walter Thompson             |
|                          | Ford Division;<br>Ford Motor Co.<br>(Cars, Trucks)                                                                   |         | J. Walter Thompson             |
|                          | General Electric Co.<br>(Appliances, flash bulbs, lamps, sound production equipment)                                 |         | Young & Rubicam                |
|                          | Johnson & Johnson<br>(Baby products, first aid products, hair and tooth brushes, tapes, gloves, cold remedies, etc.) |         | Young & Rubicam                |
|                          | National Carbon Co.<br>(Prestone Anti-Freeze)                                                                        |         | William Esty Co.               |
|                          | Harold F. Ritchie, Inc.<br>(Binycream, hair dressings, waxes, Scott's Emulsion)                                      |         | Kenyon & Eckhardt              |
| Cimarron City            | Bell & Howell<br>(Photographic equipment)                                                                            | NBC-TV  | McCann-Erickson                |
|                          | Procter & Gamble<br>(Crest, Press)                                                                                   |         | Benton & Bowles                |
|                          | RCA                                                                                                                  |         | Kenyon & Eckhardt              |

## COMMERCIAL TV PROGRAMS

| TITLE                                     | SPONSOR-PRODUCT                                                                                                                                                                                                                                    | NETWORK | ADVERTISING AGENCY                                                                                                    |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|
| Circus Boy                                | <b>Kellogg Co.</b><br>(Cereals, dog food)                                                                                                                                                                                                          | ABC-TV  | Leo Burnett Co.                                                                                                       |
|                                           | <b>Mars, Inc.</b><br>(Candy)                                                                                                                                                                                                                       |         | Knox Reeves Advertising                                                                                               |
|                                           | <b>Mars, Inc.</b><br>(Candies, candy bars)                                                                                                                                                                                                         | NBC-TV  | Knox Reeves Advertising                                                                                               |
| Clark, Dick, Show                         | <b>Beech-Nut Life Savers, Inc.</b><br>(Chewing Gum, Life Savers)                                                                                                                                                                                   | ABC-TV  | Young & Rubicam                                                                                                       |
| Climax!<br>Shower of Stars                | <b>Chrysler Corp.</b><br>(Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)                                                                                                                                                                 | CBS-TV  | McCann-Erickson                                                                                                       |
| Club Oasis                                | <b>Liggett &amp; Myers</b><br>(Tobacco products)                                                                                                                                                                                                   | NBC-TV  | McCann-Erickson                                                                                                       |
| Collegiate Football<br>"Game of the Week" | <b>Bayuk Cigars</b><br><b>Gulf Oil Corp.</b><br><b>Libbey Owens Ford</b><br><b>Sunbeam Corp.</b>                                                                                                                                                   | NBC-TV  | <b>Feigenbaum &amp; Wermen</b><br><b>Young &amp; Rubicam</b><br><b>Fuller, Smith &amp; Ross</b><br><b>Perrin-Paus</b> |
| Colt .45                                  | <b>Beech-Nut Life Savers, Inc.</b><br>(Chewing Gum, Life Savers)                                                                                                                                                                                   | ABC-TV  | Young & Rubicam                                                                                                       |
|                                           | <b>Campbell Soup Co.</b><br>(Soups, spaghetti, spaghetti products, Swanson frozen products)                                                                                                                                                        |         | BBD & O                                                                                                               |
|                                           | <b>The Mennen Co.</b><br>(Men's and Women's toiletries, baby products)                                                                                                                                                                             |         | McCann-Erickson                                                                                                       |
|                                           | <b>Whitehall Laboratories, Inc.</b><br>(Anacin, Dristan)                                                                                                                                                                                           | ABC-TV  | Ted Bates Co.                                                                                                         |
|                                           | <b>Chesebrough-Pond's</b><br>(Pond's "Angel" skin cream, hand lotion, face powder, lipstick)                                                                                                                                                       | NBC-TV  | J. Walter Thompson                                                                                                    |
| Comedy Time                               | <b>General Foods</b><br>(Jello Puddings, pie filling, Minute Rice)                                                                                                                                                                                 |         | Young & Rubicam                                                                                                       |
|                                           | <b>Kraft</b><br>(Kraft cheeses, Cheeze Whiz, Party Snacks, Salad dressings, Miracle Whip, Margarine, Kraft's Orange Juice & Orangeade, fruit punch, grape drink, Kraft marshmallow, caramels, Kraft dinner, Kraft jellies, jams, sandwich spreads) |         | J. Walter Thompson                                                                                                    |
|                                           | <b>Mentholatum</b><br>(Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)                                                                                                                                                           |         | J. Walter Thompson                                                                                                    |
|                                           | <b>Miles Labs</b><br>(Alka-Seltzer, One-A-Day Vitamins)                                                                                                                                                                                            |         | Geoffrey Wade Advertising                                                                                             |
|                                           | <b>Pharmaco</b><br>(Chooz Antacid Medigum cough remedy)                                                                                                                                                                                            |         | Doherty, Clifford, Steers & Shenfield                                                                                 |
|                                           | <b>Procter &amp; Gamble</b><br>(Big Top peanut butter, dentifrices, bar soaps, cake mixes)                                                                                                                                                         |         | Compton Advertising                                                                                                   |

# COMMERCIAL TV PROGRAMS

| TITLE                                                                                        | SPONSOR-PRODUCT                                                                                                              | NETWORK                   | ADVERTISING AGENCY                                                                                             |        |                                     |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------------------------------------|--------|-------------------------------------|
| Como, Perry, Show                                                                            | S.O.S.<br>(Scouring pads)                                                                                                    | NBC-TV                    | McCann-Erickson                                                                                                |        |                                     |
|                                                                                              | American Dairy<br>(Dairy Products)                                                                                           |                           | Campbell-Mithun                                                                                                |        |                                     |
|                                                                                              | Chemstrand Corp.<br>(Carpets, blankets, nylon products; acrilan products)                                                    |                           | Doyle, Dane & Bernbach                                                                                         |        |                                     |
|                                                                                              | Elgin<br>(Watches)                                                                                                           |                           | J. Walter Thompson                                                                                             |        |                                     |
|                                                                                              | Kimberly-Clark<br>(Kleenex Tissues, Table Napkins)                                                                           |                           | Foote, Cone & Belding                                                                                          |        |                                     |
|                                                                                              | Knemark Mfg.<br>(Esquire Shoe Polish, Evelyn Nail Care)                                                                      |                           | Emil Mogul Adv.                                                                                                |        |                                     |
|                                                                                              | Noxzema Chemical Co.<br>(Noxzema Skin Cream, Shave Cream, Suntan Cream & Lotion)                                             |                           | Sullivan, Stauffer, Colwell & Bayles                                                                           |        |                                     |
|                                                                                              | Polaroid<br>(Camera, films, accessories)                                                                                     |                           | Doyle, Dane & Bernbach                                                                                         |        |                                     |
|                                                                                              | RCA & Whirlpool<br>(TV, Radio, Recorder, Services & Appliances; Major Kitchen appliances, Vacuum cleaners, Air Conditioners) |                           | Kenyon & Eckhardt                                                                                              |        |                                     |
|                                                                                              | Sunbeam Corp.<br>(Small electrical household appliances)                                                                     |                           | Perrin-Paus                                                                                                    |        |                                     |
|                                                                                              | Concentration                                                                                                                |                           | Alberto-Culver<br>(Hair care products)                                                                         | NBC-TV | Geoffrey Wade Advertising           |
|                                                                                              |                                                                                                                              |                           | Armour & Co.<br>(Canned meats, poultry, dog food, deodorant, bar soap, detergents)                             |        | Foote, Cone & Belding<br>N. W. Ayer |
|                                                                                              |                                                                                                                              |                           | Chesebrough-Pond's Inc.<br>(Facial makeups, creams, lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly) |        | J. Walter Thompson                  |
|                                                                                              |                                                                                                                              |                           | Frigidaire<br>(Major Household Electrical Appliances)                                                          |        | Dancer-Fitzgerald-Sample            |
| H. J. Heinz Co.<br>(Soup, Baby Foods, Condiments—ketchup, pickles, vinegar—Spaghetti, Beans) |                                                                                                                              | Maxon                     |                                                                                                                |        |                                     |
| Lever Bros.<br>(Detergents, Margerine, Dentifrices, Bar Soaps)                               |                                                                                                                              | Needham, Louis, Brorby    |                                                                                                                |        |                                     |
| Miles Laboratories<br>(Antacid Analgesics, Vitamins)                                         |                                                                                                                              | Geoffrey Wade Advertising |                                                                                                                |        |                                     |
| National Biscuit Co.<br>(Salted Crackers, cookies, cereals)                                  |                                                                                                                              | McCann-Erickson           |                                                                                                                |        |                                     |
| Pharmaceuticals, Inc.<br>(Camitol, Devorex, Banarlin, Zaramin)                               |                                                                                                                              | Parkson Advertising       |                                                                                                                |        |                                     |
| Pillsbury Mills, Inc.<br>(Baking Mixes, Flour, Frostings)                                    |                                                                                                                              | Leo Burnett               |                                                                                                                |        |                                     |
| Cotten, Joseph, Show                                                                         | Whitehall Laboratories<br>(Waxes, polishes)                                                                                  | NBC-TV                    | Ted Bates                                                                                                      |        |                                     |
|                                                                                              | American Tobacco Co.<br>(Tobacco products)                                                                                   |                           | BBD & O                                                                                                        |        |                                     |



# COMMERCIAL TV PROGRAMS

| TITLE                                      | SPONSOR-PRODUCT                                                                                                                                                                                                       | NETWORK | ADVERTISING AGENCY                        |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------|
| Daytime Programming<br>(11 A.M. to 4 P.M.) | <b>Phillips-Van Heusen Corp.</b><br>(Van Heusen shirts and men's sportswear)                                                                                                                                          |         | Grey Advertising                          |
|                                            | <b>Union Underwear Co.</b><br>(Men's and boys' underwear)                                                                                                                                                             |         | Grey Advertising                          |
|                                            | <b>Whitehall Laboratories Division; American Home Products Corp.</b><br>(Anacin)                                                                                                                                      |         |                                           |
|                                            | <b>Amana Refrigeration, Inc.</b><br>(Refrigerators, Freezers, Air Conditioners)                                                                                                                                       | ABC-TV  | MacFarland, Aveyard Co.                   |
|                                            | <b>American Home Foods, Inc.</b><br>(Food Products)                                                                                                                                                                   |         | Young & Rubicam                           |
|                                            | <b>Armour &amp; Co.</b><br>(Soaps, food products)                                                                                                                                                                     |         | Foote, Cone & Belding<br>N. W. Ayer & Son |
|                                            | <b>Beech-Nut Lifesavers Inc.</b><br>(Baby food, gum, mints, cough drops)                                                                                                                                              |         | Young & Rubicam, Inc.                     |
|                                            | <b>Bristol-Myers Co.</b><br>(Bufferin)                                                                                                                                                                                |         | Young & Rubicam                           |
|                                            | <b>Campbell Soup Co.</b><br>(Soups, juices, Swanson Frozen Products, poultry, poultry products)                                                                                                                       |         | BBD & O                                   |
|                                            | <b>Chesebrough-Pond's, Inc.</b><br>(Facial makeup, Facial cream)                                                                                                                                                      |         | J. Walter Thompson                        |
|                                            | <b>The Drackett Co.</b><br>(Windex, Drano, Twinkle)                                                                                                                                                                   |         | Young & Rubicam                           |
|                                            | <b>General Foods Corp.</b><br>(Swansdown Cake Mixes, Cake Flour, Calumet Baking Powder, Bakers Instant Chocolate, Jell-O Instant Pudding, Minute Rice & Potatoes, Tapioca, Tang, Dream Whip, D-Zerta, Jell-O Pudding) |         | Young & Rubicam                           |
|                                            | <b>General Mills, Inc.</b><br>(Cereals, O-Cel-O Sponges)                                                                                                                                                              |         | Dancer-Fitzgerald-Samole                  |
|                                            | <b>The Gillette Co.</b><br>(Home permanents, hair sprays, hair rinses, hair curlers, pins, leads, inks, razor blades, Thorexin, Pamper Shampoo)                                                                       |         | Tatham-Laird, Inc.                        |
|                                            | <b>Johnson &amp; Johnson</b><br>(Baby products, first aid products, hair & tooth brushes, tapes, glues, cold remedies, etc.)                                                                                          |         | Young & Rubicam                           |
|                                            | <b>Lever Brothers Co.</b><br>(Dentifrices, margarine, deodorants, soaps, detergents)                                                                                                                                  |         | BBD & O                                   |
|                                            | <b>Minnesota Mining &amp; Mfg. Co.</b><br>(Scotch Brand tape, Sasheen Ribbons & Wraps)                                                                                                                                |         | McManus, John & Adams                     |
|                                            | <b>Nestle Co.</b><br>(Nescafe)                                                                                                                                                                                        |         | Bryan Houston, Inc.                       |
|                                            | <b>Reynolds Metals Co.</b><br>(Aluminum Products)                                                                                                                                                                     |         | Buchanan Division,<br>Lennen & Newell     |
|                                            | <b>Shulton, Inc.</b><br>(Beauty Ice, lotions,                                                                                                                                                                         |         | Wesley Associates                         |

## COMMERCIAL TV PROGRAMS

| TITLE                    | SPONSOR-PRODUCT                                                                                                                                    | NETWORK | ADVERTISING AGENCY                         |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------------|
|                          | <b>The Toni Co.</b><br>(Home permanents, hair care & grooming products, clarifying creams, perms, pomms, accessories)                              |         | North Advertising                          |
| County Fair              | <b>Frigidaire</b><br>(Major Household Electrical Appliances)                                                                                       | NBC-TV  | Dancer-Fitzgerald-Sample                   |
|                          | <b>General Mills</b><br>(Baking mixes, cereals)                                                                                                    |         | Tatham-Laird                               |
|                          | <b>Gold Seal</b><br>(Glass Wax)                                                                                                                    |         | Campbell-Mithun                            |
|                          | <b>H. J. Heinz</b><br>(Condiments & Ketchup, soup, baby food, spaghetti sauce)                                                                     |         | Maxon, Inc.                                |
|                          | <b>Lever Bros.</b><br>(Toilet bar soap, dish-washing laundry detergents, edible fats, dentifrices)                                                 |         | BBD & O                                    |
|                          | <b>National Biscuit Co.</b><br>(Crackers, cookies, baking mixes, cereals)                                                                          |         | McCann-Erickson                            |
|                          | <b>Sandura</b><br><b>Sterling Drug</b><br>(Laxatives, dentifrices, vitamin supplements)                                                            |         | Hicks & Greist<br>Dancer-Fitzgerald-Sample |
| Court of Last Resort     | <b>P. Lorillard Co.</b><br>(Tobacco products)                                                                                                      | NBC-TV  | Lennen & Newell                            |
| Crosby, Bob. Show        | <b>American Dairy Association</b><br>(Dairy products)                                                                                              | NBC-TV  | Campbell-Mithun                            |
|                          | <b>Kimberly-Clark</b><br>(Kleenex tissues, table napkins)                                                                                          |         | Foote, Cone & Belding                      |
|                          | <b>Knomark Mfg.</b><br>(Esquire Shoe polish, Beylon Nail Care, Hi and Dry)                                                                         |         | Emil Mogul Advertising                     |
|                          | <b>Noxzema Chemical Co.</b><br>(Noxzema Skin Cream, Shave-cream, aftershave cream & lotion)                                                        |         | Sullivan, Stauffer, Colwell & Bayles       |
|                          | <b>RCA/Whirlpool</b><br>(RCA TV, radio & recorder services & appliances<br>Whirlpool: Major kitchen appliances, vacuum, heaters, air conditioners) |         | Kenyon & Eckhardt                          |
|                          | <b>Sunbeam</b><br>(Small electrical household appliances)                                                                                          |         | Perrin-Paus                                |
| Cummings, Bob, Show      | <b>Chesebrough-Pond's</b><br>(Facial Make-up, Creams & lotions)                                                                                    | NBC-TV  | McCann-Erickson                            |
|                          | <b>General Foods</b><br>(Tang Instant Fruit Juice)                                                                                                 |         | Young & Rubicam                            |
|                          | <b>R. J. Reynolds Tobacco Co.</b><br>(Winston Cigarettes)                                                                                          |         | Wm. Esty Co.                               |
| <b>—D—</b>               |                                                                                                                                                    |         |                                            |
| Daly, John, and the News | <b>Bristol-Myers Co.</b><br>(Buttermilk)                                                                                                           | ABC-TV  | Young & Rubicam                            |
|                          | <b>P. Lorillard Co.</b><br>(Tobacco products)                                                                                                      |         | Lennen & Newell                            |

## COMMERCIAL TV PROGRAMS

| TITLE                         | SPONSOR-PRODUCT                                                                                                                                                                                                                  | NETWORK       | ADVERTISING AGENCY                                                           |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------|
|                               | Bronztan, deodorants,<br>Old Spice, Slug-A-Bug<br>Bomb, Moth proofer &<br>Thylox medicated<br>preparations)                                                                                                                      |               |                                                                              |
|                               | <b>Sunshine Biscuit, Inc.</b><br>(Krispy Crackers, Hi-Ho<br>Crackers, Hydrox Cookies)                                                                                                                                            |               | <b>Cunningham &amp; Walsh</b>                                                |
| <b>Dean, Jimmy, Show</b>      | <b>Armstrong Cork Co.</b><br>(Linoleum, Tile)                                                                                                                                                                                    | <b>CBS-TV</b> | <b>BBD &amp; O</b>                                                           |
|                               | <b>Brown &amp; Williamson<br/>Tobacco Co.</b><br>(Raleigh Cigarettes)                                                                                                                                                            |               | <b>Keyes, Madden &amp; Jones</b>                                             |
|                               | <b>Chicken of the Sea, Inc.</b><br>(Canned Fish Products)                                                                                                                                                                        |               | <b>Erwin, Wasey, Ruthrauff &amp; Ryan</b>                                    |
|                               | <b>Eastman Kodak Co.</b><br>(All Products)                                                                                                                                                                                       |               | <b>J. Walter Thompson</b>                                                    |
|                               | <b>Gerber Products Co.</b><br>(Baby Foods)                                                                                                                                                                                       |               | <b>D'Arcy Advertising</b>                                                    |
|                               | <b>Lever Brothers Co.</b><br>(Breeze, Detergent,<br>Imperial Margarine)                                                                                                                                                          |               | <b>Sullivan, Stauffer, Colwell &amp; Bayles</b>                              |
|                               | <b>Libby, McNeill &amp; Libby Co.</b><br>(Canned Fruits, Vegetables)                                                                                                                                                             |               | <b>J. Walter Thompson</b>                                                    |
|                               | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, Bactine,<br>One-A-Day Brand Vitamins)                                                                                                                                          |               | <b>Geoffrey Wade Advertising</b>                                             |
| <b>December Bride</b>         | <b>General Foods Corp.</b><br>(Instant Maxwell House<br>Coffee)                                                                                                                                                                  | <b>CBS-TV</b> | <b>Benton &amp; Bowles</b>                                                   |
| <b>Decision</b>               | <b>Procter &amp; Gamble</b><br>(Tide, Lilt,<br>Gleem, Camay)                                                                                                                                                                     | <b>NBC-TV</b> | <b>Benton &amp; Bowles</b>                                                   |
| <b>Desilu Playhouse</b>       | <b>Westinghouse Electric<br/>Corp.</b><br>(Westinghouse Kitchen<br>Appliances, Radio & TV<br>Sets, Turbojet Plane<br>Motors)                                                                                                     | <b>CBS-TV</b> | <b>McCann-Erickson</b>                                                       |
| <b>Detective's Diary</b>      | <b>Sterling Drug</b><br>(Bayer Aspirin, Denti-<br>frices, Phillips Milk of<br>Magnesia & Tablets;<br>Haley's MO, Cleaning<br>Fluid, Bayer Nasal Spray,<br>Dr. Lyon's Toothpowder,<br>Energine Cleaning Fluid,<br>Ironized Yeast) | <b>NBC-TV</b> | <b>Dancer-Fitzgerald-Sample</b>                                              |
| <b>Dick and the Duchess</b>   | <b>Helene Curtis<br/>Industries Inc.</b><br>(Stopette, Spray Net)                                                                                                                                                                | <b>CBS-TV</b> | <b>Gordon Best, Inc.</b>                                                     |
|                               | <b>Mogen David Wine Corp.</b><br>(Mogen David Wine)                                                                                                                                                                              |               | <b>Edward H. Weiss Co.</b>                                                   |
| <b>Disney, Walt, Presents</b> | <b>Hills Brothers<br/>Coffee, Inc.</b><br>(Coffee)                                                                                                                                                                               | <b>ABC-TV</b> | <b>N. W. Ayer &amp; Son</b>                                                  |
|                               | <b>Kellogg Co.</b><br>(Cereals, dog food,<br>other products)                                                                                                                                                                     |               | <b>Leo Burnett Co.</b>                                                       |
|                               | <b>Reynolds Metals Co.</b><br>(Aluminum products)                                                                                                                                                                                |               | <b>Buchanan Division,<br/>Lennen &amp; Newell<br/>Clinton E. Frank, Inc.</b> |
| <b>Disneyland</b>             | <b>Derby Foods, Inc.</b><br>(Peter Pan Peanut<br>Butter, boneless chicken,<br>chicken a la king, egg<br>noodles, chicken tamales,                                                                                                | <b>ABC-TV</b> | <b>McCann-Erickson</b>                                                       |

# COMMERCIAL TV PROGRAMS

| TITLE                                     | SPONSOR-PRODUCT                                                                                                                                                                                                                    | NETWORK | ADVERTISING AGENCY                       |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------|
|                                           | Swift meat & poultry products, breadstuffs, frankfurters & sausages                                                                                                                                                                |         |                                          |
|                                           | <b>General Foods Corp.</b><br>(Jell-O, Jell-O pudding & pie fillings, Jell-O gelatin, Rice & Minute Potatoes, whipped cream type mixes, Baker's Instant Chocolate Syrup, K-J Aid, Kool-Shake, Bird's-Eye Frozen Drink Concentrate) |         | Young & Rubicam                          |
|                                           | <b>General Mills, Inc.</b><br>(Flour, cereals, baking mixes, frostings)                                                                                                                                                            |         | Tatham-Laird, Inc.                       |
|                                           | <b>Reynolds Metals Co.</b><br>(Aluminum products)                                                                                                                                                                                  |         | Clinton E. Frank Inc.<br>Buchanan Agency |
| Dodge Dancing Party<br>With Lawrence Welk | <b>Dodge Division;<br/>Chrysler Corp.</b>                                                                                                                                                                                          | ABC-TV  | Grant Advertising                        |
| Dotto                                     | <b>Colgate-Palmolive Co.</b><br>(Colgate Dental Cream, Castlere Quinnet Cream, Lustra-Creme Shampoo, Palmolive Soap, Bril, Florent, Vel, Ad, Fab, Ajax)                                                                            | CBS-TV  | Ted Bates & Co.                          |
| Dough Re Mi                               | <b>Armour Co.</b><br>(Deodorant Bar Soap & Detergents, Canned Meats, Poultry, Dog Food, Liquid Chiffon)                                                                                                                            | NBC-TV  | Foote, Cone & Belding                    |
|                                           | <b>Gold Seal</b><br>(Glass Wax)                                                                                                                                                                                                    |         | Campbell-Mithun                          |
|                                           | <b>Mentholatum Co.</b><br>(Analgesic, cold remedies)                                                                                                                                                                               |         | J. Walter Thompson                       |
| Dragnet                                   | <b>Bell &amp; Howell</b><br>(Photographic equipment)                                                                                                                                                                               | NBC-TV  | McCann-Erickson                          |
|                                           | <b>Bulova Watch Co.</b><br>(Watches)                                                                                                                                                                                               |         | McCann-Erickson                          |
|                                           | <b>Ford Motor Co.</b><br>(Trucks, cars, parts, repairs)                                                                                                                                                                            |         | J. Walter Thompson                       |
|                                           | <b>General Foods</b><br>(Post cereals, Games Day food)                                                                                                                                                                             |         | Benton & Bowles                          |
|                                           | <b>Liggett &amp; Myers</b><br>(Tobacco products, L & M cigarettes)                                                                                                                                                                 |         | Dancer-Fitzgerald-Sample                 |
|                                           | <b>Pillsbury</b><br>(Baking mixes & flour)                                                                                                                                                                                         |         | Leo Burnett Co.                          |
|                                           | <b>Procter &amp; Gamble</b><br>(Crest toothpaste)                                                                                                                                                                                  |         | Benton & Bowles                          |
|                                           | <b>Schick</b><br>(Electric razors, pre-shave lotions & replacement accessories)                                                                                                                                                    |         | Benton & Bowles                          |
|                                           | <b>E</b>                                                                                                                                                                                                                           |         |                                          |
| Edge of Night, The                        | <b>American Home Products Corp.</b><br>(Anacin, Cristan, Infra-Rub)                                                                                                                                                                | CBS-TV  | Ted Bates & Co.                          |
|                                           | <b>Atlantis Sales Corp.</b><br>(All French's Products)                                                                                                                                                                             |         | J. Walter Thompson                       |
|                                           | <b>Florida Citrus Commission</b><br>(Florida Citrus Products)                                                                                                                                                                      |         | Benton & Bowles                          |

# COMMERCIAL TV PROGRAMS

| TITLE                              | SPONSOR-PRODUCT                                                                                                | NETWORK | ADVERTISING AGENCY        |
|------------------------------------|----------------------------------------------------------------------------------------------------------------|---------|---------------------------|
|                                    | <b>Miles Laboratories</b><br>(Alka-Seltzer, Bactine,<br>One-A-Day Brand Vitamins)                              |         | Geoffrey Wade Advertising |
|                                    | <b>Pet Milk Co.</b><br>(Evaporated Milk,<br>Milk Products)                                                     |         | Gardner Advertising       |
|                                    | <b>Pharmaceuticals, Inc.</b><br>(Geritol, Niron, Zarumin,<br>RDX, Sominex, Serutan)                            |         | Parkson Advertising       |
|                                    | <b>Pillsbury Mills, Inc.</b><br>(Family Flour, Refrigerated<br>Dough Products, Flour<br>Base Mixes, Feeds)     |         | Campbell-Mithun           |
|                                    | <b>Procter &amp; Gamble Co.</b><br>(Tide, Spic & Span,<br>Lava Soap, Dreft,<br>Comet Cleanser)                 | CBS-TV  | Benton & Bowles           |
|                                    | <b>Standard Brands, Inc.</b><br>(Coffee, Tea, Margarino)                                                       |         | Compton Advertising       |
|                                    | <b>Sterling Drug Inc.</b><br>(Bayer Aspirin, Phillips'<br>Milk of Magnesia, Haley's<br>M.O. Bayer Nasal Spray) |         | Dancer-Fitzgerald-Sample  |
|                                    | <b>Swift &amp; Co.</b><br>(All Meat & Poultry<br>Products, Margarine,<br>Vigoro)                               |         | McCann-Erickson           |
|                                    | <b>Vick Chemical Co.</b><br>(Cold Remedies)                                                                    |         | Morse International       |
| Edwards, Douglas,<br>With the News | <b>American Can Co.</b><br>(Institutional)                                                                     | CBS-TV  | Compton Advertising       |
|                                    | <b>American Home<br/>Products Corp.</b><br>(Anacin, Aero Shave,<br>Heet)                                       |         | Ted Bates & Co.           |
|                                    | <b>Brown &amp; Williamson<br/>Tobacco Corp.</b><br>(Viceroy Cigarettes)                                        |         | Ted Bates & Co.           |
|                                    | <b>Carter Products, Inc.</b><br>(Arrid Cream, Arrid<br>Whirl-in Deodorant,<br>Rise Shave Cream)                |         |                           |
|                                    | <b>Florida Citrus Commission</b><br>(Fresh and Processed<br>Citrus Products)                                   |         |                           |
|                                    | <b>Ford Division of<br/>The Ford Motor Co.</b><br>(Ford Trucks, Automobiles,<br>Parts, Services)               |         | J. Walter Thompson        |
|                                    | <b>General Foods Corp.</b><br>(Sanka Coffee)                                                                   |         | Young & Rubicam           |
|                                    | <b>Philip Morris, Inc.</b><br>(Parliament Cigarettes)                                                          |         | Benton & Bowles           |
| Ellery Queen                       | <b>Bell &amp; Howell</b><br>(Photographic Equipment)                                                           | NBC-TV  | McCann-Erickson           |
|                                    | <b>Pillsbury</b><br>(Baking Mixes & Flour)                                                                     |         | Leo Burnett Co.           |
|                                    | <b>Procter &amp; Gamble</b><br>(Crest)                                                                         |         | Benton & Bowles           |
|                                    | <b>RCA</b>                                                                                                     |         | Kenyon & Eckhardt         |
| —F—                                |                                                                                                                |         |                           |
| Father Knows Best                  | <b>Lever Brothers Co.</b><br>(All, Lux Liquid)                                                                 | CBS-TV  | J. Walter Thompson        |
|                                    | <b>Lever Brothers Co.</b><br>(Bar soaps, detergents,<br>edible fats & dentifrices)                             | NBC-TV  | J. Walter Thompson        |

## COMMERCIAL TV PROGRAMS

| TITLE                               | SPONSOR-PRODUCT                                                                                                                                                                              | NETWORK       | ADVERTISING AGENCY                    |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------------------------------|
|                                     | <b>Scott Paper Co.</b><br>(Scott Towels, Cutrite wax paper, Scottie, Scotkins)                                                                                                               |               | J. Walter Thompson                    |
| <b>Fight Beat</b>                   | <b>Scott Paper Co.</b><br>(Scott Paper Products)                                                                                                                                             | <b>CBS-TV</b> |                                       |
| <b>Fisher, Eddie, Show</b>          | <b>Bristol Myers</b><br>(Vitalis, Ting, Bufferin)                                                                                                                                            | <b>NBC-TV</b> | Doherty, Clifford, Steers & Shenfield |
| <b>Ford Show</b>                    | <b>Liggett &amp; Myers</b><br>(L & M Tobacco products)                                                                                                                                       | <b>NBC-TV</b> | McCann-Erickson                       |
| <b>For Love or Money</b>            | <b>Ford Division of Ford Motor Co.</b><br>(Automobiles, trunks, parts & services)                                                                                                            | <b>NBC-TV</b> | J. Walter Thompson                    |
| <b>Frigidaire Summer Theatre</b>    | <b>Lever Brothers Co.</b><br>(Curly Whip Dessert Topping, Bar Soap, Margarine)                                                                                                               | <b>CBS-TV</b> | Needham, Louis & Brorby               |
| <b>From These Roots</b>             | <b>Frigidaire Division; General Motors Corp.</b><br>(Frigidaire refrigerators, ranges, food freezers, dish washers, microwave conditioners, washers, dryers, combination washers and dryers) | <b>ABC-TV</b> | Kudner Agency                         |
| <b>Fury</b>                         | <b>Frigidaire</b><br>(Major household electrical appliances)                                                                                                                                 | <b>NBC-TV</b> | Dancer-Fitzgerald-Sample              |
|                                     | <b>Procter &amp; Gamble</b><br>(Detergents, Bar Soaps, Home Permanents, Cake Molds & Shortening)                                                                                             |               |                                       |
|                                     | <b>Borden Co.</b><br>(Milk & Milk products, frozen desserts & frozen fruit, fruit drinks, fresh & concentrates, Popsicles, Ice Cream cups, Cake rolls)                                       | <b>NBC-TV</b> | Benton & Bowles                       |
| <b>—G—</b>                          |                                                                                                                                                                                              |               |                                       |
| <b>General Electric Theater</b>     | <b>General Electric Co.</b><br>(Institutional)                                                                                                                                               | <b>CBS-TV</b> | BBD & O                               |
| <b>Gillette Cavalcade of Sports</b> | <b>Gillette</b><br>(Razors & other shaving equipment, Pens & other writing materials, home permanents & other hair care grooming products)                                                   | <b>NBC-TV</b> | Maxon, Inc.                           |
| <b>Gleason, Jackie, Show</b>        | <b>Lever Brothers Co.</b><br>(All Stripe Toothpaste)                                                                                                                                         | <b>CBS-TV</b> | J. Walter Thompson                    |
| <b>Gobel-Fisher</b>                 | <b>Pharmaceuticals, Inc.</b><br>(Cientol, Niron, Zaramir, RDX, Somnax, Seruton)                                                                                                              |               | Parkson Advertising                   |
|                                     | <b>L &amp; M</b><br>(L & M tobacco products)                                                                                                                                                 | <b>NBC-TV</b> | McCann-Erickson                       |
|                                     | <b>RCA</b><br>(TV, radio & recorder service & appliances)                                                                                                                                    |               | Kenyon & Eckhardt                     |
|                                     | <b>Whirlpool</b><br>(Major kitchen appliances, Vacuum cleaners, air conditioners)                                                                                                            |               | Kenyon & Eckhardt                     |

## COMMERCIAL TV PROGRAMS

| TITLE                           | SPONSOR-PRODUCT                                                                                           | NETWORK       | ADVERTISING AGENCY              |
|---------------------------------|-----------------------------------------------------------------------------------------------------------|---------------|---------------------------------|
| Gobel, George, Show             | <b>RCA</b><br>(TV, Radio & recorder, service & appliances)                                                | <b>NBC-TV</b> | <b>Kenyon &amp; Eckhardt</b>    |
| Godfrey, Arthur, Show           | <b>Pharmaceuticals, Inc.</b><br>(Geritol, Niron, Zarumin, RDX, Sominex, Serutan)                          | <b>CBS-TV</b> | <b>Parkson Advertising</b>      |
|                                 | <b>The Toni Co.</b><br>(Toni Home Permanent Wave, Hair Care Products)                                     |               | <b>North Advertising</b>        |
| Godfrey's Arthur, Talent Scouts | <b>Thomas J. Lipton, Inc.</b><br>(Lipton's Tea, Lipton's Soup Mixes)                                      | <b>CBS-TV</b> | <b>Young &amp; Rubicam</b>      |
|                                 | <b>The Toni Co.</b><br>(Toni Home Permanent Wave, Paper-Mate Pens)                                        |               | <b>North Advertising</b>        |
| Godfrey, Arthur, Time           | <b>Armour &amp; Co.</b><br>(Meat & Poultry Products)                                                      | <b>CBS-TV</b> | <b>J. Walter Thompson</b>       |
|                                 | <b>Bristol-Myers Co.</b><br>(Bufferin, Ban)                                                               |               | <b>Young &amp; Rubicam</b>      |
|                                 | <b>General Foods Corp.</b><br>(Swansdown Cake, Flour, Baker's Coconut, Minute Potatoes)                   |               | <b>Young &amp; Rubicam</b>      |
|                                 | <b>General Mills, Inc.</b><br>(Flour, Cake Mix, Cereals)                                                  |               | <b>Dancer-Fitzgerald-Sample</b> |
|                                 | <b>Glamorene, Inc.</b><br>(Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)             |               | <b>Jules Power Productions</b>  |
|                                 | <b>Kellogg Co.</b><br>(Cereals, Dog Food)                                                                 |               | <b>Leo Burnett Co.</b>          |
|                                 | <b>Libby, McNeill &amp; Libby Co.</b><br>(Canned Fruits, Vegetables)                                      |               | <b>J. Walter Thompson</b>       |
|                                 | <b>Peter Paul, Inc.</b><br>(Peter Paul Mounds, Almond Joy Candy Bars)                                     |               | <b>Dancer-Fitzgerald-Sample</b> |
|                                 | <b>Pharmaceuticals, Inc.</b><br>(Geritol, Niron, Zarumin, RDX, Sominex, Serutan)                          |               | <b>Parkson Advertising</b>      |
|                                 | <b>Pharma-Craft Co.</b><br>(Coldene, Ting)                                                                |               | <b>J. Walter Thompson</b>       |
|                                 | <b>Ronson Corp.</b><br>(Lighters, Electric Shavers, Shaving Items, Hair Dryer)                            |               | <b>Grey Advertising</b>         |
|                                 | <b>Simoniz Co.</b><br>(Ivalon Sponges, Hillite Furniture Polish Non-Scuff Floor Wax, Car Wax, Car Polish) |               | <b>Young &amp; Rubicam</b>      |
|                                 | <b>Singer Sewing Machine Co.</b><br>(Sewing Machines, Sewing Aids, Vacuum Cleaners)                       | <b>CBS-TV</b> | <b>Young &amp; Rubicam</b>      |
|                                 | <b>Standard Brands, Inc.</b><br>(Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)             |               | <b>Ted Bates &amp; Co.</b>      |
|                                 | <b>United States Steel Corp.</b><br>(Steel Products)                                                      |               | <b>BBD &amp; O</b>              |
| Goodyear Theater                | <b>Goodyear Tire &amp; Rubber Co.</b><br>(Tires, Tubes & tire accessories; Shoe                           | <b>NBC-TV</b> | <b>Young &amp; Rubicam</b>      |



# COMMERCIAL TV PROGRAMS

| TITLE                                 | SPONSOR-PRODUCT                                                                                                                                                                               | NETWORK | ADVERTISING AGENCY                                                                  |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------|
| Guiding Light                         | Procter & Gamble Co.<br>(Beauty Soap, Cream)                                                                                                                                                  | CBS-TV  | Compton Advertising                                                                 |
| Gunsmoke                              | Liggett & Myers<br>Tobacco Co.<br>(L & M Cigarettes)<br>Remington Rand, Inc.<br>(Remington Electric<br>Shavers and<br>Office Equipment)                                                       | CBS-TV  | Dancer-Fitzgerald-Sample<br>Young & Rubicam                                         |
| —II—                                  |                                                                                                                                                                                               |         |                                                                                     |
| Haggis Baggis                         | Alberto-Culver<br>Brillo Mfg. Co.<br>(Brillo Cleansing Pads,<br>Brillo Cleanser)<br>Lever Bros.<br>(Detergents, edible fats)<br>Mentholatum Co.<br>(Cold Remedies,<br>Medicated Lip Products) | NBC-TV  | Geoffrey Wade<br>J. Walter Thompson<br><br>J. Walter Thompson<br>J. Walter Thompson |
| Have Gun—Will Travel                  | American Home<br>Products Corp.<br>(Aston, Biscotti, Mint-<br>Freezone, Infra Red)<br>Lever Brothers Co.<br>(Wink, Libby's Soup)                                                              | CBS-TV  | Ted Bates Co.<br><br>J. Walter Thompson                                             |
| Heckle & Jeckle                       | General Mills, Inc.<br>(Flour, Cake, Mix,<br>Cereals)<br>Swift & Co.<br>(All Meat & Poultry<br>Products, Margarine,<br>Vigor, Pard Dog Food,<br>Peanut Butter)                                | CBS-TV  | Dancer-Fitzgerald-Sample<br><br>McCann-Erickson                                     |
| Hitchcock, Alfred, Presents           | Bristol-Myers Co.<br>(Ipana Toothpaste,<br>Buccium, Vitale, Ipana)                                                                                                                            | CBS-TV  | Young & Rubicam                                                                     |
| Hotel Cosmopolitan                    | Atlantis Sales Corp.<br>(French's Mustard)<br>Swift & Co.<br>(Meat & Poultry Products,<br>Margarine, Vigor, Pard<br>Dog Food)                                                                 | CBS-TV  | J. Walter Thompson<br><br>McCann-Erickson                                           |
| Howdy Doody                           | Continental Baking<br>(Wonder Bread,<br>Hostess Cakes)<br>Sweets Co. of America<br>(Tootsie Rolls)                                                                                            | NBC-TV  | Ted Bates Co.                                                                       |
| Hottelet, Richard C.,<br>And the News | Mercury Division of the<br>Ford Motor Co.<br>(Mercury Automobiles)                                                                                                                            | CBS-TV  | Kenyon & Eckhardt                                                                   |
| —I—                                   |                                                                                                                                                                                               |         |                                                                                     |
| I Love Lucy                           | Clairol, Inc.<br>(Hair Products,<br>Shampoo)<br>General Foods Corp.<br>(Instant Sanka Coffee,<br>Post's Cereals)<br>Gold Seal Company<br>(Glass Wax,<br>Snowy Blear's)                        | CBS-TV  | Foote, Cone & Belding<br><br>Benton & Bowles<br><br>Campbell-Mithun                 |

## COMMERCIAL TV PROGRAMS

| TITLE                  | SPONSOR-PRODUCT                                                                                                                              | NETWORK       | ADVERTISING AGENCY                               |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------|
|                        | <b>Pillsbury Mills, Inc.</b><br>(Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)                                         |               | <b>Campbell-Mithun</b>                           |
| <b>Investigator</b>    | <b>Liggett &amp; Myers</b><br>(L & M Cigarettes)                                                                                             | <b>NBC-TV</b> | <b>McCann-Erickson</b>                           |
|                        | <b>RCA</b><br>(TV, radio & recorder service & appliances)                                                                                    |               | <b>Kenyon &amp; Eckhardt</b>                     |
|                        | <b>Whirlpool</b><br>(Major kitchen appliances, vacuum cleaners, air conditioners)                                                            |               | <b>Kenyon &amp; Eckhardt</b>                     |
| <b>It Could Be You</b> | <b>Alberto-Culver</b><br>(Hair care products; VO-5 Hair Dressing, Rinse-Away Shampoo)                                                        | <b>NBC-TV</b> | <b>Geoffrey Wade</b>                             |
|                        | <b>American Home Products</b><br>(Aerowax, Griffin polishes, Anacin, Heet, Infrarub)                                                         |               | <b>Ted Bates &amp; Co.</b>                       |
|                        | <b>Armour &amp; Co.</b><br>(Deodorant Bar Soap & detergents, Canned meats, poultry and Dog food)                                             |               | <b>Foote, Cone &amp; Belding</b>                 |
|                        | <b>Brillo Mfg. Co.</b><br>(Brillo Cleansing Pads, Brillo Cleanser)                                                                           |               | <b>J. Walter Thompson</b>                        |
|                        | <b>Brown &amp; Williamson</b><br>(Raleigh Cigarettes)                                                                                        |               | <b>Russel M. Seeds</b>                           |
|                        | <b>Chesebrough-Pond's</b><br>(Facial Makeups; creams & lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly, "Angel Skin; Touch; Kiss") |               | <b>J. Walter Thompson</b>                        |
|                        | <b>Chicken-of-the-Sea</b><br>(Tunafish)                                                                                                      |               | <b>Erwin, Wasey, Ruthrauff &amp; Ryan</b>        |
|                        | <b>Corn Products</b><br>(Karo, Mazola, Niagara, Nu-Soft Laundry Fluffener, Kasco Dog Food)                                                   |               | <b>C. L. Miller</b>                              |
|                        | <b>Drackett</b><br>(Windex window cleaner, Drano drain cleaner)                                                                              |               | <b>Young &amp; Rubicam</b>                       |
|                        | <b>General Foods</b><br>(Jello Puddings, Pie Filling, Minute Rice)                                                                           |               | <b>Young &amp; Rubicam</b>                       |
|                        | <b>Lehn &amp; Fink</b><br>(Lysol)                                                                                                            |               | <b>McCann-Erickson</b>                           |
|                        | <b>Mentholatum Co.</b><br>(Medicated Lip Pomade, Cold Remedies, Mentholatum, Deep Heat Rub)                                                  |               | <b>J. Walter Thompson</b>                        |
|                        | <b>Miles Labs</b><br>(Alka-Seltzer, One-A-Day Vitamins)                                                                                      |               | <b>Geoffrey Wade</b>                             |
|                        | <b>Pharmaceuticals, Inc.</b><br>(Geritol, Sominex, Zarumin, Pre-Shave/After Shave preparations, Devarex, Banarin)                            |               | <b>Parkson Advertising</b>                       |
|                        | <b>Pharmaco</b><br>(Chooz antacid, Feenamint laxative)                                                                                       |               | <b>Doherty, Clifford, Steers &amp; Shenfield</b> |

# COMMERCIAL TV PROGRAMS

| TITLE                                  | SPONSOR-PRODUCT                                                                                                                    | NETWORK | ADVERTISING AGENCY         |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------|
| I've Got a Secret                      | <b>Procter &amp; Gamble</b><br>(Detergents, Oxydol,<br>& Bar Soaps, Cleanser,<br>dentifrices, shampoos)                            |         | Dancer-Fitzgerald-Sample   |
|                                        | <b>Standard Brands</b><br>(Puddings, Coffee<br>& Tea)                                                                              |         | Ted Bates & Co.            |
|                                        | <b>Whitehall Laboratories</b><br>(Waxes & polishes,<br>Analgesics)                                                                 |         | Ted Bates & Co.            |
|                                        | <b>R. J. Reynolds Tobacco<br/>Co.</b><br>(Winston Cigarettes)                                                                      | CBS-TV  | Wm. Esty Co.               |
| <b>J</b>                               |                                                                                                                                    |         |                            |
| Jefferson Drum                         | <b>Chemstrand Corp.</b><br>(Carpets, blankets,<br>nylon & acrilan products)                                                        | NBC-TV  | Doyle, Dane & Bernbach     |
|                                        | <b>P. Lorillard Co.</b><br>(Tobacco products)                                                                                      |         | Lennen & Newell            |
|                                        | <b>Pillsbury</b><br>(Baking Mixes & flour)                                                                                         |         | Leo Burnett Co.            |
|                                        | <b>Sweets Co.</b><br>(Tootsie Rolls)                                                                                               |         | Sweets Co. of America      |
| Jones, Spike                           | <b>Liggett &amp; Myers</b><br>(Tobacco products)                                                                                   | NBC-TV  | McCann-Erickson            |
| Jubilee, U.S.A.                        | <b>Carter Products, Inc.</b><br>(Little Liver Pills,<br>Arid Cream Deodorant)                                                      | ABC-TV  | Ted Bates & Co.            |
|                                        | <b>General Foods Corp.</b><br>(Instant Postum)                                                                                     |         | Young & Rubicam            |
|                                        | <b>Hills Brothers Coffee, Inc.</b><br>(Coffee)                                                                                     |         | N. W. Ayer & Son           |
|                                        | <b>National Carbon Co.</b><br>(Prestone Anti-freezer)                                                                              |         | William Esty Co.           |
|                                        | <b>Union Underwear Co. Inc.</b><br>(Men's and boys'<br>underwear)                                                                  |         | Grey Advertising           |
|                                        | <b>U. S. Rubber Co.</b><br>(U. S. Royal Tires)                                                                                     |         | Fletcher D. Richards, Inc. |
|                                        | <b>Whitehall Laboratories</b><br>(Anacin)                                                                                          |         | Ted Bates Co.              |
|                                        | <b>Williamson-Dickie Mfg. Co.</b><br>(Work clothes)                                                                                |         | Evans & Associates         |
| <b>K</b>                               |                                                                                                                                    |         |                            |
| Kaye's, Sammy,<br>Music From Manhattan | <b>Manhattan Shirt Co.</b><br>(Men's Wear)                                                                                         | ABC-TV  | Peck Advertising           |
| Kitty Foyle                            |                                                                                                                                    | NBC-TV  |                            |
| Kraft Mystery Theatre                  | <b>Kraft Foods</b><br>(Salad dressing,<br>cheese preparations,<br>margarine, confections &<br>soft drinks, jellies &<br>preserves) | NBC-TV  | North Advertising          |
|                                        | <b>Kraft TV Theatre</b>                                                                                                            |         |                            |
| Kraft TV Theatre                       | <b>Kraft Foods</b><br>(Salad dressing, cheese<br>preparations, margarine,<br>confections & soft drinks,<br>jellies & preserves)    | NBC-TV  | J. Walter Thompson         |
| <b>L</b>                               |                                                                                                                                    |         |                            |
| Lassie                                 | <b>Campbell Soup Co.</b><br>(Campbell Soups,<br>Baked Beans, V-8)                                                                  | CBS-TV  | BBD & O                    |
| Lawman                                 | <b>General Mills, Inc.</b><br>(Cereals, flour base<br>products, pet food)                                                          | ABC-TV  | Dancer-Fitzgerald-Sample   |

## COMMERCIAL TV PROGRAMS

| TITLE                                 | SPONSOR-PRODUCT                                                                                                                    | NETWORK       | ADVERTISING AGENCY                        |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------|
|                                       | <b>R. J. Reynolds Tobacco Co.</b><br>(Tobacco)                                                                                     |               | <b>William Esty Co.</b>                   |
| <b>Leave It To Beaver</b>             | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine)                                      | <b>ABC-TV</b> | <b>Geoffrey Wade Advertising</b>          |
|                                       | <b>Ralston Purina Co.</b><br>(New Purina Dog Chow)                                                                                 |               | <b>Gardner Advertising</b>                |
|                                       | <b>Remington Rand, Inc.</b><br>(Remington Electric Shavers & Office Equipment)                                                     | <b>CBS-TV</b> | <b>Compton Advertising</b>                |
| <b>Life of Riley</b>                  | <b>Lever Bros.</b><br>(Detergents, tooth paste, soaps, margarine)                                                                  | <b>NBC-TV</b> | <b>BBD &amp; O</b>                        |
| <b>Life and Legend of Wyatt Earp</b>  | <b>General Mills, Inc.</b><br>(Cereals, flour, baking mixes, frostings)                                                            | <b>ABC-TV</b> | <b>Dancer-Fitzgerald-Sample</b>           |
|                                       | <b>The Procter &amp; Gamble Co.</b><br>(Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer, home permanents, peanut butter) |               | <b>Compton Advertising</b>                |
| <b>Line-Up, The</b>                   | <b>Brown &amp; Williamson Tobacco Corp.</b><br>(Viceroy Cigarettes)                                                                | <b>CBS-TV</b> | <b>Ted Bates &amp; Co.</b>                |
|                                       | <b>Procter &amp; Gamble Co.</b><br>(Cheer)                                                                                         |               | <b>Young &amp; Rubicam</b>                |
| <b>Linkletter's, Art, House Party</b> | <b>Atlantis Sales Corp.</b><br>(All French's Products)                                                                             | <b>CBS-TV</b> | <b>J. Walter Thompson</b>                 |
|                                       | <b>Campbell Soup Co.</b><br>(Campbell Soups, Frozen Foods)                                                                         |               | <b>Leo Burnett Co.</b>                    |
|                                       | <b>Carnation Co.</b><br>(Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)                                  |               | <b>Erwin, Wasey, Ruthrauff &amp; Ryan</b> |
|                                       | <b>Chicken of the Sea, Inc.</b><br>(Canned Fish Products)                                                                          |               | <b>Erwin, Wasey, Ruthrauff &amp; Ryan</b> |
|                                       | <b>Kellogg Co.</b><br>(Cereals, Dog Food)                                                                                          |               | <b>Leo Burnett Co.</b>                    |
|                                       | <b>Lever Brothers Co.</b><br>(Rinso, Lux Liquid, Good Luck Margarine)                                                              |               | <b>J. Walter Thompson</b>                 |
|                                       | <b>Pillsbury Mills, Inc.</b><br>(Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)                                          |               | <b>Campbell-Mithun</b>                    |
|                                       | <b>Simoniz Co.</b><br>(Ivalon Sponges, Hilite Furniture Polish, Non-Scuff Floor Wax, Car Wax, Car Polish)                          |               | <b>Young &amp; Rubicam</b>                |
|                                       | <b>A. E. Staley Co.</b><br>(Sta-Flo Liquid Laundry Starch, Sta-Puf)                                                                |               | <b>Erwin, Wasey, Ruthrauff &amp; Ryan</b> |
|                                       | <b>Standard Brands, Inc.</b><br>(Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)                                      |               | <b>J. Walter Thompson</b>                 |
|                                       | <b>Swift &amp; Co.</b><br>(All Meat & Poultry Products, margarine, Vigoro, Pard Dog Food, Peanut Butter)                           |               | <b>McCann-Erickson</b>                    |

# COMMERCIAL TV PROGRAMS

| TITLE          | SPONSOR-PRODUCT                                                                                                                                           | NETWORK | ADVERTISING AGENCY                   |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------|
|                | <b>The Toni Co.</b><br>(Toni Flume Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)                                               |         | North Advertising                    |
| Lone Ranger    | <b>Colgate-Palmolive Co.</b><br>(Colgate Dental Cream)                                                                                                    | ABC-TV  | Ted Bates & Co.                      |
|                | <b>Cracker Jack Co.</b><br>(Caramel-coated popcorn, marshmallow products)                                                                                 |         | Leo Burnett Co.                      |
|                | <b>General Mills, Inc.</b><br>(Cereals, flour, baking mixes, breakfast dog food)                                                                          |         | Dancer-Fitzgerald-Sample             |
|                | <b>General Mills, Inc.</b><br>(Cheerios, Wheaties, Kix)                                                                                                   | CBS-TV  | Dancer-Fitzgerald-Sample             |
|                | <b>A. C. Gilbert Co.</b><br>(American Flyer Electric Trains, Gilbert Science Sets)                                                                        | ABC-TV  | Banning Repplier                     |
|                | <b>Nestle Co., Inc.</b><br>(Nestle's Quik, Chocolate Bars, Semi-Sweet morsels)                                                                            | CBS-TV  | McCann-Erickson                      |
|                | <b>Smith Brothers</b><br>(Smith Brother's Cough Drops)                                                                                                    | ABC-TV  | Sullivan, Stauffer, Colwell & Bayles |
| Love of Life   | <b>Union Underwear Co., Inc.</b><br>(Men's and boys' underwear)                                                                                           |         | Grey Advertising                     |
|                | <b>American Home Products Corp.</b><br>(Aman, Woodall, Fleet, Kristin, Auto Wax, Easy-Off Oven Cleaner, Wizard Wipe, Deodorizers)                         | CBS-TV  | Ted Bates & Co.                      |
|                | <b>Atlantis Sales Corp.</b><br>(All French's Products)                                                                                                    |         | J. Walter Thompson                   |
|                | <b>Lever Brothers Co.</b><br>(Whipped Topping, Shortening, Margarine, Room Air Refreshers, Dentifrices)                                                   |         | Foote, Cone & Belding                |
|                | <b>Libby, McNeill &amp; Libby Co.</b><br>(Canned Fruits, Vegetables)                                                                                      |         | J. Walter Thompson                   |
|                | <b>Pharmaceuticals, Inc.</b><br>(Bonitan, IODX, Sunorex)                                                                                                  |         | Parkson Advertising                  |
|                | <b>Procter &amp; Gamble Co.</b><br>(Fluffo Shortening)                                                                                                    |         | Tatham-Laird, Inc.                   |
|                | <b>Quaker Oats Co.</b><br>(Cereals, Pet Food, Pancake & Baking Mixes)                                                                                     |         | J. Walter Thompson                   |
|                | <b>Scott Paper Co.</b><br>(Scott Paper Products)                                                                                                          |         |                                      |
| Love That Jill | <b>Max Factor &amp; Co.</b><br>(Pancake, Make-Up, Panstick, Sebb, Erase, lipsticks, nail polishes, oval control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up) | ABC-TV  | Anderson-McConnell Advertising       |
| Lucky Partners | <b>Lever Brothers Co.</b><br>(Lux Soap, Lux Liquid)                                                                                                       | NBC-TV  | J. Walter Thompson                   |
| Lux Playhouse  | <b>Lever Bros.</b><br>(Soaps, Lux Liquid detergent, margarine & shortening)                                                                               | CBS-TV  | J. Walter Thompson                   |
| Lux Show       |                                                                                                                                                           | NBC-TV  | J. Walter Thompson                   |

# COMMERCIAL TV PROGRAMS

## M

| TITLE                                   | SPONSOR-PRODUCT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mack, Ted and The Original Amateur Hour | <b>Pharmaceuticals, Inc.</b><br>(Geritol, Niron, Zarumin, RDX, Somnex, Serutan)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CBS-TV  | Parkson Advertising                                                                                                                                                                                                                                                                                                                          |
| MacKenzie, Gisele, Show                 | <b>Schick, Inc.</b><br>(Electric shavers, Butane lighters & accessories, pre-shave lotions)<br><b>Scott Paper Co.</b><br>(Scott towels, Scotties, Scotkins, Cutrite Wax paper, Toilet Tissue)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NBC-TV  | Benton & Bowles<br><br>J. Walter Thompson                                                                                                                                                                                                                                                                                                    |
| Make Me Laugh                           | <b>American Tobacco Co.</b><br>(Filter-Tip)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ABC-TV  | Lawrence C. Gumbinner                                                                                                                                                                                                                                                                                                                        |
| Man With a Camera                       | <b>General Electric Co.</b><br>(Flash bulbs, projection lamps, photoflood lamps, light meters other photographic equipment)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ABC-TV  | Grey Advertising                                                                                                                                                                                                                                                                                                                             |
| Masquerade Party                        | <b>P. Lorillard Co.</b><br>(Tobacco products)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NBC-TV  | Lennen & Newell                                                                                                                                                                                                                                                                                                                              |
| Maverick                                | <b>The Drackett Co.</b><br>(Windex, Drano, Twinkle)<br><b>Kaiser Industries</b><br>(Aluminum, steel, cement, gypsum, metal products; Kaiser Willys vehicles and parts; paving materials)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ABC-TV  | Young & Rubicam<br><br>Young & Rubicam                                                                                                                                                                                                                                                                                                       |
| Meet the Press                          | <b>Pan American Airways</b><br>(Travel)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | NBC-TV  | J. Walter Thompson                                                                                                                                                                                                                                                                                                                           |
| Mickey Mouse Club                       | <b>Am-Par Record Corp.</b><br>(Phonograph records)<br><b>Armour &amp; Co.</b><br>(Sausage & sausage products, chili con carne, Treet and meat spreads)<br><b>Bristol-Myers Co.</b><br>(Ipana Toothpaste)<br><b>General Foods Corp.</b><br>(Baker's Cocoa & Chocolate, Frosting & chocolate products)<br><b>General Mills, Inc.</b><br>(Cereals)<br><b>Hood Rubber Division;</b><br><b>B. F. Goodrich Co.</b><br>(P-F Canvas Shoes)<br><b>Mars, Inc.</b><br>(Candies)<br><b>Mattel, Inc.</b><br>(Toys)<br><b>Miles Laboratories, Inc.</b><br>(Bactine, One-A-Day Brand Vitamins)<br><b>Perkins Products Co.</b><br><b>Division of General Foods</b><br>(Kool-Aid)<br><b>Peters Shoe Co.</b><br>(Leather Shoes)<br><b>Pillsbury Mills, Inc.</b><br>(Flours; frozen, refrigerated & dry mix products, frosting mixes) | ABC-TV  | Buchanan & Co.<br><br>N. W. Ayer & Son<br><br>Doherty, Clifford, Steers & Shenfield<br>Young & Rubicam<br><br>Dancer-Fitzgerald-Sample<br><br>McCann-Erickson<br><br>Knox Reeves Advertising<br><br>Carson-Roberts, Inc.<br><br>Geoffrey Wade Advertising<br><br>Foote, Cone & Belding<br><br>Henri, Hurst & McDonald<br><br>Leo Burnett Co. |

# COMMERCIAL TV PROGRAMS

| TITLE                  | SPONSOR-PRODUCT                                                                                                                                                                                                                                                                 | NETWORK | ADVERTISING AGENCY       |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------|
|                        | Procter & Gamble Co.<br>(Big Top Peanut Butter)                                                                                                                                                                                                                                 |         | Compton Advertising      |
| Mighty Mouse Playhouse | Colgate-Palmolive Co.<br>(Colgate Dental Cream)                                                                                                                                                                                                                                 | CBS-TV  | Ted Bates & Co.          |
|                        | General Foods Corp.<br>(Post's Cereals)                                                                                                                                                                                                                                         |         | Benton & Bowles          |
| Millionaire, The       | Colgate-Palmolive Co.<br>(Palmolive Rapid Shave,<br>Shave Creams, After<br>Shave Lotion, Colgate<br>Dental Cream, Vcol Liquid)                                                                                                                                                  | CBS-TV  | Ted Bates & Co.          |
| Modern Romances        | Brillo<br>(Brillo pads, Brillo<br>Cleanser)                                                                                                                                                                                                                                     | NBC-TV  | J. Walter Thompson       |
|                        | Kraft<br>(Kraft cheeses, Cheeze<br>Whiz, Party Snacks,<br>Kraft salad dressings,<br>Miracle Whip, Margarine,<br>Kraft Orange Juice,<br>orangeade, fruit punch,<br>grape drink, Kraft marsh-<br>mallows caramels, Kraft<br>dinner, Kraft jellies,<br>jams & sandwich<br>spreads) |         | J. Walter Thompson       |
|                        | Libby, McNeill & Libby<br>(Canned pineapple,<br>pineapple products,<br>fruit cocktail, corn)                                                                                                                                                                                    |         | J. Walter Thompson       |
|                        | Sterling Drug<br>(Fizrin, Haley's MO,<br>Fletcher's Castoria,<br>Energine Lighter &<br>cleaning fluid,<br>Bayer Aspirin)                                                                                                                                                        |         | Dancer-Fitzgerald-Sample |
| Moore, Garry, Show     | General Foods Corp.<br>(Log Cabin Syrup,<br>Minute Rice, Dream<br>Whip, Baker's Cocoa*)                                                                                                                                                                                         | CBS-TV  | Young & Rubicam          |
|                        | General Mills, Inc.<br>(Flour, Mixes,<br>Cereals, Sponges)                                                                                                                                                                                                                      |         | Dancer-Fitzgerald-Sample |
|                        | Gerber Products Co.<br>(Baby Foods)                                                                                                                                                                                                                                             |         | D'Arcy Advertising       |
|                        | Florida Citrus Products<br>(Florida Citrus Products)                                                                                                                                                                                                                            |         | Benton & Bowles          |
|                        | Hoover Co.<br>(Vacuum Cleaners, Floor<br>Polishers, Irons)                                                                                                                                                                                                                      |         | Leo Burnett Co.          |
|                        | Kellogg Co.<br>(Cereals, Dog Food)                                                                                                                                                                                                                                              |         | Leo Burnett Co.          |
|                        | Lever Bros. Co.<br>(Rinso, Lux Liquid<br>Good Luck Margarine)                                                                                                                                                                                                                   |         | J. Walter Thompson       |
|                        | Libby, McNeill & Libby Co.<br>(Canned Fruits, Vegetables)                                                                                                                                                                                                                       |         | J. Walter Thompson       |
|                        | Nestle Co., Inc.<br>(Chocolate Products,<br>Nestle's Instant Coffee,<br>Nestea)                                                                                                                                                                                                 |         | Bryan Houston, Inc.      |
|                        | Pittsburgh Plate Glass Co.<br>(Plate Glass Products)                                                                                                                                                                                                                            |         | BBD & O                  |
|                        | Pittsburgh Plate Glass Co.<br>(Pittsburgh Paint)                                                                                                                                                                                                                                |         | Maxon, Inc.              |
|                        | Revlon, Inc.<br>(All Revlon Products)                                                                                                                                                                                                                                           |         | C. J. LaRoche, Inc.      |
|                        | Sunshine Biscuits, Inc.<br>(Biscuits, Crackers)                                                                                                                                                                                                                                 |         | Cunningham & Walsh       |



## COMMERCIAL TV PROGRAMS

| TITLE                 | SPONSOR-PRODUCT                                                                                                                                                                                                      | NETWORK | ADVERTISING AGENCY                  |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------|
|                       | <b>Vick Chemical Co.</b><br>(Cold Remedies)                                                                                                                                                                          |         | Morse International                 |
| Mr. Adams and Eve     | <b>R. J. Reynolds Tobacco Co.</b><br>(Came! Cigarettes)                                                                                                                                                              | CBS-TV  | Wm. Esty Co.                        |
| M-Squad               | <b>American Tobacco</b><br>(Pall Mall Cigarettes & other products)                                                                                                                                                   | NBC-TV  | Sullivan, Stauffer Colwell & Bayles |
|                       | <b>Hazel Bishop</b><br>(Facial preparations, hair grooming products)                                                                                                                                                 |         | Raymond Spector                     |
|                       | <b>Bulova Watch Co.</b><br>(Watches)                                                                                                                                                                                 |         | McCann-Erickson                     |
|                       | <b>Quaker Oats</b><br>(Cat & dog food, cereals, baking mixes)                                                                                                                                                        |         | J. Walter Thompson                  |
| Munsel, Patrice, Show | <b>Buick Motors Division; General Motors Corp.</b><br>(Automobiles and trucks, Frigidaire refrigerators, ranges, food freezers dish washers, room air conditioners, washers, dryers, combination washers and dryers) | ABC-TV  | Kudner Agency                       |
| Murray Arthur, Party  | <b>P. Lorillard Co.</b><br>(Tobacco Products)                                                                                                                                                                        | NBC-TV  | Lennen & Newell                     |
| Music Bingo           | <b>Associated Products</b><br>(Deodorants, Rival dog food)                                                                                                                                                           | NBC-TV  | Grey Advertising                    |
|                       | <b>Hazel Bishop</b><br>(Facial preparations, hair grooming products)                                                                                                                                                 |         | Raymond Spector                     |
| —N—                   |                                                                                                                                                                                                                      |         |                                     |
| Naked City            | <b>Brown &amp; Williamson Tobacco Corp.</b><br>(Tobacco)                                                                                                                                                             | ABC-TV  | Ted Bates & Co.                     |
|                       | <b>Quaker Oats Co.</b><br>(Cereals, pancake & baking mixes, pet food)                                                                                                                                                |         | J. Walter Thompson                  |
| Name That Tune        | <b>American Home Products Corp.</b><br>(Anacin, Freezone)                                                                                                                                                            | CBS-TV  | Ted Bates & Co.                     |
|                       | <b>Kellogg Co.</b><br>(Cereals, Dog Food)                                                                                                                                                                            |         | Leo Burnett Co.                     |
| Navy Log              | <b>U. S. Rubber Co.</b><br>(Tires, Keds Shoes, foam rubber mattresses, raincoats, rubber boots, golf balls, Kylon for mattresses, garden hose, bug sprays, fertilizers, Trylock)                                     | ABC-TV  | Fletcher D. Richards Inc.           |
|                       | <b>Whitehall Pharmacial Co.</b><br>(Anacin)                                                                                                                                                                          |         | Ted Bates & Co.                     |
| NBC Matinee Theatre   | <b>Chesebrough-Pond's</b><br>(Pond's skin cream, Angel Skin; hand lotion, Angel Touch; face powder; lipstick, Angelkiss)                                                                                             | NBC-TV  | J. Walter Thompson                  |
|                       | <b>Corn Products</b><br>(Mazola salad oil, NuSoft laundry fluffener, Karo syrup, Niagara starch, Kasco dog food)                                                                                                     |         | C. L. Miller                        |

# COMMERCIAL TV PROGRAMS

| TITLE                  | SPONSOR-PRODUCT                                | NETWORK | ADVERTISING AGENCY       |
|------------------------|------------------------------------------------|---------|--------------------------|
|                        | Drackett<br>[Faded text]                       |         | Young & Rubicam          |
|                        | Kraft<br>[Faded text]                          |         | J. Walter Thompson       |
|                        | Libby, McNeill & Libby<br>[Faded text]         |         | J. Walter Thompson       |
|                        | Procter & Gamble<br>[Faded text]               |         | Benton & Bowles          |
|                        | Whirlpool<br>[Faded text]                      |         | Kenyon & Eckhardt        |
| NBC News               | American Home Products<br>[Faded text]         | NBC-TV  | Ted Bates & Co.          |
|                        | Bell & Howell<br>[Faded text]                  |         | McCann Erickson          |
|                        | Bristol-Myers<br>[Faded text]                  |         | Young & Rubicam          |
|                        | Bulova Watch Co.<br>[Faded text]               |         | McCann Erickson          |
|                        | Carter Products<br>[Faded text]                |         | Ted Bates                |
|                        | Nestle Co.<br>[Faded text]                     |         | Dancer-Fitzgerald Sample |
|                        | No. American Phillips Co.<br>[Faded text]      |         | C. J. LaRoche            |
| New Voice of Firestone | Firestone Tire & Rubber Co.<br>[Faded text]    | ABC-TV  | Sweeney & James, Inc.    |
| Northwest Passage      | RCA<br>[Faded text]                            | NBC-TV  | Kenyon & Eckhardt        |
|                        | R. J. Reynolds<br>[Faded text]                 |         | Wm. Esty                 |
| No Warning             | P. Lorillard Co.<br>[Faded text]               | NBC-TV  | Lennen & Newell          |
|                        | Royal McBee<br>[Faded text]                    |         | Young & Rubicam          |
| Oh! Susanna            | Helene Curtis Industries, Inc.<br>[Faded text] | CBS-TV  | Edward H. Weiss Co.      |
|                        | Nestle Co., Inc.<br>[Faded text]               |         | Bryan Houston Inc.       |

## COMMERCIAL TV PROGRAMS

| TITLE                                    | SPONSOR-PRODUCT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NETWORK | ADVERTISING AGENCY                                                                                                                                                                                                                                                                                               |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Oldsmobile Show<br>(Starring Patti Page) | Oldsmobile Division;<br>General Motors Corp.<br>(Automobiles)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ABC-TV  | D. P. Brother Co.                                                                                                                                                                                                                                                                                                |
| Omnibus                                  | Aluminium Ltd.<br>(Institutional)<br>Aluminium Ltd. Sales<br>(Aluminum & aluminum<br>products)<br>Union Carbide<br>(Anti-freeze, flash-<br>lights, batteries,<br>insect repellants,<br>cooking gas, synthetic<br>gems)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         | J. Walter Thompson<br>Wm. Esty Co.<br>J. Walter Thompson<br>J. M. Mathes                                                                                                                                                                                                                                         |
| Opening Night                            | Max Factor<br>(Cosmetics & hair<br>preparations)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NBC-TV  | Anderson-McConnell                                                                                                                                                                                                                                                                                               |
| Original Amateur Hour                    | Pharmaceuticals, Inc.<br>(Sominex, Ceritol,<br>Zarumin, Serutan)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NBC-TV  | Parkson Advertising                                                                                                                                                                                                                                                                                              |
| <b>—P—</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |         |                                                                                                                                                                                                                                                                                                                  |
| Pantomime Quiz                           | Associated Products,<br>Inc.<br>(5-Day Deodorant Pads;<br>Stick and Roll-On;<br>insecticide repellants,<br>athletes' foot remedies,<br>cosmetic facial cleansers)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ABC-TV  | Grey Advertising                                                                                                                                                                                                                                                                                                 |
| Paar, Jack, Show                         | Alberto-Culver Co.<br>(Hair Products)<br>Alden Rug Mills Inc.<br>(Rugs)<br>Alliance Mfg. Co.<br>(Tenna Rotors, Fry<br>Pans, Clocks, Electric<br>can openers)<br>American Marietta Co.<br>O-Cedar Div.<br>(Mops, brooms, furniture<br>& floor polishes, waxes)<br>American Optical Co.<br>(Cool-Ray sun glasses)<br>Amity Leather Products<br>Rolf's Division<br>(Billfolds, pocket<br>secretaries, traveling<br>cases, hand luggage,<br>handbags, purses, glass<br>cases, etc.)<br>Bird & Son, Inc.<br>(Roofing & hard<br>surface flooring)<br>Block Drug Co.<br>(Nytol sleeping tablets,<br>Polident denture cleanser,<br>Poligrip denture fastener,<br>Pycopay tooth brushes,<br>Minipoo dry shampoo,<br>Greenmint mouthwash,<br>Omega oil)<br>Bristol-Myers Co.<br>(Bufferin)<br>Bulova Watch Co.<br>(Watches)<br>Burlington Ribbon Mills<br>(Christmas wrappings) | NBC-TV  | Geoffrey Wade Advertising<br>Arndt, Preston, Chapin, Lamb &<br>Keen<br>Dancer-Fitzgerald-Sample<br>Turner Advertising<br>Sutherland-Abbott<br>Edward H. Weiss Co.<br>H. B. Humphrey, Alley & Richards,<br>Inc.<br>Sullivan, Stauffer, Colwell & Bayles<br>Young & Rubicam<br>McCann-Erickson<br>S. R. Leon & Co. |

# COMMERCIAL TV PROGRAMS

| TITLE | SPONSOR-PRODUCT                                                                                            | NETWORK | ADVERTISING AGENCY             |
|-------|------------------------------------------------------------------------------------------------------------|---------|--------------------------------|
|       | <b>Bymart-Tintair, Inc.</b><br>(Hair coloring preparations, Curl Set preparations)                         |         | Product Services, Inc.         |
|       | <b>Coopers, Inc.</b><br>(Men's underwear & hose)                                                           |         | Henri, Hurst & McDonald        |
|       | <b>Dormeyer Corp.</b><br>(Power tools)                                                                     |         | J. W. Shaw Advertising         |
|       | <b>E. I. DuPont de Nemours Co.</b><br>(Carpet Nylon)                                                       |         | BBD & O                        |
|       | <b>F. M. Engineering Co. Inc.</b><br>(Toys)                                                                |         | Wm. L. Baxter Inc.             |
|       | <b>General Electric Co.</b><br>(Light bulbs)                                                               |         | BBD & O                        |
|       | <b>General Foods Corp.</b><br>(Postum)                                                                     |         | Young & Rubicam                |
|       | <b>Hagen Chemicals Contracts, Inc.</b><br>(Colgon, Colgonite, Thanx, Colgon Bouquet, Beam bleach)          |         | Ketchum, MacLeod & Grove, Inc. |
|       | <b>Harrison Laboratories Div. Technical Tape Co.</b><br>(Ten Day Press-On Nail Color and Cellophane Tapes) |         | Product Services Inc.          |
|       | <b>Kayser-Roth Corp.</b><br>(Supp-Hose stockings)                                                          |         | Daniel & Charles Inc.          |
|       | <b>Liftsavers, Inc.</b><br>(Women's shoe heels)                                                            |         | Product Services               |
|       | <b>Thos. J. Lipton Co.</b><br>(Lipton Tea)                                                                 |         | Product Services               |
|       | <b>Louis Marx &amp; Co.</b><br>(Toys)                                                                      |         | Al Paul Lefton Co.             |
|       | <b>The Mennen Co.</b><br>(Mennen Gold Crest)                                                               |         | Warwick & Legler               |
|       | <b>Ben Mont Papers, Inc.</b><br>(Saran Icicles)                                                            |         | Woodward, Voss & Hevenor       |
|       | <b>National Presto Industries</b><br>(Electric coffeemakers, pressure cookers)                             |         | Donahue & Coe                  |
|       | <b>North American Phillips Co.</b><br>(Norelco Shavers)                                                    |         | C. J. LaRoche Co.              |
|       | <b>Outboard Marine Mfg. Co. Evinrude Division</b><br>(Evinrude Motors)                                     |         | Cramer-Krasselt Co.            |
|       | <b>Pharma-Craft Co.</b><br>(Fresh deodorant)                                                               |         | J. Walter Thompson             |
|       | <b>Phillip Morris Inc.</b><br>(Marlboro Cigarettes)                                                        |         | Leo Burnett Co.                |
|       | <b>Polaroid Corp.</b><br>(Polaroid land camera)                                                            |         | Doyle, Dane & Bernbach         |
|       | <b>Polk Miller Products Corp.</b><br>(Sergeant Dog Remedies)                                               |         | N. W. Ayer & Son               |
|       | <b>Sandura Co.</b><br>(Sandran floor)                                                                      |         | Hicks & Greist Inc.            |
|       | <b>Stephen Distributing Corp.</b><br>(Stephans Dandruff Remover)                                           |         | Cunningham & Walsh             |
|       | <b>Studebaker-Packard</b><br>(Automobiles)                                                                 |         | D'Arcy Advertising             |
|       | <b>E. R. Wagner Mfg. Co.</b><br>(Carpet sweepers, carpet shampoers)                                        |         | Sid Stone Advertising          |
|       | <b>York Corp.</b><br>(Air conditioners)                                                                    |         | Donahue & Coe                  |

## COMMERCIAL TV PROGRAMS

| TITLE            | SPONSOR-PRODUCT                                                                                                                                                                                                               | NETWORK | ADVERTISING AGENCY       |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------|
| People Are Funny | R. J. Reynolds<br>(Tobacco products)                                                                                                                                                                                          | NBC-TV  | Wm. Esty Co.             |
|                  | The Toni Co.<br>(Home permanents, shampoos, hair sprays, rinses, curlers & other women's hair care & women's hair grooming products, cleansing & conditional creams & lotions; Pens, Pencils & their accessories, Deodorants) |         | North Advertising        |
| People's Choice  | American Home Products<br>(Chef Boyardee, Italian Dinners)                                                                                                                                                                    | NBC-TV  | Young & Rubicam          |
|                  | Borden's<br>(Milk & milk products, ice cream, cheese, instant coffee)                                                                                                                                                         |         | Young & Rubicam          |
| Perry Mason      | Armour & Co.<br>(Dial Soap, Shampoo, Chiffon Liquid Detergent)                                                                                                                                                                | CBS-TV  | Foote, Cone & Belding    |
|                  | Bristol-Myers Co.<br>(Bufferin, Vitalis)                                                                                                                                                                                      |         | Young & Rubicam          |
|                  | Colgate-Palmolive Co.<br>(Colgate Dental Cream)                                                                                                                                                                               |         | Ted Bates & Co.          |
|                  | Elgin National Watch Co.<br>(Watches)                                                                                                                                                                                         |         | J. Walter Thompson       |
|                  | Gulf Oil Co.<br>(Gasoline)                                                                                                                                                                                                    |         | Young & Rubicam          |
|                  | Hamm Brewing Co.<br>(Beer)                                                                                                                                                                                                    |         | Campbell-Mithun          |
|                  | Libby-Owens-Ford Glass Co.<br>(Auto Safety Glass & Other Glass Products)                                                                                                                                                      | CBS-TV  | Fuller, Smith & Ross     |
|                  | Mutual Benefit & Accident Association of Omaha                                                                                                                                                                                |         | Bozell & Jacobs          |
|                  | National Carbon Co., Inc.<br>(Prestone Anti-Freeze, Eveready Products)                                                                                                                                                        |         | Wm. Esty Co.             |
|                  | Phillip Morris, Inc.<br>(Parliament Cigarettes)                                                                                                                                                                               |         | Benton & Bowles          |
|                  | Phillips Van Heusen Corp.<br>(Men's Apparel)                                                                                                                                                                                  |         | Grey Advertising         |
|                  | Pillsbury Mills, Inc.<br>(Flour, Cake Mix, Pie Mix, Hot Roll Mix)                                                                                                                                                             |         | Leo Burnett Co.          |
|                  | Purex Corp.<br>(Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)                                                                                                                                           |         | Edward H. Weiss Co.      |
|                  | Sterling Drug Inc.<br>(Bayer Aspirin)                                                                                                                                                                                         |         | Dancer-Fitzgerald-Sample |
| Person to Person | American Oil Co.<br>(Amoco-Gas, Super Permalube Motor Oil)                                                                                                                                                                    | CBS-TV  | The Joseph Katz Co.      |
|                  | Florists' Telegraph Delivery Assn., Inc.                                                                                                                                                                                      |         | MacManus, John & Adams   |
|                  | Hamm Brewing Co.<br>(Beer)                                                                                                                                                                                                    |         | Campbell-Mithun          |
|                  | Time, Inc.<br>(Life Magazine)                                                                                                                                                                                                 |         | Young & Rubicam          |

# COMMERCIAL TV PROGRAMS

| TITLE                                                            | SPONSOR-PRODUCT                                                                                                                                                                                                                         | NETWORK      | ADVERTISING AGENCY                    |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------|
| Peter Gunn                                                       | Bristol-Myers<br><small>1000 North Dearborn<br/>                     1000 North Dearborn<br/>                     1000 North Dearborn<br/>                     1000 North Dearborn<br/>                     1000 North Dearborn</small> | NBC-TV       | Doherty, Clifford, Steers & Shenfield |
| Playhouse 90                                                     | Allstate Insurance Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                            | CBS-TV       | Leo Burnett Co.                       |
|                                                                  | American Gas Association<br><small>1000 North Dearborn</small>                                                                                                                                                                          |              | Lennen & Newell                       |
|                                                                  | Bristol-Myers<br><small>1000 North Dearborn</small>                                                                                                                                                                                     |              | BBD & O                               |
|                                                                  | Chemstrand Corp.<br><small>1000 North Dearborn</small>                                                                                                                                                                                  |              | Doyle, Dane & Bernbach                |
|                                                                  | Elgin National Watch Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                          |              | J. Walter Thompson                    |
|                                                                  | Ford Division of the Ford Motor Co.<br><small>1000 North Dearborn</small>                                                                                                                                                               |              | J. Walter Thompson                    |
|                                                                  | Kimberly-Clark Corp.<br><small>1000 North Dearborn</small>                                                                                                                                                                              |              | Foote, Cone & Belding                 |
|                                                                  | National Carbon Co. Inc.<br><small>1000 North Dearborn</small>                                                                                                                                                                          |              | Wm. Esty Co.                          |
|                                                                  | Philip Morris, Inc.<br><small>1000 North Dearborn</small>                                                                                                                                                                               |              | Leo Burnett Co.                       |
|                                                                  | Pillsbury Mills, Inc.<br><small>1000 North Dearborn</small>                                                                                                                                                                             |              | Leo Burnett Co.                       |
|                                                                  | Procter & Gamble Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                              |              | Benton & Bowles                       |
| R. J. Reynolds Tobacco Co.<br><small>1000 North Dearborn</small> |                                                                                                                                                                                                                                         | Wm. Esty Co. |                                       |
| Play Your Hunch                                                  | Gerber Products Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                               | CBS-TV       | D'Arcy Advertising                    |
|                                                                  | Lever Brothers Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                                |              | Ogilvy, Benson & Mather               |
|                                                                  | Scott Paper Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                                   |              | J. Walter Thompson                    |
|                                                                  | Swift & Co.<br><small>1000 North Dearborn</small>                                                                                                                                                                                       |              | McCann Erickson                       |
| Plymouth Show<br>(Starring Lawrence Welk)                        | Plymouth Motors Corp.<br><small>1000 North Dearborn</small>                                                                                                                                                                             | ABC-TV       | Grant Advertising                     |
|                                                                  | Chrysler Corp. Division<br><small>1000 North Dearborn</small>                                                                                                                                                                           |              |                                       |
| Post Fight Beat                                                  | Bristol-Myers<br><small>1000 North Dearborn</small>                                                                                                                                                                                     | NBC-TV       | Doherty, Clifford, Steers & Shenfield |
| Powell's, Dick,<br>Zane Grey Theatre                             | Ford Division of the Ford Motor Co.<br><small>1000 North Dearborn</small>                                                                                                                                                               | CBS-TV       | J. Walter Thompson                    |
|                                                                  | General Foods Corp.<br><small>1000 North Dearborn</small>                                                                                                                                                                               |              | Benton & Bowles                       |
|                                                                  | S. C. Johnson & Son<br><small>1000 North Dearborn</small>                                                                                                                                                                               |              | Benton & Bowles                       |
| Price Is Right                                                   | Alberto-Culver<br><small>1000 North Dearborn</small>                                                                                                                                                                                    | NBC-TV       | Geoffrey Wade Advertising             |

\*\*\*\*\* **COMMERCIAL TV PROGRAMS** \*\*\*\*\*

| TITLE | SPONSOR-PRODUCT                                                                                                                                                  | NETWORK | ADVERTISING AGENCY                            |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------|
|       | <b>American Home Products</b><br>(Aerowax, Griffin Shoe Polish, Anacin)                                                                                          |         | Ted Bates Co.                                 |
|       | <b>Armour &amp; Co.</b><br>(Liquid chifion detergent)                                                                                                            |         | Foote, Cone & Belding                         |
|       | <b>Chesebrough-Pond's</b><br>(Facial Makeups, creams & lotions, Pertussin cough remedy, Vaseline petroleum jelly, "Angel Skin," Angel Touch, Angelkiss lipstick) |         | J. Walter Thompson                            |
|       | <b>Corn Products</b><br>(Mazola, Karo, Niagara Starch)                                                                                                           |         | C. L. Miller                                  |
|       | <b>Dow Chemical</b><br>(Saran Wrap)                                                                                                                              |         | MacManus, John & Adams                        |
|       | <b>Drackett</b><br>(Windex window cleaner, Drano drain cleaner)                                                                                                  |         | Young & Rubicam                               |
|       | <b>Frigidaire</b><br>(Major Household electrical appliances)                                                                                                     |         | Dancer-Fitzgerald-Sample                      |
|       | <b>General Foods</b><br>(Jello Puddings, Pie Filling, Minute Rice)                                                                                               |         | Young & Rubicam                               |
|       | <b>General Mills</b><br>(Cereals)                                                                                                                                |         | Tatham-Laird                                  |
|       | <b>Lever Bros.</b><br>(Detergents, Bar Soaps, Edible fats & dentifrices, Dove, Wisk)                                                                             |         | BBD & O                                       |
|       | <b>Lever Bros.</b><br>(Toilet soaps, detergents (Liquid & powder), edible fats, dentifrices, toilet bars, margarine, shortening)                                 |         | J. Walter Thompson<br>Ogilvy, Benson & Mather |
|       | <b>Mentholatum Co.</b><br>(Medicated Lip Pomades, cold remedies; Deep Heat Rub)                                                                                  |         | J. Walter Thompson                            |
|       | <b>Miles Laboratories</b><br>(Alka-Seltzer, One-A-Day Vitamins)                                                                                                  |         | Geoffrey Wade Advertising                     |
|       | <b>Pillsbury Mills</b><br>(Baking Mixes, Flour, Frostings)                                                                                                       |         | Leo Burnett Co.                               |
|       | <b>RCA</b><br>(TV sets, industrial & electronic equipment)                                                                                                       |         | Kenyon & Eckhardt                             |
|       | <b>Sandura</b><br>(Floor, Wall & counter coverings, Sandran)                                                                                                     |         | Hicks & Greist                                |
|       | <b>S.O.S.</b><br>(Scouring pads)                                                                                                                                 |         | McCann-Erickson                               |
|       | <b>Speidel Corp.</b><br>(Men's & women's watch bands, photo-identification bands, men's jewelry)                                                                 |         | Norman, Craig & Kummel                        |
|       | <b>Standard Brands</b><br>(Margarine (As spread only), Coffee-Tea, Royal desserts, Pie Fillings, Pet Foods)                                                      |         | Ted Bates Co.                                 |
|       | <b>Starkist</b><br>(Canned tunafish)                                                                                                                             |         | Honig Cooper                                  |



# COMMERCIAL TV PROGRAMS ////////////////////

| TITLE                                                                                                                         | SPONSOR-PRODUCT                                                                                                                                                                     | NETWORK                                                                                                                                         | ADVERTISING AGENCY             |                           |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------------------------|
| Professional Basketball<br>"Game of the Week"<br>Pursuit                                                                      | <b>Sterling Drug</b><br>(Vitamin supplements,<br>analgesics, Bayer<br>Aspirin, Dr. Lyon's Tooth<br>Powder, Phillips Milk of<br>Magnesia, Fizin, Haley's<br>MO, Fletcher's Castoria) |                                                                                                                                                 | Dancer-Fitzgerald-Sample       |                           |
|                                                                                                                               | <b>Sunshine Biscuit</b><br>(Salted crackers,<br>sweet cookies)                                                                                                                      |                                                                                                                                                 | Cunningham & Walsh             |                           |
|                                                                                                                               | <b>Whitehall Laboratories</b><br>(Waxes & polishes,<br>Analgesics)                                                                                                                  |                                                                                                                                                 | Ted Bates Co.                  |                           |
|                                                                                                                               | <b>Bayuk</b><br>(Cigars)                                                                                                                                                            | NBC-TV                                                                                                                                          | Feigenbaum & Wermen            |                           |
|                                                                                                                               | <b>American Home<br/>Products Corp.</b><br>(Anacin, Dristan)                                                                                                                        | CBS-TV                                                                                                                                          | Ted Bates Co.                  |                           |
|                                                                                                                               | <b>Mennen Co.</b><br>(Men's Grooming<br>Toiletries, Baby Care<br>Products)                                                                                                          |                                                                                                                                                 | Grey Advertising               |                           |
|                                                                                                                               | <b>Procter &amp; Gamble Co.</b><br>(Crest Toothpaste)                                                                                                                               |                                                                                                                                                 | Benton & Bowles                |                           |
|                                                                                                                               | —●—                                                                                                                                                                                 |                                                                                                                                                 |                                |                           |
|                                                                                                                               | Queen for a Day                                                                                                                                                                     | <b>Alberto-Culver</b><br>(Hair Care Products,<br>VO-5 Hair Dressing,<br>Rinse-Away Shampoo)                                                     | NBC-TV                         | Geoffrey Wade Advertising |
|                                                                                                                               |                                                                                                                                                                                     | <b>American Home Products</b><br>(Aerowax, Griffin<br>polishes, Anacin, Heat,<br>Infrarib, Wizard Room<br>deodorizer, Easy-Off<br>oven cleaner) |                                | Ted Bates Co.             |
| <b>Brown &amp; Williamson</b><br>(Raleigh Cigarettes)                                                                         |                                                                                                                                                                                     |                                                                                                                                                 | Russel M. Seeds                |                           |
| <b>Chesebrough-Pond's</b><br>(Margarine, Coffee, Tea,<br>Royal Desserts & Pie<br>filling, Dog Food)                           |                                                                                                                                                                                     |                                                                                                                                                 | J. Walter Thompson             |                           |
| <b>Chicken of the Sea</b><br>(Tuna Fish)                                                                                      |                                                                                                                                                                                     |                                                                                                                                                 | Erwin, Wasey, Ruthrauff & Ryan |                           |
| <b>Corn Products</b><br>(Mazola, salad oil,<br>Karo syrup, NuSoft<br>Laundry fluffener,<br>Niagara Starch, Kasco<br>Dog Food) |                                                                                                                                                                                     |                                                                                                                                                 | C. L. Miller                   |                           |
| <b>Drackett</b><br>(Windex window cleaner,<br>Drano drain cleaner)                                                            |                                                                                                                                                                                     |                                                                                                                                                 | Young & Rubicam                |                           |
| <b>Mentholatum</b><br>(Mentholatum, Mentho-<br>latum Deep Heat Rub,<br>Mentholatum Cold Tablets)                              |                                                                                                                                                                                     |                                                                                                                                                 | J. Walter Thompson             |                           |
| <b>Miles Laboratories</b><br>(Alka-Seltzer, Vitamin<br>Pills—Cine-A-Day)                                                      |                                                                                                                                                                                     |                                                                                                                                                 | Geoffrey Wade Advertising      |                           |
| <b>Minnesota Mining</b><br>(Scotch Brand Tapes)                                                                               |                                                                                                                                                                                     |                                                                                                                                                 | BBD & O                        |                           |
| <b>Pillsbury Mills</b><br>(Baking mixes &<br>flour, frosting)                                                                 |                                                                                                                                                                                     |                                                                                                                                                 | Leo Burnett Co.                |                           |
| <b>Procter &amp; Gamble</b><br>(Dentifrices, peanut<br>products, bar soaps,<br>cleanser detergents)                           |                                                                                                                                                                                     |                                                                                                                                                 | Dancer-Fitzgerald-Sample       |                           |

## COMMERCIAL TV PROGRAMS

| TITLE                                 | SPONSOR-PRODUCT                                                                                                                                                                                        | NETWORK | ADVERTISING AGENCY                   |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------|
|                                       | Gleem toothpaste, Ivory Snow, Dash, Big Top Peanut Butter)                                                                                                                                             |         |                                      |
|                                       | <b>Sandura</b><br>(Sandran Wall, counter & floor coverings)                                                                                                                                            |         | Hicks & Greist                       |
|                                       | <b>S.O.S.</b><br>(Scouring pads)                                                                                                                                                                       |         | McCann-Erickson                      |
|                                       | <b>Standard Brands</b><br>(Margarine, Coffee, Tea, Royal Desserts, Pie Filling, Dog Food)                                                                                                              |         | Ted Bates Co.                        |
|                                       | <b>Toni Company</b><br>(Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)                                                                                                         |         | North Advertising                    |
|                                       | <b>Whitehall Laboratories</b><br>(Wizard room deodorizer, Easy-off oven cleaner)                                                                                                                       |         | Ted Bates Co.                        |
| <b>—R—</b>                            |                                                                                                                                                                                                        |         |                                      |
| Real McCoys                           | <b>Sylvania Electric Products, Inc.</b><br>(Flashbulbs, TV sets, hi-fi, radios, cameras, camera equipment, phonographs, radio & TV tubes, light bulbs, lighting)                                       | ABC-TV  | J. Walter Thompson                   |
| Richard Diamond,<br>Private Detective | <b>P. Lorillard Co.</b><br>(Kent, Newport Cigarettes)                                                                                                                                                  | CBS-TV  | Lennen & Newell                      |
| Reed, Donna, Show                     | <b>Campbell Soup Co.</b><br>(Soups, juices, Swanson Frozen Products)                                                                                                                                   | ABC-TV  | BBD & O                              |
|                                       | <b>Shulton, Inc.</b><br>(Women's perfumes, bath crystals, talcum powders, body sachet, bath salts, bath oil, cleansing cream and lotion, Beauty Ice, men's hair tonics and creams, shampoo and talcum) |         | The Wesley Associates                |
| Restless Gun                          | <b>Procter &amp; Gamble</b><br>(Peanut Butter, Bar Soaps, Detergents)                                                                                                                                  | NBC-TV  | Leo Burnett Co.                      |
|                                       | <b>Sterling Drug</b><br>(Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia—tablet & liquid)                                                                                                     |         | Dancer-Fitzgerald-Sample             |
|                                       | <b>Warner-Lambert, Inc.</b><br>(Listerine Mouth Wash, Bromo-Seltzer, Anahist, Richard Hudnut Hair Line)                                                                                                |         | Sullivan, Stauffer, Colwell & Bayles |
| Rifleman, The                         | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, One-A-Day Brand Vitamins)                                                                                                                            | ABC-TV  | Geoffrey Wade Advertising            |
|                                       | <b>Procter &amp; Gamble Co.</b><br>(Tide)                                                                                                                                                              |         | Benton & Bowles                      |
|                                       | <b>Ralston Purina Co.</b><br>(New Purina Dog Chow)                                                                                                                                                     |         | Gardner Advertising                  |
| Roller Derby                          | <b>Gold Seal</b><br>(Glass Wax Stencils)                                                                                                                                                               | ABC-TV  | Campbell-Mithun                      |


# COMMERCIAL TV PROGRAMS //////////////////////////////////////////////////////////////////

| TITLE                         | SPONSOR PRODUCT                                                                                                  | NETWORK | ADVERTISING AGENCY                                                                 |
|-------------------------------|------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------------|
| Rough Riders                  | P. Lorillard Co.                                                                                                 | ABC-TV  | Lennen & Newell                                                                    |
| Ruff & Reddy                  | General Foods<br>Mars, Inc.                                                                                      | NBC-TV  | Benton & Bowles<br>Knox-Reeves                                                     |
| <b>S</b>                      |                                                                                                                  |         |                                                                                    |
| Saber of London               | Sterling Drug                                                                                                    | NBC-TV  | Dancer-Fitzgerald-Sample                                                           |
| Sally, The, Show              | Chemstrand Corp.<br>Royal McBee Corp.                                                                            | NBC-TV  | Doye, Dane & Bernbach<br>Young & Rubicam                                           |
| Schlitz Playhouse             | Schlitz Brewing Co.                                                                                              | CBS-TV  | J. Walter Thompson                                                                 |
| Scott Island                  | R. H. Reynolds Tobacco Co.                                                                                       | ABC-TV  | Wm. Esty Co.                                                                       |
| Search for Tomorrow           | Procter & Gamble Co.                                                                                             | CBS-TV  | Compton Advertising                                                                |
| Secret Storm                  | American Home Products Corp.<br>General Foods Corp.<br>General Mills, Inc.<br>Quaker Oats Co.<br>Scott Paper Co. | CBS-TV  | Ted Bates Co.<br>Young & Rubicam<br>Dancer-Fitzgerald-Sample<br>J. Walter Thompson |
| Sergeant Preston of the Yukon | Quaker Oats Co.                                                                                                  | CBS-TV  | Wherry, Baker & Tilden                                                             |
| Silvers, Phil, Show           | Procter & Gamble Co.<br>R. J. Reynolds Tobacco Co.<br>Schick, Inc.                                               | CBS-TV  | Leo Burnett Co.<br>Wm. Esty Co.<br>Benton & Bowles                                 |
| Sinatra, Frank, Show          | Liggett & Myers Tobacco Co.                                                                                      | ABC-TV  | McCann-Erickson                                                                    |
| Sir Lancelot                  | Corn Products Refining Co.<br>Kellogg Co.<br>Joe Lowe Corp.                                                      | ABC-TV  | Donahue & Coe<br>Leo Burnett Co.<br>Paris & Peart                                  |

## COMMERCIAL TV PROGRAMS

| TITLE                   | SPONSOR-PRODUCT                                                                                                         | NETWORK | ADVERTISING AGENCY      |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------|---------|-------------------------|
|                         | <b>The Wander Company</b><br>(Ovaltine)                                                                                 |         | Tatham-Laird, Inc.      |
| \$64,000 Challenge, The | <b>P. Lorillard Co.</b><br>(Kent Cigarettes)                                                                            | CBS-TV  | Young & Rubicam         |
|                         | <b>Revlon, Inc.</b><br>(All Revlon Products)                                                                            |         | BBD & O                 |
| \$64,000 Question, The  | <b>P. Lorillard Co.</b><br>(Kent Cigarettes)                                                                            | CBS-TV  | Lennen & Newell         |
|                         | <b>Revlon, Inc.</b><br>(All Revlon Products)                                                                            |         | Warwick & Legler        |
| Skelton, Red, Show      | <b>S. C. Johnson &amp; Son, Inc.</b><br>(Johnson's Wax Cleaners, Polishers, Insecticides, Deodorizers)                  | CBS-TV  | Foote, Cone & Belding   |
|                         | <b>Pet Milk Co.</b><br>(Evaporated Milk, Milk products)                                                                 | CBS-TV  | Gardner Advertising     |
| Small World             | <b>Olin Mathieson Chemical Corp.</b><br>(Chemicals, Synthetics)                                                         | CBS-TV  | D'Arcy Advertising      |
|                         | <b>Renault Inc.</b><br>(Products & Services of Renault Inc.)                                                            |         | Needham, Louis & Brorby |
| Sothorn, Ann, Show      | <b>General Foods Corp.</b><br>(Coffee, Cereal, Dog Food)                                                                | CBS-TV  | Benton & Bowles         |
| Steve Canyon            | <b>Liggett &amp; Myers</b><br>(L & M Tobacco Products)                                                                  | NBC-TV  | McCann-Erickson         |
| Studio One in Hollywood | <b>Westinghouse Electric Corp.</b><br>(Westinghouse Kitchen Appliances, Radio & Television sets, Turbojet Plane Motors) | CBS-TV  | McCann-Erickson         |
| Sugarfoot               | <b>American Chicle Co.</b><br>(Roloids, Clorets, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum)                  | ABC-TV  | Ted Bates Co.           |
|                         | <b>Colgate-Palmolive Co.</b><br>(Shave creams, shave lotions)                                                           |         | Ted Bates Co.           |
|                         | <b>Ford Division, Ford Motor Co.</b><br>(Cars, trucks, parts and accessories)                                           |         | J. Walter Thompson      |
|                         | <b>Luden's, Inc.</b><br>(Luden's cough drops, Fifth Avenue Candy Bars)                                                  |         | J. M. Mathes, Inc.      |
|                         | <b>Whitehall Pharmacal Co.</b><br>(Anacin)                                                                              |         | Ted Bates Co.           |
| Sullivan, Ed, Show      | <b>Eastman Kodak Co.</b><br>(All Products)                                                                              | CBS-TV  | J. Walter Thompson      |
|                         | <b>Mercury Division of the Ford Motor Co.</b><br>(Mercury Automobiles)                                                  |         | Kenyon & Eckhardt       |
| Sunday News Special     | <b>American Home Products Corp.</b><br>(Anacin, Bisodol, Freezone)                                                      | CBS-TV  |                         |
|                         | <b>Carter Products, Inc.</b><br>(Arrid Cream Deodorant, Rise Shave Cream, Little Liver Pills, Nair)                     |         | Ted Bates Co.           |

# COMMERCIAL TV PROGRAMS

| TITLE                                                                               | SPONSOR-PRODUCT                                                                                                                                                                         | NETWORK | ADVERTISING AGENCY                   |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------|
| 77 Sunset Strip                                                                     | <b>American Chicle Co.</b><br>(Dentyne, Roloids, Clorets; Beeman's chewing gum, Chiclets and Clovit Chewing Gum)                                                                        | ABC-TV  | Ted Bates Co.                        |
|                                                                                     | <b>Carter Products, Inc.</b><br>(Rise, Arid, Carter's Little Liver Pills, Nair)                                                                                                         |         | Ted Bates Co.                        |
|                                                                                     | <b>H. F. Ritchie, Inc.</b><br>(Brylcreem, hair products, Scott's Emulsion)                                                                                                              |         | Kenyon & Eckhardt                    |
|                                                                                     | <b>Whitehall Laboratories</b><br>(Anacin, Dristan)                                                                                                                                      |         | Ted Bates Co.                        |
| Superman                                                                            | <b>Kellogg Company</b><br>(Breakfast cereals, dog foods, soft drinks)                                                                                                                   | ABC-TV  | Leo Burnett Co.                      |
|                                                                                     | <b>The Sweets Co. of America</b><br>(Tootsie Rolls, Tootsie Roll Pops, caramels, fudge, Rorkwood Wafers, Chocolate Bars, Chocolate Figurines and Coins, Rorkwood chocolate confections) |         | Henry Eisen Advertising              |
| Suspicion                                                                           | <b>Ford Division;</b><br><b>Ford Motor Co.</b><br>(Autos, automotive products)                                                                                                          | NBC-TV  | J. Walter Thompson                   |
|                                                                                     | <b>Philip Morris Co.</b><br>(Tobacco products)                                                                                                                                          |         | N. W. Ayer                           |
|                                                                                     | <b>Procter &amp; Gamble</b><br>(Women's hair care & women's hair grooming products, dentifrices, detergents)                                                                            |         | Benton & Bowles                      |
|                                                                                     | <b>Sterling Drug</b><br>(Bayer Aspirin, Phillips' Milk of Magnesia; liquid & tablet, Imitized Yeast)                                                                                    |         | Dancer-Fitzgerald-Sample             |
| Swing Into Spring                                                                   | <b>The Texas Company</b><br>(Petroleum products)                                                                                                                                        |         | Cunningham & Walsh                   |
|  |                                                                                                                                                                                         |         |                                      |
| Tales of the Texas Rangers                                                          | <b>Gold Seal</b><br>(Glass Wax, stencils)                                                                                                                                               | ABC-TV  | Campbell-Mithun                      |
|                                                                                     | <b>The Sweets Co. of America</b><br>(Tootsie Rolls and Tootsie Roll Pops, Caramels, Fudge, Rorkwood chocolate)                                                                          |         | Henry Eisen Advertising              |
| Tales of Wells Fargo                                                                | <b>American Tobacco Co.</b><br>(Pall Mall Cigarettes)                                                                                                                                   | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles |
| Telephone Time                                                                      | <b>Quick</b><br>(Autos, parts & services)                                                                                                                                               |         | McCann-Erickson<br>Kudner Agency     |
| Telephone Time                                                                      | <b>Bell Telephone</b><br>(Institutional)                                                                                                                                                | ABC-TV  | N. W. Ayer & Son                     |
| Texan, The                                                                          | <b>Brown &amp; Williamson Tobacco Corp.</b><br>(Viceroy Cigarettes)                                                                                                                     | CBS-TV  | Ted Bates Co.                        |
| The Thin Man                                                                        | <b>Colgate Palmolive Co.</b><br>(Dental Cream, bar soap, detergents, cleansers, shaving cream & Halo Shampoo)                                                                           | NBC-TV  | Ted Bates Co.                        |

## COMMERCIAL TV PROGRAMS

| TITLE                      | SPONSOR-PRODUCT                                                                                                                                                                                                                                         | NETWORK       | ADVERTISING AGENCY                                    |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------------------|
| This Is Your Life          | <b>Procter &amp; Gamble Co.</b><br>(Dentifrices, bar soaps & cleansers, women's hair care & hair grooming products)                                                                                                                                     | <b>NBC-TV</b> | <b>Compton Advertising<br/>Benton &amp; Bowles</b>    |
| <b>Thomas, Danny, Show</b> | <b>General Foods Corp.</b><br>(Instant Sanka Coffee, Post's Cereals)                                                                                                                                                                                    | <b>CBS-TV</b> | <b>Benton &amp; Bowles</b>                            |
| <b>Tic Tac Dough</b>       | <b>Alberto-Culver</b><br>(Hair care products)                                                                                                                                                                                                           | <b>NBC-TV</b> | <b>Geoffrey Wade Advertising</b>                      |
|                            | <b>Chesebrough-Pond's</b><br>(Facial makeups, creams, lotion, Pertussin Cough Remedy, Vaseline Petroleum Jelly)                                                                                                                                         |               | <b>J. Walter Thompson</b>                             |
|                            | <b>Church &amp; Dwight</b><br>(Cow Brand & Arm & Hammer baking sodas)                                                                                                                                                                                   |               | <b>J. Walter Thompson</b>                             |
|                            | <b>Dow Chemical</b><br>(Saran Wrap)                                                                                                                                                                                                                     |               | <b>MacManus, John &amp; Adams</b>                     |
|                            | <b>General Foods</b><br>(Minute Rice, Jello puddings, jello pie fillings, Swansdown flour & cake mixes)                                                                                                                                                 |               | <b>Young &amp; Rubicam</b>                            |
|                            | <b>General Mills</b><br>(Cereals)                                                                                                                                                                                                                       |               | <b>Tatham-Laird</b>                                   |
|                            | <b>Gossard</b><br>(Gossard girdles)                                                                                                                                                                                                                     |               | <b>Edward H. Weiss</b>                                |
|                            | <b>H. J. Heinz</b><br>(Condiments; ketchups, pickles, vinegar, soup, baby foods, spaghetti & beans)                                                                                                                                                     |               | <b>Maxon Advertising</b>                              |
|                            | <b>Kraft</b><br>(Kraft cheeses, Cheez Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine, Kraft Orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft dinners, Kraft jellies, jams & sandwich spreads) |               | <b>J. Walter Thompson</b>                             |
|                            | <b>Minnesota Mining</b><br>(Scotch Brand Tapes)                                                                                                                                                                                                         |               | <b>BBD &amp; O</b>                                    |
|                            | <b>Pillsbury Mills</b><br>(Baking mixes, flour, frosting)                                                                                                                                                                                               |               | <b>Leo Burnett Co.</b>                                |
|                            | <b>Procter &amp; Gamble Co.</b><br>(Women's hair care, detergents, Bar soaps, edible fats—shortening; cleanser & Comet, Cleem, Crisco, Dreft, Camay)                                                                                                    |               | <b>Grey Advertising;<br/>Dancer-Fitzgerald-Sample</b> |
|                            | <b>RCA</b><br>(Electronic sight & sound receivers & recorders; Industrial electronic communication equipment & services)                                                                                                                                |               | <b>Kenyon &amp; Eckhardt</b>                          |
|                            | <b>S.O.S.</b><br>(Scouring pads)                                                                                                                                                                                                                        |               | <b>McCann-Erickson</b>                                |

# COMMERCIAL TV PROGRAMS

| TITLE | SPONSOR-PRODUCT                          | NETWORK | ADVERTISING AGENCY                         |
|-------|------------------------------------------|---------|--------------------------------------------|
|       | Standard Brands                          |         | Ted Bates Co.                              |
|       | Starkist                                 |         | Honig-Cooper                               |
|       | Sunshine Biscuit                         |         | Cunningham & Walsh                         |
|       | Toni Company                             |         | North Advertising                          |
|       | Warner-Lambert                           |         | Norman, Craig & Kummel;<br>Lennen & Newell |
| Today | Alden Rug Mills<br>(Reg.)                | NBC-TV  | Arndt, Preston, Chapin & Keen              |
|       | American Agricultural<br>Chemical Co.    |         | M. L. Grant, Inc.                          |
|       | American Can Co.<br>(C. O.)              |         | Compton Advertising                        |
|       | Amity Leather Products Co.               |         | Gordon Best Co.                            |
|       | Asco Electronics Co.<br>(E. I. Co.)      |         | Jerome O'Leary                             |
|       | Beltone Hearing Aid Co.                  |         | Ofian & Bronner                            |
|       | Bird & Son, Inc.                         |         | H. B. Humphrey, Alley &<br>Richards, Inc.  |
|       | The Block Drug Co.                       |         | Sullivan, Stauffer, Colwell & Bayles       |
|       | Bulova Watch Co.                         |         | McCann-Erickson                            |
|       | California Prune Advisory Bd.<br>(C. O.) |         | Botsford, Constantine & Gardner            |
|       | Canada Dry Inc.                          |         | J. M. Mathes, Inc.                         |
|       | Channel Master Corp.<br>(TV Assoc.)      |         | S. R. Leon Co.                             |
|       | Colgate-Palmolive-Peet Co.               |         | Ted Bates Co.                              |
|       | Drexel Furniture Co.                     |         | Arndt, Preston, Chapin, Lamb &<br>Keen     |
|       | Dixie Cup Co.                            |         | Hicks & Greist                             |
|       | E. I. duPont de Nemours<br>& Co.         |         |                                            |
|       | L. C. Forman & Son                       |         | C. Wendel Muench Co.                       |
|       | General Dynamics                         |         | D'Arcy Advertising                         |
|       | General Electric Co.                     |         | BBD & O                                    |
|       | Grove Laboratories Inc.                  |         | Cohen & Aleshire                           |

# COMMERCIAL TV PROGRAMS

| TITLE | SPONSOR-PRODUCT                                                                 | NETWORK | ADVERTISING AGENCY         |
|-------|---------------------------------------------------------------------------------|---------|----------------------------|
|       | <b>Gulf Guarantee Land &amp; Title Co.</b><br>(Cape Coral Real Estate)          |         | Paul Venze Assoc.          |
|       | <b>P. H. Hanes Knitting Co.</b><br>(Underwear, baby sleepwear)                  |         | N. W. Ayer                 |
|       | <b>H. J. Heinz</b><br>(Concentrated tomato juice)                               |         | Maxon Advertising          |
|       | <b>Insurance Co. of North America</b><br>(Insurance)                            |         | N. W. Ayer                 |
|       | <b>Jackson &amp; Perkins</b><br>(Rose Bushes)                                   |         | Wunderman, Ricotta & Kline |
|       | <b>Howard D. Johnson Co.</b><br>(Chain restaurants, ice cream and specialties)  |         | N. W. Ayer                 |
|       | <b>Juvenile Shoe Corp. of America</b><br>(Lazy Bone Shoes)                      |         | Storm Adv. Co.             |
|       | <b>Keystone Camera Co.</b><br>(Cameras & projectors)                            |         | The Bresnick Co.           |
|       | <b>Knapp-Monarch Co.</b><br>(Liquidizer, Redi-Baker)                            |         | Frank Block Associates     |
|       | <b>Liftsavers Inc.</b><br>(Heels; women's shoes)                                |         | Product Services           |
|       | <b>Mar Pro, Inc.</b><br>(Maremont Mufflers)                                     |         | Waldie & Briggs            |
|       | <b>The Mennen Co.</b><br>(Mennen Gold Crest)                                    |         | Warwick & Legler           |
|       | <b>G &amp; C Merriam Co.</b><br>(Dictionaries)                                  |         | Anderson & Cairns          |
|       | <b>Ben Mont Papers Inc.</b><br>(Saran Icicles)                                  |         | Woodward, Voss & Hevenoor  |
|       | <b>National Assn. of Insurance Agents</b><br>(Insurance)                        |         | Doremus & Co.              |
|       | <b>National Presto Industries</b><br>(Electric coffee makers, pressure cookers) |         | Donahue & Coe              |
|       | <b>Niagara Therapy Mfg. Corp.</b><br>(Therapeutic chairs)                       |         | Geo. L. Mallis Inc.        |
|       | <b>Osrow Products</b><br>(Mechanical home & car washer)                         |         | Gore, Smith, Greenland     |
|       | <b>Outboard Marine Mfg. Co. Evinrude Division</b><br>(Outboard motors)          |         | Cramer Krasselt Co.        |
|       | <b>Rock of Ages, Inc.</b><br>(Monuments)                                        |         | Harold Cabot & Co.         |
|       | <b>Shakespeare Co.</b><br>(Fishing rods)                                        |         | MacDonald-Cook Co.         |
|       | <b>Stephan Distributing Co.</b><br>(Stephan's dandruff remover)                 |         | Cunningham & Walsh         |
|       | <b>Sterling Drug Co.</b><br>(Aspirin)                                           |         | Dancer-Fitzgerald-Sample   |
|       | <b>Stern's Nurseries</b><br>(Roses)                                             |         | Fairfax, Inc.              |
|       | <b>Time, Inc.</b><br>(Time Magazine)                                            |         | Maxwell, Sackheim Co.      |
|       | <b>Washington State Potato Commission</b><br>(Potatoes)                         |         | Howard J. Ryan & Son       |
|       | <b>White Motor Co.</b><br>(Trucks & institutional advertising)                  |         | D'Arcy Advertising         |



# COMMERCIAL TV PROGRAMS

| TITLE               | SPONSOR-PRODUCT                                                                                                                                                        | NETWORK | ADVERTISING AGENCY                   |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------|
| Today Is Ours       | <b>Armour &amp; Co.</b><br>(Deodorant Bar Soaps,<br>Detergents, Canned<br>Meats, Poultry,<br>Dog Food)                                                                 | NBC-TV  | Foote, Cone & Belding                |
|                     | <b>H. J. Heinz</b>                                                                                                                                                     |         | Maxon Advertising                    |
|                     | <b>National Biscuit Co.</b><br>(Crackers, Cookies &<br>Baking Mixes, Cereals)                                                                                          |         | McCann-Erickson                      |
|                     | <b>Procter &amp; Gamble Co.</b><br>(Detergents, bar<br>soaps, dentifrices)                                                                                             |         | Compton Advertising                  |
|                     | <b>Sterling Drug</b>                                                                                                                                                   |         | Dancer-Fitzgerald-Sample             |
| Tombstone Territory | <b>Bristol-Myers Co.</b><br>(Headache remedies,<br>deodorants, laxatives,<br>dentifrices, hair<br>preparations, hand<br>preparations)                                  | ABC-TV  | Young & Rubicam                      |
|                     | <b>Brown &amp; Williamson<br/>Tobacco Corp.</b><br>(Viceroy Cigarettes)                                                                                                |         | CBS-TV                               |
| Top Dollar          | <b>Colgate-Palmolive Co.</b><br>(Colgate Dental Cream,<br>Cashmere Bouquet Soap,<br>Lustre-Creme Shampoo,<br>Palmolive Soap, Brisk,<br>Florient, Vel, Ad, Fab<br>Ajax) |         | Ted Bates Co.                        |
|                     | <b>Carter Products, Inc.</b><br>(Arid Cream, Arid<br>Whirl-in Deodorant,<br>Rise Shave Cream,<br>Little Liver Pills)                                                   | CBS-TV  | Sullivan, Stauffer, Colwell & Bayles |
| To Tell the Truth   | <b>Pharmaceuticals, Inc.</b><br>(Geritol, Niron,<br>Zarumin, RDX)                                                                                                      |         | Parkson Advertising                  |
|                     | <b>Philip Morris, Inc.</b><br>(Marlboro, Parliament<br>Cigarettes)                                                                                                     |         | Leo Burnett Co.                      |
|                     | <b>American Tobacco Co.</b><br>(Lucky Strike Cigarettes)                                                                                                               | CBS-TV  | BBD & O                              |
| Trackdown           | <b>Socny Mobil Oil Co.</b><br>(Mobilgas, Mobiloil)                                                                                                                     |         | Compton Advertising                  |
| Treasure Hunt       | <b>Alberto-Culver</b><br>(Hair care products)                                                                                                                          | NBC-TV  | Geoffrey Wade Advertising            |
|                     | <b>Hazel Bishop</b><br>(Lipstick, nail polish,<br>hair spray)                                                                                                          |         | Raymond Spector                      |
|                     | <b>Brillo Mfg. Co.</b><br>(Brillo Cleansing pads,<br>Brillo Cleansers)                                                                                                 |         | J. Walter Thompson                   |
|                     | <b>Chesebrough-Pond's</b><br>(Facial make-ups,<br>creams, lotions,<br>Pertussin cough remedy,<br>Vaseline Petroleum<br>jelly)                                          |         | J. Walter Thompson                   |
|                     | <b>Corn Products</b><br>(Mazola, Karo, Niagara,<br>Nu-Soft, Kasco Dog Food)                                                                                            |         | C. L. Miller;<br>Lennen & Newell     |
|                     | <b>Dow Chemical Co.</b><br>(Saran Wrap)                                                                                                                                |         | MacManus, John & Adams               |
|                     | <b>Drackett</b><br>(Windex window cleaner,<br>Drano drain cleaner)                                                                                                     |         | Young & Rubicam                      |

# COMMERCIAL TV PROGRAMS

| TITLE                 | SPONSOR-PRODUCT                                                                                                                                                                | NETWORK | ADVERTISING AGENCY        |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------|
|                       | <b>General Foods</b><br>(Swansdown cake flour, mixes, jello puddings & pie fillings, Minute Rice)                                                                              |         | Young & Rubicam           |
|                       | <b>General Mills</b><br>(Cereals)                                                                                                                                              |         | Tatham-Laird              |
|                       | <b>Glamorene</b><br>(Glamorene, rug and upholstery cleaner)                                                                                                                    |         | Product Services Inc.     |
|                       | <b>H. J. Heinz</b><br>(Soup, Baby foods, Condiments; ketchup, pickles, vinegar, Spaghetti & beans)                                                                             |         | Maxon Advertising         |
|                       | <b>Lever Bros.</b><br>(Detergents, dishwashing soaps, dentifrices)                                                                                                             |         | J. Walter Thompson        |
|                       | <b>Mentholatum</b><br>(Medicated Lip Pomade, Cold Remedies)                                                                                                                    |         | J. Walter Thompson        |
|                       | <b>Pharmaceuticals</b><br>(Geritol, Devarex)                                                                                                                                   |         | Parkson Advertising       |
|                       | <b>Pillsbury Mills</b><br>(Baking Mixes, Flour, Frostings)                                                                                                                     |         | Leo Burnett Co.           |
|                       | <b>Procter &amp; Gamble</b><br>(Detergents, Bar Soaps, Shortening, Cheer, Camay, Fluffo, Zest)                                                                                 |         | Young & Rubicam           |
|                       | <b>Sterling Drug</b><br>(Analgesics, laxatives, Bayer aspirin, Bayer Nasal Spray, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletcher's Castoria) |         | Dancer-Fitzgerald-Sample  |
| True Story            | <b>Sterling Drug</b><br>(Bayer Aspirin, dentifrices, Phillips Milk of Magnesia, Haley's MO, Nasal Spray, Dr. Lyon's Tooth Powder, Energinine Cleaning Fluid, ironized yeast)   | NBC-TV  | Dancer-Fitzgerald-Sample  |
| Truth or Consequences | <b>Alberto-Culver</b><br>(Hair care products, VO-5 Hair dressing, Rinse-Away Shampoo)                                                                                          | NBC-TV  | Geoffrey Wade Advertising |
|                       | <b>American Home</b><br>(Aerowax, Griffin Polishes, Anacin, Heet, Infrarub)                                                                                                    |         | Ted Bates Co.             |
|                       | <b>Dow Chemical</b><br>(Saran Wrap)                                                                                                                                            |         | MacManus, John & Adams    |
|                       | <b>General Foods</b><br>(Jello puddings, Pie fillings, Minute Rice, Swansdown flour & cake mixes)                                                                              |         | Young & Rubicam           |
|                       | <b>Lehn &amp; Fink</b><br>(Lysol)                                                                                                                                              |         | McCann-Erickson           |
|                       | <b>Lever Bros.</b><br>(Imperial Margarine, misc. detergents)                                                                                                                   |         | Needham, Louis & Brorby   |
|                       | <b>Miles Labs.</b><br>(Alka-Seltzer, One-A-Day Vitamins)                                                                                                                       |         | Geoffrey Wade             |

# COMMERCIAL TV PROGRAMS

| TITLE                         | SPONSOR-PRODUCT                     | NETWORK | ADVERTISING AGENCY                   |
|-------------------------------|-------------------------------------|---------|--------------------------------------|
|                               | Sterling Drug                       |         | Dancer-Fitzgerald-Sample             |
| Turning Point                 | Scott Paper Co.                     | NBC-TV  | J. Walter Thompson                   |
| Twentieth Century             | Prudential Insurance Co. of America | CBS-TV  | Reach, McClinton Co.                 |
| "21"                          | Pharmaceuticals, Inc.               | NBC-TV  | Parkson Advertising                  |
| Uncle Al Show                 | National Biscuit Co.                | ABC-TV  | Kenyon & Eckhardt                    |
| United States Steel Hour, The | United States Steel Corp.           | CBS-TV  | BBD & O                              |
| Verdict Is Yours, The         | Atlantis Sales Corp.                | CBS-TV  | J. Walter Thompson                   |
|                               | Bristol-Myers Co.                   |         | Young & Rubicam                      |
|                               | Carnation Co.                       |         | Erwin, Wasey, Ruthrauff & Ryan       |
|                               | Chicken of the Sea, Inc.            |         | Erwin, Wasey, Ruthrauff & Ryan       |
|                               | General Mills, Inc.                 |         | Dancer-Fitzgerald-Sample             |
|                               | Johnson & Johnson                   |         | Young & Rubicam                      |
|                               | S. C. Johnson & Son, Inc.           |         | Needham, Louis & Brorby              |
|                               | Lever Brothers Co.                  |         | Ogilvy, Benson & Mather              |
|                               | Libby, McNeill & Libby Co.          |         | J. Walter Thompson                   |
|                               | Pharmaceuticals, Inc.               |         | Parkson Advertising                  |
|                               | Quaker Oats Co.                     |         |                                      |
|                               | Scott Paper Co.                     |         |                                      |
|                               | Standard Brands, Inc.               |         | Ted Bates Co.                        |
|                               | Sterling Drug Inc.                  |         | Dancer-Fitzgerald-Sample             |
|                               | Swift & Co.                         |         | McCann-Erickson                      |
|                               | The Toni Co.                        |         | Tatham-Laird                         |
| Wagon Train                   | American Tobacco Co                 | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles |

## COMMERCIAL TV PROGRAMS

| TITLE                                            | SPONSOR-PRODUCT                                                                                      | NETWORK          | ADVERTISING AGENCY                      |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------|
|                                                  | <b>Bell &amp; Howell</b><br>(Photographic equipment)                                                 |                  | McCann-Erickson                         |
|                                                  | <b>Drackett Co.</b><br>(Windex, Drano & other household cleansers)                                   |                  | Young & Rubicam                         |
|                                                  | <b>Edsel Division;<br/>Ford Motor Co.</b><br>(Automobiles)                                           |                  | Foote, Cone & Belding                   |
|                                                  | <b>Elgin</b><br>(Watches)                                                                            |                  | J. Walter Thompson                      |
|                                                  | <b>Ford Motor Co.</b><br>(Automobiles)                                                               |                  | J. Walter Thompson                      |
|                                                  | <b>General Foods Corp.</b><br>(Post cereals, coffee, dog food)                                       |                  | Benton & Bowles                         |
|                                                  | <b>Lewis-Howe Co.</b><br>(Tums & Headache Remedy)                                                    |                  | McCann-Erickson                         |
|                                                  | <b>National Biscuit Co.</b><br>(Bake Goods, mixes, cereals, dog food)                                |                  | McCann-Erickson                         |
|                                                  | <b>R. J. Reynolds</b><br>(Tobacco Products)                                                          |                  | Wm. Esty Co.                            |
| Wallace, Mike, Interview<br>Wanted—Dead or Alive | <b>Phillip Morris, Inc.</b><br><b>Brown &amp; Williamson<br/>Tobacco Corp.</b><br>(Tobacco Products) | ABC-TV<br>CBS-TV | N. W. Ayer & Son, Inc.<br>Ted Bates Co. |
|                                                  | <b>Kellogg Co.</b><br>(Cereals, Dog Food)                                                            |                  | Leo Burnett Co.                         |
| Welk's Lawrence, Top<br>Tunes and New Talent     | <b>Dodge Division and<br/>Plymouth Division;<br/>Chrysler Corporation</b><br>(Automobiles)           | ABC-TV           | Grant Advertising                       |
| Wednesday Night Fights                           | <b>Brown &amp; Williamson<br/>Tobacco Corp.</b><br>(Tobacco)                                         | ABC-TV           | Ted Bates Co.                           |
|                                                  | <b>Mennen Company</b><br>(Shave Creams)                                                              |                  | McCann-Erickson, Inc.                   |
|                                                  | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, One-A-Day Vitamins, Bactine)                       |                  | Geoffrey Wade Advertising               |
| West Point                                       | <b>Bristol-Myers Co.</b><br>(Bufferin)                                                               | ABC-TV           | Young & Rubicam                         |
|                                                  | <b>Carter Products, Inc.</b><br>(Arrid-Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)     |                  | Sullivan, Stauffer, Colwell & Bayles    |
|                                                  | <b>Phillips-Van Heusen Corp.</b><br>(Shirts and men's wear)                                          |                  | Grey Advertising                        |
| What's My Line?                                  | <b>Helene Curtis Industries</b><br>(Stopette, Poof, Finesse, Hair Dressing, Shampoos)                | CBS-TV           | McCann-Erickson                         |
|                                                  | <b>Florida Citrus Commission</b><br>(Florida Citrus Products)                                        |                  | Benton & Bowles                         |
|                                                  | <b>Mutual Benefit &amp; Accident<br/>Association of Omaha</b><br>(Insurance)                         |                  | Bozell & Jacobs                         |
|                                                  | <b>Remington Rand, Inc.</b><br>(Remington Electric Shavers & Office Equipment)                       |                  | Young & Rubicam                         |
| White, Betty, Show                               | <b>Plymouth Motors Corp.,<br/>Div. of Chrysler Corp.</b><br>(Automobiles)                            | ABC-TV           | Grant Advertising                       |
| Wide Wide World                                  | <b>General Motors</b><br>(Autos, trucks, parts & services)                                           | NBC-TV           | MacManus, John & Adams                  |
| Wild Bill Hickok                                 | <b>Edsel Division,<br/>Ford Motor Co.</b><br>(Edsel Cars)                                            | ABC-TV           | Foote, Cone & Belding                   |

# COMMERCIAL TV PROGRAMS

| TITLE                         | SPONSOR-PRODUCT                                                                                           | NETWORK | ADVERTISING AGENCY                            |
|-------------------------------|-----------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------|
|                               | <b>Kellogg Company</b><br>(Breakfast cereals, dog foods, other products)                                  |         | Leo Burnett Co.                               |
|                               | <b>Kellogg Company</b><br>(Cereals & dog food)                                                            | CBS-TV  | Leo Burnett Co.                               |
|                               | <b>The Procter &amp; Gamble Co.</b><br>(Big Top Peanut Butter)                                            | ABC-TV  | Compton Advertising                           |
| <b>Winchell, Paul, Show</b>   | <b>The Sweets Co. of America</b><br>(Candy Product)                                                       |         | Henry Eisen Advertising                       |
|                               | <b>General Mills, Inc.</b><br>(Cereals, flours, flour base products)                                      | ABC-TV  | Dancer-Fitzgerald-Sample                      |
|                               | <b>Hartz Mountain Products</b><br>(Accessories and food for birds, tropical fish, turtles, cats and dogs) |         | George H. Hartman Co.                         |
| <b>Winchell, Walter, Show</b> | <b>Revlon, Inc.</b><br>(All Revlon Products)                                                              | ABC-TV  | C. J. LaRoche & Co.                           |
| <b>Wingo</b>                  | <b>The Toni Co.</b><br>(Self Home Permanent Wave, Hair Sprays)                                            | CBS-TV  | North Advertising                             |
| <b>Woody Woodpecker</b>       | <b>Kellogg Company</b><br>(Breakfast cereals, dog foods and other products)                               | ABC-TV  | Leo Burnett Co.                               |
| <b>Wyman, Jane, Show</b>      | <b>Hazel Bishop</b><br>(Facial preparations, hair grooming products)                                      | NBC-TV  | Raymond Spector                               |
|                               | <b>Quaker Oats Co.</b><br>(Cat & dog food, cereals, baking mixes)                                         |         | Needham, Louis & Brorby                       |
| <b>Wynn, Ed, Show</b>         | <b>Bulova Watch Co.</b><br>(Watches, radio, electric shavers)                                             | NBC-TV  | McCann-Erickson                               |
|                               | <b>Liggett &amp; Myers</b><br>(L & M Tobacco Products)                                                    |         | McCann-Erickson                               |
| <b>—Y—</b>                    |                                                                                                           |         |                                               |
| <b>Yancy Derringer</b>        | <b>S. C. Johnson &amp; Son, Inc.</b><br>(Johnson's Wax, Cleaners, Polishers)                              | CBS-TV  | Needham, Louis & Brorby                       |
| <b>You Asked for It</b>       | <b>The Best Foods, Inc.</b>                                                                               | ABC-TV  | Guild, Bascom & Bonfigli                      |
| <b>You Bet Your Life</b>      | <b>Chrysler Corp.</b><br>(Autos, parts & services)                                                        | NBC-TV  | BBD & O                                       |
|                               | <b>Lever Bros.</b><br><b>The Toni Co.</b><br>(Home permanents, hair care)                                 |         | BBD & O<br>North Advertising;<br>Tatham-Laird |
| <b>Young, Loretta</b>         | <b>Procter &amp; Gamble</b><br>(Tide, Lilt, Cream, Camay)                                                 | NBC-TV  | Benton & Bowles                               |
| <b>Your Hit Parade</b>        | <b>American Tobacco Co.</b><br>(Hit Parade Cigarettes)                                                    | CBS-TV  | BBD & O                                       |
|                               | <b>American Tobacco Co.</b><br>(Tobacco products)                                                         | NBC-TV  | BBD & O                                       |
|                               | <b>The Toni Company</b><br>(See: You Bet Your Life)                                                       |         | North Advertising                             |
| <b>—Z—</b>                    |                                                                                                           |         |                                               |
| <b>Zorro</b>                  | <b>A.C. Spark Plug Div.; General Motors Corp.</b><br>(Spark plugs, oil filters, fuel pumps, etc.)         | ABC-TV  | D. P. Brother & Co.                           |
|                               | <b>Seven-Up Company</b><br>(7-Up)                                                                         |         | J. Walter Thompson                            |



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