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**RADIO DAILY**  
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**1960**

TWENTY-THIRD ANNUAL EDITION

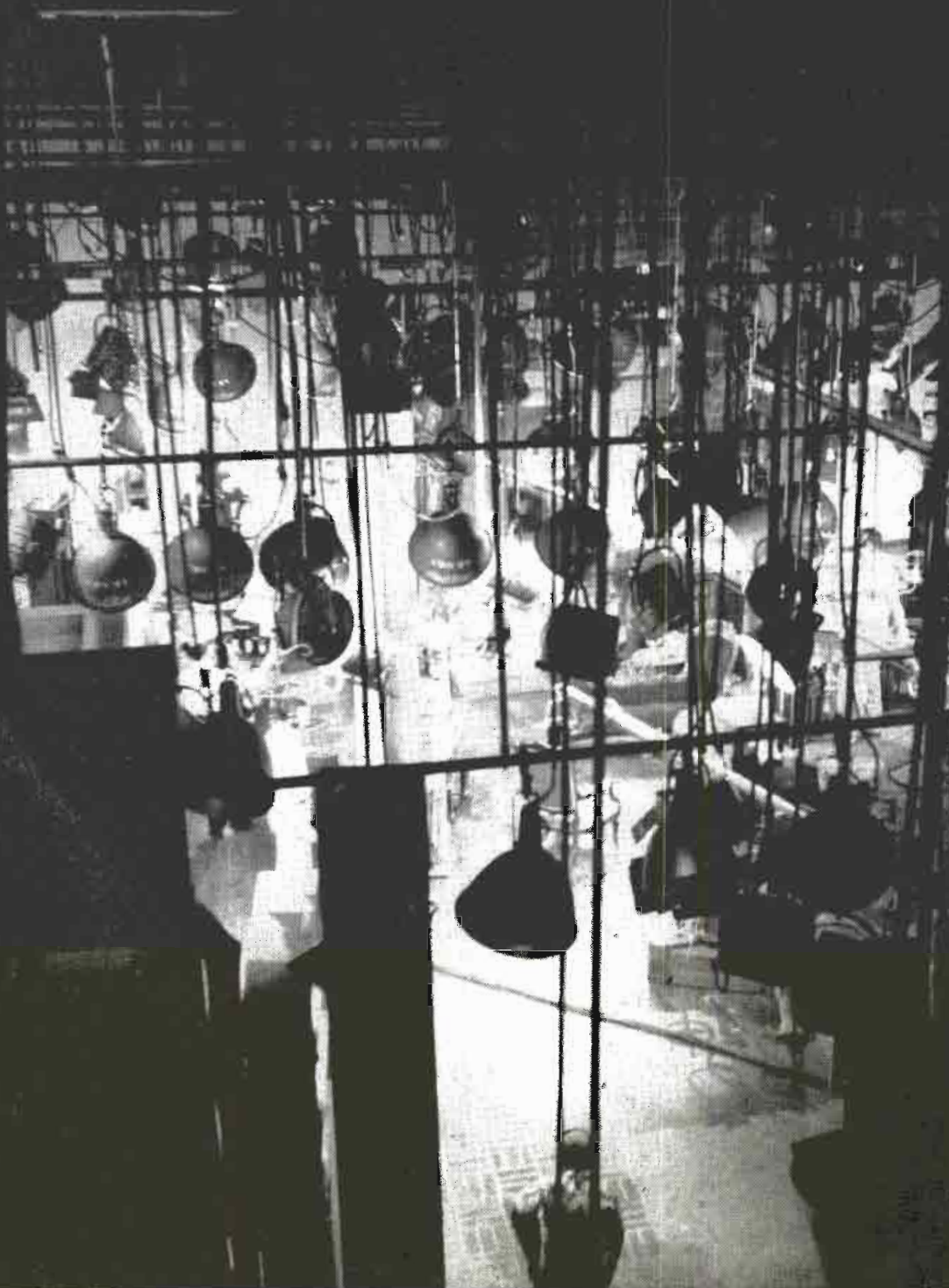
**RADIO ANNUAL  
AND TELEVISION  
YEAR BOOK**

**CHARLES A. ALICOATE**

*Editor-In-Chief*

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It could be said that television is an industry without an inventory. For no other industry consumes its principal commodity — or the talents of those who create it — faster than television.

The need for such an inventory is the reason why this year for the first time a selected group of promising writers and directors has been working in the medium's pioneer laboratory for the development of creative talent—the CBS Television Workshop. Under the guidance of one of television's best-known producers, Albert McCleery, they have been attending seminars, learning the arts of television writing and directing, and fathoming the mystery of control rooms and electronic cameras.

Most of them have come to the Workshop with no previous professional experience in television, but with a background of demonstrated talent in other media — in fiction, the community theatre, the off-Broadway production. They are now being given a chance first to see how things are done and later to show what they can do in a series of hour-long dramatic programs on the CBS Television Network.

Essentially the CBS Television Workshop is a testing-ground for talent. It is intended to provide a reservoir of creative people who may be counted on to bring to television new prospects for fresh, original and exciting entertainment. And, incidentally,

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## FOREWORD

**T**HE electronic media has definitely established itself as a dominant influence on the foundation of public opinion. Broadcasting's future was never brighter and will only tend to move forward in all important directions. As the industry's chief chronicler of statistical achievements in broadcasting during the past year, these pages of our 23rd edition of Radio Annual Television Year Book depict highlights of the progress and growth of this surging industry.

Therefore I salute the countless contributors who made this outstanding volume possible and our many industry friends who are diligently working on still bigger and better things to come in the broadcasting media.

*Chas. A. Alcock,*

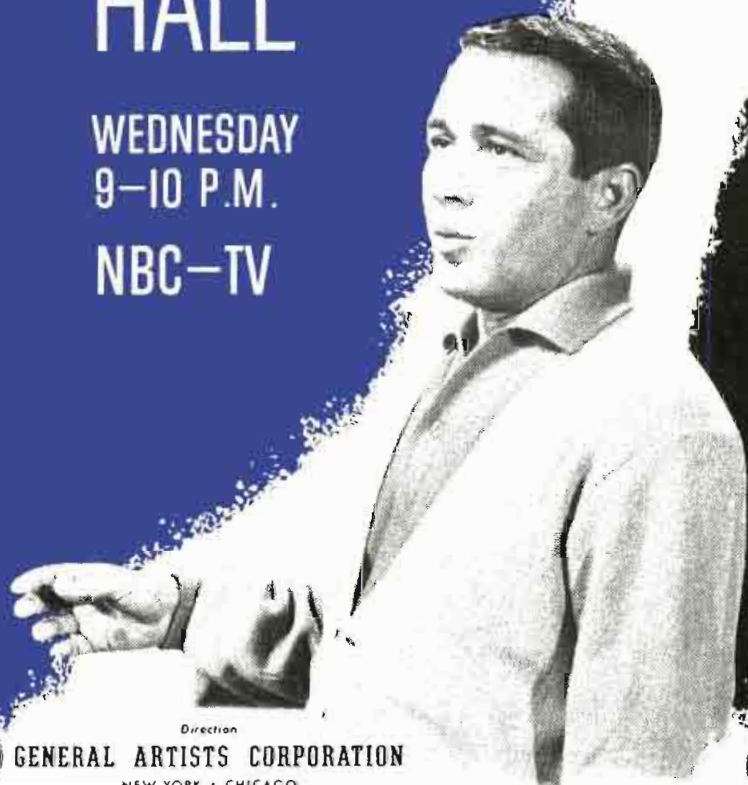
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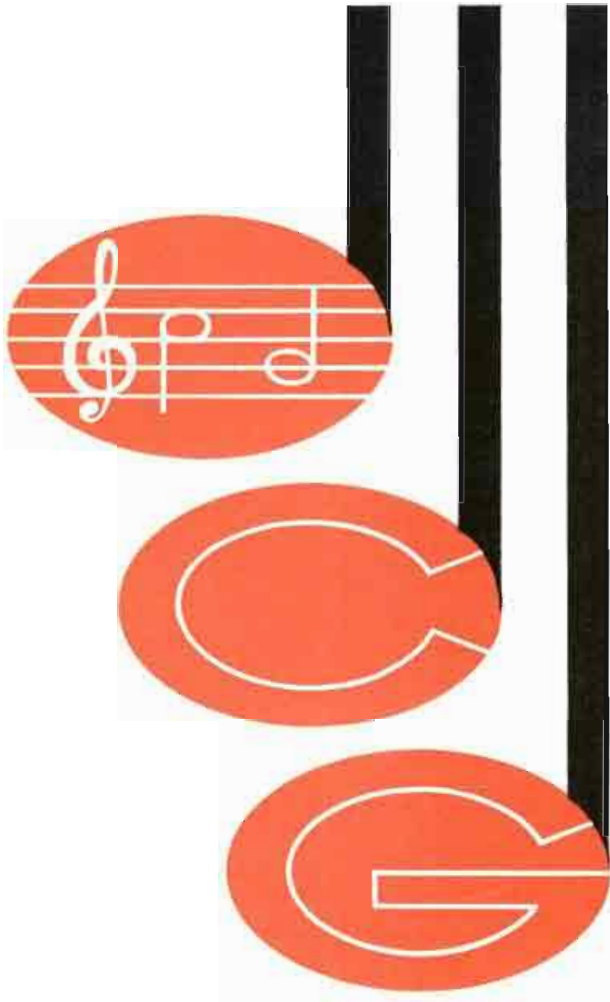
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1960

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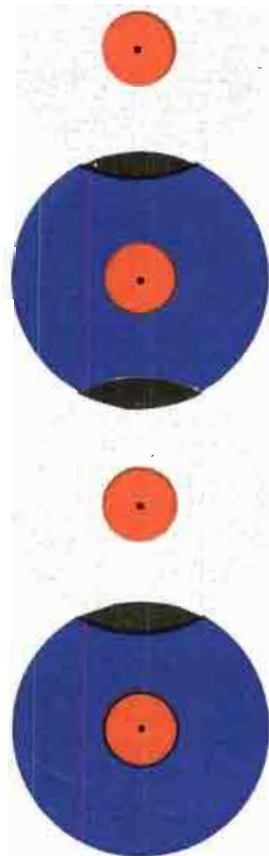
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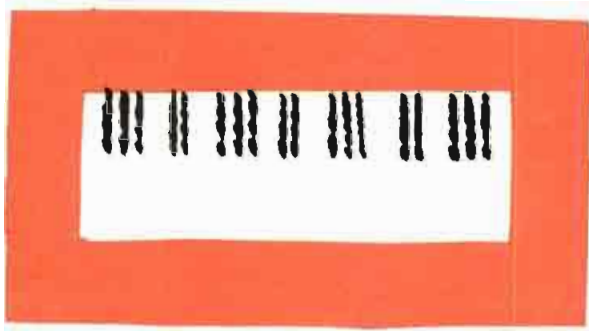
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*Good things begin to happen\**  
*Whenever you call*

**F**ORRELL **T**HOMAS & **P**OLACK  
ASSOCIATES, INC.



*Words and Music for Advertising*

*\*They did for Campbell's Soups*

Suite 500 — 157 West 57th Street, New York 19, N. Y.  
Circle 6-9131

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1960

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**BY SANDE & GREENE**



Agencies, Advertisers and Broadcasters...they have all been served by the Sande & Greene organization. Highly creative ideas...decidedly original lyrics...definitely rememberable swinging musical images by Sande & Greene can musically promote your products...or your station.

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\*some folks call 'em "jingles"

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25 W. 54th St.  
Judson 6-2388



HOLLYWOOD  
8400 Sunset Blvd.  
OLdfield 6-0300

*Current broadcaster credits*

WNEW, New York; KFWB, Los Angeles;  
WXYZ, Detroit; KXOK, St. Louis; KDWB,  
Minneapolis/St. Paul; KEWB, San Francisco.

*Current advertiser credits*

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# STATISTICAL FACTS & FIGURES

## INDUSTRY HIGHLIGHTS

The Radio-TV industry's total revenue for 1958 was.....	\$1,553.1 million
Combined Radio-TV income (before tax) 2.5% below '57 was.....	\$209.2 million
Nationwide network Radio-TV revenue for 1958.....	\$581.2 million
Network Radio-TV income for 1958.....	\$72.1 million
Radio revenues for 1958 (up 1.0%).....	\$523.1 million
Radio profits for 1958 (31.7% below).....	\$37.3 million
Total revenues of radio nets (4 national, 3 regular).....	\$69.4 million
Combined revenues 3,267 other indie AM, FM stations.....	\$453.7 million
Profits of the above group (25.1 below 1957).....	\$40.9 million
Time sales for 7 nets and 3,197 AM stations (8.0% below).....	\$46.5 million
Sale of radio time to national spot advertisers (1.4% below).....	\$171.9 million
Radio time sales to local advertisers (2.0% above).....	\$323.2 million
Of 3,197 AM stations, 1,106 or 34.6% reported loss from operation in 1958	
Of 3,066 AM stations operating for full 1958 profitable operations were reported by	
2,053 with the median profit being \$16,000	
Total TV revenues for 1958 (up 9.2%).....	\$1,030.0 million
Derived from sales of time, representing 77%.....	\$791.7 million
Derived from sale of talent, programs material, 23%.....	\$238.3 million
Total TV time sales (before commission to agency and reps).....	\$951.0 million
Derived from sale of network time to national advertisers, 44%..	\$424.5 million
Derived from non-network time sales, 36.3%.....	\$345.2 million
Derived from time sales to local advertisers, 19.1%.....	\$181.3 million
Total 1958 TV broadcast expense (up 9.6%).....	\$858.1 million
Total TV broadcast income (before tax) up 7.4%.....	\$171.9 million
Revenues of 3 TV nets and their 19 o & o stations, up 10.4%.....	\$516.7 million
Total revenue of 401 post-freeze TV stations for 1958, up 24%.....	\$249.7 million
VHF—322 stations, up 19.4%.....	\$223.6 million
UHF—79 stations.....	\$26.1 million
FM stations revenue for 1958 of 93 indie FM stations.....	\$2.5 million
Expenses for the above group totaled \$3.2 million, a loss of.....	\$0.7 million

*(Continued on Page 35)*





**STATISTICAL FACTS & FIGURES***(Continued from Page 33)*

Revenues from 131 FM stations operated by AM licensee for 1958.....	\$1.5 million
TV receiver factory billings for 1959.....	\$896 million
Factory sales of radios for 1959 totaled.....	\$330.8 million
Retail sales of TV sets for 1959.....	\$5.7 million
As of July 1959 there were 437 VHF and 75 UHF commercial TV stations in operation in 267 markets.	
Of the top 103 TV markets, 36 have less than 3 VHF or 2 UHF stations. In only 11 of these 36 markets UHF stations are operating in competition with VHF stations.	
As of June 1959 there were more than 5,400 authorized broadcast stations (3,500 AM, 971 TV, and 934 FM) not counting about 4,700 remote pickups and other auxiliaries. Of these, 3,377 AM, 767 TV, and 776 FM stations held operating authorizations.	
For fiscal 1959 commercial AM stations operating.....	3377
Commercial FM stations licensed and on the air.....	622
Educational FM stations numbered.....	154
Commercial TV stations licensed were.....	566
TV translator stations licensed were.....	158
Educational TV stations licensed and on the air.....	43
Annual average number of weekday daytime homes delivered by TV nets..	2,838,000
Homes delivered by average nighttime network TV program.....	8,869,000
Average number of U. S. ad agencies handling radio and TV.....	1500
Advertising agency failures during 1959.....	40
Their total liabilities.....	\$1,554,000
Production of automobile radio sets for 1959.....	5,555,000
Total network TV gross time charges for 1959.....	\$627,311,530
Food and food products led classification in TV net spending.....	\$113,099,511
Nationwide network Radio-TV income, before tax.....	\$69.3 million
No. of radio receiver sets in world, exclusive U. S., its territories, Canada	165,700,000
No. of wired speakers in world, exclusive U. S., its territories, Canada....	38,900,000
Total full-time employment for networks and TV stations.....	34,265
Total part-time employment for above group.....	5,117
Total employment for networks and TV stations.....	39,382
Total radio sets produced in 1959.....	15,622,000
Total TV sets produced in 1959.....	6,349,380

*(Continued on Page 37)*

# HOPE



*Hope Enterprises, Inc.  
Hollywood, California*

## STATISTICAL FACTS & FIGURES

(Continued from Page 35)

Number of network affiliates and O & O stations:

Network	Number of Affiliates Radio	TV	Number of O & O Stations		TV
			AM	FM	
ABC .....	356	234	6	5	5
CBS .....	203	199	7	6	5
KBS .....	1091	—	—	—	—
MBS .....	458	—	—	—	—
NBC .....	200	212	6	5	5
Number of radio stations in Canada .....					193
Number of radio stations in Mexico .....					440
Number of member stations, Radio Cadena Nacional, S.A.....					45
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.....					50
Worldwide total of TV stations, exclusive of the U. S., its territories, Canada and overseas Armed Forces stations.....					1,088
Worldwide total of TV receivers, exclusive of the U. S., its territories, Canada, and overseas Armed Forces.....					32,090,000
Number of network color-equipped stations in the U. S.....					304
Number of community TV antenna systems in operation in the U. S.....					700
National Association of Broadcasters' number of AM members.....					1,567
Number of FM members .....					473
Number of TV members .....					352
Number of subscribers to NAB TV Code.....					405
Membership of Canadian Association of Broadcasters.....					157 Radio, 41 TV





**SID CAESAR**

# FINANCIAL DATA COVERING 1958 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1958, derived from the sale of time, talent, and program material to advertisers, were reported at \$1,553.1 million, according to figures released by the FCC. Total radio revenues increased by 1 per cent to \$523.1 million while TV revenues rose to \$1,030 million, or 9 per cent above 1957. Total radio and TV profits of \$209.2 million were 3 per cent below 1957. Television broadcast profits of \$171.9 million were 7 per cent higher and radio profits of \$37.3 million were 32 per cent lower.

## All Networks and Stations, 1957-1958

<i>Item</i>	<i>1957 (Millions)</i>	<i>1958 (Millions)</i>	<i>Per Cent Increase or (Decrease) in 1958</i>
<i>Broadcast Revenues</i>			
Radio .....	\$ 517.9	\$ 523.1	1.0
Television .....	943.2	1,030.0	9.2
	-----	-----	
Industry Total .....	\$1,461.1	\$1,553.1	
<i>Broadcast Expenses</i>			
Radio .....	\$ 463.3	\$ 485.8	4.9
Television .....	783.2	858.1	9.6
	-----	-----	-----
Industry Total .....	\$1,246.5	\$1,343.9	7.8
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio .....	\$ 54.6	\$ 37.3	(31.7)
Television .....	160.0	171.9	7.4
	-----	-----	
Industry Total .....	\$ 214.6	\$ 209.2	(2.5)

Note: The 1958 radio data cover the operations of 4 nationwide networks and 3 regional networks, 3,197 AM and AM-FM and 93 independent FM stations. Excluded are 99 AM and AM-FM stations and 18 independent FM stations whose reports were filed too late for tabulation. 1957 data are for the same networks and 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 AM and AM-FM stations whose reports were filed too late. 1958 TV data cover the operation of 3 networks and 514 stations. 1957 TV data cover the operations of 3 networks and 501 stations.

***BEST WISHES***



**MILTON BERLE**

# NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1958

## Nationwide Networks Only, 1957-1958 (Including Owned and Operated Stations)

<i>Item</i>	<i>1957 (Millions)</i>	<i>1958 (Millions)</i>	<i>Per Cent Increase or (Decrease) 1958</i>
<i>Broadcast Revenues</i>			
Radio .....	\$ 68.0	\$ 64.5	(5.2)
Television .....	467.9	516.7	10.4
	_____	_____	_____
Total .....	\$ 535.9	\$ 581.2	8.5
<i>Broadcast Expenses</i>			
Radio .....	\$ 69.4	\$ 69.4	—
Television .....	397.2	439.7	10.7
	_____	_____	_____
Total .....	\$ 466.6	\$ 509.1	9.1
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio .....	\$ (1.4)	\$ (4.9)	—
Television .....	70.7	77.0	8.9
	_____	_____	_____
Total .....	\$ 69.3	\$ 72.1	4.0

Note: Radio data include the operations of 17 nationwide-owned AM stations in 1957 and 19 in 1958.  
Television data include the operation of 16 network-owned stations in 1957 and 19 in 1958.  
Source: FCC.





## Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke  
Sabinson

# RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1957-1958

## AM Radio (1) Broadcast Revenues, Expenses, Income and Investment, 1957-1958 (in thousands)

<i>Item</i>	<i>4 National Nets and Their Stations (2)</i>		<i>3 Regional Nets and Stations (2)</i>		<i>All Other Stations (3)</i>		<i>Industry Total</i>	
	<i>1957</i>	<i>1958</i>	<i>1957</i>	<i>1958</i>	<i>1957</i>	<i>1958</i>	<i>1957</i>	<i>1958</i>
<b>Total Broadcast</b>								
Revenues . . .	\$68,065	\$64,488	\$5,430	\$4,870	\$442,417	\$451,239	\$515,912	\$520,597
<b>Total Broadcast</b>								
Expenses . . .	69,428	69,380	4,131	3,609	387,295	409,618	460,854	482,607
<b>Total Broadcast</b>								
Income (before Federal Income Tax) . . . . .	(1,363)	(4,892)	1,299	1,261	55,122	41,621	55,058	37,990
<b>Investment:</b>								
Original Cost.	17,170	18,661	1,658	1,780	309,368	312,860	328,196	333,301
<b>Depreciation to</b>								
Date . . . . .	10,069	10,384	1,176	1,207	155,617	153,657	166,862	165,248
<b>Depreciated</b>								
Cost . . . . .	7,101	8,277	482	537	153,751	159,203	161,334	168,053

(1) Excludes independently operated FM stations, 67 in 1957 and 93 in 1958.  
Also excludes 59 AM and AM-FM stations reporting too late in 1957 and 99 in 1958.

(2) Includes the operation of 21 network-owned stations in 1957 and 23 in 1958.

(3) Includes 3,076 stations in 1957 and 3,174 in 1958.

Source: FCC.

# "LES PAUL & MARY FORD"



*Columbia Records*

*Gibson Guitars*

*Personal Management*

GRAY J. GORDON  
Templeton 8-2746

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

# STOCK FLUCTUATIONS IN INDUSTRY FOR 1959

## NEW YORK STOCK EXCHANGE

	<i>Yearly</i> <i>High</i>	<i>Low</i>	<i>Close</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
Admiral Corp. ....	29 ½	17	23 ½	+ 3 ¼	16392
AB-PT .....	33 ⅞	20 ½	28 ⅞	+ 8 ½	13624
AB-PT Pfd. ....	20 ¼	19	19	- ¼	2528
American Optical .....	53 ½	38 ⅞	47 ½	+ 9	2485
Ampex .....	137	61 ¼	107 ¼	-	15866
Am. Tel. & Tel. ....	89	75 ⅞	79 ¾	-	49393
Avco Corp. ....	17 ⅞	10 ½	15 ⅞	+ 3 ¼	76996
Bell & Howell .....	77 ⅞	53 ¼	71	-	4126
CBS .....	48 ¾	35	48 ⅞	+ 6 ⅞	10443
Crow-Collier .....	24	13 ⅞	20 ½	+ 5 ¼	25418
Decca .....	21 ¼	17	17 ¾	- ¼	7558
Disney .....	59 ½	32 ½	48 ⅞	+ 5 ⅞	6241
East. Kodak .....	112	75	107 ½	-	12452
East. Kodak Pfd. ....	94	88 ¾	92 ¼	-	2760
Gen. Prec. Eq. ....	60	31 ⅞	52 ½	+18 ⅞	12742
Gen. Prec. Pfd. ....	73	52 ¼	66	+13 ⅞	962
Magnavox .....	40 ⅞	32 ¾	38 ¼	-	919
MCA .....	38	27 ½	29 ½	-	1018
National Theas. ....	14 ⅞	9 ⅞	12 ½	+ 2 ¼	15272
NAFI .....	19 ⅞	13 ⅞	13 ⅞	+ 1 ½	5020
Philco .....	36 ¾	21	32 ½	+ 8 ½	27634
Philco Pfd. ....	73	65	68	- 1 ¼	7510
RCA Com. ....	73 ¼	43 ⅞	69 ⅞	+21 ¼	38056
RCA 1st Pfd. ....	74 ¾	67	67 ¼	- 3 ¼	825
Stewart-Warner .....	65 ¾	42 ½	63 ¾	+19 ¾	1913
Storer Bestg. ....	33 ½	24 ½	31	+ 6	1543
20th Century-Fox .....	43 ½	29	34	- 6 ¼	9482

(Continued on Page 47)





# STOCK FLUCTUATIONS FOR 1959

(Continued from Page 45)

## NEW YORK STOCK EXCHANGE

	High	Yearly Low	Close	Net Chg.	Year's Sales (in 100s)
United Artists .....	32¼	24¾	28¼	+ 3¼	8301
Warner Bros. ....	50	24¾	42¾	+17½	7652
Westinghouse .....	110¾	70½	109¾	+36¼	21226
Zenith Radio .....	136¾	87¼	110¼	—	6538

## AMERICAN STOCK EXCHANGE

Desilu Prod. ....	29%	13¼	13¾	—	5443
Du Mont Lab. ....	9%	6	8	+ 1¾	13903
Guild Films .....	3	1½	1½	— ⅞	3176
Hazeltine Corp. ....	33	23½	28⅝	—	1841
National Telefilm .....	10¼	7⅞	8¾	— ¾	3755
Reeves Sndcft. Corp. ....	13½	7⅞	10⅞	—	14474
Technicolor .....	10⅞	5⅝	9¾	+ 2¼	15708
Teleprompter .....	22½	9	12⅝	+ 1⅝	2638
TV Industries .....	7%	3⅞	3¼	— 1¾	2679

## OVER THE COUNTER@

	<i>Bid</i>	<i>Asked</i>
Bartell .....	8¾	9¼
Capital Cities .....	9¼	9¾
Gold Medal .....	¼	—
Meredith Pub. Co. ....	38½	39½
Met. Broadcasting .....	17	17¾
Official Films .....	⅞	1½
Scranton Corp. ....	1¾	2½
Telebroadcasting .....	1¼	2

@—As of Dec. 31, 1959.

Source: Steiner, Rouse & Co.

# KLAVAN & FINCH



**“Morning There, You”**

# GROSS TIME BILLINGS 1959 NETWORK TELEVISION

	December			January - December		
	1958	1959	Percent Change	1958	1959	Percent Change
American ...	\$10,466,104	\$13,280,610	+ 26.9	\$103,016,938	\$125,665,324	+ 22.0
Columbia ...	22,836,275	23,935,048	+ 4.8	247,782,734	266,355,269	+ 7.5
National ...	20,636,442	21,453,811	+ 4.0	215,790,729	235,290,937	+ 9.0
<b>TOTAL</b> ..	<b>\$53,938,821</b>	<b>\$58,669,469</b>	<b>+ 8.8</b>	<b>\$566,590,401</b>	<b>\$627,311,530</b>	<b>+ 10.7</b>

## Month By Month—1959

	ABC	CBS	NBC	TOTAL
January .....	\$ 10,647,078	\$ 22,129,248	\$ 19,299,853	\$ 52,076,179
February .....	10,024,460	20,806,220	18,053,828	48,884,508
March .....	11,565,031	23,265,395	20,728,315	55,558,741
April .....	10,309,263	22,077,285	19,739,816	52,126,364
May .....	9,946,570	22,298,271	19,674,494	51,919,335
June .....	8,930,114	21,171,128	17,984,845	48,086,087
July .....	8,391,470	21,269,782	17,883,111	47,544,363
August .....	8,205,520	21,137,261	17,298,527	46,641,308
*September .....	8,724,938	21,196,220	18,525,685	48,446,843
October .....	12,537,020	23,610,441	22,883,291	59,030,752
*November .....	13,103,250	23,458,970	21,765,361	58,327,581
December .....	13,280,610	23,935,048	21,453,811	58,669,469

## By Day Parts

	December			January - December		
	1958	1959	Percent Change	1958	1959	Percent Change
Daytime ...	\$19,275,466	\$18,398,853	- 4.5	\$172,490,627	\$203,103,778	+ 17.7
Mon.-Fri. ..	16,070,574	14,951,298	- 7.0	146,139,992	171,243,799	+ 17.2
Sat.-Sun. ..	3,204,892	3,447,555	+ 7.6	26,350,635	31,859,979	+ 20.9
Nighttime ..	34,663,355	40,270,616	+ 16.2	394,099,774	424,207,752	+ 7.6
<b>TOTAL</b> ..	<b>\$53,938,821</b>	<b>\$58,669,469</b>	<b>+ 8.8</b>	<b>\$566,590,401</b>	<b>\$627,311,530</b>	<b>+ 10.7</b>

\* Figures revised as of 2/10/60  
Gross Time Costs Only  
SOURCE: LNA-BAR





DICK STARK

# STATION EXPANSION FCC 1959 REPORT

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	301	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
1959	159	12	679	3,328	49	3,377	123	3,500
<b>COMMERCIAL FM</b>								
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
1959	153	18	71	578	44	622	147	769
<b>EDUCATIONAL FM</b>								
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
1959	16	8	2	150	4	154	11	165
<b>COMMERCIAL TV</b>								
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	314	175	519	132	651
1958	35	21	125	427	129	556	109	665
1959	24	22	114	475	91	566	101	667
<b>TV TRANSLATOR</b>								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
1959	96	7	27	158	0	158	87	245
<b>EDUCATIONAL TV</b>								
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
1959	6	0	7	37	6	43	16	59

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.

# THE DANNY THOMAS SHOW

Seventh Year on Television



**CBS-TV**

*Produced by*

MARTERTO ENTERPRISES, INC.

*Exclusive Management*

WILLIAM MORRIS AGENCY

**Sponsored by  
GENERAL FOODS  
thru  
BENTON & BOWLES**

# 100 LEADING ADVERTISERS — SPOT RADIO FOR 1959 —

<i>Rank</i>	<i>Company</i>	
1.	Ford Motor Co.....	\$7,280,000
2.	R. J. Reynolds Tobacco Co.	4,800,000
3.	Chrysler Corp. ....	4,129,000
4.	General Motors Corp.....	4,115,000
5.	Anheuser-Busch, Inc.....	3,683,000
6.	Liggett & Myers.....	3,600,000
7.	P. Lorillard Co.....	3,100,000
8.	The American Tobacco...	3,090,000
9.	Jos. Schlitz Brewing Co...	2,710,000
10.	Sinclair Refining Co.....	2,500,000
11.	Carling Brewing Co., Inc.	2,000,000
12.	Thomas Leeming & Co...	2,000,000
13.	Bristol-Myers Co. ....	1,900,000
14.	Texas Co. ....	1,840,000
15.	Chesebrough-Pond's, Inc..	1,670,000
16.	B. C. Remedy Co.....	1,600,000
17.	Fels & Co.....	1,600,000
18.	Beneficial Finance Co.....	1,578,000
19.	Eastern Air Lines, Inc....	1,500,000
20.	Northwest Orient Airlines	1,500,000
21.	Shell Oil Co.....	1,500,000
22.	Plough, Inc. ....	1,420,000
23.	Campbell Soup Co.....	1,400,000
24.	Ralston Purina Co.....	1,352,000
25.	American Airlines, Inc...	1,311,000
26.	Continental Baking Co...	1,215,000
27.	Esso Standard Oil Co....	1,200,000
28.	The Firestone Tire & Rubber Co. ....	1,100,000
29.	Miles Laboratories, Inc...	1,100,000
30.	Metropolitan Life Insurance Co. ....	1,070,000
31.	The Gillette Co.....	1,059,500
32.	Sterling Drug, Inc.....	1,025,000
33.	Cities Service Co.....	1,000,000
34.	Standard Brands Inc....	1,000,000
35.	Tetley Tea Co., Inc.....	975,000
36.	The F. & M. Schaefer Co..	940,000
37.	Trans World Airlines, Inc.	925,000
38.	Pharmaco, Inc. ....	910,000
39.	The Borden Co.....	900,000
40.	Theo. Hamm Brewing Co.	900,000
41.	The Cream of Wheat Co..	850,000
42.	Clark Oil & Refining Corp.	820,000
43.	Corn Products Refining Co.	800,000
44.	Liebmann Breweries, Inc.	800,000
45.	The Quaker Oats Co.....	800,000
46.	Union Carbide Consumer Products Co..	800,000
47.	Studebaker-Packard Corp.	750,000
48.	J. A. Folger & Co.....	735,000
49.	Falstaff Brewing Co.....	730,000
50.	Shulton, Inc. ....	720,000
51.	Time, Inc. ....	720,000
52.	Stanback Co., Ltd.....	715,000

<i>Rank</i>	<i>Company</i>	
53.	P. Balantine & Sons.....	710,000
54.	Philip Morris, Inc.....	710,000
55.	General Foods Corp.....	705,000
56.	Greyhound Corp. ....	700,000
57.	Pabst Brewing Co.....	675,000
58.	The Florists' Telegraph Delivery Assn., Inc....	665,000
59.	General Cigar Co.....	660,000
60.	Interstate Bakeries Corp.	660,000
61.	The Chattanooga Med. Co.	650,000
62.	Langendorf United Bakeries, Inc. ....	650,000
63.	W. F. McLaughlin & Co...	650,000
64.	Sun Oil Co.....	625,000
65.	American Home Prod....	616,000
66.	Standard Oil Co. (Ind.)..	610,000
67.	Phillips Petroleum Co...	605,000
68.	Household Finance Co...	600,000
69.	General Mills, Inc.....	594,000
70.	The Mennen Co.....	590,000
71.	Nestle Co., Inc.....	590,000
72.	International Harvester Co.	583,000
73.	Foster-Milburn Co. ....	580,000
74.	Skelly Oil Co.....	564,000
75.	John Morrell & Co.....	560,000
76.	National Airlines, Inc...	550,000
77.	Piel Bros. ....	550,000
78.	Seaboard Finance Co....	550,000
79.	Massey-Ferguson, Inc. ...	535,000
80.	American Bakeries Co...	515,000
81.	Hills Bros. Coffee, Inc...	510,000
82.	Wm. Wrigley Jr. Co.....	500,000
83.	Burgermeister Brewing..	495,000
84.	United Biscuit Co. of America ....	495,000
85.	Tea Council, U.S.A.....	484,000
86.	Lucky Lager Brewing Co.	475,000
87.	Dusquesne Brewing Co. of Pittsburgh ....	455,000
88.	Canada Dry Corp.....	450,353
89.	General Baking Co.....	450,000
90.	The Bon Ami Co.....	450,000
91.	American Motors Co....	435,000
92.	Paxton & Gallagher Co...	420,000
93.	S.S.S. Company ....	415,988
94.	Duffy-Mott Co., Inc.....	415,000
95.	Gulf Oil Co.....	415,000
96.	The Pharma-Craft Corp., Inc. ....	415,000
97.	United Air Lines.....	415,000
98.	K.L.M. Royal Dutch Airlines ....	410,000
99.	The National Brewing Co.	410,000
100.	Associated Sepian Products ....	407,000

Source: RAB.



Jeremy Ferris

## Total Employment For TV Networks And 514 TV Stations

————— 1958 —————

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
3 Networks and 19 owned and operated stations	11,123	1,637	12,760
94 Pre-Freeze TV Stations .....	8,709	918	9,627
322 Post-Freeze Stations, VHF-TV Outlets ..	12,518	2,192	14,710
79 Post-Freeze Stations, UHF-TV Outlets ...	1,915	370	2,285
TOTAL .....	34,265	5,117	39,382

## Total Employment For AM Networks And 3,197 AM Stations\*

————— 1958 —————

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
7 Networks and their 23 owned and operated Stations .....	2,724	49	2,773
3,174 other AM Stations .....	36,903	9,136	46,039
TOTAL .....	39,627	9,185	48,812

\* Excludes 93 independently operated FM Stations.  
SOURCE: FCC



# **“THE ADVENTURES OF OZZIE AND HARRIET”**

Over ABC-TV Every Wednesday Night

Sponsored by Kodak and Quaker Oats Company

# NATIONAL SPOT RADIO TIME SALES FOR 1958-1959

	— 1958† —	— 1959‡ —	<i>Per Cent Change</i>
First Quarter .....	\$ 43,368,000	\$ 40,655,000	(6.3)
Second Quarter .....	43,067,000	46,808,000	8.7
Third Quarter .....	39,450,000	43,827,000	11.1
Fourth Quarter .....	46,054,000	45,492,000	(1.2)
Total .....	\$171,939,000	\$176,782,000	2.8

† Official FCC Figures  
‡ Estimated SRA Figures

# BROADCAST EXPENSE OF AM NETWORKS *and* 3,197 STATIONS

	— 1958 —		
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of Networks .....	7	—	7
Number of Stations* .....	23	3,174	3,197
(\$ Thousands)			
Technical .....	\$ 9,011	\$ 57,637	\$ 66,648
Program .....	40,720	123,590	164,310
Selling .....	10,245	76,179	86,424
General and Administrative .....	13,013	152,212	165,225
Total Broadcast Expense .....	\$72,989	\$409,618	\$482,607

\* Includes 4 nationwide networks and 3 regional networks and their 23 owned and operated stations.  
SOURCE: FCC





MEL ALLEN

# RADIO SET PRODUCTION

## —HOME, CLOCK, PORTABLE, AUTO—

<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
1959 .....	3,145	2,794	4,128	5,555	15,622	330,874

# 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
1959 .....	2,729	2,481	3,687	8,897

Source: EIA.

**FEN-KER-ADA, INC.**

PRODUCERS

OF

**"THE REBEL"**

**ANDREW J. FENADY, *PRODUCING***

**IRVIN KERSHNER, *DIRECTING***

*STARRING*

**NICK ADAMS**

In Association with **GOODSON-TODMAN**

# Causes of Business Failures in U. S. Advertising Agencies During 1959

<i>Underlying Causes</i>	<i>Number</i>	<i>Per Cent</i>
Lack of Experience in Line.....	3	7.5
Lack of Managerial Experience.....	9	22.5
Unbalanced Experience .....	5	12.5
Incompetence† .....	23	57.5
<b>Totals .....</b>	<b>40</b>	<b>100.0</b>

## *Apparent Causes*

Evidence by inability to avoid conditions which resulted in:

Inadequate Sales .....	17	42.5
Receivable Difficulties .....	10	25.0
Competitive Weakness .....	16	40.0
Others .....	3	7.5

† 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.

# FAILURES OF ADVERTISING AGENCIES—1946-1959

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1946	6	\$ 145,000
1947	12	304,000

*(Continued on Page 63)*



# JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

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

*Management:*

WILLIAM MORRIS AGENCY



## FAILURES OF ADVERTISING AGENCIES—1946-1959

(Continued from Page 61)

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
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
1959	40	1,554,000

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.

## COMPARATIVE BUSINESS FAILURE TRENDS

	<i>Percentage Change 1958-1959</i>		<i>Avg. Liability Per Failure in 1959</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines . . . . .	— 6	— 5	\$49,300
Total Commercial Services . . . . .	+ 7	—10	42,866
Advertising Agencies . . . . .	+11	+81	38,850

Source: Dun & Bradstreet, Inc.



**JACK LESCOULIE**

# NETWORK BRAND ADVERTISERS

## Estimated Expenditures By Quarters

1959

### FOURTH QUARTER

1. Anacin Tablets . . . . .	\$2,745,996	14. L & M Filter Tip Cigarettes . . . . .	1,252,750
2. Dristan . . . . .	2,398,934	15. Gleem Toothpaste . . . . .	1,216,750
3. Winston Cigarettes . . . . .	1,880,315	16. Phillis Cigars . . . . .	1,185,410
4. Ford Passenger Cars . . . . .	1,697,611	17. Salem Cigarettes . . . . .	1,170,444
5. Gillette Razors & Blades . . . . .	1,461,303	18. Alka Seltzer . . . . .	1,135,521
6. Tide . . . . .	1,405,621	19. Dart Passenger Cars . . . . .	1,044,522
7. Chevrolet Passenger Cars . . . . .	1,396,724	20. Geritol . . . . .	997,477
8. Kent Cigarettes . . . . .	1,362,967	21. Phillips Milk of Magnesia . . . . .	973,933
9. Life Cigarettes . . . . .	1,348,222	22. Polaroid Land Camera . . . . .	971,032
10. Colgate Dental Cream . . . . .	1,334,459	23. Lux Liquid Detergent . . . . .	951,810
11. Bufferin . . . . .	1,284,368	24. Parliament Cigarettes . . . . .	944,063
12. Bayer Aspirin Tablets . . . . .	1,282,323	25. Oldsmobile Passenger Cars . . . . .	939,705
13. Plymouth Passenger Cars . . . . .	1,256,666		

### THIRD QUARTER

1. Kent Cigarettes . . . . .	\$2,664,817	14. Bufferin . . . . .	1,245,857
2. Anacin Tablets . . . . .	2,284,866	15. Chevrolet Passenger Cars . . . . .	1,211,996
3. Dristan . . . . .	1,873,039	16. L & M Filter Tip Cigarettes . . . . .	1,148,093
4. Winston Cigarettes . . . . .	1,592,989	17. Texaco, Inc. General Promotion . . . . .	1,130,496
5. Phillis Cigars . . . . .	1,566,363	18. Gillette Razors & Blades . . . . .	1,083,648
6. Ford Passenger Cars . . . . .	1,507,142	19. Bayer Aspirin Tablets . . . . .	1,081,265
7. Tide . . . . .	1,467,636	20. Alka Seltzer . . . . .	1,075,464
8. Viceroy Cigarettes . . . . .	1,446,730	21. Mr. Clean All Purpose Cleaner . . . . .	1,008,790
9. Colgate Regular & Aerosol Dental Cream . . . . .	1,444,071	22. Handy Andy Liquid Household Cleaner . . . . .	993,321
10. Camel Cigarettes . . . . .	1,414,256	23. Prudential Insurance . . . . .	975,156
11. Dodge Passenger Cars . . . . .	1,348,685	24. Geritol . . . . .	894,130
12. Salem Cigarettes . . . . .	1,262,270	25. Chesterfield Cigarettes . . . . .	887,356
13. Gleem Regular & Aerosol Toothpaste . . . . .	1,253,822		

### SECOND QUARTER

1. Anacin Tablets . . . . .	\$2,415,775	13. L & M Filter Tip Cigarettes . . . . .	1,324,438
2. Chevrolet Passenger Cars . . . . .	2,126,684	14. Bufferin . . . . .	1,272,085
3. Tide . . . . .	1,925,987	15. Dodge Passenger Cars . . . . .	1,267,994
4. Kent Cigarettes . . . . .	1,873,261	16. Handy Andy Liquid Household Cleaner . . . . .	1,242,026
5. Ford Passenger Cars . . . . .	1,834,566	17. Viceroy Cigarettes . . . . .	1,234,975
6. Colgate Regular & Aerosol Dental Cream . . . . .	1,768,131	18. Chesterfield Cigarettes . . . . .	1,100,463
7. Gleem Regular & Aerosol Toothpaste . . . . .	1,660,063	19. Salem Cigarettes . . . . .	1,028,861
8. Phillis Cigars . . . . .	1,565,090	20. Crest Tooth Paste . . . . .	1,018,087
9. Camel Cigarettes . . . . .	1,556,717	21. Pall Mall Cigarettes . . . . .	1,011,582
10. Dristan . . . . .	1,405,137	22. Beech Nut Gum . . . . .	1,002,310
11. Winston Cigarettes . . . . .	1,371,823	23. Bulova Watches . . . . .	997,358
12. Bayer Aspirin Tablets . . . . .	1,332,009	24. Alka Seltzer . . . . .	968,578
		25. Prudential Insurance . . . . .	962,418

### FIRST QUARTER

1. Anacin Tablets . . . . .	\$2,491,915	14. Winston Cigarettes . . . . .	1,319,885
2. Chevrolet Passenger Cars . . . . .	1,967,522	15. Pall Mall Cigarettes . . . . .	1,337,202
3. Tide . . . . .	1,912,250	16. Gleem Regular & Aerosol Toothpaste . . . . .	1,288,689
4. Viceroy Cigarettes . . . . .	1,728,378	17. Old Gold Cigarettes . . . . .	1,243,635
5. Bayer Aspirin Tablets . . . . .	1,683,923	18. Chesterfield Cigarettes . . . . .	1,217,671
6. Ford Passenger Cars . . . . .	1,627,009	19. Dodge Passenger Cars . . . . .	1,178,894
7. Bufferin . . . . .	1,586,975	20. Salem Cigarettes . . . . .	1,172,415
8. Phillis Cigars . . . . .	1,561,558	21. Geritol . . . . .	1,089,984
9. Dristan . . . . .	1,543,917	22. Plymouth Passenger Cars . . . . .	1,079,679
10. Kent Cigarettes . . . . .	1,430,690	23. Beech Nut Gum . . . . .	964,000
11. Camel Cigarettes . . . . .	1,408,066	24. Phillips' Milk of Magnesia . . . . .	959,219
12. L & M Filter Tip Cigarettes . . . . .	1,368,694	25. Prudential Insurance . . . . .	943,404
13. Colgate Regular & Aerosol Dental Cream . . . . .	1,364,277		

LNA-BAR: Gross Time Costs Only

Released by TVB:

Compiled by: LNA-BAR



*Stan Z. Burns*

# HOMES DELIVERED BY AVERAGE NETWORK TV PROGRAMS

(Comparative Figures From 1956 to 1959)

## DAYTIME TV HOMES (Monday—Friday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1959*</i>	<i>1958</i>	<i>1957</i>	<i>1956</i>
January .....	3,587	4,463	4,004	3,780
February .....	3,112	3,914	3,553	3,180
March .....	3,022	3,817	3,318	2,899
April .....	2,721	3,501	3,211	2,662
May .....	2,490	2,678	2,557	2,292
June .....	2,383	2,677	2,361	1,998
July .....	2,635	2,657	2,628	2,222
August .....	2,663	2,649	2,568	2,415
September .....	2,676	2,677	2,474	2,223
October .....	2,785	2,636	3,055	2,915
November .....	2,844	2,418	3,373	3,231
December .....	3,134	2,874	3,756	3,074
Annual Average .....	2,838	3,080	3,060	2,743

## NIGHTTIME TV HOMES (Monday—Sunday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1959*</i>	<i>1958</i>	<i>1957</i>	<i>1956</i>
January .....	10,127	9,832	9,195	7,467
February .....	10,207	10,027	9,098	7,779
March .....	9,934	9,643	9,052	7,536
April .....	9,614	9,373	9,025	7,350
May .....	8,659	8,644	7,817	6,855
June .....	7,830	7,781	7,053	6,115
July .....	7,143	7,081	6,244	5,426
August .....	7,395	7,189	6,751	5,383
September .....	8,210	8,250	7,942	6,436
October .....	8,966	9,265	8,890	7,400
November .....	9,257	8,967	9,387	8,077
December .....	9,084	9,820	9,222	8,378
Annual Average .....	8,869	8,823	8,364	7,073

\* Total audience figures.

Source: A. C. Nielsen.



**Exclusive Merchandising Representatives**

**For**

**Pat Boone — Brigitte Bardot**

**The Many Loves of Dobie Gillis**

**And**

**Superman**

**JAY EMMETT ASSOCIATES, INC.**

**375 PARK AVENUE**

**NEW YORK 22, N. Y.**

**MU 8-5258**

# **RADIO-TV TOP TEN NEWS EVENTS OF 1959**

*The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1959.*

- 1—Khrushchev Visit
- 2—Eisenhower Foreign Tour
- 3—Russian Moon-Shots
- 4—Cuban Revolutionary Activities
- 5—TV Quiz and Payola Investigations
- 6—The Steel Strike
- 7—Death of John Foster Dulles
- 8—Rockefeller Withdrawal
- 9—The Nixon-Khrushchev Argument
- 10—Statehood for Alaska and Hawaii



## ***Outstanding Broadcasts***

- ABC Radio — This Year Around The World
- ABC-TV — The Splendid American
- CBS-Radio — The Hidden Revolution
- CBS-TV — The Population Explosion
- NBC Radio — The Problem Is People
- NBC-TV — Journey To Understanding
- MBS — The Frantic Fifties



*Pat Harrington, Jr.*

# TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1959.

## —ABC—

- 1—Soviet Premier Khrushchev's visit to U.S. and Camp David meetings with Eisenhower.
- 2—President Eisenhower's two trips aboard to Europe in the summer and Asia, Africa and Europe in December, and vp Nixon's visit to Soviet Union and Poland in July.
- 3—Russia's two successful moon shots.
- 4—The activity by Communist Chinese troops in Tibet and along the Indian border, and the charges by Laos of an invasion by Communist North Vietnamese troops.
- 5—Emerging African independence and nationalist movements.
- 6—The death of Sec. of State John Foster Dulles.
- 7—The investigation into the rigging of quiz shows.
- 8—The Cuban revolution and rise to power of Fidel Castro.
- 9—Statehood for Hawaii.
- 10—The nationwide steel strike.

## —CBS—

- 1—Khrushchev's visit to the United States.
- 2—Eisenhower's year-end tour of Europe and Asia.
- 3—Eisenhower's tour of western Europe.
- 4—Soviet rocket to the moon.
- 5—Quiz scandals.
- 6—Cuba.
- 7—Steel strike.
- 8—Politics—candidates and Rockefeller.

## 9—Nixon-Khrushchev debate.

- 10—Tibet's fall, Indian border aggression.

## —MBS—

- 1—Nikita Khrushchev's trip to the United States.
- 2—Pres. Eisenhower's eleven-nation air-tour of Europe, Asia, Africa.
- 3—The TV quiz scandals and the collateral payola probes.
- 4—Fidel Castro's revolutionary victory and his various governmental and leadership problems in Cuba.
- 5—The nationwide steel strike.
- 6—The death of John Foster Dulles.
- 7—Vice President's mid-year trip to Russia and other Communist zones.
- 8—N.Y. Governor Rockefeller's withdrawal from the G.O.P. Presidential race.
- 9—L.A. Dodgers' victory in the World Series.
- 10—Statehood for both Alaska and Hawaii.

## —NBC—

- 1—Eisenhower and Khrushchev trips.
- 2—Russia's moon rocket.
- 3—Castro's accession to power.
- 4—Quiz investigations.
- 5—Steel strike.
- 6—Rockefeller's withdrawal.
- 7—Opening of St. Lawrence Seaway.
- 8—Dulles' death.
- 9—Nixon's trip to Russia.
- 10—Alaskan-Hawaiian statehood.



"ED"



"VIC"

*The*  
**AMES  
BROTHERS**

*Exclusively* RCA VICTOR RECORDS

*Personal Management*

**BILL FICKS**

JU 2-3050



"GENE"



"JOE"



# RADIO-TELEVISION DAILY'S 18th Annual Critics Poll On ALL-AMERICAN RADIO FAVORITES OF 1959

*Man of the Year*  
EDWARD R. MURROW

☆ ☆ ☆

*Woman of the Year*  
EYDIE GORME

☆ ☆ ☆

*Dramatic Show of the Year*  
SUSPENSE

☆ ☆ ☆

*Comedy Show of the Year*  
BOB AND RAY

☆ ☆ ☆

*Musical Show of the Year*  
CHRISTMAS SING WITH BING

☆ ☆ ☆

*Commentator of the Year*  
DAVID BRINKLEY

☆ ☆ ☆

*Documentary of Year*  
THE WORLD TODAY

☆ ☆ ☆

*Best New Program Idea*  
ANDY GRIFFITH SHOW

☆ ☆ ☆

*Sportscaster of Year*  
LINDSEY NELSON

*Best Public Service  
Programming*  
CAPITAL ASSIGNMENT

☆ ☆ ☆

*Producer of Year*  
NORMAN BAER

☆ ☆ ☆

*Director of Year*  
PETER LASSALLY

☆ ☆ ☆

*Variety Show of Year*  
BREAKFAST CLUB

☆ ☆ ☆

*Vocalist of Year—Male*  
BOBBY DARIN

☆ ☆ ☆

*Vocalist of Year—Female*  
EYDIE GORME

☆ ☆ ☆

*Song Hit of the Year*  
MACK THE KNIFE (ASCAP)

☆ ☆ ☆

*Most Promising New Talent*  
—Male  
BOBBY DARIN

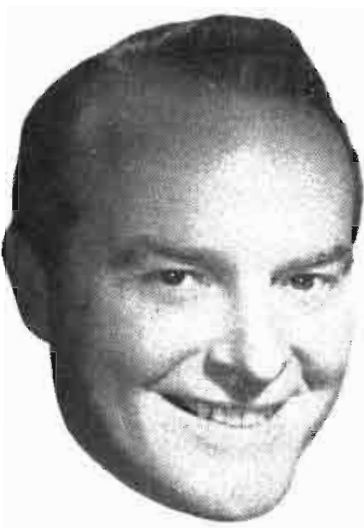
☆ ☆ ☆

*Most Promising New Talent*  
—Female  
ANITA BRYANT

# *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*

**About Faces**

ABC-TV

*Ben Alexander — Emcee*



*The Chadwick Company*  
*Public Relations*

# RADIO-TELEVISION DAILY'S 18th Annual Critics Poll On ALL-AMERICAN TELEVISION FAVORITES OF 1959

**Man of the Year**

ART CARNEY

☆ ☆ ☆

**Woman of the Year**

DINAH SHORE

☆ ☆ ☆

**Dramatic Show of the Year**

THE UNTOUCHABLES

☆ ☆ ☆

**Comedy Show of the Year**

"SMALL WORLD—ISN'T IT"

☆ ☆ ☆

**Musical Show of the Year**

TONIGHT WITH BELAFONTE

☆ ☆ ☆

**Commentator of the Year**

DAVID BRINKLEY

☆ ☆ ☆

**Documentary of Year**

OUR AMERICAN HERITAGE

☆ ☆ ☆

**Panel Show of Year**

I'VE GOT A SECRET

☆ ☆ ☆

**Best New Program Idea**

TWILIGHT ZONE

☆ ☆ ☆

**Sportscaster of Year**

LINDSEY NELSON

☆ ☆ ☆

**Color Program of Year**

THE DINAH SHORE SHOW

**Best Filmed Series**

TWILIGHT ZONE

☆ ☆ ☆

**Children's Show of Year**

CAPTAIN KANGAROO

☆ ☆ ☆

**Western Show of Year**

MAVERICK

☆ ☆ ☆

**Mystery Show of Year**

PERRY MASON

☆ ☆ ☆

**Best Public Service**

Programming

EYEWITNESS TO HISTORY

☆ ☆ ☆

**Producer of Year**

DAVID SUSSKIND

☆ ☆ ☆

**Director of Year**

JOHN FRANKENHEIMER

☆ ☆ ☆

**Variety Show of Year**

ED SULLIVAN SHOW

☆ ☆ ☆

**Vocalist of Year—Male**

PERRY COMO

☆ ☆ ☆

**Vocalist of Year—Female**

DINAH SHORE

☆ ☆ ☆

**Song Hit of Year**

PUT YOUR HEAD ON MY  
SHOULDER (BMI)

☆ ☆ ☆

**Most Promising New Talent**

PAT HARRINGTON, JR.

CAROL BURNETT



**Al Lohman, Jr.**

WABC — 6 to 9 A.M.  
Monday through Saturday  
GR. 2-4536

# PRODUCTION OF VARIOUS TYPES OF TV SETS

(From 1947 to 1959)

<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
1959	3,612,638	2,566,950	169,792	6,349,380	896,405

# 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	7,387,029
1957	3,976,961	2,486,412	96,847	6,560,220
1958	2,936,321	2,080,999	122,762	5,140,082
1959	3,361,406	2,224,762	162,508	5,748,676

Source: EIA.



# "Direct From Paris"

RTF

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

## MUSICAL PROGRAMS

Serious  
Folk  
Popular



## EDUCATION

French Lessons  
Interviews



## WOMEN'S PROGRAMS

Fashion  
Cuisine  
Home Life



AND BY SPECIAL SHORTWAVE FEED  
"FRENCH PRESS REVIEW"

These broadcasts are distributed to North American stations as part of a goodwill program to promote better understanding between the peoples of France and America.

## THE FRENCH BROADCASTING SYSTEM

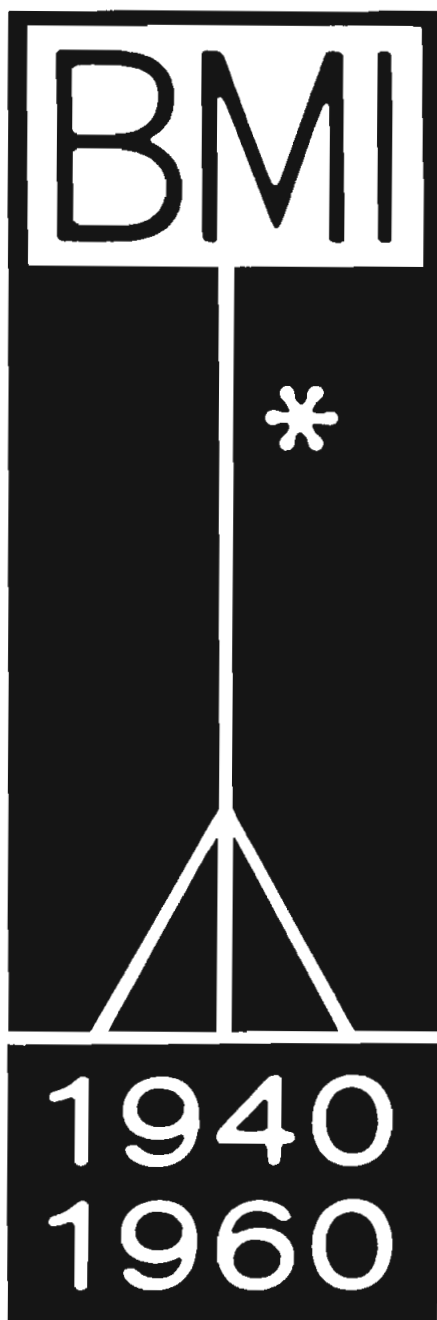
PIERRE GRENESSE — *Director in North America*

# ESTIMATED EXPENDITURES OF NETWORK TV ADVERTISERS

## — BY PRODUCT CLASSIFICATION — GROSS TIME COSTS ONLY

	<i>December 1959</i>	<i>4th Quarter 1959</i>	<i>Jan.-Dec. 1959</i>	<i>Jan.-Dec. 1958</i>
Agriculture and Farming . . . . .	\$ 155,690	\$ 506,390	\$ 1,809,137	\$ 63,454
Apparel, Footwear and Accessories . . . . .	916,625	3,470,995	7,221,250	5,408,809
Automotive, Automotive Accessories and Equipment . . . . .	3,873,514	14,261,411	46,709,247	52,500,296
Beer, Wine . . . . .	652,343	1,985,288	6,715,256	6,288,987
Building Materials, Equipment and Fixtures . . . . .	359,514	1,224,716	3,380,407	2,395,117
Confectionery and Soft Drinks . . . . .	1,828,316	4,458,241	12,982,938	9,324,276
Consumer Services . . . . .	365,381	1,223,732	3,441,788	2,777,321
Drugs and Remedies . . . . .	7,558,317	22,644,325	74,950,528	58,043,625
Entertainment and Amusement . . . . .	—	12,408	383,278	249,989
Food and Food Products . . . . .	10,297,393	30,511,028	113,099,511	109,205,706
Freight, Industrial and Agricultural Development . . . . .	56,680	169,220	404,807	—
Gasoline, Lubricants and Other Fuels . . . . .	1,371,556	3,860,900	9,830,669	3,132,351
Horticulture . . . . .	—	—	249,608	1,007,774
Household Equipment and Supplies . . . . .	2,318,834	7,272,776	30,112,185	23,544,658
Household Furnishings . . . . .	378,533	1,300,040	4,025,729	3,465,904
Industrial Materials . . . . .	2,188,595	5,632,342	20,980,307	17,879,698
Insurance . . . . .	715,694	2,859,732	10,270,755	6,944,693
Jewelry, Optical Goods and Cameras . . . . .	2,338,242	5,654,416	13,966,553	12,971,333
Office Equipment, Stationery and Writing Supplies . . . . .	683,756	1,699,282	4,615,765	6,751,311
Political . . . . .	—	—	—	274,290
Publishing and Media . . . . .	21,332	21,332	26,593	848,841
Radio, TV Sets, Phonographs, Musical Instruments and Accessories . . . . .	371,410	1,596,893	5,373,926	8,515,340
Smoking Materials . . . . .	6,416,374	18,544,357	75,009,215	62,092,208
Soaps, Cleansers and Polishes . . . . .	5,595,119	16,969,676	67,140,302	61,475,688
Sporting Goods and Toys . . . . .	337,742	1,421,670	2,999,564	1,762,906
Toiletries and Toilet Goods . . . . .	9,072,632	26,297,667	102,311,526	98,921,152
Travel Hotels and Resorts . . . . .	58,326	355,203	1,125,861	2,590,983
Miscellaneous . . . . .	737,551	2,073,762	8,174,825	8,153,688
<b>Total . . . . .</b>	<b>\$58,669,469</b>	<b>\$176,027,802</b>	<b>\$627,311,530</b>	<b>\$566,590,401</b>

Source: TvB, LNA-BAR: Gross Time Costs Only.



**20 YEARS OF SERVICE TO MUSIC**

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

## Stations Operating Full Year 1958 Only

	Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station					Depreciation	All Other
				Salaries and Wages	Film	Talent	Depreciation	Other		
Less than \$1,000,000	.....	7	\$ 841,085	\$ 308,774	\$ 158,566	\$ 9,430	\$ 87,557	\$ 281,758		
\$1,000,000-\$1,250,000	.....	5	935,884	369,407	109,952	10,099	108,131	338,295		
\$1,250,000-\$1,500,000	.....	4	1,562,478	577,094	291,327	81,542	84,076	528,439		
\$1,500,000-\$2,000,000	.....	14	1,208,609	469,743	192,093	30,884	138,706	377,183		
\$2,000,000-\$2,500,000	.....	21	1,519,867	561,512	205,191	50,444	188,026	514,694		
\$2,500,000-\$3,000,000	.....	14	1,841,381	668,005	339,828	95,547	180,242	557,759		
\$3,000,000-\$3,500,000	.....	7	2,404,664	920,515	482,357	96,049	163,417	742,326		
\$3,500,000-\$4,000,000	.....	5	2,191,461	967,306	310,944	115,353	127,471	670,387		
\$4,000,000-\$6,000,000	.....	9	3,602,816	1,074,721	981,142	238,370	202,026	1,106,557		
Over \$6,000,000	.....	7	4,443,973	1,307,061	1,450,968	276,329	178,440	1,231,175		
<b>Total Pre-freeze Stations</b> .....		<b>93</b>	<b>\$1,965,180</b>	<b>\$ 689,292</b>	<b>\$ 413,970</b>	<b>\$ 92,482</b>	<b>\$158,627</b>	<b>\$ 610,759</b>		
<b>Post-freeze Stations:</b>										
VHF .....		293	\$ 663,515	\$ 244,858	\$ 94,271	\$ 16,097	\$ 93,894	\$ 214,395		
UHF .....		68	398,945	174,801	46,913	8,217	56,721	112,293		
<b>Total Post-freeze Stations</b> .....		<b>361</b>	<b>\$ 613,697</b>	<b>\$ 231,661</b>	<b>\$ 85,351</b>	<b>\$ 14,613</b>	<b>\$ 86,892</b>	<b>\$ 195,180</b>		

\* Excludes data for 21 stations operating full year 1958 as follows: 17 stations owned and operated by networks (14 pre-freeze VHF, 1 post-freeze VHF and 2 post-freeze UHF) and 4 post-freeze stations (1 VHF and 3 UHF) with less than \$25,000 in time sales which are not required to report detailed expense data.  
Source: FCC.

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

	1958			Total
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	
A. Stations in operation on December 31, 1958:				
Full year operation:				
Profit .....	93	191	27	311
Loss .....	14	104	46	164
Data not available .....	—	3	—	3
Subtotal .....	107	298	73	478
Part year operation:				
Profit .....	—	4	—	4
Loss .....	—	19	4	23
Data not available .....	—	5	—	5
Subtotal .....	—	28	4	32
B. Stations in operation during 1958 but ceasing operations prior to December 31, 1958.....	1	1	10	12
C. Total stations operating all or part of 1958.....	108	327	87	522

## Broadcast Expenses Of 3 TV Networks And 514 TV Stations

<i>Type of Expense</i>	1958		Total
	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	
Number of networks .....	3	—	3
Number of stations .....	19	495	514
		(\$ Thousands)	
Technical .....	\$ 58,008	\$ 69,696	\$127,704
Program .....	312,649	171,419	484,068
Selling .....	27,020	46,994	74,014
General and Administrative .....	42,046	130,252	172,298
Total Broadcast Expenses .....	\$439,723	\$418,361	\$858,084

Source: FCC.

# GREAT STARS IN GREAT SHOWS



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# SPOT RADIO MARKET VOLUME COMPARISONS, 1957-1958

Market	— 1957 —		— 1958 —	
	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume
N.Y., N.E., N.J. ....	32	\$22,013,448	35	\$24,569,699
Chicago .....	25	11,071,217	26	11,123,235
Los Angeles .....	26	6,881,370	28	7,340,538
Detroit .....	10	6,560,792	11	5,897,405
Philadelphia .....	18	5,034,286	21	5,041,589
Boston .....	15	4,411,043	17	4,234,901
San Francisco .....	18	4,028,786	18	4,151,804
St. Louis .....	12	3,660,536	13	3,399,394
Pittsburgh .....	18	3,019,252	20	2,819,223
Washington, D. C. ....	14	2,854,775	17	2,908,160
Cleveland .....	8	2,624,374	8	2,762,319
Minneapolis-St. Paul .....	9	2,574,460	12	2,326,788
Buffalo .....	12	1,765,858	11	1,522,594
Baltimore .....	13	1,743,023	14	1,778,168
Houston .....	11	1,726,763	11	1,771,695
Milwaukee .....	7	1,432,694	8	1,481,124
Cincinnati .....	8	2,939,844	7	2,758,008
Kansas City .....	7	2,132,211	9	1,871,952
Atlanta .....	14	1,707,650	16	1,668,591
Hartford .....	4	1,671,858	5	1,582,400
Dallas .....	8	1,579,597	8	1,455,936
Seattle .....	11	1,512,989	14	1,342,634
Des Moines .....	6	1,504,794	6	1,491,723
Indianapolis .....	6	1,493,597	6	1,405,246
Albany-Schenectady .....	7	1,317,495	7	1,310,322
New Orleans .....	11	1,261,849	11	1,113,566
Miami .....	12	1,239,015	12	1,422,490
Memphis .....	9	1,237,792	9	1,077,497
Providence .....	10	1,153,789	11	1,075,378
Portland, Ore. ....	13	1,150,455	14	1,178,796
Omaha .....	7	1,136,809	7	1,048,457
Columbus, O. ....	5	1,124,029	5	1,242,948
San Antonio .....	8	1,110,188	8	1,074,125
Louisville .....	8	1,066,011	8	1,149,173
Nashville .....	7	980,947	8	975,691
Rochester .....	6	956,820	6	930,736
Charlotte .....	6	946,128	6	990,218
San Diego .....	8	911,065	8	864,125
Richmond, Va. ....	7	853,514	8	832,321
Cedar Rapids .....	3	828,280	3	859,180
Oklahoma City .....	7	819,299	8	703,432
Tulsa .....	6	795,697	6	636,599
Toledo .....	4	782,095	4	858,616
Raleigh .....	5	716,137	5	667,772
Syracuse .....	5	696,484	5	750,282
Sacramento .....	5	674,081	5	685,593
Birmingham .....	11	661,443	11	792,337
Fort Worth .....	6	659,449	7	693,261
Tampa-St. Petersburg .....	12	622,410	13	697,206
Norfolk-Portsmouth .....	7	587,261	7	529,499
Shreveport .....	8	585,074	7	652,042

(Continued on Page 87)

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## SPOT RADIO MARKET VOLUME

(Continued from Page 85)

Market	— 1957 —		— 1958 —	
	No. of Stas. Rpt. \$25,000 or more Time Sales	Nati. Spot Dollar Volume	No. of Stas. Rpt. \$25,000 or more Time Sales	Nati. Spot Dollar Volume
Dayton .....	4	580,471	4	555,355
Jacksonville .....	8	563,638	10	571,534
Spokane .....	6	562,000	8	623,337
Fresno .....	7	561,079	8	607,695
Fort Wayne .....	4	540,046	4	533,609
Wheeling-Steubenville .....	7	528,713	7	498,951
Worcester .....	4	519,169	5	507,714
Little Rock .....	8	516,178	8	474,469
Grand Rapids .....	6	513,896	6	538,761
Wichita .....	5	496,188	6	498,573
Youngstown .....	7	494,774	8	486,076
Topeka .....	4	481,451	4	429,246
Salt Lake City .....	8	476,005	9	414,756
Knoxville .....	9	404,809	10	426,099
New Haven .....	4	397,394	4	394,095
Phoenix .....	9	388,694	12	397,809
Akron .....	4	378,043	4	362,705
Albuquerque .....	7	372,168	7	357,719
Peoria .....	5	360,641	5	388,607
Davenport-Rock Island .....	5	358,982	5	410,638
Corpus Christie .....	5	349,605	6	388,741
Canton, O. ....	4	314,212	5	342,559
Flint .....	6	307,201	6	351,874
Harrisburg .....	5	306,749	5	309,525
Portland, Me. ....	4	288,952	4	246,130
Kalamazoo .....	3	285,395	3	327,907
Springfield-Hlyk. ....	7	285,037	9	254,825
Charleston, W. Va. ....	8	278,834	8	218,549
Allentown-Beth. ....	7	268,221	8	279,376
Duluth-Superior .....	6	264,867	6	253,028
Scranton .....	6	253,123	6	237,580
Columbia, S. C. ....	5	259,166	6	274,747
Amarillo .....	5	243,673	5	240,092
Greenville, S. C. ....	7	235,825	7	213,590
Madison .....	3	234,913	3	274,432
Austin .....	4	232,778	4	240,714
Jackson, Miss. ....	6	232,745	6	232,232
El Paso .....	5	227,383	5	195,749
Montgomery .....	6	226,199	5	339,794
South Bend .....	3	216,597	3	183,395
Roanoke .....	5	208,291	6	183,576
Chattanooga .....	6	208,199	7	207,689
Stockton .....	5	205,623	5	236,833
Wilmington, Del. ....	4	199,324	4	180,904
Huntington, W. Va. ....	6	197,657	6	213,948
Tucson .....	8	196,791	8	134,070
St. Joseph, Mo. ....	3	193,732	3	152,959
Bakersfield .....	6	193,015	7	197,486
Wichita Falls .....	3	192,408	3	222,517
Utica-Rome .....	6	191,186	7	211,526
Mobile .....	6	190,879	6	211,771
Lancaster .....	3	189,527	5	214,205

SOURCE: FCC



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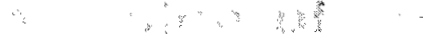
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# Subscribers to NAB TV Code



In addition to the three major networks, the following 381 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters, as of April 1, 1960.

WABC-TV—New York, N. Y.  
 WABI-TV—Bangor, Maine  
 WAFB-TV—Baton Rouge, Louisiana  
 WAGA-TV—Atlanta, Georgia  
 WAGM-TV—Presque Isle, Maine  
 WAKR-TV—Akron, Ohio  
 WALA-TV—Mobile, Alabama  
 WALB-TV—Albany, Georgia  
 WANE-TV—Fort Wayne, Indiana  
 WAPI-TV—Birmingham, Alabama  
 WAST—Albany, New York  
 WATE-TV—Knoxville, Tennessee  
 WAVE-TV—Louisville, Kentucky  
 WAVY-TV—Portsmouth, Virginia  
 WBAL-TV—Baltimore, Maryland  
 WBAP-TV—Fort Worth, Texas  
 WBA Y-TV—Green Bay, Wisconsin  
 WBBM-TV—Chicago, Illinois  
 WBEN-TV—Buffalo, New York  
 WBIR-TV—Knoxville, Tennessee  
 WBKB—Chicago, Illinois  
 WBNS-TV—Columbus, Ohio  
 WBRC-TV—Birmingham, Alabama  
 WBRZ—Baton Rouge, Louisiana  
 WBTV—Charlotte, North Carolina  
 WBTW—Florence, South Carolina  
 WBZ-TV—Boston, Massachusetts  
 WCAU-TV—Philadelphia, Pennsylvania  
 WCAX-TV—Burlington, Vermont  
 WCBS-TV—New York, N. Y.  
 WCCO-TV—Minneapolis, Minnesota  
 WCDC—Adams, Massachusetts  
 WCIA—Champaign, Illinois  
 WCKT—Miami, Florida  
 WCNY-TV—Watertown, New York  
 WCPO-TV—Cincinnati, Ohio  
 WCSC-TV—Charleston, South Carolina  
 WCSH-TV—Portland, Maine  
 WCYB-TV—Bristol, Virginia  
 WDAF-TV—Kansas City, Missouri  
 WDAN-TV—Danville, Illinois  
 WDAU-TV—Scranton, Pennsylvania  
 WDAY-TV—Fargo, North Dakota  
 WDBJ-TV—Roanoke, Virginia  
 WDBO-TV—Orlando, Florida  
 WDEF-TV—Chattanooga, Tennessee  
 WDSM-TV—Duluth, Minnesota  
 WDSU-TV—New Orleans, Louisiana  
 WEAU-TV—Eau Claire, Wisconsin  
 WEEK-TV—Peoria, Illinois  
 WEHT—Henderson, Kentucky  
 WESH-TV—Daytona Beach, Florida  
 WEWS—Cleveland, Ohio  
 WFAA-TV—Dallas, Texas  
 WFBG-TV—Altoona, Pennsylvania  
 WFBM-TV—Indianapolis, Indiana  
 WFGA-TV—Jacksonville, Florida  
 WFIE-TV—Evansville, Indiana  
 WFIL-TV—Philadelphia, Pennsylvania  
 WFLA-TV—Tampa, Florida  
 WFMJ-TV—Youngstown, Ohio  
 WFMY-TV—Greensboro, North Carolina  
 WFRV-TV—Green Bay, Wisconsin  
 WGAL-TV—Lancaster, Pennsylvania  
 WGAN-TV—Portland, Maine  
 WGEM-TV—Quincy, Illinois  
 WGN-TV—Chicago, Illinois  
 WGR-TV—Buffalo, New York  
 WHAS-TV—Louisville, Kentucky  
 WHBF-TV—Rock Island, Illinois  
 WHDH-TV—Boston, Massachusetts  
 WHEC-TV—Rochester, New York  
 WHEN-TV—Syracuse, New York  
 WHIO-TV—Dayton, Ohio  
 WHIS-TV—Bluefield, West Virginia  
 WHIZ-TV—Zanesville, Ohio  
 WHO-TV—Des Moines, Iowa  
 WHTN-TV—Huntington, West Virginia  
 WIBW-TV—Topeka, Kansas  
 WIBC—Pittsburgh, Pennsylvania  
 WIMA-TV—Lima, Ohio  
 WINK-TV—Ft. Myers, Florida  
 WINR-TV—Binghamton, New York  
 WIS-TV—Columbia, South Carolina  
 WISC-TV—Madison, Wisconsin  
 WISH-TV—Indianapolis, Indiana  
 WISN-TV—Milwaukee, Wisconsin  
 WITI-TV—Milwaukee, Wisconsin  
 WJAC-TV—Johnstown, Pennsylvania  
 WJAR-TV—Providence, Rhode Island  
 WJBK-TV—Detroit, Michigan  
 WJIM-TV—Lansing, Michigan  
 WJRT—Flint, Michigan  
 WJTV—Jackson, Mississippi  
 WJW-TV—Cleveland, Ohio  
 WJXT—Jacksonville, Florida  
 WJZ-TV—Baltimore, Maryland  
 WKBN-TV—Youngstown, Ohio  
 WKBT—La Crosse, Wisconsin  
 WKBW-TV—Buffalo, New York  
 WKJG-TV—Fort Wayne, Indiana  
 WKNX-TV—Saginaw, Michigan  
 WKRC-TV—Cincinnati, Ohio  
 WKRG-TV—Mobile, Alabama  
 WKST-TV—New Castle, Pennsylvania  
 WKTV—Utica, New York  
 WKY-TV—Oklahoma City, Oklahoma  
 WKYT—Lexington, Kentucky  
 WKZO-TV—Kalamazoo, Michigan  
 WLAC-TV—Nashville, Tennessee

(Continued on Page 94)

# SUBSCRIBERS TO TV CODE

(Continued from Page 93)

WLFT—Jackson, Mississippi  
 WLHZ-TV—Bangor, Maine  
 WLOP-TV—Orlando, Florida  
 WLOS-TV—Asheville, North Carolina  
 WLUC-TV—Marquette, Michigan  
 WLWK-TV—Marquette, Wisconsin  
 WLVA-TV—Lynchburg, Virginia  
 WLWA—Atlanta, Georgia  
 WLWC—Columbus, Ohio  
 WLWD—Dayton, Ohio  
 WLWI—Indianapolis, Indiana  
 WLWT-TV—Cincinnati, Ohio  
 WLVI-TV—Lebanon, Pennsylvania  
 WMAL-TV—Washington, D. C.  
 WMAR-TV—Baltimore, Maryland  
 WMAZ-TV—Macon, Georgia  
 WMBD-TV—Peoria, Illinois  
 WMCT—Memphis, Tennessee  
 WMSL-TV—Decatur, Ill.  
 WMT-TV—Cedar Rapids, Iowa  
 WMTV—Madison, Wisconsin  
 WMTW-TV—Poland Spring, Maine  
 WNBC—New Britain, Connecticut  
 WNBW-TV—Binghamton, New York  
 WNBQ—Chicago, Illinois  
 WNCN—Greenville, North Carolina  
 WNDU-TV—South Bend, Indiana  
 WNEM-TV—Bay City, Michigan  
 WNEP-TV—Scranton, Pennsylvania  
 WNHU-TV—New Haven, Connecticut  
 WOAI-TV—San Antonio, Texas  
 WOAY-TV—Oakhill, West Virginia  
 WOC-TV—Davenport, Iowa  
 WOI-TV—Ames, Iowa  
 WOOD-TV—Grand Rapids, Michigan  
 WOW-TV—Omaha, Nebraska  
 WPBN-TV—Traverse City, Michigan  
 WPIX—New York, N. Y.  
 WPRO-TV—Providence, Rhode Island  
 WPSD-TV—Paducah, Kentucky  
 WPSW-TV—Miami, Florida  
 WRAL-TV—Raleigh, North Carolina  
 WRBL-TV—Columbus, Georgia  
 WRD-TV—Washington, D. C.  
 WRCA-TV—New York, N. Y.  
 WRGV-TV—Philadelphia, Pennsylvania  
 WREC-TV—Memphis, Tennessee  
 WREX-TV—Rockford, Illinois  
 WRGB—Schenectady, New York  
 WROC-TV—Rochester, New York  
 WRVA-TV—Richmond, Virginia  
 WSAU-TV—Wausau, Wisconsin  
 WSAZ-TV—Huntington, West Virginia  
 WSJB-TV—Atlanta, Georgia  
 WSHT-TV—South Bend, Indiana  
 WSFA-TV—Montgomery, Alabama  
 WSIX-TV—Nashville, Tenn.  
 WSJS-TV—Winston-Salem, North Carolina  
 WSJV—Elkhart, Indiana  
 WSLT-TV—Roanoke, Virginia  
 WSM-TV—Nashville, Tennessee  
 WSOE-TV—Charlotte, North Carolina  
 WSPA-TV—Spartanburg, South Carolina  
 WSPD-TV—Toledo, Ohio  
 WSUN-TV—St. Petersburg, Florida  
 WSYA-TV—Harrisonburg, Virginia  
 WSYR-TV—Syracuse, New York  
 WTAE—Pittsburgh, Pennsylvania  
 WTAF—Parkersburg, West Virginia  
 WTAR-TV—Norfolk, Virginia  
 WTIC-TV—Minneapolis, Minnesota  
 WTTN—Albany, New York  
 WTHI-TV—Terre Haute, Indiana  
 WTKV-TV—Hartford, Connecticut  
 WTMJ-TV—Milwaukee, Wisconsin  
 WTOG-TV—Savannah, Georgia  
 WTOK-TV—Meridian, Mississippi  
 WTVL-TV—Toledo, Ohio  
 WTCM-TV—Cheboygan, Michigan  
 WTOP-TV—Washington, D. C.  
 WTPA-TV—Harrisburg, Pennsylvania  
 WTIC-TV—Wheeling, West Virginia  
 WTVG—Chattanooga, Tennessee  
 WTVB—Durham, North Carolina  
 WTVJ—Miami, Florida  
 WTVM—Columbus, Georgia  
 WTVN—Columbus, Ohio  
 WTVP—Decatur, Illinois  
 WTVT—Tampa, Florida

WTVW—Evansville, Indiana  
 WUSN-TV—Charleston, South Carolina  
 WVEC-TV—Norfolk, Virginia  
 WVEE-TV—Rochester, New York  
 WVUE—New Orleans, Louisiana  
 WWJ-TV—Detroit, Michigan  
 WWL—New Orleans, Louisiana  
 WWTV—Cadillac, Michigan  
 WXEX-TV—Petersburg, Virginia  
 WXYZ-TV—Detroit, Michigan  
 KABC-TV—Los Angeles, California  
 KAKE-TV—Wichita, Kansas  
 KALB-TV—Alexandria, Louisiana  
 KARD-TV—Wichita, Kansas  
 KARK-TV—Little Rock, Arkansas  
 KAYS-TV—Hays, Kansas  
 KBAK-TV—Bakersfield, California  
 KBAS-TV—Ephrata, Washington  
 KBES-TV—Medford, Oregon  
 KBMB-TV—Bismarck, North Dakota  
 KBOL-TV—Boise, Idaho  
 KBITV—Denver, Colorado  
 KCBH-TV—Lubbock, Texas  
 KCEN-TV—Temple, Texas  
 KCIX-TV—Boise, Idaho  
 KCMO-TV—Kansas City, Missouri  
 KCMT—Alexandria, Minnesota  
 KCOB—Los Angeles, California  
 KCRV-TV—Sacramento, California  
 KCRG-TV—Cedar Rapids, Iowa  
 KCSJ-TV—Pueblo, Colorado  
 KCTV—San Angelo, Texas  
 KDAL-TV—Duluth, Minnesota  
 KDX-TV—Dickinson, North Dakota  
 KDKA-TV—Pittsburgh, Pennsylvania  
 KIDU-TV—Lubbock, Texas  
 KIDH-TV—Hay Springs, Nebraska  
 KEDY-TV—Big Spring, Texas  
 KELO-TV—Sioux Falls, South Dakota  
 KDLO-TV—Sioux Falls, South Dakota  
 KPLO-TV—Sioux Falls, South Dakota  
 \* (Satellites of KELO TV)  
 KERP—El Paso, Texas  
 KENS-TV—San Antonio, Texas  
 KEPR-TV—Pasco, Washington  
 KERO-TV—Bakersfield, California  
 KETV—Omaha, Nebraska  
 KEYT—Santa Barbara, California  
 KFBC-TV—Cheyenne, Wyoming  
 KFDA-TV—Amarillo, Texas  
 KFDM-TV—Beaumont, Texas  
 KFDX-TV—Wichita Falls, Texas  
 KFEQ-TV—St. Joseph, Missouri  
 KFJZ-TV—Fort Worth, Texas  
 KFMB-TV—San Diego, California  
 KFRE-TV—Fresno, California  
 KFSD-TV—San Diego, California  
 KFVS-TV—Cape Girardeau, Missouri  
 KFYR-TV—Bismarck, North Dakota  
 KGBT-TV—Harlingen, Texas  
 KGGM-TV—Albuquerque, New Mexico  
 KGHM-TV—Billings, Montana  
 KGLD-TV—Mason City, Iowa  
 KGMV-TV—Honolulu, Hawaii  
 KGNB-TV—Amarillo, Texas  
 KGO-TV—San Francisco, California  
 KGW-TV—Portland, Oregon  
 KHBH—Hilo, Hawaii  
 KHOU-TV—Keamey, Nebraska  
 KHOU-TV—Houston, Texas  
 KHPL-TV—Hayes Center, Nebraska  
 KHQ-TV—Spokane, Washington  
 KHQA-TV—Hannibal, Missouri  
 KHSL-TV—Chico, California  
 KHVH-TV—Honolulu, Hawaii  
 KID-TV—Idaho Falls, Idaho  
 KIRM-TV—Eureka, California  
 KIMA-TV—Yakima, Washington  
 KING-TV—Seattle, Washington  
 KINY-TV—Juneau, Alaska  
 KIRO-TV—Seattle, Washington  
 KIVA—Yuma, Arizona  
 KJEO-TV—Fresno, California  
 KKTU—Colorado Springs, Colorado  
 KLEW-TV—Lewiston, Idaho  
 KLFY-TV—Lafayette, Louisiana  
 KLTN-TV—Twin Falls, Idaho  
 KLTV—Tyler, Texas  
 KJZZ-TV—Denver, Colorado

KMAU-TV—Wailuku, Hawaii  
 KMBC-TV—Kansas City, Missouri  
 KMID-TV—Midland, Texas  
 KMJ-TV—Fresno, California  
 KMMT—Austin, Minnesota  
 KMOS-TV—Sedalia, Missouri  
 KMOT—Minot, North Dakota  
 KMOX-TV—St. Louis, Missouri  
 KMSS-TV—Missoula, Montana  
 KMTV—Omaha, Nebraska  
 KNOE-TV—Monroe, Louisiana  
 KNOP—North Platte, Nebraska  
 KNQX-TV—Grand Forks, North Dakota  
 KNTV—San Jose, California  
 KNXT—Los Angeles, California  
 KOA-TV—Denver, Colorado  
 KOB-TV—Albuquerque, New Mexico  
 KOIN-TV—Portland, Oregon  
 KOLD-TV—Tucson, Arizona  
 KOLN-TV—Lincoln, Nebraska  
 KOMO-TV—Seattle, Washington  
 KONO-TV—San Antonio, Texas  
 KOOL-TV—Phoenix, Arizona  
 KOSA-TV—Odessa, Texas  
 KOTA-TV—Rapid City, South Dakota  
 KOTI—Klamath Falls, Oregon  
 KOTV—Tulsa, Oklahoma  
 KPAR-TV—Sweetwater, Texas  
 KPHO-TV—Phoenix, Arizona  
 KPIC—Roseburg, Oregon  
 KPIX—San Francisco, California  
 KPJC-TV—Lake Charles, Louisiana  
 KPBC-TV—Houston, Texas  
 KPVT—Portland, Oregon  
 KRBC-TV—Abilene, Texas  
 KRCA—Los Angeles, California  
 KRDO-TV—Colorado Springs, Colorado  
 KREM-TV—Spokane, Washington  
 KREX-TV—Grand Junction, Colorado  
 KREY-TV—Montrose, Colorado  
 KRGV-TV—Weslaco, Texas  
 KRIS-TV—Corpus Christi, Texas  
 KRLLD-TV—Dallas, Texas  
 KRNT-TV—Des Moines, Iowa  
 KRCC-TV—Rochester, Minnesota  
 KRQD-TV—El Paso, Texas  
 KRON-TV—San Francisco, California  
 KSBW-TV—Salinas, California  
 KSBY-TV—San Luis Obispo, California  
 KSD-TV—St. Louis, Missouri  
 KSL-TV—Salt Lake City, Utah

KSLA-TV—Shreveport, Louisiana  
 KSTF—Scottsbluff, Nebraska  
 KSTP-TV—Minneapolis, Minnesota  
 KSWO-TV—Lawton, Oklahoma  
 KSWW-TV—Roswell, New Mexico  
 KSYD-TV—Wichita Falls, Texas  
 KTBC-TV—Austin, Texas  
 KTBS-TV—Shreveport, Louisiana  
 KTRV—Little Rock, Arkansas  
 KTV—Sioux City, Iowa  
 KTNB-TV—Tacoma, Washington  
 KTRE-TV—Lufkin, Texas  
 KTRK-TV—Houston, Texas  
 KTSM-TV—El Paso, Texas  
 KTTS-TV—Springfield, Missouri  
 KTTV—Los Angeles, California  
 KTVA-TV—Anchorage, Alaska  
 KTVB—Boise, Idaho  
 KTVL—El Dorado, Arkansas  
 KTVH—Wichita, Kansas  
 KTVI—St. Louis, Missouri  
 KTVK—Phoenix, Arizona  
 KTVT—Salt Lake City, Utah  
 KTVU—Oakland, California  
 KTWB-TV, Casper, Wyoming  
 KUMV-TV—Williston, North Dakota  
 KUTV—Salt Lake City, Utah  
 KVAL-TV—Eugene, Oregon  
 KVAR—Phoenix, Arizona  
 KVER—Clovis, New Mexico  
 KVKM-TV—Monahans, Texas  
 KVOA-TV—Tucson, Arizona  
 KVOO-TV—Tulsa, Oklahoma  
 KVOZ-TV—Bellingham, Washington  
 KVTV—Sioux City, Iowa  
 KXAB-TV—Aberdeen, South Dakota  
 KWTW—Oklahoma City, Oklahoma  
 KWLL-TV—Waterloo, Iowa  
 KXGO—Fargo, North Dakota  
 KXJB-TV—Valley City, North Dakota  
 KXLY-TV—Spokane, Washington  
 KXTV—Sacramento, California  
 KYW-TV—Cleveland, Ohio  
 KZTV—Corpus Christi, Texas

Number of Code Stations.....	381
Number of Networks.....	3
TOTAL .....	384
Number of Code Film Affiliates.....	21
GRAND TOTAL.....	405

**Members of the Alliance of Television Film Producers, Inc.**

Ben Fox Productions, Inc. 440 North Kcenter Los Angeles 49, Calif.	Flying A Pictures 10000 Riverside Drive N. Hollywood, Calif.	Mark VII, Ltd. 4034 Radford Ave. N. Hollywood, Calif.
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California Studios, Inc. 650 N. Bronson Ave. Hollywood 4, Calif.	Gallu Productions, Inc. N. Las Palmas Ave. Hollywood 38, Calif.	Overland Productions, Inc. Revue Studios Universal City, Calif.
Desilu Productions 780 N. Gower St. Hollywood 38, Calif.	Jack Chertok Television Inc. 10202 Washington Blvd. Culver City, Calif.	Revue Studios Universal City, Calif.
Filmaster Productions, Inc. 4150 Radford Ave. N. Hollywood, Calif.	Jack Wrather Organization 270 N. Canon Drive Beverly Hills, Calif.	Wyatt Earp Enterprises, Inc. 151 El Camino Drive Beverly Hills, Calif.
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*Brooke Taylor*

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- An Exciting Journey into the Unknown
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**BOTH SHOWS BROUGHT TO YOU BY  
ALUMINUM COMPANY OF AMERICA**

**FULLER & SMITH & ROSS INC.**  
*Advertising and Marketing*



# FCC: 25th ANNIVERSARY

... U. S. Still Leads The World

FREDERICK FORD

Chairman, Federal Communications Commission



THE 25th anniversary of the Federal Communications Commission, 1934 to 1959, affords me, in the name of the Commission, to pay tribute to American imagination and ingenuity which have made the United States a world leader in telecommunication.

Among some of the major events that have transpired in the Commission's quarter century were: radio authorizations have practically multiplied by that number of years—from slightly more than 100,000 at the close of the first year to nearly 2.5 million today. Radio stations of all kinds have increased from 51,000 to more than 507,000 and currently represent the use of about 1.8 million transmitters. From 600 stations, all AM in 1934, broadcast authorizations collectively today exceed 10,000 of which 3,500 are AM and over 970 and 930 are TV and FM respectively. The number of broadcast receivers has soared from 18½ million to more than 200 million. Almost two-thirds of the world's total are in the United States. This country now has more sets than people and almost three times as many sets as it has automobiles.

The only broadcast service in 1934 was AM. Regular FM and TV service started in 1941. The result is that, as of June 1959, there were more than 5,400 authorized broadcast stations (3,500 AM, 971 TV and 934 FM) not counting about 4,700 remote pickup and other auxiliaries. Of these, 3,377 AM, 767 TV and 776 FM stations held operating authorizations. Included were 224 non-commercial education-

al station authorizations, 59 TV and 165 FM, of which 43 and 154, respectively, had authority to operate. The number of TV channel allocations for educational use has increased from 242 in 1952 to 259 today.

At the close of fiscal 1959, outstanding broadcast authorizations totaled 10,120, which was a gain of 1,083 collectively for the year.

Concerned with the revelation of unsavory operations in the broadcasting field dealing with quiz shows, payola, offensive commercials and unbalanced programs, the Commission is engaged in public proceedings to reappraise its role in radio and TV to determine how best to hold its station licensees responsible for better serving the public. This is bringing helpful comment and suggestions by religious, educational, women's, civic, business and other groups and individuals who are concerned by some elements of broadcast fare now invading the home.

Radiobroadcast is the magic medium that brings information, education, religion and entertainment into our homes. Television adds image—even in color—to the family enjoyment. What is more, the American system of broadcasting is by private enterprise, and the Government does not censor programs or exact fees for broadcast receiver use.

Consequently, the Commission salutes not only those who have made possible the phenomenal telecommunication accomplishments of the past quarter century but also those who are working on still bigger things to come.





# ROBERT STACK

"THE UNTOUCHABLES"

ABC-TV

the "watchword" for reliable service

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America's  
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## PRECISION TIMING INSTRUMENTS

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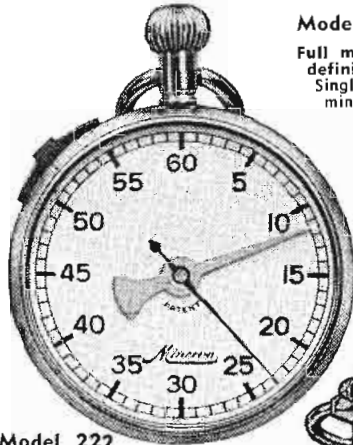
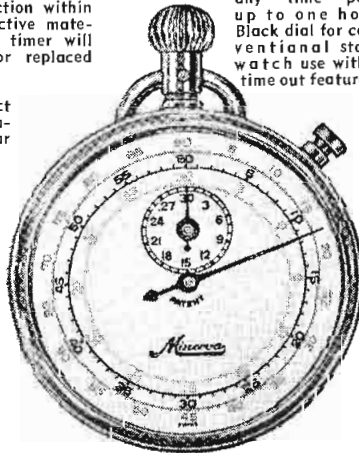
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accurate

Exclusive, Non-breakable, "Coil Spring" Mechanism for Economy, Dependability, Unexcelled Accuracy. The result of 20 years of engineering research, Minerva "coil" construction assures endless timing precision with less wear or friction . . . without need of costly adjustments or repairs . . . under rugged continuous usage.

**Lifetime Guarantee.** Coils employed in Minerva Mechanisms are unconditionally guaranteed for the life-span of the timer against breakage or wear. In addition, should any Minerva timer fail to give satisfaction within one year because of defective material or workmanship, the timer will be completely repaired or replaced without charge.

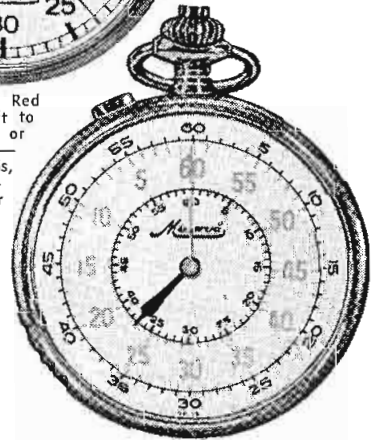
**10-Days Free Trial.** Select any Minerva timing instrument and try it under your own working conditions for a full ten days. If it does not serve your purposes as well or better than any other instrument, simply return it. There will be no charge, no obligation.

We are  
headquarters  
for stop watch  
repairs &  
servicing —  
all makes —  
prompt service



**Model 222**

For "On the Air"! Red dial gives "time left to go" without written or mental calculations—sweep hand in seconds, small hand in minutes. Easily set for any time period up to one hour. Black dial for conventional stopwatch use with time out feature



**Models 106F—106**

For Film-making, Filmmeter and Fifth-Second Timer! This specially designed timer has regular fifth-second scale, plus 90-ft and 36-ft per min. scales to register footage for 35mm. and 16 mm. film. Long hand completes one revolution in 60 seconds, small hand registers up to 30 minutes. Time out feature. Perfect fly-back guaranteed for life. Model 106 has fifth-second scale only. Both available in regular or large size.

**Models 105PN—107N**

Full minute span with more definition on the minutes! Single dial reference for both minutes and seconds retains the mechanics familiar to Radio and TV but this Minerva timer is much easier to read and use. For spot timing, timing program segments, etc. Two models with alternate methods of Start-Stop-Start . . . flyback to zero.

Write, Dept. TV, RIGHT NOW for complete catalog.

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# 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	IVanhae	1-8000
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WFIJ	PLancer	6-6700
WLIB	MONument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUKon	6-7000
WVOX	NEw Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHitehall	3-3600
WOR	LONGocore	4-8000
WADO	Circle	5-7979
WPOW	OXford	7-5763
WQXR	LACKawanna	4-1100
WRCA-TV	Circle	7-8300
WWRL	DEfender	5-1600

## FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	OXford	7-2288
WCBS-FM	PLaza	1-2345
WFAJ-FM	WHite Plains	9-6100
WBFM	LEXington	2-4977
WHLI-FM	IVanhae	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LONGocore	4-8000
WQXR-FM	LACKawanna	4-1100

## Television Stations

WABC-TV	SUSquehanna	7-5000
WNEW-TV	LEhigh	5-1000
WCBS-TV	PLaza	1-2345
WNTA	BARclay	7-3260
WOR-TV	LONGocore	4-8000
WPIX	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	BRown	9-7600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LEXington	2-3783
John Blair & Co.	PLaza	2-0400
Blair TV Assoc.	PLaza	2-0400
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	BE	4-7280
The Bolling Co., Inc.	YUKon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345

Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co. Inc.	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
Forjac TV, Inc.	JUdson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Reed Co.	YUKon	6-5800
Gill Perno Inc.	Templeton	8-4740
Arthur H. Hagg	MURray Hill	2-8565
George P. Hallingbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUdson	2-9200
Robt. S. Keiler, Inc.	WA	4-6599
The Meeker Co., Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestg. Co.	MURray Hill	2-4500
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
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-58-0
Select Sta. Reprs.	PLaza	8-1850
Weed Radio Corp.	PLaza	9-4700
Adam J. Young, Inc.	PLaza	1-4848

## Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Aizer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6707
Leo Burnett	PLaza	9-5959
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen, Dowd & Aleshire, Inc.	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgan	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Sheinfeld	YUKon	6-6500
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WORTH	4-0700
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Faote, Cone & Belding	YUKon	6-8000
Albert Frank-Guenther Law	CORtlandt	7-5060
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Calkins & Holden	JUdson	6-5400
Gordner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morcy, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Koster, Hillan, 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
McConn-Erickson, Inc.	OXford	7-6000
Mogul, Williams & Saylor	TEmpleton	8-7100

# TELEPHONE NUMBERS IN NEW YORK

Needham, Louis & Brorby.....	PLaza	7-0333
Norman Craig & Kummel.....	PLaza	1-0900
Product Services.....	MUrray Hill	7-0204
Sullivan, Stauffer, Colwell & Bayles.....	MUrray Hill	8-1600
Tatham-Laird.....	PLaza	1-4680
J. Walter Thompson Co.....	MUrray Hill	6-7000
Wade Adv., Inc.....	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
Billboard, The.....	PLaza	7-2800
Broadcasting.....	PLaza	5-8355
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	MUrray Hill	8-7500

## RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management.....	YUkon	6-4800
Sponsor.....	MUrray Hill	8-2772
Standard Rate & Data Service.....	MUrray Hill	9-6620
Television Age.....	PLaza	1-1122
Television Magazine.....	PLaza	3-9944
Variety.....	LU	2-2700

## News Associations

Associated Press.....	PLaza	7-1111
Press Association, Inc.....	PLaza	7-1111
Radio Press International.....	PLaza	2-0650
Reuters.....	BRyant	9-8558
United Press International.....	MUrray Hill	2-0400
World Wire Info. Serv.....	OREgon	9-7240

## Talent Agencies

Columbia Artists Management, Inc.....	Circle	7-6900
General Artists Corp.....	Circle	7-7543
William McCaffrey Agency.....	Eldorado	5-1076
Music Corp. of America.....	PLaza	9-7500
William Morris Agency, Inc.....	JUdson	6-5100
National Artists Corp.....	PLaza	9-6000
TV Artists Corp.....	PLaza	3-2153

## 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
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
Professional Music Men, Inc.....	COLUMbus	5-7362
RAB.....	MU	8-4020
SESAC, Inc.....	JU	6-3450
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.

Basch Radio & TV Productions.....	MUrray Hill	2-8877
V. S. Becker Productions.....	MUrray Hill	2-0777
The Bruce Choman Co.....	Wisconsin	7-9244
Columbia's Transc. Serv.....	Circle	5-7300
Frederic Damru, M.D.....	YUkon	6-9484

Decca Records, Inc.....	PLaza	2-1600
Empire Broadcasting Corp.....	YUkon	6-5700
Walt Framar Prodn.....	OX	7-3322
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 Prodn.....	PL	1-0600
Gotham Recording's.....	JU	6-5577
Henry Jaffe Ent.....	CI	5-2405
Victor Kayfetz Prod.....	CI	5-4830
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
Music Corp. of America.....	PLaza	9-7500
Muzak Corp.....	OREgon	4-7400
NBC Radio Recording Div.....	Circle	7-8300
Project-O-Fex.....	MU	7-1881
Pyramid Productions, nc.....	JUdson	6-7040
Reemack Enterprises, Inc.....	Circle	6-7300
Reeves Sound Studios, Inc.....	OREgon	9-3550
Rockhill Radio.....	PLaza	9-9799
SESAC, Inc.....	JU	6-3450
Talent Associates.....	PL	3-1030
Television Screen Productions, Inc.....	MUrray Hill	2-8877
Transfilm, Inc.....	JUdson	2-1400
Thomas J. Valentino, Inc.....	Circle	6-4675
Wolf Productions.....	PLaza	5-2050
World Broadcasting System, Inc.....	PLaza	7-1400
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
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
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
Econamee Television Programs.....	MU	8-4700
Flamingo Films.....	JU	6-7040
Fortune Features, Inc.....	LO	4-5592
Fremantle International.....	MU	7-4343
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
Harry S. Goodman Productions.....	PL	5-6131
Guild Films Company, Inc.....	MU	8-5362
The Jam Handy Organization, Inc.....	JU	2-4060
Hollywood Television Service, Inc.....	JU	6-1700
Independent TV Corp.....	PL	5-2100
Intercontinental TV.....	MU	2-340
Interstate TV Corporation.....	PLaza	7-3070
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
Reeves Sound Studios, Inc.....	OR	9-3550
Hal Roach Studios.....	CI	5-4135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432
Show Corp. of America.....	PLaza	9-6840
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.....	MUrray Hill	7-7800



## TELEPHONE NUMBERS IN NEW YORK

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-United Artists, Inc. .... 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 4-2400  
 WCRW .....EAsgate 7-6860  
 WEDC .....CR 7-4100  
 WGES .....Sacramento 2-1700  
 WGN .....Michigan 2-7600  
 WHFC .....CLiffside 4-7411  
 WJND .....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

### 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  
 Burn-Smith Co. ....Central 6-4437  
 CBS Radio Sales .....Whitehall 4-6000  
 Thomas F. Clark Co. ....State 2-1663  
 Crosley Broadcasting Corp. ....State 2-6695  
 Everett-McKinney, Inc. ....Superior 7-9052  
 Forjoe TV, Inc. ....DElaware 7-3504  
 Gill-Perna, Inc. ....FRanklin 6-9393  
 Headley-Reed Co. ....FRanklin 2-4686  
 George P. Hollingbery .....DEarborn 2-6060  
 H-R Representatives .....Financial 6-6440  
 The Katz Agency .....MOhawk 4-7150  
 Robt. S. Keller, Inc. ....State 2-5096  
 Meeker Co., 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 Reps., Inc. ....Financial 6-0982  
 Paul H. Raymer Co. ....Superior 7-4473  
 Sears & Ayer, Inc. ....Superior 7-8177  
 Venard, Rintoul & McConnell .....State 2-5260

Walker-Rowatt Co. ....ANdover 3-5771  
 Weed Radia Corp. ....Whitehall 4-3434  
 Adam Young, Inc. ....Mlchigan 2-6190

### Advertising Agencies

Aubrey, Finlay, Marley & Hodgson .....Financial 6-1600  
 N. W. Ayer & Son, Inc. ....ANdover 3-7111  
 BBD&O .....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-Ewald Co. ....Central 6-1946  
 Campbell-Mithun Inc. ....DElaware 7-7553  
 Dancer-Fitzgerald-Sample .....Financial 4-4700  
 W B Daur & Co. ....ANdover 3-7800  
 Doremus & Co. ....Central 6-9132  
 Erwin Wasely, 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  
 H. W. Kaster & Sons Advertising Co. ....Central 6-3311  
 MacFarland, Aveyard & Co. ....Randolph 6-9360  
 Malcolm-Howard .....ANdover 3-0022  
 Maxon, Inc. ....Whitehall 4-1676  
 McConn-Erickson .....WEbster 9-3700  
 Arthur Meyerhoff & Co. ....DElaware 7-7860  
 Needham, Louis & Brorby, Inc. ....Whitehall 4-3400  
 L. W. Ramsey Co. ....Franklin 2-8155  
 Roche, Rickerd & Clary, 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  
 Jewell Radio & TV Productions .....MOhawk 4-5757  
 Jules Power Prod. ....ANdover 3-1422  
 Les Lear Productions Corp. ....Randolph 6-0905  
 William Morris Agency .....Whitehall 3-1744  
 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 United Artists, Inc. ....WH 4-1030

### News Agencies and Assns.

Associated Press .....State 2-7700

### RADO-TELEVISION DAILY DEarborn 2-6757

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	4-3090
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NATional	8-4696
Department of Defense	LIBerty	5-6700
Air Force, Department of The	LIBerty	5-6700
Army, Department of The	LIBerty	5-6700
Navy, Department of The	LIBerty	5-6700
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NATional	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STERling	3-7373
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	CAPitol	4-3121
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LIBerty	5-6700

## Non-Government

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500
Radio-TV Daily	EX	3-4808
Radio, Electronics-Television Manufacturers Association	NATional	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	District	7-1260
Westinghouse Broadcasting Co.	STERling	3-0903

## AM Radio Stations

WARL	KENmore	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 International	EXecutive	3-3430

## Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	CO	5-6363
NBC	EMerson	2-4000

# LOS ANGELES TELEPHONE NUMBERS

## AM Radio Stations

KABC	NORMandy	3-3311
KALI (Pasadena)	MURray	1-0171
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	TRIangle	7-3619
KDAY Association	HOLlywood	1-9981
KFAC	WEbster	8-0161
KFI	DUNkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUNkirk	9-1141
KFWB	HOLlywood	3-5151
KGER (Long Beach)	NEvada	6-4774

KGFJ	HOLlywood	4-0201
KGTL (Sherman Oaks)	STate	5-8631
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
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)	MURray	1-6744
KXLA (Pasadena)	MURray	1-6991

# TELEPHONE NUMBERS IN LOS ANGELES

## 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	SPruce	5-2068
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133
KHOF-FM (Glendale)	CHapman	5-7575
KMLA-FM	DUnkirk	2-8426
KNOB-FM (Long Beach)	HOLlywood	7-0454
KNX-FM	HOLlywood	9-1212
KRHM-FM	DUnkirk	5-7421
KUTE-FM	Citrus	4-1414
KRKD-FM	CApitol	5-4116
KWKW-FM (Pasadena)	MURray	1-6744

## Television Stations

KABC-TV	NOrmandy	3-3311
KCOF	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	THornwall	5-7000
KNXT	HOLlywood	9-1212
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

## National Networks

American Broadcasting Company	NOrmandy	3-3311
Columbia Broadcasting System	HOLlywood	9-1212
CBS Television—Television City	OLive	1-2345
Mutual Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	THornwall	5-7000

## Station Representatives

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	2-0543
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
Forjoe & Co.	OLive	5-7755
Gillman, Nicoll & Ruthman	DUnkirk	7-1325
Gill-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-Reed Co.	HOLlywood	4-8248
Hollingbery, George P., Co.	DUnkirk	5-2071
Kotz Agency, The	DUnkirk	5-6284
Daren F. McGavren Co., Inc.	HOLlywood	4-6146
Mecker Co.	HOLlywood	2-6501
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
John Pearson Co.	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.	HOLlywood	9-1688
Edward Petry Co	DUnkirk	8-1143
Paul H. Raymer	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 Agencies

Action in Advertising	DUnkirk	3-3114
Ad Larson	NOrmandie	4-6552
Advertising Council, Inc.	CRestview	4-8039
Advertising Engineers Corp	MADison	8-5039
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	HOLlywood	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arnold, Rupert Advertising	DUnkirk	2-0896
Asch, A., Inc.	DUnkirk	7-7600
Associated Advertising Agency	OLive	2-7690
Atherton Mogge, Private, Inc.	OLive	3-9870
Atchison & Hayden	DUnkirk	5-7191
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	HOLlywood	2-0908
Barnes Chase Co.	DUnkirk	4-1193
Baron, Richard, Co.	HOLlywood	2-5657
Bates, Kirk O.	HU	2-4220
Bates, Ted., & Co.	HOLlywood	9-2161
BBDQ	HOLlywood	2-6723
Baus & Ross Co.	DUnkirk	8-1107
Bayard, Jere	OLdfield	5-9355
Becker, Max, Advertising	HEmlock	6-5222
Bajoch, Leo, Adv.	GRanite	2-2245
Belford, Ed, Agency	BRadshaw	2-8493
Bell Advertising	NOrmandy	5-5191
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	9-2866
Bloch's Advertising	HOLlywood	3-0647
Blum's Direct Advertising	DUnkirk	8-3441
Bogerts, The	HOLlywood	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boyd, John R.	CLEVELand	6-8698
Boylhart, Lovett & Deane	HUNtly	2-0740
Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brehma Ad Service (Glendale)	CHapman	5-1539
Broodcasting Advertising	BRadshaw	2-4840
Brown, Byron H., & Assoc.	OLympia	3-2320
Bull, Frank, & Co.	HOLlywood	5-4195
Burke, Dawling & 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	RYan	1-5541
California Adv. Agency	HOLlywood	3-3189
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
Carson-Roberts Inc.	BRadshaw	2-8366
Case, Roger T., Assoc.	HEmlock	7-3503
Castor & Assoc.	OLeander	2-1315
Chamberlin & Associates	DUnkirk	7-6444
Cheshire Advertising Associates	HOLlywood	3-3498
Citizen Advertising Agency, Inc.	MADison	2-2463
Cloward Velma Advertising	DUnkirk	4-2558
Coast Advertising Associates	MADison	7-1269
Cole, Fischer & Rogow	BRadshaw	2-3351
Cole, Val Advertising Agency	CRestview	5-8462
Coleman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv. Agency	DUnkirk	7-3388
Columbia Pacific Advertising	GARfield	3-1047
Compton Advertising, Inc.	OLive	3-0100
Consolidated Adv Directors	OLive	5-6484
Copy Cat Advertising	STANley	7-4348
Cowell, Leslie B., Advertising	TRiangle	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.	DUnkirk	8-0591
Doncer-Fitzgerald-Sample, Inc.	HOLlywood	2-3256
D'Arcy Adv. Co.	DUnkirk	5-3171
Delman, Allen & Assoc.	OLive	1-3944
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	1-2221
Donald, Dick, Advertising	DUnkirk	8-9956
Doyle, Danc, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUnkirk	5-6071
Dreyfus Co. Adv.	OLive	5-8255
Dunas, E. C. Advertising	OLive	6-4100
Durstine, Roy S., Inc.	DUnkirk	8-3411

# TELEPHONE NUMBERS IN LOS ANGELES

Ebberts, Dan, Adv. Serv.	LUdlow	7-9161	Kraft Advertising	DUnkirk	8-6262
Edelstein, Irwin L. & Assoc.	OLive	3-7420	Lance Advertising	WEbster	6-6184
Ehlerf, Grace	MAdison	6-2222	LaRoche, C. J., Advertising	HOLlywood	9-3656
Eisman-Johns, Advertising	HOLlywood	4-7265	Latta & Co.	MAdison	6-3284
Eisenberg, Ralph	MAdison	2-0439	Lawrence Co.	BRadshaw	2-5820
Elliott, Neil M. Advertising	DUnkirk	7-7301	Lee & Associates	OLive	1-2090
Enyart & Roso Advertising	OL	4-4070	Lee, J. Richard	HOLlywood	9-2721
Ervin Wasey, Ruthrauff & Ryan, Inc.	WEbster	1-1211	Lee, Robert E., & Associates	HOLlywood	7-9808
Essig Co.	POplar	3-4365	Leni Advertising	HOLlywood	4-0141
Esty, William Co.	HOLlywood	2-6301	Lennon & Newell	CRestview	1-7221
Fagan, O. K. Advertising Agcy.	MAdison	2-2192	Lewin, Howard, Advertising	DUnkirk	8-7156
Falkenhainer, Carl	BRadshaw	2-0136	Lewis Advertising	HOLlywood	5-9040
Fallon & Co.	HOLlywood	4-0171	Lionel & Simons Advertising	HOLlywood	2-7429
Farrar Advertising	GRanite	8-3011	Little & Co.	DUnkirk	9-1267
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Logan, Dudley L.	DUnkirk	2-8471
Fellows, John C., Co.	MURray	1-6404	Lynn-Western, Inc.	WEbster	5-1234
Flax-Bronston Co.	MAdison	6-7751	Mack Agency	HOLlywood	2-6377
Foladare, Maury & Assoc.	HOLlywood	9-8135	MacManus, John, & Adams	OLive	3-6130
Foote, Cone & Belding (Hollywood)	HOLlywood	9-6265	Mann Advertising Co.	DUnkirk	2-1179
Foote, Cone & Belding (Los Angeles)	MAdison	9-3611	Mannis, Samuel A.	HOLlywood	4-7501
Forestal, R. J. Co.	WEbster	5-1211	Markham Co.	DUnkirk	8-9495
Frank, Albert-Guenther Law	WEbster	3-7595	Martha's Adv. Service	MAdison	6-4897
Frank, Don Advertising (Anaheim)	KEystone	5-6093	Marto, Walter	SY	6-2239
Frazier, Cornelius W.	MAdison	5-8392	Mathison & Associates	HU	2-1870
Fritz, Jimmy, & Associates	HOLlywood	3-3251	Matthews, Anne D. (Pasadena)	SYcamore	9-6504
Fuller, Smith & Ross, Inc.	OLive	3-0240	Moyer Company	DUnkirk	8-2111
Gage, Booth & West, Inc.	OLive	3-1770	Mayne, Charles H., Co.	DUnkirk	5-0138
Gard, Dalbert & Associates	DUnkirk	8-8422	Mays & Co.	MAdison	7-8534
Gardner, H. M., & Assoc.	OLive	5-7465	McCann-Erickson	DUnkirk	5-3301
Gaynor, Ducas, Inc.	OL	5-8191	McCarty Co., The	DUnkirk	5-4011
Geissing, W. B., & Co.	OLive	1-3510	McCreery, Walter, Co.	OL	2-4480
General Advertising Agency, Inc.	HOLlywood	3-5128	McElligott, Ford C., & Associates	MAdison	2-4653
Gerth, Brown Clark & Elkus	OLive	3-2320	McElroy Adv. Agcy.	DUnkirk	1-3045
Gilbert & Benton	TRiangle	7-1848	McHugh Advertising Co.	BRadshaw	2-0233
Gilbert, Martin, Agency	STATE	3-2900	McKee, Burns Adv.	HOLlywood	7-4218
Gill Clifford Agency	OLive	5-8388	McLain, W. R., & Associates	NOrmandie	3-8200
Glasser-Gailey, Inc.	DUnkirk	4-2141	McNeill & McCleery	DUnkirk	5-7341
Glenn Advertising, Inc.	OL	3-9030	Meany, Phillip J., Co., Adv.	DUnkirk	5-4181
Gold Mike Agency	RYan	1-4745	Meltzler, Richard, Adv.	WEbster	8-2993
Goldstone-Tobias	OL	5-6010	Meyerhoff, Arthur, & Co.	OL	3-1633
Gonda, Francis D., Adv. Agency	HOLlywood	2-1325	Miner, Dan B., Co.	DUnkirk	8-3301
Goodman, Anderson, Advertising	OLive	3-6400	Minns, Richard L.	CRestview	1-7207
Graham, Clyde D.	DUnkirk	3-1266	Mosons, John S., Advertising	OLive	2-7218
Grant, Will	DUnkirk	7-3361	Morgan Company, The	STATE	6-5696
Grant Advertising Agency	HOLlywood	1-9231	Morgan, Raymond R., Co.	HOLlywood	3-4194
Gray-Moore Agency	HOLlywood	9-3591	Mottl & Sitman Advertising	OL	2-5095
Greer, Norman Co.	OL	7-0648	Mowinkel, E. K., Advertising	Richmond	7-0529
Gregory, Willard G., & Co.	MAdison	7-0531	Mullins, Earl, Advertising	DUnkirk	5-9088
Grey Advertising	BRadshaw	2-9821	Nargi Advertising	MAdison	2-1647
Guerin-Johnstone-Jeffries Advertising	CLinton	7-7573	National Advertising Associates	DUnkirk	7-4388
Guild, Bascom & Bonfigli	HOLlywood	9-8217	National Federation of Advertising	OL	3-2320
Hadlock & Associates	HOLlywood	2-6731	Neale & Associates	OL	6-0500
Harris, Harlan & Wood Adv.	HOLlywood	9-2911	Neave & North Advertising	HOLlywood	3-5226
Heintz & Co., Inc.	MAdison	9-3181	Neave, Ralph Advertising	FRontier	4-1609
Hill, Don	MAdison	4-5149	Needham, Louis, & Brorby	CRestview	6-2073
Herbert E. Hill	HU	3-7730	Nelson Adv. Service	WEbster	8-3844
Hixson & Jorgenson, Inc.	DUnkirk	8-3121	Newman, Ben Allah, Advertising	DUnkirk	9-6649
Hoel, John D., Adv. Agency	MURray	1-7131	Newmark, Nelson, Advertising	MAdison	4-1568
Hollander, Welsh Advertising	DUnkirk	9-1171	North Advertising	OL	2-3770
Honig-Cooper Co.	DUnkirk	8-3301	Olen, David, Adv.	OLive	5-7290
House of Leads	PLEasant	3-8714	Pacific Advertising Service	Richmond	9-5803
Houston Advertising Service Co.	NOrmondie	5-5886	Packard, Jack Advertising	CHapman	5-5591
Hubley Adv. Agency	DUnkirk	2-2366	Pardee Co., The	HOLlywood	2-7306
Hunter & Wilhite Advertising	WEbster	3-7353	Patch & Curtis Advertising	HEmlock	3-4919
Hutchinson Advertising	HOLlywood	2-4500	Patton, George Adv.	HOLlywood	2-0841
Irwin, Howard, & Assoc.	DUnkirk	8-1219	Paul & Baum	OL	3-2110
Jay, Clarence L. Industrial Adv.	NOrmandy	4-7131	Pell, Ben, Advertising	MAdison	2-1557
Jaycraft Co.	THornwall	2-5310	Perrett Co., The	MAdison	8-2388
Jenner, Don, Advertising	DUnkirk	2-8321	Pflaum, Stanley, & Associates	OL	2-0332
Jensen, Walter L., Advertising	DUnkirk	9-8355	Porter, Wesley H., Adv.	AXminster	3-0400
Jeff Advertising	HOLlywood	2-6635	Productive Advertising	AXminster	1-1322
Johnson, J. Howard	MAdison	4-8464	Ramsey, Brown & Co.	HOLlywood	3-6851
Johnson & Lewis	HOLlywood	5-7105	Raymond, J. W., Advertising	HU	3-4330
Jones, Paul, & Associates	DUnkirk	1-3003	Raymond, Larry, Co.	WEbster	6-8125
Kaplan, Sara Jane, Advertising	OLive	3-6057	Robin Co., The	DUnkirk	3-3114
Kaufman, Lon, Co.	DUnkirk	8-2725	Robin, Lee & Arnold	CRestview	4-5853
Kaufman, Hans E., & Co.	HOLlywood	3-3800	Robins, Jerome, Agency	DUnkirk	8-0661
Kay-Christopher Advertising	WEbster	9-1347	Roche-Eckhoff & Lee	OLive	5-7670
Keane, Raymond, Advertising	OLive	3-8650	Rockett-Lauritzen	REpublic	4-2106
Keene & Associates	OLive	3-7420	Ross, Charles, Adv., Agency	HOLlywood	2-1184
Kallogg, Edw. S.	DUnkirk	7-5213	Ross, Clark	WEbster	4-5152
Kelso, M. H., & Co.	DUnkirk	2-2072	Ross, Roy, Inc.	HOLlywood	9-6263
Kenyon & Eckhardt	HO	9-9044	Russell-Stuart & Assoc.	HOLlywood	3-6156
Kennedy, Walker & Wooten	OL	2-0555	Sawdon, Frank	HOLlywood	4-7579
Keyes, Madden & Jones	HOLlywood	9-3974	Schurrer, Lou, Adv.	HOLlywood	3-3800
Killingsworth Co.	DUnkirk	5-6111	Scott, M. B., Advertising	OL	3-5330
Klitten, Martin R., Co.	DUnkirk	7-8395	Sebrell, J. B., Adv. Agcy.	MAdison	6-9397



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Seros, 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	HOLLYWOOD	2-7236
Speer Advertising Agency	Richmond	7-9626
Spees Advertising Agency	DUnkirk	9-6933
Stahl, Charles N., Adv. Agency	HOLLYWOOD	2-7344
Stobbins, Barton A., Adv.	DUnkirk	8-8131
Stebbins, Hol, Inc.	Richmond	9-5317
Steinlauf, Malcolm, & Co.	WEbster	3-7564
Steller, Miller & Lester, Inc.	DUnkirk	7-5377
Stiller, Hunt Advertising	BRAdshaw	2-0204
Stadel Advertising	MADison	2-1193
Strous, J. M., & Co.	OLympia	2-6613
Stromberger, LaVone & McKenzie	DUnkirk	5-2211
Sudler Co.	BRAdshaw	2-3438
Sullivan Stauffer Colwell & Bayles	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	OLeander	5-9270
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
Von der Boom, Hunt, McNaughton	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
Wode, Adv. Agency	HOLLYWOOD	4-7457
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Legler, Inc.	OL	3-0130
Weatherwax-Spurgeon & Associates	MA	7-2633
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Carly, Co.	CRestview	4-8929
Welsh, Hollander & Coleman Adv.	DUnkirk	9-1171
Wessells, George M., Company	WEbster	6-7668
West-Marquis, Inc.	HUNtley	2-5430
Westwood, Tom, Adv. Agcy.	CH	5-5051
Whiteman, Richard	DUnkirk	5-2054
Wilder, Alvin	REpublic	4-2186
Williams, Dallas & Sons	HOLLYWOOD	2-6396
Willis, Harry G., & Assoc.	CHapman	5-5533
Winan & Co., Paul	Richmond	7-5189
Wolfer-Dauglass-Bennington, Inc.	CUMberland	3-6242
Wood, Frank A.	WEbster	8-8540
Wolf, Len, Co.	DUnkirk	8-2361
World Advertising (Long Beach)	HEmlock	5-6094
World Wide Want Ad Service	MADison	7-9983
Wynne-Alexander Advertising	MURray	2-2319
Young, Marvin, Associates	HOLLYWOOD	2-2684
Young & Rubicam	MADison	6-7641

## Radio-TV Program Prods.

Aladdin Enterprises	HOLLYWOOD	2-6686
Alexander, M & A, Productions	HOLLYWOOD	4-7571
Burrud, Bill, Productions	HOLLYWOOD	3-8181
Cavaleade Television Programs	OL	4-4144
Cheshire & Associates	HOLLYWOOD	9-4580
Consolidated Film Industries	HOLLYWOOD	9-1441
Corradine, Tom J., & Associates	HOLLYWOOD	2-4448
Commodore Productions	HOLLYWOOD	9-7502
Crosby, Bing, Enterprises	BRAdshaw	2-2771
Fairbanks, Jerry, Inc.	HOLLYWOOD	2-1101
Gibson, Grace, Radio Prods.	HOLLYWOOD	9-4580
Gudell, John, Radio Productions	OLive	3-8000
Hollywood Central Recording	HOLLYWOOD	2-3131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	BRAdshaw	2-3211
Patin, Ray, Productions	HOLLYWOOD	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	HOLLYWOOD	3-3282
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLLYWOOD	4-3183
Rocket Pictures, Inc.	HOLLYWOOD	7-7131

Ross, Jack	HOLLYWOOD	9-4019
Rourke, Jack, Productions	HOLLYWOOD	3-7178
Screen Gems, Inc.	HOLLYWOOD	2-3111
Snader Telecriptions 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, Morris, Productions	WEbster	6-7189
Universal Recorders	HOLLYWOOD	9-8282
Western Recorders	HOLLYWOOD	3-6811
Wilding Business Commu.	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
Bonded 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
Daugfair Corporation	HO	5-6164
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Fedderson Productions	HO	9-5911
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	4-6122
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	HO	2-6231
Gross-Krasne, Inc.	HO	2-7141
Hollywood Television Service, Inc.	PO	3-8411
Interstate TV Corporation	HO	2-9181
Mark VII, Ltd.	TR	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
Medallion TV Enterprises, Inc.	HO	2-6635
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-3181
Playhouse Pictures	HO	5-2193
Roland Reed TV Productions	HO	9-1628
Revue Productions, Inc.	TR	7-1211
Hol Roach Studios	UP	0-2931
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	7-3111
Swift-Choplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
Twentieth Century Fox Television	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	TR	7-1211
Van Proog Productions	DU	1-3819
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

## Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allied Costing	HOLLYWOOD	3-7124
Alvarado, Carlos	OL	5-6840
American Federation of TV-Radio	HOLLYWOOD	4-5123
Aragon Agency	UPton	0-4565
Armstrong-Deuser	CRestview	4-8135
Ashley-Steiner Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Auer, Miles Bohm	HOLLYWOOD	2-6416
Barnes, William, Agency	CRestview	1-5256
Barry, Vy, Agency	HOLLYWOOD	9-2127
Barskin Agency, The	OL	2-5470
Bell, Marcella Agency	CRestview	6-0012
Bender, David	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	HOLLYWOOD	5-6978
Brewis, Alex	OL	2-5470
Carson-Stempel	CRestview	4-8343
Cloutman-Barskin-Sharp	CRestview	1-9093
Columbia Artists Management	MADison	6-2327
Condit Agency	HO	4-9233
Connor, Allan	HOLLYWOOD	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Davis, Charles Agency	HOLLYWOOD	6-2888

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Davis, Mary Webb	OL	5-6747	Pearson, Ben	CRestview	4-5488
Dawn, Wilma Agency	HOLlywood	5-7438	Pomeroy, Jack	HOLlywood	9-6366
Donaldson Agency	OL	2-0355	Preminger-Stuart	OL	6-2360
Fame Agency	CRestview	6-6238	Richards, Danny Agency	HOLlywood	7-5295
Famous Artists	CRestview	4-7433	Rocamora, Wynn	OL	2-9710
Floire Agency, The	OL	6-3060	Rosen, Jerry Agency	CRestview	4-5861
Frings, Kurt	CRestview	4-8881	Rush, Art Inc.	CRestview	4-6841
Garfield, Milton	CRestview	1-7227	Ryan, Frank	CRestview	1-4627
Gefsky, Harold L.	OL	3-6145	Schuller, William Agency	CRestview	4-6949
General Artists Corporation	BR	2-4259	Schwartz Agency	OLive	3-0400
Gertz, Mitchell	CRestview	4-5491	Screen Children's Guild Agency	HOLlywood	9-6231
Gold, Herb	CRestview	4-8171	Shauer, M. A.	CRestview	1-1103
Gold, Sid	CRestview	4-7247	Shaw, Glenn	OLive	5-6956
Goldstone, Tobias	BRadshaw	2-9235	Shiple, Howard Agency	CRestview	6-6251
Gould, Billy	OL	6-1122	Shurr, Louis	CRestview	4-8111
Green, Ivan	OL	2-4010	Sindell Agency	CRestview	4-8181
Greshler, Abner	Oldfield	4-5960	Small, Paul	BRadshaw	2-0496
Griffith, Byron	HOLlywood	7-2600	Snitzer, Lou-Fritschi, Al, Inc.	HOLlywood	9-6271
Grossman, Milton M.	CRestview	4-8631	Sodara Agency	UPTon	0-6001
Halliburton, Jeanne	CRestview	5-5575	Somlyo, E. T.	CRestview	6-2041
Halsey, Reece Agency	OLive	2-2409	Stewart, Rosalie	CRestview	4-6123
Hamilburg, Mitchell	OL	2-5160	Swanson, H. N.	OL	2-5385
Herdan-Sherrell	CRestview	1-5236	Swoverland, Harold	OLive	6-0900
Herzbrun, Walter	OL	2-7210	Thompson, Lionel B.	CRestview	1-2188
Herzon, Hal	HOLlywood	2-1414	Ullman, George	CRestview	4-5238
Hill Agency & Associates	HO	2-5239	Usher, Marge	CRestview	4-6161
Ingersoll, George, Agency	HOLlywood	7-0862	Wadsworth, J. B.	CRestview	6-0698
Irwin, Lou	CRestview	1-7131	Weil Agency, The	OL	2-2872
Jackson, Edith	HOLlywood	7-0155	Weiner, Jack	OLympia	3-6616
Joyce Agency	HOLlywood	3-6616	Weintraub, Murry	CRestview	1-1137
Kaufman, Milton	CR	5-5028	Westwood Artists Agency	GGranite	7-1264
Kendall-White Agency	OL	7-1050	White, Wm. B.	CRestview	5-4774
Kingston, Al, Enterprises	CRestview	6-8538	Wiley, Richard	OLive	2-5775
Kohner, Paul	CRestview	1-5165	Wilkins, Paul	CRestview	1-6188
Kumin-Olenick Agency	CRestview	4-5221	Willson, Henry	Oldfield	2-7452
Lance, Leon O.	OL	2-0191	Wookey, Betty, Agency	HOLlywood	2-2301
Lauren, J. W., Agency	OL	6-4070	Zimmermon, Herman Agency	CRestview	6-0266
Lazar, Irving	CRestview	5-6153			
Leonard, Fred	HOLlywood	4-7546			
Levee, Sid	CRestview	4-8631			
Longenecker, Robt.	OLive	3-3770			
McMillan, Hazel	CRestview	6-3603			
MacQuarrie, Earl	CRestview	4-8919			
Manuel, Alvin G. Agency	CRestview	4-5288			
Marion, Paul Agency	OL	2-9540			
Marx, Bert	CRestview	4-8555			
McHugh, Jimmy, Jr.	CRestview	4-5167			
Medford, Ben	CRestview	1-7021			
Messinger, Lili	CRestview	5-8541			
Meyers, Walter	CRestview	1-8161			
Middleton, Wallace	OL	6-4460			
Mishkin Agency	OLive	2-0944			
Moore, Lola	CRestview	6-5401			
Morris, William	CRestview	4-7451			
MCA Artists	CRestview	4-7711			
Ochs, Al	HOLlywood	9-6470			
Oliver, Maurine	OL	6-3651			
Omega Artists, Inc.	HOLlywood	9-7187			
Payton, Bob	OL	6-1880			

### Publications

Billboard, The	HOLlywood	9-5831
Broadcasting Magazine	HOLlywood	3-3148
Film Daily, The	HOLlywood	9-5358
Hollywood Reporter	HOLlywood	4-7411
Media Agencies Clients	OL	7-1440
<b>Radio-TV Daily</b>	<b>HOLlywood</b>	<b>9-3951</b>
See-Hear	HOLlywood	9-2707
Sponsor	HOLlywood	4-8089
TV Guide	HOLlywood	5-2103
TV-Radio Mirror	EXmont	7-8640
Variety	HOLlywood	9-1141

### Radio-TV Audience Surveys

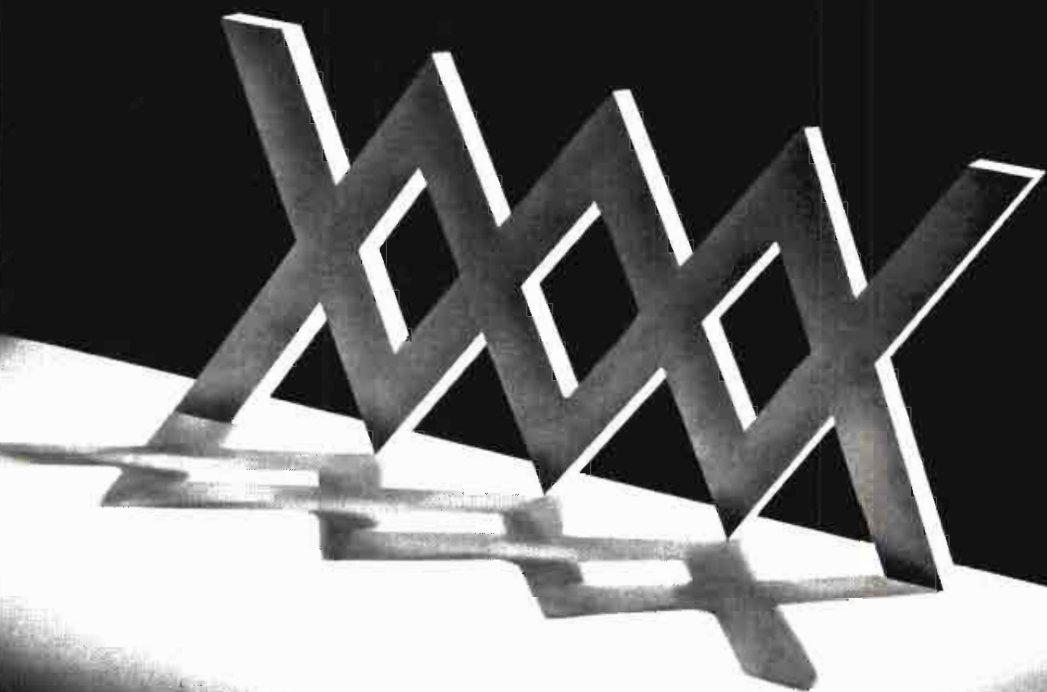
American Research Bureau	HOLlywood	9-1683
Facts Consolidated	OLive	3-3114
Moffett Research Co.	HOLlywood	3-5653
National Audience Board	CR	1-8141
Pulse, Inc.	OL	3-7733

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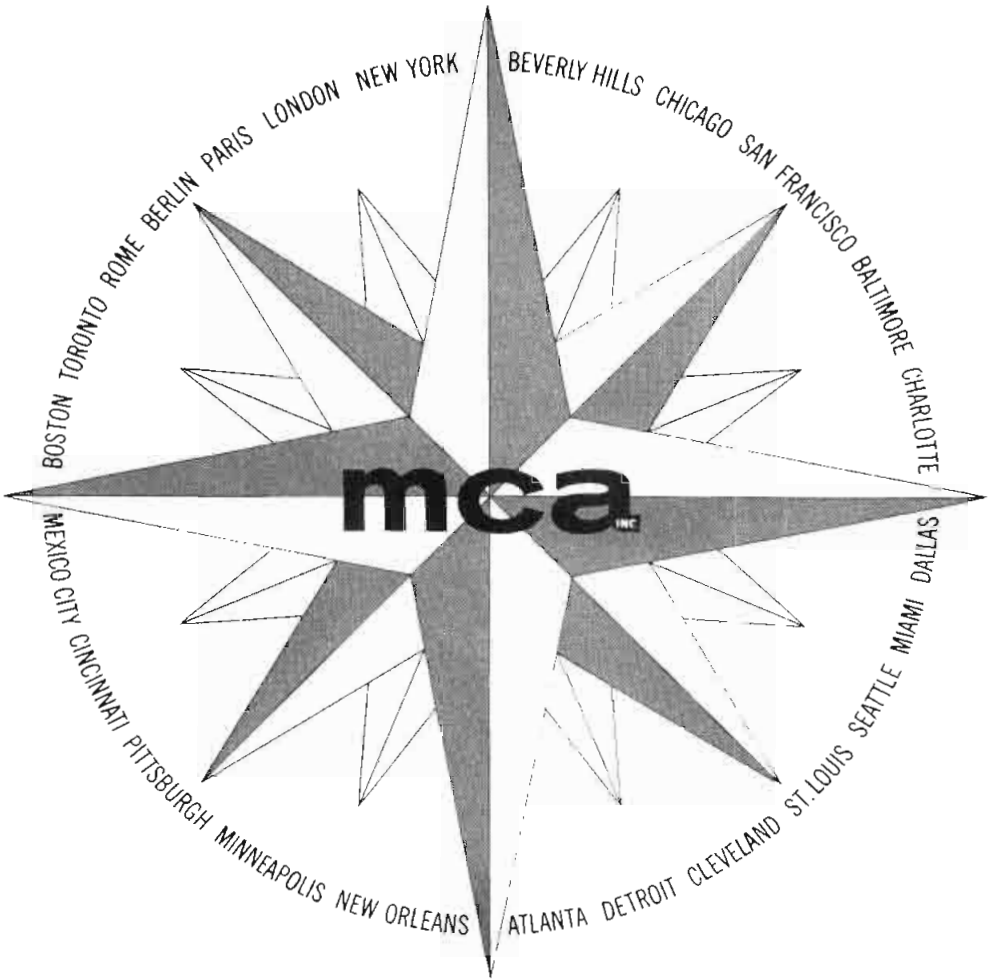
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TIME BUYER BIOGRAPHIES

# SPONSOR SECTION

MARKET DATA  
FINANCIAL FIGURES  
NETWORK TV ADVERTISERS

1960



BOSTON TORONTO ROME BERLIN PARIS LONDON NEW YORK

BEVERLY HILLS CHICAGO SAN FRANCISCO BALTIMORE CHARLOTTE

MEXICO CITY CINCINNATI PITTSBURGH MINNEAPOLIS NEW ORLEANS

ATLANTA DETROIT CLEVELAND ST. LOUIS SEATTLE MIAMI DALLAS

**mca**<sup>TM</sup>

# 100 NATIONAL & REGIONAL TV SPOT ADVERTISERS

—Est. Expenditure For 4th Quarter 1959—

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.....	\$12,035,400	37. E. & J. Gallo Winery.....	732,100
2. Adell Chemical Co.....	4,424,200	38. General Motors Corp.....	724,000
3. General Foods Corp.....	3,592,200	39. Philip Morris, Inc.....	719,100
4. Bristol-Myers Co. ....	3,536,600	40. Pepsi Cola Co./Bottlers.....	714,000
5. Colgate-Palmolive Co. ....	3,266,300	41. Carter Products, Inc.....	711,100
6. American Home Products Corp..	3,207,800	42. R. J. Reynolds Tobacco Co....	695,100
7. Brown & Williamson Tobacco Co. ....	3,007,200	43. National Biscuit Co.....	690,900
8. Continental Baking Co.....	2,933,500	44. General Toy Co.....	688,500
9. Lever Brothers Co.....	2,742,100	45. Consolidated Cigar Corp.....	687,000
10. International Latex Corp.....	2,687,600	46. Andrew Jergens Co.....	683,600
11. Miles Laboratories, Inc.....	2,267,900	47. General Motors Corp./Dealers..	668,000
12. Warner-Lambert Pharmaceutical Co. ....	2,100,800	48. Lanolin Plus, Inc.....	667,500
13. Vick Chemical Co.....	1,966,500	49. North American Phillips Co., Inc.	630,600
14. Pillsbury Co. ....	1,794,300	50. Helene Curtis Industries.....	621,400
15. Standard Brands, Inc.....	1,517,900	51. Heublein, Inc. ....	614,800
16. Kellogg Company ....	1,404,800	52. Norwich Pharmacal Co., Inc....	610,200
17. Robert Hall Clothes, Inc.....	1,346,300	53. General Mills, Inc.....	610,100
18. Nestle Co., Inc.....	1,337,700	54. Minute Maid Corp.....	603,200
19. American Tobacco Co.....	1,332,000	55. Texize Chemical Co.....	586,500
20. Liggett & Myers Tobacco Co..	1,293,900	56. Carling Brewing Co., Inc.....	580,500
21. Wesson Oil & Snow Drift.....	1,062,400	57. Pabst Brewing Co.....	575,700
22. Sterling Drug, Inc.....	1,061,500	58. Shell Oil Co.....	558,000
23. William Wrigley Jr. Co.....	1,047,200	59. Drug Research Corp.....	547,500
24. Avon Products, Inc.....	1,039,500	60. Ralston-Purina Co. ....	544,000
25. J. A. Folger & Co.....	1,026,900	61. Maybelline Co. ....	543,100
26. Ford Motor Co./Dealers.....	999,700	62. Helena Rubinstein, Inc.....	531,700
27. Coca-Cola Co./Bottlers.....	991,900	63. Jos. E. Schlitz Brewing Co....	528,000
28. Plough, Inc. ....	916,300	64. American Chicle Co.....	522,500
29. Max Factor & Co.....	908,000	65. Gillette Co. ....	513,700
30. Wander Co. ....	874,700	66. U. S. Borax & Chemical Corp..	511,100
31. Corn Products Co.....	837,000	67. Chesebrough-Ponds, Inc. ....	504,500
32. Quaker Oats Co.....	828,300	68. B. T. Babbitt Co., Inc.....	499,800
33. P. Lorillard & Co.....	826,100	69. Falstaff Brewing Corp.....	496,100
34. Revlon Inc. ....	806,000	70. Tea Council of U.S.A.....	493,100
35. Schick, Inc. ....	802,100	71. Fels & Co.....	491,800
36. Anheuser-Busch, Inc. ....	767,200	72. Parker Pen Co.....	484,000

(Continued on Page 113)

GATHERING PLACE OF  
THE AD AGENCY,  
TV AND RADIO  
PROFESSIONS

*Rattazzi*

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

---

***LUNCHEON, COCKTAILS, DINNER***

---

Facilities available for private cocktail and dinner parties  
at the second floor Topside Room.

The Jungle Room available for private luncheon and dinner  
parties for ten people or less.



# 100 NATIONAL & REGIONAL TV SPOT ADV.

(Continued from Page 111)

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
73. Esso Standard Oil Co.....	481,000	86. Chrysler Corp. ....	418,100
74. Hertz Corp. ....	479,800	87. Louis Marx & Co., Inc.....	417,000
75. Alberto-Culver .....	470,500	88. Atlantis Sales Corp.....	416,600
76. Swift & Co.....	456,700	89. E. F. Drew Co., Inc.....	401,000
77. Quality Bakers of America....	449,500	90. Duncan Coffee Co.....	398,200
78. Welch Grape Juice Co., Inc....	449,200	91. United Vintners, Inc.....	396,100
79. Kayser-Roth Hosiery Co.....	440,100	92. Sun Oil Co.....	388,000
80. Standard Oil Co. (Indiana)....	437,200	93. National Dairy Products Corp..	387,000
81. Associated Products, Inc.....	435,700	94. Chunky Chocolate Corp.....	385,500
82. Piel Bros. ....	432,700	95. Monarch Wine Co., Inc.....	384,600
83. Pharma-Craft Corp., Inc.....	430,300	96. Contadina Foods .....	382,500
84. Interstate Bakeries Corp.....	428,700	97. Lanvin Parfums, Inc.....	379,400
85. Exquisite Form Brassiere, Inc.	418,400	98. Food Manufacturers, Inc.....	377,600
		99. Paxton & Gallagher Co.....	372,500
		100. Gold Seal Co.....	368,500

Source: TvB: Rorabaugh

## SPOT TV EXPENDITURES —By Time of Day and Type of Spot—

A breakdown of spot television expenditures by "time of day", comparing the current Fourth Quarter with the same period 1958, revealed that the largest increase currently was in the use of Nighttime\* television. An analysis of "type of activity" showed that Announcements\*\* had the largest increase in dollar expenditure.

<i>Time of Day</i>	<i>Amount</i>	<i>Percent</i>
Day .....	\$ 62,297,000	37.6
Night .....	81,960,000	49.4
Late Night .....	21,475,000	13.0
<b>Total</b> .....	<b>\$165,732,000</b>	<b>100.0</b>

<i>Type of Activity</i>	<i>Amount</i>	<i>Percent</i>
Announcements .....	\$127,971,000	77.2
ID's .....	17,695,000	10.7
Programs .....	20,066,000	12.1
<b>Total</b> .....	<b>\$165,732,000</b>	<b>100.0</b>

\* During Class "A" time.  
\*\* Including participations.  
Source: TvB



## THE PETKER IDEA!

Programming your client on Gifts for Listeners\* is the greatest and most effective adjunct to advertising and publicity. For further information contact **Al Petker**, The Contest Man, 59 E. 54th Street, New York City. 328 South Beverly Drive, 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  
 TV & Radio Consultant.....Sylvia Green  
 Media Director.....Robert Feldman

### ADAMS & KEYES

3 E. 54th St., New York, N. Y.  
 Phone: PLaza 1-5630

AAAA—ABP—ANPA—ABC

Chairman.....Stanley J. Keyes, Jr.  
 President.....B. D. Adams  
 Exec. V.P.....Ed. C. Hoffman  
 Senior V.P. A. A. Anthony, Thomas Dixey,  
 Jack Hardy, James Freeman  
 V.P. West. Div.....W. D. Sloan  
 Asst. Treas.....Charles W. Schiess  
 Production Manager.....Elmer Anderson

#### Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: ANdover 3-5966

Manager.....C. Harris  
 1750 Peachtree Rd. N.W., Atlanta  
 712 S. Curson Ave., Los Angeles, Calif.  
 Phone: WEhster 8-3781  
 Mgr. ....W. D. Sloan

### WILLIAM HART ADLER, INC.

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

AAAA—ABP—ANPA—APA—NBP—NOAB  
 Pres.-Treas.....William Hart Adler  
 Vice Pres.....Thorpe E. Wright  
 Asst. to Pres.....John J. Petrie  
 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

#### Branch Office

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

Manager.....J. G. Berens

### ADMASTERS ADVERTISING, INC.

3432 Connecticut Ave.  
 Washington 8, D. C.  
 Phone: Emerson 3-4886

President.....John E. Waterfield

### 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

### ADVERTISING & MERCHANDISING, INC.

1100 American Bldg., Dayton 2, O.  
 Phone: BA 3-8885

President.....Ralph Kanfman  
 Radio-TV.....Alice Lilley

### 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: LOcust 8-6700

AAAA—ABC—ABP—AFA

Chmn. of Bd.....H. H. Kynett  
 President.....Allen C. Smith  
 V.P., Secy.....Geo. B. Barnard  
 V.P.....H. B. Montgomery  
 Treasurer.....Joseph C. Baugher  
 Creat. Dir.....Richard G. Cummins  
 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



## Captive or Captivated Audience?

There's all the difference in the world between a "captive audience" and a "captivated audience."

This goes for the commercials as well as the show.

**Young & Rubicam, Inc.**

## ADVERTISING AGENCIES

### R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.  
 Phone: HOllwood 9-8273  
 Exec. Vice-Pres. .... Pauline Hagen  
 Secretary-Treas. .... Evelyn R. Jones  
 Promotion ..... Cy Jackson  
 Acct. Exec. .... Fred L. Allen

### BAKER, TILDEN, BOLGARD & BARGER, INC.

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DELaware 7-8000  
 AAAA—ABC—ABP—ANPA  
 Chairman ..... Louis E. Tilden  
 President ..... Bruce A. Baker  
 V.P.'s ..... C. E. Bolgard, Harry  
 A. Johnson, William C. Aiston, Robert W.  
 Smyth, Rena L. Nelson, Cecil E. Barger  
 Sec. & Treas. .... Dorothy Steitz  
 Radio-TV Mgr. .... George J. Jarrett  
 Time Buyer & Accounts: Clifford E. Bol-  
 gard; Quaker Oats Co.; Squirt-Chicago Bot-  
 tling Co.; Boyer Chemical Co.  
 Estimated Radio Billings: \$50,000.  
 Estimated TV Billings: \$2,000,000.

### BARTON ALEXANDER ADV. AGENCY

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

### ALLEN & REYNOLDS, INC.

3104 Farnam Street, Omaha 31, Neb.  
 Phone: JACKson 0150  
 AAAA—ABP—ANPA—ANA  
 President ..... Milton H. Reynolds  
 V.P. & Treas. .... Robert H. Reynolds  
 V.P. & Sect. .... Helen Moeller  
 Vice Presidents .... O. Earl Lowry, Edward C.  
 Whelan, John B. Enis, Quentin H. Moore  
 Radio-TV, V.P. .... Lyle De Moss  
 Mgr. .... Don B. Amsden  
 Time Buyers. Lyle De Moss, Don B. Amsden

### 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  
 Creative Director ..... W. H. Inge  
 Art Director ..... L. L. Mason  
**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

### ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.  
 Phone: MU 8-5800  
 AAAA  
 President ..... John A. Cairns

V.P., Sec. .... James C. Cumming  
 Exec. V.P. .... Thomas Vohs  
 V.P., Treasurer ..... Abraham Fisher  
 V.P., Ch., Strategy Bd. .... W. C. Wheeler  
 Vice Pres., Radio-TV ..... Victor Seydel  
 Asst. (Radio-TV) ..... Nicky Shapiro  
 V.P., Copy ..... Sherman Rogers  
 V.P., Art ..... Ev. Henke

### 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. Mannos  
*Branch Office*  
 1717 No. Highland Ave., Hollywood, Calif.  
 Manager ..... Richard Westman

### ARMSTRONG, FENTON & VINSON, INC.

548 Spreckels Bldg., San Diego 1, Calif.  
 Phone: BE 3-0101  
 ANPA—APA  
 President ..... T. G. Armstrong  
 Exec. V.P. .... G. E. Vinson  
 General Mgr. .... R. G. Bennett  
 Copy Ch., Media & Radio-TV Dir.,  
 Time Buyer ..... Dorothy Koeme

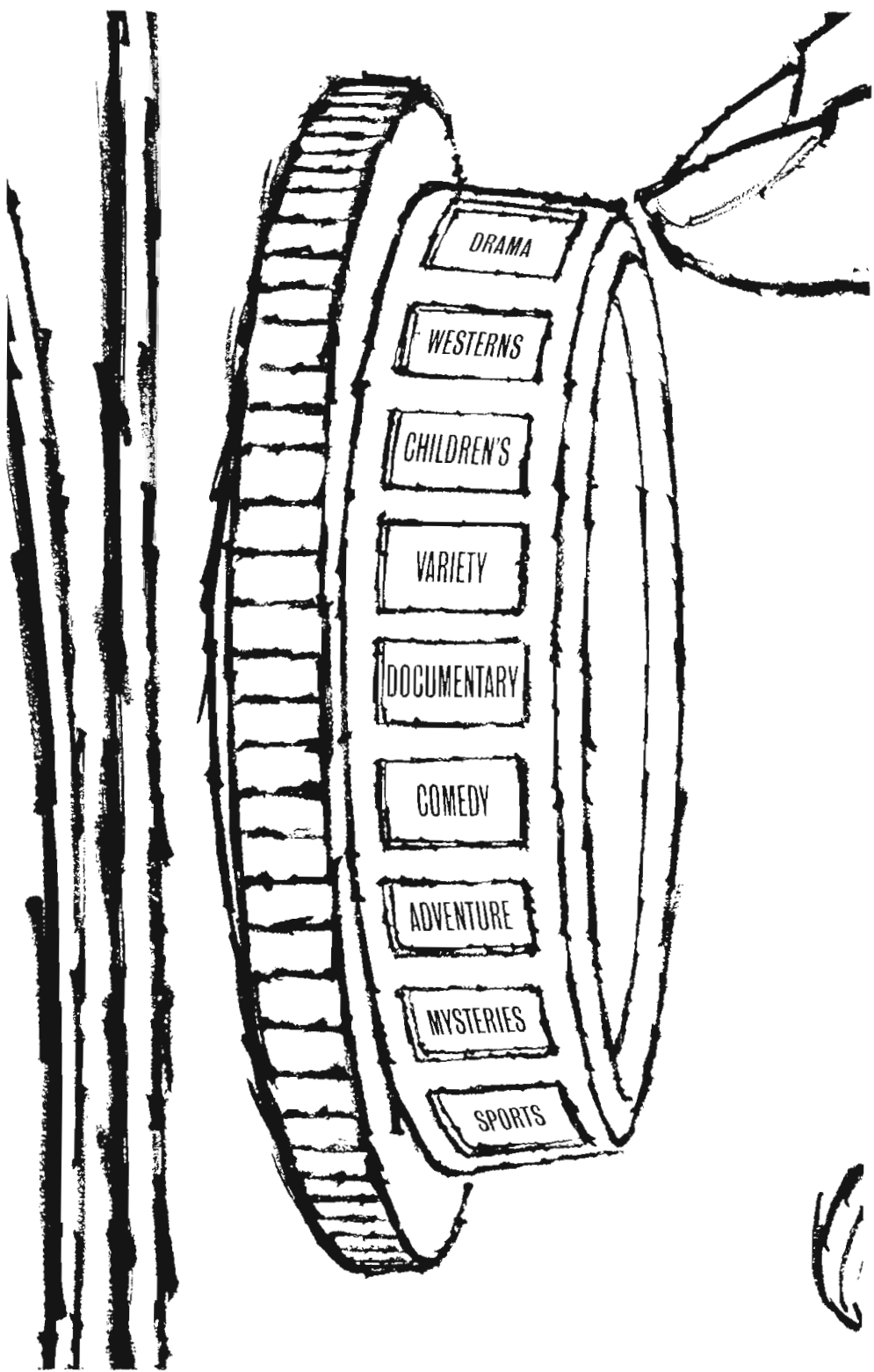
### ATLANTIC-BERNSTEIN ASSOCIATES

655 Madison Ave., New York 21, N. Y.  
 Phone: TEMpleton 8-8250  
 Partners. .... Murry E. Cohen, Irving H.  
 Glick, Ted Bernstein  
 Art Dir. .... Luis Daussa  
 Production Mgrs. .... Don Williams, Arthur  
 Abravanel  
 Media Director ..... Sylvester J. Bernstein  
 Copy Chief ..... Julius Golden

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

230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Financial 6-1600  
 AAAA—ABP—ANPA  
 Chairman of Board ..... James T. Aubrey  
 President ..... H. Earl Hodgson  
 V.P., Secy. .... Robert C. Marley  
 Treasurer, Asst. Secy. .... Ann E. Ferngren  
 Vice-Presidents ..... Joe H. Serkowich,  
 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,  
 Philip R. Emmons, Lynn K. Huffman,  
 Perry B. Johns, Frederic A. Lyman, Donald  
 E. McGuiness, Joe H. Serkowich, Kenneth  
 W. Snyder





DRAMA

WESTERNS

CHILDREN'S

VARIETY

DOCUMENTARY

COMEDY

ADVENTURE

MYSTERIES

SPORTS



# TV- WHICH WAY?

He may choose one of several channels. Or none. That depends on the offerings, and how they're served up. Providing the right show for the right audience at the right time is the special talent of McCann-Erickson program specialists.

Broad mass audiences call for individual types of programming. Specialized groups require others. Thus our experienced program-builders have helped to select and produce such attractions as five of '59's top-rated specials, four of the leading westerns, three of the finest drama shows and this season's outstanding documentary (winner of two Sylvania awards.)

Such an approach is too all-inclusive for any narrow formula concept. It makes for constantly fresh and stimulating TV offerings, of which both client and agency can be proud.

**McCANN-ERICKSON, INC.**

# DECEPTION IN ADS?

## ... Animation Offers Freedom

By TOM GOLDEN

Animation Dir., National Screen Service Corp.



WITH so-called "deception" and "misleading advertising" in television commercials a subject for public discussion, the difficulties facing the advertising agency and manufacturer of products, which do not lend themselves properly to the limitations of live photography without some adaptation, have become a matter of serious concern within the ranks of those responsible for television commercial production.

To the experienced, the line between photographic necessity and deception is clear and well defined, but this is no longer the entire issue. Utterly confused by charges and countercharges the viewer is incapable of making the distinction. He has been given the impression that photogeny and misrepresentation are synonymous and the climate of suspicion and distrust which has been created, distracts him from the sales message and puts him in the mood to examine all advertising claims circumspectively and to be wary of camera trickery in live filmed television commercials. We feel that there is an answer to this perplexing uncertainty of what can and what cannot be done—an answer which both solves the problem and avoids the controversy: Animation! Animation, by its very nature, provides the artistic license that live photography has now been deprived of by this dispute.

It is no secret that the use of animated commercials and combinations of animation and live footage has increased tremendously in recent years.

Among the many advantageous factors inherent in the use of animation in television commercials, is the opportunity to create completely distinctive personalities. Here we have limitless freedom to design characters of nearly universal appeal, who become identified with the sponsor's product to such an extent that they begin to sell the moment they appear on the screen. Animation also makes it possible to enjoy unlimited continuity of these characters without the many obvious shortcomings of using live personalities. In addition, the production of animated commercials can, in many instances, be accomplished at a substantially lower cost than studio or location shooting.

But most important is the ability of the animator to combine entertainment with advertising, humor with sales message, and to interweave both into a likeable commercial. The flexibility of the cartoon character permits the use of material and situations which might be difficult or impossible under live conditions.

By no means do we suggest that animation should be used in all television commercials. Far from it! The major share of our business is—and always will be — live production. Most products or situations have no photographic problems or their problems can easily be corrected to the full satisfaction of the most skeptical viewer. There is plenty of room for imaginative photography and creative presentation in the studio or on location without running afoul of those inclined to be cynical.

**N. W. AYER & SON, INC.**

West Washington Square, Philadelphia 6, Pa.  
 Phone: WALnut 5-0100  
 ANPA—ABP—ABC

Chairman of Board.....H. A. Batten  
 President.....Warner S. Shelly  
 Exec. V.P., Creative Comm....J. M. Wallace  
 V.P., Mng. Dir., Art Dept.....R. O. Bach  
 V.P., Exec. Dir., Art Dept...Charles T. Coiner  
 V.P. Special Copy.....Kenneth W. Slifer  
 V.P., Mng. Dir. Copy.....John J. Pullen  
 V.P. Chg. Plans-Mkt...Hans L. Carstensen Jr.  
 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  
 Dir., Info. Svcs.....Howard Davis  
 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. Assoc. Dir. Copy.....John W. Esau  
*Branch Offices*

Rockefeller Center, 1271 Ave. of Americas  
 New York City 20, New York  
 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., Mgr., Radio-TV Prod...T. M. Calhoun  
 V.P. Chg. Pub. Rel.....Marvin Murphy  
 V.P.'s.....Edw. R. Dunning,  
 Chas. Hogen, J. Vance Bahh, Robt. C.  
 Alexander, Paul F. Biklen, Newton C.  
 Cunningham  
 V.P. Chg. Bus. Devel.....Geo. T. 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.....Thomas G. Watson  
 V.P.'s.....Sterling E. Peacock,  
 Howard Rose, Norman M. Bankart, F. W.  
 Heckel III  
 4710 Penobscot Bldg., Detroit 26, Mich.  
 Phone: WOodward 5-3322

Vice-President, Mgr....Richard T. O'Reilly  
 413 Taft Bldg., Hollywood 28, Calif.  
 Phone: HOLlywood 3-4871

V.P., Mgr.....Edmund H. Rogers, Jr.  
 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: HonolulU 50-3681

Manager.....James P. Smith  
 Estimated Radio Billings: \$15,800,000.  
 Estimated TV Billings: \$36,000,000.

**AYLIN ADVERTISING AGENCY**

904 Lovett Blvd., Houston 6, Texas  
 Phone: JACkson 9-3766

**AAAA**

Pres. ....Robert N. Aylin  
 V.P. & Acct. Execs....Chas. H. Lewis, Alston  
 P. Cameron  
 Radio & TV Dir.....Jo Moore  
 V.P. & Prod. Mgr.....Robert I. Helm

*Branch Office*

1822 National Bank of Commerce Bldg.  
 San Antonio, Tex.  
 Phone: CA 4-7055

Manager .....James F. Anderson  
 Estimated Radio Billings: \$93,000.  
 Estimated TV Billings: \$205,000.

**BADGER & BROWNING & PARCHER, INC.**

75 Federal St., Boston 10, Mass.  
 Phone: LIBerty 2-3364

Chairman.....Joseph L. Badger  
 President.....Clifford P. Parcher  
 Exec. V.P.....F. S. Browning, Jr.  
 Art Director.....Glen Lawrence  
 Production Manager.....Eliz. Harriman

**THE BAKER ADVERTISING AGENCY, LTD.**

670 Bayview Ave., Toronto 17, Ontario  
 Phone: HUDson 7-1511

**ANPA**

President & Gen. Mgr.....W. R. Baker  
 Vice-Pres.....R. C. Baker  
 Asst. Gen. Mgr.....J. E. McEachern  
 Planning Director.....D. C. Bythell  
 Sec.-Treas.....E. M. Sutherland  
 Creative Director.....Miss A. Venables  
 Dir.....Jack F. Horler  
 Exec. Dir.....N. Pahlen  
 Media Dirs....H. L. Howerth, C. H. Brown  
 Mgr.....Mrs. H. Blair  
 Producer.....W. Krantz  
 Art Dir.....W. H. Ellis  
 Rsch. Dir.....B. C. LeRoy  
 Mgr., Prod. Dept.....C. L. Williams

*Branch Office*

1255 University St., Montreal 2, P. Q.  
 Phone: UNiversity 6-3049

Manager .....L. LaRocque  
 Time Buyers & Accounts: Mrs. I. Neve;  
 Adams Brands Sales, Ltd., Canadian Wall-  
 paper Manuf. Ltd., Carnation Co., Ltd.,  
 Chesebrough-Pond's (Canada) Ltd., Frigi-  
 daire Products of Canada, Ltd., Kaufman  
 Rubber Co. Ltd., Supreme Drug, Ltd. R. J.  
 Spence; General Foods, Ltd.

**LYNN BAKER INCORPORATED**

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

**APA—NBP—NOAB**

President.....R. Lynn Baker  
 Vice-Pres., Treas...Mary Bentley Baker  
 V.P., Gen. Mgr.....Augustine J. Hilton  
 V.P. & Research Dir.....Jack M. Kline  
 V.P., Media Dir.....James D. Evans  
 V.P., Dir. of Creative Act.....S. Carter, III  
 V.P.'s.....Harry G. Kebel, Philip J. Kelly  
 Secretary.....Dorothy K. Smith  
 Radio-TV Dir.....Norman Frank

## ADVERTISING AGENCIES

### **BALL & DAVIDSON, INC.**

670 Delaware St., Denver 4, Colo.

Phone: MAin 3-1291

ABP—ANPA—APA

Vice Presidents.....John C. Jenkins, James Forrest

### **BARLOW ADV. AGENCY**

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

Phone: GRanite 9-6644

AAAA—NBP—APA

President.....F. B. Tompkins

Senior V.P.....J. J. Hines

Media Director.....E. C. Jones

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

### **BARNES CHASE COMPANY**

530 Broadway, San Diego 1, Calif.

Phone: Belmont 3-7771

AAAA—ABC—ANPA—APA—NOAB

ABP—NBP

President.....James B. Lane

V.P., Creat. Dir.....Frank M. Huff

V.P.'s.....Norman B. Foster, Jack Buchanan,

Phil Franklin

Traffic, Prod. Mgr.....William Clark

Controller.....Robert S. Morris

Pub. Rel.....Norris West

Art Director.....Warren Molentin

Copy Chief.....Burl Stiff

### *Branch Offices*

1115 Sixth St., Los Angeles 17, Calif.

Phone: HUrtle 2-1690

Sr. Vice Pres.....Nelson Carter

251 Kearny St., San Francisco, Cal.

Phone: EX 7-0477

Exec. in Chg.....Lewis J. Short

### **TED BATES & CO., INC.**

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

Phone: JUdson 6-0600

ABP—APA—ANPA—NBP—AAAA—NOAB

Hon. Chm. of Bd., Exec.

Comm. & Dir.....Theodore L. Bates

Pres., Exec. Comm.

Dir.....Rudolph Montgelas

Sr. V.P., Bdest. Op., Dir.....R. A. R. Pinkham

Sr. V.P., Gen. Mgr.....Thomas J. Carne

Sr. V.P.'s.....Ronald C. Bradley, Herbert G.

Drake, Archibald McG. Foster, Edward A.

Grey, William A. O. Gross, Jeremy Gury,

William E. Hatch, E. L. Hill, John M.

Lyden, J. Ross MacLennan, Clarence L.

MacNelly, Walter W. McKee, D. Robert

Parman, Clifford N. Parsells, Dan Rodgers,

Alman J. Taranton, Allen M. Whitlock

V.P., Sec.....A. M. Frothingham

V.P., Prod., Radio & TV.....Herbert Gunter

V.P., Bus. Mgr., Radio & TV.....H. J. Saz

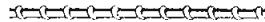
V.P., Dir. Network Rel.....John E. Kucera

Asst. V.P., New Prog. Dev.....John N. Calley

Asst. V.P., Comm. Film Prod.....W. E. Watts

**FOR LEADING SPOT RADIO ADVERTISERS**

**SEE PAGE 53**



**FOR NETWORK BRAND ADVERTISERS**

**SEE PAGE 65**



**FOR NETWORK TV GROSS BILLINGS**

**SEE PAGE 49**



V.P.'s.....Howard O. Anderson, Donald Anderson, James A. Benham, T. Howard Black, James A. Clarkson, Jr., Robert S. Congdon, Courtlandt P. Dixon, Daniel Ladd, William L. Musser, James W. Rayen, Robert W. Castle, Charles N. Crittendon, Robert F. Degen, John Doherty, Farrell Gilmore, William J. Jost, Jr., Fred L. Lemont, David C. Loomis, Allen B. Miller, Dwayne L. Moore, James H. O'Neil, Williard Benner, Donald Booth, Harry B. Bressler, Thomas Quinlan, Stewart P. Brown, Bogart Carlaw, Jules J. Dickely, Harry C. Doolittle, Clinton S. Ferris, Erwin A. Levine, Rolt J. Smith, Frank P. McCord, Charles D. Dunkin, Jr., Joan A. Geiger, William T. Kammerer, William J. Kennedy, Winston W. Kirchert, Martin J. Murphy, Richard G. Terry, Benson Inge, Richard J. Gay, Allen D. Patterson.

*Branch Offices*

1750 North Vine St., Hollywood 28, California  
Phone: HOLlywood 9-2161

V.P. In Charge..Thomas F. McAndrews, Jr.  
36-38 Fitzroy Sq., London W.C. 1, Eng.  
Phone: LAngham 3070

*Estimated Radio Billings:* \$5,000,000.  
*Estimated TV Billings:* \$90,000,000.

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

383 Madison Ave., New York 17, N. Y.  
Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—AFA

Chm. of Bd.....Bruce Barton  
Pres., Chm. Exec. Comm.....C. H. Brower  
Vice Chm., Exec. Comm. & Bd...B. C. Duffy  
Exec. V.P.'s...E. A. Cashin, J. D. Danforth,  
Robert L. Foreman

V.P.'s....T. C. Dillon, Clayton Huff, Wm. R. Gillen, Wm. J. O'Donnell, James R. Schule, Alan M. Ward, Harry Olsen, Fred Barrett  
V.P., Mgr. Radio-TV....Herminio Traviesas  
V.P., Radio-TV Prog. & Plan...George Polk  
Talent & Cast.....Nan Marquand  
Programming....Steve Kaplan, Bill Brown  
Sports .....Tom Villante  
Radio Dir.....William Hoffmau  
Live Prod., Tape, Clsd. Circuit..Al Cantwell  
Radio Production.....John Dean  
V.P., Film Prod.....Bernie Haber  
V.P., TV Art.....Larry Berger  
Radio-TV Bus. Mgr.....Ed Marshall  
V.P., Radio-TV Copy.....Art Bellaire  
Med. Co-ord., Radio-TV

(Network) .....Dick McKeever  
Radio-TV Spots .....Ed Fleri  
V.P., Pub. Rel.....Ralph Major  
Time Buyers.....Dick McKeever, Walt Reinecke, Anne Slattery, Carol O'Kune, Marty Molema, Ed Fleri, Gert Scanlan, Trow Elliman, Hope Martinez, Mickey McMichael, Ted Wollower, Hal Davis, Phil Tocantins, Harriet Mados, Bob Wilson, Bob Syers, Jackie Moore

*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. Tiss  
Nat. City Bank Bldg., Cleveland 14, Ohio  
Phone: TOWer 1-7270

V.P. in Chg.....Jack M. Bristow  
223 Mercantile Continental Bldg.  
Dallas 1, Tex.  
Phone: RIVerside 8-7247

V.P. in Chg.....B. E. Foster  
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.....R. J. Stefen  
5820 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WEstber 8-3188

V.P. in Chg.....T. C. Dillon  
N. W. Bank Bldg., Minneapolis 2, Minn.  
Phone: FEderal 8-8401

V.P. in Chg.....Bohb 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  
205 Harrison St., Syracuse 2, N. Y.  
Phone: HARRison 2-5319

Manager .....Mrs. Helen Conn  
160 Bloor St. East, Toronto 5, Ont.  
Phone: WALnut 4-3780

Manager .....M. Hicks  
*Estimated Radio Billings:* \$14,500,000.  
*Estimated TV Billings:* \$72,650,000.

**ADRIAN BAUER AND ALAN TRIPP, INC.**

1528 Walnut St., Philadelphia 2, Pa.  
Phone: KINGSley 5-7870  
ANA—NBP

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President.....Alan R. Tripp  
Vice Presidents.....David X. Miller,  
Roy L. Silver, E. Bradford Hening  
V.P., Radio & TV Dir.....Elmer F. Jaspan  
Pub. Rel. Dir.....Lloyd N. Newman  
Prod. Mgr.....Harold J. Gribbin  
Rsch. Dir.....Dr. S. M. Abdallah  
Prod. Dir., Radio-TV..Fred D. T. Honigman  
Time Buyer.....Mrs. Stella Porter

**BEAN ADV. AGENCY**

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Owner .....Harold Bean

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V.P.'s.....R. A. Kline,  
N. H. Gimmy, J. H. Funk, K. W. Bailey  
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

### BEAUMONT & HOHMAN, INC.

1299 Bush St., San Francisco 9, Calif.  
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President.....H. A. Hohman  
Secretary, Treasurer.....George Hoefner

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Central Bldg., Seattle 4, Wash.  
Phone: MAin 4-0066

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

Manager.....H. A. Hohman

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Pres., Treas.....Harold C. Bennett  
Exec. V.P.....Forrest L. Collier  
V.P.'s.....Robert Tracy, Robert Mc Kericher  
Radio-TV Dir.....Ted Cramer  
Sec.....Thomas E. Evans

#### *Branch Offices*

217 N. McDowell, Raleigh, N. C.  
Phone TEmple 4-8903

Mgr.....John Mayo  
1416 E. Morehead St., Charlotte, N. C.  
Phone: FRanklin 5-6088

Exec. V.P.....Forrest L. Collier

### 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  
Copy Chief.....Raymond Browne  
Art Dir's.....John Dignam, Robert Kane  
Public Rel. Dir.....Jack Galub  
Media Director.....H. Edward Lehman  
Space Buyer.....Herbert W. Thorne  
Production Mgr.....Vincent Polito  
Traffic Manager.....A. J. DeMicco

#### *Branch Offices*

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New York 30, New York

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 Phone: AVenue 8-9134  
 Manager.....Rupert Mee  
 Pemberton, Freeman, Bennett & Milne, Ltd.  
 67 Marine Square, 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  
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 666 Fifth Ave., New York 19, N. Y.  
 Phone: JU 2-6200

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 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. Adm.....Charles A. Pooler  
 Cr. V.P., Plans Bd. Chmn.....L. T. Steele  
 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.  
 Vice President.....Kenneth McAllister  
 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  
 Geo. Beaumont

*Estimated Radio Billings:* \$2,800,000.  
*Estimated TV Billings:* \$72,850,000.

**BERGHOFF ASSOCIATES, INC.**  
 511 No. La Cienega Blvd., Los Angeles,  
 Calif.

Phone: OLYmpia 2-2850  
 ABP—ANPA—APA

Pres., Bd. Chmn.,  
 Exec. Media Dir.....Jerry Berghoff  
 Vice Pres.....Frances H. Berghoff  
 Treasurer.....Diane C. Berghoff  
 Radio-TV Dir.  
 Talent-Time Buyer.....Marold Ross  
 Publicity Dir., Dir. Mail,  
 Librarian.....Stella Garcia

### 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  
*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  
 E. Duggan, Milton S. Samuels, Richard B.  
 Best, Lawrence H. Rubin, Sheldon S. Pol-  
 lock, June W. McClain  
 V.P., Radio & TV.....Shepard Chartoc  
 V.P. Art Director.....Paul W. Hay  
 V.P. Research, Market.....Joel Martin  
 Secretary.....Richard Best  
 Radio-TV Time Buyer....Katherine Knight  
 Media Director.....Edwin A. Trizil

### BLACKSTONE ADVERTISING, INC.

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

President.....Milton Blackstone  
 Secretary.....G. B. Berju

### BLAINE-THOMPSON CO., INC.

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

### 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

### BOLAND ASSOCIATES

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

President.....Barry W. Boland

**ADVERTISING AGENCIES**

V.P. .... Foreman R. Thompson  
 Dir. of Staff Sves. .... William G. Morrissey  
 Sec'y. .... Frances Scott  
 Treas. .... John Ebner  
 Exec. Art Dir. .... Paul Turley  
 Media Buyer .... Rita Rea  
 Production Mgr. .... Robt. Schiller  
 V.P., Tech. Acct. Super. .... 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.

**BOONE & CUMMINGS**

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

Partners ..... Malcolm Cummings,  
 Graham Boone, Jr.  
 Radio-TV Director ..... Mrs. Lauri Reese  
 Art Dir., Prod. Mgr. .... Woods Robinson  
 Sec's. .... K. Curtis, S. Clobberly

**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  
 V.P. & Space Buyer .... Frankie Coykendall  
 Production Manager. .... Arthur W. Terwilliger  
 Sec.-Treas. .... L. K. Bender

*Branch Offices*

1400 Tower Bldg., Seattle 1, Wash.  
 Phone: MAin 3-2384

President ..... Joseph Maguire  
 Vice-Pres. & Mgr. .... Reinhart Knudsen  
 Sr. V.P. .... C. P. Constantine  
 417 Market St., San Francisco 5, Calif.  
 Phone: EXbrook 2-7565

Hon. Chairman ..... David M. Botsford  
 Ch. of Bd. .... David M. Botsford, Jr.  
 V.P., Mgr. .... Harold M. Walker  
 130 E. 59th St., New York, 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  
 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

**THE FREDERICK-CLINTON CO. Inc.**

*ADVERTISING*

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433



## ADVERTISING AGENCIES

### Branch Offices

- 205 N. LaSalle St., Chicago 1, Ill.  
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1308 Tower Building, Seattle 1, Wash.  
Phone: MUtal 2-6027
- V.-P. & Manager.....R. H. Wensberg  
2 W. 45th St., New York 36, N. Y.  
Phone: MUrray Hill 7-6210
- President.....Donald D. Hoover  
1133 Pillsbury Bldg., 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  
15 Lewis St., Hartford, Conn.  
Phone: JA 5-1233
- V.P., Manager.....Herb Ohermeyer  
1016 Baltimore Building, Kansas City 5, Mo.  
Phone: BALtimore 1-4997
- V.P., Manager.....Bert Bremson  
340 North Rodeo Drive, Beverly Hills, Calif.  
Phone: BRAdshaw 2-2081
- V.P., Manager.....Vincent R. Fowler  
1803 N. Meridian, Indianapolis, Ind.  
Phone: WALnut 3-4524
- V.P., Manager.....Chas. A. Gallup

### ARTHUR BRAITSH ADV.

15 Westminster St., Providence 3, R. I.  
Phone: DE 1-4115

ABP—ANPA—APA—NBP

- Radio Director.....Arthur Braitsch  
Time Buyer.....John A. Lorimer

### 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

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

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

- Partners.....David & Miles Brasch  
**R. C. BRETH, INC.**

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

- President.....R. C. Breth  
Vice-President.....Victor G. Geisel  
Secretary.....A. W. August

### BRINLEY ADVERTISING AGENCY

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

- General Manager.....J. F. Brinley  
Sec., Treas.....V. H. Brinley  
Assoc. Radio Dir.....R. G. Dunn

- Associate TV Dir.....P. Endicott  
Assoc. Art Dir.....C. B. Jones, W. A. Carter

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

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

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Willard S. French

- Chr. of the Board, Treas.....Guy C. Smith  
Chr., Exec. Committee.....Jack Williams

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- V.P., Dir. Creative Services.....Blount Slade  
V.P., Dir. Graphic Arts.....Fred P. Zick

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L. Grant Hamilton, C. Allison Monroe,

- John S. Pingel, Donald C. Longyear, L.  
James Schneider, Owen A. Brady, Charles

- V. Hicks, James D. Killins  
New York Division

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

- Pres.....Walter C. Ayers  
V.P.'s.....William A. Walker, Henry F. Larson

### D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.  
Phone: TRinity 2-8250

AAAA—ANPA—ABP  
ABC—NOAB—APA

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Sr. V.P.'s.....V. W. Canever, K. G. Manuel,  
S. Moyer, F. E. Egan

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Mange, D. W. Walton, Walker Graham,

- Valentine Corradi, David Wines, David B.  
Rank, R. L. Wolfe, L. E. Dean, John J.  
Remillet, Jr., C. Watts Wacker

- Secretary-Treas.....C. J. Rudesill  
Acct. Supvs.....V. W. Canever, S. Moyer

- Account Executives.....I. W. Beaton, T. R.  
Boyd, S. C. Brown, V. Corradi, R. M. Fitz-

- gibbons, R. H. Iliff, T. W. Jipson, W. N.  
Lewton, T. H. Reid, H. P. Richardson,  
David Wines, R. L. Wolfe

- V.P., Media Director.....C. Watts Wacker  
V.P., Marketing Dir.....J. J. Remillet, Jr.

- Research Director.....G. W. Green  
V.P., Art Director.....L. R. Mange

- Sr. V.P., Radio-TV.....K. G. Manuel  
Publicity Director.....G. M. Williams

- Radio & TV Dir.....R. F. Reynolds  
V.P., Copy Chief.....David B. Rank

- Art Buyer.....Frank E. Reschke  
Creative Directors.....W. Graham, J. H. Owen,  
D. W. Walton

- Mdse. Dir.....J. R. Hendrickson

### Branch Offices

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

- West Coast V.P. & Mgr...A. C. Cochrane, Jr.  
West Coast P.R. Dir.....T. H. Moriarty

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

- East Coast Sr. V.P., Mgr.....F. E. Egan



## ADVERTISING AGENCIES

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

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Div.: Lennen & Newell, Inc.

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-7900

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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

### BUCHANAN-THOMAS ADV. CO.

5010 Underwood Ave., Omaha 32, Nebr.

Phone: GLendale 6793

ABP—ANPA—APA—NOAB—NBP

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

### BUNTIN & ASSOC., INC.

Penthouse, James Robertson Hotel

Nashville 3, Tenn.

Phone: ALpine 4-8737

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President .....Sinclair Butin  
 V.P., Dir. Pub. Rel.....William A. Buntin  
 V.P.'s, Thomas C. Buntin, James Noel Brown  
 Sec.-Treas.....Miss Olean Holloway

### LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: CEntral 6-5959

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 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 Bland  
 V.P., B'cstg. Business Div.....David Dole  
 V.P., Radio-TV Dept.....Edw. M. Thiele  
 V.P., Research Director.....John Coulson  
 V.P., Chg. TV.....Don Tennant  
 V.P., TV Film Copy Supvr. Nelson Winkless  
 V.P., Copy Director.....John Matthews

#### Branch Offices

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

Phone: PL 9-5959

V.P., N. Y.....Paul Louis

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## ADVERTISING AGENCIES

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 .....W. Zippler  
 Estimated Radio Billings: \$3,000,000.  
 Estimated TV Billings: \$55,900,000.

### AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.  
 Phone: GARfield 3504  
 Pres.....Addison F. Busch  
 V.P.....Edmund J. Felt  
 Sec.-Treas.....Florence O. Gandillot  
 TV Dir.....William F. Nailos  
 Time Buyers.....Robert W. Cahoon,  
 June W. Kreutzer

### BYER & BOWMAN ADVERTISING AGENCY, INC.

66 So. 6th St., Columbus 15, O.  
 Phone: CA 1-7751  
 ABP—ANPA—APA—NBP—NOAB—AAAA  
 Bd. Chairman.....Herbert Byer  
 Pres. ....Gus K. Bowman  
 Exec. VP.....Joel M. Burghalter  
 Treas.....Joseph P. Hughes  
 Sec.....Gus K. Bowman, Jr.  
 VP, Creat. Dir.....William Arter  
 VP, TV Dir.....S. Neal Hallock  
 VP's.....James Kelso, Leo A. McPherson,  
 Herbert Wise  
 VP, Pub. Rel. Dir.....Nicholas Popa  
 Prod. Mgr. & Art Dir.....Harold Graham  
 Time Buyer.....John Metzger

### HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.  
 Phone: HANcock 6-7609  
 AAAAA—ANPA  
 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, Harold Cabot, Jr.  
 Media Dir.....David R. Williams  
 Time Buyer.....Gene del Bianco

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

Merchants Bank Bldg., Indianapolis 4, Ind.  
 Phone: MELrose 2-6501  
 APB—ANPA—APA—NBP  
 Board Chairman.....Guernsey Van Riper  
 President.....Howard C. Caldwell  
 Exec. V.P.....Storey M. Larkin  
 Radio-TV Dir.....Chas. Golling

### J. M. CAMP & COMPANY

222 E. Willow, Wheaton, Ill.  
 Phone: MONTrose 8-8000  
 APA  
 President.....John M. Camp  
 Radio-TV Time Buyer.....Grace R. Jordan  
 Branch Offices  
 360 York Ave., N. Y. C.  
 Phone: RE 4-4088

1408 Washington Ave., Racine, Wisc.  
 Phone: MELrose 2-4889

### CAMPBELL, EMERY, HAUGHEY & LUTKINS

8 Newberry St., Boston, Mass.  
 President, Media Dir.....David R. Lutkins  
 V.P. Copy Ch.....Edgar R. Emery  
 V.P. Art Dir.....George P. Campbell  
 V.P.....William J. Haughey

### CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-6200  
 AAAAA—ANPA—NOAB—APA—ABP  
 Chairman of Board.....Henry G. Little  
 President.....Thomas B. Adams  
 Vice-Chmn. Bd., Sr. V.P.....J. J. 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.  
 Forshew  
 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, C. C. Bennett, Jr., V. R.  
 Bliss  
 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  
 V.P. Radio-TV Creat. Dir.....K. Jones  
 V.P. Radio-TV Acct. Super.....H. L. Lucas  
 Radio-TV Bus. Mgr.....L. Paynter

#### 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  
 230 N. Michigan Avenue, Chicago 1, Ill.  
 Phone: CENTral 6-1946  
 V.P. and Mgr.....Reginald G. Carey  
 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 Linday  
 Bryan & Bullington Sts., Dallas 1, Texas  
 Phone: RIVERside 2-6889  
 Manager.....Lorne T. Denton  
 4010 Washington Ave., Kansas City 11, Mo.  
 Phone: JEFFerson 1-5601  
 Manager.....Robert K. Albright

## ADVERTISING AGENCIES

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

Estimated Radio Billings: \$5,000,000.

Estimated TV Billings: \$25,600,000.

### 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. Peterson

Media Director.....Larry M. Johnson

Research Director.....Leslie A. Beldo

Production Dept. Mgr.....Oliver H. Haugen

Radio-TV Bus. Mgr.....Richard L. Stevens

Exec. V.P. ....Albert R. Whitman,

V.P. & Gen. Mgr.....Norman F. Best

Vice-Presidents.....Kenneth D. Ruble

B. E. Howard, R. L. Forrest, Arnold C.

Aslakson, E. W. Burke, M. Oakley Bidwell,

A. H. Lund, Charles R. Stotz, W. H. Case,

C. W. Hovel, K. R. Oelschlager

Secretary.....E. Beugette Flynn

Treasurer.....Beatrice N. Sandquist

TV Creative Supvr.....Cleo 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.....William C. Lyddan

1213 Hollywood Taft Bldg.

Hollywood 28, Cal.

Phone: HOLLYWOOD 2-0715

V.P., Gen. Mgr.....Paul E. Morgan

Estimated Radio Billings: \$4,500,000.

Estimated TV Billings: \$12,600,000.

### 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

V. P., Sec. & Treas.....R. N. Hartsing, Jr.

Media Dir.....H. M. Taylor

Radio-TV Dir.....J. H. Stillwell

Art Dir.....W. A. Aldrin

Prod. Mgr.....O. Gorrill

Branch Offices

10 E. 40th St., New York City

Phone: MURray Hill 4-6880

V.P. in Chg.....G. Kaiser

1504 Dodge St., Omaha 2, Neb.

Phone: JACKson 7795

## BIEVER & STEIN

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NEW YORK 36, N. Y.

PL. 7-6454

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## ADVERTISING AGENCIES

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  
2130 S.W. 5th Ave., Portland 4, Ore.  
Phone: CApiitol 6-2981

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

### CAYTON, INC.

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

President.....William D'Arcy Cayton  
Secretary.....D. R. Roberts  
Art Director.....Bob Lee  
Media Dir.....Hy Crandall  
Radio-TV Time Buyer.....Lydia Crespo  
Creative Director.....Fred Ladd  
Merchandising Director.....Pat Croft  
Media Director.....B. Hartman  
Space Buyer.....Lee Dalia  
Publicity Director.....M. Elkind  
Research Director.....M. Brian

### NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 2, Tenn.  
Phone: AM 6-4942  
ABP—SNPA—ABP

Pres.....Richard H. Leiper  
Secy.-Treas. ....John Goss  
Time Buyers....Vann Campbell, R. Leiper,  
Guy L. Smith III, Ted Brosseau

#### Branch Offices

713 Market St., Knoxville, Tenn.  
Phone: 3-6189

Chief Exec.....Guy L. Smith III

### JAMES THOMAS CHIRURG CO.

824 Boylston St., Chestnut Hill, 67, Mass.  
Phone: REgent 4-1055  
AAAA—APA—SNPA—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. Div.....Howard G. Sawyer  
Media Dir.....Jackson L. Parker  
Copy Chief.....John Nazzaro  
Radio-TV Dir.....Channing Hadlock  
Production Director.....R. D. Sisson

#### Branch Offices

60 East 56 St., New York, N. Y.  
Phone: PLaza 2-1771

President.....W. L. Shepardson  
V. P., Gen. Mgr.....D. W. Jackson

### 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  
Time Buyer.....Alvin L. King

### COHEN, DOWD & ALESHIRE, INC.

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

Phone: OX 7-0660

AAAA—ABC—ABP—ANPA—NBP

Chairman.....Harry B. Cohen  
Vice Chm. Bd.....John C. Dowd  
President.....Edward Aleshire  
Exec. V.P.....Francis X. Brady  
Sr. V.P.....Michael A. Raymond  
V.P., See'y.....Harry B. Cohen, Jr.  
V.P., Prod. Mgr.....Oscar Fileppo  
V.P., Art Dir.....William Irwin  
V.P., Copy Chief.....Richard Miller  
V.P.'s.....Robert T. Meyers, Milton  
Raymond, Edward J. Rosenwald, Harvey  
Volkmar, Fillippo Theodoli

Dir., TV-Radio.....Robert Wahl  
Dir., Bst. Media.....Beth Black  
Time Buyers.....Emanuel Klein, Robert  
Turner, Walter Reed

### COHON, HERBERT W., CO., INC.

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

Phone: OXford 7-9277

APA—ABP—ANPA

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., N. Y. 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. 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

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

#### Branch Offices

200 S. Michigan Ave., Chicago 4, Ill.

Phone: HArrison 7-9822

V.P., Chg. Midwest Oper.....E. Dean Landis  
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: CArfield 1-4854

# ADVERTISING AGENCIES

V.P., Manager.....Richard E. Goebel  
1604 S.W. 10th Ave., Portland, Ore.  
Phone: Capitol 2-1821  
Manager.....Carvel Nelson  
*Estimated Radio Billings:* \$2,400,000.  
*Estimated TV Billings:* \$42,000,000.

## COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.  
Phone: Lincoln 6187  
Partners.....Henry W. Comstock,  
H. Earl Close  
Exec. Dir. Radio-TV...Everett L. Thompson  
Creative Dir.  
TV-Radio.....Howard C. Schellenberg

## ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.  
Phone: MUrray Hill 2-5645  
President.....Robert S. Conahay  
Secretary.....Robert Conahay III  
V.P. & Copy Chief.....Frank Denman  
Market Research.....Edward T. Sajous  
Production Mgr.....John S. Wassmer  
Media Dir., Space &  
Time Buyer.....Marie Hughes  
Vice President.....Henry Bulkley  
Art Director.....Achille Pelizzari

## THE CONDON COMPANY

Perkins Bldg., 11th & A Sts., Tacoma 2, Wash.  
Phone: Market 7-8155  
ABP—ANPA—APA—AAAA—NOAB  
Partners.....Roscoe A. Smith,  
Victor Kaufman, Harold C. Dixon  
Art Dir.....Daniel J. Snoop  
Production Mgr.....Mildred Nelson

## CONROY ADVERTISING, INC.

519 Busby Drive., San Antonio 9, Tex.  
Phone: Taylor 4-7211  
AAAA—ABP—ANPA—NPA SNPA  
President.....Thomas F. Conroy  
Vice Pres.....Mrs. Thomas F. Conroy  
Media Director.....Mary Kay Irwin  
Art Director.....Bob Colman

## CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22  
Phone: PL 2-1700  
ABP  
President, TV Producer...Lester L. Wolff  
Exec. V.P., Prod., Time Byr.... Irving Herz  
V.P.'s...Louis DeNunzio, Morris M. Winer  
Secretary.....Philip F. Schneider  
V.P., Radio-TV Dir., Prod...Arthur A. Peltz  
Assoc. Prod.....Walter Reed

## COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.  
Phone: LOcust 3-7502  
Owner.....Eugene R. Tanz  
TV Director.....J. Kirkconnell  
Continuity Director.....Paul Stern  
Art Director.....R. Rivers  
Prod. Mgr., Media Dir.....R. D. DiCarlo

## JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.  
Phone: OLYmpia 5-6185  
ABP—ANPA—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,  
Media Buyer.....Ralph R. Swann

## THE CRAMER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.  
Phone: BRowdway 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. Aumueller  
Vice-Pres. in Chg. Media.....L. H. Ness  
Vice-Presidents...H. Dyson, C. H. Brehm,  
R. F. Timm,  
V.P., Radio-TV.....Roger W. LeGrand  
Radio Time Buyer.....Loretta Mahar  
Dir. of Research.....H. V. Swenson  
Production Manager.....H. J. Fink  
Art Director.....A. H. Bierman

## CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.  
Phone: MUrray Hill 3-4900  
AAAA—ANPA—ABP—AFA—ANA  
Bd. Chmn.....J. P. Cunningham  
President.....Robert R. Newell  
Sr. Exec. V.P.....William M. Mulvey  
Sr. V.P., Chm. Ex. Comm....C. R. Giegerich  
Senior V.P.'s.....C. W. Nichols, Jr.,  
Herbert S. Fox, J. D. Nelson, Jr., Conklin  
Mann, Newman F. McEvoy, E. H. Calhoun,  
Herbert Thwaite, A. C. Chevins, Shelton  
Weeks  
Sr. V.P., Secy.....Edward G. Comstock  
Sr. V.P., Treas.....George A. Moran  
V.P., Radio-TV.....Wm. Templeton  
V.P., Dir. Comm. Prod.....William LaCava  
V.P., Dir. Programming....Jerome Feniger  
Business Manager.....Edward F. Moore

### Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.  
Phone: ANdover 3-3138  
Exec. V.P.....Ivan Hill  
3124 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DU 8-0591  
V.P., Manager.....Reg. W. Twigg  
1660 Bush St., San Francisco 9, Calif.  
Phone: PRospect 6-2600  
Exec. V.P.....Robert Dailey  
Pencobscot Bldg., Detroit 26, Mich.  
Phone: WO 3-6580  
V.P., Mgr.....Bob Powell  
706 Melrose Bldg., Houston 2, Tex.  
Phone: CApital 8-6143  
Manager.....Thos. E. Graham  
*Estimated Radio Billings:* \$8,600,000.  
*Estimated TV Billings:* \$20,900,000.



## ADVERTISING AGENCIES

### CURTIS ADVERTISING COMPANY

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

APA

President.....Lawrence R. Curtis  
Vice-President.....S. R. Coombs  
Secy.-Treas.....Rose Berg  
Art Director.....Max Kerr  
Publicity Director.....I. Nichols  
Radio-TV Dir.....Dave Nathan  
Copy Dir.....K. Groesbeck

### 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  
Admin. V.P., Sec'y.....Fred T. Leighty  
V.P., Treas.....W. F. Maughan  
V.P., Radio-TV Dir.....J. J. Neale  
V.P., Prog. Prod.....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  
1680 N. Vine St., Hollywood 28, Cal.  
Phone: HOLLYWOOD 2-3256

V.P., Gen. Mgr.....Betty O'Hara  
920 Russ Bldg., San Francisco 4, Cal.  
Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham  
200 St. Clair Ave. West, Toronto 7, Ontario  
Phone WALnut 4-8425

V.P. & Mgr.....Gilbert Nunns  
333 W. 1st St., Dayton 2, O.  
Phone: BALDwin 6-2492

Vice President.....Clyde E. Rapp  
*Estimated Radio Billings:* \$6,800,000.  
*Estimated TV Billings:* \$51,400,000.

### DANIEL & CHARLES, INC.

185 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 6-7288

President.....Daniel S. Karsch  
Exec. V.P.....Charles Goldschmidt  
V.P. in Chg. of TV.....Sinclair Jacobs  
Radio Dir.....Edward Stahl  
TV Prod.....Marshal Stone

### 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.....William Barker  
Time Buyers....J. D. Walsh, M. Brummal,  
J. Walsh, B. Steres, P. Tandy

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

Vice-President.....J. Bob Wilson  
*Estimated Radio Billings:* \$5,500,000.  
*Estimated TV Billings:* \$14,800,000.

### DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood, Calif.  
Phone: TRIangle 7-5358

President.....Don L. Davis  
V.P.'s.....J. E. Perry, J. J. Lande, A. F.  
Larrabee, M. L. Moffitt, T. S. Simmonds  
Radio-TV Dir. Dawnelle M. Davis

### THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.  
Phone: CIRcle 7-1870

APA—ABP

Owner .....Irving Davis

### DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.  
Phone: LONGacre 4-5900

ABP—AAAA—ANPA

President .....A. R. Deutsch  
V.P.....J. M. Evans  
Research Dir. ....F. Coss

### DITTMAN & KANE, INC.

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

Pres. & Treas.....Jessie Kane Gimbel  
V.P., Acct. Exec.....Paul Kane  
Sec'y., Copy Chief.....E. Horwitz  
Art Dir.....Bernard Brownstein  
Pub. Rel Dir.....Florence Lowe  
Radio-TV Dir.....Phoebe J. Dorfman

### DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.  
Phone: JUNiper 5-3193

ANPA—ABP

President .....W. Anderson  
V.P.....Larry Barker  
Media Buyer.....Miss G. P. Wagner  
Production Manager.....J. B. Peterkin  
Art Director.....Joseph V. Rigsby

# ADVERTISING AGENCIES

## 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. .... William E. Steers  
Treasurer .... Robert P. Clark  
V.P. & Sec. .... Wm. E. Holden  
Asst. Secy. .... Marie L. Brennan  
Vice Presidents .... Francis J. Doherty,  
Harry M. Ireland, Robert Hayes, John H.  
Owen, James R. Frankenberry, Robert M.  
Curtis, Martin Oeschner, Stever Aubrey,  
Alfred J. Carter, Eugene Hulshizer, Robert  
C. Kelly, James K. Maloney, Henry L.  
Musser, Gail Raphael, Robert E. Timmer-  
man, William Wall, Charles A. Winchester  
V.P., Creative Dir. .... James F. Egan  
V.P., Art Dir. .... Herman Davis  
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 .... Robert T. Nathe  
V.P., Copy Superv. .... Howard S. Foley  
V.P., Production Mgr. .... William Stollowitz  
V.P.'s .... John Rockwell, Phillip Brooks  
Media Superv. .... Samuel B. Vitt, Jack Carver  
Media Dir. .... Donald H. Quinn  
Time Buyers .... Robert Widholm, Jeffrey Fine

### Branch Office

8776 Sun-et Blvd., Hollywood 46, Calif.  
Phone: OLeander 5-8950

Mgr. .... Ernest Ricca  
*Estimated Radio Billings:* \$2,390,000.  
*Estimated TV Billings:* \$12,074,000.

## RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.  
Richmond 19, Va.  
Phone: Mlton 3-1113

Pres.-Treas. .... Ralph L. Dombrower, Sr.  
V.P., Time Buyer .... Ralph L. Dombrower, Jr.  
Secy. .... 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

## DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.  
Phone: COlumbus 5-2772

Chm. of Board .... Edward J. Churchill  
President .... Donald E. West  
Exec. V.P. .... William H. Schneider  
Ch. Exec. Comm. .... Walter Weir  
V.P. Creative Services .... Judson Irish  
V.P. Plans Board .... William Kingsbury  
V.P. Chg. Media .... Gerald T. Arthur

Vice Presidents .... A. B. Churchill, C. F.  
Hanser, Harry L. Morrill, Jr., Bertram S.  
Nayfack, Latham Ovens, Jacob Rosenthal,  
James F. Ryan, Lloyd Seidman, Warren  
Sumner, Arthur Weil  
V.P. TV-Radio Depts. .... Carl Rigrod  
Bus. Mgr. TV-Radio .... Evelyn Lee Jones

### Branch Offices

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

Vice-President .... H. L. Morrill  
3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 1-2221

Exec. V.P., Gen. Mgr. .... Richard C. Mosea  
1010 St. Catherine St., Montreal 2, Que.  
Phone: UN 6-8851

Managing Dir. .... Wilfred J. LaVigne  
*Estimated Radio Billings:* \$3,500,000.  
*Estimated TV Billings:* \$3,600,000.

## DONALL & HARMAN INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUdson 2-6016

Pres., Radio-TV Dept. Hd. .... Elihu E. Harris  
V.P. .... Warren Steibel  
Art Director .... Stanley Subenberg  
Copy Dept. Mgr. .... Elise Alberts  
Media Director .... Florence Schwartz  
Sales Prom. Coordinator .... Stanley Walker  
Prod. & Traffic .... Matthew Siegel  
Copy Consultant .... Maurice Berk

## W. B. DONER & COMPANY

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

### 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: ENaypacker 5-6804

Exec. V.P. .... Murray Firestone  
400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-0900

Chairman of Board .... Wilfred B. Doner  
President .... Sidney Garfield  
Ex. V.P. .... Sanford Hirschberg  
Secretary .... Marvin Frank  
V.P., TV-Radio .... Sylvan Taplinger  
Time Buyer .... Carol Hardy  
Media Dir. .... Frieda Weiss  
*Estimated Radio Billings:* \$4,500,000.  
*Estimated TV Billings:* \$7,000,000.

## ADVERTISING AGENCIES

### 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. Greens

60 Battery March St., Boston 10, Mass.

Phone: HUBbard 2-5665

Vice Pres. in Chg.....W. J. Sheehan

425 Bush St., San Francisco 9, Cal.

Phone: YUKon 2-4080

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

### DOREMUS-ESHLEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.

Phone: KINGSley 5-0700

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

Vice Presidents.....B. Eshleman, L. H.

Greenhouse, P. Livingston, James Spillan

Media Dir.....Benjamin Busch

Publicity Dir.....John Skelly

### 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

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

Space Radio Time Buyer,

Media Dir.....Wm. Monaghan

### DOYLE DANE BERNBACH, INC.

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

Phone: LOnacre 4-1234

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, Monty McKinney

Plans, Director, V.P.....Marvin Corwin

Time Buyers.....Jerry Sachs, Jeane Jaffe,

Herbert Hahn, Otis Hutchins

Media Director.....Albert Petcavage

Radio-TV Director.....Don Trevor

TV, Radio Business Mgr....Joseph Battaglia

Cast. Dir-Prod.....Joan Walker

#### Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-8080

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

Media Dir., Space,

Time Buyer.....Gerald Feld

Radio-TV Prod.....Bob Gips

20 N. Wacker Dr., Chicago, Ill.

Phone: FI 6-8860

V.P. ....Fred Klein

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

Estimated TV Billings: \$8,850,000.

### DURAND ADVERTISING

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

Phone: LACKawanna 4-8770

Partners.....Vincent Russo, Jr.,

Louis C. Goldman

Copy .....Sylvia Ross

### 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

#### Branch Offices

1736 Stockton St., San Francisco, Calif.

Phone: EXbrook 7-0456

Vice President.....Neil Heard

### 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.....Chas. Dorer

### ELLINGTON & CO., INC.

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

Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA—ABC

Chairman.....Jesse T. Ellington

President.....Chauncey L. Landon

Exec. Vice Pres.....William A. Bartel

Admin. V.P.....J. C. Hochreiter

Vice Presidents.....Charles

Marshall, Hugh Lewis, Howard Rigby, Reed

Hodgson, Terence McGrath, Ernest By-

field, Jr., Henry Covington, Franklyn

Dyson, Davis Snow

Treas. ....Edward Lloyd

V.P., Dir.....A. Burke Crotty

Exec. Prod.....T. Ellington

Media Dir.....Daniel Kane

### ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CL 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.....N. C. Benson

TV Director.....Beatrice Haniford

Art Dir.....James Howes

Prod. Mgr.....Richard Joseph

Controller.....Sanford Satuloff

# ADVERTISING AGENCIES

## Branch Offices

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

President.....Curt J. Mann

### EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 2, Fla.  
Phone: FRanklin 1-3621

## ANPA-SNPA

President.....T. H. Embry  
V.P., Creative Dir.....Gifford Thayer  
Radio-TV Dir.....Jack Backholtz

### EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.  
Phone: PLaza 2-2393

## ANPA-APA-NBP

President.....Herbert C. Schuckle  
Exec. V.P.....M. E. Busch  
Radio Director.....Marshall Hawks

### ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.  
Washington 6, D. C.

Phone: STerling 3-2222

## ARC-ANPA

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-ABP-ANPA

President.....David B. Williams  
Chmn. Fin. Comm.....Howard D. Williams  
Exec. V.P. & Sec.....James B. Briggs  
Exec. V.P. & Gen. Mgr.....Harry D. Way  
V.P. & Treas.....K. J. Worland  
V.P., Int. Dept. Dir.....John D. Hayes  
V.P. & Radio-TV Dir.....Rollo W. Hunter  
V.P. & Research Dir.....Robert Medort  
V.P., New Bus.....T. Van Ingen, Jr.  
Controller.....R. J. Passanant  
Asst. Sec.....Norman Lewis  
Art Super.....Louis DiJoseph  
Copy Chief.....Gerald Miller  
Media Dir.....M. Richfield  
Media Grp. Super.....William M. Hunter  
Head Time Buyer.....V. DeLuca  
Merch. Dir.....R. M. Fishel  
Prod. Mgr.....George Cisneros  
Traffic Mgr.....Andrew E. Kops  
Librarian.....Mary Wilson  
Vet. Exes.....Frederick J. Burghard;

K. Ralph Cocking; Robt. I. David; John E. Hogan, V.P.; John M. Keavey, V.P.; Arthur H. Laurence; Albert V. Lowe; Basil M. Matthews, V.P.; Jos. Nash; Dr. Robt. A. Peterman; J. Preston Selva, Jr.; Wm. C. Stakenburg; H. Summer Sternberg; Albert Tilt III, V.P.; Herbert A. Thompson; Peter G. White; Joseph H. Buchanan; Anthony L. Carrafiello; Warren F. Donahue, V.P.; Ray A. Ender; Jud L. Jaffe; Gary J. Korn; John A. L. Mann; Donald

McViekar; Joseph W. Nash; Robert Reynolds; Albert Wilson; Granville Worrell, III, V.P.; John S. Budd

## Branch Offices

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

Exec. Comm. Chmn., Central Div.

Gen. Mgr.....Roswell W. Metzger  
Exec. V.P.....L. R. Northrup, B. Groseth  
Sr. V.P.....William D. Watson  
V.P., Radio-TV Dir.....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. & Res. Dir.....Roger M. Johnson  
V.P., Radio-TV Dir.....Robert L. Redd  
Suite 515, Adolphus Tower, Dallas 2, Texas  
Phone: RIverside 1-6453

V.P., Mgr.....Alex C. 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

V.P., Mgr.....Horace D. Nalle  
Porter Bldg., Pittsburgh 19, Pa.  
Phone: GRant 1-1151

Sr. V.P., Gen. Mgr.....Frederick R. Etchen, Jr.  
IBM Bldg., 690 N. Robert St.  
St. Paul 1, Minn.  
Phone: CApital 7-7501

Sr. V.P., Mgr.....James A. Walker  
110 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-4616

V.P., Mgr.....Frank A. Helton

## International Offices:

30 Eastbourne Terrace, London W 2, Eng.  
Man. Dir.....Walter Graebner  
1 Archbold Terrace, Jesmond,  
Newcastle-on-Tyne, England

Man.....Charles Fullerton  
Av. Erasmo Braggia, 255-80,  
Rio de Janeiro, Brazil, SA

Man.....Alfredo Machado  
Edificio Eduardo Benjamin Jalet,  
110 Avenida Ipiranga, Sao Paulo, Brazil S.A.

Man.....Thomas E. Barnett  
90 Sveavagen, Stockholm, Sweden

Pres.....Hans Stenbeck  
610 Church St., Toronto 5, Ont., Canada  
V.P.....Edward Karthaus  
Ashfield House, 102 Sauchiehall St.,  
Glasgow C2, Scotland

Man.....J. H. Weir  
Estimated Radio Billings: \$6,500,000.  
Estimated TV Billings: \$10,900,000.

### 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. Wulfeck  
V.P.....Wil P. Booth, James F. Behan  
Treasurer.....E. H. Cummings

## ADVERTISING AGENCIES

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  
*Estimated Radio Billings:* \$6,000,000.  
*Estimated TV Billings:* \$35,800,000.

### ETTINGER ADVERTISING AGENCY INC.

16 E. 41st St., N. Y.  
 Phone: LE 2-0750  
 ABP—NBP

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

### EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.  
 Phone: LAkeside 2-8868

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. . . . . Kerinit LaFave  
*Estimated Radio Billings:* \$70,000.  
*Estimated TV Billings:* \$45,000.

### W. E. FEATHERSTONE ADV. AGENCY

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

Owner, Mgr. . . . . W. E. Featherstone

### 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

### 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. . . . . Geo. Barrett  
 V.P.'s. . . . . Henry Bretzfield, Robert E. Wolfe

### ROBERT G. FIELDS & CO.

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

President, Treas. . . . . Robert G. Fields  
 Vice President. . . . . R. L. Fields

### 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

### FIGORE & FIGORE

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

### 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 . . . . . Jim Lee  
 Space Buyers. . . . . Madalynne Maenza, C. S. Schreiner  
 Publicity Director. . . . . Herb Carlin  
 Time Buyer. . . . . D. Stuart

### FITZGERALD ADVERTISING AGENCY

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

Officers. . . . . Joe L. Killeen, Jos. H. Epstein,  
 Roy M. Schwarz, Leonard Gessner, E. W.  
 Rector Wooten, Warren G. Posey, Donald  
 Halsey, Harley B. Howcott, Robert Carley  
 President. . . . . Joseph L. Killeen  
 Exec. V.P. . . . . Joseph Epstein, Sr.  
 V.P., Chmn. of Plans Bd. . . . . Roy M. Schwarz  
 V.P., Secy. . . . . Leonard Gessner  
 V.P., Dir. Client Service. . . . . Warren G. Posey  
 V.P., Exec. Art Dir. . . . . E. W. Rector Wootton  
 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

### HAROLD E. FLINT & ASSOCIATES

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



# ADVERTISING AGENCIES

## ABP—NBP—APA

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

### 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

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

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

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

Chmn., Exec. Comm.....Fairfax M. Cone  
 Sr. V.P., Finance, Sec., Dir...A. Edward Rood  
 Sr. V.P., Dir.....W. R. Forrest,

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., Dir. of Copy.....A. J. Bremner  
 V.P., Media, Research.....John L. Rigotti  
 Dir. Research.....Eugene C. Pomerance  
 Best. Bus. Mgr.....Harry Dieter  
 Best. Time Buyer.....Genevieve Lemper  
 V.P., Personnel Dir.....M. R. Loebrke  
 900 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: MADison 9-3611

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  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: SÜtter 1-2355

V.P., Gen. Mgr.....W. C. Matthews  
 V.P. & Art Dir.....G. Frederick Cole  
 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

V.P. Mgr.....Ed. H. Badger  
*Estimated Radio Billings:* \$5,000,000.  
*Estimated TV Billings:* \$34,000,000.

### FORD & CO.

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

Pres., Owner.....Oliver J. Ford, Jr.  
**ALBERT FRANK-GUENTHER LAW  
 INC.**

131 Cedar St., New York 6, N. Y.  
 Phone: COrtlandt 7-5060

ABP ANPA—APA—NOAB—NBP—ABC  
 Pres., Bd. Chmn.....Howard W. Calkins  
 Sr. Vice-Pres.....Victor J. Cevasco  
 Exec. Vice-Pres.....Richard A. Cullinan  
 Vice-Pres. & Treas.....S. A. Speake  
 Vice-Pres. & Sec.....E. G. McAdie  
 Vice-Presidents.....Frank D. Cruikshank,  
 Howard C. Allen  
 V.P., Radio & TV.....Robert W. Day

### FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.  
 Phone: WHitehall 4-5900  
 AAAA—ABC—ABP—ANPA  
 AFA, ANA

President.....Clinton E. Frank  
 V.P., Radio-TV Dir.....Buckingham Gunn  
 Treas.....Carroll Cheverie  
 V.P. & Mkt. Dir.....G. B. Keer  
 V.P. & Copy Chief.....R. E. Blackburn  
 V.P.....Philip E. Bash, Hill Blackett, Jr.,  
 Perry L. Brand, Herbert K. Butz, M. W.  
 Grinstead, Richard S. Holtzman, Louis E.  
 Schueler

Media Dir.....A. S. Trude, Jr.  
 Art Directors...L. Rubenstein, M. Holingue,  
 G. Crosby, F. Sher, D. Gregg, J. Fieldler  
 Pub. Dir.....Frazier Nounnan  
 Secretary.....Wayne R. West  
 Radio-TV Prods.....David Cloud, Donald  
 H. Wallace

Asst Radio-TV Dir.....Helen Lydon  
*Time Buyers & Accounts:* Helen Davis;  
 Reynolds, Foulds, Dean and Wilson, Quaker  
 Oats, Ft. Howard & No. Woods, Camille  
 Muscarella; Hamilton Beach, Bissell, Curtiss,  
 Quaker Flour, Bosch & O'Brien, Ruth Bab-  
 ick; Toni Co.

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

## ADVERTISING AGENCIES

### ABP—ANPA

President.....Jones B. Frankel  
 Prod. Mgr.....Richard A. Tajbl  
 Radio-TV Director.....Henry Sherry

### FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-7433

### ABP—ANPA—APA—PPA

Chm. of Board.....F. C. Burger  
 Pres., Treas., Radio-TV Dir.,  
 Time Buyer.....H. S. Rieff  
 Exec. V.P., Secretary.....R. S. Buckbinder  
 V.P., Art Director.....Edward Gambole  
 Prod. Mgr.....Dick Condal

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

### 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.....Edith Ferreira  
 Music Dir. & Librarian.....Elaine Fried  
 TV Art Dir.....Kay Bachrach  
 Prod. Dir.....Allison Clark

### 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  
 Dir., Radio-TV.....Bill Reese

### JIMMY FRITZ & ASSOCIATES

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

Gen. Mgr.....Jimmy Fritz  
 Pres.....Ilona Sivad  
 Time Buyer.....Marion Vaughn  
 Account Executive.....H. A. Helm  
 Radio-TV Dir.....Jane Laugford

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

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

President.....L. W. Frohlich  
 Exec. V.P.....Julian Farren  
 Director.....Neil Brant  
 V.P. & Treas.....Charles E. Lewis  
 V.P. & Chrman Plans Bd.....A. Greenberg  
 V.P.....V. Edward Dent  
 Time Buyers & Accounts: Manny Stern-  
 schein; Johnson & Johnson, Helena Rubin-  
 stein, Parke-Davis, Leitz, AGFA Inc.

### 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. Dondoro,  
 Raymond E. McLaughlin, H. E. Bessom,  
 H. P. Newcomb  
 Radio-TV Time Buyer....V. M. Fairweather

### FULLER & SMITH & ROSS, INC.

666 Fifth Ave., New York 19, N. Y.  
 Phone: JUdson 2-9000

### AAAA—ABP—ANPA—APA—NBP—NOAB

President.....R. E. Allen  
 V.P. & Mgr.....R. W. Nicholson  
 Sr. V.P. Radio-TV.....A. E. Duram  
 Sr. V.P.-Corp. Svcs.....J. C. Maddox  
 V.P. & Dir. of Art.....J. M. Archer  
 Sr. V.P. Admin.....C. M. Skade  
 V.P. & Creative Dir.....H. Slesar  
 V.P., Creat. Dir., Radio-TV....P. S. Cardozo  
 V.P., Radio-TV.....B. H. McKinney  
 Dir. of Media.....D. E. Leonard  
 Dir. of Copy.....F. A. Hellman

### Branch Offices

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

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.....D. H. Echols  
 244 Pine St., San Francisco, Calif.  
 Phone: YUKon 6-5955

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

V.P. & Mgr.....H. M. Redhead  
 8350 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: OLive 3-0240

Vice-Pres.....W. M. Tuttle  
 909 Dan Waggouer Bldg., Ft. Worth, Tex.  
 Phone: EDison 2-2201

V.P. & Mgr.....S. Schlenther  
 68 Knightsbridge, London S.W. 1, Eng.  
 Phone: Kensington 8111

Mgr.....Sidney Horniblow  
 Estimated Radio Billings: \$1,750,000.  
 Estimated TV Billings: \$9,000,000.

### 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. Swaback

### GALLAND ADVERTISING

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

President.....Harry J. Galland  
 V.P., Media Dir.....Martin Gross

### GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 9-2424

### ABP—ANPA—APA

Vice Chairman.....John A. H. Rehm

# ADVERTISING AGENCIES

## Branch Office

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

Ch. & Pres. .... C. E. Clagett  
Estimated Radio Billings: \$2,800,000.  
Estimated TV Billings: \$12,000,000.

## 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. .... Kendall J. Mau  
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

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

666 N.W. 50th St., Miami, Fla.  
Phone: PLaza 1-1730  
APA—ABP—SNPA

Chairman, Radio-TV Dir. .... D. G. Bash  
V.P., Radio-TV Dir. .... Robert Lack

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

1228 H St., Sacramento, Calif.  
Phone: GILbert 2-2956  
ABC

Pres., Radio Media Dir. .... Ralph K. Clark  
Exec. V.P., Creative Dir. .... Fred Elkus, Jr.  
V.P., TV Dir. .... Albert Hellenthal

## THE GETSCHAL CO., INC.

342 Madison Ave., New York, N. Y.  
Phone: MU 7-2200

President ..... Budd Getschal  
Production Manager. .... Gerry Gilbert  
Art Director. .... Leonard Steinberg  
TV Prod. Mgr. .... Lee Polk

## 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  
Radio-TV Prod. Mgr. .... Leroy Emmerich  
Creative Director. .... W. M. Mitchell  
Radio TV Bus. Mgr. .... D. P. McGuinn  
V.P. Bestg. Media. .... W. A. Wernicke

## 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.  
Estimated Radio Billings: \$4,700,000.  
Estimated TV Billings: \$5,200,000.

## GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.  
Phone: LUther 7-2444

ARP—ANPA—SNPA—APA—NOAB  
President, Treas. .... J. Burr Gibbons  
Vice President. .... John B. Gibbons  
Secretary .... Viola Neese  
Radio-TV Dir. .... Mercedes (Dee) Freiday

## GIBRALTAR ADV. AGENCY, INC.

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

President. .... Charles J. Basch, III  
Vice-President. .... Leo Berman  
Treasurer. .... Clarence Schmidt  
Sec'y., Radio-TV Dir.,  
Time Buyer. .... Frances Scott  
Radio-TV Div. .... Ronald Dawson

## GILL, CLIFFORD AGENCY

8701 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLeander 5-8388

President, Copy Ch. .... Clifford Gill  
V.P., Media Dir. .... Dorothy R. Gill  
Art Dir. .... Earl Martin

## GILLHAM ADVERTISING AGENCY. INC.

500 Continental Bank Bldg., Salt Lake City  
1, Utah  
Phone: EM 4-5516  
ABP—ANPA—APA

President-Treasurer. .... M. C. Nelson  
Senior Vice-President. .... Lon Richardson  
Vice-President. .... Robert F. Rohlfing  
Vice-President. .... Wendell J. Ashton  
Vice President. .... J. Y. Tipton  
Vice-President. .... Heber G. Wolsey  
Secretary. .... Richard H. Ogaard  
Art Director. .... Clair Lindgren  
Prod. Mgr. .... J. R. Furner  
Space Buyer. .... Esther Cook

## 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

## GLENN ADVERTISING INC.

620 Republic Nat'l. Bank, Dallas, Tex.  
Phone: RI 1-9851

ANPA—ABP—AAAA  
Ch. of Board. .... Ward M. Wilcox  
President. .... John H. Stewart  
V.P.'s. .... Duke Burgess, Liener Temerlin  
Branch Offices

301 E. 5th, Fort Worth 2, Tex.  
Vice President. .... Merle Bell

## ADVERTISING AGENCIES

1101 Majestic Bldg., San Antonio, Tex.  
 Phone: CApitol 7-2369  
 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  
 218 Bayview Bld. Fort Lauderdale, Fla.  
 Phone: LOgan 4-5419

Mgr. ....R. M. Richards  
 651 Skirbin Tower, Okla. City, Okla.  
 Phone: CEntal 6-8582

Mgr. ....J. S. Bell  
**MAX GOLDBERG ADV. AGENCY**  
 611 E & C Bldg., Denver 2, Colorado  
 Phone: CHerry 4-5533  
 ANPA—APA

Owner, Dir.....Max Goldberg  
 Art Director.....Victor Kerr

### GOODMAN ORGANIZATION

8350 Santa Monica Blvd., Los Angeles 46, Cal.  
 Phone: OLdfield 6-6200

Pres., Treas.....Mort Goodman  
 Vice President.....Irv Edelstein  
 Art Dir.....S. Brown  
 Radio TV Time Buyer.....Claire Moses

### 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. Vladimir  
 Vice-Chmn. of Bd.....G. Ellsworth Harris  
 Chmn. Exec. Comm...Duncan D. Sutphen, Jr.  
 President, Dir.....Arthur A. Kron  
 Vice-Presidents.....Robert F. Kendall,  
 Daniel C. Kaufherr, Richard H. Hobbs,  
 C. G. Rourke, Frank Birdsall, Evelyn Ring-  
 rose, William V. Ricglane, Rufus Choate,  
 A. N. Vladimir, A. L. Beyea

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,  
 Santurce, P. R.

Phone: San Juan 2-0780

Manager.....L. A. Perdomo

### 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

### GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-6500  
 ANPA—APA—ABP—SNPA—NOB

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 Boehnart  
 V.P., Research Dir.....Kay Sheldon  
 V.P., Comptroller.....John G. Copeland  
 V.P., Media Dir.....Reginald L. Dellow  
 Radio & TV Dir. (Chicago)...Gail Micheals  
 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: Prspect 8121

V.P. Chg. Dallas Office.....Joe K. Hughes  
 405 Montgomery St., San Francisco 4, Calif.  
 EXbrook 2-6275

V.P. Chg. San. Fran. Off.....Alfred Ducato  
 120 Sixth Ave. N., Seattle 9, Wash.  
 Phone: MAIn 4-3232

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  
 Estimated Radio Billings: \$2,700,000.  
 Estimated TV Billings: \$12,500,000.

### GRAY & ROGERS

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

Phone: WALnut 2-4808

ANPA—ABP—ABC—AAAA—APA  
 NBP—NOAB

Partner.....Jerome B. Gray  
 Partner-TV Dir.....Edmund H. Rogers  
 Partner.....Robert W. Graham

Partners.....Sherman G. Landers,  
 Russell K. Carter, William B. Edwards,  
 Atherton Seeley, David B. Arnold, Thelma  
 Gray, Granville Worrell, Albert R. Bochr-  
 och

Radio-TV Dept.....Walter M. Erickson  
 TV Time Buyer.....Ed Papazian  
 Production Mgr.....Alex Irvine

Media Director.....James S. Reifsnnyder  
 744 Broad St., Newark, N. J.  
 Phone: MArket 3-7345

Manager.....Richard N. Gulick

## 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

### 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.....Annette Kercheval  
 Publicity Director.....Mauden Marks  
 Publications Director.....Ted Sumerlin

### GREY ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-3500

AAAA-APA-NOAB-PPA

Bd. Chrmn., Head Exec. Comm.....Lawrence  
 Valenstein

President.....Arthur C. Fat  
 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

#### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 4-8401

Vice-Pres.....Robert D. Wolfe

235 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-1695

Manager.....L. V. Bernardini

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

Estimated TV Billings: \$15,000,000.

### GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 13, O.

Phone: TOWer 1-3232

AAAA-ABP-ANPA

Board Chairman.....John F. Davis

President.....Charles Farran

V.P.'s.....Robert L. Baumgurdner,

L. R. Canfield, V. C. Kenney, W. A.

Weaver, E. C. Powers

V.P., Media Res. Dir.....W. A. Weaver

V.P., P. R. Dir.....Dave Skyler

Secy., Treas.....Louis F. Ruf

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.....Helen Lott

Art Dirs.....Wm. Root, F. Langel,

Edw. Hecker, Dave London

Art Dirs., Collateral Material....J. P. Heck,

Glenn Nelson, Wm. Root

### CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.

Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross

V.P., Copy Chief.....Spencer Hill

Secy., Media Dir.....Elinor Esser

Art Director.....Nat 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: FLestwood 6-3766

ABP-APA-NBP

General Manager.....Robert F. Grubb

Radio-TV Dir.....Dale Arvidson

Radio-TV Prod. Superv.....R. E. Smith

### 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

### GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.

Phone: YUkon 2-6040

AAAA-ABP-ANPA

President.....Walter Guild

Bd. Chrmn.....David Bascom

Exec. V.P.....Dante Bonfigli

V.P., Gen. Mgr.....Gilbert Burton

V.P., Media Dir.....Rod Macdonald

V.P., Creative TV Dir.....Alex Anderson

TV Oper. Dir.....Chet Rhodes

#### Branch Offices

105 W. Adams St., Chicago 3, Ill.

Phone: STate 2-0253

TV Comm. Prod.....Dave Fulmer

515 Madison Ave., New York, N. Y.

Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello

Dir. Network Rel.....Reggie Schuebel

1750 N. Vine Capitol Tower,

Hollywood 28, Calif.

Phone: HO 9-8217

TV Comm. Prod.....Geo. Allen

603 Stewart St., Seattle 1, Wash.

Phone MAin 4-3711

Account Executive.....Tom Killilea

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

Estimated TV Billings: \$8,900,000.



**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  
Radio-TV Dir., Time Buyer .....Paula Reece

**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.....Summer Wyman  
Media Dir.....Henry J. Katz

**GUTMAN ADVERTISING CO.**

Peoples Federal Bldg., Wheeling, W. Va.  
Phone: CEDar 3-4700  
AMPA

President.....D. Milton Gutman  
Sec. Treas.....Phyllis Kalany  
Prod. Mgr.....D. M. Gutman, Jr.

**JOHN L. HALPIN, ADVERTISING**

277 State St., Schenectady 5, N. Y.  
Phone: FRanklin 2-0492

Partners..John L. Halpin, Marion G. Halpin  
Copy Chief.....A. M. Fowler  
Production .....P. Bielawski  
Art Director.....A. H. Hitchins

**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. Lieveus

**RALPH A. HART, ADVERTISING**

113 So. 21st St., Philadelphia 3, Pa.  
Phone: PEnnypacker 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.**

335 Main St. East, Rochester 4, N. Y.  
Phone: LOcust 2-3520

ANPA—ABP—AAAA—ABC—AFA  
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. Whit-  
combe, N. L. Walker, Gaylord A. Paddock  
Production Manager...James V. Mannhardt  
Comptroller .....Mrs. A. L. Kearns

**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.  
TV Time Buyer.....Jean Seaman  
Production Mgr. ....Philip Navigato  
Radio & TV Director ..... John D. Berg  
Radio & TV Dir.-Prod.....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  
ABP

President.....Marvin J. Lockyear  
V.P., Sec.-Treas.....Logan H. Miller

**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.'s.....E. C. Danier, 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 Buyers.....E. Brown, P. Hepburn  
Radio Prod.....S. Hannah  
Media Mgr.....B. J. Keelor  
Production Mgr.....C. A. Kellow

*Branch Office*

2100 Drummond St., Montreal, Que.  
Phone: VI 5-0251

Manager.....R. W. Matthews

**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

# ADVERTISING AGENCIES

## Branch Office

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

Manager .....Howard Blake

## HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: MADison 9-3181  
AAAA-ANPA-ABP

President.....Robert P. Heintz  
Radio-TV Dir.....Kenneth Biggins  
Media Director.....Kay Ostrander

## 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

## AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.  
Phone: Broadway 1-2710  
ABP ANPA AAAA

President, Chmn.....Al J. Herr  
Vice-President.....John Rock  
V.P., Radio-TV.....Pat Kocian  
Production.....Gene M. Wrobel  
Creative Director.....Carl Ruppert  
Media Research.....Howard Klatt  
*Estimated Radio Billings:* \$250,000.  
*Estimated TV Billings:* \$325,000.

## 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  
V.P.....Irving S. Kogan  
Time Buyers.....Vincent J. Daraio, M. Reiner  
Radio-TV Prod. Super's.....M. E. Stanson,  
G. F. Ford

## 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 16th St., N. W., Washington 6, D. C.  
Phone: STerling 3-0270

Vice President.....Avery McBee

## HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-7515  
ABP-ANPA 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  
Prod. Mgrs.....Bertha L. Aldrich,  
A. Stedman Murdy, Jr.

Assoc. Art Dir.....George F. Wilson  
Radio-TV Dir.....Richard Lombardi  
Media Dir.....Rosemary Rohmer  
Creative Dir.....Leo Harrington  
Account Execs.....Paul H. Provandie,  
Myron L. Eastwood, Thomas J. Bowen,  
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Ruffe F. Barbour, John P. Hoag, Jr., William B. Lowther, Michael H. Reingold

## 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., Art Dir.....Fred Glauser  
Secy., Treas.....John W. Davis  
TV Buyer.....Clarice McCreary  
Radio Buyer.....Richard Geary  
Radio-TV Prod. Dir.....Charles Larrance

### Branch Offices

304 S. Kingsley Drive, Los Angeles 5, Calif.  
Phone: DU nkirk 8-3301

Exec. V.P., Mgr.....Sherman R. Slade  
*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.....Jim Daugherty  
Creative Art Director.....Bob C. Watkins  
Media Director.....Mary E. Johnson  
Radio-TV Dir.....Barbara Block  
Copy Chief.....C. R. Sides  
Executive Art Director.....J. W. Duke

## HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.  
Phone: DIamond 5-8115

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.....John R. Clement

## 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

## ADVERTISING AGENCIES

Vice Presidents.....A. W. Fargo,  
R. H. Dingwall, R. W. Mickam, E. T. Net-  
tleton, Richard G. Pratt, W. K. Dingleline,  
F. A. Whipple

Secretary V.P.....James R. Roberts  
Treasurer.....F. J. Becker  
Dir. Radio-TV.....Thomas A. Lee, Jr.  
Creative Dir., Radio-TV.. Clifford L. Simpson  
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. McAtee

**HUME, SMITH, MICKELBERRY, INC.**  
126 S.E. Second St., Miami, Florida  
Phone: FRanklin 9-8453  
ANPA

President .....David Hume  
V.P.'s.....Wm. Mickelberry, Boh Smith  
Acct. Execs.....Ted C. Carlon, Geo. Smith  
Radio-TV Director.....George Smith

**HUMPHREY, WILLIAMSON &  
GIBSON, INC.**

1809 First Natl. Bldg., Oklahoma City, Okla.  
Phone: CEntral 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. Cbilds  
Art Director.....Don Loewen

**HUTCHINS ADVERTISING CO., INC.**  
42 East Ave., Rochester 4, N. Y.  
Phone: HAmilton 6-1160  
APA—ANPA—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: WAInut 4-3753

Manager.....William Bounsall

**JASTER & ASSOCIATES**

637 Broad St., Beloit, Wisc.  
Phone: EMerson 2-8822  
APA—ABP

Sole Owner.....Jack Jaster

**JOHNSTON, FRANK B. ADV., INC.**  
117 Liberty St., New York 6, N. Y.  
Phone: BArlay 7-3337  
APA—ANPA

President .....F. B. Johnston  
Secy. ....Wesley Edson  
Art Dir., Prod. Mgr. ....John Inglehart

**JONES & HANGER, INC.**

612 W. 47th St., Kansas City 12, Mo.  
Phone: JE 1-2365  
ANPA—APA—ABP

President.....M. Frank Jones  
V.P., Treas.....R. C. Hauger

**RALPH H. JONES COMPANY**

3100 Carew Tower, Cincinnati 2, O.  
Phone: GArdfield 1-2300  
AAAA—NOAB—APA—PPA—NBP  
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.  
Exec. Vice-Pres.....Stanley A. Willer  
Vice-President.....James M. Nelson  
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 Deric,  
Eula Reggiu

*Branch Office*

40 East 49th St., New York 17, N. Y.  
Phone: MUrray Hill 8-5144

Mgr.....H. S. Lenz

**ROSS JURNEY & 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. Garrigues  
TV Production.....John D. Rose  
Time Buyers.....Miss Ross Journey, A. H.  
Garrigues, W. J. Brennan, Robert N. Rose

**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

Ch., Creative Dir.....Seymour Kameny  
President, Acct. Supvr.....Nat Kameny  
Exec. V.P., Mdse. Dir.....Ray Solomon  
Sales Prom. Dir.....Russell Fradkin  
Research, Media Dir.....Ruth Rose  
Radio-TV Director.....Vernon Delston  
Copy Chief.....Fred Newman  
Art Director.....Alan Peers  
Production Manager.....William Egan

**LAWRENCE KANE & ARTLEY, INC.**

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4120  
ANPA—ABP

Chairman.....Robert H. Schaffer

# ADVERTISING AGENCIES

President .....Lawrence Kane  
 V.P., Mdsq. Dir.....Eugene J. Cohn  
 V.P., Copy Dir.....Marvin D. Richwald  
 Art Director.....Murray Stein  
 Media Director.....Irma Stoller  
 Pub. Rel. Dir.....Herbert Kaufman

## THE KAPLAN AGENCY, INC.

(Div. of Mogul Williams & Saylor, Inc.)  
 625 Madison Ave., New York 22, N. Y.  
 Phone: TEmpleton 8-7100

Chmn. of Board.....Emil Mogul  
 Pres.....Alvin H. Kaplan  
 Exec. V.P.....Sidney M. Weiss  
 V.P.....Betty Kaplan  
 Sec.-Treas.....Helene Mogul

## KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

575 Lexington Ave., New York 22, N. Y.  
 Phone: PLaza 1-1400  
 ABP-ANPA

Chairman.....H. Kastor Kahn  
 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.....Jules Bundgus  
 Radio-TV Prod.....J. P. Atherton

## 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 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

## THE BENJAMIN KATZ AGENCY

116 S. 7th St., Phila. 6, Pa.  
 Phone: MArket 7-0802

President.....Benjamin J. Katz

## JOSEPH KATZ CO. OF NEW YORK

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

President.....Harry Kullen  
 Exec. V.P.....C. W. Shugert  
 Radio-TV Director.....Edward Kogan  
 Assoc. Radio-TV Dir...Alice Polver Biviano  
 Media Director.....C. A. Brocker

### Branch Offices

501 St. Paul Place, Baltimore 2, Md.  
 Phone: LExington 9-1500

V.P., Gen. Mgr.....Stanley F. Blumberg  
 Sec.-Treas., Media Dir.....Gertrude Myers

## HENRY J. KAUFMAN & ASSOCIATES

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

## ABP-ANPA

General Manager.....Henry J. Kaufman  
 Creative Director.....Wm. F. Sigmund  
 Radio-TV Dir.....Jeffrey A. Abel  
 Media Dir. Research....Betty Darling Gwyer  
 Copy Chief.....T.D. Mandelstam  
 Production Mgr.....A. A. Allenbach  
 Art Director.....Eugene T. Hoover, Jr.  
 Public Rel. Dir.....Robert R. Denny

## KEELOR & STITES CO.

318 Broadway, Cincinnati 2, Ohio  
 Phone: PA 1-1310

## ABP-ANPA-APA-NBP

Chmn. of Board, Treas.....P. R. Hume  
 President.....J. T. Nolan, Jr.  
 Vice Pres.....H. J. Darby  
 V.P. Radio Time Buyer.....A. A. Radkey  
 Prod. Mgr.....John Helmslerfer

## KEILSON CO.

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

President.....Meyer Keilson

## KELLER-CRESCENT CO.

16-26 S.E. Riverside Dr., Evansville 8, Ind.  
 Phone: HArrison 5-5146  
 ABP

Mgr.....Lee Edmiston  
 Radio-TV Dir.....G. L. Freeman

## DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio  
 Phone: BALdwin 3-6216  
 AAAA-ABP-ANPA

President.....Don H. Kemper  
 Exec. V.P.....Robert A. Hilton  
 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  
 Med. Reseach Dir...Mary Alice Whittington

### Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPerior 7-6746

President.....Don H. Kemper  
 Exec. V.P.....Robert A. Hilton  
 Media Director.....Marjorie Aberg  
 655 Madison Ave., New York 21, N. Y.  
 Phone: TEmpleton 2-7755

President.....Don H. Kemper  
 Exec. V.P.....Robert A. Hilton  
 Media, Radio-TV Dir.....Adna Karns

## KENNEDY-HANNAFORD, INC.

1706 Broadway, Oakland 12, Calif.  
 Phone: GL 2-2521  
 ABP

President.....Helen A. Kennedy  
 V.P.....Peter D. Hannaford

## KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.  
 Phone: YUKon 6-9000  
 AAAA-ABP-ANPA-PPA-ABC  
 NOAB-APA

## ADVERTISING AGENCIES

**Chrmn. of Bd.**.....Edwin Cox  
**President**.....William B. Lewis  
**Exec. V.P.**.....David C. Stewart  
**Sr. V.P.'s**.....Robert Burton, Victor  
 Armstrong, Maxwell Ule, Barrett Brady,  
 G.T.C. Fry  
**V.P., Dir. Radio-TV**.....James S. Bealle  
**V.P., Prod. Radio-TV**.....John Murphy  
**V.P., Radio-TV**  
 (Hollywood) .....Alfred Tennyson  
**V.P.'s**.....Gerald Link, Joseph B. Braun,  
 Stephens Dietz, Howard M. Wilson, Frank  
 J. Hennessey, Brendan J. Baldwin, Norman  
 H. Bertels, Alin Blatchley, Paul Bradley,  
 Ruth J. Cerrone, Frederick Flanagan, Budd  
 Hemmick, Edward B. Henderson, Philip  
 C. Kenney, C. F. Korten, Edward C. Mante,  
 Eric Marder, J. Clarke Mattimore, Robert  
 Pasch, William Rienecke, Alvin N. Sara-  
 sohn, Bud Sherak, William H. Weber,  
 Samuel A. Alter, Bruce Altman, John  
 Bladwin, James A. Dearborn, William H.  
 Green, L. Dickson Griffith, W. Denning  
 Harvey, John W. Keeshan, Richard M.  
 Kelly, Kevin Kennedy, Douglas L. Keys,  
 William G. Martin, Robert Ellis, E. W.  
 Newsom, Louis J. Nicholaus, Don J.  
 O'Leary, George Oswald, Lawrence G.  
 Puchta, Andrew J. Shepard, C. Stuart Sie-  
 bert, Sidney B. Silleck, Ellsworth L. Tim-  
 berman, Clinton F. Wheeler, Jr., Donald  
 J. Maggini.

**Time Buyers & Accounts:** Edward Kobza,  
 ASR, Shell Oil, U. S. Plywood; Lucy Kerwin,  
 Capital Airlines, Mead Johnson, Natl. Biscuit,  
 Quaker State, Anaconda Canadian Pacific,  
 McKesson & Robbins; John Hughes, Harold  
 F. Ritchie, Pepsi Cola; Mary Dwyer, Lever  
 Bros.; Louis J. Kennedy, Ford; George  
 Simko, Lever Bros.; Frank Hajek, Lever  
 Bros.

### Branch Offices

645 Griswold St., Detroit 26, Mich.  
 Phone: WOODward 5-0300  
**Sr. Vice Pres.**.....G. T. C. Fry  
 620 Market St., San Francisco  
 Phone: EXbrook 7-9099  
**Mgr.**.....Rebert Welsh  
 321 Bloor St., E., Toronto, Ont.  
 Phone: WALnut 4-9531  
**V.P.**.....Edgar B. Ferree  
 550 Sherbrooke W., Mont., Que.  
 Phone: VICTor 2-2534  
**Vice-Pres.**.....David Roe  
 Kenyon & Eckhardt De Mexico, S. A.  
 Avenida Insurgentes Sur  
 102 Mexico, D. F.  
 Phone: 11-81-73  
**V.P.**.....Burt S. Avedon  
 Meadows Bldg., Dallas, Tex.  
 Phone: EMerson 3-2581  
**Mgr.**.....Alfred Gary  
 6253 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HO: 9-9044  
**V.P., Mgr.**.....William King  
 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.**.....Robert B. Shirley  
*Estimated Radio Billings:* \$6,800,000.  
*Estimated TV Billings:* \$39,850,000.

### 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

### 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 Hossoos  
**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. Pensly  
**Treasurer**.....B. B. Jones  
**Exec. V.P., Service**.....E. T. Parrack  
**Radio-TV Mgr.**.....Warren C. Rossell  
**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

### 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  
**Sec.-Treas.**.....Harry H. Maus  
**V.P., Mktg. & Mdsq.**.....Fred Willson  
**V.P., Art Dir.**.....Thomas Brogan  
**V.P. Research Media Dir.**..Dr. J. S. Niefeld  
**Mgr., Radio-TV Prod.**.....Janet Conger  
**V.P., Art (N. Y.)**.....Charles Chappell  
**V.P.'s**.....Paul Kelly, Pierre F. Marshall,  
 Dale G. Mehrhoff, Dick Stern  
**Comptroller**.....Richard R. Davis  
**Time Buyers**..Merle Myers, Virginia Russett

#### Branch Offices

1270 Ave. of Americas, New York 20, N. Y.  
 Phone: COlumbus 5-5814  
**Mgr.**.....Gerald Lesser  
 121 Monument Circle, Indianapolis 9, Ind.  
 MELrose 5-1361



## ADVERTISING AGENCIES

V.P., Manager.....Paul Richey  
1680 Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 9-3974

Manager.....Talcott Jones  
Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.  
Phone: FRanklin 1-2507

Vice President, Mgr.....Dick Stern  
*Estimated Radio Billings:* \$1,100,000.  
*Estimated TV Billings:* \$8,500,000.

### LEW KING ADVERTISING, INC.

1426 North 1st St., Phoenix, Arizona  
Phone: ALpine 4-5548

President.....Lew King  
V.P.....E. G. King  
Radio-TV Dir.....Jim Silvius

### KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio  
Phone: AXminster 3-3191  
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. Briukman  
Production Manager.....T. Gerald Moon  
Secretary.....R. L. Mills  
Media Dir.....John J. Manning  
Radio & TV Dir.....Donald R. Lyons

### KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.  
Phone: JACKson 4-6692

APA—SNPA—ANPA—NBP—NOAB

Partners.....J. A. Kirkland,  
Frank W. White, James B. Schell  
Production Manager.....T. J. Majors  
Copy Chief.....Janet Foster

### PHILIP KLEIN ADV., INC.

Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.  
Phone: RI 6-7070

ANPA—ABP—APA

Chairman.....Philip Klein  
President.....Morton A. Koshland  
Sec'y, Treas.....Herbert Ringold  
TV Time Buyer.....Allan Kalish  
Art Director.....Burton I. Greenspan  
Copy Chief.....Milton Feldman  
Media Director.....Barbara N. Moore  
Publicity Director.....Henry Klein

### WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.  
Phone: FR 7-1646

ABP—ANPA—APA—SNPA

Pres., Treas.....Walter J. Klein  
Media Dir.....Bobbie Roberts  
Photography Dir.....W. Lineberger

#### Branch Offices

17 E. 45th St., New York 17, N. Y.

Phone: MUrray Hill 2-8377

Mgr.....Charles J. Basch III

### KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.  
Phone: 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 Connelly  
V. P., Creative Dir.....Raymond Armbruster  
Vice Pres.....A. Harvey Brown  
Secretary-Treasurer.....Edgar Kluge  
V.P., Radio-TV.....Lee Cavanagh  
Prod. Mgr.....Glenn A. Adair  
Media Mgr.....Nellene Zeis

### KUDNER AGENCY, INC.

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

ABP—ANPA—APA—NBP—AAAA  
ABC—NOAB

Bd. Chairman.....C. M. Rohrbaugh  
President.....Charles R. Hook, Jr.  
Exec. V.P.....Robert M. Watson  
Sr. V.P.'s.....Robert W. Bode, Donald S. Gibbs,  
Vice Presidents.....William A. McDonough,  
James F. Black, Andrew Diddell, James J.  
Coehran, Lester S. Rounds  
Secy., Treas.....Carl Phares, Jr.  
Asst. Sec.-Treas.....Emily A. Whitehill  
Radio-TV Dir.....Stuart Ludlum  
Dir. Radio-TV Comm. Prod.....Edgar C. Kahn  
Asst. Dir. Radio-TV Comm.

Prod. ....R. W. Clemmer  
Producer.....Paul Belanger  
Bus. Mgr.....Charles C. Allen  
Time Buyers.....John Marsich, Malachy Murray

### 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

### 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  
Publicity Dir.....A. G. Goldsmith

## ADVERTISING AGENCIES

### 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,  
Jack Callicott  
Production Manager.....Mrs. M. Ross  
Publicity Director.....Al R. Capley  
Art Director.....Leonard Crook  
Assoc. Art Dir.'s...J. A. Ruggiero, John Scott  
Dir. Creative Work.....Jane Zussman  
Assoc. Dir. Creative Work....Glen Jocelyn  
Acct. Executives.....David Davidson,  
Mrs. L. Cunningham, Courtney Shurman,  
Avron Spiro, Jr., Jack C. Legler, John T.  
Graff

### 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., Radio & TV.....William A. Wylie  
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, G. 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  
Media Director.....William B. Hinman  
Supvr., Traffic Prod.....Edmund A. Zito

### LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.  
Phone: JUDson 6-0588

Owner .....Erberto Landi  
Media Dir.....Rose Peters Gatto

### LANDO ADVERTISING AGENCY, INC.

197 Carlton House, Pittsburgh 19, Pa.  
Phone: ATLantic 1-5887  
ARP—ANPA

President.....Robert N. Lando  
Sr. V.P.....Joseph C. Gusky  
Radio Head.....Fred Hedding  
Radio Time Buyer.....H. L. Rothchild

#### Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.  
Phone: GL 6-2975

Manager .....John Clark

### PHILIP J. LANE ADVERTISING

16 East 50th St., New York 22, N. Y.  
Phone: PLaza 3-9327

Owner, Acct. Exec.....Philip J. Lane

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.  
Phone: PRospect 1-0300  
AAAA

President.....H. Jack Lang  
V.P.-Treasurer.....Fred P. Stashower  
Vice-Pres. & Sec.....Alvin B. Fisher

Vice President.....Martin J. Cohn  
Art Director.....Edward Kagy  
Dir. Radio-TV.....A. B. Fisher  
Prod. Mgr.....George H. DeWitt  
Prod. Mgr., Radio-TV.....Edward T. Noll  
Chief Time Buyer.....Garry C. McKelvey  
Dir. Client Develop.....David Baylor  
Time Buyers.....Barry C. McKelvey, James  
Telisky, Peter Turk

### C. J. LA ROCHE & CO., INC.

575 Lexington Ave., New York 22, N. Y.  
Phone: PLaza 5-7711

ANPA—AAAA—NBP—APA—NOAB—ABP  
Chairman.....Chester J. LaRoche  
President .....James D. Webb  
V.P. Art.....Folke Lidbeck  
V.P. Radio-TV.....Tom Lewis  
Vice President.....John Goodwillie  
Secy. Media Dir.....C. R. LaRoche  
Mgr. TV Prodn.....Jay Bottomley  
Time Buyers.....Jean Present, L. Schaan  
Prod. Mgr.....John Albanese  
Supev. TV Comm. Copy.....F. Dennis  
TV Art Dir.....P. Tomlinson

#### Branch Office

6269 Selma Ave. Hollywood 28 Calif.  
Phone: HOLlywood 9-3656

Vice Pres.....Arthur White

### LAVIDGE & DAVIS, INC.

401 Fidelity-Bankers Trust Bldg.,  
Knoxville, Tenn.  
Phone: 5-0418  
ANPA—NBP—SNPA

Radio-TV Dir. & Time Buyer...John Ward  
Branch Office

222 Professional Bldg., High Point, N. C.  
Phone: 6905

Mgr.....J. Critz Query

### LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio  
Phone: TOWer 1-2065

Pres., Treas.....Edward P. Leech  
Vice Pres., Prod. Mgr.....deJane Dreher

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.  
Phone: LOCust 8-5600  
ANPA—APA—NOAB

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchheim  
V.P.'s .....Paul Brown,  
Hugh Genske, James C. Gibson  
Media Dir.....G. C. DeField

#### Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 9-7470

President.....Al Paul Lefton  
Vice-Pres. & Mgr.....R. J. Herts

### 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  
Exec. V.P., Creative Contact...Guild Copeland  
Sr. V.P.'s & Mgmt. Acct. Supvrs..C. L. Smith,

# ADVERTISING AGENCIES

Walter M. Swertfager, Thos. J. Lane, Jackson Taylor, Gordon Cates, Henry W. Lowe, John Schneider, Phillip P. Hoffman, David N. Laux, Wm. F. Mueller, Wm. Dasheff, Elkin Kaufman, Wm. Ziegfeld, George Beyer, Jr., Robert T. Kessner, Myron P. Kirk, Anthony J. Pan

V.P.'s, Mgmt. Acct. Supvrs. Frank Cambria, Edw. C. Simons, Elias B. Baker  
 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  
 Sr. V.P., Dir. of Copy. E. L. Frisard  
 V.P., Dir. of Music & Lyrics. Edward F. Flynn  
 V.P., Head of Serv. Dept. Myles E. Baker  
 V.P., Controller. G. J. Muller  
 Assoc. Media Dir. Jan van Emmerik  
 Asst. Media Dir. Best. Frank Howlett  
 Asst. Media Dir. Print. Louis Spino

## 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 Presidents. Robert G. Williams,  
 Kelso Norman, Wm. V. Patten  
*Estimated Radio Billings:* \$1,000,000.  
*Estimated TV Billings:* \$38,000,000.

## LESCARBOURA ADVERTISING, INC.

139 Main St., Ossining, N. Y.  
 Phone: Wilson 1-1443

Pres. Austin C. Lescarbourea  
 V.P., Treas. Stanley A. Lescarbourea  
 Secretary. Fred P. Donati  
 Art Director. John Berryman  
 Prod. Mgr. Winifred Phillips  
 Publicity Dir. Frances Howe

## LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.  
 Phone: TR 3-3381

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, Baron Roberts  
 V.P., Prod. Sam W. Longino  
 Secy.-Treas. Oscar S. Lewis  
 Public Rel. Dir. Richard E. Hodges, Jr.  
 Media Dir. Pamela Tabberer

## 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

## W. E. LONG ADVERTISING AGENCY

188 W. Randolph St., Chicago 1, Ill.  
 Phone: RANDolph 6-4606

President. Bruno Peterson  
 Vice Pres. Jodean P. Cash  
 Gen. Mgr. Don F. Copell  
 Dir. of Advertising. Frank B. Leonard  
 Radio-TV Dir. David R. Hayes  
 Asst. Radio-TV Dir. John Pesick  
 Secy.-Treas. Clark Rorbach  
 Media, Research Dir. Russell A. Gilbertz  
 Art Director. Hall E. Beem  
 Time Buyers. Russell A. Gilbertz, Russell D. Rynerson, Richard T. Williamson  
*Estimated Radio Billings:* \$250,000.  
*Estimated TV Billings:* \$650,000.

## LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.  
 Phone: TRinity 2-9694

AAA-ABP-ANPA-APA-NBP

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

## 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 Scheuer

## EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.  
 Phone: ANdover 3-1888

AAAA-ABP-ANPA-APA-NBP  
 NOAB

Chairman, Treas. Earle Ludgin  
 President. J. H. Willmarth  
 Gen. Mgr. George Rink  
 V.P. Acct. Exec. Ralph Whiting  
 V.P., Copy Dir. J. E. Chapman  
 Secy., Prod. Mgr. Edward Ernstein  
 Radio-TV Dir. D. Hockstein

## LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.  
 Phone: VALley 2-7182-3

ABP-ANPA-APA-NBP-NOAB

Owner, Acct. Exec. S. C. B. Lynn  
 Creative Dir. Donald A. Smith  
 Radio-TV & Media  
 Dir., Time Buyer. W. P. McLaughlin  
 Copy Chief, Acct. Exec. John L. Lewis

## 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  
 Radio-TV Time Buyer.....Eileen Burns  
 Radio-TV Director.....Robert Colburn  
 Prod. Mgr.....J. A. Rasley, Jr.  
 Copy Chief.....John E. Fisher

### **MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: RAndolph 6-9360  
 ANPA—ABP—AAAA—NBP

Chairman.....Hays McFarland  
 President.....A. E. Aveyard  
 Treasurer.....J. Terry  
 Exec. V.P., Gen. Mgr.....Walter C. Power  
 V.P.....Norman A. Fox  
 Vice-President.....David W. Stotter  
 V.P., Art Dir.....Rom. Z. Rigotti  
 Radio-TV Time Buyer.....Esther Andersen  
 Media Director.....G. H. Hendry  
 V.P., Radio-TV Dir.....H. G. Atkinson  
 V.P., Prod. Mgr.....W. E. Christopher

### **MacLAREN ADVERTISING CO. LTD.**

111 Richmond St., West, Toronto, Ontario  
 Phone: EMpire 3-2244

President & Dir.....E. V. Rechnitzer  
 Exec. V.P., Gen. Mgr.....C. E. Brown  
 Treas. & Dir.....M. D. MacMahon  
 V.P. & Dir.....G. G. Sinclair  
 V.P. & Dir.....W. H. Graham  
 V.P. & Dir., Radio-TV.....F. H. Horler  
 Dir. Creative Svcs.....G. M. Elliott  
 Media Dir.....D. C. Linton  
 Group Creative Dir's.....R. H. Baker, P. D.  
 Break, A. Ness  
 Ass't Mgr., Radio-TV Dept.....R. J. King  
 Mgr., Sales Prom.....W. W. McGregor  
 Media Mgr's.....F. M. MacPherson,  
 D. C. McQuarrie  
 Mgr., Pub. Rel.....L. R. O'Hagan  
 Time Buyer.....F. K. Campbell

#### *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

### **MacMANUS, JOHN & ADAMS, INC.**

Bloomfield Hills, Mich.  
 Phone: MIdwest 6-1000  
 ANPA—AAAA—ABC

President.....Ernest A. Jones  
 V.P., Secy.....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  
 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  
 Media Dir.....C. N. Campbell

#### *Branch Office*

444 Madison Ave., New York, N. Y.  
 Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.  
 V.P., Radio-TV Dir.....Mark Lawrence  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-6130

V.P., Manager.....D. E. Jones

### **MALCOLM-HOWARD**

203 N. Wabash Ave., Chicago, Ill.  
 Phone: ANdover 3-0022  
 ABP—ANPA

Owner.....Arthur M. Holland  
 Radio-TV Dept.....Edward Drucker,  
 Bernard Berman, Fran Weiss  
 Art Director.....Arthur Anderle  
 Radio Time Buyer.....Maxine Ziv

### **MANCHESTER-KREER, INC.**

1726 Pennsylvania Ave., N.W.,  
 Washington 6, D. C.  
 Phone: ME 8-0060

President.....J. G. Manchester  
 Vice President.....Richard P. Ehst  
 Radio-TV Dir.....Richard T. Williams  
*Branch Office*

7 So. Dearborn St., Chicago 3, Ill.  
 Phone: DEarborn 2-4170

President.....D. S. Manchester

### **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.....T. H. Parker  
 Art Dir.....Don Bearard  
 Radio-TV Cons.....Sidney Walton  
 Research Dir.....Werner Lob  
 Pub. Dir.....Vic Dallaire

### **MARSCHALK & PRATT**

*Division of McCann-Erickson*  
 460 Park Ave., New York 22, N. Y.  
 Phone: OXFord 7-4250

President.....S. L. Meulendyke  
 Exec. Vice Pres.....Stuart D. Watson  
 V.P., Gen. Mgr.....G. Lester Williams  
 Vice Presidents.....Arthur J. Keup, Bill M.  
 Sansing, Albert A. Sommer, Charles A. Mit-  
 telstadt, Edward J. Whitehead  
 Creative Dir.....Eugene Taylor  
 Mkt. Research Dir.....Irving S. Underhill  
 Admin. 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  
 100 Biscayne Blvd., S., Miami, Florida  
 Phone: FRanklin 9-2821  
 Manager.....George Bremser

## ADVERTISING AGENCIES

### 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  
V.P., Art Dir.....Charles Jefferson  
Copy Chief.....Dan James  
Media Dir.....Geri Propeack  
Prod. Mgr.....Paul Marchini

### 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, Donald D. Halstead, Leon-  
ard Marshall, Edward J. Garvey  
V.P., Dir. of Radio & TV.....Richard S. Jackson  
Assoc. Dir.....Roy Passman  
V.P., Publ. Dir.....Arthur Monroe  
V.P., Media Dir.....Douglas Hathaway  
Time Buyers.....Mrs. Edna Cathcart, Miss  
Pat Hartnett, Miss Olga Hoffman, Miss Mary  
McDonough  
1345 Russ Bldg., San Francisco 4, Cal.  
Phone: YUkon 2-8944

Manager.....Robert Little

### MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.  
Phone: BRoadway 6-7181

ABP-ANPA-NBP-NOAB

President.....C. A. Mathisson  
Exec. Adm.....Walt E. Krueger  
V.P., Treas.....Ralph W. Henkel  
Radio-TV Mgr.....J. E. Severson  
Asst. Radio-TV Mgr.....Robert Geary  
Time Buyers.....J. Severson, R. Geary

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.  
3160 International Bldg., Rockefeller Center  
New York 20, N. Y.  
Phone: PLaza 7-2961

Manager.....Edgar E. Hinkle

### JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4456-4457

President.....Joseph M. Finkle  
Vice-Pres.-Treas.....Archie M. Finkle  
Radio Director.....Sheila A. Spencer  
Production Mgr.....Joan E. Esposito

### 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

Time Buyers.....Thomas P. Maguire, Ray  
Stone, George Huelser

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: WHitehall 4-1676

Vice President.....Raymond C. Stricker  
83 S. Seventh St., Minneapolis, Minn.  
Phone: FEderal 9-8859

Mgr.....Charles J. Hawkins  
Estimated Radio Billings: \$1,600,000.  
Estimated TV Billings: \$15,950,000.

### McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.  
Phone: OXFord 7-6000

AAAA-ABP-ANPA-APA-NOAB

Bd. Chmn., Pres.....Marion Harper, Jr.  
Bd. Vice Chmn.....Robert E. Healey  
Oper. Comm. Chmn.....Wilbert G. Stilson  
Sr. V.P., Treas., Chrm. Finance Comm.

Frank White

Sr. Vice President.....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., Adm. Chmn.....Paul E. Foley  
V.P., TV-Radio Pgm.....Thomas A. McAvity  
Sr. Vice Pres. &

Creative Dir.....John H. Tinker, Jr.  
V.P. Chg. Media.....William C. Dekker  
Vice Pres. & Asst. Treas.....Dixon R. Griswold  
Asst. Secy.....Marjorie B. Middlebrook  
Vice Presidents (N. Y.).....Karl A. Brautigam,  
Donald G. Calhoun, Sidney W. Dean, Jr.,  
J. L. Deane, Leonard F. Erickson, Alberta  
Hays, Farish A. Jenkins, Daniel W. Keefe,  
Alton Ketchum, Ralph B. Koser, Thomas  
P. Losee, Alfred J. Roby, Jr., Margot Sher-  
man, Wells W. Spence, R. E. Thompson,  
E. F. Wilson, Neal Gilliatt, Earl H. Ellis,  
Richard Farriker, Myron McDonald, Ferd  
Ziegler, Edward R. Beach, W. E. Berchtold,  
Herta Herzog, Russell Johnston, M. Carl  
Johnson, Jr., T. A. McAvity, H. A. Mattoon,  
G. B. Park, Roger A. Purdon

Branch Offices

200 Berkeley St., Boston 16, Mass.  
Phone: LIBerty 2-7382

Mgr.....Paul N. Swaffield  
335 Euclid Ave., Cleveland 14, Ohio  
Phone: CHerry 1-6850

Vice Pres.-Mgr.....Robert Cole  
3325 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 5-3301

Mgr.....David Hopkins  
1060 National Bk. Bldg., Detroit 26, Mich.  
Phone: WOODward 5-7550

V.P., Mgr.....Thomas J. Henry  
900 Lovett Blvd., Houston 6, Texas  
Phone: JACkson 9-4991

Vice Pres. Mgr.....Joseph B. Wilkinson  
318 S. Michigan Ave., Chicago 4, Ill.  
Phone: WEBster 9-3700



## ADVERTISING AGENCIES

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  
Public Service Bldg., Portland 4, Ore.  
Phone: CApitol 8-4305

Manager.....T. N. Tracy  
836 W. Peachtree, Atlanta 8, Ga.  
Phone: TRinity 5-8381

V.P., Mgr.....John F. McClure  
*Estimated Radio Billings:* \$17,500,000.  
*Estimated TV Billings:* \$91,000,000.

### THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUmkirk 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

65 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 8-7165

Exec. V.P.....Robert Holley  
V.P.....Gene Thomas  
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  
531 Medical Arts Bldg., Seattle, 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  
Chm. Bd. & Pres.....Walter K. McCreery  
Secretary.....Walter Hadlich  
Treasurer.....Elizabeth Stable  
Publicity Dir.....H. Berger  
Radio-TV Dir.....Howard Flynn  
Radio Time Buyer.....Virginia White

### McCUTCHEON & PATTON ADV.

918 N. Second St., Phoenix, Ariz.  
Phone: AL 8-8374

ABP-ANPA-APA-NBP  
Pres., Treas.....David McCutcheon  
V.P., Sec.....Kenneth Patton  
Prod. Mgr.....Robert Schmltz  
Creative Dir.....Hal Ackerman  
Copy.....Helen Grant  
Acct. Exec's....David McCutcheon, Kenneth  
Patton, Hal Ackerman

### MELDRUM & FEWSMITH, INC.

Carnegie Hall, 1220 Huron Rd.  
Cleveland 15, Ohio  
Phone: CHerry 1-2141

ABP-ANPA-APA-NBP-AAAA-NAOB  
President.....H. W. Cooper  
Vice-Pres.....A. B. Meldrum  
V.P., Radio-TV, Film.....B.F. Stauderman  
V.P., Media.....H. G. Selby  
Radio-TV Time Buyer..Carol Ann Brosmer  
Sales Prom. Mgr.....W. M. Tucker

### FLOYD F. MELLEN ADVERTISING

514 Securities Bldg., Omaha, Neb.  
Phone: AT 1025  
AAAA-ANPA

Owner.....Floyd F. Mellen

### RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.  
Phone: YUKon 2-5877  
AAAA

President.....Richard N. Meltzer  
Exec. V.P.....Wallace X. Aron  
Production Mgr.....Barbara Judson  
Vice Pres.....Richard Lemen  
Media Dir.....Barbara Cochran  
Copy Chief.....Dennis Altman  
Copy Dept.....Susan Plummer  
*Time Buyers & Accounts:* Sue Mallett;  
Langendorf United Bakeries, Inc., Holsum  
Div.; Rickey's Studio Inn( The Gray Line,  
Inc. Barbara Cochran; Chrysler Motor Corp.,  
Simca Sales Div.

#### Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.  
Phone: WEbster 8-2993

Mgr.....R. Bregggen  
230 Park Ave., New York 17, N. Y.  
Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann  
1660 First National Bldg., Detroit 26, Mich.  
Phone: WOODward 1-4810

Manager.....Richard Meltzer  
*Estimated Radio Billings:* \$175,000.  
*Estimated TV Billings:* \$160,000.

### 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. Haggerty

### GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.  
Phone: UN 1-2634  
ABP-NBP

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

## ADVERTISING AGENCIES

### THE METLIS & LEBOW CORP.

200 West 57th St., N. Y. C. 19  
Phone: JUDson 2-3474

President ..... Stanley E. Lebow  
Vice Pres. .... Sanford H. Metlis

### ARTHUR MEYERHOFF ASSOC.

410 N. Michigan Ave., Chicago 11, Ill.  
Phone: DELaware 7-7860

ANPA—AAAA

President ..... Arthur E. Meyerhoff  
Production Mgr. .... Alan Bethe  
V.P.'s ..... George Taylor,  
Myron E. Chon, Benjamin Green, Robert  
Ross

Creative Dir. .... Thomas Magsino  
Copy Chief. .... Robert Gingrich  
Art Dir. .... Emily R. Raymond  
Dir. Mkt. Research. .... William Doscher  
Radio-TV Dir. .... Stuart Novy  
Financial Mgr. .... J. A. Johnston  
Media Dir. Radio-TV. .... Evelyn Vanderploeg  
Media Dir. Print. .... Mary Hauser  
Time Buyers. Evelyn Vanderploeg, Edmund  
Kasser, Francine Goldfine, Bruce Houston

Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.  
Phone: BRoadway 1-3144

V.P., Manager. .... George Grabin  
550 Sherbrooke W., Montreal, Canada  
Phone: VICTor 9-9141

Mgr. .... Gabriel LaSalle  
100 University Ave., Toronto Ont., Can.  
Phone: EMpire 3-3128

Manager ..... John Ketter

### 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. .... J. B. Summers

### MOGUL, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.  
Phone: TEMpleton 8-7100

President & Chief Exec. Officer. .... Emil Mogul  
Executive Vice Pres. .... Chunn

Exec. Comm. .... Sidney Matthew Weiss  
Sr. V.P. & Gen. Mgr. .... Richard Lockman  
Sr. V.P., Chmn. Plans Review

Board. .... Seth D. Tobias  
V.P. Chg. Radio TV. .... Leslie L. Dunier  
V.P., Dir. Mktng., Mchdsing. .... Jules Lennard  
Sr. V.P.'s. .... William Jacoby,  
Milton Gutteaplan, 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  
V.P. & Copy Chief. .... Alfred P. Berger  
V.P. Acct. Grp. Supvr. .... Leona Bowman,  
Gerald Gould, Wray Kennedy, Bernard

Kramer, Leonard K. Newsteder, Nat. C.  
Wildman

Graphic Arts Prod. Dir. .... Al Mauro  
Research Dir. .... Dr. Norman Young  
Print Media Dir. .... Ronald Friedwald  
P.R. Dir. .... Arthur Poretz  
Exec. Art Dir. .... Robert Blend  
Prod. & Traffic Mgr. .... L. Leon  
Radio TV Prod. Dir. .... Jeanne Harrison

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.  
Phone: MITchell 3-3200

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

Estimated TV Billings: \$7,800,000.

### THE CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.  
Phone: PArkway 1-1178

AFA—ABP—ANPA

President, Treas. .... Chester C. Moreland  
Secretary. .... Hubert A. Mann  
Vice Presidents. .... B. L. Schurman, Carl Press

### MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.  
Phone: OXFord 7-2100

APA

President ..... J. Patterson  
V.P. .... R. A. Dearth  
Media Dir. .... O. E. Christy, Jr.  
Radio, TV Time Buyer. .... R. A. McArdle  
Export Media Mgr. .... Aurora Blando  
Dir. of Radio-TV Prod. .... J. Seaborne  
Prod. Mgr. .... Don Wheatley  
Group Art Director. .... P. Zangas

### 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 Pyrch  
TV Director. .... E. Landau

### MULLINS, EARL ASSOC. INC.

3308 Beverly Blvd., Los Angeles 4, Calif.  
Phone: DUNKirk 5-9088

President ..... Thomas Mullins  
V.P. .... Warren Earl  
Sect.-Treas. .... F. A. Sieling  
Office Mgr. .... Katherine Kane

### NAHAS-BLUMBERG, INC.

605 McGowen St., Houston 6, Tex.  
Phone: JACKson 6-1181

ANPA—NBP

President ..... Fred Nahas  
Vice Pres., Media Dir. .... B. L. Blumberg  
V.P. Radio-TV Time Buyer. .... N. A. Zelikow  
Radio-TV Dir. .... Bill Lazarus  
Art Dir. .... William H. Sims  
Copy Chief. .... Diana Muth

## ADVERTISING AGENCIES

### 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

### 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  
Vice Pres.....John M. Keil  
Exec. Sec'y.....Kathryn Intemann  
Prod. Mgr.....Samuel Boyd  
Media Dir.....Harry C. Ledingham

### NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.  
Phone: WHitehall 4-3400

AAAA—ANPA—ABP—NOAB

President.....Maurice H. Needham  
Sen. 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 Chg. Radio-TV...James G. Cominos  
V.P., Dir. Radio-TV Pgs.....J. Scott Keck  
V.P. Radio-TV Creat. Dir...Kenneth Snyder

#### Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 6-2073

Mgr. ....Michael Gradle  
730 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-0333

V.P.....John F. Brooks  
TV-Radio Prod. Dir.....M. Kinnan, Jr.  
*Estimated Radio Billings:* \$3,500,000.  
*Estimated TV Billings:* \$16, 500,000.

### 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

### 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  
Art Director.....Arnold Hitchins  
Radio, Copy, Pub. Dir....Robert S. Cragin  
TV Director.....Robert Stone  
TV Time, Space Buyer.....Tillie Reinig

### 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

### NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-0900

AAAA—ANPA

President.....Norman B. Norman  
Exec. V.P., Secretary.....Eugene Kummel  
Exec. V.P., Treasurer.....B. David Kaplan  
V.P., Broadcast Op. Exec.....Walter Craig  
V.P., Acct. Gp. Head.....Richard Bowman  
V.P., Creative Dir.....Kay Daly  
V.P., Marketing Dir.....John B. Morris  
V.P., Supvrs.....G. Shapiro, H. G. Bissinger  
V.P., Asst. to Pres.....Warren Falles  
V.P., Copy Chief.....Alan Koehler  
Production Manager.....Louis M. Hirx  
V.P., Dir., Print Media...Eugenie C. Stamler  
Fashion Coordinator...Catherine D'Alessio  
V.P., Controller.....Miss Rosalou Flanagan  
Asst. V.P., Dir. Rsch.....Henry Halpern  
Ass't. V.P., Print Media...George Coleman  
Creat. Supvr. Bcst. Op....James O. Rankin  
Copy Gp. Supvr.....June Cerf  
Sr. Art Dir., Mgr. Art Dept....J. Woodward  
Mdse. Manager.....A. R. Porte  
V.P., Bcst. Oper.....Walter Tibbals  
TV Art Dir.....William B. Weltman  
Time Buyers...Inez Aimee, Sheldon Boden,  
Harold Commings

#### Branch Office

Bd. of Trade Bldg., Chicago 4, Ill.  
Phone: WABash 2-8701

General Mgr.....Al Chopp  
*Estimated Radio Billings:* \$2,000,000.  
*Estimated TV Billings:* \$16,000,000.

### NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.  
Phone: WHitehall 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  
*Estimated Radio Billings:* \$250,000.  
*Estimated TV Billings:* \$9,500,000.

### NOYES & COMPANY

1800 Industrial Bank Bldg.  
Providence 6, R.I.  
Phone: GASpee 1-2087

# ADVERTISING AGENCIES

## 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  
 Media Dir. .... Ed D. Cummings  
 Art Dir. .... M. F. Hoctor  
 Public Rel. Dir. .... W. Barbau

## R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 3-1710

President. .... R. T. O'Connell  
 Exec. V.P., Great. Dir. .... Ethel Merkle  
 Vice President. .... George Millet  
 Prod. Mgr. .... Harry Weiss  
 V.P., Art Director. .... Jack Chatham  
 Radio-TV Dept. .... John Graham

## OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.  
 Phone: MU 8-6100

### NOAB—APA—AAAA

President. .... David Ogilvy  
 Exec. V.P. .... E. Estey Stowell  
 Sr. V.P., Treas. .... Shelby H. Page  
 Sr. V.P. .... J. McCaffrey  
 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. .... P. Caravati, J. Heekin,  
 D. Margaretten

V.P., Media Dir. .... Samuel L. Frey

### Branch Office

9033 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CRestview 5-6165

Mgr. .... Christy Walsh  
*Estimated Radio Billings:* \$2,500,000.  
*Estimated TV Billings:* \$12,000,000

## 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  
 Media Dir. .... Louise Dogherty  
 Prod. Mgr. .... Thomas Elliott  
 Copy Chief. .... J. W. Myers  
 Public Relations Dir. .... Nancy Young

## 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. .... C. C. Hellickson  
 V.P.'s. .... W. Olmsted, John K. Mortland  
 Media Dir. .... Warren T. Way  
 Production Mgr. .... Everett T. Olson

## 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

## W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.  
 Phone: KINGSley 6-4140

President. .... W. Wallace Orr  
 V.P. .... Bosh Pritchard  
 Secy & Treas. .... Willard W. Hughes  
 Art Dir. .... William Enderle, Jr.  
 Copy Chief. .... Robert Dunkel

## 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 Lisc  
 Art Dir., Prod. Mgr. .... Tom Horan  
 V.P., Radio-TV Dir. .... Frank Rickey  
 Account Execs. .... Merritt Owens, Frank Lisc

## 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  
 Secy & Treas. .... Max Weintraub  
 Copy Chief. .... S. I. Altman  
 Art Dir. .... Elmer Pfeffer  
 Prod. Mgr. .... Stuart Jusko  
 Radio Time Buyer. .... Betty Silon  
 Media Dir., Space Buyer. .... Irving Krouse

## PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.  
 Phone: MAIn 3-1401

### AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board. .... Wm. H. Horsley  
 President. .... Trevor Evans  
 V.P., Secretary. .... Frank Horsley  
 Prod. Co-ord. .... Monte Solkover  
 Vice President. .... Frederick D. Syrague  
 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

## PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-6400

President. .... Ted Bergmann

## ADVERTISING AGENCIES

Sec.-Treas. .... Florence Shapin  
 V.P., Dir. Creative Copy.....Al Eichler  
 Dir. TV-Radio (West Coast)...Don Blauhut  
 Production Director.....Sydney Reich  
 Copy Supervisor.....Robert L. Smock  
 Copy Coordinator.....Alice Douglas  
 Merch. Director.....Axel P. Gudmand  
 Media Director.....Herbert Gruber  
 Dir. TV-Radio (East Coast)...Lloyd Durant  
 Comm. Dir.....Irving Ross  
 Asst. Media Director.....Gerald Levey  
 All-Media Buyer.....Ruth Bayer  
 TV Oper. Mgr.....Helen Lawin  
 Creative Art Director.....Sol Hyman  
 Art Director.....Erno Slovak  
 Production Supervisor.....Jay Stuart  
 Personnel Manager.....Pearl Sheridan  
 Office Manager.....Milton Jurin  
 Time Buyers..Herbert Gruber, Ruth Bayer,  
 Gerald Levey

### *Branch Office*

1334 N. Beachwood, Hollywood 28, Calif.  
 Phone: HOLlywood 2-3111

V.P.....Don Blauhut  
*Estimated Radio Billings:* \$184,000.  
*Estimated TV Billings:* \$16,120,000.

### PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.  
 Phone: YUKon 6-7795

ANPA

President-Treasurer.....C. H. Pearson  
 V.P. ....Byrnes Pearson  
 V.P., Secy.....Cecilia H. Pearson  
 Prod. Mgr.....P. Torchia  
 Publicity Dir. ....Melvin Parks

### 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

President.....Charles C. Ramsey  
 Vice Pres.....James Holloway  
 Exec. V.P.....Herbert Fredman  
 Radio-TV Dir. & Sec....Mrs. Orva W. Huff  
 Media Director.....Charles Tucker  
 Prod. Mgr.....Al Sheahan  
 Treas.....Robert L. Phillips  
 Art Dir.....L. T. Shackelford

### 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. Pitluck  
 P. R. Dir.....J. M. Battersby  
 Copy Chief.....Harvey Christiansen  
 Radio Director.....Margaret Morrison  
 TV Director.....Don Zimmer

### POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.  
 Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

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 Prod.....William J. Brewer  
 Radio-TV Dir.....Gene W. Dennis  
 Research Director.....Willard Young

### 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 Hanno  
 Secretary.....M. S. Proctor  
 Art Dir. & Prod. Mgr.....M. Sholle

### PRODUCT SERVICES

17 E. 45th St., New York City  
 Phone: MURray Hill 7-0204

President.....Les L. Persky  
 V.P.'s.....Harold L. Tuers, Wallace Lancton  
 Gen. Mgr.....George Stadtmuller  
 TV Prod. Dir.....Ern Westmore  
 Comm. Film Mgr.....Richard DeMaio  
 Art. Dir.....Milt Kimmel  
 Copy Dir.....Vivian Koenigsberg  
 Chief Time Buyer.....Doris Gould  
 PD Director.....Alfred Davis

### CHARLES O. PUFFER ADVERTISING

155 E. Ohio, Chicago, Ill.  
 Phone: WHitehall 4-1003

ABP—APA

President.....Charles O. Puffer  
 Art Director.....Henry Garcia  
 Prod. Mgr.....Glorya Bakken

### 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

### 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



## ADVERTISING AGENCIES

### 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

Chmn. of Board.....Chas. Dallas Reach  
V. Chm. Bd.....F. R. Risley  
President.....Harold L. McClinton  
Senior V.P., Pres. Asst.....Robert W. Robb  
Exec. V.P., Art Dir.....Everett W. Sahrbeck  
Controller.....J. Allentuck  
Sr. V.P., Treas.....D. M. Bernheim  
V.P. Copy Dir.....Ralph Rosenberg, Jr.  
V.P. Mgr. Newark.....Donald Mayer  
V.P., Radio-TV.....Werner Michel  
Media Dir.....Douglas Burch  
N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.  
Radio-TV Time Buyer.....Timothy O'Leary  
V.P. & Research Dir.....Paul Keller  
Pub. Dir.....Phil Wasserman

#### Branch Offices

Prudential Bldg., Chicago 1, Ill.

Phone: Superior 7-9722

Pres. ....J. R. Pershall  
6434 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt  
706 Second Ave., Minneapolis 2, Minn.

Phone: FEderal 9-8041

V.P., Manager.....George O. Ludcke, Jr.  
1235 Statler Bldg., Boston, Mass.

Phone: Liberty 2-6100

Pres. ....Douglas Coady

### JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.

Phone: VICTOR 5269

APA—ABP—ANPA

Owner.....James R. Reese

### KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 1, Minn.

Phone: FEderal 9-0071

AAAA—ABP—ANPA—APA

NOAB—PPA—ABC

Chmn. 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. Sarlos,

Loren P. Herder, Howard Wilson

V.P., Radio & TV Dir.....R. E. Neff

Time Buyer.....Philip Archer

### REGAL ADVERTISING ASSOCIATES

#### CORP.

575 Lexington Ave., New York 22, N. Y.

Phone: MURRAY Hill 8-8320

Exec. V.P., Gen. Mgr.....Herb Resnick

Controller.....Marcia Beckman

Station Rel. Dir.....Sidney B. Hoenig

Time Buyers & Accounts: Irving I. Adelsberg; Exquisite Form Brassiere Inc.; I. Roach & Sons; Silf Skin, Inc.; Magic Lady, Inc.; Perfection Wines, Ltd.; Keystone Cameras.

### 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.....Low Green

Media Director.....John Priebe

### 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.....Evelyn Warner

Space Buyer.....J. Prindiville

Acct. Exce.....Henry Freitas

### 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,

B. Sabsay

Time Buyer.....Vera Hopkins

#### Branch Office

1440 St. Catherine St. W., Montreal 1, P. Q.

Phone: UN 6-1775

Manager.....K. Munro

### FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

730 Fifth Ave., New York 20, N. Y.

Phone: PLaza 7-6400

President.....Fletcher D. Richards

Board Chairman.....Bradley A. Walker

General Manager.....Bryan Houston

Bd. Vice Chmn.....Paul R. Smith

Chmn. Exec. Comm.....J. Sherwood Smith

Treasurer.....Dorothy Steitz

Secretary.....Evelyn King

Senior V.P.'s.....Ernest A. Gray,

Wm. A. Chalmers, Robert Boulware, Wal-

ter B. Geoghegan, Duane Beurmann, John

Shepherd, James H. Cobb, Sanford C.

Smith, Alexander Coan, Sylvia Harris,

Laurel Cutler, Raymond P. Durrell, Bern-

ard Eckstein, John J. Ennis, John Hamm,

Richard J. Keegan, Warren Rebell, Fred L.

Ryner, Maxwell Sapan, Joseph Scheideler,

H. A. Steckman, John M. Van Horson,

Samuel H. Weber

V.P. Dir. of Media.....John J. Ennis

V.P. Dir., Radio-TV.....Seymour J. Frolick

Radio-TV Copy, Prod. Chf.....Wm. Vance

Radio-TV Prgmn.....Robert Nugent

## ADVERTISING AGENCIES

Radio-TV Writer-Prod.....Wyn Walshe,  
Steve Roppolo  
TV Art Dir.....Victor Miranda  
Radio-TV Traffic..Fran Campbell, Ruth Jaffe  
Radio-TV Bus.....Georgette McCarthy  
Time Buyers.....Jim Kelly, Jack  
McDougal, Elizabeth Griffiths

### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: RAndolph 6-3830

General Mgr.....George Jahnke  
58 Sutter St., San Francisco 4, Calif.  
Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris  
V.P. Mgr.....Parker Wood  
V.P.'s...Porter Anderson, Ridge L. Harlan,  
Jack O. Keeler

6233 Hollywood Blvd., Hollywood, Calif.

Phone: HOLlywood 6-1311

V.P. & Mgr.....Norman Warren  
V.P.'s.....Raymond R. Morgan, Jr., Robert  
C. Temple, James O. Thompson  
Joseph Vance Bldg., Seattle 1, Wash.

Phone: MAIn 2-1555

Vice Pres.....Frank Caspers  
133 E. Palmetto Pk. Rd., Boca Raton, Fla.

Phone: 6344

Vice Pres.....Ellsworth D. Hill  
V.P., Creative Dir.....P. S. Batterson  
20 Carlton Ave., Toronto 2, Ont., Can.

Phone: EMpire 3-6361

Bd. Chmn.....John P. Hamilton  
Pres. ....Warren H. Wilkes  
V.P.'s.....R. G. Fitzpatrick,  
J. P. Hamilton

550 Sherbrooke St., W., Montreal 2, Can.

Phone: BELair 8821

Gen. Mgr.....Cletus Lunny  
*Estimated Radio Billings:* \$2,300,000.  
*Estimated TV Billings:* \$7,500,000.

### DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner .....Dan Rivkin

### 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

### MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.

Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall C. Robertson  
Secy.-Treas., Time Buyer.Mary A. Robertson  
V.P., Acct. Exec.....John Eby  
Dir. ....Betty Wagner  
TV Manager.....Jack Helling  
Art Director.....Lavern Everson

### ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 8-5885

President.....Robert H. Adleman

Vice President.....Anthony J. Walton

Art Dir.....R. Meyers

### ROBINSON, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: HUNtley 2-2050

AAAA—ABP—ANPA—APA—PPA

President.....Elwood J. Robinson

Secretary.....Eola E. Gass

Vice Presidents.....David R. Fenwick,  
John Haynes

V.P., Radio-TV Dir.....Lee Laufer

V.P., Media Dir., Treas...Robert C. Neuman

Prod. Mgr.....James Kroll

*Time Buyer & Accounts:* Dorothy Skid-

more; Loma Linda Food Co., Breast

O'Chicken Tuns, Inc., Packard-Bell Co.,

Dried Fig Advisory Bd., Los Angeles Dept.

of Water & Power, Wilco Co., Western Federal

Svgs. & Loan Assn.

### ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....J. L. Proebsting

President.....C. E. Rickerd

Exec. V.P.....K. C. August

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,  
William H. Savin, Stewart Weston, M. F.

Williamson

Sec.-Treas.....C. W. Anderson

Dir. Radio-TV.....Kirby Roche

Media Buyer.....Guy Dustman

### ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-2324

President .....Irving Rocklin

Controller .....Sidney Bernberg

Copy Chief.....Robert Spencer

Account Executives.....Irving Rocklin,  
Robert Rocklin, Jerrold Rocklin

Research Director.....Geraldine Feldman

Publicity Dir.....Robert Rocklin

Prod. Mgr.....Helen Wurtzburg

Art Director.....Louis Hernandez

### RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.

Phone: University 6-9471

ABC—ANPA

Bd. Chrmn.....Russell C. Ronalds

Secy.-Treas.....Peter Smith

President.....Frank deB. Walker

Exec. V.P.....Ray J. Avery

Prod. Mgr.....Leo Hastings

Acct. Suprs..A. W. Woodhouse, H. J. Ronalds

Media Dir.....D. C. Fowler

# ADVERTISING AGENCIES

## 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. Boule

V.P., Media Director.....C. M. Rundbaken

V.P., Art Dir.....Alec B. Kenne

Production Manager.....Ethel Whelan

V.P.'s.....Allen A. Brinker, Walter M.

Masters

Copy Chief.....Frank McCullough

Comptroller.....Joseph R. Anderer

Estimated TV Billings: \$300,000.

## IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen

## ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JAckson 7-4566

APA—ABP

President.....Norton Rosengarten

Exec. Vice Pres.....Lynn Steinke

Radio-TV Dir.....Jay Scott

## 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. Supr.....Joseph G. Mohl

Sr. V.P. & Creat. Dir.....Wm. W. Shaul

V.P. Pub. Rel.....Hubert F. Roy

Copy Chief.....Joseph R. Neall

Dir. of Bus. Develop.....Roy M. Marshall

Media Dir.....Ronald A. Post

Record. Dir.....John A. Roche

Dir., Radio-TV.....David B. Siegel

Secretary.....Erwin H. Haass

Treasurer.....Lathrop P. Morse

Controller.....Harry W. Mellen

V.P., Media.....Carl E. Hassel

Research & Media Dir.....Edward Simon

Production Director.....William L. Miller

Publicity Dir.....Robert V. Fanett

V.P., Dir. Prod. Analysis.....Kenneth S. Loring

Personnel Dir.....George Macier

Librarian.....Florence Armstrong

## Branch Offices

214 E. 31st St., New York 16, N. Y.

Phone: MU 5-1440

Mgr.....John A. Roche

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.....Robert B. Mackay

## 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 Weiner

Dir., Radio-TV.....Mildred Vigderhouse

Prod. Mgr.....Phyllis Kish

## THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.

Phone: BRowning 1-2150

AAAA—ANPA—ABP

President.....C. L. Rumrill

Senior V.P.'s.....J. R. Van Arsdale,

N. A. Gallagher

V.P.'s.....C. N. Gleason, D. B. Miller J. E.

Troskosky, F. F. Harned, R. D. Dunning,

B. W. Jones, T. P. Howard, E. F. Novak

Secy., Treas.....H. R. Hanson

## Branch Offices

10 Lafayette Sq., Buffalo, N. Y.

Phone: MA 6020

V.P., Manager.....J. G. Wells

V.P.'s.....N. E. Fergie, H. R. Keating

1512 Genesee St., Utica, N. Y.

Phone: SWift 7-2850

V.P. & Manager.....L. B. Riegler

V.P.....H. T. Duffy

## LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: CEntral 6-3521

APA—NBP—AAAA—ABP

President.....Lowe Runkle

Vice-Presidents.....Roger Pishny,

Howard Neumann, Monty Mann, Oscar

Heuser

Person. Dir.....George A. Mitten

Radio, TV Director.....Mack Fuller

Prod. Mgr.....P. Colman

Art Dir.....Hugo Lindberg

## BEN SACKHEIM, INC.

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.'s.....Milton Mensch,

Lewis Nemerson

V.P., Radio-TV.....William Pitts

Time Buyer.....Robert Goldsmith

Copy Chief.....Anne Green

Executive Art Dir.....Robert Lopez

Creative Director.....Matthew Cantillon

Prod. Coord.....Irving Levine

Media Director.....William Galker

Acct. Execs.....Glenda Sullivan, Theodore

Herrmann, George Miller

**WALKER SAUSSY ADVERTISING, INC.**

1820 Charles Ave., New Orleans 13, La.  
 Phone: TUIane 3282  
 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, Sr.,  
 Robt. F. Anderson

Acct. Exees. .... 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  
*Time Buyers & Accounts:* Mrs. Marie B.  
 O'Meara; American Brewing Co.; Elmer  
 Candy Co.; Henderson Sugar Refinery;  
 Hibernia Homestead & Svgs. Ass'n; Wm. B.  
 Reily Co.; Southern Memorial.

*Branch Office*  
 1717 N. Highland Ave., Los Angeles, Calif.  
 V.P. .... Robert r. Anderson

**ALLEN SAVAGE AGENCY**

1 E. 57th St., New York, N. Y.  
 Phone: EL 5-1434

Owner ..... Allen Savage

**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  
 Radio-TV Producer. .... J. P. Jones

*Branch Office*  
 6115 Selma Ave., Hollywood, Calif.  
 Phone: HOLlywood 4-7579

W. C. Mgr. .... Allan Moll

**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

*Branch Offices*  
 333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: FInancial 6-9511

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  
 Secy. & Treas. .... Morris Scheck  
 Prod. Mgr., Art Dir. .... L. Sansone  
 Copy Chief. .... E. Bimberg  
 Space Buyer. .... Frank M. Craumer

**SCHENKER COMPANY**

2301 Wabansia Ave., W., Chicago 47, Ill.  
 Phone: ARmitage 6-1600

Pres., Media Dir. .... Sidney R. Raike  
 Vice-Pres. .... J. E. Schenker  
 Art Dir. .... M. Rickabaugh  
 Radio Time Buyer & Prod. Mgr.  
 Space Buyer. .... C. D. Domin

**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  
 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

**SCHWAB, BEATTY, & PORTER, INC.**

660 Madison Ave., New York 21, N. Y.  
 Phone: TEMpleton 8-8410  
 ABP—ANPA—NBP

President. .... Victor O. Schwab  
 Exec. V.P. .... Richard Porter  
 Vice President. .... John M. Jenks  
 Radio-Time Buyer. .... Rae Elbroch

**ED SHAPIRO INC.**

1831 Chestnut St., Philadelphia 3, Pa.  
 Phone: LO 4-2877  
 ANPA—ABP—NBP

President ..... Edward Shapiro  
 Treas. Sec. .... H. Hyman Shapiro

**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  
 V.P.'s. .... Sigmund T. Seaman,  
 Norman R. Anderson, Ralph Stewart,  
 Charles J. Allen, Bruce Baldwin  
 V.P., Secretary. .... Robert C. Milner  
 Media Dir. .... Richard L. Rogers  
 Radio-TV Dir. .... Hathaway C. Kemper  
 Time Buyers. .... Isabel McCaulay, June  
 Nelson, Mariiyn McDermott

*Branch Office*  
 5225 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WE 6-4711

Mgr. .... Jack R. Schullter

**SILTON BROS., CALLAWAY INC.**

131 Clarendon St., Boston 16, Mass.

# ADVERTISING AGENCIES

Phone: CO 7-3730  
ABP—ANPA—NBP

Board Chairman.....Jason N. Silton  
President.....Myron L. Silton  
Exec. V.P.....Ramon N. Silton  
Senior V.P.....Earle W. Hoffman  
Treasurer.....Morris Susman  
Media Director.....Marie Kachinski  
Asst. Treasurer.....Ruth B. Comerford

## 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

## 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  
Radio-TV Dir.....Richard Hughes

## SMITH/GREENLAND COMPANY

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-6161

President.....Leo Greenland  
V.P.'s.....Roy Danish, Peter G. Weinberg,  
Murray Platte, Howard Rowland  
Sec.-Treas.....Martin L. Smith  
Copy Chief.....Murray L. Klein  
Production Mgr.....Harold Franklin  
Art Director.....Gerald Charm  
Media Director.....Les Towne  
Time Buyers.....Florence Taft, Joe King,  
Ronnie Walker

## SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.  
Phone: Atlantic 1-9312  
ABP—ANPA—APA

President.....Ronald P. Taylor  
Vice Presidents.....W. C. Sutherland, E. B.  
Hudson, R. E. Quaid, Phil Demme, R. K.  
Pearson, L. M. Dillon  
Radio Director.....Les Sterne

## W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.  
Phone: Juniper 4-2163  
APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith  
Vice-Pres. & Secy.....C. B. Smith  
Media Dir. & Copy Chief.....H. D. Peltier

## SON DE REGGER ADV. AGENCY INC.

3422 Ingersoll Ave., Des Moines 12, Ia.  
Phone: CRestwood 9-0554  
ANPA—APA—ABP—NBP

Ch. & Treas.....Les Son De Regger  
President.....T. Peterson  
Secretary.....A. H. Son De Regger  
Prod. Mgr.....Joseph Daniels

## C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.  
Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer  
C. Jerry Spaulding  
Vice President.....R. F. Hayward  
Secretary.....E. J. Driscoll  
Art Director.....Harvey Ball  
Prod. Mgr.....Charles Rice

## 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

## SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.  
Phone: 9-5581  
ABP—ANPA

Owner, Acct. Exec.....William Spitz  
Art Director.....Frederic Berg  
Copy Chief.....P. Pelizzotto  
Radio-TV Dir.....Patricia Montfort

## SPITZER & MILLS LIMITED

50 King St., West, Toronto, Ontario  
Phone: EMpire 6-2811  
ABC

Board Chairman.....C. F. Mills  
Vice Chmn. of Bd.....J. W. Spitzer  
President.....W. H. Reid  
V.P.'s.....F. J. Collins, D. McCrimmon,  
W. F. Nugent, J. H. Randle, W. G. Wallace  
Radio-TV Dir.....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  
V.P.'s.....J. H. Randle, D. McCrimmon

## STAMLER, BROOKS & SOGHIGIAN, INC.

2000 P St., N.W., Washington 6, D. C.  
Phone: ADams 2-0100  
AAAA

Chairman.....Arthur D. Stamler  
Pres.....H. H. Soghigian  
Exec. V. P.....Ronald J. Brooks  
Art Dir.....John W. Trotta  
Media Dir.....Joan Doucette  
Radio-TV Dir.....A. D. Stamler  
Radio Mgr.....D. B. Schain  
Time Buyers.....A. D. Stamler, H. H.  
Soghigian, R. J. Brooks, D. B. Schain

### Branch Offices

13 Summit Ave., Boston 49, Mass.  
Phone: DUnkirk 7-1981  
Mgr.....A. W. Potter



## ADVERTISING AGENCIES

120 N. Pitt St., Alexandria, Va.

Phone: TEmple 6-5483

Mgr. .... H. H. Hanson

*Estimated Radio Billings:* \$160,000.

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

### STEBBINS, BARTON ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 8-8131

ABP—ANPA—AAAA

President.....Barton A. Stebbins

Secy., Treas.....Dorothy M. Elliott

Production Mgr.....Dewey Harrison

Copy Chief.....S. Elstad

Art Dir.....F. E. Williams

Media Dir.....A. W. Gudelman

### STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: RIchmond 9-5317

ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins

V.P. Acct. Exec.....M. Corcoran

Treas.....Ruth Winberg

Secretary.....Winifred Graham

Art Dir.....Jack Eipper, Jack Vibber

Prod. Mgr.....Al Schuknecht

#### Branch Office

988 W. El Camino Rd., Sunnyvale, Calif.

Phone: REgent 9-4160

V.P., Mgr.....M. Corcoran

### STERLING ADV. AGENCY, INC.

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

Phone: OREgon 9-6767

ANPA—NBP

Chr. Bd., Pres.....S. M. Broun

Vice Pres.....Gertrude Neuren

Prod. Mgr.....Larry Bronfman

Sec., Comptroller.....Morton S. Sirota

Copy Chief.....Joyce Halse

### STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: DUnbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB

Cbmn. of Bd.....Ranald S. West

Pres., Treas.....C. Thomas Martin

Vice Pres.....B. A. Schloemer

V.P., Media, Time Buyer....R. A. McDowell

V.P.....Robert Helmieh

Television Production.....Gary Lee

Prod. Mgr.....Richard Thompson

### STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.

Phone: BAKer 5-9140

President.....Morry Storm

V.P., Art Dir.....Vincent Marcone

Copy Chief.....Mark A. Van Liew

Radio-TV Time Buyer.....Barbara Harmon

#### Branch Office

71 Maryland Plaza, St. Louis 8, Mo.

Phone: FOREst 1-8700

Mgr.....G. P. Deppe

### DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.

Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan

Vice Pres.....Robert N. Sullivan

Art Dir., Prod. Mgr.....J. J. McCabe

Media Dir.....Walter K. Munroe

### 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

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. Raisback

Vice-Pres.....Barrett Welch

Vice-Pres.....Horace Hagedorn

V.P.'s.....Frank Henderson,

Richard R. Uhl, Eugene F. Whelan, L.

Brooks Elms, James Tennyson, I. Emory

Ward, Horace E. Curtis

V.P., Research Dir.....Timothy J. Healy

V.-P. & Head Art Dir.....Robert West

Prod. Mgr.....George Andrew

Controller.....N. Argueso

V.-P. & Radio-TV Dir.....Philip 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

*Estimated Radio Billings:* \$8,500,000.

*Estimated TV Billings:* \$24,800,000.

### SWAN & MASON ADVERTISING, INC.

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

Phone: ELdorado 5-3263

President.....Robert G. Swan

Exec. V.P., Treas.....Willard W. Mason

V.P.'s.....Carlos A. Franco, George  
Crandall

#### Branch Office

1720 S. Boulder St., Tulsa 17, Okla.

Phone: LUTher 4-6115

Exec. V.P., Treas.....Willard W. Mason

### 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

# ADVERTISING AGENCIES

Treasurer.....Harold C. Jensen  
 Asst. Treas.....Fred Winter  
 Secretary.....Mary Kyak  
 Dir. Radio-TV.....W. H. Thomas  
 Copy Chief.....Harry Kinzie  
 Market Res. Dir.....Arthur A. Simon  
 Media Director.....George A. Bolas  
 Media Supervisors.....Jack Ragel  
 Roy A. Boyer, John Singleton  
 Broadcast Media Mgr.....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

420 Lexington Ave., N. Y. 17  
 Phone: PLaza 1-4680

Exec.-in-Charge.....John Masterson  
 1630 Vine, Hollywood 38, Calif.  
 Phone: HOLlywood 1-9228

Exec.-in-Charge.....Vic Hunter  
*Estimated Radio Billings:* \$2,500,000.  
*Estimated TV Billings:* \$17,800,000.

## TELESALES, INC.

350 Fifth Ave., New York 1, N. Y.  
 Phone: LAckawanna 4-1150

President.....Robert L. Zimler  
 TV Prod. Dir.....Dorothy Wagman

## TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.  
 Phone: LOngbeach 1-4423

Pres., Exec. Prod., Radio-TV.....Ron Terry  
 V.P., Med.-Resch. Dir.....B. P. London  
 V.P., Prod. Mgr., Pub. Rel.....P. Fleischmann  
 Secretary-Treas.....Gloria Lynn  
 Office Manager.....Ramona Darlak  
 Consumer Div. Mgr.....F. E. Mandl  
 Creative Art Dir.....D. Blakey  
 Space-Buyer, Lib.....Loretta Novak  
 Radio-TV Dir., Copy Chief.....Alden Richman  
 Time Buyers.....Ron Terry, Gloria Lynn,  
 Bernard P. London, Peter Fleischmann,  
 Filmore E. Mandl

## 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.....G. Douglas Bogact  
 Treas., Space Buyer.....C. Vitaliano

## J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 6-7000

AAAA-ABP-ANPA-NOAB-ABP

Chairman.....Stanley Resor  
 Vice Chairman.....Henry C. Flower, Jr.  
 Vire 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  
 Media Dept. Manager.....Richard Jones  
 TV Group Heads.....Robert E. Buchanan,  
 Storrs Haynes, Woodrow Benoit

## Branch Offices

410 No. Mich. Ave., Chicago, Ill.  
 Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves  
 Radio-TV Mgr.....John E. Mosman  
 Media Dir.....John de Bever  
 535 Griswold St., Detroit, Mich.  
 Phone: WO 2-8890

V.P., Mgr.....W. D. Laurie, Jr.  
 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  
 299 Alhambra Circle, Coral Gables, Fla.  
 Phone: HIGHLand 5-1391

Manager.....Albert Cameron  
 320 California St., San Francisco, Calif.  
 Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee  
 2110 Republic Bk. Bldg., Dallas, Tex.  
 Phone: RIverside 1-4584

Mgr.....J. William Brayer  
 621 17th St., Denver 2, Colo.  
 Phone: AMberst 6-3861

Mgr.....Thomas McAskin  
 311 Palmer Bldg., Atlanta 3, Ga.  
 Phone: JAckson 3-1711

Mgr.....D. E. Dumont  
 313 International Trade Mart  
 New Orleans 12, La.  
 Phone: TULane 7654

Mgr.....W. V. McGreevy  
 1737 De Salles St. N.W., Washington, D. C.  
 Phone: NAtional 8-6110

Mgr.....John J. Barnhill  
*Estimated Radio Billings:* \$13,500,000.  
*Estimated TV Billings:* \$110,575,000.

## TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22

Phone: EIdorado 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

## TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas  
 Phone: RI 8-4741

AAAA-ABP-ANPA-ABC

President.....Morris Hite  
 V.P., Treas.....John H. Wellenkamp  
 Prod. Mgr.....W. H. Muessig  
 Media Dir.....Ernestine Parker  
 Radio, TV Director.....Lawrence E. DuPont  
 Ass't. Radio-TV Dir.....Paul Girard

**JAY VICTOR & ASSOC., INC.**

1225 Raymond Blvd., Newark, N. J.  
Phone: MArket 3-8487  
N. Y. Phone: BA 7-6474

Pres..... Jay Victor  
V.P., Secretary..... Beatrice Victor  
V.P., Controller..... Eli Scolnick

**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  
Acct. Exec..... Henry Richard

**WADE ADVERTISING INC.**

20 N. Wacker Drive, Chicago 6, Ill.  
Phone: FInancial 6-2100  
ANPA—ABP—NOAB

President..... Albert G. Wade II  
Exec. V.P..... 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  
6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllywood 4-7457  
Exec. Vice Pres., Mgr... Forrest F. Owen, Jr.  
*Estimated Radio Billings:* \$1,000,000.  
*Estimated TV Billings:* \$20,000,000.

**HUGO WAGENSEIL & ASSOC. CO.**

Talbot Bldg., Dayton 2, Ohio  
Phone: HEmlock 5542  
ABP—APA—AAAA—ANPA

President..... Paul B. Willis  
V.P., Creative Dir..... Harley Case  
Radio Dir..... F. R. Harwood

**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, Paul Kopp, J. C.  
Silverman, Jack Wilson

**WARWICK & LEGLER, INC.**

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4700

President..... H. Paul Warwick  
Vice-Presidents ..... Henry Legler,  
Thomas H. Shauley, Thos. J. Murray, L. H.  
Russell, Wm. Zerweck  
V.P., TV-Radio Dir.... William P. Warwick  
V.P., Media..... R. S. Bean  
V.P., Copy Chief..... Robert L. Edens  
Exec. Producer-TV..... Andrew Christian  
Prod., Dir-TV..... Sheldon Platt  
TV Art Director..... Benjamin Colarossi  
Fashion Coordinator..... Jane Marcher

**WASSER, KAY & PHILLIPS, INC.**

1231 Banksville Rd., Pittsburgh 16, Pa.  
Phone: LOcust 3-1570  
NBP

President..... G. S. Wasser  
Exec. Vice Pres..... L. Cook Thompson  
Treasurer..... John R. Kersch  
Media Dir..... William R. Esch  
Radio, Television Director..... Alvin Roth

**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 President..... Bliss Woodward  
Secretary..... Elaine L. Waters  
Production Mgr..... Leo Israel  
General Manager..... Sydney L. Baron  
Media Dir..... L. Sanford Waters

**WATTS, PAYNE—ADV., INC.**

311 West 7th-Denver Bld., Tulsa 3, Okla.  
Phone: DIamond 3-8108  
AAAA—ABP—ANPA—AFA

Pres., Treas..... Oscar E. Payne  
Vice Presidents... Leslie S. Hauger, Don Dyer  
Production Mgr..... Steve Snyder  
Secy., Radio-TV Dir..... Don S. Mitchell  
Prod. Expeditor..... Larry Bettis  
Radio-TV Traffic..... Marilyn McClure  
*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 ..... Bernard Schiff  
Controller..... Gertrude Sternick  
Production Mgr..... Lee Kriss  
TV Dir..... Elaine B. Hudson

**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  
Media Dir..... Joe Stearns  
Art Dir..... Sam Diamond  
Prod. Mgr..... Harry Krauch

# ADVERTISING AGENCIES

## EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.  
Phone: CEntral 6-7252

President .....Edward H. Weiss  
Exec. Vice Pres. ....Irving D. Auspitz  
V.P., Dir. of Media.....Jack Bard  
V.P., Copy Dir.....Byron A. Bonnheim  
V.P.....Bernard J. Gross  
V.P.....Jerome Joss  
V.P., Creative Dir.....N. Lee King  
V.P., Secy., Radio-TV Dir., Marvii L. Manu  
V.P., Acct. Supvr.....Kenneth Murison  
V.P., Treas.....Ernest Stern  
Prod. Mgr.....Leo Sikes

### Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.

Phone: JUDson 6-8313

Director.....Marvin L. Mann  
6399 Wilshire Blvd., Los Angeles, Calif.  
Phone: OLive 3-8360

Mgr. ....Robert Harris

## WEISS & GELLER

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

Phone: PLaza 3-4070

ANPA—NOAB—APA

President.....Max A. Geller  
Exec. V.P., Media Dir.....Max Tendrich  
Sr. V.P., Creative Dir.....Lawrence Wisser  
V.P. Art Dir.....Arthur Gordon  
V.P. Dir. Mkt.....Robert Breckenridge  
Time Buyer.....Jack Geller  
Prod. Mgr.....Sally Green

## WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.

Phone: Pennypacker 5-1688

APB—APA—NOAB—ANPA

President .....David Wermen  
Vice President.....J. Leonard Schorr  
Radio-TV Director.....Lester Harmon  
Director Graphic Arts.....Allen Greenfield  
Art Director.....Edward Schorr  
Radio-TV Time Buyer.....R. Segal  
Radio-TV Prod. Mgr.....J. Samuelsohn

## E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.

Phone: MURray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim  
Art Dir.....Jose Ramos

## THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.

Phone: JUDson 2-8050

ABP—ANPA—NBP—NOAB

President.....Leland G. Wesley  
Exec. V.P.....John N. Jackson  
V.P., Chmn. Plans Bd.....Harold Breitner  
Vice President.....LeGrand L. Redfield  
Creative Art Dir.....G. Heller  
Prod. Mgr.....Ed Fitzgerald  
Radio-TV Mgr.....Jos. D. Knap, Jr.  
Creative Dir. R-TV.....John Zimmer  
Art Dir.....A. Kennedy

## 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  
V.P., Radio-TV Dir.....John Eckstein  
Secy.-Treas.....Howard Wechsler  
Estimated Radio Billings: \$250,000.  
Estimated TV Billings: \$650,000.

## WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.

Phone: CHEstnut 1-6380

AAAA

President.....Enno D. Winius  
Sr. Vice-Pres.....C. A. Brandon  
V.P., Creative Dir.....James D. Nevins  
Vice-President, Treas.....W. L. Sanborn  
Sec.....George R. Bishop  
Radio-TV Dirs., Time Buyers.....Herbert P.  
Halpern, Mrs. B. Essenpreis

### Branch Office

1016 Central, Kansas City, Mo.

Phone: HA 1-7383

V.P.....James H. Barickman

## G. WINSTON & COMPANY

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

Phone: Circle 5-4880

President.....George V. Bleier  
V.P., Gen. Mgr.....Dave Carson  
Art Dir.....H. B. Kornheiser  
Research Dir.....Albert Tedaldi

## 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.....Boyce Shelton

## YOUNG & RUBICAM, INC.

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

Phone: MURray Hill 9-5000

AAA—APA—NOAB—ABC

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  
Sr. V.P., Contact Dept.....Harry Harding  
V.P., Radio-TV.....W. Grider, E. H. Erlick,  
N. Glenn  
V.P., Mgr., Radio-TV Pub.....Harry Rauch  
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., Acct. Supvrs.....Milford Baker, Jesse  
O. Bickmore, Harry B. Carpenter, Thos.

W. Clark, Thos. R. Cox, Jr., Geo. B. Dippy,  
 Wilson H. Kierstead, Alexander Kroll, A.  
 Gardiner Layng, J. Layng, Martine, G. Mon-  
 tagu Miller, Douglas J. Murphey, Walter  
 K. Nield, Bernard Pagenstecher, Edgar B.  
 Van Winkle II, Walter B. C. Washburn,  
 Luis G. Weil, Frank Yahner, Chas. T.  
 Young  
 V.P., Copy Dirs...William J. Colihan, Jr.,  
 Hanley M. Norins, Mary E. O'Meara,  
 Robt. D. Work  
 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..Robert H. Binkerhoff  
 645 Griswold St., Detroit 26, Mich.  
 Phone: WOODward 1-7050  
 V.P., Mgr.....R. McKelvey  
 Holly & Hyland Ave., Hollywood 28, Calif.  
 Phone: HO 2-7181  
 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  
*Estimated Radio Billings: \$13,600,000.*  
*Estimated TV Billings: \$89,400,000.*

**YOUNT COMPANY**  
 12 East 10th Street, Erie, Pa.  
 Phone: GL 2-2816  
 President.....M. A. Yount  
 Acct. Execs.....M. John Yount,  
 R. A. Lewandoski  
 Production Mgr.....Ann Di Nicola

**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 Stern  
 Production Manager.....Frank Milgiore  
 Copy Chief.....Joan Hart

**PETER ZANPHIR ADVERTISING**  
 565 5th Ave., New York 17, N. Y.  
 Phone: OX 7-6996  
 ABP

**ZIMMER, KELLER & CALVERT, INC.**  
 28 Adams Ave., W., Detroit 26, Mich.  
 Phone: WOODward 1-9151  
 AAAAA-NBP-APA  
 President.....R. E. Keller, Sr.  
 Exec. V.P.....H. W. Calvert  
 Vice President.....A. H. Ritter  
 Media Dir.....C. D. Bortman  
 Prod. Mgr.....C. S. Kennedy  
 Public Rel. Dir.....D. A. Hallack

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**the Best Is the Associated Press.**





# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd. 37 James St. S.	Toronto	HUNter 5-6544 JA 7-9284	B. Glengill Jim Elliott	B. Glengill Jim Elliott
Altherton & Currier, Inc.	160 Adelaide St. W.	Hamilton	EM 3-5418	Eleanor Austen	Eleanor Austen
Backman Advertising, Ltd.	Sovereign Bldg.	Toronto	3-8164	Anne Archibald	
Baker Advertising Agency, Ltd.	610 Bayonne Ave. 660 St. Catherine St. W.	Toronto Montreal	HU 7-1511 UN 6-3049	N. Pahlén Louis Larocque	R. Spence
Batten, Barton & Durstine & Osborne Inc.	180 Bloor St. E.	Toronto	WA 4-3787	S. Ramsey Lees	William S. Whitehead
Bingham, John McMenney, Ltd.	32 Front St. W. 4645 Cavendish Blvd.	Toronto Montreal	EM 2-2641 HU 1-5032	McCrae J. Cooper	S. Lorriman
Bleasdale Advertising, Ltd.	341 William St. 257 Osborne St.	Preston Winnipeg	OL 3-4464 42-2564	E. Gordon Lowen	E. Gordon Lowen
Bradley, Venning & Hilton Ltd.	1664 West Broadway 1104 Douglas St.	Vancouver Victoria	CE 4154 2-6741	Ronald A. Kearns Robt. M. Ellis	Ronald A. Kearns Violet Perry
Breithaupt, Milson Ltd.	11 Yorkville Ave. 44 Eglinton Ave.	Toronto	WA 5-3801 HU 1-5251	John Bradley J. E. Palmer	Hedleigh Venning F. Irene Wray
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	Roy Partridge	Roy Partridge
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Vancouver	MU 4-7277	John G. Service	Donald M. DeNike
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM 6-5801	James B. McRae	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St. W. 181 Bay St.	Montreal Toronto	WE 5-5257 EM 8-2377	Jean Paul Champagne W. R. Beecroft	
Caldwell, Spence Agency	447 Jarvis St.	Toronto	WA 2-2103	G. F. Keeble (Radio) Claus Hobe (TV)	
Canadian Advertising Agency	1454 Mountain St. 80 King St., West 403 Electric Ry.	Montreal Toronto Winnipeg	VI 2-8061 EM 3-3051 WH 2-6923	M. Fontaine (Radio) Irving Teitel R. D. Waugh	
Cardon, Rose, Ltd.	1137 W. Hastings St.	Vancouver	MU 4-4151	K. L. Johnson	
Carter, Garry J. of Canada, Ltd.	1411 Crescent St. W.	Montreal	VI 2-9581	Norman Cardon	
Cockfield, Brown & Co., Ltd.	59 Avenue Road 200 Canada Cement Bldg.	Toronto MTL	WA 4-2505 UN 1-1771	Bob Howe R. W. Harwood (TV) E. W. Box (Radio & TV)	P. C. Logan M. Tierney
	185 Bloor St., E. 804 Electric Ry. 1222 Burrard Bldg.	Toronto Winnipeg Vancouver	WA 4-5492 WH 2-3538 MU 1-1111	J. A. Savage (Radio & TV) H. G. Gibson J. M. Morrison	

Collyer Advertising Ltd.....	2100 Drummond St. 20 Carlton St.	Montreal Toronto	VI 2-9672 EM 3-2697	K. Chase A. Evans	Nan Fraser
Copeland, Don H., Advertising, Ltd.....	442 Sherbourne St.	Toronto	WA 2-5989	Mrs. Vera Copeland V. P. Gray	Mrs. Vera Copeland V. P. Gray
Crombie Advertising Co., Ltd.....	391 St. James St., W. 100 Adelaide St., W.	Montreal Toronto	VI 9-5246 EM 4-7204	Donald Johnson Ruth Pedley	Gilbert Numms Lillian Ryan
Dancer-Fitzgerald-Sample Avg. (Can.) Ltd..	200 St. Clair Ave.	Toronto	WA 4-8425	R. O. McKeown (Rad. & TV)	
Denne, A. J., & Co., Ltd.....	90 King St., West	Toronto	EM 4-3444	J. E. Desbarats	
Desbarats Advertising Agency.....	485 McGill St.	Montreal	UN 6-4835	E. W. Karthaus	
Dominion Advertising Inc.....	480 Mt. Royal Ave., E.	Montreal	VI 2-2991	Hal B. Williams	
Dominion Broadcasting Co.....	4 Albert St.	Toronto	EM 3-3383		
Elkman, The, Company.....	1827 St. Catherine St., W.	Montreal	WA 1-5187	Chas. R. Bick	
Erwin Wasey, Ruthorff & Ryan, Ltd.....	610 Church St.	Toronto	WE 7-9401	Geo. R. Ferguson	
George Ferguson Assoc., Ltd.....	1980 Sherbrooke St., W.	Montreal	JA 9-1116	C. T. Dickson (Radio)	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton	WA 5-5961	T. A. Sylvah	
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 4-4681	S. A. MacKay	Miss J. Newton Pierre Petel
Foster Advertising, Ltd.....	149 Alcorn Ave. 550 Sherbrooke St., W. 156 Lombard Ave.	Montreal Winnipeg Ottawa	VI 9-5343 WH 2-2151 CE 6-5909	Charlotte Toupin Gurney Evans J. R. Foster	
Gibbons, J. J., Ltd.....	46 St. Clair Ave., E. 1440 St. Catherine St., W. Scott Bldg. Gibbons Bldg.	Toronto Montreal Winnipeg Regina	WA 4-8391 UN 6-7482	W. H. Reeves Peter H. Ross D. P. Johnston Harold Ellis	Esther Henning
Gibbons Bldg.	200 Blow Bldg.	Calgary		W. A. Bell	
Petroleum Bldg.	V1533 W. Pender St.	Edmonton		G. Tauchman	Mrs. C. A. Durno
Gislasen-Reynolds, Ltd.....	21 Park Rd.	Vancouver	MU 1-0157 WA 4-7364 EM 3-2144	Mrs. Hazel Bakes R. Gee	J. Pegnem
Goodwin-Ellis Advertising, Ltd.....	1161 Melville St.	Toronto	EM 3-3396 VI 9-7515	T. H. Goodwin Miss Joan King Mrs. L. Pepin	
Grant Advertising (of Canada) Ltd.....	103 Church St. 1628 Sherbrooke St., W.	Vancouver Montreal	WA 4-9211 EM 6-0731	S. W. Gwartzman R. D. Amos	E. Brown & Miss Pat Hepburn J. La Fontaine
Grosberg, Pollock & Gwartzman, Ltd.....	7 King St., East 2100 Drummond St.	Toronto Montreal	VI 5-0251	P. Garcia	Homer Dubois
Heggie Advertising Co., Ltd.....	97 Eglinton Ave., E.	Toronto	HU 5-5125 VI 2-9011	John E. Chilman P. E. Rioux	A. H. Evelyn Mrs. Vera Percival Godfrey Jarvis Frank Rose
Huot, J. E., Publicitee, Ltee.....	353 St. Nicholas St.	Montreal	WA 4-3753	P. J. Hennessey J. B. Regan	
Hutchins Advertising Co. of Canada, Ltd..	33 Hayden St. 38 Blower St.	Toronto Halifax	WA 4-6671 EM 3-2438	P. K. Stallworthy Miss O. N. Ferris	
Imperial Advertising, Ltd.....	631 Spadina Ave.	Toronto	JA 2-1155	J. A. Price	
Industrial Advertising Agency, Ltd.....	94 Yonge St.	Hamilton	UN 6-4835 WA 4-9531	E. W. Desbarats D. B. Gill	
Jarvis, Albert, Ltd.....	627 Main St., E. 485 McGill St.	Montreal Toronto	VI 2-2534	J. A. Winter	P. O'Sullivan
Kelley, Russell T., Co., Ltd.....	321 Bloor St. 550 Sherbrooke St., W.	Toronto Montreal			

# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481		
Levick, James, & Co., Ltd.	1178 W. Pender St. 800 Bay St.	Vancouver	MU 4-8221	John McCuaig	M. R. Woodward
Levick, James, & Co., Ltd.	307 Power Bldg. 629 7th Ave., S.W.	Winnipeg	WA 1-1121	Miss Nora Thorvaldson	
MacLaren Advertising Co., Ltd.	401 Kerr Block 623 Dominion Sq. Bldg.	Calgary	AM 2-6161	June Duncan	Doris Urch
MacLaren Advertising Co., Ltd.	111 Richmond St., W. 550 Sherbrooke St., W.	Regina	LA 3-7570	Helen Martenson	Miss Gabrielle Gagnier
McCann-Erickson (Canada) Ltd.	911 Electric Ry. Bldg. 1240 W. Pender St.	MTL	UN 6-8391	D. G. McMaster	J. N. Milne
McCann-Erickson (Canada) Ltd.	200 Bloor St., E. 2055 Peel St.	MTL	EM 3-2244	F. H. Horler	G. L. Trudel & R. Saucier
McConnell, Eastman & Co., Ltd.	Huron & Erie Bldg. 147 University Ave.	Toronto	WA 5-3231	Miss L. Henuset	G. J. Munro & Hal C. Sparkman
McConnell, Eastman & Co., Ltd.	Dominion Sq. Bldg. 382 Portage Ave.	Vancouver	VI 9-8341	J. W. Hoyland	L. Hefford
McCracken, W. A., Ltd.	1198 Pender St. 153 St. Clair Ave., W.	Toronto	4-4528	D. MacInnes	Craig Muir & J. Lyons
McGregor Deaville Advertising	1175 Bay St.	London, Ont	EM 3-7004	Clement Fluet, Bruce Ronald, W. G. Munro	
McKim Advertising, Ltd.	1510 Drummond St. 1407 Yonge St.	Toronto	UN 6-7941	Sheldon Lodge	Bob Black
Muter, Culiner, Frankfurter & Gould, Ltd.	250 Portage Ave. 1030 West Georgia St.	Winnipeg	WH 3-7406	C. S. Bowie	
Nattall & Maloney, Ltd.	1121 Bay St. 108 12th Ave., S.W.	Vancouver	MU 3-8121	Austin Moran	B. F. Johnson
O'Brien Advertising, Ltd.	Civic Block 1455 W. Georgia St.	Toronto	WA 4-721	W. T. Blakely	G. Rafeiman
Orr, William R., Ltd.	464 Yonge St. 355 King St., W.	Montreal	VI 9-4152	Miss Ruth Drew	Mrs. P. McVean
Otte, Robert, & Co. (Canada) Ltd.	380 Victoria St. 639 8th Ave.	Quebec	WA 4-6681	Wilfred A. McCracken	Mrs. A. E. Nightingale
Payeur-Publicite, Inc.		Toronto	WA 4-5736	Peel Steevan	Mrs. P. McVean
		Toronto	4-4910	A. S. Coleridge	
		Toronto	EM 6-9266	D. D. Davison	
		Toronto	EM 3-6047	R. Bruce Walker	
		Quebec City	LA 9-3322	E. Gould	
				Mrs. P. McVean	
				Mrs. A. E. Nightingale	
				N. W. Wright	
				Mona M. Harper	
				W. A. Perry	
				T. Reid	G. P. Vale
				Miss C. Payeur	

Pennell, Margaret, Advertising Plant, Elton M., Co. Purkis, Thornton, Ltd. Quebec Advertising Agency Reynolds, E. W., Ltd. Richards, Fletcher D., Inc. Ronalds Advertising Agency, Ltd. Ross Roy of Canada, Ltd. Sauviat, G. R., & Assoc. Schneider Cardon Ltd. Sills, Allan R., & Co. Smith, R. C., & Son, Ltd. Spitzer & Mills, Ltd. Stanfield, Johnson & Hill, Ltd. Stevenson & Scott, Ltd. Tandy-Richards Adv. Thompson, J. Walter, Co., Ltd. Thompson-Petersen Advertising Agency Ltd. Vamplew Advertising Vickers & Benson, Ltd. Walsh Advertising Co., Ltd. Whitehall Broadcasting Ltd. Willis Advertising, Ltd. Yanoff, Chris, Ltd. Young & Rubicam, Ltd.	145 Yonge St. 303 Bartlett Bldg. 330 Bay St. 1520 Mountain St. 154 University Ave. 1440 St. Catherine St., W. 550 Sherbrooke St., W. Keefer Bldg. 108 Peter St. 218 Tegler Bldg. Canada Trust Bldg. 1236 Crescent St. 1224 St. Catherine St., W. 137 Wellington St., W. 380 Victoria St. 50 King St. 3405 St. Catherine St., W. Dominion Sq. Bldg. 255 Davenport Rd. 1260 University Ave. 100 Adelaide St., W. 402 W. Pender St. 20 Carlton St. 1600 Dorchester St. W. 600 University Ave. 215 Victoria St. 913 Sun Life Bldg. 1175 Bay St. Keefer Bldg. 110 Church St. 1787 Walker Rd. Bank of Nova Scotia Bldg. 2055 Peel St. 1510 Drummond St. 67 Yonge St. 85 Grenville St. 1255 University St. Bank of Nova Scotia Bldg.	Toronto Windsor, Ont. Toronto Montreal Toronto Montreal Montreal Montreal Toronto Edmonton Windsor, Ont. Montreal Montreal Toronto Toronto Toronto Montreal Montreal Toronto Montreal Toronto Toronto Vancouver Toronto Montreal Toronto Toronto Montreal Windsor, Ont. Toronto Montreal Montreal Toronto Toronto Montreal Windsor, Ont. Toronto Montreal Montreal Toronto Toronto Montreal Toronto Toronto Montreal Toronto	EM 4-2079 CL 4-1159 EM 3-3762 VI 2-9851 EM 2-2381 UN 6-1775 UN 6-9471 EM 3-0237 2-8356 UN 6-7355 UN 1-4764 EM 8-8434 EM 4-9396 EM 6-2811 HU 1-0344 UN 6-8741 WA 4-8481 UN 6-9361 EM 3-5773 MU 3-5696 EM 3-6362 WE 4-1331 EM 2-3471 EM 8-8091 UN 6-9745 WA 3-5589 UN 6-7701 EM 4-6391 CL 6-2671 EM 3-3053 VI 2-2792 VI 9-4152 EM 3-2071 WA 1-3376 UN 6-8941 EM 2-3931	Miss M. Pennell Elton M. Plant Miss G. Race Jack Philton and M. Seni H. Karpus J. Tougas T. A. Deans D. C. Fowler & Eug. Cote Jerry Lodge B. Moore Carl E. Hassel Guy Sauviat Phil DeBruyn Mrs. N. McAvoy G. A. Phare T. R. Hart Henry Harbinson B. A. C. Quill R. Campbell Miss Diane Loiselle S. C. Young Sherill Adair A. C. Haight Mary Gordon Frank Flint E. W. Bowman L. R. LeBel T. F. J. Camplew L. Jodoin Mrs. Laura Jensen R. T. Hawkins Miss Mary Poirier Yves Bourassa W. Charland W. A. Willis J. J. Jorgensen G. Lalande D. Curran	Miss M. Barrer Guy Pinsonneault R. Ferguson M. A. McLeod A. Weinthal O. J. Sinclair R. A. Stevenson, Radio Dept. J. P. O'Flaherty W. R. Ross A. A. Pape P. Fisetie G. Johnson V. Prysdaie Mrs. J. Guerin D. Hardman T. S. Lawton Miss M. McLeod & Mrs. Muriel Murray G. Lalande W. Francis
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**FACT:**

The prestige of your station depends, to a large degree, on the quality of its news programs.

**FACT:**

The quality of the news programs depends on the source which gathers and distributes the news.

**FACT:**

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

**CONCLUSION:** *You Can Get The Best.  
Why Settle For Less?*



50 Rockefeller Plaza  
New York 20, N. Y.



**RADIO DAILY**  
TELEVISION DAILY

presents

**TIME  
BUYERS**

☆ ☆ ☆ ☆ ☆

BIOGRAPHICAL  
SKETCHES OF LEADING  
TIME BUYERS AT MAJOR  
ADVERTISING AGENCIES

**1960**

# AGENCY TIME BUYERS

## ABRAMS, WILLIAM F.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 16, 1935. He attended N.Y.U., and entered advertising with SSC & B in 1955, as assistant time buyer. He handles the following accounts: Lever Brothers—Silver Dust Blue; The Best Foods, Inc.—Presto, Rit, Shinola, H-O Cereals; Oil Information Committee.

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## ALLEN, POLLY

of J. Walter Thompson Co., is a graduate of Endicott Jr. College, and entered advertising with J. Walter Thompson in 1950, as estimator. Her hobbies are theatre and reading. She handles the Eastman Kodak Co. account.

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## ANDERSON, ROBERT F.

of Sullivan Stauffer, Colwell & Bayles, Inc., was born Dec. 20, 1926. He graduated from Georgetown (BS) in 1949, and that year entered advertising with RCA as public relations rep. He has held posts with CBS, Benton & Bowles, McCann-Erickson, and Reidl & Freede. He handles the following accounts: Naxzema Chemical Co., Lipton Tea.

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## BACZEWSKI, EDWARD T.

of Cunningham & Walsh, Inc., was born Oct. 12, 1921. He is a graduate of Fordham (BA) 1943, Harvard Bus. School (MBA) 1947, and entered advertising with Kenyan Research in 1946, as research reporter. He is married and has seven children. His hobby is politics. He handles the Sunshine Biscuits Inc. account.

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## BALDWIN, BRENDAN J.

of Kenyan & Eckhardt, Inc., was born June 9, 1927. He attended Cornell and Columbia, entered advertising with Danahue & Coe in 1946, and held posts with Paris & Peart, Maxon, Inc., and Benton & Bowles. He is married to Margaret O'Shea and has four children. His hobby is sports. He handles the following accounts: Pepsi-Cola, Anaconda, Plywood, GCM, Shell, McKesson-Robbins, Canadian Pacific.

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## BALLMANN, HAL

media buyer of Batten, Barton, Durstine & Osborn, Inc., was born July 21, 1931. He is a graduate of Missouri and entered advertising with BBDO in 1957, as asst. media buyer. He is married and has two children. His hobbies are bridge, gardening, and sports. He handles the following accounts: Western Airlines, Rexoll Drug Co., L. A. Times-Mirror Co., DeSoto Dealers Assoc., Valiant Dealers Assoc.

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## BALNAVES, DAVID W.

of MacMonus, John & Adams, Inc., was born Feb. 8, 1930. He attended Wayne U., entered advertising with McCann-Erickson in 1953, as media buyer, and held posts with Grand Advertising. He is married to Shirley Casey and has two children. His hobbies are bowling, golf and handball. He handles the following accounts: Pontiac Motor Corp., Dow Chemical, MMM, Briggs Manuf. Co., Bull Dog Electric Co., Fairmont Railway Motor, Vaurhall Motor, Lyon, Inc.

## BARDACH, PETER M.

of Foote, Cone & Belding, Inc., was born in 1929. He is a graduate of Hobart (BA), and entered advertising with Dancer-Fitzgerald-Sample in 1952, as time buyer. He handles the Liebmann Breweries account and special campaigns.

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## BARNETT, DOROTHY JEAN

of Warwick & Legler, Inc., was born February 15, 1924. She attended N.Y.U., and later entered advertising with Roy J. Durstine, Inc., in 1954, as assistant time buyer. Her hobbies are music, dancing, and reading.

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## BARRY, AILEEN M.

of Grey Advertising Agency, Inc., is a graduate of Mt. St. Vincent (BA). She entered advertising with McCann-Erickson in Radio-TV research, and held posts with Foote, Cone & Belding. Her hobbies are travelling and photography. She handles the following accounts: H. D. Lee, RCA Records, Shwayder Bros., Dan River Mills, Fruit of the Loam, Ranson.

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## BEAN, RICHARD S.

of Warwick & Legler, Inc., was born in 1915. He entered advertising with Ruthrauff & Ryan in 1934, and held posts with Pedlar & Ryan, and Grey Advertising Agency. He is married to Ethel Jakumsen and has four children.

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## BECKER, NOEL

of Compton Advertising, Inc., was born March 13, 1931. He is a graduate of NYU (MBA), and entered advertising with NBC in 1954. He handles the following accounts: Fizrin, Ivory Liquid, R. T. French, N. Y. Life Ins., Comet, Instontine.

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## BENDER, JUDITH

of McCann-Erickson, Inc., is a graduate of Michigan (BA). She entered advertising with Huber Hoge & Sons in 1954, as asst. time buyer, and held posts with the Biow Co. Her hobbies are reading, pointing and skiing. She handles the following accounts: Corn Products Refining Co., Tyre Inc., Lehn & Fink.

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## BENJAMIN, MARY LOU

of Grey Advertising Agency, Inc., was born Feb. 5, 1932. She attended the New School, entered advertising with NBC in 1950, as secretary, and held posts with WPix, Peck Advertising, and L. H. Hartman Co. Her hobbies are bridge and golf. She handles the following accounts: Ward Baking Co., Chunky Chocolate Corp.

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## BESTE, WILLIAM E.

of Batten, Barton, Durstine & Osborn, Inc., was born May 31, 1928. He is a graduate of Hofstra (BS) 1951, and entered advertising with Benton & Bowles in 1951 as a trainee. He is married and has three children. His hobbies are golf and swimming. He handles the following accounts: General Mills, Curtis Circulation & Publishing, Dow Jones.

**BIRKBECK, WILLIAM D.**

of Cunningham & Walsh, Inc., was born June 13, 1928. He attended Culford College, England, entered advertising with Foote, Cone & Belding in 1951, and held posts with Compton Advertising. His hobbies are record collecting, theatre, and travel. He handles the Andrew Jergens Co. account.

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**BODLE, RALPH W.**

of Kenyon & Eckhardt, Inc., was born March 19, 1928. He is a graduate of Syracuse (BS) 1959, and entered advertising with William Esty in 1951 as estimator. His hobby is golf. He handles the Lever Bros. Co. account.

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**BRANCH, PHIL**

of Grey Advertising Agency, Inc., was born Dec. 17, 1924. He is a graduate of Seton Hall (BS), entered advertising with Al Paul Lefton in 1949, and held posts with Ruthrauff & Ryan. He is married to Frances Friedlander. His hobbies are fishing, home movies, and cards. He handles the following accounts: Procter & Gamble and The Mennen Co.

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**BRAUMULLER, HERMAN A., JR.**

of Cunningham & Walsh, Inc., was born Jan. 23, 1917. He attended Lehigh, entered advertising with Blackett-Sample in 1941, as clerk, and held posts with Schuyler Hopper Co., James Thomas Chirurg, Inc. He is married to Grace O. Grivicich and has two children. He handles the following accounts: American Machine & Foundry, Brooklyn Union Gas, Chase Brass & Copper, Conn. General Life Inc., Andrew Jergens, Kennebec Copper, Kidde Manuf., Walter Kidde & Co., Mosler Safe Co., St. Regis Paper, Wheeling Steel Corp.

★ ★ ★

**BRAUN, JOSEPH P.**

vice president, media director of Kenyon & Eckhardt, Inc., attended Fordham. He entered advertising with K&E in 1933. He is married to Sally Martin and has one child. He is a member of the AAAA, NOAB, Wee Burn Country Club, Friends of the Rowayton Library, and his hobbies are hi-fi and motoring.

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**BRIDGE, ROBERT A.**

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Nov. 16, 1932. He graduated from Oklahoma (BBA) in 1955, and entered advertising with SSC & B in 1958, as time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes.

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**BROOKS, JACK**

of Compton Advertising, Inc., was born Dec. 31, 1931. He is a graduate of Oklahoma (BA) 1954, and entered advertising with Compton in 1956, in media research. He handles the following accounts: Ivory Liquid, Chase Manhattan Bank, El Producto Cigars, Kelly-Springfield Tires, Goodyear Rubber Co., Neolite Div.

**BROUWER, PATRICIA J.**

of Campbell-Mithun, Inc., attended Syracuse U. She entered advertising with Gront Advertising in 1949, as secretary-assistant, and held posts with Young & Rubicam, Needham, Louis & Brorby. She handles the Pillsbury and Gold Seal accounts.

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**BROWN, STUART**

of Cunningham & Walsh, Inc., was born Feb. 27, 1930. He is a graduate of Tufts (BS) 1952, and entered advertising with C & W in 1956, as statistical clerk. He is married and has two children. His hobbies are bridge, music, softball and football.

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**BULLOCK, LOU**

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 17, 1932. He is a graduate of Drew (BA) 1955, and entered advertising with DCS&S in 1957. His hobby is acting. He handles the following accounts: Bristol-Myers, Grove Labs., Eastman Chem., Standard Triumph.

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**BUMSTEAD, ROGER C.**

eastern division media director, of MacManus, John & Adams, Inc., attended Syracuse. He entered advertising with Katz Agency in 1948, in sales data, and held posts with Maxon, Campbell-Mithun, Inc., and David J. Mahoney, Inc. He is married to Lila McFadden. He is a member of RTEs.

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**BUNDGUS, JULES**

vice president in charge of Radio & Television at Kastor, Hilton, Chesley, Clifford & Atherton, Inc., attended Union College, and entered advertising with Bryan Houston Agency as manager of the Radio-TV department.

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**BURBECK, JOSEPH G.**

of Compton Advertising, Inc., was born April 3, 1931. He is a graduate of Dartmouth (BA) 1953, and entered advertising with Compton in 1955, as trainee. He handles the following accounts: Comet, Mobil Oil Co., N. Y. Life Ins., R. T. French.

★ ★ ★

**BURES, PAUL L.**

of J. Walter Thompson Co. was born April 19, 1933. He is a graduate of Miami U. (O.), (BS) 1957, and entered advertising with J. Walter Thompson in 1957, as broadcast analyst. His hobbies are writing and painting. He handles the following accounts: Shell Oil Co., Shell Chemical, Schlitz.

★ ★ ★

**BUTNER, LAWRENCE**

of Albert, Frank-Guenther Law, Inc., was born April 17, 1931. He graduated from C.C.N.Y. (BBA), and Brooklyn Law School (LLB), and entered advertising with Katz Agency in their accounting dept., and has also held posts with Maxon Inc. and National Export Adv. He is married to Eleanor Schwartz, and has one child.

## AGENCY TIME BUYERS

### CAMBRIDGE, MICHAEL

of Sullivan, Stauffer, Calwell & Boyles, Inc., was born March 26, 1934. He entered advertising with SSC&B in 1959, and has held posts with William Esty. He is married. He handles the following accounts: Riviera Cigarettes, Arrid, S&H Green Stamps. ★ ★ ★

### CAMPBELL, C. N.

head time buyer, Detroit office, of MacManus, John & Adams, Inc., was born in 1928. He attended Michigan, and entered advertising with Campbell-Ewald in 1950, as outdoor field rep. He is married to Joanne Hartwick and has two children. He handles the following accounts: Pontiac Motor Div., Cadillac Motor Div., Dow Chemical, Minnesota Mining & Mfg., S. S. Kresge Co. ★ ★ ★

### CARVELL, FRANK

media supervisor of N. W. Ayer & Son, Philadelphia, has previously held posts with Benton & Bowles, Biow Co., and Pedlar & Ryan. He is married and has two children. ★ ★ ★

### COHN, ENID K.

of McCann-Erickson, Inc., was born June 21, 1930. She is a graduate of Syracuse (BS), entered advertising with Good Housekeeping Magazine in 1950, as secretary, and held posts with J. Wolter Thompson, Cunningham & Walsh, Edward Petry & Co. Her hobby is collecting antique Wedgewood pottery. She handles the Nestle Co. account. ★ ★ ★

### COLEMAN, MARIE V.

of Donahue & Coe, Inc., was born May 30, 1917. She attended N. Y. U., entered advertising with Charles M. Storm in 1950, as media asst., and held posts with Kelly-Nason and Dancer-Fitzgerald-Sample. She handles the following accounts: Irish Linen Guild, Loew's Inc., Arthur Murray, N. Y. Herald-Tribune, N. Y. World-Telegram & Sun. ★ ★ ★

### CONWAY, VIRGINIA M.

of McCann-Erickson, Inc., was born in 1929. She entered advertising in 1947, and has held posts with Ted Bates, Kenyon & Eckhardt, Bryan Houston. She handles the following accounts: Liggett & Myers Tobacco Co., Nestle Co. ★ ★ ★

### COURY, JEAN

of Shaller-Rubin Co. was born Jan. 22, 1930. She is a graduate of U. of Bridgeport, entered advertising with Donahue & Coe in 1953, as space buyer, and held posts with McCann-Erickson, Inc. She handles the following accounts: Eagle Pencil Co., Thayer Labs. ★ ★ ★

### COVERLEY-SMITH, JOHN F.

of N. W. Ayer & Son, Inc., was born Jan. 1, 1918. He graduated from U. of Penna. (BS) in 1938, entered advertising with Young & Rubicam in 1939, as a trainee, and has held posts with Geore-Mars-ton, McKee, & Albright, and The Borden Co. He is married to Margaret Emhardt and has two children. His hobbies are golf and sailing.

### CRADDOCK, BETTY L.

media director of MacManus, John & Adams, Inc., was born Oct. 13, 1926. She entered advertising with Van Hecker, Inc., in 1945, as secretary, and held posts with Ruthrauff & Ryan, Erwin Wasey Ruthrauff & Ryan, and Burke Dawling Adams, Inc. She is married. Her hobbies are bowling and golf. She handles the following accounts: American Electronics, Ling-Altec Electronics, Altec Lansing Corp., Western Gear Corp., MacFarlane's Candies, Kraloy Plastic Pipe Co., Wallace O. Leonard, Inc. ★ ★ ★

### CRANDALL, JOHN B.

associate media director of McCann-Erickson, Inc., has held posts with Benton & Bowles and Kudner Agency. He handles the following accounts: Chesebrough-Pand's Mennen Co., National Cash Register, Nestle Co., Owens-Corning Fiberglas, Liggett & Myers, Schenley Industries, United Potash Co. ★ ★ ★

### CROOKER, ROBERT H., JR.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Michigan, and entered advertising with C-E in 1938, in the outdoor dept. He is married to Jean Schall. He handles the following accounts: Chevrolet Motors, United Motor Service, National Bank of Detroit, Krager, Detroit Edison. ★ ★ ★

### CROWDER, SHIRLEY

media buyer of Fuller & Smith & Ross, was born July 18, 1928. She attended USC, entered advertising with Heorst Adv. Service in 1951, as secretary, and held posts with Tabery Corp. & Stromberger, Lavene, McKenzie. She is married. Her hobby is concert piano. She handles the following accounts: Plymouth Dealers, Kal-Kan Foods, Pacific Ocean Pork, Systems Develop. Corp., CBS-KNX. ★ ★ ★

### CUMMINGS, EILEEN

of Grey Advertising Agency, Inc., is a graduate of Fordham (BS). She entered advertising with Paris & Peart in 1949, as media asst., and held posts with Dancer-Fitzgerald-Sample and N. W. Ayer. Her hobby is music. She handles the following accounts: Magee, Koyser-Roth Necchi-Elna, Kleinert. ★ ★ ★

### DAIGH, DONALD M.

director of Radio & TV for Henderson Advertising Agency, entered the advertising field with Pedlar & Ryan. He is married and has five children. ★ ★ ★

### DALTON, PETER J.

of Donahue & Coe, Inc., was born Oct. 10, 1929. He is a graduate of U. of Pa., and entered advertising with Benton & Bowles, Inc. in 1952, as broadcast buyer. He is married to Joan Potter. His hobbies are sailing, bridge, pointing and literature. He handles the Best Foods Div. of Corn Products. ★ ★ ★

### DAVIDSON, JOHN M.

of Gardner Advertising Co., was born in 1929. He is a graduate of U. of California (BA), and entered advertising in 1955 with National Outdoor Advertising as a field service rep.

**DAVIS, HAROLD A.**

of Batten, Barton, Durstine & Osborn, Inc., was born July 17, 1925. He is a graduate of Marietta (BA), entered advertising with Benton & Bowles in 1949, in budget control, and held posts with Compton, and Erwin Wasey. He is married and has two children. His hobby is wood working. He handles the Campbell Soup Co. account.

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**DEKKER, WILLIAM C.**

vice president, director of media of McCann-Erickson, Inc., was born in 1909. He is a graduate of New Hampshire U. (BA), entered advertising with Procter & Goble in 1934, and held posts with Ted Bates. He is married to Mary McClane and has three children. He handles all accounts.

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**DELANO, LESTER A.**

vice president in charge of marketing service and account supervisor, of North Advertising Agency, attended Amherst, Brown, and Chicago (MBA). He entered advertising with Gauld, Gleiss & Benn Marketing Consultants. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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**DE VITO, GEORGE**

of Weiss & Geller, Inc., was born August 13, 1933. He attended St. John's and Rutgers, and entered advertising in 1959, with Weiss & Geller as time buyer. He is married to Veronica Kromer, and has two children. He handles the following accounts: Proctor Electric, Doeskin, Terry Candy Co., Beacon Plastics, Davega Stores, Granco Products.

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**DIAMOND, LYNN**

of Mogul, Williams & Saylor, Inc., is a graduate of Michigan State Normal College. She first entered advertising with Cecil & Presbrey in 1950, as executive secretary, and held posts with Emil Mogul Co. Her hobbies are theatre, double-crests and bridge. She handles the following accounts: Rayco Manufacturing Co., Lite Diet Bread, Howard Clothes.

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**DUCEY, JAMES**

of Cunningham & Walsh, Inc., was born Dec. 8, 1926. He is a graduate of St. John's (BA) 1950, and entered advertising with William Esty in 1952, as time buyer. He is married to Anna Smith. His hobby is photography. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, J. A. Folger, Sunshine Biscuits, E. R. Squibb & Sons, 21 Brands, Inc.

★ ★ ★

**DUNIER, LESLIE L.**

vice president in charge of Radio & TV, at Mogul, William & Saylor, Inc., was born Sept. 1, 1924. He is a graduate of N. Y. U. (BS) 1946, entered advertising with Reiss Advertising in 1946, and held posts with Sterling Adv., L. L. Dunier Agency, Emil Mogul. He is married to Normo Rich and has one child. His hobby is golf and he is a member of RTES.

**DUNLAVEY, MARY E.**

of N. W. Ayer & Son, Inc., attended Columbia and N. Y. U., entered advertising with Ruthrauff & Ryan as time buyer, and held posts with Pedlar & Ryan, Harry B. Cohen, and Aitkin Kynett. Her club affiliations are TV Radio Adv. Club of Phila., Philo. Club of Adv. Women, Plays & Ployers, Phila. Art Alliance. Her hobbies are theatre, music, horseback riding, swimming, & cooking. She handles the following accounts: National Dairy (Sealtest) Products Corp., First Penna. Co.

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**DUNNE, ARTHUR**

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 25, 1931. He is a graduate of Fordham (BS) 1954, and entered advertising with Dancer-Fitzgerald-Sample in 1958, as time buyer. He is a member of the New Rochelle Shore Club, and his hobbies are swimming, skiing, music, and hunting. He handles the following accounts: Rexall, Westclox, U. S. Steel.

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**DWYER, MARY**

of Kenyon & Eckhardt Inc., attended Hunter College, and entered advertising with Pedlar & Ryan in 1940 as estimator. Her hobbies are theatre, movies, reading, opera and concerts. She handles the Lever Bros. Co. account.

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**DYATT, DERRICK**

of N. W. Ayer & Son, Inc., was born March 8, 1926. He graduated from American U. in 1952, entered advertising with WSAN, Allentown, Pa., as staff announcer, and has held posts with WTOP-TV, Wash., D. C., and WGBI, Scranton, Pa. His club affiliations are Jr. Chamber of Commerce, Red Feather, Polio Foundation, and hobbies are drama (little theatre), horseback riding.

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**ECKERT, STUART**

of Doherty, Clifford, Steers & Shenfield, Inc., was born Dec. 3, 1932. He is a graduate of N. Y. U. (BS) 1953, and entered advertising with Lennen & Newell in 1955. He is married. His hobbies are sports, photography and travelling. He handles the following accounts: Vitalis, Noxzema, Instant Shaving Lother, Cutex-Nail Polish & Lipstick.

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**ENGLISH, JAMES R., JR.**

of Kenyon & Eckhardt, Inc., was born May 1, 1919. He is a graduate of Harvard (BA) 1939, entered advertising with Young & Rubicam in 1953, as media research director, and held posts with A. C. Neilson & Co. He is married to Caryl Hadsell and has two children. His hobbies are skiing, squash, golf and aviation. He handles Lever Bros. Co.

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**ERHARDT, WARREN R.**

of Fuller & Smith & Ross, Inc., was born Nov. 14, 1924. He is a graduate of Marquette 1950, and entered advertising with F&S&R in 1953, as asst. media buyer. He is married and has two children. He handles the following accounts: Edison Electric Institute, Coats & Clark, Cool-Ray Sunglasses.

## AGENCY TIME BUYERS

### FERGUSON, WILLIAM J., JR.

of Sullivan, Stouffer, Colwell & Boyles, Inc., was born Jan. 10, 1931. He graduated from Fordham (BS) in 1952, and entered advertising with Young & Rubicam Inc. in 1958, as time buyer. He is married to Margaret M. O'Hagon, and has two children. His hobbies are bowling, handball, and woodcraft. He handles the following accounts: Riviera cigarettes, Arrid Cream Deodorant, S & H Green Stamps.

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### FINN, FRANK

of Doherty, Clifford, Steers & Shenfield, Inc., was born July 21, 1921. He is a graduate of N. Y. U. (BS) 1948, entered advertising with Compton Advertising in 1949, as Radio & TV biller, and held posts with Kudner Agency. He is married and has one child. His hobby is bowling. He handles the following accounts: Bristol-Myers, Grove Labs.

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### FIRESTONE, JERRY

of Grey Advertising Agency, Inc., was born April 9, 1930. He is a graduate of C.C.N.Y. (BBA), entered advertising with Dancer-Fitzgerald-Sample in 1950, as media researcher, and held posts with Television Magazine. He is married and has one child. His hobbies are reading, writing, and music. He handles the following accounts: Benrus, Westinghouse, Phillips-Van Heusen, NBC.

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### FISCHER, RICHARD E.

of Campbell-Ewald Co., was born in 1912. He attended Quincy College, entered the advertising agency field with C-E in 1956, in network media, and has also held posts with Storer Broadcasting and WHAS, Louisville, Ky. He is married to Jane Anderson and has four children.

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### FITZGERALD, PAUL

of J. Walter Thompson Co., was born Dec. 20, 1930. He attended N. Y. U., entered advertising with Erwin Wasey in 1949, as checker, and held posts with Kenyon & Eckhardt, BBD&O, and NBC. He is married. His hobbies are photography and fishing. He handles the RCA, Northeast Airlines, and Puro-lator accounts.

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### FLERI, EDWARD C., JR.

media supervisor-spot broadcasting, Batten, Barton, Durstine & Osborn, Inc., was born May 22, 1925. He is a graduate of Hofstra (BA) 1949, and entered advertising with Benton & Bowles in 1949. He is married and has three children. His hobbies are gardening and drawing.

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### FRICKE, WILLIAM A.

associate media director at McCann-Erickson, Inc., attended Colgate. He entered advertising with National Outdoor Advertising Bureau in 1927, as field man. He handles the following accounts: Westinghouse Electric, Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich, John Hancock Mutual Life Ins., Stegmaier Brewing Co.

### FULLER, MARCELLEE J.

of Guild, Bascom & Bonfigli, Inc., was born Jan. 24, 1927. She is a graduate of U. of Calif. (BA) 1949, entered advertising with Brooke, Smith, French & Dorrance in 1953, as media asst., and held posts with Harrington-Richards. She is married. Her hobbies are skiing, golf and travel. She handles the following accounts: Rolston Purina Co., Best Foods, Tidyhouse Products, Mary Ellen's Jams & Jellies, Mother's Cokes & Cookies.

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### GANS, JOSEPH C.

President of Joe Gans & Co., entered the advertising agency field with Thwing & Altman in 1947, as vice president and Radio TV director, and formed his own agency in 1958. He is married and has two children. He handles the following accounts: Time Magazine, American Heritage, Norkon Pharmacol, Inc.

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### GARRABRANT, N. T.

media department head at North Advertising Agency, attended Northwestern. He entered advertising with Toni. He is married and has one daughter. He handles the following accounts: Englander Co., Gillette Labs, Jewel Tea, Phaezler Bros.

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### GEFFERT, JAMES T.

of Cunningham & Walsh, Inc., was born April 2, 1930. He is a graduate of Penn State (BA) 1952, and entered advertising with Dowd, Redfield & Johnstone in 1954, as asst. to creative director. His hobbies are painting, photography, and athletics. He handles the following accounts: Texaco, Johns-Manville.

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### GIEBEL, JOHN C.

of Grey Advertising Agency, Inc., was born Oct. 31, 1925. He is a graduate of N. Y. U. (BS), entered advertising with Young & Rubicam in 1949, in market research, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, Benton & Bowles. He is married to Estelle McCarron and has one daughter. His hobbies are tennis and gardening. He handles the following accounts: The Greyhound Corp., GE.

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### GOLDIS, SEYMOUR

of McCann-Erickson, Inc., was born Oct. 14, 1928. He is a graduate of N. Y. U. (BS) 1951, entered advertising with National Screen Service Corp. as production asst., and held posts with Lennen & Newell and J. Walter Thompson.

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### GOULD, DORIS

of Product Services Inc., is a graduate of N. Y. U. (BS) 1951, entered advertising with Deutsch & Shea in 1944, as publicity writer, and held posts with C. J. LoRoche, Cecil & Presbrey, and J. D. Torcher. Her hobbies are tennis, skiing, and sculpturing. She handles the following accounts: Continental Six Month Floor Wax, Technical Tape Corp.



**GRAY, JOHN L.**

of J. Walter Thompson Co., was born April 9, 1931. He is a graduate of Yale (BS), and entered advertising with J. Walter Thompson in 1957, as asst. time buyer. He is married to Cynthia A. Hunt and has one child. His hobbies are reading, photography, foreign affairs, tennis. He handles the Lever Bros. account. ★ ★ ★

**GREY, EDWARD A.**

director and senior vice president in charge of media operations at Ted Bates & Co., Inc., entered advertising in 1936. He has held posts with the Biow Co. ★ ★ ★

**GRUBER, HERBERT**

media director of Parkson Advertising, was born October 24, 1919. He graduated from C.C.N.Y. (BBA) in 1942, and entered advertising with The Biow Co. in media research. He is married and has two children. His hobbies are bridge, gardening. ★ ★ ★

**HANSON, LEE C.**

broadcast supervisor of MacManus, John & Adams, Inc., Bloomfield Hills, Mich., office, was born April 20, 1931. He is a graduate of Michigan State (BA) 1953, entered advertising with M. J. & A. in 1959, as time buyer, and held posts with stations WKMH, WILS, WILS-TV. He is married to Janet Good. His hobbies are sports and music. ★ ★ ★

**HARABADIAN, LARRY N.**

of Campbell-Ewald Co., is a graduate of the U. of Detroit (BS). He entered advertising with C-E in 1952, in the office service dept. He handles the following accounts: Chevrolet Motor Div. of General Motors, Kroger Co., Detroit Edison. ★ ★ ★

**HAY, GRAHAM D.**

associate head time buyer of Compton Advertising, Inc., was born Sept. 10, 1926. He is a graduate of Missouri (BA) 1948, (BJ) 1949, and entered advertising with Biow Advertising in 1950, in media research. He is married and has one child. His hobbies are music and furniture making. ★ ★ ★

**HELLER, DONALD K.**

of N. W. Ayer & Son, Inc., was born April 29, 1931. He graduated from Dickinson (BA) in 1953, entered advertising with Warwick & Legler in 1953, as a clerk, and held posts with Al Paul Lefton. He is married to Barbara Lamb and has one child. His hobbies are sports, photography, reading. He handles the following accounts: Armour, John H. Breck, Inc., Hamilton Watch Co. ★ ★ ★

**HILL, JACK**

of N. W. Ayer & Son, Inc., was born March 23, 1928. He graduated from N. Y. U. (BA) in 1953, entered advertising with N. W. Ayer as research asst. analyst and held posts with Benton & Bowles. He is married to Joan Hansen. His hobbies are fishing, hillbilly music. He handles the following accounts: Plymouth, Cannon, Bostitch, Inc. ★ ★ ★

**HOLLINGSHEAD, THOMAS J.**

of Dancer-Fitzgerald-Sample, Inc., was born in 1929. He is a graduate of Missouri (BA), entered advertising in 1950, and has held posts with McCann-Erickson. He is married to Laura Bogert and has one child. ★ ★ ★

**HOUGHY, DOROTHY T.**

of Grey Advertising Agency, Inc., entered advertising with Biow Co. in 1945, in media research. Her hobbies are music and books. She handles the Procter & Gamble account. ★ ★ ★

**HOWARD, MARY G.**

of Gardner Advertising Co., was born in 1928. She entered advertising as a secretary, and has held posts of outdoor space buyer and estimator. She handles the following accounts: Pet milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories. ★ ★ ★

**HUGHES, JOHN T.**

of Kenyon & Eckhardt, Inc., was born March 6, 1928. He is a graduate of Manhattan College (BBA) 1949, entered advertising with Kelly-Nason in 1949, as an asst. in the media dept., and held posts with Cunningham & Walsh and Warwick & Legler. He is married to Anne O'Callaghan and has three children. His hobbies are basketball, softball and carpentry. ★ ★ ★

**HUTCHINS, OTIS P.**

of Dayle Dane Bernbach, Inc., was born July 5, 1932. He is a graduate of Colgate (BA) 1954, and entered advertising with DDB in 1956 as a trainee. His hobbies are photography and music. He handles the following accounts: American Export Lines, Chemstrand, Thom McAn, Volkswagen, Dreyfus Fund, Columbian Coffee Growers, Levy's Bread. ★ ★ ★

**HUTSON, ANNE**

media director of D'Arcy Advertising Co. of Los Angeles, was born Sept. 27, 1914. She entered advertising with D'Arcy in 1953, as secretary, and held posts with 20th Century-Fox Film Corp. Her hobby is golf. She handles the following accounts: Royal Crown Cola, Butter-Nut Coffee, General Tire & Rubber, General Teleradio. ★ ★ ★

**JACKMAN, NORMAN G.**

of Campbell-Ewald Co., was born in 1926. He attended Wayne U., and entered advertising in 1947. He is married to Helen Van Den Brouck and has four children. He handles the following accounts: United Motors Service, General Motors, Detroit Edison, National Bank of Detroit. ★ ★ ★

**JAFFE, JEANE**

of Doyle Dane Bernbach, Inc., entered advertising with Joseph Kotz Co. in 1950, as media clerk, and held posts with J. Wolter Thompson and Lennen & Newell. Her hobbies are writing and music. She handles the following accounts: Benson & Hedges, Alpine, ILGWU, Polaroid, IT&T, Lane Co., Ohrbachs, Bartons, Glendale, Clairol, Grolier, Wear Right, McCall's. ★ ★ ★

## AGENCY TIME BUYERS

### JOHNSON, ALLENE L.

media buyer of Kenyon & Eckhardt, Inc., was born Feb. 8, 1936. She entered advertising with Calif. Transit Adv. in 1956, as bookkeeper. Her hobbies are water skiing and hunting. She handles the following accounts: L. A. District Lincoln-Mercury Dealers Adv. Assn., Eastside Beer, Shell Oil Co.

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### JOHNSON, HUGH H.

of Kudner Agency, Inc., was born Aug. 18, 1899. He attended Michigan State, entered advertising with Reo Motor Car Co. in 1922, as asst. advertising mgr., and held posts with Buick Motor Div. and Bell Aircraft Corp. He is married to Virginia Murner and has three children. His hobbies are golf and fishing. He handles the following accounts: Fisher Div. of GM, Colorforms, Sylvania, Arnold Bakers, Gadyeor, Renault.

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### JONES, EVELYN LEE

Business manager, Radio-TV at Danohue & Coe, Inc., was born August 4, 1910. She attended Rochester and Columbia, entered advertising with Danohue & Coe, Inc., in 1943, as copy writer, and held posts with various motion picture companies. She is married. Her hobbies are theatre and reading. She handles the accounts of MGM, Columbia Pictures, Allied Artists, Loew's Theatre, and other local N. Y. theatres.

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### JONES, MARION A.

of Lennen & Newell, Inc., graduated from Elmira College (BA), and entered advertising with Compton Advertising in 1946, as an estimator and typist, and has held posts with Kastor, Farrell, Chesley & Clifford, Benton & Bowles, and Grey Advertising. Her hobbies are golf, reading, and sewing. She handles the following accounts: Armstrong Rubber Co., Reynolds Metals, American Gas Association, Paramount Pictures.

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### KAHN, EDWARD D.

vice president of Victor A. Bennett Co., attended Northwestern. He entered advertising with a Boston agency. He is married and has two daughters. His hobby is golf. He handles the following accounts: Longine Watch Co., BOAC.

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### KARLAN, ARTHUR E.

of J. Wolter Thompson Co., was born June 11, 1925. He is a graduate of Illinois (BS), entered advertising with DCSS in 1951, as spoc buyer, and has held posts with Benton & Bowles and Allied Stores. He is married to Elizabeth Cohen and has one child. His hobbies are song composing, record collecting, and bowling. He handles the following accounts: Eastman Kodak, Scott Paper Co., Boyle-Midway, Chesebrough-Pand's.

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### KEARNS, JAMES

of Worwick & Legler, Inc., was born December 29, 1931. He attended N. Y. U., and entered advertising with Kenyon & Eckhardt in 1956, as estimator, and has also held posts with Dancer-Fitzgerald-Sample. He is married and has two children.

### KEARNS, KEN

of Grey Advertising Agency, was born March 11, 1922. He is a graduate of the U. of California (BA), entered advertising with Compton Advertising, and held posts with Biow Adv. He is chief broadcast buyer.

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### KELLY, THADDEUS S.

of McCann-Erickson, Inc., was born Jan. 23, 1924. He entered advertising with BBDO in 1940, and held posts with Cecil & Presbrey. He is married to Anne Fisher and has two children. He handles the following accounts: National Biscuit Co., Trans-Canada Airlines, Tolan.

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### KENNEDY, LOUIS J.

of Kenyon & Eckhardt, Inc., was born Nov. 20, 1925. He attended the U. of Pa., and entered advertising with A. E. Aldridge Assoc. in 1951 as advertising trainee. He handles the following accounts: Ford Inst., Mercury, Lincoln.

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### KENNEY, PHILIP

vice president and associate media director of Kenyon & Eckhardt, Inc., entered advertising with Lever Bros. in 1939. He is married to Edno G. Brody and has four children. He is a member of the Dorien Country Club, and his hobbies are gardening and golfing. He handles all accounts.

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### KERWIN, LUCY

of Kenyon & Eckhardt, Inc., is a graduate of St. John's and Columbia, and entered advertising with K&E in 1941, as secretary. Her hobbies are swimming and reading. She handles the following accounts: Nabisco, Capital Airlines, Mead-Johnson.

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### KIZENBERGER, PAUL F.

of N. W. Ayer & Son, Inc., was born Aug. 10, 1907. He entered advertising with H. K. McCann Co. in 1926 as a clerk, and held posts with Bodger Browning & Hersey. He is married to Julionna Wenzel and has one daughter. His hobbies are gardening, fishing, hunting. He handles the following accounts: Hills Bros., Pharmaco, International Corres. Schools, Armco Steel, Moore Bus. Forms, Container Corp.

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### KOBZA, EDWARD A.

of Kenyon & Eckhardt, Inc., was born Nov. 18, 1927. He is a graduate of N. Y. U. (BS) 1953, and that year entered advertising with K&E as a clerk. He is married and has two children. His hobby is golf.

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### KUTSCHE, ROBERT W.

of Lennen & Newell, Inc., was born April 22, 1927. He graduated from N. Y. U. (BA) in 1948, and entered advertising with Donohue & Coe in 1949, as a Radio & TV biller, and has also held posts with Benton & Bowles. He is married to Edna Kauffmann. His hobby is photography. He handles the following accounts: Corn Products—Mazola, Niogara & Kara.

**LAFFEY, WILLIAM J., JR.**

of Fuller & Smith & Ross, Inc., was born May 3, 1925. He is a graduate of N. Y. U. (BBA) 1952, entered advertising with Benton & Bowles in 1948, and held posts with Donahue & Coe, Inc. He is married and has four children. He handles the following accounts: Borden Chemical Co., C.I.T. Finance Corp., Hercules Powder Co., Paillard Products, Raytheon, Waring Products.

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**LEIGHTON, BEN**

of Campbell-Mithun, Inc., was born Feb. 8, 1917. He is a graduate of Hamline (BA) 1939, entered advertising with C-M in 1955, as production coordinator, and held posts with stations WEBC, WMIN, and KSTP. He is married to Verna L. Sundquist and has two children. His hobbies are swimming, sailing, and reading. He handles the following accounts: Northwest Orient Airlines, McCulloch Corp., Our Own Hardware.

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**LEONARD, DONALD E.**

director of media at Fuller & Smith & Ross, Inc., was born Nov. 29, 1926. He is a graduate of Columbia (BS) 1950, entered advertising with Marschalk & Pratt in 1946, as Radio-TV field rep., and held posts with McCann-Erickson and W. B. Doner. He is married to Jane Grey and has three children. His hobbies are gardening, music, and reading. He handles all accounts.

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**LEVITAS, BERNICE**

chief time buyer, Foote, Cone & Belding, Los Angeles, was born Sept. 26, 1922. She attended Northwestern, entered advertising with Vick Knight in 1948, as time buyer, and held posts with NBC. She handles the following accounts: Tidewater Oil Co., Sunkist Growers, Inc., Purex Corp., Hughes Aircraft.

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**LEWIS, JAY J.**

assistant spot buyer of Compton Advertising, Inc., was born Aug. 11, 1938. He is a graduate of U. of Pa. (BS), and entered advertising with Compton in 1959, as media trainee. His hobby is tennis. He handles the following accounts: Duncan Hines, Gleem, Ivory Bar & Liquid, Duz, Socony, El Producto Cigars, Sterling Drugs.

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**LOEB, MILTON S.**

of Shaller-Rubin Co., was born Jan. 19, 1933. He is a graduate of N. Y. U., entered advertising with Irving Davis A.A., in 1956, as an artist, and held posts with Armand Prusmack Assoc. His hobby is skiing. He handles the following accounts: Thayer Labs, Eagle Pencil Co., Reed & Carnrick, G. W. Carnrick.

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**MacMULLAN, DOUGLAS T.**

of Compton Advertising, Inc., was born Jan. 29, 1932. He is a graduate of Georgetown (BS), and entered advertising with Compton in 1957, as media trainee.

**MANELOVEG, HERBERT D.**

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 25, 1925. He is a graduate of Pittsburgh (BA) 1948, entered advertising with WOR in 1949, as a researcher, and held posts with Parade Magazine and Benton & Bowles. He is married and has two children. He handles the following accounts: Campbell Soup, Bristol-Myers, Coty, Penick & Ford, Armstrong.

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**MARS, JANE**

media buyer of Kenyan & Eckhardt, Inc., was born Aug. 8, 1927. She is a graduate of UCLA (BA) 1948, and entered advertising with Fairnight Magazine in 1953, as production mgr. She handles the following accounts: Max Factor & Co., Reddi-Wip.

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**MARSHALL, FRANK F.**

of J. Walter Thompson Co., was born Sept. 2, 1924. He graduated from Holy Cross (BS) in 1948, Harvard Bus. School (MBA) in 1950, entered advertising with J. Walter Thompson in 1951, and held posts with Stern Bros. Dept. Store. He is married to Lois J. Metcalf and has three children. His hobbies are gardening, sports, bridge. He handles the Lever Bros. account.

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**MARSICH, JOHN PAUL**

of Kudner Agency, Inc., was born Oct. 14, 1916. He is a graduate of N. Y. U. (BS) 1939, and entered advertising with NBC in 1940, as research asst. He is married to Gaye Reed. He is a member of the Plandome Country Club, and his hobbies are music, golf, and automobiles. He handles the following accounts: Renault, Arnold Bakers, Colorforms, Fisher Body Div. of GM, Sylvania.

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**MARTI, RUDOLPH O.**

of Campbell-Mithun, Inc., was born Dec. 15, 1926. He entered advertising with Radio KPON, Pampa, Tex., in 1946, as announcer, and held posts with KMMT-TV, Austin, Minn. He is married to Eva Lamer and has four children. His hobbies are bowling, bridge, fishing and hunting. He handles the following accounts: Malt-O-Meal, Top Value Stamps, Nash Caffee, Allied Van Lines, N. W. Bank.

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**MARTIN, FRANK**

of Cunningham & Walsh, Inc., was born July 29, 1932. He is a graduate of Holy Ghost College of Phila., 1953, and entered advertising with Kenyan & Eckhardt in 1956, as time buyer. He is married to Kathleen Curran. He is a member of the Red Cross. and his hobby is woodcrafts.

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**MARTINEZ, HOPE**

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1920. She entered advertising with BBDO in 1945, in the accounting dept. She is married to John Anzolin and has one child. She handles the following accounts: American Tobacco Co., Philca, National Cranberries, Pan American Coffee.

# AGENCY TIME BUYERS

## MATTHEWS, WILLIAM E.

vice president and director of media relations at Young & Rubicam, attended Baylor and Missouri. He entered advertising with Y&R in 1944.

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## MATZ, STANLEY

research director at North Advertising Agency, entered advertising with General Paint & Varnish Co., as advertising mgr. He handles the following accounts: Toni, Columbia Foods, Jewel Teo, Gillette Labs.

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## McAULAY, PEG

of J. Walter Thompson Co., was born Aug. 2, 1932. She attended N. Y. U., entered advertising with Compton Advertising in 1950, as media research asst., and held posts with Dancer-Fitzgerald-Sample. She is married to Stephen F. Byrd. Her hobbies are sculpturing and reading. She handles the Standard Brands, Inc., account.

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## McEVOY, NEWMAN F.

of Cunningham & Walsh, Inc., was born April 7, 1904. He is a graduate of Catholic U., 1926. He handles the following accounts: Texaco, Sunshine Biscuits, Inc., American Machine & Foundry Co., Andrew Jergens.

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## McGIVNEY, WILLIAM

of Compton Advertising, Inc., was born Jan. 7, 1931. He is a graduate of St. John's (BBA), and entered advertising with Compton in 1957, in media research. His hobbies are skiing and community theatre. He handles the following accounts: Duz Soap & Detergent, Royal Drene, Sterling Beer, Hotpoint Appliances, Schick Safety Razor.

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## McKEEVER, CHARLES R.

network media supervisor at Batten, Borton, Durstine & Osborn, Inc., was born Sept. 5, 1926. He attended Pace College, entered advertising with Grant Advertising in 1946, and held posts with Walter Weir and William Esty. He is a member of AAAA, and his hobbies are hunting and fishing.

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## McMICHAEL, MICKY

of Batten, Borton, Durstine & Osborn, was born May 27, 1927. He is a graduate of Union (BA) 1949, and entered advertising with DuMont TV network in 1950, as billing supervisor. His hobbies are golf and finance. He handles the following accounts: General Mills, N. Y. Telephone, Curtis Circulation.

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## MILLER, DONALD

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 26, 1933. He is a graduate of Cincinnati (BA), entered advertising with ABC in 1954, as biller, and held posts with N. W. Ayer. His hobbies are boating, golf, and basketball. He handles the following accounts: Bristol-Myers, Wiedemann Brewing Co., Potan Co., Pioneer Ice Cream Div. of Borden Co., Sonotone, Cigar Institute of America.

## MILLER, HAROLD

vice president and associate media director of Benton & Bowles, is a graduate of C.C.N.Y. (BS). He is past president of the Radio & TV Research Council of New York, and a member of the Advertising Research Foundation's Radio-TV rating review committee. He is married and has two children.

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## MOLEMA, MARTIN H.

of Botten, Borton, Durstine & Osborn, Inc., was born May 7, 1927. He is a graduate of Kenyon College (BA) 1950, and entered advertising with Lennen & Newell in 1953, as media biller. He is married. His hobby is photography. He handles the Chrysler and East Co. accounts.

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## MORTON, ROBERT

of Kenyon & Eckhardt, was born Nov. 19, 1926. He is a graduate of N. Y. U. (BS) 1954, and entered advertising with Cohen, Dowd & Aleshire in 1955, as estimator. He is married and has two children. His hobbies are golf and chess. He handles the following accounts: Ford Inst., LMDA, Mercury.

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## MURRAY, MAL

of Kudner Agency, Inc., was born June 12, 1933. He is a graduate of Lehigh (BS), entered advertising with BBDO in 1955, as trainee, and held posts with Ted Bates. He is married and has two children. He is a member of the N. Y. Athletic Club, and his hobby is sports. He handles the following accounts: Renault, Sylvania, Fisher Div. of GM, Goodyear, Colorforms, Arnold Bakers.

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## NASSE, BETTY

of Grey Advertising Agency, Inc., entered advertising with J. Walter Thompson in 1947, as secretary. She has held posts with Joseph Katz Co., H. B. Humphrey Co., and Dowd, Redfield & Johnstone, Inc. Her hobby is collecting old china and silver. She handles the following accounts: Hudson Pulp & Paper Corp., Ideal Toy Co., Hassenfeld Bros., R. H. Macy.

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## NEUGEBAUER, RALPH J.

of Gardner Advertising Co., was born in 1928. He is a graduate of Missouri (BA), and joined Gardner in 1956, as assistant media group supervisor.

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## NYBORG, RICHARD V.

of J. Walter Thompson, was born March 22, 1930. He is a graduate of Bryant College (BS) 1951, entered advertising with Time, Inc. in 1953, in market research, and held posts with Procter & Gamble Co. His hobbies are sports and automobiles. He handles the Lever Bros. Co. account.

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## OCHS, MALCOLM B.

of Grey Advertising Agency, was born Jan. 10, 1933. He is a graduate of N. Y. U. (BS, MBA), and entered advertising with Dancer-Fitzgerald-Sample in 1955, as media analyst. He is married to Libby Pescovitz and has one child. His hobbies are photography and gardening. He handles the following accounts: The Mennen Co., Big Top Peanut Butter.

**O'KUNE, CAROL**

of Batten, Barton, Durstine & Osborn, Inc., was born April 14, 1934. She is a graduate of Queens College (BA) 1955, entered advertising with BBDO in 1956, as secretary, and held posts with George P. Hollingbery Co. She handles the following accounts: Campbell Soup, GE.

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**O'NEILL, DESMOND C.**

of Kenyon & Eckhardt, Inc., was born Feb. 20, 1922. He graduated from Dartmouth in 1945, and entered advertising with Young & Rubicam in 1947, as acct. co-ordinator, and held posts with Bryan Houston, Inc. He is married and has one child. His hobbies are photography, painting and reading. He handles the following accounts: Capital Airlines, Quaker State Oil Co., Mead-Johnson.

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**PALMER, ROBERT**

of Cunningham & Walsh, Inc., was born July 16, 1930. He attended Fordham, entered advertising with Kenyon & Eckhardt in 1954, as estimator, and held posts with ABC-TV, Conklin Mann Co. He is married. His hobbies are photography, bowling and tennis. He handles the following accounts: American Chain & Cable, American Cyanamid, Italian Line, Jaguar Cars, Smith-Corona-Marchant, Southern Railway, Watchmakers of Switzerland.

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**PANELLA, MARTHA G.**

of N. W. Ayer & Son, Inc., graduated from Columbia U. (BS) in 1953, entered advertising with Al Paul Lefton in 1954, as time buyer, and held posts with Goodson & Todmann, and Warner Bros. She is married. Her hobbies are designing and making jewelry, ice skating, and modeling. She handles the following accounts: Pharmaco, French Lines, Whitman Chocolates, Armour, Sugar Creek Creamery.

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**PAPE, ROBERT H.**

Canadian supervisor & U. S. buyer of Compton Advertising, Inc., was born April 4, 1931. He is a graduate of Nichols (ABA) 1955, and entered advertising with Compton in 1956, in media research. He is a member of Siwanoy Country Club of Bronxville, and his hobbies are bowling, art, and photography. He handles the following accounts: Canadian P & P, Crisco, Cunard, Scott.

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**PARDOLL, ARTHUR S.**

group media supervisor of Foote, Cone & Belding, Inc., was born in 1913. He is a graduate of Yale (BA). He is married to Mary Kikoin and has three children. He handles the following accounts: Clairol, Lever Bros., Imperial Margarine, Pepsodent Paste, Antiseptic and Brushes, Sprezz, Norwich Pharmacal, Savarin.

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**PARKER, DOUGLAS S.**

of N. W. Ayer & Son, Inc., was born May 21, 1924. He graduated from Princeton in 1946, entered advertising with Ward Wheelock Co. in general Radio-TV work, and held posts with Al Paul Lefton Co. He is married to Virginia C. Barba and has two children. His hobbies are sports, golf.

**PASSMORE, JOHN J.**

of Campbell-Ewald Co., was born in 1915. He attended the U. of Detroit, and entered advertising with C-E in 1948, as manager of magazine scheduling dept. He handles the following accounts: Firestone Tire & Rubber Co., Goebel Brewing Co.

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**PELENZ, WILLIAM D.**

of McCann-Erickson, Inc., was born in 1925. He is a graduate of Syracuse (BS) 1949, and entered advertising with McCann-Erickson in 1951. He handles the following accounts: Mennen Co., Chesebrough-Pond's, Inc., Nestle Co., Owens-Corning Fiberglas Corp.

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**PERKINS, CHRISTINE M.**

of MacManus, John & Adams, Inc., was born July 22, 1924. She attended Wilkes-Barre Business College, entered advertising with Cowan & Dangler in 1947, as media & space buyer, and held posts with Nursing World and Donahue & Coe. Her hobbies are theatre, sewing, and reading. She handles the following accounts: U. S. News & World Report, Rheichhold Chemicals, U. S. Air Force, White Rock Corp., S. B. Thomas.

★ ★ ★

**PETER, GEORGE**

of Cunningham & Walsh, Inc., was born Sept. 29, 1935. He attended C.C.N.Y., and entered advertising with C&W in 1956, as estimator. His hobbies are skiing, boating, swimming, golf, and reading. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, E. R. Squibb & Sons, 21 Brands, Inc.

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**PETERS, JOYCE**

of Mogul, Williams & Saylor, Inc., attended Drake Business College. She entered advertising with Harry B. Cohen in 1952, as asst. time buyer, and held posts with Katz Agency and American Bcstg. Co. Her hobbies are boating and bowling. She handles the following accounts: Barney's Clothes, Barricini Candy Corp., Costa Ice Cream, Breakstone, Gold Medal Candy, National Shoes, Tintex, Regal Shoes, Ronzoni Macaroni.

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**PETTICK, BEN**

of Product Services, Inc., was born April 19, 1916. He entered advertising with Product Svcs. in 1954, as regional director. He is married and has three children. His hobbies are cards, hiking and camping. He handles the following accounts: Rato-Broil, Continental, Tech. Tape Corp.

★ ★ ★

**PICKETT, RICHARD C.**

of Foote, Cone & Belding, was born Sept. 30, 1929. He is a graduate of Fordham (BA) 1952, and entered advertising with William Esty in 1954, as time buyer. His hobbies are golf and sailing. He handles the following accounts: Lever Bras. Co., S. A. Schonbrunn & Ca.

## AGENCY TIME BUYERS

### POLOKOFF, BEVERLY

media buyer of Kenyon & Eckhardt, Inc., was born May 3, 1930. She attended Missouri, entered advertising with Allmayer, Fox & Reshkin in 1957, as media asst., and held posts with Frank Moreland Adv. She handles the following accounts: Caltex Distributors, Inc., Reddi-Wip & Top Wip.

★ ★ ★

### POTTER, HOWARD

of Compton Advertising, Inc., was born in May, 1931. He is a graduate of Williams (BA) 1953, and entered advertising with Compton in 1958, as asst. time buyer. He handles the following accounts: P & G Canada (7 Brands).

★ ★ ★

### RAMBERG, ARNE N.

of N. W. Ayer & Son, Inc., was born March 13, 1930. He attended Pace College, entered advertising with Lynn Baker in 1949, as office boy, and held posts with Paul Venze Assoc., and W. B. Donner & Co. He is married and has one child. His hobbies are oil painting, bowling, softball, and golf. He handles the following accounts: Carning Glass Works, Mich. Bell Tel. Co., G. E. Telechron, American Optical Assoc., Ill. Bell Tel. Co., Johnson & Johnson.

★ ★ ★

### RANDALL, ALEXANDER J.

of Cunningham & Walsh, Inc., was born Oct. 18, 1926. He is a graduate of Boston U. (BS) 1954, and entered advertising with N. W. Ayer in 1955. His hobby is photography. He handles the following accounts: American Machine & Foundry, Sunshine Biscuits, Inc.

★ ★ ★

### RASMUSSEN, BERNARD G.

of Fuller & Smith & Ross, Inc., was born May 27, 1919. He is a graduate of Fordham (BS) 1946, entered advertising with Ruthrauff & Ryan in 1946, as asst. time buyer, and held posts with Seagram Distillers. He is married to Mary Dooley and has five children. He handles the following accounts: Aluminum Co. of America, Libbey-Owens-Ford Glass Co., Commercial Solvent Corp., Edison Electric Institute, Sterling Silversmiths, Hercules Powder Co., Hons Halterbosch, Plymouth Cordage Co.

★ ★ ★

### REED, ALLAN

of Grey Advertising Agency, Inc., was born March 19, 1929. He is a graduate of Pace College (BBA), and entered advertising in 1947. He is married and has one child. His hobbies are golf and photography. He handles the following accounts: Block Drug, Palm Beach.

★ ★ ★

### REINECKE, WALTER

of Batten, Barton, Dursline & Osborn, Inc., was born May 24, 1931. He attended the U. S. Naval Academy, and entered advertising with William Esty Co. in 1949. He is married to Marianne Kraemer and has two children. He handles the following accounts: E. I. Du Pont, U. S. Steel, Shaeffer Pen Co., Westclox, Rexall Drug Co., Coty, General Mills.

### REISENBACH, SANFORD E.

of Grey Advertising Agency, Inc., was born May 13, 1932. He is a graduate of N. Y. U. (BS), entered advertising with Dancer-Fitzgerald-Sample in 1952, as a trainee, and held posts with Transportation Displays and S. R. Leon Co. He is married and has one child. He handles the following accounts: Commonwealth Shoe, Hot Corp. of America, Lily Tulip Corp., Youngstown Kitchens, Tapps Chewing Gum, Industrial Rayon Corp.

★ ★ ★

### RENFRO, HARRY K.

director of Radio & Television for D'Arcy Advertising Co., St. Louis office, was born in 1915. He entered the advertising field in 1951. He is married and has one child. He handles the following accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuary Norris Mfg.

★ ★ ★

### RIEMENSCHNEIDER, ROBERT R.

chief time buyer of Gardner Advertising Co., was born in 1928. He is a graduate of Northwestern (BS), entered advertising with Schwimmer & Scott, Inc., in 1950, as copywriter, and has held posts with North Advertising. He is married to Polly Caylor and has three children.

★ ★ ★

### RIND, NATE

of Doyle Dane Bernbach, Inc., was born Feb. 28, 1931. He is a graduate of Brooklyn College (BA) 1953, (MA) 1957, and entered advertising with Faote, Cane, & Belding in 1956, as media research asst. He is married and has one child. His hobby is books. He handles the following accounts: Utica Club Beer, Goodman's Noodle Products, Salada Tea, Five-Day deodorant.

★ ★ ★

### ROBINSON, DIANE

of Guild, Bascom & Bonfigli, Inc., was born Oct. 29, 1933. She is a graduate of Smith (BA) 1955, and entered advertising with Campbell-Mithun in 1956, as media asst. She is a member of the Jr. League. She handles the Rolston Purino Co.

★ ★ ★

### ROFFIS, MURRAY

of McCann-Erickson, Inc., was born March 5, 1926. He is a graduate of Cornell (BA) 1948, entered advertising with Compton Advertising as a print buyer, and has held posts with Maxon, Inc. He is married to Adele Jacobs. He handles the following accounts: Ajax Cleaners, Coca-Cola, Westinghouse.

★ ★ ★

### ROLFES, FRANK P.

of Campbell-Mithun, Inc., was born Feb. 6, 1929. He is a graduate of Loyola of Chicago (BA) 1950, U. of Chicago (MAB) 1958, entered advertising with CBS Radio in 1954, as sales service mgr., and held posts with Blair-TV Assoc. and Katz Agency. He is married to Julie K. Young. He is a member of the Illinois Athletic Club, and his hobbies are skiing, handball and golf.



**ROSS, DONALD M.**

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born May 2, 1928. He entered advertising with SSC&B in 1956, as media research assistant. His hobbies are designing and constructing settings for model theatre, theatre-going, and making home movies. He handles the following accounts: Whitehall Pharamocol Co. — Bisodol, Infrarub, Duplexin; Block Drug Co.—Nytol, Py-Co-pay tooth brushes, green mint, CD-60; Bulova Watch Co., This Week Magazine.

★ ★ ★

**SACKS, ALLAN G.**

of J. Walter Thompson Co., was born April 15, 1928. He is a graduate of C.C.N.Y. (BBA) 1949, (MBA) 1955, and entered advertising with J. Walter Thompson in 1949, in research. He is married to Solly Rutstein. His hobby is folk music. He handles the Ford Division account.

★ ★ ★

**SANDBERG, CARL**

assistant time buyer of Compton Advertising, Inc., was born June 19, 1937. He is a graduate of Seton Hall (BS) 1958, and entered advertising with Compton in 1959, as trainee. His hobbies are golf, bowling, politics, basketball, and the saxophone. He handles the following accounts: Crisco, Comet, Duncan Hines, Gleem, Ivory Soap & Liquid.

★ ★ ★

**SANNO, ALFRED R.**

media group supervisor at McCann-Erickson, Inc., was born in 1925. He is a graduate of Dartmouth (BA) 1946, entered advertising with Young & Rubicom in 1948, and later held posts with BBDO. He is married to Linda Ciccarelli and has one child. He handles Chesterfield and Oasis.

★ ★ ★

**SANTONI, WILLIAM**

of Cunningham & Walsh, Inc., was born Aug. 27, 1929. He is a graduate of Florida (BS), entered advertising with Ruthrauff & Ryan in 1935, as media statistician, and held posts with Dancer-Fitzgerald-Sample. He is married to Amy Rivers and has one child. He handles the following accounts: Texaco, Johns-Manville, Automotive Manuf. Assoc.

★ ★ ★

**SAWYER, SEWALL C. II**

of Lennen & Newell, Inc., was born August 21, 1930. He graduated from Dartmouth (BA), and entered advertising with William Esty Co. in 1955, as media trainee. His hobbies are skiing, golf, and bridge. He handles the following accounts: Colgate-Palmolive Co. — Ad, Lustre-Creme, Vel Liquid.

★ ★ ★

**SCHINZING, PAT**

assistant media group supervisor and buyer of Gardner Advertising Co., was born in 1929. She entered advertising with Gardner in 1947, as secretary, and held the positions of estimator and outdoor buyer, before assuming her present post.

**SCHOENFELD, JAY B.**

broadcast supervisor at McCann-Erickson, Inc., was born April 16, 1930. He attended C.C.N.Y., and entered advertising with Ted Bates. He handles the following accounts: Avis, Corn Products, Esso, Lehn & Fink and Pertussin.

★ ★ ★

**SCHUEBEL, REGGIE**

vice president of Guild, Bascom, Bonfigli, Inc., entered advertising with Duane Jones Co. in 1942, as radio director. He held posts with Biow Co. and Norman, Croig & Kummel. His club affiliations are RTEs and Radio Pioneers.

★ ★ ★

**SENATORE, CARRIE**

of J. Walter Thompson Co., was born March 12, 1929. She entered advertising with BBD & O in 1947, as secretary. Her hobbies are dramatics and skiing. She handles the following accounts: Standard Brands—Chase & Sanborn.

★ ★ ★

**SEYDEL, VICTOR**

of Anderson & Cairns, Inc., was born March 9, 1909. He entered advertising with Walker & Downing in 1942, as eastern director of Radio and has also held posts with Anderson, Davis & Platt. He is married to Harriet E. Hann, and has two children. His club affiliations are The Player's Club, RTEs, Huntington Yacht Club, and his hobbies are boating, fishing, and reading. He handles the following accounts: Alderney Dairy, Aborn's Coffee, White Rose Tea, Dow Corning Corp., Dynel Div. Union Carbide, Volvo, Merriam-Webster Dictionaries.

★ ★ ★

**SHAHINIAN, DOROTHY**

of Fuller & Smith & Ross, Inc., is a graduate of Syracuse (BA) 1949, and entered advertising with F&S&R in 1953, as estimator. Her hobbies are piano and golf. She handles the following accounts: Commercial Solvents Corp., Grumman Aircraft, Ruberoid Co., Soundscriber.

★ ★ ★

**SHAPIRO, PAULE**

of MacManus, John & Adams, Inc., was born June 11, 1932. She is a graduate of Boston U. (BS) 1953, and entered advertising with Sackel Co. as media buyer. Her hobbies are theatre arts, reading, water skiing, crossword puzzles, and languages. She handles the following accounts: Chas. Pfizer & Co., Garrett & Co., Riggio Tobacco, Good Humor, Hydrometals, Inc.

★ ★ ★

**SHEPPARD, RICHARD**

of MacManus, John & Adams, Inc., was born March 19, 1932. He is a graduate of Wooster (BA) 1954, entered advertising with Brooke, Smith, French & Dorrance in 1956, as traffic coordinator, and held posts with W. B. Doner. His hobbies are swimming, music, and theatre. He handles the following accounts: Cadillac, Kresge, Detroit Times, Michigan Consolidated Gas, Packer Pontiac.

## AGENCY TIME BUYERS

### SHIMA, JOHN F.

of Kenyon & Eckhart, Inc., was born Nov. 28, 1929. He attended N. Y. U., entered advertising with Kenyon & Eckhardt in 1947, as checking clerk, and held posts with Crowell-Collier Pub. Co. His hobbies are music, photography and sailing. He handles the Lever Bros. Co. account.

★ ★ ★

### SIMKO, GEORGE J.

of Kenyon & Eckhardt, Inc., was born Oct. 19, 1935. He entered advertising with K&E in 1953. His hobbies are golf, tennis, swimming and skiing. He handles the Lever Bros. Co. account.

★ ★ ★

### SIMMONS, PENELOPE A.

of Foote, Cone & Belding, Inc., entered advertising with Federal Adv. Agency as secretary. Her hobby is photography. She handles the following accounts: Lever Bros. Co., Clairol, Inc.

★ ★ ★

### SLATTERY, ANNE H.

of Batten, Barton, Durstine & Osborn, Inc., was born March 21, 1928. She is a graduate of College of New Rochelle (BA) 1948, entered advertising with Geyer, Newell & Gonger in 1950, and held posts with Robert B. Grady Co., and CBS TV Network. She is married to Robert Bayley. Her accounts are American Tobacco Co., Armstrong Cork, Philco, Pittsburgh Plate Glass.

★ ★ ★

### SOWAAL, MARGUERITE

media buyer, of Fuller & Smith & Ross, was born Jan. 25, 1928. She attended MSU, and entered advertising with Stromberger, LaVene, McKenzie in 1955, as media assistant. She is married and has three children. Her hobbies are reading, writing and music. She handles the following accounts: McCulloch Motors & International, GE Dealers of So. Calif., Occidental Life Ins. Co., Pacific Tile & Parcelain Co., Capital Co.

★ ★ ★

### SPRUYTENBURG, FRED

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born July 22, 1932. He graduated from Pace (BBA), and entered advertising with SSC & B in 1956, as assistant time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes, Half & Half Smoking Tobacco, La Corona.

★ ★ ★

### STARK, JOAN G.

of Grey Advertising Agency, Inc., was born July, 1931. She attended Ohio State, entered advertising with William H. Weintraub in 1950, as time buyer, and held posts with Harris & Whitebrook. Her hobbies are horseback riding, tennis, and collecting jewelry. She handles the following accounts: Chock Full O'Nuts, Chunky Chocolate, Lionel, Ideal, Macy's, Hudson, Ward Hassenfeld, Hoffman, Krueger, Wm. Wrigley.

### STONE, ROBERT M.

of Compton Advertising, Inc., was born April 3, 1934. He is a graduate of Michigan State (BA), and entered advertising with Compton in 1959, as medio trainee. He is married and has two children. His hobbies are golf, reading, music, and athletics. He handles the following accounts: Gleem, Crisco, Mobil Oil, General Baking Cheesebrough.

★ ★ ★

### STUMBO, PHILIP A.

of McCann-Erickson, Inc., was born August 17, 1934. He attended Fordham and C.C.N.Y., entered advertising with Biow-Beirn-Toigo in 1954, as Radio-TV spot biller, and held posts with WABC-TV, Ted Bates. His hobbies are skiing, opera, theatre, ice skating and tennis. He handles the following accounts: National Biscuit Co., Bulava Watch, Westinghouse Electric, John Hancock, Look—Cowles Magazines.

★ ★ ★

### SULLIVAN, JEANNE

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Oct. 4, 1924. She entered advertising with Duane Jones, Ca. in 1954, as secretary, and has held posts with Reggie Schuebel, Inc., and Norman, Craig & Kummel. She handles the following accounts: Corter Products — Ride Shave Cream; Lever Brothers—Breeze Detergent.

★ ★ ★

### SWICK, THOMAS F.

media group supervisor of McCann-Erickson, Inc., was born in 1920. He is a graduate of Dartmouth (BA), and entered advertising with Campbell Ewald Agency in 1950, as a medio buyer. He handles the following accounts: Esso Standard Oil Co., Gilbert & Barker Manuf. Co., Penolo Oil Co.

★ ★ ★

### TASHJIAN, EDWARD

of Mogul, Williams & Saylor, Inc., was born in 1930. He attended N. Y. U., and entered advertising with Emil Mogul Co. in 1950, as production dept. asst. He is married to Louise Ayvazian and has two children. He handles the following accounts: Revlon, Esquire Boat Polish.

★ ★ ★

### THULIN, KATHERINE

of Campbell-Mithun, Inc., was born Oct. 1, 1931. She is a graduate of Minnesota (BA), and entered advertising with Bulmer-Johnson in 1953, as secretary. Her hobby is skiing. She handles the following accounts: Larsen Co., Northern States Power Co., Minneapolis Symphony.

★ ★ ★

### TREA, RICHARD

of Kenyon & Eckhardt, Inc., was born Nov. 17, 1926. He is a graduate of Dickinson (BA) 1952, entered advertising with Benton & Bowles in 1952, as medio research analyst, and held posts with Carl S. Brown Co., Inc. He is married and has one child. He handles the following accounts: Horold F. Ritchie, National Biscuit Co., Pepsi-Cola Co.

**TRONICK, LEONARD**

of Donahue & Coe, Inc., was born Oct. 7, 1931. He is a graduate of L. I. U. (BS), entered advertising with Grey Advertising in 1955, as estimator, and has held posts with Lennen & Newell. He is married to Lois Stroch and has two children. He handles the following accounts: E. R. Squibb & Sons, E. F. Drew & Co., Scripts.

★ ★ ★

**TULLY, TIM**

of Compton Advertising, Inc., was born May 10, 1932. He is a graduate of Williams (BA), and entered advertising with Ted Bates in 1958, as mail-room trainee. His hobbies are theatre and tennis. He handles the following accounts: Duncan Hines, Drene.

★ ★ ★

**TWIDDY, JOHN W.**

of MacManus, John & Adams, Inc., was born Dec. 2, 1931. He attended Western Maryland College, entered advertising with Faote, Cane & Belding in 1955, as asst. media buyer, and held posts with TV Guide. He is married to Mary Kraft and has one child. He handles the following accounts: S. A. Schonbrunn & Co., S. B. Thomas, White Rock Corp., Van Munching Imports, U. S. Air Force.

★ ★ ★

**VERNON, FRANK J.**

of Cunningham & Walsh, Inc., was born March 4, 1933. He is a graduate of Penn State (BA), and entered advertising with C&W in 1959, as estimator. He is married to Annette Galbavy and has one child. His hobbies are reading and sports. He handles the following accounts: American Cyanamid Co., Watchmakers of Switzerland.

★ ★ ★

**VITT, SAM B.**

media supervisor of Doherty, Clifford, Steers & Shenfield, was born Oct. 23, 1926. He is a graduate of Dartmouth (BA) 1950, entered advertising with CBS in 1950, as a trainee, and has held posts with Benton & Bowles. He handles the following accounts: Bristol-Myers, Grave Labs, Paton McCormick, The Borden Co., Sonotone, Chemway, Noxema, Standard Triumph.

★ ★ ★

**VORCE, RICHARD J.**

of J. Walter Thompson Co., was born in 1926. He is a graduate of Syracuse (BA), and entered advertising with Wildrick & Miller, Inc. in 1951, as a trainee. He is supervisor of the Ford Dealer spot Radio-TV account.

★ ★ ★

**WALLOWER, TED P.**

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 21, 1918. He is a graduate of Missouri (BA) 1939, entered advertising with Birmingham Castleman in 1948, in accounting, and held posts with Morey Humm & Johnstone. He handles the following accounts: Du Pont, Penick & Ford, United Fruit, Pfeiffer's.

**WALSH, DOLAN J.**

of D'Arcy Advertising Co., St. Louis office, attended St. Louis U. He entered advertising with D'Arcy in 1951, in the outdoor dept. He is married and has one child. He handles the following accounts: Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe.

★ ★ ★

**WERMAN, HERBERT J.**

of Grey Advertising Agency, Inc., was born Sept. 6, 1930. He is a graduate of Upsala (BBA) 1956, and entered advertising that year with Dancer-Fitzgerald-Sample. His hobbies are reading, music, and bowling. He handles the following accounts: Chock Full O'Nuts, Krueger Brewing, Hoffman Beverage.

★ ★ ★

**WEYMOUTH, E. G., JR.**

of Kudner Agency, Inc., was born Aug. 15, 1917. He attended Lehigh, entered advertising with Kudner in 1939, as trainee, and held posts with Colgate-Palmolive Co. He is married to Rachel Williams and has two children. He is a member of the Bronxville Field Club and the Rear Guards. He handles the following accounts: Renault, Sylvania, Arnold Bakers, Goodyear, Fisher Div. of GM, Colorforms.

★ ★ ★

**WHITE, WILLIAM G.**

of Cunningham & Walsh, Inc., was born Oct. 24, 1918. He is a graduate of U. of Toronto (BA), entered advertising with CFRB in 1939, in sales, and held posts with Benton & Bowles and Pedler & Ryan. He is married to Patricia Anderson and has three children. His hobby is community activities.

★ ★ ★

**WIDHOLM, ROBERT**

of Doherty, Clifford, Steers & Shenfield, was born March 21, 1924. He is a graduate of Dartmouth (BA) 1947, and entered advertising with Lennen & Mitchell in 1948, as trainee. He handles the following accounts: Bristol-Myers, Borden Co., McCormick Co., Noxzema Chemical Co., Eastman Chemical Co.

★ ★ ★

**WILBUR, HELEN M.**

of Grey Advertising Agency, Inc., attended Brooklyn College and Columbia. She entered advertising with the N. Y. Times, and held posts with Pedlar & Ryan, Doherty, Clifford, Steers & Shenfield. She handles the following accounts: Benrus, Block Drug, GE, Greyhound, NBC, Noxex, Palm Beach, Phillips-Van Heusen, Westinghouse.

★ ★ ★

**WILSON, EDWIN F.**

of McCann-Erickson, Inc., joined the media dept. of A. W. Erickson in 1920, and was media director of McCann-Erickson from 1930 to 1945. He handles the following accounts: Atlas Supply Co., Barrett Div., Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc., Trans Canada Airlines.

## AGENCY TIME BUYERS

### WOLF, ALICE J.

of N. W. Ayer & Son, Inc., was born March 16, 1925. She graduated from Miami U. (O), entered advertising with J. Walter Thompson as secretary, and has held posts with Grey Adv. Agency and Dowling Adams, Inc. She is married to Seymour Kiel. Her hobbies are photography, cooking, deep-sea fishing, and travelling. She handles the following accounts: United Air Lines, Avondale Mills, Hilton Credit Cards, James Lee & Sons, Peoples Drug Co.      ★      ★      ★

### WOLFE, ROBERT D.

vice president in charge of Radio-TV, west coast, Grey Advertising Agency, Inc., was born Nov. 14, 1912. He is a graduate of Brown (PhB) 1934, entered advertising with Young & Rubicam in 1938, as script writer, and held posts with Kenyon & Eckhardt, Hicks & Greist, John W. Show Adv., Peck Agency, and Sweets Co. of America. He is married to Jeannette Scott and has two children.      ★      ★      ★

### WRIGHT, RICHARD C.

of Baltan, Barton, Durstine & Osborn, Inc., was born Oct. 12, 1923. He is a graduate of the U. of Pa. (BS) 1944, entered advertising with Ward Wheelock Co., and held posts with Storer Bcstg. Co. He is married and has two children. He is a member of the N. Y. Media Planners, and handles the following accounts: Lucky Strike, Valiant, DeSola.      ★      ★      ★

### ZIEGEL, LEONARD

assistant spot buyer of Compton Advertising, Inc., was born Jan. 23, 1933. He is a graduate of CCNY (BBA), and entered advertising with Compton in 1959, as media trainee. He is married to Norma Nemeth and has one child. His hobby is photography. He handles the following accounts: Duz, Ivory Soap, El Producto Cigars, Sterling Beer, Yankee Beer.      ★      ★      ★

### ZIEGLER, ISABEL

media supervisor of N. W. Ayer & Son, Philadelphia, is a graduate of Simmons College. She entered advertising with J. Walter Thompson as an assistant time buyer.      ★      ★      ★

### ZIPPRICH, ANDREW

of Grey Advertising Agency, Inc., was born March 19, 1925. He is a graduate of Manhattan College (BBA), entered advertising with Cunningham & Walsh in 1947, as asst. to time buyer, and held posts with Kenyon & Eckhardt. He is a member of the New York Athletic Club, and his hobbies are swimming and sailing. He handles the following accounts: Shwayder Bros., RCA Victor, Wallace Silver-Smith, Esquire, Coronet, Gentlemen's Quarterly, McCall's.      ★      ★      ★

### ZIZZAMIA, MARK H.

assistant time buyer of Compton Advertising, Inc., was born June 23, 1935. He is a graduate of Harvard (BA) 1957, and entered advertising with Compton in 1958, as media trainee. He handles the following accounts: Canada (7 Brands), Crisco.

### ZOELLNER, DAVID B.

of Cunningham & Walsh, was born June 18, 1931. He is a graduate of Missouri, 1955, and entered advertising with C&W in 1958 as media estimator. He handles the following accounts: American Chain & Coble, Itolion Line, Jaguar Cars, Smith-Corona-Marchant, Southern Railway

FOR  
ADVERTISING AGENCY

PERSONNEL LISTINGS

SEE PAGE 115

FOR  
CANADIAN

ADVERTISING AGENCY

LISTINGS

SEE PAGE 168

# RADIO—World-Wide Receivers and Sets

At the end of 1959 there were about 165,700,000 radio sets and an additional 38,900,000 wired speakers in the world, exclusive of the United States, its territories and Canada. These figures indicate an increase of 12,000,000 sets (8%) and 7,000,000 wired speakers (22%) during the year. The greatest expansion occurred in the Communist Bloc in Eastern Europe. The second greatest gainer was the Near East, South Asia and Africa Area, which almost doubled its 1958 increase. In terms of sub-areas, the visit of a USIA officer to Africa yielded up-to-date statistics for countries of this increasingly important continent. As a result an increase of 750,000 sets (40%) was indicated in the countries of non-Arabic Africa.

There appears to be a slowdown in the rate of increase in Western Europe and in the Far East. In this connection, the rapid growth of television, in many countries of Western Europe and in Japan, seems to have resulted in a gradual reduction in the rate of growth of radio, if not a decline in some cases. A typical example is that of Japan where the number of radio sets in use had been constantly and steadily increasing up to the end of 1958, and then began declining just as steadily for a net loss of more than half a million sets in 1959. Concurrently television is expanding at a tremendous rate in Japan and the United Kingdom.

## WESTERN EUROPE December 31, 1959

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800	.....
Austria	1,955,900	13,800
Belgium	2,409,400	134,800
Denmark	1,714,400	.....
Finland	1,300,000	.....
France	11,484,000	.....
W. Germany (Incl. W. Berlin)	16,050,000	159,000
Gibraltar	4,900	500
Iceland	69,500	.....
Ireland	485,100	.....
Italy	7,851,200	.....
Liechtenstein	3,200	400
Luxembourg	91,400	.....
Malta	16,200	45,100
Monaco	5,100	.....
Netherlands	2,715,300	490,500
Norway	1,250,000	.....
Portugal	995,800	.....
San Marino	1,900	.....
Spain	6,000,000	.....
Sweden	2,683,700	160,000
Switzerland	1,039,500	354,400
United Kingdom	15,584,400 <sup>1</sup>	1,048,400
Yugoslavia	1,380,000	175,000
<b>Total</b>	<b>75,092,700</b>	<b>2,581,000</b>

## EASTERN EUROPE

Albania	40,000	18,000
Bulgaria	680,000	502,000
Czechoslovakia	3,200,000	516,000
East Germany	5,500,000	.....
Hungary	1,800,000	300,000
Poland	3,600,000	1,400,000
Rumania	1,000,000	660,000
USSR	10,700,000	28,000,000
<b>Total</b>	<b>26,520,000</b>	<b>31,396,000</b>

<sup>1</sup>Includes 10,000,000 combined sound and television licenses.  
Source: USIA.

(Continued on Next Page)

# RADIO—World-Wide Receivers and Sets

(Continued from Page 189)

## NEAR EAST, SOUTH ASIA AND AFRICA

Country	Radio Sets	Wired Speakers (Additional)
<i>Arabic Countries</i>		
Aden .....	32,000	.....
Algeria .....	504,500	.....
Iraq .....	600,000	.....
Jordan .....	94,400	.....
Lebanon .....	111,000	2,400
Libya .....	73,500	.....
Morocco .....	501,000	.....
Saudi Arabia .....	18,000	.....
Sudan .....	135,000	.....
Tunisia .....	151,000	.....
United Arab Republic		
Egypt .....	1,500,000	.....
Syria .....	390,000	.....
Total .....	4,110,400	2,400
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan .....	21,000	.....
Ceylon .....	285,600	18,000
Cyprus .....	95,000	.....
Greece .....	846,400	.....
India .....	2,000,000	.....
Iran .....	1,100,000	.....
Israel .....	405,000	.....
Nepal .....	13,000	.....
Pakistan .....	480,000	.....
Portuguese India .....	1,900	.....
Turkey .....	1,207,800	.....
Total .....	6,455,700	18,000
<i>Non-Arabic Africa</i>		
Angola .....	70,000	.....
Bechuanaland .....	3,500	.....
Belgian Congo .....	175,000	.....
British Somaliland .....	2,500	.....
Cameroons .....	40,000	.....
Central African Federation .....	150,000	.....
Ethiopia (includes Eritrea) .....	85,000	.....
French Equatorial Africa .....	45,000	.....
French Somaliland .....	5,000	.....
French West Africa .....	100,000	.....
Ghana .....	107,000	41,400
Guinea .....	12,000	.....
Kenya .....	150,000	1,800
Liberia .....	38,000	.....
Madagascar .....	60,000	.....
Mozambique .....	60,000	.....
Nigeria .....	250,000	62,500
Sierra Leone .....	23,000	5,000
Tanganyika .....	80,000	.....
Uganda .....	80,000	.....
Union of South Africa .....	1,019,000	12,300
Total .....	2,637,100	123,000



# RADIO—World-Wide Receivers and Sets

Country	FAR EAST	Radio Sets	Wired Speakers (Additional)
Australia	.....	2,297,400	.....
Borneo (North)	.....	9,000	.....
Burma	.....	110,000	.....
Cambodia	.....	15,000	.....
China (Communist)	.....	3,500,000	4,570,000
Hong Kong	.....	114,900	59,200
Indonesia	.....	833,600	8,900
Japan	.....	15,586,400	.....
North Korea (C)	.....	110,000	unknown
South Korea	.....	600,000	.....
Malaya	.....	251,600	22,300
New Zealand	.....	562,000	.....
Philippines	.....	550,000	4,400
Singapore	.....	96,700	41,000
Taiwan	.....	450,000	.....
Thailand	.....	1,000,000	5,000
North Vietnam (C)	.....	300,000	unknown
South Vietnam	.....	303,700	1,100
Totals—Communist	.....	3,910,000	4,570,000
Non-Communist	.....	22,849,000	141,900
Grand Totals	.....	26,759,000	4,711,900

## LATIN AMERICA

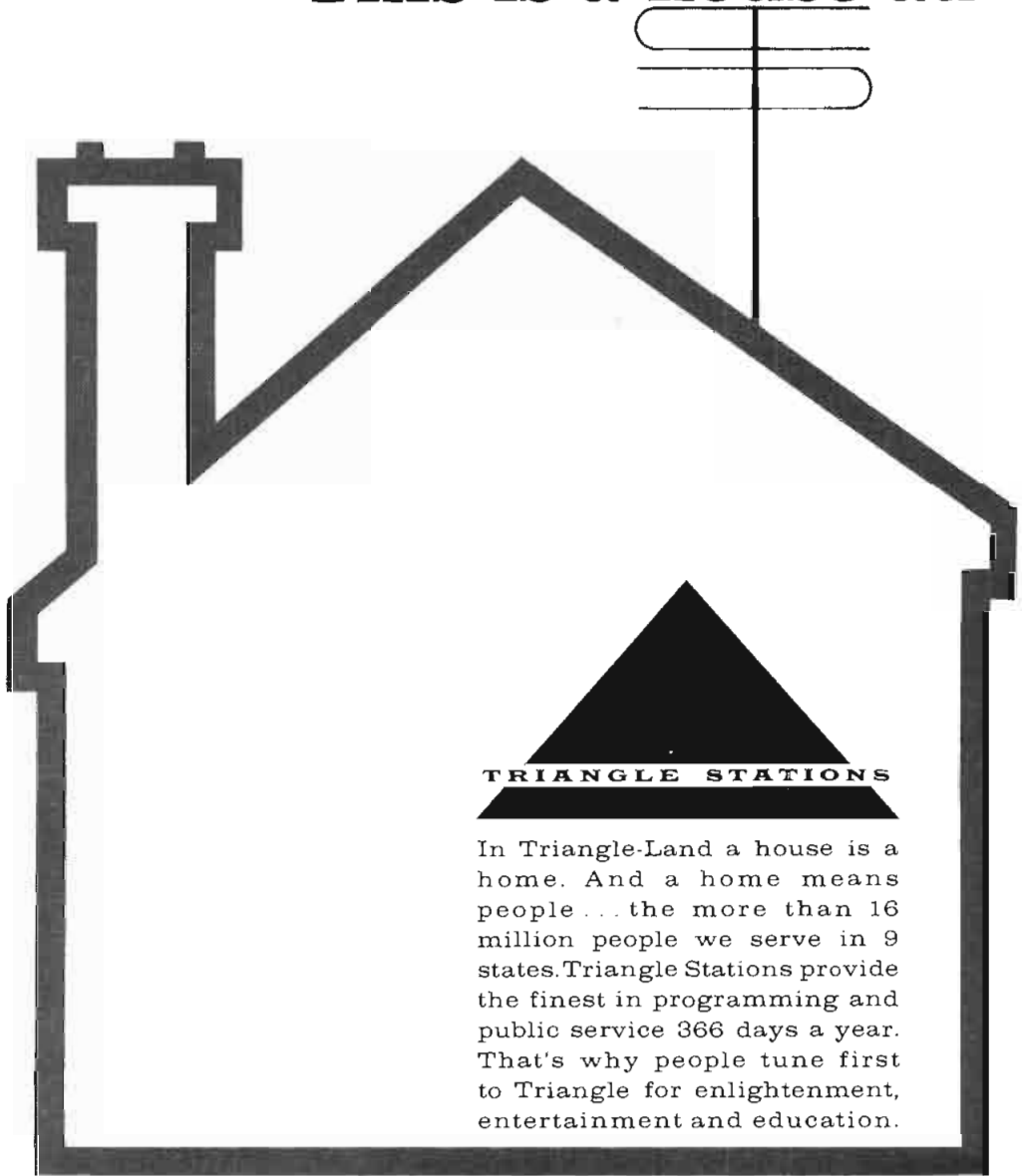
Argentina	.....	5,500,000	.....
Bolivia	.....	150,000	.....
Brazil	.....	6,828,800	.....
Chile	.....	887,000	.....
Colombia	.....	2,084,300	.....
Costa Rica	.....	100,000	.....
Cuba	.....	1,300,000	.....
Dominican Republic	.....	100,000	.....
Ecuador	.....	450,000	.....
El Salvador	.....	225,000	.....
Guatemala	.....	210,000	.....
Haiti	.....	50,000	.....
Honduras	.....	125,000	.....
Mexico	.....	3,500,000	.....
Nicaragua	.....	75,000	.....
Panama	.....	145,000	.....
Paraguay	.....	150,000	.....
Peru	.....	820,000	.....
Uruguay	.....	500,000	.....
Venezuela	.....	565,700	.....
Total	.....	23,765,800	.....

## WESTERN HEMISPHERE POSSESSIONS

British	.....	207,900	51,000
French	.....	47,600	.....
Netherlands	.....	66,000	.....
Greenland	.....	4,500	.....
Total	.....	326,000	51,000
World Totals #1	.....	165,667,000	38,884,200

#1—Exclusive of the United States, its territories, and Canada.  
Source: USIA.

# This is a house ad



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.  
**WFBC-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

**TELEVISION DAILY**

presents

**RADIO  
NETWORKS**

☆ ☆ ☆ ☆ ☆

EXECUTIVE PERSONNEL  
U. S. MAP OF NETWORK  
OWNED AND OPERATED  
& AFFILIATED OUTLETS

**1960**

# NETWORK RADIO OFFERS

## ... Mass Out-Of-Home Audiences

By ROBERT R. PAULEY

Vice President in Chg., ABC Radio Network



**N**O matter how you look at it, it is practically impossible to find a bad network radio buy. Network radio continues to deliver the penetrating coverage, sizeable audiences and low costs that make it, to objective observers, advertising's most enticing medium. But network radio has been short changed by many who have tried to bury it, who consider it obsolete. How "obsolete" is radio?

To the people who bought some 22 million radio sets last year, radio is far from obsolete, it is vital. You don't buy radios to use as furniture. You buy them for listening. Every home in America listens to radio. People drive with radio, walk with radio, wake up to radio and pay attention to radio.

Advertisers who have paid attention to radio have found it pays off for them. ABC can, for example, give an advertiser 28 commercials a week with a cost per thousand homes of \$.84. If you add the out-of-homes audience, this cost is reduced to \$.64, and that is a conservative estimate.

To reach the home, network radio is a good buy. But the medium offers more: a mass out-of-home plus audience that has never been accurately measured. There are some indications as to its listening and buying strength, however.

There are 38 million radios in automobiles. There are over 18 million portable radios, 10 million radios in public places such as hotels, etc., and five million radios on boats.

This mobility and companionability which radio offers is equaled by no other media. It is a common sight to see people walking down city

streets listening to transistor radios. I have seen women in supermarkets carrying transistor radios listening to their favorite programs.

The advertiser is with the shopper as she drives to the retail outlet, and in cases I have observed, is actually with her as her hand moves toward the product. But radio's flexibility goes far beyond its mobile listening audience.

Radio's area of strongest flexibility is in its programming. No one need be told of the swiftness and completeness with which radio covers news events, bringing them to the American public faster than any other media.

The fifties saw network radio pulling back to put itself in a stronger position. At ABC Radio, our retrenchment state is over. Our affiliates and advertisers have increased in number. Our task now, and the task of all people in radio, is to be constantly aware of the strength in radio and to face the responsibilities it creates, and to honestly meet and overcome its problems.

One of the things we need in order to do this, is better qualitative research. More is needed than just counting noses. Radio must find ways to measure its penetration and its impact both in and out of the home.

Now is the time when this must be done: during 1960. And in the ensuing years of this decade, network radio must grow and become increasingly important to both advertisers and audiences to fill its rightful place in the world of communications.



# AMERICAN 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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**American Broadcasting Company**  
(A Division of American  
Broadcasting-Paramount Theatres,  
Inc.)

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Radio Network, Inc.**

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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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Martin Brown	Asst. Treas. of AB-PT & V.P. & Asst. Treas. 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 & Labor Relations

Mortimer Weinbach	V.P. & General Counsel
Charles DeBare	Gen'l Council for AM Network & Owned & Operated Stations
Richard L. Freund	Dir. of Labor Relations

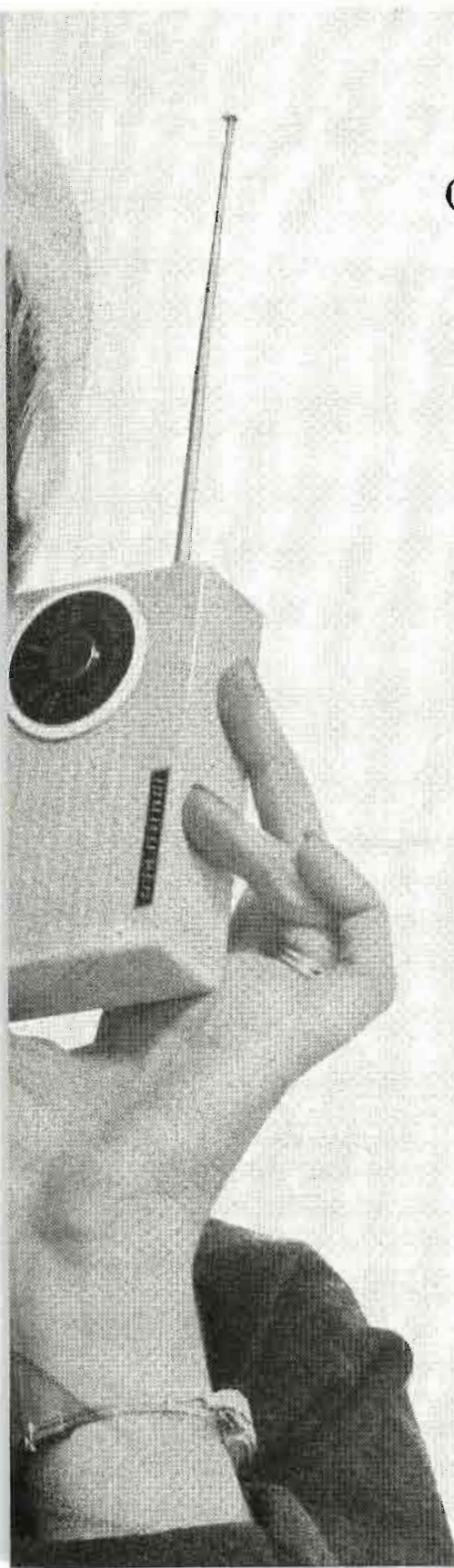
## Special Events

## & Public Affairs

John Daly	Vice President in Charge of News
Donald Coe	Director of Special Events & Operations
Francis N. Littlejohn	Director of News & Public Affairs
Wiley Hance	Manager of Public Affairs







# Somebody out there must be selling her...

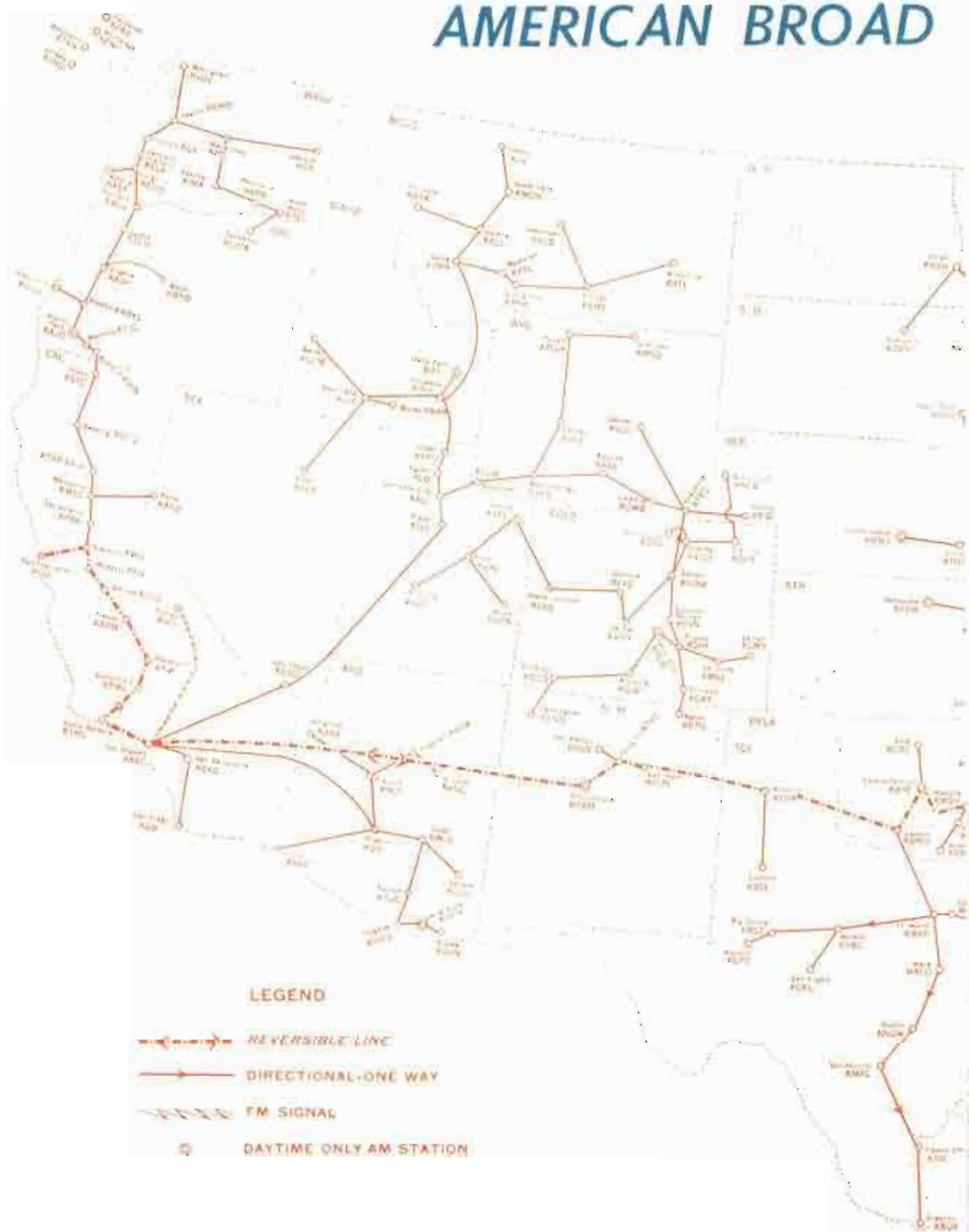
It could be Don McNeill's Breakfast Club... it could be Eydie Gorme... it could be Dennis Day... it could be on an ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year)... are out there selling her everything from corn pads to cars:

## ABC ADVERTISERS AND PRODUCTS IN 1959

AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBROCRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR. PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GDSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYDYN VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE • MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDS-MOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLD, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS

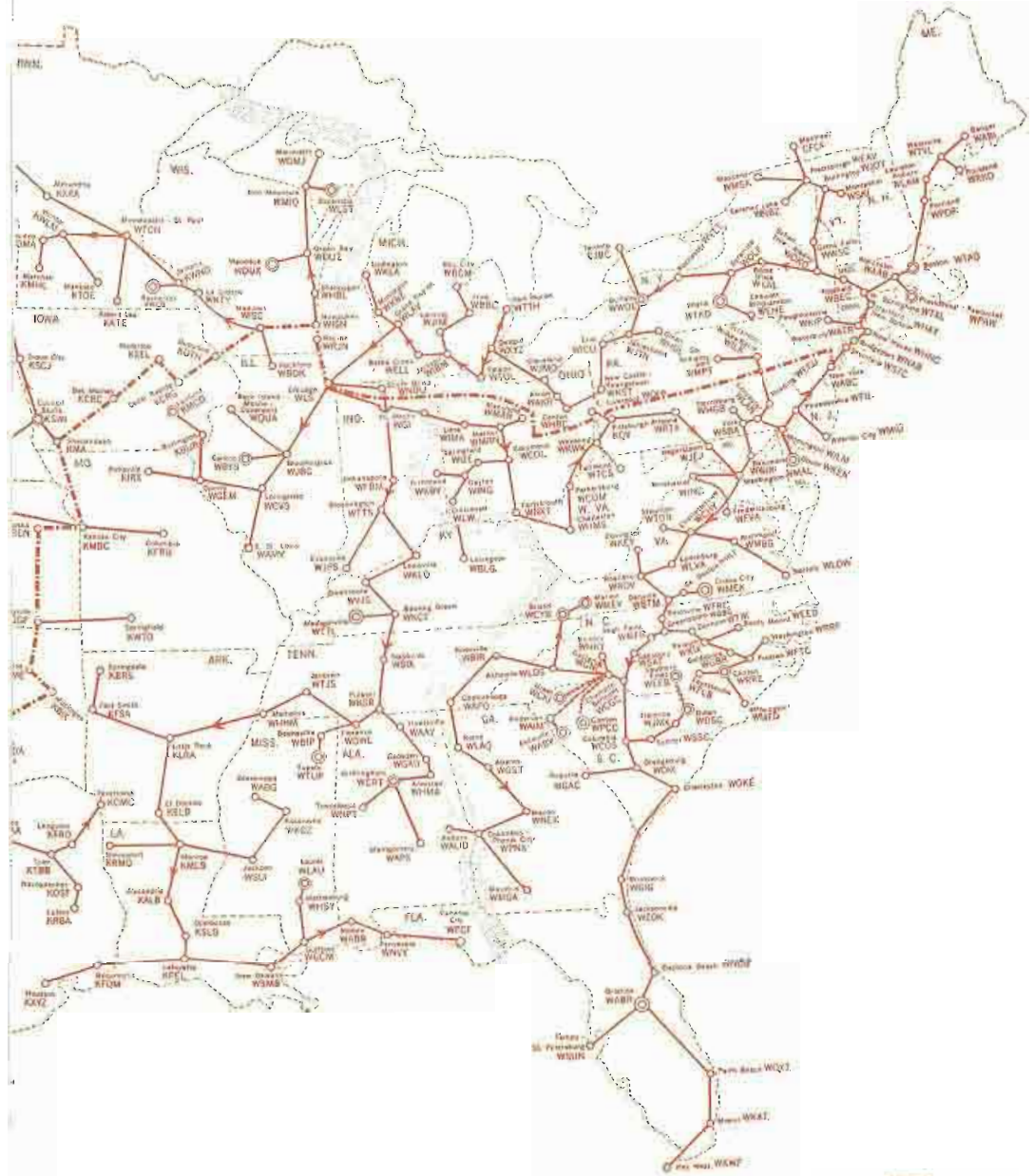
## ABC Radio Network

# AMERICAN BROAD





# CASTING NETWORK



Prepared by  
American Broadcasting Company, Radio Network Inc.

**Program**

William Rafael . . . . . Nat'l Pgm. Dir.  
 Alexander MacCullum . . . . . Asst. Nat'l Pgm. Dir.  
 James McConnochie . . . . . Mgr. of Announcing Div.  
 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 Johnson . . . . . Dir. of Continuity Acceptance

**Research**

Morris Wattenberg . . . . . Dir. of Sls. Devel. & Research

**Sales**

Elizabeth Boucher Kelley . . . . . Dir. of Sales Service

**Station Relations**

Earl Mullin . . . . . Nat. Mgr.  
 Frank G. Atkinson . . . . . Regional Manager

**CHICAGO (WLS)**

**190 North State Street  
 Chicago, Illinois**

Clar Heider . . . . . National Spot Sales Mgr.  
 William P. Kusack . . . . . Manager of Engineering  
     Department  
 James Duffy . . . . . Dir. of ABC Radio  
     Network for Central Div.  
 Manuel Fingerhut . . . . . Comptroller of Central Div.  
 James Asher . . . . . Dir. of Publ. & Prom.

**DETROIT (WXYZ)**

**1700 Stroh Building  
 Detroit 26, Michigan**

Robert Baker . . . . . Radio Pgm. Manager  
 John Reynolds . . . . . Comptroller  
 Harold Christian . . . . . V.P. in Charge of  
     Merchandising  
 Charles Kocher . . . . . Chief Engineer  
 Robert Baldrice . . . . . Radio Sales Mgr.  
 Jan Coil . . . . . Traffic Mgr.

**HOLLYWOOD (KABC)**

**1539 N. Vine Street  
 Hollywood 28, California**

James G. Riddell . . . . . V.P. in charge W.D.  
 Ben Hoberman . . . . . Gen. Mgr.  
 J. Clifford Anderson . . . . . Dir. of Spec. Service  
 Dorothy L. Brown . . . . . Continuity Acceptance Mgr.,  
     Western Division  
 Philip Brestoff . . . . . Sls. Mgr.  
 Ralph C. Denechand . . . . . Mgr. of Engineering  
     Operations, Western Division  
 Arthur Harvey . . . . . Dir. Labor Rel.  
 Milt Fishman . . . . . Dir. Radio-TV News, W.D.

Theodore Grenier . . . . . Chief Engineer, Western  
     Division  
 Jon Meyers . . . . . Prog. Mgr. KABC Radio  
 Robert P. Myers . . . . . Pacific Coast Counsel—ABC  
 John H. Pace . . . . . General Manager of KABC  
 Florence T. Schiro . . . . . Personnel Director  
 John C. Wagner . . . . . Controller, Western Division  
 Harry Woodworth . . . . . Western Sales Mgr.,  
     ABC Network

**PITTSBURGH (KQV)**

**411 Seventh Avenue  
 Pittsburgh 19, Pa.**

Ralph Beaudin . . . . . Gen. Mgr., KQV  
 R. N. Thomson . . . . . Sls. Mgr.  
 Edward Tracy . . . . . Controller

**SAN FRANCISCO (KGO)**

**277 Golden Gate Ave.  
 San Francisco 2, California**

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     San Francisco Office  
 Harry Jacobs . . . . . Chief Engineer & Building  
     Maintenance Manager  
 George Rodman . . . . . Dir. of Publ. Adv.  
 Jack Stahle . . . . . Sls. Mgr.  
 Edith Kirby . . . . . Traffic Manager  
 Arthur Abell . . . . . Merchandising Mgr.  
 Chandler Meloy . . . . . KGO Natl. Spot Sales Mgr.  
 Lorraine Pederson . . . . . Continuity Acceptance Editor  
 Henry Saroyan . . . . . Comptroller & Purchasing Agent  
 Edward Smith . . . . . Dir. of Operations, KGO  
     & Prog. Dir.

**WASHINGTON (WMAL)**

**1735 DeSales Street, N.W.  
 Washington, D. C.**

Alfred Beckman . . . . . V.P. in Chg. Washington Office  
 Edgar Shelton . . . . . Vice President

**NEW YORK (WABC)**

**7 West 66th Street  
 New York 23, New York**

Hal Neal . . . . . General Manager  
 Margaret Michaud . . . . . Bus. Mgr.  
 Paul Kasander . . . . . Program Director  
 Barrett Geoghegan . . . . . Sales Manager

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     N. C.

# NETWORK RADIO TODAY

## ... No Remote Controlled Jukebox

By ARTHUR HULL HAYES

President, CBS Radio



**A**N appraisal of network radio today reveals, more than any other single fact, the medium's extraordinary adaptability to modern conditions. Network radio, of course, is modern in much the same sense that plays on Broadway this season are modern. Theatrical techniques have changed greatly over the years—but the proscenium arch of Shakespeare's time is still here. Similarly, network radio's techniques have changed—but the central fact and form of communication by sound is still there.

The CBS Radio Network and its affiliated stations were the first in the medium to take a long, hard-headed look at the changing economics and new advertising requirements of network radio, and to come up with a real answer. Not a change in spare parts, but a change in the whole machinery. Our answer has been the Program Consolidation Plan. After a full year of operation under the plan, it is good to be able to say it works.

The fact that it works has enabled us to do two things. One: continue to broadcast what most critics and listeners believe to be the most effective, most complete program schedule in all radio. Two: continue to deliver to advertisers a method to reach millions of people, with top-caliber programs and personalities, at costs so low that they amortize the costs of other national media for the big advertiser . . . and offer low-budget advertisers (and low-budget brands) a national medium complete in itself.

Thus, by creating a workable, profitable economic structure, PCP has made it possible for this radio network to continue to operate under its own "proscenium arch." In other words, to continue as the branch of show-business that network radio inherently is.

Why is this good? Because radio is too useful, too powerful and too versatile an instrument to content itself with being merely a crier of headlines or an electronic, remote-controlled juke box. And because not only radio's capabilities but radio's public responsibilities go far beyond such limited functions.

There is the obligation to bring Americans more than hard news alone: to present thoughtful analysis; careful examinations of urgent topics; debates; interviews. There is the need to bring listeners directly to momentous events in history: political conventions; the coronation of a Pope; the President's trips abroad; the visit of a Khrushchev to the United States. There's the unique role network radio can play in continuing the nation's cultural heritage—especially with our young people in mind—through great symphonies, discussions of literature and the humanities, as in an Invitation to Learning.

Finally, there's an important place, too, for drama and comedy and the magic of inimitable personalities. In the nature of things, only a radio network is equipped to present such programming; it is beyond the compass of the individual station.

# LOST?

IN THE NUMBERS MAZE





Any network radio count\* you use – share of most popular sponsored programs or homes delivered per average commercial minute; listening in the big cities or across the country – you find the same name in the same place: CBS Radio, first.

It figures. The programs are here. Where else, for example, do you find a morning lineup to touch Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney! Not to mention the daytime serials...the comedy...the variety and good music...the CBS News caliber of reporting.

In short, *this* is a network program schedule. It attracts the largest audiences, holds their interest and attention, and delivers to advertisers a strong, identifiable framework for sales messages that sell. Which are surely the best kind.

## CBS RADIO NETWORK

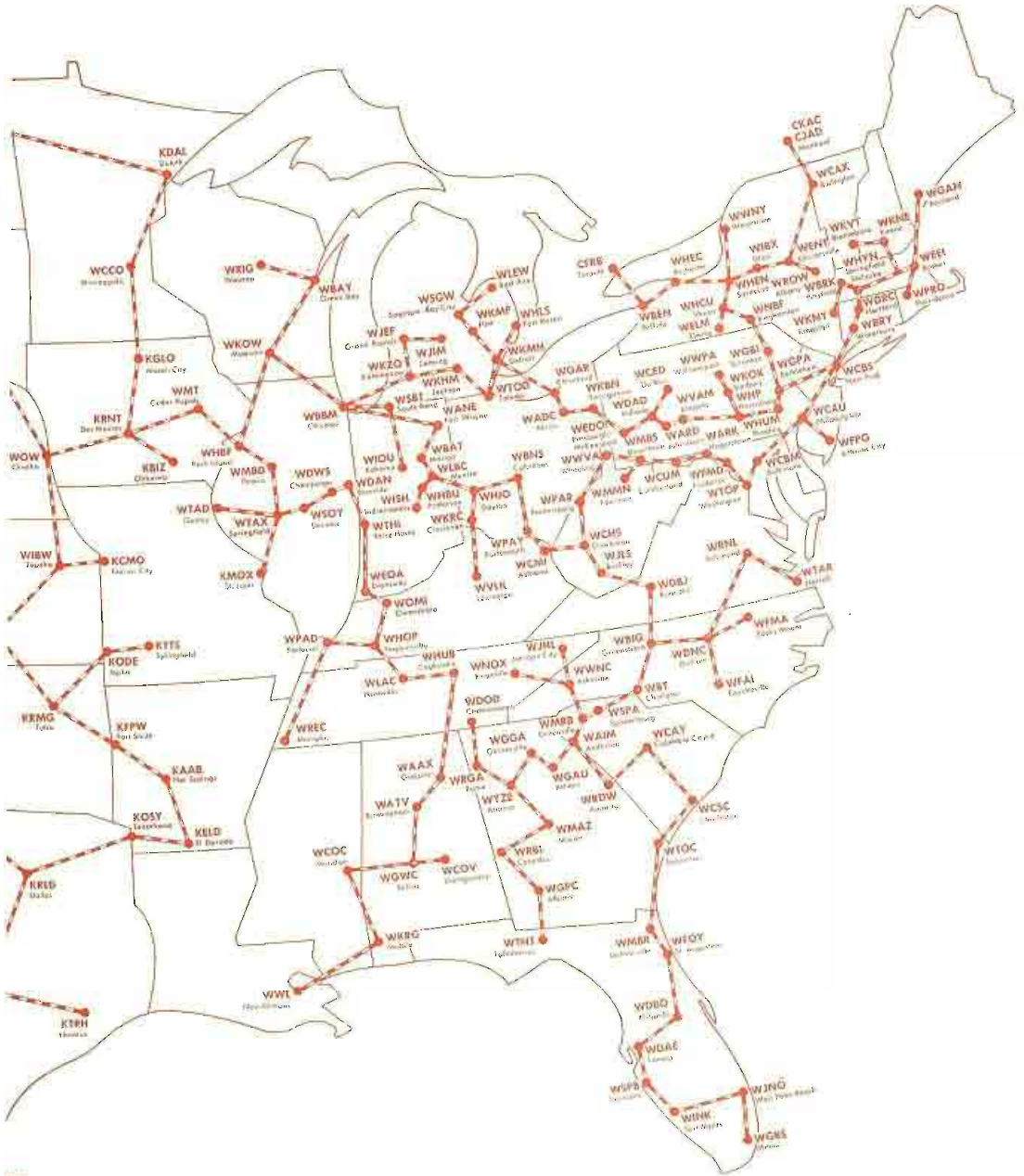
*\*The numbers are immediately available, of course, on your request.*



# CBS RADIO



# NETWORK



S&T  
outlines

# 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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Jules Dundes.....	Vice President in Charge of Station Administration
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### Editing

Don Ball.....	Director
---------------	----------

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 Robert Dunne.....Asst. General Attorney

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 Gerald Maulsby.....Manager of Network Broadcasts  
 George M. Perkins.....Program Supervisor  
 James Fasset.....Supervisor of Music  
 Norman Ober.....Director, Program Writing

**Network Sales**

George J. Arkedis...Vice President in Charge of Network Sales  
 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

**News and Public Affairs**

Sig Mickelson...V.P. of CBS, Inc., and President of CBS News Division  
 John F. Day.....Director of News  
 Irving Gitlin...Program Exec.: Creative Projects  
 George Crothers.....Dir. of Public Service Broadcasts  
 Robert Skedgell...Assistant Director of News, Radio  
 John Lynch.....Director of Public Affairs  
 Theodore Koop.....Director of News and Public Affairs, Washington  
 William C. MacPhail.....Director of Sports  
 Lewis Shollenberger.....Director of Special Events, Washington

**Operations**

Davidson M. Vorhes...Vice President in Charge  
 Arthur G. Peck...Manager of Network Operations  
 Frank Orth.....Manager, Technical Operations and Chief Engineer, WCBS

Hans Fuhrmann.....Manager, Music Library  
 Duke Poklitar.....Manager, Music Clearance  
 Kenneth F. Davis.....Traffic Manager

**Press Information**

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.....V.P. & General Manager  
 Ralph Goshen.....Sales Manager  
 Allen Ludden.....Program Manager  
 Dave Driscoll.....Director of News and Special Events  
 Richard Stahlberger...Sales Promotion Manager  
 Lou Frankel.....Director of Publicity

**KCBS and KCBS-FM**

**Sheraton-Palace Hotel,  
 San Francisco 5**

Maurie Webster.....V.P. & General Manager  
 Seymour Whitelaw.....Sales Manager  
 Mrs. E. Deggendorfer.....Promotion Manager  
 Pede Worth.....Program Director  
 Don Mozley.....Director of News and Public Affairs

**KMOX**

**1144 Hampton Ave., St. Louis**

Robert Hyland.....V.P. & General Manager  
 Foster Brown, Jr.....Sales Manager  
 Paul Douglass.....Program Manager  
 Alice Koch.....Promotion Manager  
 Rex Davis.....News Director

**KNX and KNX-FM and  
 Columbia Pacific Network**

**6121 Sunset Blvd., Los Angeles 28**

Fred Ruegg.....V.P. & 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

E. H. Shomo . . . . . V.P. & General Manager  
William Connelly, Jr. . . . . Sales Manager  
Arthur Thorsen . . . . . Program Director  
Loren Hollembaek . . . . . Promotion Manager  
C. W. Doebler . . . . . Executive Assistant  
William Garry . . . . . News Director

**WCAU and WCAU-FM**  
City & Monument Aves., Phila. 31

Thomas J. Swafford . . . . . V.P. & General Manager  
John Klinc . . . . . Sales Manager  
Fred Birnbaum . . . . . Promotion Manager  
Charles Shaw . . . . . News Director

**WEEI and WEEI-FM**  
182 Tremont St., Boston 11

Thomas Gorman . . . . . V.P. & General Manager  
Robert Sinnett . . . . . 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 . . . . . V.P. & General Manager  
of Radio Spot Sales  
Ray H. Kremer . . . . . Eastern Sales Manager  
Stanley M. Bloom . . . . . Dir. of Marketing  
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 P. Crumbley, 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**

Ralph Glazer . . . . . 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**

W. Thomas Dawson . . . . . V.P. in Chg. of Advertising  
and Promotion  
Joseph Schindelman . . . . . Dir. of Art  
Arthur Hecht . . . . . Director of Program,  
Promotion & Merchandising  
David Herzbrun . . . . . Director, Station Promotion  
Service  
Leon Luxenberg . . . . . Director, Network Sales  
Presentations  
Naomi Andrews . . . . . Network Copy Chief  
Joseph Tole . . . . . Production Manager

**Affiliate Relations**

William A. Schudt, Jr. . . . . Vice President in Charge  
Eric Salline . . . . . Nat'l. 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  
Dorothy Boyle . . . . . Mgr., Program Statistics, Info.



# POWER OF LOCAL RADIO

## ...KBS Marks 20th Anniversary

By **SIDNEY J. WOLF**

President, Keystone Broadcasting Company



**T**HIS year marks the 20th anniversary of the founding of the Keystone Broadcasting System, Inc. Inaugurated in 1940, Keystone started out with 66 member stations. Today we have 1091 affiliates, an increase of over 1500 per cent. And with the expansion of our national coverage, I am also happy to report our continuing growth in national billings. For the third year in succession, we have enjoyed peak business and, for self-evident reasons, I am confident that this trend will continue during the new decade.

In previous messages here, I have submitted extensive evidence in support of the importance of local radio on the local level at the point of sale to national advertisers and their respective agencies, and I feel that the dramatic resurgence of radio during the past three years has more than substantiated this firm conviction. Keystone's ability to provide effective broadcast impact upon over one hundred million listeners on the local level is becoming more and more recognized and accepted in the advertising field. Last year 86 national accounts used Keystone's facilities to reach the local consumer, and it is significant to note that many of these national advertisers have been our regular clients over many years. Such endorsement is surely ample proof of Keystone's basic soundness.

Now permit me to outline briefly how Keystone has been able to rationalize successfully the power of local radio, on the local level, at the point of sale in terms of a com-

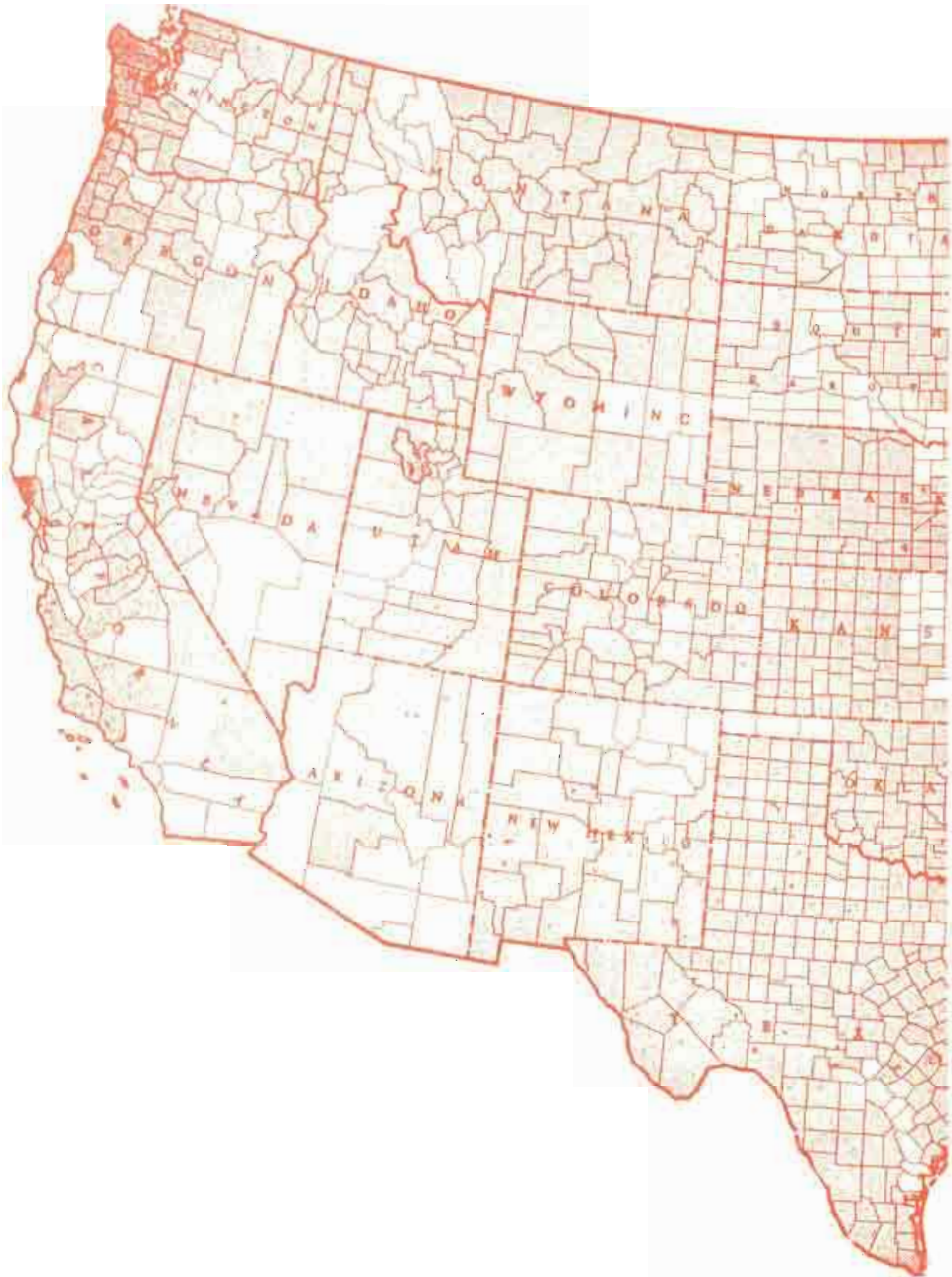
prehensive network operation at low economical cost. We hold a dominating position in four specific fields, namely: 1) the C & D counties of the U. S.; 2) the Farm Markets; 3) Essential broadcast coverage for the Automotive Industry; 4) Effective merchandising support at no additional cost to clients at the all important points of purchase.

One of the most striking developments in the history of Keystone is the growing emphasis placed by more and more national advertisers and their agencies on the importance of developing increased sales in the 2,308 C & D Counties of the U. S. In this respect Keystone can render practical service to such advertisers, for these C & D Counties represent no less than 31.4 per cent of the total U. S. Retail Sales with over 90 per cent of all KBS affiliates located exclusively in C & D markets.

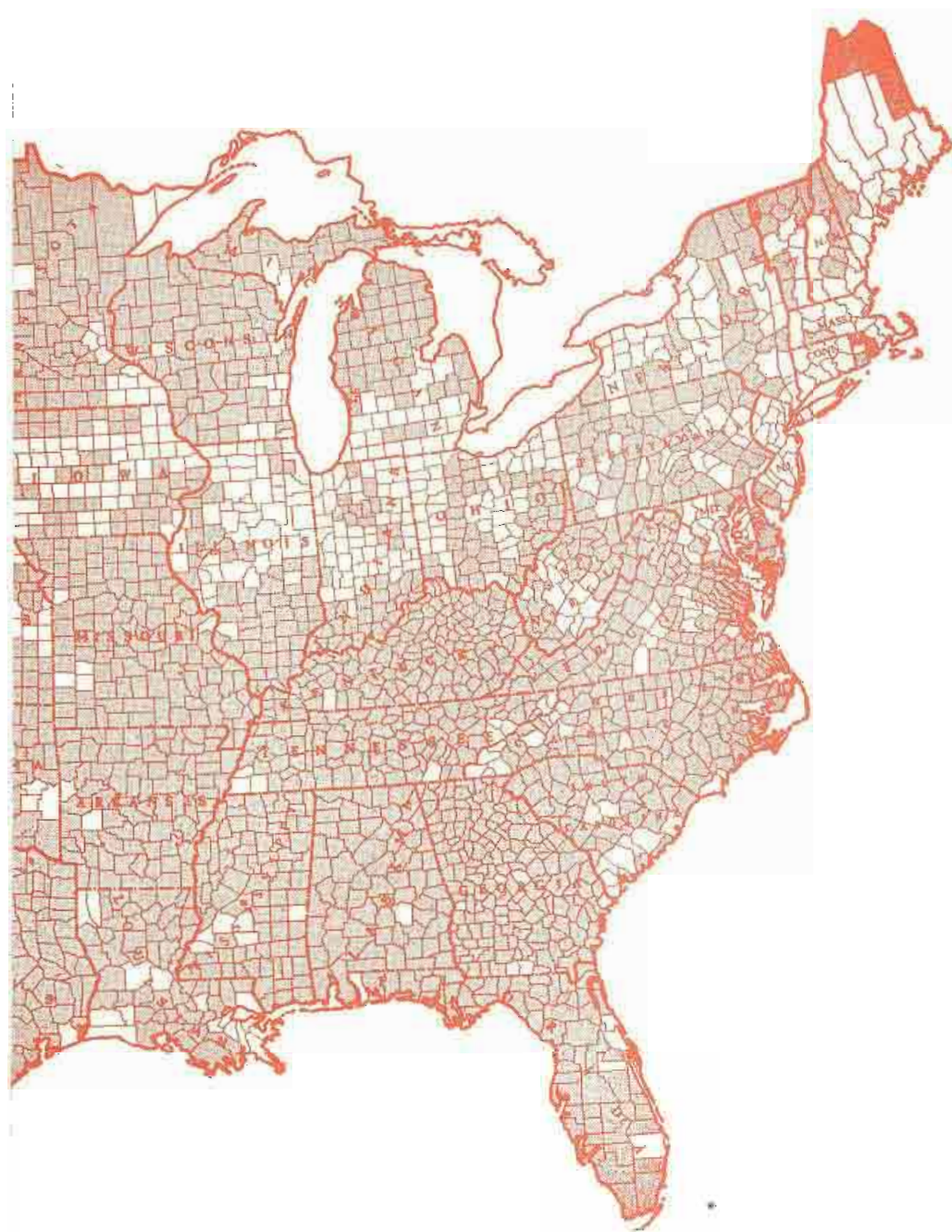
The effective merchandising support that we are able to offer national advertisers—at no additional cost—has been one of our outstanding features.

In conclusion, I would like to say that the above points I have touched upon, together with many other Keystone advantages, such as extremely low network rates, flexibility in selecting radio coverage patterned to an advertiser's specific requirements, high local listenership, and the effective means for an advertiser to establish a valuable sales franchise in the C & D markets make me confident of Keystone's great future during the coming decade.

# KEYSTONE BROAD



# CASTING SYSTEM





# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WBCA Bay Minette  
 WEDR Birmingham  
 WEBJ Brewton  
 WPRN Butler  
 WRAG Carrollton  
 WKLF Clanton  
 WKUL Gulfman  
 WMSL Decatur  
 WXAL Demopolis  
 WDOF Dothan  
 WIRB Enterprise  
 WULA Eufaula  
 WBLO Evergreen  
 WWWF Fayette  
 WDOI Florence  
 WHEP Foley  
 WZOB Fort Payne  
 WETO Gadsden  
 WGEA Geneva  
 WGYV Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WBRH Hamilton  
 WBHP Huntsville  
 WTHG Jackson  
 WWWB Jasper  
 WJAM Marion  
 WMOZ Mobile  
 WDFC Montgomery  
 WCRL Moravia  
 WJHO Opelika  
 WPID Piedmont  
 WEIR Riponoke  
 WWWR Russellville  
 WRQS Scottsboro  
 WHBB Selma  
 WFEB Sylacauga  
 WNUZ Talladega  
 WJDB Thomasville  
 WTBV Troy  
 WTCB Tuscaloosa  
 WABT Tuskegee  
 WETU Wetumpka

## ARIZONA

KCKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 KNOG Nogales  
 KONI Phoenix  
 KZDK Prescott  
 KMOP Tucson  
 KVCN Winslow  
 KOFA Yuma

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 KBBA Benton  
 KTCN Berryville  
 KAMD Camden  
 KCON Conway  
 KAGH Crossett  
 KDQN De Queen  
 KELD El Dorado  
 KXJK Forrest City  
 KTCS Fort Smith  
 KHDZ Harrison  
 KFFA Helene  
 KXAR Hope  
 KBHS Hot Springs  
 KBTM Jonesboro  
 KAJJ Little Rock  
 KBOK Malvern  
 KPCA Marked Tree  
 KVSA McGehee  
 KENA Mena  
 KIBM Monticello  
 KTLQ Mountain Home  
 KOSE Osceola  
 KDRS Paragould  
 KOTN Pine Bluff  
 KPCD Poinsett  
 KXBJ Russellville  
 KWCB Searcy  
 KUOA Siloam Springs

KBRS Springdale  
 KWAK Stuttgart  
 KRLW Walnut Ridge  
 KWRF Warren  
 KWYN Wynne

## CALIFORNIA

KENL Arcata  
 KAH1 Auburn  
 KIBS Bishop  
 KBMX Colton  
 KCRE Crescent City  
 KRDU Dinuba  
 KXO El Centro  
 KQAC Fort Bragg  
 KGST Fresno  
 KPER Gilroy  
 KGHV Indio  
 KRKC King City  
 KCVR Lodi  
 KNEZ Lodi  
 KYOS Merced  
 KVNQ Napa  
 KSFEE Needles  
 KPRL Paso Robles  
 KAFP Petaluma  
 KPAP Redding  
 XERB San Diego  
 KRQG Sontara  
 KSUE Susanville  
 KTKR Taft  
 KGEN Tulare  
 KTRUR Turlock  
 KLUK Ukiah  
 KWSO Wasco  
 KAGR Yuba City

## COLORADO

KGIW Alamosa  
 KRLN Canon City  
 KWFC Cortez  
 KRAI Craig  
 KLIJ Durango  
 KIUP Durango  
 KZIX Fort Collins  
 KFTM Fort Morgan  
 KYOU Greeley  
 KBNZ La Junta  
 KLMR Lamar  
 KLDV Loveland  
 KSLV Monte Vista  
 KUBC Montrose  
 KDOA Pueblo  
 KAVI Rocky Ford  
 KVRH Salida  
 KCLR Sterling  
 KCRB Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WAPG Arcadia  
 WTRL Bradenton  
 WJJB Branksville  
 WTAN Clearwater  
 WSUG Clearwater  
 WKIK Cocoa  
 WGNU Crossbow  
 WDCF Dade City  
 WDSP De Funiak Springs  
 W000 Deland  
 W0BF Delray Beach  
 W0BF Fernandina Beach  
 WINK Ft. Myers  
 WARM Fort Pierce  
 WGGG Gainesville  
 WZRO Jacksonville Beach  
 WKWF Key West  
 WKBR Kissimmee  
 W0SR Lake City

WIPC Lake Wales  
 WLBE Leesburg  
 WNER Live Oak  
 WMAF Madison  
 WTOT Marianna  
 WMIE Miami  
 WNOG Naples  
 WSBB New Smyrna Beach  
 WTMK Ocala  
 WKIS Orlando  
 W0PF Palatka  
 WDLP Panama City  
 W0FA Pensacola  
 WPRY Perry  
 WPLA Plant City  
 WCNH Quincy  
 WFDY St. Augustine  
 WTRR Sanford  
 WKXY Sarasota  
 WJCM Sebring  
 W0GR Starke  
 WSTU Stuart  
 WMEN Tallahassee  
 WSOL Tampa  
 WAXE Vero Beach  
 WAUC Wauchula

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 WQGS Alma  
 WDEC Americus  
 WDOL Athens  
 W0IA Augusta  
 WMGR Bainbridge  
 WHAB Baxley  
 WBBK Blakely  
 W0CC Bremen  
 WM0G Brunswick  
 WDMF Buford  
 WGRA Cairo  
 W0CB Camilla  
 WCHK Canton  
 W0BB Carrifton  
 WBHF Cartersville  
 WGAA Cedartown  
 WCLA Claxton  
 WRWH Cleveland  
 WMJM Covelde  
 W0FS Covington  
 WBLJ Dalton  
 WDWD Dawson  
 W0MG Douglas  
 WMLT Dublin  
 WTJH East Point  
 WSGC Elberton  
 WBHB Fitzgerald  
 W0FM Fort Valley  
 W0GA Gainesville  
 WKEU Griffin  
 W0EH Hawkinsville  
 W0GL Hinesville  
 W0GR Jesup  
 W0FA Lafayette  
 WLAG La Grange  
 WYTH Madison  
 W0FR Manchester  
 W0BE Marietta  
 W0DAX McRae  
 WMVG Milledgeville  
 W0GR Millen  
 WMRE Monroe  
 WMGA Moultrie  
 W0BB Perry  
 W0SF Quitman  
 W0RA Rome  
 W0SN Sandersville  
 W0SK Savannah  
 W0NS Statesboro  
 W0YL Sylvania  
 W0FT Thomaston  
 W0TG Thomasville  
 W0TA Thomson  
 W0CS Tifton

WLET Tooea  
 WJEM Valdosta  
 W0OP Vidalia  
 W0YX Waycross  
 W0RO Waynesboro  
 W0BM West Point  
 W0MD Windsor

## HAWAII

KILA Hilo  
 KAIM Honolulu

## IDAHO

KGEM Boise  
 K0AR Burley  
 K0CD Caldwell  
 K0NI Coeur d'Alene  
 K0RT Grangeville  
 K0FI Idaho Falls  
 K0PL Moscow  
 K0ER Orohoo  
 K0EK Payette  
 K0YE Pocatello  
 K0ST Preston  
 K0RX Rexburg  
 K0RA Salmon  
 K0SP Sandpoint  
 K0BR Soda Springs  
 K0EP Twin Falls

## ILLINOIS

WRMS Beardstown  
 W0BS Canton  
 W0EC Charleston  
 W0FW Fairfield  
 W0BO Harrisburg  
 W0JF Herrin  
 W0LDS Jacksonville  
 W0KEI Keokuk  
 W0MG Metropolis  
 W0NI Murbysboro  
 W0AY Robinson  
 W0BD Salem

## INDIANA

WCBC Anderson  
 W0BN Beanville  
 W0LD Frankfort  
 W0HL Huntington  
 W0TZ Jasper  
 W0TO Linton  
 W0RX Madison  
 W0PM Mount Vernon  
 W0PGW Portland  
 W0SLM Salem  
 W0JD Seymour  
 W0TJ Tell City  
 W0FT Terre Haute  
 W0MW Washington

## IOWA

KLGA Algona  
 KASI Ames  
 KJAN Altaftic  
 KWBG Boone  
 K0CG Centerville  
 KCHA Charles City  
 KCHE Cherokee

K0SWI Council Bluffs  
 K0SB Creston  
 K0EC Decorah  
 K0LIL Estherville  
 K0MCD Fairfield  
 K0XGI Fort Madison  
 K0RN Grinnell  
 K0XC Iowa City  
 K0LEM Le Mars  
 K0MAQ Maquoketa  
 K0SMN Mason City  
 K0WCN Muscatine  
 K0LEE Ottumwa  
 K0AYL Storm Lake  
 K0FJ Webster City

## KANSAS

K0ARE Atchison  
 K0RB Chanute  
 K0NCK Concordia  
 K0VE Emporia  
 K0MDO Fort Scott  
 K0JUL Garden City  
 K0BLR Gouldland  
 K0AYS Hays  
 K0WBW Hutchinson  
 K0ND Independence  
 K0KJ Junction City  
 K0CLO Leavenworth  
 K0MAN Manhattan  
 K0NDY Marysville  
 K0NEX McPherson  
 K0RGG Newlin  
 K0KGC Parsons  
 K0SEK Pittsburg  
 K0WSK Pratt  
 K0RSL Russell  
 K0TOP Topeka

## KENTUCKY

W0ANY Albany  
 W0BRT Bardstown  
 W0CBL Beilan  
 W0LBJ Bowling Green  
 W0TCD Campbellsville  
 W0NES Central City  
 W0AIN Columbia  
 W0CTT Corbin  
 W0CPM Cumberland  
 W0CYN Cynthiana  
 W0HIR Danville  
 W0IEL Elizabethtown  
 W0STL Eminence  
 W0FKY Frankfort  
 W0FKN Franklin  
 W0KAY Glasgow  
 W0HLN Harlan  
 W0HBN Harrodsburg  
 W0KIC Hazard  
 W0SON Henderson  
 W0KOA Hopkinsville  
 W0LBN Lebanon  
 W0MTL Leitchfield  
 W0BLG Lexington  
 W0FMW Madisonville  
 W0NGO Mayfield  
 W0FTM Maysville  
 W0MIK Middlesboro  
 W0FLW Monticello  
 W0MDR Morehead  
 W0MST Mt. Sterling  
 W0NKY Neon  
 W0MOM Owensboro  
 W0SIP Paintsville  
 W0K LX Paris  
 W0PKE Pikeville  
 W0PRT Prestonsburg  
 W0PKY Princeton  
 W0KEY Richmond  
 W0RUS Russellville  
 W0LCK Scottsville  
 W0SFC Somerset

# CASTING SYSTEM

## LOUISIANA

KDBS Alexandria  
 KGAN Bastrop  
 WEND Baton Rouge  
 WIKC Bogalusa  
 WARB Covington  
 KSIQ Crowley  
 WLBI Donham Springs  
 KDLA De Ridder  
 KLFT Golden Meadow  
 WFRP Hammond  
 KVHL Homer  
 KCIL Houma  
 KJEF Jennings  
 KTCC Jonesboro  
 KLPL Lake Providence  
 KLLA Leesville  
 KDBC Mansfield  
 KAPB Marksville  
 KASO Minden  
 KLIC Monroe  
 KMRC Morgan City  
 KNOC Natchitoches  
 KANE New Iberia  
 KREH Oakdale  
 KWLD Oak Grove  
 KSLO Opelousas  
 WCLP Rayville  
 KRUS Ruston  
 KCIJ Shreveport  
 KBSF Springhill  
 KTLD Tallulah  
 KPPI Ville Platte  
 KEVL White Castle  
 KVCL Winnfield  
 KMAR Winnsboro

## MAINE

WRUM Rumford  
 WGHM Skowhogan

## MARYLAND

WABW Annapolis  
 WAYE Baltimore  
 WCEN Cambridge  
 WFRB Frostburg  
 WPTX Lexington Park  
 WDCO Salisbury  
 WTTR Westminster

## MASSACHUSETTS

WREB Holyoke  
 WRSO Marlboro  
 WMRC Milford  
 WBEC Pittsfield  
 WARE Ware

## MICHIGAN

WALM Albion  
 WOVE Allegan  
 WLEW Bad Axe  
 WBCM Bay City  
 WBRN Big Rapids  
 WMRP Flint  
 WMPL Hancock  
 WCHH Hastings  
 WCSR Hillsdale  
 WIKB Iron River  
 WJMS Ironwood  
 WJPD Ishpeming  
 WKLA Ludington  
 WTEE Manistee  
 WDDG Marine City  
 WDMJ Marquette  
 WAGN Menominee  
 WCMN Mt. Pleasant  
 WMAB Munising  
 WMUS Muskegon  
 WNIL Niles

WHLS Port Huron  
 WIOS Tawas City

## MINNESOTA

KASM Albany  
 KXRA Alexandria  
 KANO Anoka  
 KBMO Benson  
 KBMW Breckenridge  
 WKLK Cloquet  
 KROX Crookston  
 WELY Ely  
 KEVE Eveleth  
 KOZY Grand Rapids  
 KDZU Hutchinson  
 CF0B International Falls  
 KLTF Little Falls  
 KRFO Owatonna  
 WCMP Pine City  
 KLOH Pipestone  
 KCUN Red Wing  
 KWEE Rochester  
 WAWN Stillwater  
 KDOM Windom  
 KAGE Winona

## MISSISSIPPI

WAMY Amory  
 WBLE Batesville  
 WGBM Biloxi-Gulfport  
 WBIP Booneville  
 WMBB Brookhaven  
 WDOB Canton  
 WGLC Centerville  
 WROX Clarksdale  
 WCLD Cleveland  
 WCJU Columbia  
 WCBJ Columbus  
 WCMJ Corinth  
 WMAG Forest  
 WJPR Greenville  
 WGRM Greenwood  
 WNAG Grenada  
 WXXX Hattiesburg  
 WDBC Hazlehurst  
 WCPX Houston  
 WOLT Indianola  
 WKOZ Kosciusko  
 WAML Laurel  
 WLSM Louisville  
 WMBG Macon  
 WJSC Magee  
 WAPF Mc Comb  
 WMOX Meridian  
 WMIS Natchez  
 WNAU New Albany  
 WSUH Oxford  
 WFMP Passagoula  
 WHOC Philadelphia  
 WRJW Picayune  
 WSSO Starkville  
 WLEO Tupelo  
 WQBC Vicksburg  
 WABD Waynesboro  
 WROB West Point  
 WONA Winona  
 WAZF Yazoo City

## MISSOURI

KBHM Branson  
 KAOL Carrollton  
 KDMO Carthage  
 KGRV Caruthersville  
 KCHR Charleston  
 KCHI Chillicothe  
 KBIA Columbia  
 KDEX Dexter  
 KREI Farmington  
 KWOS Jefferson City  
 KIRV Kirksville  
 KLWT Lebanon  
 KTCC Malden  
 KNIM Maryville  
 KNCM Moberly  
 KRMO Monett  
 KLRS Mountain Grove

KBTN Neosho  
 KNEM Nevada  
 KRMS Osage Beach  
 KWOC Popular Bluff  
 KYRO Potosi  
 KTTR Rolla  
 KSGM Ste. Genevieve  
 KRCS St. Joseph  
 KSMO Salem  
 KDCR Sodalita  
 KCKC Springfield  
 KALM Thayer  
 KLPW Union  
 KOKO Warrensburg  
 KWRE Warrenton  
 KWPM West Plains

## MONTANA

KBMY Billings  
 KBMN Bozeman  
 KBOV Butte  
 KUDI Great Falls  
 KOJM Havre  
 KXXJ Helena  
 KGEZ Kalispell  
 KPRK Livingston  
 KATL Miles City  
 KXLL Missoula  
 KVCK Wolf Point

## NEBRASKA

KCOW Alliance  
 KCSR Chadron  
 KJSK Columbus  
 KHUB Fremont  
 KHAS Hastings  
 KUVR Holdrege  
 KGFV Kearney  
 KBBL Me Cook  
 KODY North Platte  
 KOGA Ogallala  
 KOOO Omaha  
 KBRX O'Neill  
 KSID Sidney  
 KRFS Superior  
 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  
 KSNP Artesia  
 KAVE Carlsbad  
 KLMX Clayton  
 KCLV Clovis  
 KOTS Deming  
 KMIN Grants  
 KWEW Hobbs

KOBE Las Cruces  
 KRSN Los Alamos  
 KENM Portales  
 KRTR Raton  
 KBIM Roswell  
 KSLI Silver City  
 KSRC Socorro  
 KCHS Truth or  
 Consequences  
 KTNM Tucumanari

## NEW YORK

WMBO Auhurn  
 WFLR Dundee  
 WDOE Dunkirk  
 WOSC Fulton  
 WJTN Jamestown  
 WLFH Little Falls  
 WICY Malone  
 WIRY Plattsburgh  
 WGGG Salamanca  
 WNBZ Saranac Lake  
 WSSA Saratoga Springs  
 WDLA Walton

## N. CAROLINA

WRCS Ahsokie  
 WABZ Albemarle  
 WGWR Asheville  
 WCGC Belmont  
 WATA Boone  
 WBBB Burlington  
 WESC Concord  
 WCKB Dunn  
 WCDJ Edenton  
 WCNC Elizabeth City  
 WBLA Elizabethtown  
 WFAI Fayetteville  
 WBBB Forest City  
 WFSC Franklin  
 WFBG Fuquay Springs  
 WLTC Gastonia  
 WFMC Goldsboro  
 WKDX Hamlet  
 WHNC Henderson  
 WHKP Hendersonville  
 WHPE High Point  
 WLAS Jacksonville  
 WLES Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBUY Lexington  
 WYRN Louisburg  
 WTSB Lumberton  
 WMMH Marshall  
 WMAP Monroe  
 WHIP Mooresville  
 WMBL Morehead City  
 WNNC Morgantown  
 WPAQ Mount Airy  
 WKRK Murphy  
 WRNB New Bern  
 WNNC Newton  
 WKBC N. Wilkesboro  
 WFNC Plymouth  
 WFRB Reidsville  
 WCBT Roanoke Rapids  
 WCEC Rocky Mount  
 WSTP Salisbury  
 WWGP Santord  
 WDBS Shelby  
 WEEB Southern Pines  
 WMSJ Sylva  
 WTYN Tryon  
 WADE Wadesboro  
 WLSE Wallace  
 W00W Washington  
 WHCC Waynesville  
 WENC Whiteville

## NORTH DAKOTA

KQDI Bismarck  
 KDIX Dickinson  
 KNDCC Hettinger  
 KEYJ Jamestown  
 KOVC Valley City

## OHIO

WNCO Ashland  
 WILE Cambridge  
 WBEX Chillicothe  
 WJER Dover  
 WJEH Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WLMJ Jackson  
 WUIZ Lorain  
 WTIG Massillon  
 WMPD Middleport  
 WPTW Piqua  
 W100 Portsmouth  
 WBLY Springfield  
 WCHO Washington Court  
 House  
 WKOV Wellston  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KWHW Altus  
 KVSD Ardmore  
 KLTR Blackwell  
 KWCO Chickasha  
 KWPR Claremore  
 KWOE Clinton  
 KUSH Cushing  
 KRHD Duncan  
 KBEK Elk City  
 KRCB Enid  
 KTAT Frederick  
 KWRW Guthrie  
 KGYN Guymon  
 KTJS Hobart  
 K11H Hugo  
 KTMG McAlester  
 KGLC Miami  
 KBIX Muskogee  
 KNOR Norman  
 KBYE Oklahoma City  
 KOKL Okmulgee  
 KVLH Pauls Valley  
 KLCO Poteau  
 KDLS Pryor  
 KTLQ Tahlequah  
 KWSH Tri-City  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KAST Astoria  
 KBKR Baker  
 KBNB Bend  
 KURY Brookings  
 KRNS Burns  
 KWRO Coquille  
 KASH Eugene  
 KGRD Gresham  
 KUJK Hillsboro  
 KFJI Klamath Falls  
 KLMB La Grande  
 KQIK Lakeview  
 KGAL Lebanon  
 KMCN McMinville  
 KBOY Medford  
 KNPT Newport  
 KSRV Ontario  
 KUMA Pendleton  
 KODL The Dalles

## PENNSYLVANIA

WAVL Apollo  
 WNCB Barnesboro  
 WBFD Bedford  
 WBFX Berwick  
 WISR Butler  
 WCDL Carbondale  
 WESA Charleroi  
 WCVI Conellsville

# KEYSTONE BROADCASTING SYSTEM

WOTR Cerry  
WEZN Elizabethtown  
WFAH Farrell  
WHUN Huntington  
WAD Indiana  
WADD Kane  
WACB Killbuck  
WAKU Latrobe  
WITT Lewisburg  
WKRZ Dil City  
WPTS Pittston  
WPAZ Pittston  
WPME Punxsutawney  
WKMC Rounding Spring  
WATS Sayre  
WMAJ State College  
WLY7 Waynesboro  
WLYC Williamsport

## RHODE ISLAND

WWRI West Warwick

## S. CAROLINA

WABV Abbeville  
WAKN Aiken  
WAIM Anderson  
WBBB Bamberg  
WBAW Barrowville  
WBLR Batesburg  
WBEU Beaufort  
WAGS Bishopville  
WACA Camden  
WCKE Charleston  
WCRE Cheraw  
WCCD Chester  
WPCC Clinton  
WOSC Dillon  
WELP Eastley  
WOLS Florence  
WFGN Gaffney  
WGTN Georgetown  
WGSW Greenwood  
WEAB Greer  
WBHG Hasleton  
WHSO Harberville  
WIKD Kingstree  
WLCM Lancaster  
WYMB Manning  
WJAY Mullins  
WNYB Myrtle Beach  
WKDK Newberry  
WTDN Orangeburg  
WRHI Rock Hill  
WSNW Seneca  
WTHE Spartanburg  
WFIG Sumter  
WBCU Union  
WALD Walterboro

## SOUTH DAKOTA

KABR Aberdeen  
KRFS Belle Fourche  
KBRK Brookings  
KOBH Hot Springs  
KJIV Huron  
KJAM Madison  
KOLY Moberg  
KGFY Pierre  
KEZU Rapid City  
KISD Sioux Falls  
KWAT Watertown  
KWYR Winner  
KYNT Yankton

## TENNESSEE

WEAG Alcoa  
WLR Althens  
WFHG Bristol

WRKM Carthage  
WRIP Chattanooga  
WMCB Church Hill  
WJZM Clarksville  
WCLE Cleveland  
WKRM Columbia  
WHUB Cockeville  
WLSB Cooperville  
WKBL Covington  
WAEW Crossville  
WDNT Davien  
WDKN Dickson  
WDSB Dyersburg  
WEMB Erwin  
WEKR Fayetteville  
WAGG Franklin  
WHIN Gallatin  
WGRV Greenville  
WHBT Harriman  
WIRJ Humboldt  
WDXI Jackson  
WCLC Jameson  
WKVY Knoxville  
WLAJ La Follette  
WDXE Lawrenceburg  
WLIL Lenoir City  
WJIM Lewisburg  
WDXL Lexington  
WMSR Manchester  
WMMT McMinnville  
KWAM Memphis  
WHEY Millington  
WCRK Murrinston  
WCNS Murfreesboro  
WNAH Nashville  
WLIK Newport  
WATO Oak Ridge  
WTPR Paris  
WTRB Ripley  
WORM Savannah  
WEPG S. Pittsburg  
WDBL Springfield  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KACT Andrews  
KBUD Athens  
KALT Atlanta  
KRUN Ballinger  
KIOX Bay City  
KWBA Baytown  
KBLT Big Lake  
KBYG Big Spring  
KFYN Bonham  
KBBB Bargar  
KNEL Brady  
KSTB Breekenridge  
KWHI Brenham  
KBOR Brownsville  
KBWD Brownwood  
WTAW Bryan  
KBEN Carrizo Springs  
KGAS Carthage  
KCTX Childress  
KCAR Clarksville  
KVLB Cleveland  
KSTA Coleman  
KVMC Colorado City  
KAND Corsicana  
KIVY Crockett  
KXIT Dalhart  
KDLK Del Rio  
KDNT Denton  
KDDD Dumas  
KEPS Eagle Pass  
KERC Eastland  
KPSD Fallurrias  
KFLD Floydada  
KFST Ft. Stockton

KFUL Fort Worth  
KNAF Fredericksburg  
KBRZ Freepart  
KGAF Gainesville  
KCTI Gonzales  
KSWA Graham  
KKSN Grand Prairie  
KGVV Greenville  
KCLW Hamilton  
WAEW Henderson  
KPAN Hereford  
KPHB Hillsboro  
KSAM Huntsville  
KEBE Jacksonville  
KTXJ Jaeger  
KMBL Junction  
KAML Kennedy  
KERB Kermit  
KERV Kerrville  
KDCA Kilgore  
KLEN Killean  
KPET Lamesa  
KVOZ Laredo  
KLVT Levelland  
KVOW Littlefield  
KLBS Livingston  
KFRD Longview  
KLLL Lubbock  
KRBA Lufkin  
KMHT Marshall  
KCMR McCombey  
KBUS Mexia  
KJBC Midland  
KORC Mineral Wells  
KIRT Mission  
KVKM Monahans  
KIMP Mt. Pleasant  
KZOL Muleshoe  
KEEE Nacogdoches  
KGNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNET Palestine  
KHHH Pampa  
KFTV Paris  
KIUN Pecos  
KVDP Plainview  
KBDP Pleasanton  
KUKO Post  
KOLJ Quanah  
KSOX Raymondville  
KTLX San Angelo  
KBAL San Saba  
KSMI Seminole  
KSEY Seymour  
KEVA Shamrock  
KDSX Sherman  
KSNY Snyder  
KDWT Stamford  
KSTV Stephenville  
KSSY Sulphur Springs  
KXOX Sweetwater  
KTAE Taylor  
KTFE Texarkana  
KTLW Texas City  
KTUE Tulia  
KTBB Tyler  
KVOU Uvalde  
KVCW Vernon  
KVIC Victoria  
KHCC Waxahachie  
KZEE Weatherford

## UTAH

KVNU Logan  
KOAL Price  
KEYY Provo  
KDXU St. George  
KSOP Salt Lake City

KTUT Tooele City  
KVEL Vernal

## VIRGINIA

WKLV Blacksburg  
WELK Charlottesville  
WBCR Christiansburg  
WKEY Covington  
WCVL Culpeper  
WEVA Emporia  
WFAX Falls Church  
WYSR Franklin  
WFTR Front Royal  
WBDB Galax  
WGAT Gate City  
WDDY Gloucester  
WMNA Gretna  
WHAP Henric  
WREL Lexington  
WBRG Lynchburg  
WMEV Marion  
WMVA Martinsville  
WSIG Mount Jackson  
WNVA Norton  
WJMA Orange  
WPVA Petersburg  
WPUV Putaski  
WRIC Richlands  
WRIS Roanoke  
WYTI Rocky Mount  
WHLF South Boston  
WLPM Suffolk  
WESR Tasley  
WEER Warrenton  
WNNI Warsaw  
WAYB Waynesboro  
WINC Winchester  
WYVE Wytheville

## WASHINGTON

KXRO Aberdeen  
KAGT Anacortes  
KPUG Bellingham  
KELA Centralia  
KCLX Colfax  
KCVL Colville  
KNBX Kirkland  
KEDD Longview  
KSEM Moses Lake  
KRY Olympia  
KSGC Othello  
KONP Port Angeles  
KARY Prosser  
KAYE Puyallup  
KAPA Raymond  
KENE Tenjenish  
KKEY Vancouver  
KREL Walla Walla  
KUEN Wenatchee

## WEST VIRGINIA

WTIP Charleston  
WHAR Clarksburg  
WDNE Elkins  
WTCS Fairmont  
WKYR Keyser

WVOW Logan  
WEPM Martinsburg  
WHJC Martawan  
WAJR Morgantown  
WMOD Moundsville  
WETZ New Martinsville  
WPAR Parkersburg  
WLOH Princeton  
WMNF Richwood  
WRDN Ronceverte  
WELC Welch  
WHAW Weston

## WISCONSIN

WHBY Appleton  
WATW Ashland  
WBEL Beloit  
WWIS Black River Falls  
WECL Eau Claire  
WDOU Green Bay  
WTKM Hartford  
WWSM Hayward  
WLCX La Crosse  
WLDY Ladysmith  
WDLB Marshfield  
WIGM Medford  
WMNE Monomonee  
WOSH Oshkosh  
WFPF Park Falls  
WSSW Platteville  
WPLY Plymouth  
WIBU Poynette  
WROB Reedsburg  
WJMC Rice Lake  
WRCO Richland Center  
WTCH Shawano  
WCOW Sparta  
WSPT Stevens Point  
WDDR Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WDXU Waupaca  
WHVF Wausau  
WBKV West Bend

## WYOMING

KBBS Buffalo  
KATI Casper  
KVVO Cheyenne  
KWIV Douglas  
KLUK Evanston  
KIML Gillette  
KOVE Lander  
KDWB Laramie  
KASL Newcastle  
KPOW Powell  
KRAL Rawlins  
KVRB Rock Springs  
KWYD Sheridan  
KRTR Thermopolis  
KGOS Torrington  
KWOR Worland

## VIRGIN ISLANDS

WIV1 Christiansted



# 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, John Hartigan.....	Account Executives
Charlotte Tucker.....	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

S. H. Taylor.....	Account Executive
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## *Detroit*

612 Penobscot Bldg.

Phone: WOODward 2-4505

E. Richard Peterson, Jr.....	General Manager
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# NETWORKING THE NEWS

## ... Radio Provides Headline Punch



By ROBERT F. HURLEIGH  
President, Mutual Broadcasting System

EVER since the first radio message was transmitted December 21, 1902, broadcasting has become paramount as a means of swift, completely flexible communications between the peoples of the world.

Code has been replaced by voice. Language barriers have been overcome by the need for understanding and comprehension. Radio was the kinetic force that set this pattern in motion.

Through the years radio ran diverse paths. It overshadowed its communications fortes with solid, quite exemplary presentations of entertainment features. Radio, due probably to limitations expressly placed in its path by persons with limited foresight, became enterprising and showed sufficient initiative to dominate the waking moments of every person within ear-shot.

Television changed this pattern, particularly in the years following the 1952 advent of coast-to-coast TV. Now television has become the dominant cost-free entertainment medium—and radio's again stressing its communications advantages.

Radio has no peer in this respect. A microphone can be toted into areas where cameras are taboo—or unwieldily and impractical. But, most importantly, radio permits news-hungry people to actually hear the words that make the news—with the voices of those actually uttering the words.

This is important. It is most dramatic—for it provides the headline punch. Because radio has today made the entire world a huge sound-

ing board for public opinion.

We at the Mutual Broadcasting System believe we have contributed immeasurably to this development. Always a network that devoted itself extensively to news, special events, public service and sports broadcasting, MBS—in the '50's—began to amplify already well-established services, increasingly devoting more of its network time and facilities to these, rather than to entertainment programming.

But Mutual went one step farther. On June 2, 1957 Mutual made a clean break with traditional network programming. Starting that day Mutual became a service network—keyed to the proposition of building the prestige, rapport, trust and community consciousness of its affiliated stations within their own communities.

That this has been effective is demonstrated by the rapid rise in the number of affiliates—a rise which, we hope this year, will return us to the 500-station mark, or more, which we enjoyed some years back.

I have repeatedly said in public appearances and I repeat it here—we care more that people listen to the Mutual affiliate in their community than that they recognize segments of that station's programming as Mutual feeds. We want our integration into the local station's programming concept to be so absolute that the network personalities on news program, and network feature news-in-depth shows, become recognizable primarily as features exclusive to the MBS affiliate.

# MUTUAL BROADCASTING SYSTEM, INC.

## Executives and Staff

1440 Broadway, New York 18, N. Y.

Telephone: BRyant 9-7600

### Board of Directors

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Albert G. McCarthy Jr.....Ch. Exec. Comm.  
Robert F. Hurlleigh.....President  
Albert G. McCarthy, III.....Secy.-Treas.

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Albert G. McCarthy, III.....Secy.-Treas.  
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Frank Erwin.....Asst. to President

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Lillian Brinkman.....Personnel Records  
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Margaret Riordan.....Supervisor, Wire  
Communications

### Legal Counsel

Regan, Goldfarb, Powell & Quinn, N. Y.  
Fly, Shuebruk, Blume and Gaguine, Wash., D. C.

### Program

Joseph F. Keating.....Program Director  
Frank Miller.....Mgr. Program Operations

### Public Relations

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Miriam Brookman.....Asst. Dir. Press Info.

### Research

Carolyn Hunter.....Director

### Sales Development

Ray Diaz.....Director

### Sales Department

Eugene H. Alnwick.....Mgr.

### News

Steve McCormick...Dir. also Dir. of Washington  
Operations  
Charles Warren.....Bureau Ch., Wash., D. C.  
Norman Baer.....Bureau Ch., New York

### Station Relations

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Charles King.....Director  
Harold Wagner.....Manager  
Peter Brandon.....Field Rep.

### Special Events

Norman Baer.....Director

### Washington Operations

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Bill Costello.....White House Corr.

### Sports

Van Patrick.....Director

### Engineering

Leslie Learned.....Director of Engineering  
James Chapman.....Asst. Director

### Mutual Affiliates Advisory Committee

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Carter C. Peterson...WCCP, Savannah, Ga., V. Ch.  
Durwood Tucker.....WRR, Dallas, Texas  
E. Z. Jones.....WBBB, Burlington, N. C.  
Mike Layman.....WSFC, Somerset, Ky., Sect.  
Sam W. Anderson.....KFFA, Helena, Ark.  
Richman G. Lewin.....KTRE, Lufkin, Texas  
Wayne Phelps.....KALG, Alamogordo, N. M.  
Edward Breen.....KVFD, Ft. Dodge, Iowa  
Henry Rau.....WOL, Washington, D. C.  
James Dowell.....KIOA, Des Moines, Ia.  
Keith Munger.....KTOK, Tulare, Calif.  
Cal Perley.....KSON, San Diego, Calif.  
George Hatch.....KIMN, Denver, Colo.  
George Mayoral.....WJMR, New Orleans, La.  
Willard Deason.....KVET, Austin, Tex.

# MUTUAL...



**A SERVICE TO**

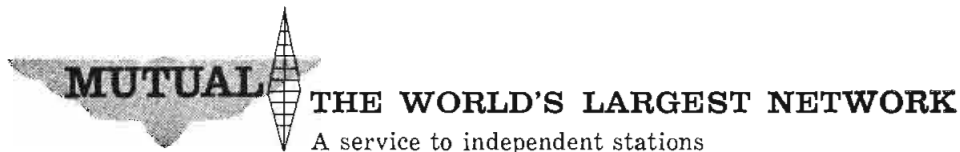


Of all radio networks—Mutual and only Mutual serves the best interests of the independent stations.

It's the only service any dynamic independent needs to supplement its own creative format in its market.

With The Mutual Service the voice of the independent remains just that. The authority, the solid rock security and the prestige of an international news staff (incorporating some of the best known names in the broadcast field) are its own to use. Beyond that—there's every latitude—every freedom to create the distinctive voice that has made independent radio the vital selling force it is today.

You can live with Mutual. You can grow with Mutual. You can make money with Mutual. That's why with stations (and advertisers) **MUTUAL IS HERE TO STAY.**

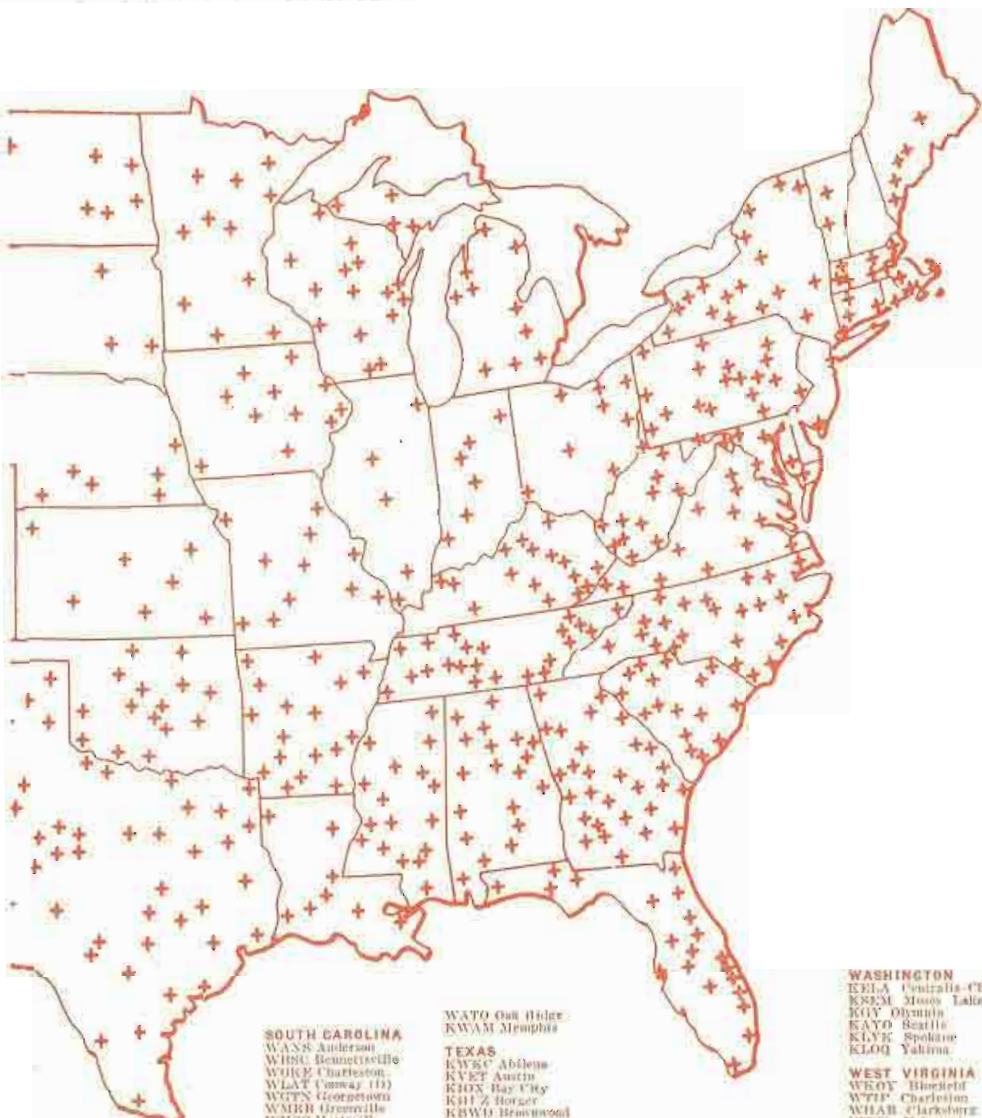


**INDEPENDENT STATIONS**





# CASTING SYSTEM



## SOUTH CAROLINA

WANS Anderson  
 WBSG Beaufortville  
 WBCB Charleston  
 WLTX Columbia (D)  
 WGTN Georgetown  
 WMBR Greenville  
 WISG Hattiesville  
 WRHH Rock Hill  
 WSNW Sumner (D)  
 WTHE Spartanburg  
 WYFL Sumter  
 WARD Walterboro (D)

## SOUTH DAKOTA

KORN Mitchell  
 KWAT Watertown  
 KBYR Huron

## TENNESSEE

WLAB Athens  
 WOGA Chattanooga  
 WZZM Clarksville  
 WJAX Clarksville  
 WTKN Fayetteville  
 WETH Johnson City (D)  
 WKXV Knoxville (D)  
 WJMI Louisville  
 WLAB Lexington (D)  
 WMMT McMinnville  
 WHLK Morristown  
 WJSS Murfreesboro  
 WSAJ Nashville (D)

WATO Oak Ridge  
 KWAM Memphis

## TEXAS

KWAC Abilene  
 KVEF Austin  
 KATN Bay City  
 KHLZ Boerger  
 KBWD Brownwood  
 KOLA Bryan  
 WRB Dallas-Forth Worth  
 KSFT El Paso  
 RICE Houston (D)  
 KEBE Jacksonville  
 KJEN Kilgus (D)  
 KLLZ Lufkin (D)  
 KTHE Lufkin  
 KMHF Maricall  
 KVCN Mesquite  
 KPHN Pampa  
 KRYE Pecos  
 KPAV Port Arthur  
 KRAM San Antonio  
 KRBY Sherman-Denison  
 KSNV Snyder  
 KVIC Victoria  
 KWTS Waco  
 KATH Corpus Christi

## UTAH

KLEB Salt Lake City

## VERMONT

WIRP Newport  
 WTVN St. Johnsbury

## WASHINGTON

KBIA Centralia-Chehalis  
 KRSM Moses Lake  
 KUYO Olympia  
 KAYO Seattle  
 KLYE Spokane  
 KLOQ Yakima

## WEST VIRGINIA

WBOY Bozeman  
 WTPP Charleston  
 WHAB Clarksburg  
 WPTN Fairmont  
 WPLH Huntington (D)  
 WLOG Logan  
 WMOX Montgomery  
 WTAJ Parkersburg  
 WYAB Richwood (D)  
 WPTL Williamson

## WISCONSIN

WILLY Appleton  
 WGEZ Beloit  
 WBIK Eau Claire  
 KPIZ Fond du Lac  
 WDFW Green Bay  
 WISM Hayward (D)  
 WISN Madison  
 WQGT Marshfield  
 WFOK Milwaukee (D)  
 WERI Payette  
 WRFB Reedsburg  
 WVIC Rice Lake  
 WFTL Wisconsin Rapids

## WYOMING

KVVO Cheyenne (D)

(Dial)

# SOUNDS OF THE '60's

## ...Will Be The Sound Of Action



By WILLIAM K. McDANIEL

Vice President in Charge, NBC Radio Network

ON JANUARY 4, 1960 NBC Radio launched a dramatic, and we believe, highly progressive break with tradition. It could be called Action Programming. On that date, passive, put-your-feet-up program concepts were scrapped. In the exciting decade ahead America wants and must have a listening service that is as alive and as vibrant as the challenges we face. Man's imagination is limitless, but I doubt that even the most accurate crystal ball could prophesy all the dramatic developments we will witness within the next ten years.

In business, we have been intrigued and impressed by the recent stream of economic predictions, forecasts and expert opinions that seem to guarantee that our nation's economy will grow and prosper mightily in the next 10 years. We hear that 1970 will see us a nation of 200 million people with a gross national product of \$750 billion a year and a personal income that, in the aggregate, will exceed two thirds of a trillion dollars.

One of the key assumptions upon which that growth prediction is based is that we will have to raise present consumer sales a gigantic 52 per cent! In short, we are supposed to raise our standard of living as much in the next 10 years as we did in the previous 200 years. Can we do it? You can be sure we'll have to use every resource at our command—especially advertising.

Advertising is becoming more and more the only connection consumers can make with the vast, growing

array of goods and services multiply-ing endlessly about them. Automated selling is on the increase. We "buy" more often than we are "sold," persuaded by a personal, in-store salesman, that is. Advertising will become perhaps the chief arbiter of America's standard of living.

The growing need of radio audiences and advertisers for frequency around the clock is ideally met by such vehicles as NBC Radio's "News on the Hour," our new "Emphasis" series, and "Monitor."

Truth "is" stranger than fiction, and a great distinction in NBC Radio's Action Programming is in the actual material being aired. We base it on the contemporary scene. In this way, we avoid the task of changing fictional program material every hour ourselves. The actual scene itself does the changing. All we need do is be aware of those changes and then report them.

Our whole network has newly become one huge monitoring station continuously feeding back information and exploring areas and ideas.

We have referred to our current and future programming as Action Programming. We believe it fills today's needs and tomorrow's needs. Only an informed public can cope with the apparently endless Cold War, with the well-nigh unbelievable strides ahead in science, in manufacturing, in selling, in advertising—all of which will govern our standard of living. The decade ahead is no time for passive communications. Over NBC Radio, the Sounds of the Sixties will be the sounds of Action.

# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

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Raymond E. Simonds	Assistant Secretary

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Robert L. Stone	Vice President

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Robert E. Kintner	President

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	Merchandise Mart, Chicago 54, Ill.
Jules Herbeuoux	Vice Pres. Central Div.

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Helen Davis	Mgr., General Office Service
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James Jurist	Chief Accountant
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Raymond F. Guy	Sr. Staff Engineer

(Continued on Page 244)

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James L. Wilson... Mgr., Engineering Adm. & Svcs.  
 Albert Humbert... Mgr., Plant Main. & Operations

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 John V. Shute... Asst. General Attorney  
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 Richard Connell... Manager, Organization Planning & Mgt. Development  
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 (Wholly-owned Subsidiary)

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 Fenton Coe... Director, Film Production

Maurice J. Corwin... Mgr., Bcst. Facilities & Operations  
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 Frank Gertz... Mgr., Business Affairs Network Programs & Production  
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 Felix Jackson... V.P., Programming  
 Harold Kemp... V.P., Nighttime Programs  
 John R. Kennedy... Liaison Engineer  
 Joseph L. Kubin... Asst. Controller, Pac. Div.  
 Henry Maas... Mgr., Sales & Program Services  
 John W. Nelson... Director, Daytime Programs  
 Fred Hamilton... Dir., Film Programs  
 Edward A. Rosenberg... Mgr., Contract Administration  
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 Richard C. Welsch... Director, Production and Business Affairs  
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 Central Office  
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 Circle 7-8300

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 Herman Maxwell.....Mgr., National Sales  
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 Steve White.....Program Mgr.  
 Fred E. Acker.....Mgr., Business Affairs  
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 John R. Falk.....Mgr., Publicity

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 EMerson 2-4000

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 Weston J. Harris...Director, Programs, WRC-TV  
 Joseph Goodfellow.....Station Manager  
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 Carl Bleiberg.....Publicity Manager  
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 LOcust 3-5238

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 Chet Campbell.....Publicity Manager  
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 GRaystone 4-8700

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 Richard H. Gravett.....Sales Manager  
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 Bert Medar.....Business Manager

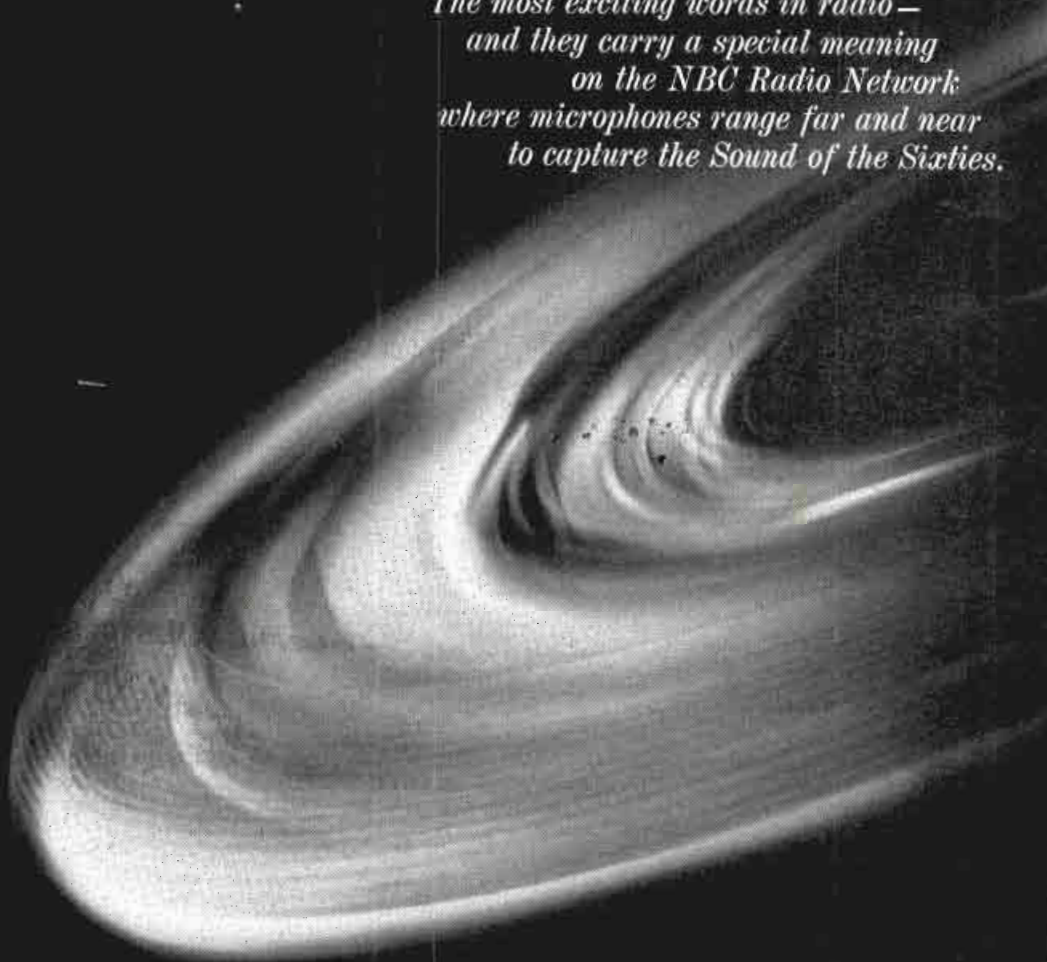
**RADIO NETWORK**

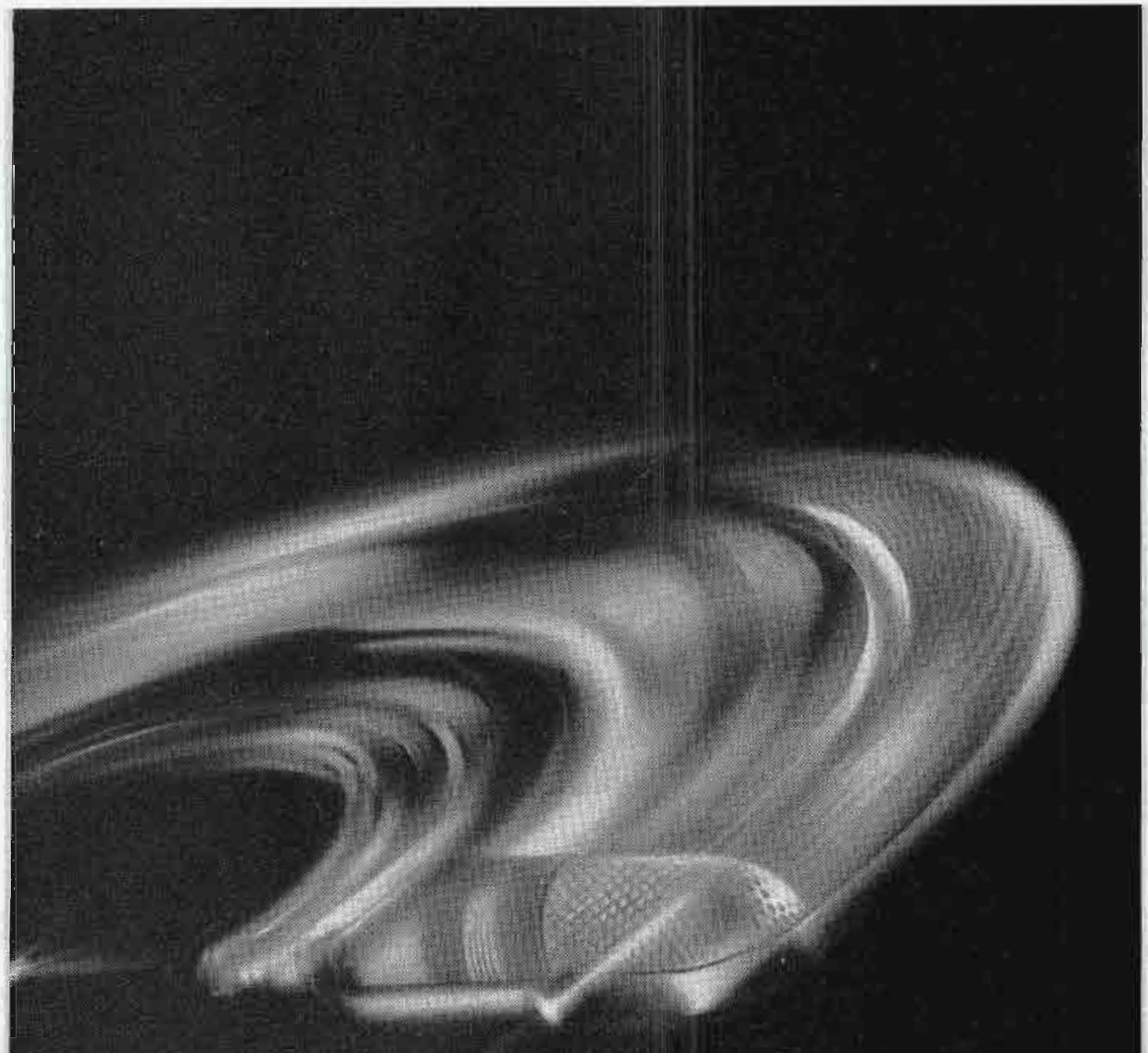
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 George A. Graham, Jr....V.P. & General Mgr.  
 Albert L. Capstaff.....V.P., Programs  
 William F. Fairbanks.....V.P., Sales  
 Norman S. Livingston.....Dir., Program Sales  
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*“we  
take you  
now to”...*

*The most exciting words in radio —  
and they carry a special meaning  
on the NBC Radio Network  
where microphones range far and near  
to capture the Sound of the Sixties.*





*The roar of a rocket . . .  
the din of a political convention . . .  
the familiar voices of headline  
personalities and favorite  
entertainers—these sounds are part  
of the Listening Watch  
which will be kept by NBC Radio  
in the critical years ahead.*

*For advertisers,  
an unparalleled opportunity  
to capitalize on the  
greatest listener-interest in history.*

*the sound of the sixties on  
THE NBC RADIO NETWORK*

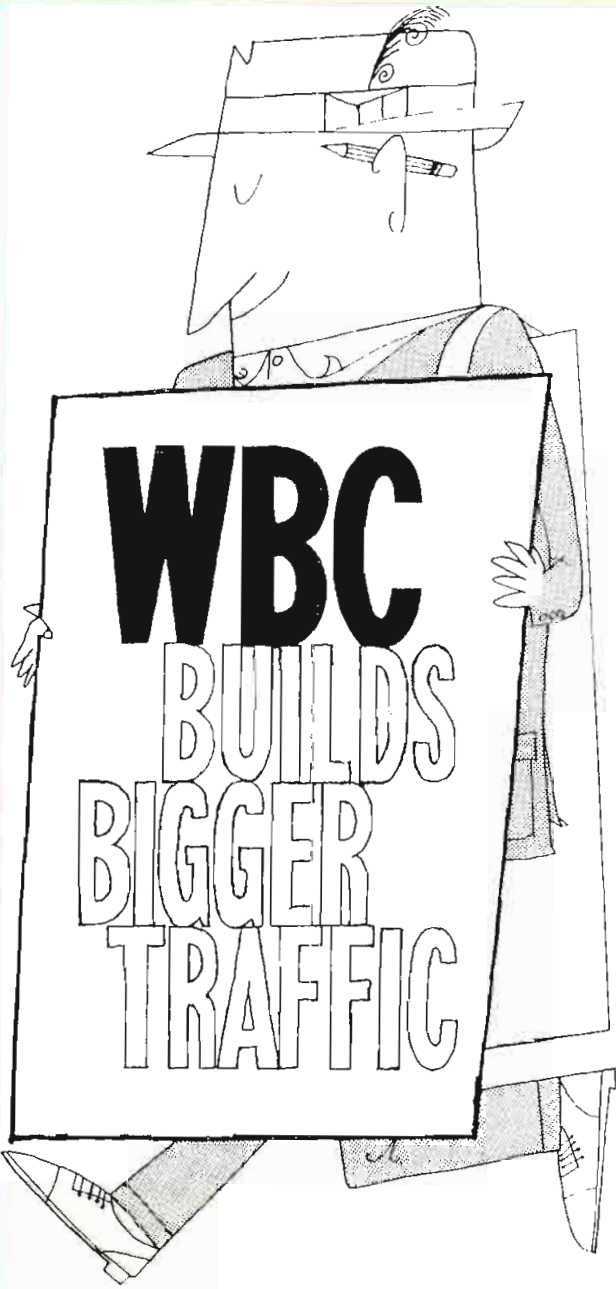
# NBC RADIO



# NETWORK











**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**

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Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

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without the **W B C** stations

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Phone: Decatur 2-9300

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Mig Figi..... WAUX, Waukesha, Wisc.	9	Illinois and Wisconsin.

**NATIONAL ASSOC. OF BROADCASTERS**

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B. Floyd Farr.....	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.
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Successful advertising campaigns feature spot at the top of the list . . . the only medium that allows you to reach — with maximum impact — the prospective customers you **must** reach, pinpointing only the markets you're in. Top advertisers get high return with low investment and there's no waste

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Your nearest H-R man will be happy to give you a fast, first-rate fill-in.

 **HR** Television Job Representatives

"We always send a man to do a man's job."





**TELEVISION DAILY**

presents

**STATION  
REPRESENTATIVES**

☆ ☆ ☆ ☆ ☆

EXECUTIVE PERSONNEL  
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LIST OF AM AND TV  
STATION AFFILIATES

**1960**





## **E X P E R I E N C E**

Behind the brow of the pilot, knowledge won through years of experience . . . skill born of doing.

In our business, too, 14 years experience have given us a background that makes the time buyer's job easier . . . lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

**A V E R Y - K N O D E L**  
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General Manager.....Reo G. Thompson  
Prom. Mgr.....P. N. Harricks

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Mgr., Program Division....D. C. S. Murray

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Phone: MUtual 4-7461

Manager.....J. E. Baldwin

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Manager.....Bob Allen

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Manager.....Henry M. Stanley

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Phone: HOLlywood 5-0695

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2161 Penohscot Bldg., Detroit 26, Mich.  
Phone: WOODward 5-2420

Manager.....Walter A. Schwartz

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Phone: YUKon 2-2053

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Phone: DUNKirk 5-6394

Pacific Coast Mgr., Radio.....W. E. Moore  
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Manager.....Guy Vaughn

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Asst. to President.....Rita Hughes

Promotion Director.....Leonard Kesler  
Sales.....Dick Buchbinder

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General Manager.....Miss L. Wentworth  
(Continued on Page 239)

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*The only Station Representative*

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serving the rapidly growing Philadelphia market on behalf of fine Broadcasters everywhere.



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(Continued from Page 237)

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 Phone: EXbrook 7-4821  
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 Phone: STate 2-5096  
 Executives-in-charge .....Hooper Jones,  
 Betty Palmer  
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 Exec. Vice-Pres.....Arthur H. McCoy  
 Stations Oper. Mgr.....Wells Barnett  
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 Phone: DUnkirk 7-1333  
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 Phone: CHestnut 1-5686  
 Manager .....Carlos Reese  
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 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: MAIn 3-6270  
 Manager.....John Burr

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 Vice-Pres., Mgr.....Arthur C. Stringer  
 3460 Wilshire Blvd., Los Angeles, Cal.  
 Phone: DUnkirk 1-3811  
 Manager .....David Lundy  
 155 Sansome St., San Francisco, Cal.  
 Phone: YUkon 2-7068  
 Manager .....Ned Smith  
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 937 Paul Brown Bldg., St. Louis, Mo.  
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 Manager .....Richard Quigley  
 3028 Southland Center, Dallas 1, Tex.  
 Phone: RIVERSide 1-4228  
 Manager .....Steve Beard  
 118 Newbury St., Boston 16, Mass.  
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 Manager .....Bruce Pattysen  
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 (Continued on Page 240)

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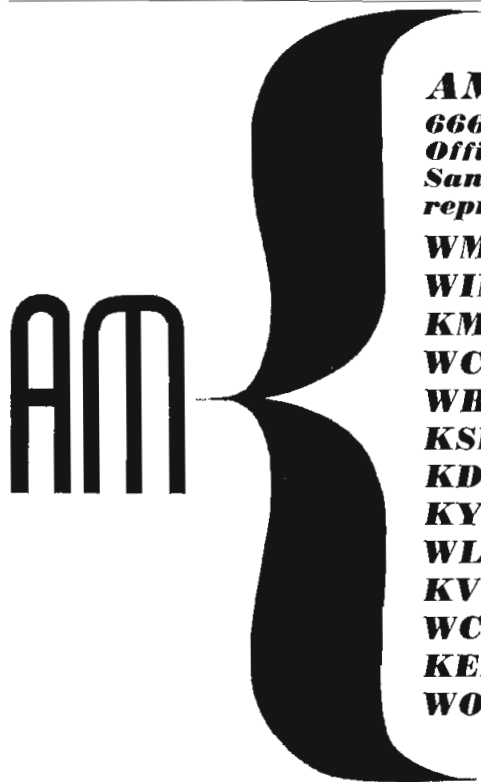
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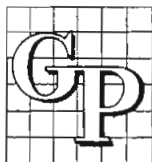


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3222 Center St., Omaha 5, Neb.

Phone: JACkson 2620

Exec. in Charge.....Howard W. Harvey  
**HARRINGTON, RIGHTER &  
PARSONS, INC.**

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

Phone: MU 8-7050

President.....John E. Harrington, Jr.  
Vice Pres., Treas.....Volney Righter

Vice Pres., Secy.....James O. Parsons, Jr.  
V.P., Research, Prom.....M. Rashbaum, Jr.

### Branch Office

Tribune Tower, Chicago, Ill.

Phone: WHItehall 4-0510

Executive-in-charge.....Carroll R. Layman  
235 Montgomery St., San Francisco, Calif.

Phone: SUTter 1-4125

Executive-in-charge.....Franklin Dougherty  
1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRInity 5-8458

Executive-in-Charge.....Frank B. Rice  
80 Boylston St., Boston 16, Mass.

Phone: LIBerty 2-7537

Executive-in-Charge.....Carter Knight  
Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-0910

Executive-in-Charge.....William Snyder

## HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.

Phone: YUkon 6-5800

President.....John H. Wrath  
Director.....Frank W. Miller, Jr.

Chrm. of Board.....F. W. Miller, Sr.  
V.P., Radio-TV.....Robert A. Schmid

V.P., Sls. Mgr. TV-Radio.....Jack Hardingham  
**Branch Offices**

Suite 673-680 Peachtree St., Bldg.,  
Atlanta 3, Ga.

Phone: TRInity 4-2736

Exec.in-Charge.....Frank A. Gason, Jr.  
110 Sutter St., San Francisco, Cal.

Phone: YUkon 2-4912

Executive-in-Charge.....Fred B. Adair, Jr.  
211 N. Ervay Bldg., Dallas 1, Tex.

Phone: RIVerside 8-7129

Exec.in-Charge.....Charles H. Boland

## GEORGE P. HOLLINGBERY CO.

Chairman of the Bd...George P. Hollingbery  
Vice-chairman.....F. E. Spencer, Jr.

President (Radio).....Fred Hague  
President (TV).....Harry Wise, Jr.

### Branch Offices

307 North Michigan Ave., Chicago 1, Ill.

Phone: DEarborn 2-6060

Executive-in-Charge...George P. Hollingbery  
V. P. Radio.....Frank McCarthy

Sales Manager TV.....Warren Nelson  
500 Fifth Ave., New York 36, N. Y.

Phone: OXFord 5-5560

Executive-in-Charge.....F. E. Spencer, Jr.  
President, Radio.....Fred F. Hague

President, TV.....Harry H. Wise, Jr.  
V.P., Television.....John I. Peterson

Director Sales Develop...Edward R. Eadeh  
134 Peachtree St. N.W., Atlanta 3, Ga.

Phone: JACkson 4-8081

V.P., Exec-in-Chg.....Richard N. Hunter  
500 Griswold St., 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  
110 Bush St., San Francisco 4, Calif.

Phone: YUkon 1-2119

Exec-in-Charge.....George Hemmerle  
Tower Building, Seattle 1, Wash.

Phone: MAIn 3-1868

Executive-in-Charge.....Hugh Feltis

## HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.

Phone: FRanklin 2-0016

Owner.....Hal Holman

**Branch Offices**

535 Fifth Ave., New York 17, N. Y.  
 Phone: YUkon 6-4390

Manager .....Ed Devney  
 6381 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HOLlywood 2-2351

Manager .....Tracy Moore  
 465 California St., San Francisco 4, 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

**BERNARD HOWARD & CO., INC.**

20 E. 46th St., New York 17, N. Y.  
 Phone: OXFord 7-3750

President .....Bernard Howard  
 Exec. Vice Pres.....Jack Davis

**Branch Offices**

75 E. Wacker Dr., Chicago, Ill.  
 Phone: FI 6-9227

Manager .....William Smutzer  
 6381 Hollywood Blvd., Los Angeles, Calif.  
 Phone: HOLlywood 2-2351

Manager .....Jerry Moore  
 465 California St., San Francisco, Calif.  
 Phone: EXbrook 2-6444

Manager .....Charles Morin

**HARRY S. HYETT CO.**

630 Baker Bldg., Minneapolis 2, Minn.  
 Phone: FEderal 9-7179

President.....Harry S. Hyett

**INDIE SALES, INC.**

60 East 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 2-4813

President .....Jack Koste

**Branch Offices**

205 W. Wacker Dr., Chicago 6, Ill.  
 Phone: STate 2-5096

111 N. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: OLeander 5-8326

Park Ave. Bldg., Detroit 26, Mich.  
 Phone: WOODward 2-7298

**INTER-AMERICAN PUBLICATIONS, INC.**

41 East 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 2-0884

President .....Angel Ramos  
 Vice-President .....Jose Oviedo

**INTERCONTINENTAL SERVICES, LTD.**

15 East 48th St., New York 17, N. Y.  
 Phone: PLaza 3-7930

Chairman of Bd.....Harry M. Engel, Jr.  
 President.....Stephen A. Mann  
 Vice-President .....Walter Staskow  
 Treas.-Asst. Mgr.....Jeanette F. Sytsma

**Branch Offices**

55 E. Washington St., Chicago, Ill.  
 Phone: AN 3-6137

Manager.....William J. Reilly  
 6331 Hollywood Blvd., Los Angeles, Calif.  
 Phone: HO 2-2289

Manager.....William L. Wallace  
 Russ Bldg., San Francisco, Calif.  
 Phone: YU 6-6769

Manager .....Frank Waters  
 12-8 Tokio, Mexico City, Mexico  
 Phone: 11-72-05

Manager .....Fred Hofer

**THE KATZ AGENCY, INC.**

666 Fifth Ave., New York 19, N. Y.  
 Phone: JUDson 2-9200

Chr. of Board.....G. R. Katz  
 President .....Eugene Katz  
 Treasurer .....Morris J. Beck  
 V.P., Client Relations.....Edward Codel  
 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 Pres. & Mgr.....Roy Miller  
 V.P., TV Sales, Chicago.....Wm. W. Joyce  
 Penohscot Bldg., Detroit 26, Mich.  
 Phone: WOODward 3-8420

Manager .....Arthur J. Underwood  
 1321 Fulton Bank Bldg., Atlanta 3, Ga.  
 Phone: JACkson 5-1637

Manager.....Gregory Murphy, Jr.  
 2006 Bryan St., Dallas 1, Texas  
 Phone: RIVERSide 1-4036

Manager .....D. Rutledge  
 Russ Bldg., San Francisco 4, Calif.  
 Phone: DOUGlas 2-7628

Manager.....Stanley J. Ruelman  
 3325 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNKirk 5-6284

Manager .....Richard Hasbrook  
 915 Olive St., St. Louis 1, Mo.  
 Phone: CENTral 1-1868

Manager .....Alan Axtell

**ROBERT S. KELLER, INC.**

72 Barrow St., N. Y. 14, N. Y.  
 Phone: WATkins 4-6599

President.....Bob Keller

**Branch Office**

205 W. Wacker Dr., Chicago 6, Ill.  
 Phone: STate 2-5096

Manager .....Hooper Jones



## STATION REPRESENTATIVES

### KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.

Phone: GLEndale 1-5045

President .....Harry McTigue

### KETTELL-CARTER, INC.

118 Newbury St., Boston 16, Mass.

Phone: KENmore 6-1966

President .....Elmer Kettell

Secy.-Treas. ....Marjorie Carter

### A. LEWIS KING

18 W. 50th St., New York 19, N. Y.

Phone: JUDson 6-7288

President.....A. Lewis King

### NONA KIRBY CO.

518 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-6117

President .....Nona Kirby

Vice President.....Kay Chille

### BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.

Phone: TRInity 6-6776

President .....Bomar A. Lowrance

Vice President.....Clyde L. Clem

#### Branch Offices

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVerside 2-8206

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

#### Branch Offices

435 N. Michigan Ave., Chicago, Ill.

Phone: SUPerior 7-6018

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

11th & Central, Kansas City, Mo.

Phone: GRANd 1-7822

Manager.....Eugene F. Gray

705 Olive St., St. Louis, Mo.

Phone: CHEstnut 1-4350

Manager.....Eugene F. Gray

### DAREN F. MCGAVREN CO., INC.

60 East 56th St., New York 22, N. Y.

Phone: PLaza 1-4650

President .....Daren F. McGavren

Exec. V.P., Sls. Mgr.....Ralph Guild

Dir. Sales Devel.....Frank Woodruff

Asst. Sales Mgr.....William T. Heaton

#### Branch Offices

110 Sutter St., San Francisco, Cal.

Phone: YUKon 6-4112

Manager .....Cy Ostrup

35 E. Wacker Dr., Chicago, Ill.

Phone: FRANKlin 2-1370

Manager .....Edward Argow

1216 Dime Bldg., Detroit, Mich.

Phone: WOODward 1-1675

Manager .....Robert Mahlman

1711 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 6-6146

Vice President.....Walter Lake

101 Jones Bldg., Seattle, Wash.

Phone: MAIne 4-8133

Manager .....Fred Siegner

317 N. 11th, St. Louis, Mo.

Phone: MAIn 1-6267

Manager .....Jack Hetherington

### MCGAVREN, TV, INC.

60 E. 50th St., New York 22, N. Y.

Phone: PLaza 1-4650

President.....Daren F. McGavren

Exec. V.P.....Ken Johnson

Sales Mgr.....Roger Hudson

Dir. of Research & Prom.....F. Woodruff

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: FR 2-1370

Manager .....Ed Gardner

1216 Dime Bldg., Detroit, Mich.

Phone: WO 1-1675

Manager .....Robert Mahlman

110 Sutter St., San Francisco, Calif.

Phone: YU 6-4112

Manager .....Cy Ostrup

1741 Ivar Ave., Los Angeles, Calif.

Phone: HOLlywood 6-6146

Manager .....Jack Davis

7603 Forsyth Blvd., St. Louis, Mo.

Phone: PA 7-7375

Manager .....Jack Hetherington

1507 Southland Center, Dallas, Tex.

Phone: RI 2-5118

President .....Clarke Brown

### MEDIA REPRESENTATIVES

120 E. 56th St., New York 22, N. Y.

Phone: MU 8-1777

Exec. in Charge.....Edwin Seymour

### THE MEEKER COMPANY, INC.

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

Phone: MURray Hill 2-2170

President.....Robert D. C. Meeker

V.P., Sales Dir.....Edgar B. Filion

Eastern Sales Manager.....Charles Standard

Asst. Executives.....Robert L. Dudley,

Claude E. Piano, Arthur W. Scott, S. Wil-

liam Aronson

Research & Prog. Dir.....Mimi von Zelowitz

Office Manager.....Dontie Phillips

#### Branch Offices

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

Phone: CE 6-1742

Vice-president .....Carl Jewett

Office Manager.....Marjorie Ermitage

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.....Tarly Sheehan

**CLYDE MELVILLE CO.**

Melba Bldg., Dallas 1, Tex.  
 Phone: Rlverside 8-5239

Pres. .... Clyde Melville  
**MICHIGAN SPOT SALES, INC.**

15001 Michigan Ave., Dearborn, Mich.  
 Phone: Tliffany 6-2362

President.....Charles J. Sitta

**MID-AMERICA SPOT SALES**

P. O. Box 4833, Kansas City 9, Mo.  
 Phone: WEstport 1-3322

Owner .....Ralph Meador  
 Sales .....Jock Beretta

*Branch Office*

P. O. Box 358, Lexington, Mo.  
 Phone: 1096

Exec. in Charge.....Ralph Meador

**ART MOORE & ASSOC., INC.**

Jones Bldg., Seattle, Wash.  
 Phone: MU 2-3377

President .....Art Moore

**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

**NATIONAL TIME SALES**

122 E. 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 2-4500

Gen. Sales Manager.....Arthur Gordon  
 Sales Promotion Dir.....Al Alperton

Asst. Sales Mgr.....Warren Shuman

*Branch Offices*

672 S. LaFayette Park Pl., L. A. 57, Calif.  
 Phone: DU 2-3200

Exec.-in-Charge .....Harlan Oakes  
 260 Kearney St., San Francisco, Calif.  
 Phone: EXbrook 7-4827

Exec-in-Charge .....Ed Gamrin  
 1401 Peachtree St. N.E., Atlanta, Ga.  
 Phone: TRinity 5-9403

Executive-in-Charge .....Barney Ochs

**NBC SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 7-8300

Director.....Richard H. Close  
 Adm., Represented Stas.....Alan Ewald

East. Radio Sales Mgr.....Fred T. Lyons  
 Director, Radio Sales.....George Dietrich

New Bus., Prom. Mgr.....Wilbur Fromm  
 Eastern TV Sales Mgr.....Jack Ryan

Sales Service Mgr.....Caroline Wynkoop  
 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.....Frank Mangan

Sunset & Vine, Hollywood 28, Calif.  
 Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde  
 W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrell Sts., San Francisco 2, Cal.  
 Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay  
 TV Salesmen.....R. Anderson, Ken Fuller

Penobscot Bldg., Detroit, Mich.  
 Phone: WOodward 1-1610

Radio Sls. Rep.....Wm. Buschgen  
 TV Sales Representative.....John C. Treacy

710 Peachtree St. N.E., Atlanta, Ga.  
 Phone: TRinity 6-3726

Sales Representative.....Bomar Lowrance  
 Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: Rlverside 2-8206

Sales Representative.....Robert Keefe  
 1422 New Britain Ave., W. Hartford 10, Conn.  
 Phone: JAckson 5-0801

New Eng. Sls. Rep.....David Scott

.....

**HARLAN G. OAKES & ASSOCIATES**

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.  
 Phone: DU 2-3200

Manager .....Harlan Oakes

*Branch Offices*

260 Kearny St., San Francisco 8, Cal.  
 Phone: EX 7-4827

Co-Mgrs.....Ed Gamrin, Don Ferrull  
 122 E. 42nd St., New York, N. Y.  
 Phone: MUrray Hill 2-4500

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

**RICHARD O'CONNELL INC.**

527 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 5-7161

President .....Richard O'Connell  
 Vice-President .....Faust Couture

V.P., Treasurer .....Grace O'Connell

*Branch Offices*

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

## STATION REPRESENTATIVES

### PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-4500  
General Manager.....Eugene Bernald  
Sales Manager.....Arthur Gordon  
Sales Prom.....Al Alpert  
*Branch Offices*  
672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
Phone: DU 2-3200  
Executive-in-charge.....Harlan Oakes  
260 Kearney St., San Francisco, Calif  
Phone: EXbrook 7-4827  
Executive-in-Charge.....Ed Camrin

### 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, Mort Coley

### JOHN E. PEARSON TV INC.

Chairman of the Bd.....John E. Pearson  
President.....Raymond F. Henze, Jr.  
V.P.'s.....Russell Walker, William M. Wilson

#### *Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
Phone: State 2-7494  
Vice Pres. & Mgr.....Robert Flanigan  
1901 W. 8th St., Los Angeles 5, Calif.  
Phone: Dunkirk 5-5084  
Manager.....Clark Barnes  
58 Sutter St., San Francisco 4, Calif.  
Phone: DOnglas 2-7159  
Manager.....John Palmer  
511 N. Akard Bldg., Dallas, Texas  
Phone: RIVERSIDE 7-3723  
Manager.....Allen Hundley  
1371 Peachtree St., Atlanta, Ga.  
Phone: TRinity 5-6644  
Manager.....Jon Farmer

### 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 Soevern  
V.P., Dir. Sales TV Dev.....Geo. C. Castleman  
V.P., Radio Sales Mgr.....John A. Thompson  
Sales Develop.....C. Luds Richards  
Asst. V.P., TV Prom. Mgr.....Lon King  
Asst. Sales Mgrs.....Arthur E. Muth,  
Chas R. Kinney  
Dir. Radio Prom.....Vincent C. Piano  
*Branch Offices*  
Prudential Plaza, Chicago 1, Illinois  
Phone: FRanklin 2-6373  
Vice Pres.....John A. Cory  
V.P., Midwest Sales Mgr. (Radio).....A. Bagge

V.P., Midwest Sales Mgr. (TV).....W. Tynan  
1372 Peachtree St., N.E. Atlanta, Ga.  
Phone: MUrray 8-5667

Radio Sales.....Barton C. Isbell, Jr.  
Asst. V.P. 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  
Fidelity Union Life Bldg., Dallas, Tex.  
Phone: RIVERSIDE 7-2398

Radio Sales.....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  
1375 Russ Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-9188

V.P. for TV.....John B. Sias  
Radio Sales.....Frank A. Tessin, Jr.  
TV Sales Mgr.....Andrew Powell

### 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  
Vice President.....Ben H. Holmes  
Research Manager.....Wm. J. Mathews, Jr.  
Eastern Sales Mgr.....Martin Percival  
Sales Prom.....William Steese

#### *TV Department*

Vice President.....Martin L. Nierman  
V.P., Sales Prom. Mgr.....Robert L. Hutton, Jr.  
Eastern Sales Mgr.....Edward C. Page  
Research Mgr.....George Johannessen

#### *Branch Offices*

400 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 4-0011  
President.....Edward E. Voynow  
V.P., Sales Mgr. (TV).....Louis A. Smith  
Sales Mgr. (Radio).....William P. Pipher  
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: JACKson 4-8861  
Sales Mgrs.....Joseph Sierer (AM)  
Richard Hughes (TV)  
Rus\* Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-3631  
Sales Managers.....Lloyd McGovern (AM)  
George Ledell (TV)  
3421 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 8-1143  
Sales Mgrs.....Garry Hollihan (AM)  
L. D. Larimer (TV)

## STATION REPRESENTATIVES

915 Olive St., St. Louis 3, Mo.  
*Phone:* CHestnut 1-7091  
 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)

### PHILADELPHIA SPOT SALES

310 Glen Echo Road, Pbil., Pa.  
*Phone:* CH 7-4510  
 President ..... Morton Lowenstein

### RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario  
*Phone:* Empire 6-5471-2  
 General Manager ..... N. D. Brown  
 Sales Mgr ..... Alex E. Bedard  
 Traffic Mgr ..... Merlecn Wilson

### 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  
 (11 No. LaCienega Blvd., Beverly Hills, Calif.  
*Phone:* OL 5-7597  
 Manager ..... Lee O'Connell  
 166 Geary St., San Francisco, Calif.  
*Phone:* YUKon 6-0621  
 Manager ..... Don Pickens  
 414 Statler Office Bldg., Boston 16, Mass.  
*Phone:* HUBbard 2-4845  
 Manager ..... William Creed  
 Tower Bldg., Seattle 1, Wash.  
*Phone:* MA 3-1868  
 Managers ..... Hugh Feltis & Assoc.

### PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
*Phone:* Plaza 9-5570  
 President ..... Paul H. Raymer  
 Exec. V.P., Natl. TV Sls. Mgr. .... F. C. Brokaw  
 V.P., TV Sls. Mgr. .... Stuart M. Kelly  
 Promotion & Research .... Mitchell DeGroot

#### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
*Phone:* Superior 7-4473  
 Vice President ..... Clay E. Forker  
 2949 Penobscot Bldg., Detroit 26, Mich.  
*Phone:* Woodward 3-0764  
 Manager ..... Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.  
*Phone:* HOLLYwood 2-2376

Manager ..... John D. Gale  
 2613 Russ Bldg., San Francisco 4, Calif.  
*Phone:* Douglas 2-8909  
 Vice Pres. & Manager ..... L. Ray Rhodes  
 1610 Ponce de Leon Ave., N.E., Atlanta, Ga.  
 Manager ..... Edward D. Brandt  
 1006 Mercantile Securities Bldg., Dallas, Tex.  
*Phone:* RIVERSide 1-5663  
 Manager ..... Ralph Widman

### WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.  
*Phone:* ANdover 3-6137  
 Exec. in Charge ..... William J. Reilly

### DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.  
*Phone:* GARfield 1-7950  
 Owner ..... D. A. Scott  
*Branch Office*  
 1901 W. 8th St., Los Angeles 57, Calif.  
*Phone:* DUNkirk 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

### SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.  
*Phone:* PLaza 8-1850  
 Exec. in Charge ..... Z. Golobe  
*Branch Offices*  
 7 E. Lexington St., Baltimore 3, Md.  
*Phone:* LEXington 9-7808  
 Manager ..... G. Shaffer  
 6200 Broad Street Rd., Richmond 28, Va.  
*Phone:* ATLantic 8-2835  
 Exec. in Charge ..... Larry Slon

### SKYLINE ADVERTISERS' SALES INDEX

1275 E. 17th St., Idaho Falls, Idaho  
*Phone:* JACKson 3-4567  
 President ..... A. W. Schwieder  
 General Manager ..... Melvin B. Wright  
 Office Manager ..... Melva Searle

### SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.  
*Phone:* ATLantic 7535  
 President ..... Harold A. Soderlund

### SPANISH TIME SALES

635 S. Kennmore, Los Angeles 5, Calif.  
*Phone:* DUNkirk 4-7981  
 Chief Exec. .... Norman G. Palmer

### 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. Wailles  
 V.P. Operations ..... Stanton P. Kettler

## STATION REPRESENTATIVES

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 C. Boundy  
 V.P., Prog. Dir.....Ewald Kockritz  
 V.P. Adv. Sales Prom.....Arthur C. Schofield  
 Asst. Secretary.....Abiah V. 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.....George U. Lyons

### TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.  
 Phone: JUdson 2-3156  
 Vice Pres. & Gen. Mgr.....Larry H. Israel  
 Eastern Sales Manager.....Jack Mehler  
 Business Manager.....R. M. Smith  
 Dir. of Marketing,

Research.....Robert M. Hoffman  
 Branch Offices

460 N. Michigan Ave., Chicago 11, Ill.  
 Mid West Mgr.....Lamont L. Thompson  
 2161 Penobscot Bldg., Detroit 26, Mich.  
 Phone: WOODward 5-6454  
 Manager.....Raymon L. Hamilton  
 155 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 7-5088  
 Manager.....Harry Diner  
 1717 Highland Ave., Los Angeles 28, Calif.  
 Phone: HOllywood 6-1144  
 Manager.....Dick Loughrin

### 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: RIVERSide 8-5239  
 Clyde Melville  
 808 Penobscot Bldg., Detroit 26, Mich.  
 Phone: WOODward 3-1075  
 Manager.....James A. Brown

### WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 3-5830  
 President.....J. Wytke Walker  
 V.P.S.....C. Otis Rawalt, Roy H. Holmes  
 Branch Offices

360 N. Michigan Ave., Chicago, Ill.  
 Phone: ANdover 3-5771  
 Manager.....Lionel Colton  
 100 Boylston St., Boston, Mass.  
 Phone: HUbbard 2-4370  
 Manager.....George C. Bingham  
 672 S. LaFayette Park Place, L. A., Calif.  
 Phone: DUmkirk 2-3200  
 Manager.....Harlan Oakes  
 260 Kearney St., San Francisco, Calif.  
 Phone: SUtter 1-7971  
 Manager.....Don M. Ferrall  
 KMBC Bldg., Kansas City, Mo.  
 Phone: GRAND 1-7822  
 Eugene F. Gray

### WAYNE-EVANS & ASSOCIATES

1410 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
 Phone: FEderal 8-7017  
 Exec. V.P., Gen. Mgr.....Calden P. Stitt

### GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.  
 Phone: MU 8-7550  
 President.....Grant Webb  
 Vice President.....Jack Baker  
 Dir. Prom., Pgs. & Research.....J. E. McCarty

### Branch Offices

25 E. Washington St., Chicago 2, Ill.  
 Phone: STate 2-3155  
 Manager.....Franklyn Ferguson  
 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  
 1001 Tower Bldg., Seattle 1, Wash.  
 Phone: MA 1-6333  
 Manager.....Wm. Wagner

### WEED RADIO CORP.

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.....H. W. Simmen  
 Salesmen (Radio).....Peter Orne

William Godas, Dave Harris, Joseph Alex  
 Sales Prom. Mgr.....Winifred Schaefer  
 Research Director.....William C. Grunlay

### Branch Offices

Prudential Plaza, Chicago 1, Ill.  
 Phone: WHitchall 4-3134  
 Executive-in-Charge.....Ed Podolinsky  
 1610 Book Bldg., Detroit 26, Mich.  
 Phone: WOODward 1-2685  
 Executive-in-Charge.....Bernard P. Pearce  
 Glenn Bldg., Atlanta 3, Ga.  
 Phone: JACKson 3-1081



Exec-in-Charge ..... Mel Whitmire  
6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 2-6676

Executive-in-Charge..... William Smith  
625 Market St., San Francisco 5, Calif.  
Phone: EXbrook 7-0535

Executive-in-Charge..... Boyd Rippy  
1010 Statler Bldg., Boston 16, Mass.  
Phone: Hubbard 2-5677

Executive-in-Charge.... Robert R. Reardon  
Tower Bldg., Seattle, Wash.  
Phone: MAIn 4-6336

Exec-in-Charge..... William J. Wagner  
915 Olive St., St. Louis 1, Mo.  
Phone: CHestnut 1-2724

Exec-in-Charge ..... Fred Edwards

**WEED TELEVISION CORP.**

579 Fifth Avenue, New York 17, N. Y.  
Vice President..... Joseph J. Weed  
V.P.'s..... Neal Weed, Bernard P. Pearse,  
E. Fitzsimmons, E. C. Matealfe  
Sales Staff..... Ed Matcalle, Ray Smith, Mike  
Wurster, Larry Wyman, Mathias O'Gorman,  
Joseph Wells

Research ..... Wm. Crumley  
Traffic ..... Florence Eimer  
Sales Promotion..... Winifred Schaefer  
Prudential Plaza, Chicago 1, Ill.

Vice President..... C. C. Ward  
Sales Manager..... Ed Podolinsky  
Staff ..... Warren Tomassene, Richard  
Gardner, Kenneth Johnson  
(Other Branches same as Weed Radio Corp.)

**HARRY WHEELER & COMPANY**

Little Bldg., 80 Boylston St., Boston, Mass.  
Phone: LIBerty 2-6481

Owner-Manager ..... Harry Wheeler  
Office Manager..... Gay 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., Adv., Research Prom... Frank G. Boehm  
Eastern Sales Mgr..... James P. Smith

**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  
915 Olive St., St. Louis, Mo.  
Phone: MAIn 1-5020

Manager ..... Dell Simpson  
Russ Bldg., San Francisco, Calif.  
Phone: YUKon 6-6769

Manager ..... Frank A. Waters  
1182 W. Peachtree St., Atlanta, Ga.  
Phone: TRinity 3-2564

Manager..... Charles E. Trainor  
2940 Book Bldg., Detroit 26, Mich.  
Phone: WOODward 3-6919

Manager..... E. A. W. Smith

**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.)*

**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, Jr.  
V.P. Research, Prom., Adv... Frank G. Boehm  
Eastern Sales Mgr..... Harold M. Parks

*Branch Offices & Personnel  
(Same as Adam Young, Inc.)*

**TO BE SURE —  
YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?





# STATUS OF TV CODE

## ... Guideposts and Standards Set



By DONALD H. MCGANNON  
President, Westinghouse Broadcasting Co.

THE Television Code is about to enter the third stage in its development. The first stage represented its creation, adoption and development from 1951 through approximately 1958.

The second phase consisted of a period of adjustment to new dimensions of need and to an expanded base of implementation, effectiveness, and membership.

As we undertake this new year, the third phase might be called the "perfecting period." We currently have 372 stations, three television networks and 24 television producers as subscribers to the Code. From the station viewpoint, this represents over 70 per cent of that segment of the industry, 100 percent of the networks and in the case of the Hollywood alliance, it involves virtually every important producer of TV films.

At this time the following represent some of the goals yet to be achieved:

1. A higher level of informational service to the governmental and congressional people. This will engender a higher regard for the current effectiveness and overall ability of the Code to do a genuine self-regulatory job.

2. Stimulation of the broadcasters who subscribe to the Code to promote it and identify themselves with it. This has been an area of shortcoming in the past; only through adequate promotion and obvious pride will the public respond and give the Code the degree of public confidence, dependence and respect which is essential to its future.

3. The expansion of the number of members on the Television Code Review Board, further investment in expanded staff, and geographical locations of the Code offices, and a broadened financial base on which to project plans and activities beyond the current year.

4. A continuing, vigorous and alert approach to the task at hand by the Code Review Board and staff, and a further improvement of working liaison with the Association of National Advertisers, the 4A's, the American Federation of Advertisers, the FCC, and the FTC.

It is my belief and conviction that the future of the Code now depends on all of these steps being simultaneously perfected and accomplished.

In evaluating the importance of the task at hand, the broadcasters must realize that there are no alternatives to self-regulation except that of onerous and destructive governmental regulation. It is obvious that governmental officials charged with the responsibility of administering the media of radio and television are not going to permit the industry to operate in an atmosphere devoid of tangible guideposts and standards. Most know how difficult such standards are to write, interpret, and implement in a creative industry where subjective reaction is the only valid process of evaluation. We can be certain, therefore, that the industry is infinitely more able to compose and properly enforce such regulations than a governmental bureau, agency or individual.

**RADIO DAILY**  
TELEVISION DAILY

presents

# **AM RADIO STATIONS**

KEY PERSONNEL  
ADDRESS & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES

**1960**

# GROWTH



Radio is a story of GROWTH — of an irresistible power to reach people. The Bartell Broadcasting Corporation is a story of GROWTH — 13 years of innovation and leadership in audience acceptance, in service.



BARTELL  
BROADCASTING  
CORPORATION

WADO - New York • WOKY - Milwaukee • WAKE - Atlanta • WYDE - Birmingham • KYA - San Francisco • KCBQ - San Diego

# RADIO-TV HOMES IN STATES

## Population, Number of Stations by State

### PROJECTION FOR 1960

STATE	Population	Families	Radio Homes	TV Homes	Radio Stations	TV Stations
ALABAMA	3,461,000	866,000	821,000	636,000	108	10
ALASKA	233,000	67,400	66,400	46,000	13	5
ARIZONA	1,368,000	361,000	352,000	293,000	47	8
ARKANSAS	1,950,000	560,000	554,000	386,000	65	5
CALIFORNIA	15,210,000	4,875,000	4,969,000	4,330,000	190	31
COLORADO	1,809,000	526,000	486,000	418,000	57	8
CONNECTICUT	2,460,000	768,000	729,000	706,000	31	6
DELAWARE	462,000	132,000	130,000	119,000	9	—
DIST. OF COLUMBIA	956,000	293,000	289,000	267,000	9	4
FLORIDA	4,321,000	1,355,000	1,529,000	1,082,500	152	16
GEORGIA	3,865,000	1,050,000	1,030,000	809,000	130	12
HAWAII	575,000	153,000	132,500	110,500	15	4
IDAHO	774,000	210,000	203,000	157,500	34	5
ILLINOIS	10,319,000	3,215,000	3,129,000	2,925,000	94	16
INDIANA	4,710,000	1,495,000	1,471,000	1,411,000	60	16
IOWA	3,069,000	889,000	883,000	791,000	61	12
KANSAS	2,359,000	786,000	731,000	636,000	46	9
KENTUCKY	3,238,000	886,000	869,000	646,000	81	5
LOUISIANA	3,340,000	891,000	846,000	686,000	75	13
MAINE	1,009,000	283,500	273,000	248,000	25	6
MARYLAND	3,140,000	854,000	816,000	760,000	33	4
MASSACHUSETTS	5,315,000	1,568,000	1,655,000	1,441,000	57	6
MICHIGAN	8,246,000	2,375,000	2,368,000	2,175,500	95	15
MINNESOTA	3,350,000	974,000	955,000	835,000	61	9
MISSISSIPPI	2,380,000	590,000	573,000	360,000	72	6
MISSOURI	4,739,000	1,447,500	1,399,000	1,271,000	77	16
MONTANA	740,000	214,000	206,000	136,000	34	9
NEBRASKA	1,592,500	463,000	453,000	384,000	35	7
NEVADA	296,000	98,900	88,000	89,000	17	4
NEW HAMPSHIRE	654,000	187,900	184,000	169,000	18	1
NEW JERSEY	6,008,000	1,895,000	1,859,000	1,739,000	26	1
NEW MEXICO	925,000	252,000	243,000	182,000	43	6
NEW YORK	17,390,000	5,495,000	5,370,000	4,990,000	131	22
NORTH CAROLINA	4,810,000	1,282,000	1,331,000	991,000	139	11
NORTH DAKOTA	726,000	192,400	186,000	161,500	19	8
OHIO	9,890,000	2,997,500	2,879,000	2,750,000	89	20
OKLAHOMA	2,395,000	753,000	734,000	692,500	54	9
OREGON	1,940,000	598,000	591,000	466,000	68	7
PENNSYLVANIA	11,985,000	3,950,000	3,859,000	3,590,000	147	20
RHODE ISLAND	915,000	269,000	251,000	247,000	13	2
SOUTH CAROLINA	2,675,000	638,000	620,000	479,000	73	9
SOUTH DAKOTA	793,000	212,000	204,000	140,000	20	4
TENNESSEE	3,761,000	1,122,000	990,000	881,000	103	14
TEXAS	9,710,000	2,800,000	2,759,000	2,239,000	238	43
UTAH	884,000	242,500	234,000	213,500	27	5
VERMONT	418,000	115,000	111,000	98,000	15	1
VIRGINIA	4,019,500	1,020,000	969,000	818,000	93	12
WASHINGTON	2,975,000	888,000	869,000	736,000	80	12
WEST VIRGINIA	2,125,000	572,000	546,000	431,000	50	9
WISCONSIN	4,165,000	1,162,500	1,151,000	1,032,500	75	13
WYOMING	354,000	110,000	105,000	63,900	23	3
TOTAL	184,798,000	55,000,100	54,050,900	47,264,900	3,327	499

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, Oct 1959*

*WOR - Radio 1440 Broadway, New York 13 N. Y. an RKO General Station*



# AM RADIO STATIONS

## Commercial Stations of the U. S., Territories and Possessions

Station	City	State	Page	Station	City	State	Page
CKLW	—	Detroit, Mich.	415	KARE	—	Atchison, Kan.	385
KAAA	—	Kingman, Ariz.	297	KARI	—	Blaine, Wash.	594
KAAB	—	Hot Springs, Ark.	303	KARK	—	Little Rock, Ark.	303
KABC	—	Los Angeles, Calif.	312	KARM	—	Fresno, Calif.	310
KABL	—	Oakland, Calif.	314	KART	—	Jerome, Ida.	363
KABQ	—	Albuquerque, N. M.	456	KARY	—	Prosser, Wash.	597
KABR	—	Aberdeen, S. D.	546	KASE	—	Austin, Tex.	557
KABY	—	Albany, Ore.	515	KASH	—	Eugene, Ore.	517
KACE	—	Riverside, Calif.	316	KASI	—	Ames, Iowa	380
KACI	—	The Dallas, Ore.	521	KASK	—	Ontario, Calif.	314
KACT	—	Andrews, Tex.	557	KASL	—	Newcastle, Wyo.	613
KACY	—	Port Hueneme, Calif.	316	KASM	—	Albany, Minn.	422
KADA	—	Ada, Okla.	511	KASO	—	Minden, La.	399
KADO	—	Marshall, Tex.	573	KAST	—	Astoria, Ore.	515
KADY	—	St. Charles, Mo.	441	KASY	—	Auburn, Wash.	594
KAFP	—	Petaluma, Calif.	315	KATE	—	Albert Lea, Minn.	422
KAFY	—	Bakersfield, Calif.	307	KATI	—	Casper, Wyo.	612
KAGE	—	Winona, Minn.	427	KATL	—	Miles City, Mont.	446
KAGH	—	Crossett, Ark.	302	KATR	—	Corpus Christi, Tex.	561
KAGI	—	Grants Pass, Ore.	517	KATY	—	San Luis Obispo, Calif.	319
KAGO	—	Klamath Falls, Ore.	517	KATZ	—	St. Louis, Mo.	441
KAGR	—	Yuba City, Calif.	322	KAUS	—	Austin, Minn.	422
KAGT	—	Anacortes, Wash.	594	KAVE	—	Carlsbad, N. M.	457
KAHI	—	Auburn, Calif.	307	KAVI	—	Rocky Ford, Colo.	327
KAHU	—	Waipahu, Hawaii	362	KAVL	—	Lancaster, Calif.	312
KAIM	—	Honolulu, Hawaii	360	KAVR	—	Apple Valley, Calif.	307
KAIR	—	Tucson, Ariz.	300	KAWL	—	York, Neb.	450
KAJI	—	Little Rock, Ark.	304	KAWT	—	Douglas, Ariz.	297
KAJO	—	Grants Pass, Ore.	517	KAYE	—	Puyallup, Wash.	597
KAKC	—	Tulsa, Okla.	514	KAYL	—	Storm Lake, Iowa	385
KAKE	—	Wichita, Kan.	389	KAYO	—	Seattle, Wash.	597
KALB	—	Alexandria, La.	397	KAYS	—	Hays, Kan.	387
KALE	—	Richland, Wash.	597	KAYT	—	Rupert, Ida.	364
KALG	—	Alamogordo, N. M.	456	KBAL	—	San Saba, Tex.	578
KALI	—	San Gabriel, Calif.	319	KBAM	—	Longview, Wash.	596
KALL	—	Salt Lake City, Utah	583	KBAR	—	Burley, Ida.	362
KALM	—	Thayer, Mo.	443	KBBA	—	Benton, Ark.	301
KALT	—	Atlanta, Tex.	557	KBBB	—	Borger, Tex.	559
KALV	—	Alva, Okla.	511	KBBC	—	Centerville, Utah	581
KAMD	—	Camden, Ark.	302	KBBS	—	Buffalo, Wyo.	612
KAML	—	Kenedy, Tex.	571	KBCH	—	Ocean Lake, Ore.	519
KAMO	—	Rogers, Ark.	305	KBCL	—	Shreveport, La.	402
KAMP	—	El Centro, Calif.	309	KBEC	—	Waxahachie, Tex.	581
KAMQ	—	Amarillo, Tex.	557	KBEE	—	Modesto, Calif.	313
KANA	—	Anaconda, Mont.	444	KBEK	—	Elk City, Okla.	512
KAND	—	Corsicana, Tex.	563	KBEL	—	Idabel, Okla.	512
KANE	—	New Iberia, La.	400	KBEN	—	Carrizo Springs, Tex.	560
KANI	—	Kailua, Oahu, Hawaii	362	KBET	—	Reno, Nev.	451
KANO	—	Anoka, Minn.	422	KBHM	—	Bramson, Mo.	435
KANS	—	Independence, Mo.	437	KBHS	—	Hot Springs, Ark.	303
KAOK	—	Lake Charles, La.	399	KBIA	—	Columbia, Mo.	435
KAOL	—	Carrollton, Mo.	435	KBIF	—	Fresno, Calif.	310
KAPA	—	Raymond, Wash.	597	KBIG	—	Avalon, Calif.	307
KAPB	—	Marksville, La.	399	KBIM	—	Roswell, N. M.	459
KAPI	—	Pueblo, Colo.	326	KBIS	—	Bakersfield, Calif.	307
KAPR	—	Douglas, Ariz.	296	KBIX	—	Muskogee, Okla.	513

Station	City	State	Page	Station	City	State	Page
KBIZ	— Ottumwa, Iowa		384	KCCO	— Lawton, Okla.		512
KBJT	— Fordyce, Ark.		302	KCCR	— Pierre, S. D.		547
KBKC	— Mission, Kan.		388	KCCT	— Corpus Christi, Tex.		561
KBKW	— Aberdeen, Wash.		593	KCEE	— Tucson, Ariz.		300
KBLA	— Burbank, Calif.		308	KCFA	— Spokane, Wash.		599
KBLF	— Red Bluff, Calif.		316	KCFH	— Cuero, Tex.		563
KBLI	— Blackfoot, Ida.		362	KCFI	— Cedar Falls, Iowa		331
KBLO	— Hot Springs, Ark.		303	KCHA	— Charles City, Iowa		381
KBLR	— Goodland, Kan.		386	KCHE	— Cherokee, Iowa		381
KBLT	— Big Lake, Tex.		559	KCHI	— Chillicothe, Mo.		435
KBLU	— Yuma, Ariz.		301	KCHJ	— Delano, Calif.		309
KBMI	— Las Vegas, Nev.		451	KCHR	— Charleston, Mo.		435
KBMN	— Bozeman, Mont.		445	KCHS	— Truth or Consequences, N. M.		460
KBMO	— Benson, Minn.		423	KCHV	— Coachella, Calif.		308
KBMW	— Breckenridge, Minn.		423	KCHY	— Cheyenne, Wyo.		613
KBMX	— Coalinga, Calif.		308	KCID	— Caldwell, Ida.		363
KBMY	— Billings, Mont.		444	KCIJ	— Shreveport, La.		402
KBND	— Bend, Ore.		516	KCIL	— Houma, La.		398
KBNZ	— La Junta, Colo.		326	KCIM	— Cartrol, Iowa		380
KBOA	— Kennett, Mo.		439	KCJB	— Minot, N. D.		500
KBOE	— Cskaloosa, Iowa		384	KCKK	— San Bernardino, Calif.		317
KBOI	— Boise, Ida.		362	KCKN	— Kansas City, Kan.		387
KBOK	— Malvern, Ark.		304	KCKY	— Coolidge, Ariz.		296
KBOL	— Boulder, Colo.		323	KCLA	— Pine Bluff, Ark.		305
KBOM	— Bismarck-Mandan, N. D.		499	KCLE	— Cleburne, Tex.		560
KBON	— Omaha, Neb.		443	KCLF	— Clifton, Ariz.		296
KBOP	— Pleasanton, Tex.		576	KCLN	— Clinton, Iowa		381
KBOR	— Brownsville, Tex.		559	KCLO	— Leavenworth, Kan.		387
KBOW	— Butte, Mont.		445	KCLP	— Rayville, La.		402
KBOX	— Dallas, Tex.		564	KCLS	— Flagstaff, Ariz.		297
KBOY	— Medford, Ore.		518	KCLV	— Clovis, N. M.		458
KBRC	— Mount Vernon, Wash.		596	KCLW	— Hamilton, Tex.		568
KBRI	— Brinkley, Ark.		302	KCLX	— Colfax, Wash.		595
KB RK	— Brookings, S. D.		546	KCMC	— Texarkana, Tex.		580
KBRL	— McCook, Neb.		449	KCMJ	— Palm Springs, Calif.		315
KBRO	— Bremerton, Wash.		594	KCMO	— Kansas City, Mo.		439
KBRS	— Springdale, Ark.		306	KCMR	— McCamey, Tex.		573
KBRV	— Soda Springs, Ida.		364	KCMS	— Manitou Spring, Colo.		326
KBRX	— O'Neill, Neb.		450	KCNI	— Broken Bow, Neb.		447
KBRZ	— Freeport, Tex.		568	KCNO	— Alturas, Calif.		306
KBSF	— Springhill, La.		402	KCNY	— San Marcos, Tex.		578
KBST	— Big Spring, Tex.		559	KCOB	— Newton, Iowa		384
KBTA	— Batesville, Ark.		301	KCOG	— Centerville, Iowa		381
KB TM	— Jonesboro, Ark.		303	KCOH	— Houston, Tex.		569
KB TN	— Neosho, Mo.		440	KCOK	— Tulare, Calif.		321
KB TO	— El Dorado, Kan.		386	KCOL	— Ft. Collins, Colo.		325
KBUC	— Corona, Calif.		309	KCON	— Conway, Ark.		302
KBUD	— Athens, Tex.		557	KCOR	— San Antonio, Tex.		577
KBUH	— Brigham City, Utah		581	KCOW	— Alliance, Neb.		447
KBUN	— Bemidji, Minn.		423	KCOY	— Santa Maria, Calif.		320
KBUR	— Burlington, Iowa		380	KCPX	— Salt Lake City, Utah		583
KBUS	— Mexia, Tex.		574	KCRG	— Cedar Rapids, Iowa		381
KBUZ	— Phoenix, Ariz.		239	KCTI	— Gonzales, Tex.		568
KBVM	— Lancaster, Calif.		312	KCRA	— Sacramento, Calif.		316
KBWD	— Brownwood, Tex.		560	KCRB	— Chanute, Kan.		386
KBYE	— Oklahoma City, Okla.		513	KCRC	— Enid, Okla.		512
KBYG	— Big Spring, Tex.		559	KCRE	— Crescent City, Calif.		309
KBYR	— Anchorage, Alaska		295	KCRS	— Midland, Tex.		574
KBZY	— Salem, Ore.		520	KCRT	— Trinidad, Colo.		327
KCAL	— Redlands, Calif.		316	KCRV	— Caruthersville, Mo.		435
KCAP	— Helena, Mont.		446	KCSJ	— Pueblo, Colo.		326
KCAR	— Clarksville, Tex.		560	KCSR	— Chadron, Neb.		447
KCBC	— Des Moines, Iowa		382	KCTX	— Childress, Tex.		560
KCBD	— Lubbock, Tex.		572	KCUB	— Tucson, Ariz.		300
KCBQ	— San Diego, Calif.		317	KCUE	— Red Wing, Minn.		426
KCBS	— San Francisco, Calif.		318	KCUL	— Fort Worth, Tex.		567
KCCB	— Coming, Ark.		302	KCVL	— Colville, Wash.		595
KCCL	— Paris, Ark.		305	KCVR	— Lodi, Calif.		312

Station	City	State	Page	Station	City	State	Page
KCYL	Lampasas, Tex.		571	KELY	Ely, Nev.		450
KDAC	Fort Bragg, Calif.		310	KENA	Mena, Ark.		304
KDAL	Duluth, Minn.		423	KENE	Toppenish, Wash.		600
KDAN	Eureka, Calif.		309	KENI	Anchorage, Alaska		295
KDAV	Lubbock, Tex.		572	KENL	Arcata, Calif.		307
KDAY	Hollywood, Calif.		311	KENM	Portales, N. M.		459
KDB	Santa Barbara, Calif.		320	KENN	Farmington, N. M.		458
KDBC	Mansfield, La.		399	KENO	Las Vegas, Nev.		451
KDBM	Dillon, Mont.		445	KENS	San Antonio, Tex.		578
KDES	Alexandria, La.		397	KENT	Shreveport, La.		402
KDDD	Dumas, Tex.		566	KENY	Bellingham, Wash.		594
KDEC	Decorah, Iowa		382	KEOK	Payette, Ida.		364
KDEF	Albuquerque, N. M.		457	KEOS	Flagstaff, Ariz.		297
KDEN	Denver, Colo.		324	KEPR	Kennewick, Wash.		595
KDEO	El Cajon, Calif.		309	KEPS	Eagle Pass, Tex.		566
KDES	Palm Springs, Calif.		315	KERB	Kermit, Tex.		571
KDET	Center, Tex.		580	KERC	Eastland, Tex.		566
KDEX	Dexter, Mo.		437	KERG	Eugene, Ore.		517
KDGO	Durango, Colo.		325	KERN	Bakersfield, Calif.		307
KDHL	Faribault, Minn.		424	KERV	Kerville, Tex.		571
KDIA	Oakland, Calif.		314	KEST	Boise, Ida.		362
KDIO	Ortinville, Minn.		426	KETX	Livingston, Tex.		572
KDIX	Dickinson, N. D.		499	KEUN	Eunice, La.		398
KDJI	Holbrook, Ariz.		297	KEVA	Shamrock, Tex.		579
KDKA	Pittsburgh, Pa.		533	KEVE	Minneapolis, Minn.		425
KDKD	Clinton, Mo.		435	KEVL	White Castle, La.		403
KDLA	DeRidder, La.		398	KEVT	Tucson, Ariz.		300
KDLK	Del Rio, Tex.		585	KEWB	Oakland, Calif.		314
KDLM	Detroit Lakes, Minn.		423	KEX	Portland, Ore.		519
KDLR	Devils Lake, N. D.		499	KEXO	Grand Junction, Colo.		325
KDMA	Montevideo, Minn.		425	KEXX	San Antonio, Tex.		577
KDMO	Carthage, Mo.		435	KEYD	Oakes, N. D.		500
KDMS	El Dorado, Ark.		302	KEYE	Perryton, Tex.		576
KDNT	Denton, Tex.		565	KEYJ	Jamesstown, N. D.		500
KDOK	Tyler, Tex.		580	KEYS	Corpus Christi, Tex.		563
KDON	Salinas, Calif.		317	KEYY	Provo, Utah		582
KDOT	Reno, Nev.		451	KEYZ	Williston, N. D.		501
KDOV	Medford, Ore.		518	KEZY	Anaheim, Calif.		306
KDQN	De Queen, Ark.		302	KFAB	Omaha, Neb.		449
KDRO	Sedalia, Mo.		443	KFAC	Los Angeles, Calif.		312
KDRS	Paragould, Ark.		305	KFAL	Fulton, Mo.		437
KDSJ	Deadwood, S. D.		546	KFAM	St. Cloud, Minn.		426
KDSN	Denison, Iowa		382	KFAR	Fairbanks, Alaska		295
KDSX	Denison-Sherman, Tex.		565	KFAY	Fayetteville, Ark.		302
KDTA	Delta, Colo.		323	KFBB	Great Falls, Mont.		445
KDTH	Dubuque, Iowa		382	KFBC	Cheyenne, Wyo.		613
KDUB	Lubbock, Tex.		572	KFBI	Wichita, Kan.		389
KDUZ	Hutchinson, Minn.		424	KFBK	Sacramento, Calif.		317
KDWB	St. Paul, Minn.		427	KFDA	Amarillo, Tex.		557
KDWT	Stamford, Tex.		579	KDFD	Van Buren, Ark.		306
KDXE	N. Little Rock, Ark.		305	KFDM	Beaumont, Tex.		558
KDXU	St. George, Utah		583	KFDR	Grand Coulee, Wash.		595
KDZA	Pueblo, Colo.		326	KFEL	Pueblo, Colo.		327
KEAN	Brownwood, Tex.		560	KFEQ	St. Joseph, Mo.		441
KEAP	Fresno, Calif.		310	KFFA	Helena, Ark.		303
KEBE	Jacksonville, Tex.		570	KFH	Wichita, Kan.		389
KECK	Odessa, Tex.		575	KFHA	Lakewood, Wash.		596
KEDO	Longview, Wash.		596	KFI	Los Angeles, Calif.		312
KEED	Springfield-Eugene, Ore.		521	KFIR	North Bend, Ore.		518
FEEE	Nacogdoches, Tex.		575	KFIV	Modesto, Calif.		314
KEEL	Shreveport, La.		402	KFIZ	Fond Du Lac, Wis.		606
KEEN	San Jose, Calif.		319	KFJB	Marshalltown, Iowa		383
KEEP	Twin Falls, Ida.		364	KFJZ	Fort Wrth, Tex.		567
KELA	Centralia-Chehalis, Wash.		594	KFKA	Greeley, Colo.		325
KELD	El Dorado, Ark.		302	KFKF	Bellevue, Wash.		594
KELK	Elko, Nev.		450	KFLD	Floydada, Tex.		567
KELO	Sioux Falls, S. D.		547	KFLJ	Walsenburg, Colo.		327
KELP	El Paso, Tex.		566	KFLW	Klamath Falls, Ore.		518

Station	City	State	Page	Station	City	State	Page
KFLY	—	Corvallis, Ore.	516	KGLN	—	Glenwood Springs, Colo.	325
KFMA	—	Davenport, Iowa	381	KGLO	—	Mason City, Iowa	384
KFMB	—	San Diego, Calif.	317	KGLU	—	Safford, Ariz.	300
KFMJ	—	Tulsa, Okla.	514	KGMB	—	Honolulu, Hawaii	360
KFML	—	Denver, Colo.	324	KGMC	—	Englewood, Colo.	325
KFMO	—	Flat River, Mo.	437	KGMO	—	Cape Girardeau, Mo.	435
KFNF	—	Shenandoah, Iowa	384	KGMS	—	Sacramento, Calif.	317
KFNV	—	Ferriday, La.	398	KGNB	—	New Braunfels, Tex.	575
KFOR	—	Lincoln, Neb.	448	KGNC	—	Amarillo, Tex.	557
KFOX	—	Long Beach, Calif.	312	KGNO	—	Dodge City, Kan.	386
KFPW	—	Fort Smith, Ark.	303	KGO	—	San Francisco, Calif.	318
KFQD	—	Anchorage, Alaska	295	KGOL	—	Golden, Colo.	325
KFRB	—	Fairbanks, Alaska	295	KGON	—	Oregon City, Ore.	519
KFRC	—	San Francisco, Calif.	318	KGOS	—	Torrington, Wyo.	614
KFRD	—	Rosenberg, Tex.	577	KGPC	—	Grafton, N. D.	500
KFRE	—	Fresno, Calif.	310	KGRI	—	Henderson, Tex.	569
KFRM	—	Concordia, Kan.	386	KGRN	—	Grinnell, Iowa	383
KFRO	—	Longview, Tex.	572	KGRO	—	Gresham, Ore.	517
KFRU	—	Columbia, Mo.	435	KGRT	—	Las Cruces, N. M.	459
KFSA	—	Fort Smith, Ark.	303	KGST	—	Fresno, Calif.	310
KFSB	—	Joplin, Mo.	437	KGU	—	Honolulu, Hawaii	361
KFSC	—	Denver, Colo.	324	KGUD	—	Santa Barbara, Calif.	320
KFSD	—	San Diego, Calif.	317	KGVL	—	Greenville, Tex.	568
KFST	—	Ft. Stockton, Tex.	567	KGVO	—	Missoula, Mont.	446
KFTM	—	Fort Morgan, Colo.	325	KGWV	—	Belgrade, Mont.	444
KFTV	—	Paris, Tex.	576	KGW	—	Portland, Ore.	519
KFUN	—	Las Vegas, N. M.	459	KGWA	—	Enid, Okla.	512
KFVS	—	Cape Girardeau	435	KGY	—	Olympia, Wash.	596
KFWB	—	Los Angeles, Calif.	312	KGYN	—	Guymon, Okla.	512
KFXD	—	Nampa, Ida.	363	KHAM	—	Albuquerque, N. M.	457
KFXM	—	San Bernardino, Calif.	317	KHAS	—	Hastings, Neb.	448
KFYN	—	Bonham, Tex.	559	KHAT	—	Phoenix, Ariz.	297
KFYO	—	Lubbock, Tex.	573	KHBC	—	Hilo, Hawaii	360
KFYR	—	Bismarck, N. D.	499	KHBM	—	Monticello, Ark.	304
KGA	—	Spokane, Wash.	599	KHBR	—	Hillsboro, Tex.	569
KGAF	—	Gainesville, Tex.	568	KHEM	—	Big Spring, Tex.	559
KGAK	—	Gallup, N. M.	458	KHEN	—	Henryetta, Okla.	512
KGAL	—	Lebanon, Ore.	518	KHEP	—	Phoenix, Ariz.	297
KGAN	—	Bastrop, La.	397	KHEY	—	El Paso, Tex.	566
KGAS	—	Carthage, Tex.	560	KHFH	—	Sierra Vista, Ariz.	300
KGAY	—	Salem, Ore.	521	KHHH	—	Pampa, Tex.	576
KGB	—	San Diego, Calif.	318	KHIL	—	Brighton, Colo.	323
KGBC	—	Galveston, Tex.	568	KHIT	—	Walla Walla, Wash.	600
KGBT	—	Harlingen, Tex.	568	KHJ	—	Los Angeles, Calif.	313
GBX	—	Springfield, Mo.	443	KHMO	—	Hannibal, Mo.	437
KGCC	—	Sidney, Mont.	447	KHOB	—	Hobbs, N. M.	458
KGDN	—	Edmonds, Wash.	595	KHOE	—	Truckee, Calif.	321
KGEE	—	Bakersfield, Calif.	307	KHOG	—	Fayetteville, Ark.	302
KG EK	—	Sterling, Colo.	327	KHOT	—	Madera, Calif.	313
KGEM	—	Boise, Ida.	362	KHOW	—	Denver, Colo.	324
KG EN	—	Tulare, Calif.	321	KHOZ	—	Harrison, Ark.	303
KG ER	—	Long Beach, Calif.	312	KHQ	—	Spokane, Wash.	599
KG EZ	—	Kalispell, Mont.	446	KHSJ	—	Hemet, Calif.	311
KG FF	—	Shawnee, Okla.	514	KHSL	—	Chico, Calif.	308
KG FJ	—	Los Angeles, Calif.	312	KHUB	—	Fremont, Neb.	447
KG FL	—	Roswell, N. M.	459	KHUZ	—	Borger, Tex.	559
KG FW	—	Kearney, Neb.	448	KHVH	—	Honolulu, Hawaii	361
KG FX	—	Pierre, S. D.	547	KIBE	—	Palo Alto, Calif.	315
KG GF	—	Coffeyville, Kan.	386	KIBH	—	Seward, Alaska	296
KG GG	—	Forest Grove, Ore.	517	KIBL	—	Beeville, Tex.	559
KG GM	—	Albuquerque, N. M.	457	KIBS	—	Bishop, Calif.	308
KG HF	—	Pueblo, Colo.	327	KICD	—	Spencer, Iowa	385
KG HL	—	Billings, Mont.	444	KICK	—	Springfield, Mo.	443
KG HM	—	Brookfield, Mo.	435	KICN	—	Denver, Colo.	324
KG IL	—	San Fernando, Calif.	318	KICO	—	El Centro, Calif.	309
KG IW	—	Alamosa, Colo.	323	KICY	—	Nome, Alaska	296
KG KB	—	Tyler, Tex.	580	KID	—	Idaho Falls, Ida.	363
KG KL	—	San Angelo, Tex.	577	KIDD	—	Monterey, Calif.	314
KG LC	—	Miami, Okla.	513				

Station	City	State	Page
KIDO	Boise, Ida.		362
KIEM	Eureka, Calif.		309
KIEV	Glendale, Calif.		310
KIFI	Idaho Falls, Ida.		363
KIFN	Phoenix, Ariz.		297
KIFW	Sitka, Alaska		296
KIHN	Hugo, Okla.		512
KIHO	Sioux Falls, S. D.		547
KIHR	Hood River, Ore.		517
KIJV	Huron, S. D.		546
KIKI	Honolulu, Hawaii		361
KIKK	Bakersfield, Calif.		307
KIKO	Globe-Miami, Ariz.		297
KIKS	Sulphur-Lake Charles, La.		403
KILE	Galveston, Tex.		568
KILO	Grand Forks, N. D.		500
KILT	Houston, Tex.		569
KIMA	Yakima, Wash.		600
KIMB	Kimball, Neb.		448
KIML	Gillette, Wyo.		613
KIMM	Denver, Colo.		324
KIMO	Hilo, Hawaii		360
KIMP	Mount Pleasant, Tex.		575
KIND	Independence, Kan.		387
KINE	Kingsville, Tex.		571
KING	Seattle, Wash.		597
KINS	Eureka, Calif.		310
KINT	El Paso, Tex.		566
KINY	Juneau, Alaska		295
KIOA	Des Moines, Iowa		382
KIOX	Bay City, Tex.		558
KIPA	Hilo, Hawaii		360
KIRO	Seattle, Wash.		597
KIRT	Mission, Tex.		575
KIRX	Kirksville, Mo.		439
KISD	Sioux Falls, S. D.		547
KISN	Portland, Ore.		519
KIST	Santa Barbara, Calif.		320
KIT	Yakima, Wash.		601
KITE	San Antonio, Tex.		578
KITI	Chehalis-Centralia, Wash.		595
KITN	Olympia, Wash.		596
KITO	San Bernardino, Calif.		317
KIUL	Garden City, Kan.		386
KIUN	Pecos, Tex.		576
KIUP	Durango, Colo.		325
KIVY	Crockett, Tex.		563
KIXL	Dallas, Tex.		564
KIXX	Provo, Utah		582
KIXZ	Amarillo, Tex.		557
KJAN	Atlantic, Iowa		380
KJAX	Santa Rosa, Calif.		320
KJAY	Topeka, Kan.		388
KJBC	Midland, Tex.		574
KJBS	San Francisco, Calif.		318
KJCF	Festus, Mo.		437
KJCK	Junction City, Kan.		387
KJEF	Jennings, La.		398
KJET	Beaumont, Tex.		558
KJFJ	Webster City, Iowa		385
KJIM	Fort Worth, Tex.		567
KJNO	Juneau, Alaska		296
KJOE	Shreveport, La.		402
KJOY	Stockton, Calif.		321
KJR	Seattle, Wash.		597
KJRG	Newton, Kan.		388
KJSK	Columbus, Neb.		447
KKEY	Vancouver, Wash.		600

Station	City	State	Page
KKID	Pendleton, Ore.		519
KKIS	Pittsburg, Calif.		315
KKOW	Madison, Wis.		607
KKSN	Dallas, Tex.		564
KLAC	Los Angeles, Calif.		313
KLAD	Klamath Falls, Ore.		518
KLAK	Lakewood, Colo.		326
KLAM	Cordova, Alaska		295
KLAN	Lemoore, Calif.		312
KLAS	Las Vegas, Nev.		451
KLBM	La Grande, Ore.		518
KLCN	Blytheville, Ark.		301
KLCO	Poiteau, Okla.		514
KLEA	Lovington, N. M.		459
KLEE	Ottumwa, Iowa		384
KLEM	Le Mars, Iowa		383
KLEN	Killeen, Tex.		571
KLEO	Wichita, Kan.		389
KLER	Orofino, Ida.		363
KLEX	Lexington, Mo.		440
KLFD	Litchfield, Minn.		424
KLFT	Golden Meadow, La.		398
KLGA	Algona, Iowa		380
KLGN	Logan, Utah		581
KLGR	Redwood Falls, Minn.		426
KLIC	Monroe, La.		399
KLIF	Dallas, Tex.		564
KLIK	Jefferson City, Mo.		437
KLIL	Estherville, Iowa		383
KLIN	Lincoln, Neb.		448
KLIQ	Portland, Ore.		519
KLIR	Denver, Colo.		324
KLIX	Twin Falls, Ida.		364
KLIZ	Brainerd, Minn.		423
KLKC	Parsons, Kan.		388
KLLA	Leesville, La.		399
KLLL	Lubbock, Tex.		573
KLMO	Longmont, Colo.		326
KLMR	Lamar, Colo.		326
KLMS	Lincoln, Neb.		449
KLMX	Clayton, N. M.		458
KLO	Ogden, Utah		582
KLOG	Kelso, Wash.		595
KLOH	Pipestone, Minn.		426
KLOK	San Jose, Calif.		319
KLOO	Corvallis, Ore.		516
KLOQ	Yakima, Wash.		601
KLOS	Albuquerque, N. M.		457
KLOU	Lake Charles, La.		399
KLOV	Loveland, Colo.		326
KLPL	Lake Providence, La.		399
KLPM	Minot, N. D.		500
KLPR	Oklahoma City, Okla.		513
KLPW	Union, Mo.		443
KLRA	Little Rock, Ark.		304
KLRS	Mountain Grove, Mo.		440
KLTF	Little Falls, Minn.		424
KLTR	Blackwell, Okla.		511
KLTZ	Glasgow, Mont.		445
KLUB	Salt Lake City, Utah		583
KLUE	Longview, Tex.		572
KLUK	Evanston, Wyo.		613
KLUV	Haynesville, La.		398
KLVI	Vivian, La.		403
KLVL	Pasadena, Tex.		576
KLVT	Levelland, Tex.		571
KLWN	Lawrence, Kan.		387
KLWT	Lebanon, Mo.		440



Station	City	State	Page	Station	City	State	Page
KLYD	Bakersfield, Calif.		307	KNGS	Hanford, Calif.		311
KLYK	Spokane, Wash.		599	KNIM	Maryville, Mo.		440
KLYR	Clarksville, Ark.		302	KNIT	Abilene, Tex.		556
KLZ	Denver, Colo.		324	KNCC	Natchitoches, La.		400
KMA	Shenandoah, Iowa		384	KNOE	Monroe, La.		399
KMAC	San Antonio, Tex.		578	KNOG	Nogales, Ariz.		297
KMAE	McKinney, Tex.		573	KNOK	Fort Worth, Tex.		567
KMAK	Fresno, Calif.		310	KNOR	Norman, Okla.		513
KMAM	Tulosa, N. M.		460	KNOY	Prescott, Ariz.		299
KMAN	Manhattan, Kan.		387	KNOW	Austin, Tex.		558
KMAP	Bakersfield, Calif.		307	KNOX	Grand Forks, N. D.		500
KMAQ	Maquoketa, Iowa		383	KNPT	Newport, Ore.		518
KMAR	Winnesboro, La.		403	KNUI	New Ulm, Minn.		426
KMBC	Kansas City, Mo.		439	KNUZ	Houston, Tex.		570
KMBL	Junction, Tex.		571	KNX	Los Angeles, Calif.		313
KMBY	Monterey, Calif.		314	KOA	Denver, Colo.		324
KMCD	Fairfield, Iowa		383	KOAL	Price, Utah		582
KMCM	McMinnville, Ore.		518	KOAM	Pittsburg, Kan.		388
KMCO	Conroe, Tex.		561	KOB	Albuquerque, N. M.		457
KMDO	Fort Scott, Kan.		386	KOJE	Las Cruces, N. M.		459
KMED	Medford, Ore.		518	KOBH	Hot Springs, S. D.		546
KMEL	Wenatchee, Wash.		600	KOBY	San Francisco, Calif.		319
KMGM	Aubquerque, N. M.		457	KOCA	Kilgore, Tex.		571
KMHL	Marshall, Minn.		425	KOCY	Oklahoma City, Okla.		513
KMHT	Marshall, Tex.		574	KODE	Joplin, Mo.		437
KMIL	Cameron, Tex.		560	KODI	Cody, Wyo.		613
KMIN	Grants, N. M.		458	KODL	The Dalles, Ore.		521
KMJ	Fresno, Calif.		310	KODY	North Platte, Neb.		449
KMLB	Monroe, La.		399	KOEL	Ostwein, Iowa		384
KMLW	Marlin, Tex.		573	KOFA	Yuma, Ariz.		301
KMMJ	Grand Island, Neb.		448	KOFE	Pullman, Wash.		597
KMMO	Marshall, Mo.		440	KOFI	Kalispell, Mont.		446
KMNS	Sioux City, Iowa		384	KOFO	Ottawa, Kan.		388
KMO	Tacoma, Wash.		599	KOFY	San Mateo, Calif.		320
KMON	Great Falls, Mont.		445	KOGA	Ogallala, Neb.		449
KMCP	Tucson, Ariz.		300	KOGT	Orange, Tex.		575
KMOX	St. Louis, Mo.		441	KOH	Reno, Nev.		451
KMPC	Los Angeles, Calif.		313	KOHU	Heimiston, Ore.		517
KMRC	Morgan City, La.		400	KOIL	Omaha, Neb.		449
KMRS	Morris, Minn.		425	KOIN	Portland, Ore.		519
KMUL	Muleshoe, Tex.		575	KOJM	Havre, Mont.		446
KMUR	Murray, Utah		582	KOKA	Shreveport, La.		402
KMUS	Muskogee, Okla.		513	KOKE	Austin, Tex.		558
KMVI	Wailuku-Maui, Hawaii		362	KOKL	Okmulgee, Okla.		514
KMYC	Marysville, Calif.		313	KOKO	Warrensburg, Mo.		444
KNAF	Fredericksburg, Tex.		568	KOKX	Keokuk, Iowa		383
KNAK	Salt Lake City, Utah		583	KOKY	Little Rock, Ark.		304
KNAL	Victoria, Tex.		580	KOL	Seattle, Wash.		598
KNBA	Vallejo, Calif.		322	KOLD	Tucson, Ariz.		300
KNBC	San Francisco, Calif.		318	KOLE	Port Arthur, Tex.		578
KNBX	Kirkland, Wash.		595	KOLJ	Quanah, Tex.		577
KNBY	Newport, Ark.		305	KOLO	Reno, Nev.		451
KNCK	Concordia Kan.		386	KOLR	Sterling, Colo.		327
KNCM	Moberly, Mo.		440	KOLS	Pryor, Okla.		514
KNCO	Garden City, Kan.		386	KOLT	Scottsbluff, Neb.		450
KNCY	Nebraska City, Neb.		449	KOLY	Mobridge, S. D.		547
KNDC	Hettinger, N. D.		500	KOMA	Oklahoma City, Okla.		513
KNDE	Aztec, N. M.		457	KOMB	Cottage Grove, Ore.		516
KNDY	Marysville, Kan.		388	KOME	Tulsa, Okla.		514
KNEA	Jonesboro, Ark.		303	KONE	Reno, Nev.		451
KNEB	Scottsbluff, Neb.		450	KOMO	Seattle, Wash.		598
KNED	McAlester, Okla.		512	KOMW	Omaha, Wash.		596
KNEL	Brady, Tex.		559	KOMY	Watsonville, Calif.		322
KNEM	Nevada, Mo.		440	KONG	Visalia, Calif.		322
KNET	Palestine, Tex.		576	KONI	Phoenix, Ariz.		297
KNEW	Spokane, Wash.		599	KONO	San Antonio, Tex.		578
KNEX	McPherson, Kan.		388	KONP	Port Angeles, Wash.		597
KNEZ	Lompoc, Calif.		312	KOOK	Billings, Mont.		444
				KOOL	Phoenix, Ariz.		299

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KOOO	— Omaha,	Neb.	449	KPOP	— Los Angeles,	Calif.	313
KOOS	— Coos Bay,	Ore.	516	KPOR	— Quincy,	Wash.	597
KOPR	— Butte,	Mont.	445	KPOW	— Powell,	Wyo.	613
KOPY	— Alice,	Tex.	557	KPQ	— Wenatchee,	Wash.	600
KORA	— Bryan,	Tex.	560	KPRB	— Redmond,	Ore.	520
KORC	— Mineral Wells,	Tex.	574	KPRC	— Houston,	Tex.	569
KORD	— Pasco,	Wash.	596	KPRK	— Livingston,	Mont.	446
KORE	— Eugene,	Ore.	517	KPRL	— Paso Robles,	Calif.	315
KORK	— Las Vegas,	Nev.	451	KPRO	— Riverside,	Calif.	316
KORN	— Mitchell,	S. D.	547	KPRS	— Kansas City,	Mo.	439
KORT	— Grangeville,	Ida.	363	KPSO	— Falfurrias,	Tex.	567
KOSA	— Odessa,	Tex.	575	KPST	— Preston,	Ida.	364
KOSE	— Osceola,	Ark.	305	KPTL	— Carson City,	Nev.	450
KOSI	— Denver,	Colo.	324	KPUG	— Bellingham,	Wash.	594
KOSY	— Texarkana,	Ark.	306	KPVA	— Camas,	Wash.	594
KOTA	— Rapid City,	S. D.	547	KQAQ	— Austin,	Minn.	423
KOTE	— Fergus Falls,	Minn.	424	KQDE	— Renton,	Wash.	597
KOTN	— Pine Bluff,	Ark.	305	KQDI	— Bismarck,	N. D.	499
KOTS	— Deming,	N. M.	458	KQDY	— Minot,	N. D.	500
KOVC	— Valley City,	N. D.	500	KQEO	— Albuquerque,	N. M.	457
KOVE	— Lander,	Wyo.	613	KQIK	— Lakeview,	Ore.	518
KOVO	— Provo,	Utah	582	KQTE	— Missoula,	Mont.	446
KOWB	— Laramie,	Wyo.	613	KQTY	— Everett,	Wash.	595
KOWH	— Omaha,	Neb.	449	KQV	— Pittsburgh,	Pa.	533
KOWL	— Bijou,	Calif.	308	KRAC	— Alamogordo,	N. M.	456
KOWN	— Esccondido,	Calif.	309	KRAI	— Craig,	Colo.	323
KOXR	— Oxnard,	Calif.	315	KRAK	— Stockton-Sacramento,	Calif.	321
KOY	— Phoenix,	Ariz.	295	KRAL	— Rawlins,	Wyo.	614
KOYE	— El Paso,	Tex.	566	KRAM	— Las Vegas,	Nev.	451
KOYL	— Odessa,	Tex.	575	KRAY	— Amarillo,	Tex.	557
KOYN	— Billings,	Mont.	444	KRBA	— Lufkin,	Tex.	573
KOZE	— Lewiston,	Ida.	363	KRBC	— Abilene,	Tex.	556
KOZI	— Chelan,	Wash.	595	KRBI	— St. Peter,	Minn.	426
KOZY	— Grand Rapids,	Mich.	424	KRBO	— Las Vegas,	Nev.	451
KPAC	— Port Arthur,	Tex.	577	KRCK	— Ridgecrest,	Calif.	316
KPAL	— Palm Springs,	Calif.	315	KRCO	— Prineville,	Ore.	520
KPAM	— Portland,	Ore.	520	KRCT	— Pasadena,	Tex.	576
KPAN	— Hereford,	Tex.	569	KRDG	— Redding,	Calif.	316
KPAP	— Redding,	Calif.	316	KRDO	— Colorado Springs,	Colo.	323
KPAS	— Banning,	Calif.	308	KRDU	— Dinuba,	Calif.	309
KPAY	— Chico,	Calif.	308	KRE	— Berkeley,	Calif.	308
KPBA	— Pine Bluff,	Ark.	305	KREH	— Oakdale,	La.	401
KPBM	— Carlsbad,	N. M.	457	KREI	— Farmington,	Mo.	437
KPCA	— Marked Tree,	Ark.	304	KREM	— Spokane,	Wash.	599
KPDN	— Pampa,	Tex.	576	KREO	— Indio,	Calif.	311
KPDQ	— Portland,	Ore.	520	KRES	— St. Joseph,	Mo.	441
KPEG	— Spokane,	Wash.	599	KREW	— Sunnyside,	Wash.	599
KPEL	— Lafayette,	La.	399	KREX	— Grand Junction,	Colo.	325
KPEP	— San Angelo,	Tex.	577	KRFO	— Owatonna,	Minn.	426
KPER	— Gilroy,	Calif.	310	KRFS	— Superior,	Neb.	450
KPET	— Lamesa,	Tex.	571	KRGI	— Grand Island,	Neb.	448
KPHO	— Phoenix,	Ariz.	299	KRGV	— Westaco,	Tex.	581
KPIG	— Cedar Rapids,	Iowa	381	KRHD	— Duncan,	Okla.	511
KPIK	— Colorado Springs,	Colo.	323	KRIB	— Mason City,	Iowa	384
KPIN	— Casa Grande,	Ariz.	296	KRIC	— Beaumont,	Tex.	558
KPKW	— Pasco,	Wash.	596	KRIG	— Odessa,	Tex.	575
KPLC	— Lake Charles,	La.	399	KRIO	— McAllen,	Tex.	573
KPLK	— Dallas,	Ore.	516	KRIZ	— Phoenix,	Ariz.	299
KPLT	— Paris,	Tex.	576	KRKC	— King City,	Calif.	311
KPMC	— Bakersfield,	Calif.	307	KRKD	— Los Angeles,	Calif.	313
KPOA	— Honolulu,	Hawaii	361	KRKO	— Everett,	Wash.	595
KPOC	— Pocahontas,	Ark.	305	KRKS	— Ridgecrest,	Calif.	316
KPOD	— Crescent City,	Calif.	309	KRLA	— Pasadena,	Calif.	315
KPOI	— Honolulu,	Hawaii	361	KRLC	— Lewiston,	Ida.	363
KPOJ	— Portland,	Ore.	520	KRLD	— Dallas,	Tex.	565
KPOK	— Scottsdale,	Ariz.	300	KRLN	— Canon City,	Colo.	323
KPOL	— Los Angeles,	Calif.	313	KRLW	— Walnut Ridge,	Ark.	306
KPON	— Anderson,	Calif.	306	KRMD	— Shreveport,	La.	402

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KRMG	Tulsa	Okla.	515	KSJO	San Jose	Calif.	319
KRMO	Monett	Mo.	440	KSKY	Dallas	Tex.	565
KRMS	Osage Beach	Mo.	440	KSL	Salt Lake City	Utah	583
KRNO	San Bernardino	Calif.	317	KSLM	Salem	Ore.	521
KRNR	Roseburg	Ore.	520	KSLO	Opelousas	La.	402
KRNS	Burns	Ore.	516	KSLV	Monte Vista	Colo.	326
KRNT	Des Moines	Iowa	382	KSLY	San Luis Obispo	Calif.	320
KRNY	Kearney	Neb.	448	KSMA	Santa Maria	Calif.	320
KROC	Rochester	Minn.	426	KSML	Seminole	Tex.	578
KROD	El Paso	Tex.	566	KSMN	Mason City	Iowa	384
KROF	Abbeville	La.	397	KSMO	Salem	Mo.	443
KROG	Sonora	Calif.	321	KSNY	Snyder	Tex.	579
KROP	Brawley	Calif.	308	KSO	Des Moines	Iowa	382
KROS	Clinton	Iowa	381	KSOK	Arkansas City	Kan.	385
KROX	Crookston	Minn.	423	KSON	San Diego	Calif.	318
KROY	Sacramento	Calif.	317	KSOO	Sioux Falls	S. D.	547
KRPL	Moscow	Ida.	363	KSOP	Salt Lake City	Utah	583
KRRV	Sherman-Denison	Tex.	579	KSOX	Raymondville	Tex.	577
KRSC	Othello	Wash.	596	KSPA	Santa Paula	Calif.	320
KRSD	Rapid City	S. D.	547	KSPI	Stillwater	Okla.	514
KRSI	Minneapolis	Minn.	425	KSPL	Diboll	Tex.	565
KRSL	Russell	Kan.	388	KSPR	Casper	Wyo.	613
KRSN	Los Alamos	N. M.	459	KSPT	Sandpoint	Ida.	364
KRTN	Raton	N. M.	459	KSRA	Salmon	Ida.	364
KRTR	Thermopolis	Wyo.	614	KSRC	Socorro	N. M.	460
KRUN	Ballinger	Tex.	558	KSRO	Santa Rosa	Calif.	321
KRUS	Ruston	La.	402	KSRV	Ontario	Ore.	519
KRUX	Phoenix	Ariz.	299	KSSS	Colorado Springs	Colo.	323
KRVN	Lexington	Neb.	448	KSST	Sulphur Springs	Tex.	579
KRXK	Rexburg	Ida.	364	KSTA	Coleman	Tex.	561
KRXL	Roseburg	Ore.	520	KSTB	Breckenridge	Tex.	559
KRYS	Corpus Christi	Tex.	563	KSTL	St. Louis	Mo.	441
KSAL	Salina	Kan.	388	KSTN	Stockton	Calif.	321
KSAM	Huntsville	Tex.	570	KSTP	St. Paul	Minneapolis, Minn.	426
KSAN	San Francisco	Calif.	319	KSTR	Grand Junction	Colo.	325
KSAY	San Francisco	Calif.	319	KSTT	Davenport	Iowa	382
KSBW	Salinas	Calif.	317	KSTV	Stephenville	Tex.	579
KSCB	Liberal	Kan.	387	KSUB	Cedar City	Utah	581
KSCJ	Sioux City	Iowa	385	KSUE	Susanville	Calif.	321
KSCO	Santa Cruz	Calif.	320	KSUM	Fairmont	Minn.	424
KSD	St. Louis	Mo.	441	KSUN	Bisbee	Ariz.	296
KSDA	Redding	Calif.	316	KSVC	Richfield	Utah	582
KSDN	Aberdeen	S. D.	546	KSVN	Ogden	Utah	582
KSDO	San Diego	Calif.	318	KSVP	Artesia	N. M.	457
KSEI	Pocatello	Ida.	364	KSWA	Graham	Tex.	568
KSEK	Pittsburg	Kan.	388	KSWI	Council Bluffs	Iowa	381
KSEL	Lubbock	Tex.	573	KSWO	Lawton	Okla.	512
KSEM	Moses Lake	Wash.	596	KSWs	Roswell	N. M.	459
KSEN	Shelby	Mont.	447	KSXX	Salt Lake City	Utah	583
KSET	Durant	Okla.	511	KSYC	Yreka	Calif.	322
KSET	El Paso	Tex.	566	KSYD	Wichita Falls	Tex.	581
KSEW	Sitka	Alaska	296	KSYL	Alexandria	La.	397
KSEY	Seymour	Tex.	579	KTAC	Tacoma	Wash.	600
KSFA	Nacogdoches	Tex.	575	KTAE	Taylor	Tex.	579
KSFE	Needles	Calif.	314	KTAN	Tucson	Ariz.	300
KSFO	San Francisco	Calif.	319	KTAR	Phoenix	Ariz.	299
KSGM	Ste. Genevieve	Mo.	441	KTAT	Frederick	Okla.	512
KSIB	Creston	Iowa	381	KTBB	Tyler	Tex.	580
KSID	Sidney	Neb.	450	KTBC	Austin	Tex.	558
KSIG	Crowley	La.	398	KTCC	Malden	Mo.	440
KSII	Gladewater	Tex.	568	KTCN	Berryville	Ark.	301
KSIL	Silver City	N. M.	460	KTCS	Fort Smith	Ark.	303
KSIM	Sikeston	Mo.	443	KTEE	Carmel	Calif.	308
KSIR	Wichita	Kan.	389	KTEL	Walla Walla	Wash.	600
KSIS	Sedalia	Mo.	443	KTEM	Temple	Tex.	579
KSIV	Woodward	Okla.	515	KTER	Terrell	Tex.	580
KSIX	Corpus Christi	Tex.	563	KTFI	Twin Falls	Ida.	365
KSIJ	Jamesstown	N. D.	500	KTFS	Texarkana	Tex.	580

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KTFY	Brownfield, Tex.		559	KUGN	Eugene, Ore.		517
KTHE	Thermopolis, Wyo.		614	KUIK	Hillsboro, Ore.		517
KTHS	Little Rock, Ark.		304	KUJ	Walla Walla, Wash.		600
KTHT	Houston, Tex.		569	KUKI	Ukiah, Calif.		322
KTIB	Thibodaux, La.		403	KUKO	Post, Tex.		577
KTIL	Tillamook, Ore.		521	KUKU	Willow Springs, Mo.		444
KTIM	San Rafael, Calif.		320	KULA	Honolulu, Hawaii		361
KTIP	Porterville, Calif.		315	KULE	Ephrata, Wash.		595
KTIX	Seattle, Wash.		598	KULP	El Campo, Tex.		566
KTJS	Hobart, Okla.		512	KUMA	Pendleton, Ore.		519
KTKN	Ketchikan, Alaska		296	KUNO	Corpus Christi, Tex.		563
KTKR	Taft, Calif.		321	KUOA	Siloam Springs, Ark.		306
KTKT	Tucson, Ariz.		300	KUPI	Idaho Falls, Ida.		363
KTLD	Tallulah, La.		403	KURA	Moab, Utah		582
KTLN	Denver, Colo.		324	KURL	Billings, Mont.		444
KTLO	Mountain Home, Ark.		304	KURV	Edinburg, Tex.		566
KTLLQ	Tahlequah, Okla.		514	KURY	Brookings, Ore.		516
KTLU	Rusk, Tex.		577	KUSH	Cushing, Okla.		511
KT LW	Texas City, Tex.		580	KUSN	St. Joseph, Mo.		441
KTMC	McAlester, Okla.		513	KUTI	Yakima, Wash.		601
KTMS	Santa Barbara, Calif.		320	KUTY	Palmdale, Calif.		315
KTNC	Falls City, Neb.		447	KUVR	Holdrege Neb.		448
KTNM	Tucumcari, N. M.		460	KUZN	West Monroe, La.		403
KTNT	Tacoma, Wash.		600	KVAS	Astoria, Ore.		516
KTOD	Sinton, Tex.		579	KBKR	Baker, Ore.		516
KTOE	Mankato, Minn.		424	KVCK	Wolf Point, Mont.		447
KTOH	Lihue, Kauai, Hawaii		362	KVCL	Winnfield, La.		403
KTOK	Oklahoma City, Okla.		513	KVCV	Redding, Calif.		316
KTOO	Henderson, Nev.		451	KVEC	San Luis Obispo, Calif.		319
KTOP	Topeka, Kan.		389	KVEL	Vernal, Utah		583
KTOW	Oklahoma City, Okla.		513	KVEN	Ventura, Calif.		322
KTRB	Modesto, Calif.		314	KVER	Clovis, N. M.		458
KTRC	Santa Fe, N. M.		459	KVET	Austin, Tex.		558
KTRE	Lufkin, Tex.		573	KVFC	Cortez, Colo.		323
KTRF	Thief River Falls, Minn.		427	KVFD	Ft. Dodge, Iowa		383
KTRH	Houston, Tex.		569	KVGB	Great Bend, Kan.		387
KTRI	Sioux City, Iowa		385	KVHL	Homer, La.		398
KTRM	Begumont, Tex.		558	KVI	Seattle, Wash.		598
KTRN	Wichita Falls, Tex.		581	KVIC	Victoria, Tex.		580
KTRY	Bastrop, La.		397	KVIM	New Iberia, La.		400
KTSA	San Antonio, Tex.		578	KVIN	Vinita, Okla.		515
KTSM	El Paso, Tex.		566	KVIP	Redding, Calif.		316
KTTN	Trenton, Mo.		443	KVKM	Monahans, Tex.		575
KTTR	Rolla, Mo.		441	KVLB	Cleveland, Tex.		561
KTTS	Springfield, Mo.		443	KVLC	Little Rock, Ark.		304
KTUC	Tucson, Ariz.		301	KVLF	Alpine, Tex.		557
KTUE	Tulia, Tex.		580	KVLH	Pauls Valley, Okla.		514
KTUL	Tulsa, Okla.		515	KVLV	Fallon, Nev.		450
KTUR	Turlock, Calif.		322	KVMA	Magnolia, Ark.		304
KTUT	Tooele City, Utah		583	KVMC	Colorado City, Tex.		561
KTUX	Pueblo, Colo.		327	KVNA	Flagstaff, Ariz.		297
KTW	Seattle, Wash.		598	KVNC	Winslow, Ariz.		301
KTXJ	Jasper, Tex.		570	KVNI	Coeur D'Alene, Ida.		363
KTXL	San Angelo, Tex.		577	KVNU	Logan, Utah		582
KTXO	Sherman, Tex.		579	KVOC	Casper, Wyo.		613
KTYM	Inglewood, Calif.		311	KVOE	Emporia, Kan.		386
KUAM	Agana, Guam		614	KVOG	Ogden, Utah		582
KUBA	Yuba City, Calif.		322	KVOL	Lafayette, La.		399
KUBC	Montrose, Colo.		326	KVOM	Morrilton, Ark.		304
KUBE	Pendleton, Ore.		519	KVON	Napa, Calif.		314
KUBO	San Antonio, Tex.		578	KVOO	Tulsa, Okla.		515
KUDE	Oceanside, Calif.		314	KVOP	Plainview, Tex.		576
KUDI	Great Falls, Mont.		445	KVOR	Colorado Springs, Colo.		323
KUDL	Kansas City, Mo.		439	KVOS	Bellingham, Wash.		594
KUDU	Ventura, Calif.		322	KVOU	Uvalde, Tex.		580
KUDY	Littleton, Colo.		326	KVOW	Littlefield, Tex.		571
KUEN	Wenatchee, Wash.		600	KVOX	Moorhead, Minn.		425
KUEQ	Phoenix, Ariz.		299	KVOY	Yuma, Ariz.		301

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KVRC	Arkadelphia, Ark.		301	KWRO	Coquille, Ore.		516
KVRH	Salida, Colo.		327	KWRT	Boonville, Mo.		435
KVRS	Rock Springs, Wyo.		614	KWRW	Guthrie, Okla.		512
KVSA	McGehee, Ark.		304	KWSD	Mt. Shasta, Calif.		314
KVSF	Santa Fe, N. M.		459	KWSH	Wewoka, Okla.		515
KVSO	Ardmore, Okla.		511	KWSK	Pratt, Kan.		388
KVWC	Vernon, Tex.		580	KWSO	Wasco, Calif.		322
KVWM	Show Low, Ariz.		300	KWTC	Barstow, Calif.		308
KVWO	Cheyenne, Wyo.		613	KWTO	Springfield, Mo.		443
KWAD	Wadena, Minn.		427	KWTX	Waco, Tex.		581
KWAK	Stuttgart, Ark.		306	KWVY	Waverly, Iowa		385
KWAL	Osburn, Ida.		364	KWWL	Waterloo, Iowa		385
KWAM	Memphis, Tenn.		553	KWYK	Farmington, N. M.		458
KWAT	Watertown, S. D.		547	KWYN	Wynne, Ark.		306
KWBA	Baytown, Tex.		558	KWYO	Sheridan, Wyo.		614
KWBB	Wichita, Kan.		389	KWYR	Winner, S. D.		547
KWBE	Beatrice, Neb.		447	KXA	Seattle, Wash.		599
KWBG	Boone, Iowa		330	KXAR	Hope, Ark.		303
KWBW	Hutchinson, Kan.		387	KXEL	Waterloo, Iowa		385
KWCB	Searcy, Ark.		306	KXEO	Mexico, Mo.		440
KWCL	Oak Grove, La.		401	KXGI	Ft. Madison, Iowa		383
KWCO	Chickasha, Okla.		511	KXGN	Glendive, Mont.		445
KWDM	Des Moines, Iowa		332	KXGO	Fargo, N. D.		499
KWEB	Rochester, Minn.		426	KXIC	Iowa City, Iowa		383
KWED	Seguin, Tex.		578	KXIT	Dulhart, Tex.		563
KWEI	Weiser, Ida.		365	KXJK	Forrest City, Ark.		302
KWEL	Midland, Tex.		574	KXL	Portland, Ore.		520
KWEW	Hobbs, N. M.		458	KXLE	Ellensburg, Wash.		595
KWFR	San Angelo, Tex.		577	KXLF	Butte, Mont.		445
KWFT	Wichita Falls, Tex.		531	KXLJ	Helena, Mont.		446
KWG	Stockton, Calif.		321	KXLK	Great Falls, Mont.		445
KWHI	Brenham, Tex.		559	KXLL	Missoula, Mont.		447
KWHK	Hutchinson, Kan.		387	KXLO	Lewistown, Mont.		446
KWHN	Ft. Smith, Ark.		303	KXLR	North Little Rock, Ark.		305
KWHO	Salt Lake City, Utah		533	KXLW	St. Louis, Mo.		442
KWHW	Altus, Okla.		511	KXLY	Spokane, Wash.		599
KWIC	Salt Lake City, Utah		583	KXO	El Centro, Calif.		309
KWIK	Pocatello, Ida.		364	KXOA	Sacramento, Calif.		317
KWIL	Albany, Ore.		515	KXOK	St. Louis, Mo.		442
KWIN	Ashland, Ore.		515	KXOL	Fort Worth, Tex.		567
KWIP	Merced, Calif.		313	KXOX	Sweetwater, Tex.		579
KWIQ	Moses Lake, Wash.		596	KXRA	Alexandria, Minn.		422
KWIV	Douglas, Wyo.		613	KXBJ	Russellville, Ark.		305
KWIZ	Santa Ana, Calif.		320	KXRO	Aberdeen, Wash.		593
KWJB	Globe, Ariz.		297	KXRX	San Jose, Calif.		319
KWJJ	Portland, Ore.		520	KXXI	Golden, Colo.		325
KWK	St. Louis, Mo.		442	KXXL	Bozeman, Mont.		445
KWKC	Abilene, Tex.		557	KXXX	Colby, Kan.		386
KWKH	Shreveport, La.		402	KXYZ	Houston, Tex.		569
KWKW	Pasadena, Calif.		315	KYA	San Francisco, Calif.		319
KWLM	Willmar, Minn.		427	KYCA	Prescott, Ariz.		299
KWMT	Fort Dodge, Iowa		383	KYES	Roseburg, Ore.		520
KWNA	Winnemucca, Nev.		452	KYJC	Medford, Ore.		518
KWNO	Winona, Minn.		427	KYME	Boise, Ida.		362
KWOA	Worthington, Minn.		427	KYNG	Coos Bay, Ore.		516
KWOC	Poplar Bluff, Mo.		441	KYNO	Fresno, Calif.		310
KWOE	Clinton, Okla.		511	KYNT	Yankton, S. D.		547
KWON	Bartlesville, Okla.		511	KYOK	Houston, Tex.		570
KWOR	Worland, Wyo.		614	KYOR	Blythe, Calif.		308
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WRCV	Philadelphia, Pa.		533	WRXO	Roxboro, N. C.		496
WRDB	Reedsburg, Wis.		610	WSAC	Ft. Knox, Ky.		391
WRDO	Augusta, Me.		403	WSAI	Cincinnati, Ohio		503
WRDW	Augusta, Ga.		351	WSAL	Logansport, Ind.		377
WREB	Holyoke, Mass.		411	WSAM	Saginaw, Mich.		421
WREC	Memphis, Tenn.		554	WSAN	Allentown, Pa.		523
WREL	Lexington, Va.		588	WSAR	Fall River, Mass.		410
WREM	Remsen, N. Y.		482	WSAT	Salisbury, N. C.		496
WREN	Topeka, Kan.		389	WSAU	Wausau, Wis.		612
WREV	Reidsville, N. C.		495	WSAV	Savannah, Ga.		357
WRFB	Tallahassee, Fla.		347	WSAY	Rochester, N. Y.		483
WRFC	Athens, Ga.		350	WSAZ	Huntington, W. Va.		603
WRFD	Worthington, Ohio		510	WSB	Atlanta, Ga.		350
WRFS	Alexander City, Ala.		287	WSBA	York, Pa.		538
WRGA	Rome, Ga.		357	WSBB	New Smyrna Beach, Fla.		343
WRGR	Starke, Fla.		347	WSBC	Chicago, Ill.		369
WRGS	Rogersville, Tenn.		555	WSBS	Great Barrington, Mass.		410
WRHC	Jacksonville, Fla.		339	WSBT	South Bend, Ind.		379
WRHI	Rock Hill, S. C.		545	WSCR	Scranton, Pa.		535
WRIB	Providence, R. I.		538	WSDB	Homestead, Fla.		338
WRIC	Richlands, Va.		590	WSDR	Sterling, Ill.		374
WRIG	Wausau, Wis.		612	WSEN	Baldwinsville, N. Y.		461
WRIM	Pahokee, Fla.		343	WSET	Glens Falls, N. Y.		464
WRIO	Rio Piedras, P. R.		616	WSEV	Sevierville, Tenn.		556
WRIP	Rossville, Ga.		357	WSFB	Quitman, Ga.		356
WRIS	Roanoke, Va.		592	WSFC	Somerset, Ky.		396
WRIT	Milwaukee, Wis.		609	WSFT	Thomaston, Ga.		358
WRIV	Riverhead, N. Y.		483	WSGA	Savannah, Ga.		357
WRJN	Racine, Wis.		610	WSGC	Elberton, Ga.		354
WRJW	Picayune, Miss.		433	WSGN	Birmingham, Ala.		288
WRKD	Rockland, Me.		405	WSGW	Saginaw, Mich.		421
WRKH	Rockwood, Tenn.		555	WSHE	Raleigh, N. C.		495
WRLD	West Point, Ga.		359	WSIC	Statesville, N. C.		497
WRMA	Montgomery, Ala.		293	WSID	Baltimore, Md.		407
WRMF	Titusville, Fla.		348	WSIG	Mount Jackson, Va.		589
WRMN	Elgin, Ill.		370	WSIP	Paintsville, Ky.		395
WRMS	Beardstown, Ill.		365	WSIR	Winter Haven, Fla.		349
WRNB	New Bern, N. C.		495	WSIV	Pekin, Ill.		372
WRNL	Richmond, Va.		591	WSIX	Nashville, Tenn.		555
WROA	Gulfport, Miss.		430	WSJC	Magee, Miss.		432
WROB	West Point, Miss.		433	WSJM	St. Joseph, Mich.		421
WROD	Daytona Beach, Fla.		337	WSJS	Winston-Salem, N. C.		499
WROK	Rockford, Ill.		373	WSKI	Montpelier, Vt.		584
WROM	Rome, Ga.		357	WSKP	Miami, Fla.		341
WRON	Ronceverte, W. Va.		604	WSKY	Asheville, N. C.		488
WRCS	Scottsboro, Ala.		293	WSLB	Ogdensburg, N. Y.		481
WROV	Roanoke, Va.		592	WSLJ	Jackson, Miss.		431
WROW	Albany, N. Y.		461	WSLM	Salem, Ind.		379
WROX	Clarksdale, Miss.		428	WSLS	Roanoke, Va.		592
WROY	Carmi, Ill.		367	WSM	Nashville, Tenn.		555
WRPB	Warner Robbins, Ga.		359	WSMB	New Orleans, La.		401
WRR	Dallas, Tex.		564	WSME	Sanford, Me.		405
WRRF	Washington, N. C.		497	WSMI	Litchfield, Ill.		371
WRRR	Rockford, Ill.		373	WSMN	Nashua, N. H.		453
WRRZ	Clinton, N. C.		489	WSMT	Sparta, Tenn.		556
WRSA	Saratoga Springs, N. Y.		483	WSNJ	Bridgeton, N. J.		454
WRSW	Warsaw, Ind.		380	WSNT	Sandersville, Ga.		357
WRTA	Altoona, Pa.		524	WSNW	Seneca, S. C.		545
WRUF	Gainesville, Fla.		338	WSNY	Schenectady, N. Y.		484
WRUM	Rumford, Me.		405	WSOC	Charlotte, N. C.		489
WRUN	Utica, N. Y.		487	WSOK	Savannah, Ga.		357
WRUS	Russellville, Ky.		396	WSOL	Tampa, Fla.		348
WRVA	Richmond, Va.		591	WSON	Henderson, Ky.		392
WRVK	Renfro Valley, Ky.		395	WSOO	Sault Ste. Marie, Mich.		422

Station	City	State	Page	Station	City	State	Page
WSOY	— Decatur, Ill.		369	WTHE	— Spartanburg, S. C.		545
WSPA	— Spartanburg, S. C.		545	WTHG	— Jackson, Ala.		291
WSPB	— Sarasota, Fla.		347	WTHI	— Terre Haute, Ind.		380
WSPD	— Toledo, Ohio		509	WTHR	— Panama City, Fla.		344
WSPN	— Saratoga Springs, N. Y.		484	WTIC	— Hartford, Conn.		329
WSPR	— Springfield, Mass.		413	WTIF	— Tifton, Ga.		358
WSPT	— Stevens Point, Wis.		611	WTIG	— Massillon, Ohio		508
WSRA	— Milton, Fla.		342	WTIK	— Durham, N. C.		490
WSRC	— Durham, N. C.		490	WTIL	— Mayaguez, P. R.		616
WSRO	— Marlborough, Mass.		411	WTIM	— Taylorville, Ill.		374
WSRW	— Hillsboro, Ohio		507	WTIP	— Charleston, W. Va.		602
WSSB	— Durham, N. C.		490	WTIV	— Titusville, Pa.		536
WSSC	— Sumter, S. C.		546	WTIX	— New Orleans, La.		401
WSSO	— Starkville, Miss.		433	WTJH	— East Point, Ga.		354
WSSV	— Petersburg, Va.		590	WTJS	— Jackson, Tenn.		551
WSTA	— St. Thomas, V. I.		617	WTKM	— Hartford, Wis.		607
WSTC	— Stamford, Conn.		331	WTKO	— Ithaca, N. Y.		465
WSTL	— Eminence, Ky.		391	WTLB	— Utica, N. Y.		487
WSTN	— St. Augustine, Fla.		345	WTLO	— Somerset, Ky.		396
WSTP	— Salisbury, N. C.		496	WTLS	— Tallahassee, Ala.		294
WSTR	— Sturgis, Mich.		422	WTMA	— Charleston, S. C.		541
WSTS	— Massena, N. Y.		466	WTMB	— Tomah, Wis.		611
WSTU	— Stuart, Fla.		347	WTMC	— Ocala, Fla.		343
WSTV	— Steubenville, Ohio		509	WTMJ	— Milwaukee, Wis.		609
WSUB	— Groton, Conn.		329	WTMP	— Tampa, Fla.		348
WSUG	— Clewiston, Fla.		336	WTMT	— Louisville, Ky.		393
WSUH	— Oxford, Miss.		432	WTNC	— Thomasville, N. C.		497
WSUN	— St. Petersburg, Fla.		345	WTND	— Orangeburg, S. C.		545
WSUX	— Seaford, Del.		335	WTNJ	— Trenton, N. J.		456
WSUZ	— Palatka, Fla.		344	WTNS	— Coshocton, Ohio		506
WSVA	— Harrisonburg, Va.		588	WTNT	— Tallahassee, Fla.		347
WSVS	— Crewe, Va.		586	WTOB	— Winston-Salem, N. C.		499
WSWN	— Belle Glade, Fla.		335	WTOC	— Savannah, Ga.		357
WSWV	— Pennington Gap, Va.		590	WTOD	— Toledo, Ohio		509
WSWW	— Platteville, Wis.		610	WTOE	— Spruce Pine, N. C.		497
WSYB	— Rutland, Vt.		584	WTOL	— Toledo, Ohio		509
WSYD	— Mt. Airy, N. C.		494	WTON	— Staunton, Va.		592
WSYL	— Sylvania, Ga.		358	WTOP	— Washington, D. C.		334
WSYR	— Syracuse, N. Y.		485	WTOR	— Torrington, Conn.		332
WTAB	— Tabor City, N. C.		497	WTOT	— Marianna, Fla.		340
WTAC	— Flint, Mich.		417	WTPR	— Paris, Tenn.		555
WTAD	— Quincy, Ill.		373	WTRA	— Latrobe, Pa.		529
WTAG	— Worcester, Mass.		413	WTRB	— Ripley, Tenn.		555
WTAL	— Tallahassee, Fla.		347	WTRC	— Elkhart, Ind.		375
WTAN	— Clearwater, Fla.		335	WTRL	— Bradenton, Fla.		335
WTAO	— Boston, Mass.		410	WTRN	— Tyrone, Pa.		536
WTAP	— Parkersburg, W. Va.		604	WTRO	— Dyersburg, Tenn.		550
WTAQ	— La Grange, Ill.		371	WTRP	— LaGrange, Ga.		355
WTAR	— Norfolk, Va.		590	WTRR	— Sanford, Fla.		345
WTAW	— Bryan, Tex.		560	WTRU	— Muskegon, Mich.		420
WTAX	— Springfield, Ill.		374	WTRW	— Two Rivers, Wis.		611
WTAY	— Robinson, Ill.		373	WTRX	— Flint, Mich.		416
WTBC	— Tuscaloosa, Ala.		294	WTRY	— Troy, N. Y.		485
WTBF	— Troy, Ala.		294	WTSA	— Brattleboro, Vt.		584
WTBO	— Cumberland, Md.		407	WTSB	— Lumberton, N. C.		494
WTCB	— Flomaton, Ala.		290	WTSL	— Hanover, N. H.		452
WTCH	— Shawano, Wis.		611	WTSN	— Dover, N. H.		452
WTCJ	— Tell City, Ind.		379	WTSV	— Claremont, N. H.		452
WTCM	— Traverse City, Mich.		422	WTTB	— Vero Beach, Fla.		348
WTCN	— Minneapolis, Minn.		425	WTHH	— Port Huron, Mich.		421
WTCO	— Campbellsville, Ky.		390	WTTL	— Madisonville, Ky.		393
WTCR	— Ashland, Ky.		390	WTTM	— Trenton, N. J.		455
WTCS	— Fairmont, W. Va.		602	WTTN	— Watertown, Wis.		612
WTCW	— Whitesburg, Ky.		396	WTRR	— Westminster, Md.		408
WTEL	— Philadelphia, Pa.		533	WTTT	— Bloomington, Ind.		375

Station	City	State	Page	Station	City	State	Page
WTTT	Arlington	Fla.	335	WWJB	Brooksville	Fla.	335
WTUG	Tuscaloosa	Ala.	295	WWKY	Winchester	Ky.	396
WTUP	Tupelo	Miss.	433	WWL	New Orleans	La.	401
WTUX	Wilmington	Del.	333	WWNC	Asheville	N. C.	488
WTVB	Goldwater	Mich.	415	WWNH	Rochester	N. H.	453
WTVL	Waterville	Me.	405	WWNR	Beckley	W. Va.	601
WTVN	Columbus	Ohio	505	WWNS	Statesboro	Ga.	358
WTWA	Thomson	Ga.	358	WWNY	Watertown	N. Y.	487
WTWB	Auburndale	Fla.	335	WWOD	Lynchburg	Va.	588
WTWN	St. Johnsbury	Vt.	585	WWOK	Charlotte	N. C.	489
WTXL	West Springfield	Mass.	413	WWOL	Buffalo	N. Y.	463
WTYC	Rock Hill	S. C.	545	WWON	Woonsocket	R. I.	539
WTYM	Springfield	Mass.	413	WWPA	Williamsport	Pa.	537
WTYN	Tryon	N. C.	497	WWPF	Palatka	Fla.	344
WTYS	Marianna	Fla.	340	WWRI	West Warwick	R. I.	539
WULA	Eufaula	Ala.	290	WWRJ	White River Junction	Vt.	585
WUSJ	Lockport	N. Y.	466	WWRL	New York	N. Y.	481
WUST	Washington	D. C.	334	WWSC	Glens Falls	N. Y.	464
WVAM	Altoona	Pa.	524	WWSR	St. Albans	Vt.	584
WVCG	Coral Gables	Fla.	336	WWST	Wooster	Ohio	510
WVCH	Chester	Pa.	526	WWSW	Pittsburgh	Pa.	534
WVEC	Hampton	Va.	588	WWVA	Wheeling	W. Va.	605
WVET	Rochester	N. Y.	483	WWWB	Jasper	Ala.	291
WVIM	Vicksburg	Miss.	433	WWWF	Fayette	Ala.	290
WVIP	Mt. Kisco	N. Y.	466	WWWR	Russellville	Ala.	293
WVJP	Caguas	P. R.	615	WWWV	Rio Piedras	P. R.	616
WVJS	Owensboro	Ky.	394	WWXL	Manchester	Ky.	393
WVKO	Columbus	Ohio	506	WWYO	Pineville	W. Va.	604
WVLD	Valdosta	Ga.	359	WXAL	Demopolis	Ala.	289
WVLK	Lexington	Ky.	392	WXGI	Richmond	Va.	591
WVLN	Olney	Ill.	372	WXLI	Dublin	Ga.	354
WVMC	Mount Carmel	Ill.	372	WXLW	Indianapolis	Ind.	377
WVMI	Biloxi	Miss.	428	WXOK	Baton Rouge	La.	398
WVNA	Tuscumbia	Ala.	295	WXRF	Guayama	P. R.	615
WVNJ	Newark	N. J.	455	WXXX	Hattiesburg	Miss.	430
WVOK	Birmingham	Ala.	288	WXYZ	Detroit	Mich.	416
WVOL	Nashville	Tenn.	555	WYCL	York	S. C.	546
WVOP	Vidalia	Ga.	359	WYDE	Birmingham	Ala.	288
WVOS	Liberty	N. Y.	466	WYFE	New Orleans	La.	401
WVOT	Wilson	N. C.	498	WYLD	New Orleans	La.	400
WVOW	Logan	W. Va.	603	WYMB	Manning	S. C.	544
WVOX	New Rochelle	N. Y.	466	WYND	Sarasota	Fla.	347
WVPO	Stroudsburg	Pa.	536	WYNG	Warwick	R. I.	539
WVSC	Somerset	Pa.	535	WYNN	Florence	S. C.	542
WVVW	Grafton-Fairmont	W. Va.	602	WYOU	Newport News	Va.	589
WWBC	Bay City	Mich.	414	WYRN	Louisburg	N. C.	493
WWBD	Bamberg	S. C.	540	WYSE	Lakeland	Fla.	340
WWBZ	Vineland	N. J.	456	WYSL	Buffalo	N. Y.	462
WWCA	Gary	Ind.	376	WYSR	Franklin	Va.	587
WWCC	Bremen	Ga.	351	WYTH	Madison	Ga.	356
WWCO	Waterbury	Conn.	332	WYTI	Rocky Mount	Va.	592
WWDC	Washington	D. C.	334	WYVE	Wytheville	Va.	593
WWGP	Sanford	N. C.	496	WYZE	Atlanta	Ga.	350
WWGS	Tifton	Ga.	358	WZEP	De Funiak Springs	Fla.	337
WWHG	Hornell	N. Y.	435	WZIP	Cincinnati	Ohio	503
WWIL	Ft. Lauderdale	Fla.	337	WZKY	Ahoskie	N. C.	487
WWIN	Baltimore	Md.	407	WZOB	Fl. Payne	Ala.	290
WWIS	Black River Falls	Wis.	606	WZOK	Jacksonville	Fla.	339
WWIT	Canton	N. C.	488	WZRO	Jacksonville Beach	Fla.	339
WWIZ	Lorain	Ohio	507	WZYX	Cowan	Tenn.	549
WWJ	Detroit	Mich.	416	XEAK	San Diego	Calif.	318

# RADIO—1960 STYLE

*...It's A Pleasure To Welcome You*

By PAUL F. HARRON

President, World Broadcasting System, Inc.



THROUGHOUT my many years in the broadcasting business I don't believe I enjoyed any period more than the first few months of 1960. For during this key period the return to improved radio programming began to become apparent. Broadcasters threw off the yoke of sameness worn by so many of their fellow operators and adopted a creative individuolistic approach.

It seemed to occur all over the country at about the same time. I was even lucky enough to hear a change take place in mid-air, so to speak . . . wherein at a given time a station dramatically portrayed the old abandoned sound, then a sample of the new. What particularly heartened me about these changes toward a more conservative and varied pattern of sounds was the way the announcers and disc jockeys welcomed them.

To set forth the type of programming that was being ditched right and left would be a waste of space. Anyone with a modicum of taste knows the patterns of sound that were so heavily criticized. Also, let me make plain, it was not any specific element or elements which provoked the listener groans, rather it was the way such were used so frequently, or consecutively, or simultaneously! But don't get me wrong—I'm all for making radio as distinctive and creative as possible, just so it all goes to make the medium more appreciated and thereby more productive.

But now that the old-sound interment is definitely under way, let's

spend some time with the new-born programming concepts that are proving interesting even to venerable 30-hour-a-week TV addicts. Take music, for instance — station managers are experiencing welcome surprise in discovering it is not imperative to program 'down' to win audiences. They're playing all kinds of music, and once again using their show business horse sense as to whether the sound is good, and thereby worthy of play, or not. Some managers, almost as if in a fit of frenzy, chucked charts, polls and whole segments of their obscurely labeled records into the rubbish pile — and began to listen to their own stations again! More than one has explained, "It is not necessary for me to play the same stuff as everybody else to survive. I'm trying my own ideas and apparently listeners like what I like because I've been besieged by letters and calls urging me to continue the new way." Now when this happens, I'm sure that sales—including merchandise sales off the counter—will follow.

At World, of course, we're pleased with these new trends. We believe them to be right for the industry, and we know they point straight in our direction. For we're geared, as always, to help stations program in numerous ways — all tasteful and all productive. We already have the new styled production tools so drastically needed by so many stations — as well as the features, promotions, and talk-shows. Radio programming, 1960 style, it's a pleasure to welcome you.



Pop.: 3,461,000  
Families: 866,000  
Radio Homes: 821,000

# ALABAMA

TV Homes: 636,000  
AM Stas. in State: 108  
TV Stas. in State: 10

## 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  
Newspaper Affilia. Sand Mt. Reporter  
Pres., Gen. Mgr. Pat M. Courington  
Comm. Prom. Mgr. John Culp  
Prog. Dir., Sales Prom. Bill Hagler  
Chief Engineer. Delbon Hooper

## 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 & Ayer, 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.: CA 2-1144. KBS  
Pres., Gen. Mgr. J. Dige Bishop  
Comm. Mgr. Donald Cooke  
Program Director. Bob Duck  
Chief Engineer. J. D. Bishop

## WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned. Anniston Radio Co.  
Address. 115 W. 33rd St.  
Tel.: AD 7-1627. KBS  
Owner. C. L. Graham

## WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By. Potts Broadcasting Co. Inc.  
Address. Box 1280  
Tel: Adams 6-4152. Independent  
President, Gen. Mgr. Thomas S. Potts  
Commercial Mgr. Ralph Burgess  
Program Dir. Winston Maxwell  
Sales Prom. Mgr. Robert M. Price  
Chief Engineer. Harry Dickinson

## 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 8-7545. ABC  
Newspaper Affil. Anniston Star  
Representative. Walker-Rawalt Co.  
President. Harry M. Ayers  
Gen.-Sta. Mgr. Malcolm Street  
Commercial Manager. George Rutlege  
Program Director. W. Hall Wray  
Publicity Director. E. Cody Hall  
Sales Prom. Mgr. Frank Burgess  
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  
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. Minlard  
Comm. Mgr. Julia Minlard  
Program Director. Jimmie Crews

## WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. Auburn Bcstg. Co.  
Address. Box 391  
Tel.: TU 7-3401. ABC  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Mgr. Bob 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  
President. J. H. Faulkner  
Gen. Mgr. Jim Stewart  
Prog. Dir. Billy Walker  
Station Mgr. Clem Courtney  
Publicity Sla. Prom. Bob Robinson  
Chief Engineer. R. A. Switzer

## WEZB—Bessemer—1953

Frequency: 1450 Kc. Power: 250 Kw. d.  
Owned. Bessemer Bcstg. Co.  
Address. P.O. 1469  
Pres. Gen. Mgr. Gene Newman  
Commercial Mgr. Gaines Allen  
Chief Engineer. V. Cicero

## WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50 Kw d.; 5 Kw n.  
Oper. By. Alabama Bcstg. Sys. Inc.  
Address. P. O. Box 2553  
Tel.: FAirfax 3-6141. NBC  
Representative. Henry I. Christal  
Pres. & Gen. Mgr. Charles F. Grisham  
V.P. & Admin. Dir. Ray A. Furr  
V.P. & Sales Dir. Albert J. Gillen  
Program Dir. Horace Pumphrey  
Promotion Director. James Chenoweth  
Chief Engineer. J. V. Sanderson

## ALABAMA

### WATV—Birmingham—1958

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By: American Electric  
Address: 710 S. 22nd St.  
Tel.: FA 4-2541. Independent  
Sta. Representative: Avery-Knodel  
President: E. C. Atkerson  
General Sta. Mgr.: Maury Farrell  
Program Dir.: Rick Maze  
Publicity Dir.: Stan Vainrib  
Chief Engineer: Robert L. Du Priest

### WBRC—Birmingham—1925

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By: Taft Broadcasting Co.  
Address: 1729 2nd Ave., N.  
Tel.: AL 2-3172. Independent  
Sta. Representative: Katz  
President: Hubert Taft Jr.  
General Sta. Mgr.: Lloyd B. Taft  
Comm. Prom. Mgr.: William O. Mogye  
Program Director: Claude Raney  
Chief Engineer: Hardy Carl

### WCRT—Birmingham—1953

Frequency: 1260 Kc. Power: 5000 Watts d.  
Owned-Oper. By: Chapman Radio-TV Co.  
Business Address: 725 S. 22nd St.  
Tel.: AL 2-3019. ABC  
Sta. Representative: Weed  
Owners: G. K. & W. A. Chapman  
Comm. Public Dir.: W. R. Kennedy  
Program Dir.: George Chapman  
Sales Prom. Mgr.: Rody Clark  
Chief Engineer: Bill Chapman

### WEDR—Birmingham—1949

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio Birmingham, Inc.  
Business Address: 1490 Fourth Ave., N.  
Tel.: FA 3-1220. Independent  
Representative: Dore  
President, Gen. Mgr.: James R. Bonfils  
Chief Engineer: Charles Kirkpatrick

### WENN—Birmingham—1950

Frequency: 1320 Kc. Power: 5000 d.  
Owned By: John McLendon & Assoc.  
Business Address: Box 1469  
Tel.: FA 4-4518. Independent  
Representative: John E. Pearson Co.  
President: John McLendon  
Gen. & Sta. Manager: William Anderson  
Commercial Manager: Ed. Phelan  
Sales Promotion Manager: Paul Bishop  
Program Director: Erskine Faush  
Publicity Dir.: Joe Lackey  
Chief Engineer: Carl Martens

### WJLD—Birmingham—1942

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Johnston Bcastg. Co.  
Business Address: P.O. Box 5387  
Tel.: FA 4-3466. Independent

Representative: Forjoe  
President: George Johnston, Jr.  
Gen. Manager: James Connolly  
Program Director: Mary Vail  
Chief Engineer: Cliff Goggans

### WSGN—Birmingham—1927

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned: Winston Salem Broadcasting Co.  
Address: 2320 7th Avenue South  
Tel.: FA 2-3440. Independent  
Rep.: Venard, Rintoul & McConnell; Ayers  
President: James W. Coan  
Gen. Mgr.: Ben K. McKinnon  
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 Repts., Inc.  
P. os., Gen. Sta. Mgr.: Iraloe W. Benns  
Comm. Sales Mgr., Prog., Pub. Dir.: Ira Leslie  
Chief Engineer: R. G. Blaskow

### WYDE—Birmingham—1957

Frequency: 850 Kc. Power: 10 Kw. d.; 1 Kw. n.  
Owned-Oper. By: I. Herbert, B. Judis  
Address: 1901 Montgomery Hi-Way  
Tel.: FAirfax 2-4511. Independent  
Representative: Adam Young  
President: Ira Herbert  
Gen. Mgr.: Tom Whitley  
Program Director: Peter Pride  
Chief Engineer: James Gray  
OWNERS OF KCBQ, SAN DIEGO, CALIF.; WAKE, AT-  
LANTA, GA.; WOKY, MILWAUKEE, WISC.; KYA,  
SAN FRANCISCO, CALIF.; WADO, NEW YORK, N.Y.

### WAVC—Boaz—1959

Frequency: 1300 Kc. Power: .5 Kw.  
Owned By: Cicero Broadcasting Co.  
Address: Box 367  
Tel.: 8741. Independent  
President: Veorl Cicero  
V.P., Gen. Mgr.: Charles K. Sparks  
Comm., Sta. Mgr.: Jack Kirby  
Program Dir.: Ray Estes  
Sales Prom. Mgr.: Sam Minor  
Publicity Dir.: Dale Johnson  
Chief Engineer: Verbon Rives

### WEBJ—Brewton—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Brewton Bcastg. Co.  
Business Address: Brewton, Ala.  
Tel.: 1000. KBS  
Representative: Dora-Clayton  
Gen. Mgr., Chief Eng.: J. Wesley Gardner

### WPRN—Butler—1959

Frequency: 1220 Kc. Power: 1000 Watts

Owned By.....Radio Butler Co.  
 Address.....Butler  
 Tel.: GL 9-3222.....KBS  
 Commercial Mgr.....Houston L. Pearce  
 Program Director.....William C. Reid  
 Publicity Dir.....Margaret Dolin  
 Sta. Mgr. Ch. Eng.....Paul D. Nichols

**WBYE—Calera—1957**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned By.....Shelby County Adv. Corp.  
 Address.....Calera, Ala.  
 Tel.: NOrth 8-7751.....Independent  
 President.....Ralph W. Sears  
 Gen. Mgr., Ch. Eng.....Marion P. Jones  
 Program, Publicity Dir.....Ed Ewing

**WRAG—Carrollton—1951**

Frequency: 580 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Pickens County Bcstg. Co.  
 Address.....Box 71  
 Tel.: 2364.....KBS  
 Representative.....Continental  
 President.....R. E. Heck

**WKLF—Clanton—1947**

Frequency: 890 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Southeastern Bcstg. Co.  
 Address.....703 W. 2nd Ave., N.  
 General Mgr.....L. L. Hudson

**WFMH—Cullman—1949**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Voice of Cullman  
 Address.....206 Second Ave. West  
 Tel.: RE 4-3271.....Independent  
 General Commercial Manager.....B. C. Eddins  
 Program Director.....V. E. Waters

**WKUL—Cullman—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cullman Bcstg. Co.  
 Address.....Drawer 820  
 Tel.: 864.....KBS  
 Pres., Gen., Sta. Mgr.....Hudson C. Millar, Jr.  
 Program Director.....Charles Richard  
 Chief Eng.....Art Bachman

**WAJF—Decatur—1953**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....J. B. Falt, Jr.  
 Business Address.....112 Grant St., S.E.  
 Tel.: Elgin 3-9231.....Independent  
 Station Representative.....Dixieland  
 Owner.....J. B. Falt, Jr.  
 Gen. Comm. Mgr.....Alvin Wood  
 Sales Prom. Mgr.....Bayne Hill  
 Program, Publicity Dir.....Tommy Allen

**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.....Box 72, Banks St.  
 Tel.: EL 3-0361.....MBS-KBS  
 Representative.....Masla-Clark Brown  
 Pres. Gen. Mgr.....Frank Whisenant  
 Program Director.....Elice Mullican  
 Sales Prom. Mgr.....Jack McNutt  
 Chief Engineer.....Alvin Millwood

**WXAL—Demopolis—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Demopolis Bcstg. Co.  
 Address.....P.O. Box 261  
 Tel.: 1400.....MBS-KBS  
 Pres. Gen. Mgr.....W. M. Jordan

**WAGF—Dothan—1932**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Dothan Bcstg. Co.  
 Address.....204½ E. Main Street  
 Tel.: SY 2-1101.....Independent  
 Representative.....Sears & Ayer  
 Gen. Mgr., Ch. Eng.....Julian C. Smith  
 Commercial Mgr.....Fred C. Moseley  
 Program Dir.....Tommy Underwood

**WDIG—Dothan—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Houston Bcasters.  
 Address.....P.O. Box 828  
 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  
 Bus. Add.....Columbia Hi-Way, P. O. Box 1427  
 Tel.: SY 2-1149.....KBS  
 Representative.....Thomas F. Clark  
 General Manager.....R. A. Dowling  
 Commercial Mgr.....Truman Duckett  
 Station Mgr.....Johnny LaCarter  
 Chief Engineer.....George Anderson

**WELB—Elba—1959**

Frequency: 1350 Kc.....Power: 1 Watt d.  
 Owned By.....Howard Parrish  
 Address.....Route #5  
 Tel.: Twin Brook 7-2344.....Independent  
 Station Mgr.....J. Cogan  
 Chief Engineer.....M. Danford

**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

# ALABAMA

## WULA—Eufaula—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Dixie Radio Inc.  
Address: Box 301  
Tel.: 744-5 MBS  
President, Gen. Mgr.: C. A. McClure  
Station, Program Dir.: William Bryant  
Commercial, Prom Mgr.: John T. Lingo  
Chief Engineer: F. Keith Brown

## WBLO—Evergreen—1957

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned: Evergreen Bcstg. Co.  
Address: Box 350  
Tel.: 500 KBS  
President: C. W. Mapoles  
Gen. Sta. Mgr.: John M. Raines, Jr.  
Chief Engineer: Wendell Tolbert

## WWWF—Fayette—1949

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Operated By: Bankhead Bcstg. Co., Inc.  
Address: 505 Temple Ave.  
Tel.: Webster 2-5294 KBS  
Gen. Mgr.: Jack Black  
Chief Engineer: P. Statton

## WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 Watts d.  
Owned: Tri-City Broadcasting Co., Inc.  
Address: P. O. Box 386  
Tel.: CY 6-2466 Independent  
Representative: Hil F. Best  
President, Gen. Mgr.: George B. Haskew  
Commercial Mgr.: William J. Dykes  
Program Dir.: Robert L. Atkins  
Sales Prom. Publicity Dir.: Bill Davis  
Chief Engineer: Hoyt Bonds

## 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  
President, Gen. Mgr.: Joe T. Van Sandt  
Prog. Dir.: G. Mamush  
Sales Prom. Mgr.: Madison Davis  
Publicity Dir.: Sherry Witt  
Chief Engineer: Paul Shannon

## WOWL—Florence—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Muscle Shows  
Business Address: P.O. Box 600  
Tel.: AT 2-7711 ABC  
President: Richard B. Biddle  
General, Prom. Mgr.: William A. Mapes  
Sta., Comm. Mgr.: Ronald S. Walker  
Publicity Dir.: Betty Marks  
Program Director: Bill Wynne  
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 Affiliation: Baldwin Times  
President: J. H. Faulkner  
General Manager: Jim Stewart

## WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts  
Owned: Gotherberg's Community Bcstg. Co.  
Address: Box 391  
Tel.: 643 Independent  
Representative: Hil F. Best  
Pres.: George Gotherberg, Jr.  
Gen. Mgr.: Ozelle Gotherberg  
Sta. Mgr.: W. D. Holderfield  
Program Director: Hal Comello  
Chief Engineer: Edwin Walker

## 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  
Pres., Gen. Mgr.: Glenn M. Gravitt  
Comm. Mgr.: Bill McPherson  
Program Dir.: Willard Howell  
Publicity Dir.: F. L. Pierce  
Chief Engineer: Jess R. Moore

## WCAS—Gadsden—1947

Freq.: 570 Kc. Power: 5 Kw. d., 500 Kw. n.  
Owned-Oper. By: Etowah Bdcstrs., Inc.  
Address: P. O. Box 272  
Tel.: LI 6-6301 Independent  
Newspaper Affiliation: Gainesville D. Times  
Pres., Gen. Mgr.: E. F. MacLeod  
Secy.-Treas.: Charles Smithgall  
Asst. Mgr., Prog. Dir.: J. W. Woody, Jr.  
Chief Engineer: W. G. Anderson

## WETO—Gadsden—1950

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By: Gadsden Radio Co.  
Address: P.O. Box 937  
Tel.: Liberty 6-9201 KBS  
Owner: Cary L. Graham  
General Mgr.: Mac Thomas  
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.: Liberty 61-611 ABC  
Representative: Walker-Rowalt-D. Clayton  
President, General Manager: Ed. Z. Carrell  
Prog., Publicity Dir.: Robert Mayne  
Chief Engineer: H. Williams

## WGEA—Geneva—1952

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned: Radio South Alabama, Inc.  
Address: P.O. Box 337  
Tel.: Murray 4-2271 KBS  
Gen. Mgr.: J. C. Helms

**WGYV—Greenville—1948**

Frequency: 1390 Kc. Power: 1000 Kw., d.  
 Owned-Oper. By Greenville Bcstg. Corp.  
 Business Address P. O. Box 227  
 Tel.: DU 2-4444. KBS  
 Representative Sears and Ayer  
 General Mgr. 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  
 Gen. Comm. Ch. Eng. Lavelle Jackson

**WJBB—Haleyville—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Haleyville Bcstg. Co.  
 Address Box 191  
 Tel.: HU 6-2277. MBS-KBS  
 Representative DixieLand  
 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 Kate F. Fite  
 Address P. O. Box 187  
 Tel.: Walnut 1-3481. KBS  
 Representative Hil F. Best Co.  
 Pres. Gen. Mgr. Kate F. Fite  
 Comm. Mgr. Kermit Minga  
 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—1949**

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-Rarwalt  
 President, Sta. Mgr. M. D. Smith III  
 Commercial Mgr. Ernie Gord  
 Publicity Dir. K. J. Smith  
 Program Director Dewey Webb  
 Chief Engineer Richard Essner

**WBHP—Huntsville—1937**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Wilton H. Pollard  
 Address P.O. Box 770  
 Tel.: Jefferson 2-3521. Independent  
 Manager Fred Still

**WEUP—Huntsville—1958**

Frequency: 1600 Kc. Power: 5000 Watts

Owned By Garrett Broadcasting  
 Business Address 902 Oakwood Ave.  
 Tel.: Jefferson 6-0713. 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 Holmes Ave., N.W.  
 Tel.: JE 2-5641. Independent  
 Sta. Reps. Sears & Ayers; Dora-Clayton  
 Pres., Gen. Mgr. J. B. Falt, Jr.  
 Sta. Mgr. Ch. Eng. John Garrison

**WTHG—Jackson—1950**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By Jackson Bcstg. Co.  
 Address Jackson, Ala.  
 Tel.: 2413. KBS  
 Pres., Gen. Mgr. T. H. Gaillard, Jr.

**WARF—Jasper—1956**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned Walker County Bcstg. Co.  
 Address 1809 B Fourth Ave.  
 Tel.: FU 4-5577. Independent  
 President Hudson C. Miller, Jr.  
 Gen. & Comm. Mgr. Jerdan Bullard  
 Sta. Mgr., Ch. Eng. Wayne Sims  
 Program Dir. Bill Clark

**WWWB—Jasper—1946**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned-Operated By Bankhead Bcstg. Co., Inc.  
 Address P.O. Box 622  
 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.

**WJAM—Marion—1951**

Frequency: 1310 Kc. Power: 5000 Watts d.  
 Owned-Oper. By Radio Marion, Inc.  
 Address Marion, Ala.  
 Tel.: MU 3-7111. Independent  
 Representative Keller  
 President J. Dige Bishop  
 Gen. Mgr., Prog. Dir. John M. Driskill  
 Comm., Prom. Dir. Lamar Mangham  
 Publicity Dir. Pat Walden  
 Chief Engineer L. 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.  
 General Manager Robert E. Cobbins  
 Chief Engineer Stephen J. Hart

# ALABAMA

## 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  
Representative: NBC  
General Station Manager: H-R  
Commercial Manager: W. B. Pape  
Sales Promotion Publicity: Jim McNamara  
Chief Engineer: Chuck Thompson  
Raymond Hurley

## WGOK—Mobile—1958

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned By: WGOK, Inc.  
Address: 800 Gum St.  
Tel.: HE 2-8661  
Sta. Representative: Independent  
Bernard Howard  
President: Jules J. Paglin  
General Manager: Stanley Ray Jr.  
Commercial Mgr.: Ollis M. Parker  
Sales Prom. Mgr.: Pete Hagerity  
Chief Engineer: H. B. Greene

## WKAB—Mobile—1947

Frequency: 840 Kc. Power: 1000 Watts  
Owned: Radio Mobile, Inc.  
Address: 525 Donald Street  
Tel.: GR 7-6345  
Representative: Independent  
Venard, Rintoul & McConnell  
President: Jim Smith  
Vice Pres.: Jack Dress  
Station Mgr.: Tom Jackson  
Chief Engineer: Clifford Sizmore

## 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  
Newspaper Affiliation: CBS  
Mobile Press Register  
Representative: Avery-Knodel  
President: Kenneth R. Giddens  
Gen. Mgr.: W. S. Baskerville, Jr.

## WMOZ—Mobile—1952

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Edwin H. Estes Corp.  
Address: P.O. Box 228  
Tel.: HE 2-0549  
Sta. Reprs.: Independent  
Dora Clayton; Bob Dore  
Pres. Gen. Mgr.: Edwin H. Estes  
Station Mgr.: W. H. Dutton  
Comm. Program Dir.: Pat Ray  
Sales Prom. Mgr.: C. R. Horne  
Publicity Dir.: A. J. Crawford  
Chief Engineer: Vernon Floyd

## WMFC—Monroeville—1952

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Monroe Bdcstg. Co.  
Address: P.O. Box 641  
Tel.: 1360  
Newspaper Affiliation: KBS  
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: 116 Catoma St.  
Tel.: AM 3-7569  
Representative: ABC-MBS  
Walker Co.  
President, Gen. Mgr.: R. M. Allgood  
Chief Engineer: R. Olin

## WBAM—Montgomery—1953

Frequency: 740 Kc. Power: 50 Kw. d.  
Owned: Deep South Bcstg. Co.  
Address: P.O. Box 1147  
Tel.: AMherst 2-3851  
Representative: Independent  
Radio-TV Reprs.  
President, General Manager: W. J. Brennan

## WCOV—Montgomery—1939

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By: Southern Bcstg. Co.  
Address: P. O. Box 2505  
Tel.: AMherst 5-3561  
Representative: CBS  
Venard, Rintoul & McConnell  
President: Oscar P. Covington  
General Manager: Hugh M. Smith  
Station Mgr.: Henry Amerson  
Program Director: Ray Butts  
Chief Engineer: W. D. Weatherly

**TO BE SURE —  
YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?





**WHHY—Montgomery—1930**

Freq.: 1440 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

**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  
 Station Rep..... Clark  
 General Mgr..... L. D. Hargreaves

**WRMA—Montgomery—1953**

Frequency: 950 Kw. Power: 1000 Watts d.  
 Owned-Oper. By..... WRMA Bcstg. Co.  
 Business Address..... 135 Commerce St.  
 Tel.: AM 2-1475..... Independent  
 Representative..... Everett-McKinney  
 Exec. V.P. & Gen. Mgr..... Gene Tibbett

**WLAY—Muscle Shoals—1933**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Oper. By..... Slatton-Quick Co.  
 Business Address..... Box 230, Sheffield  
 Tel.: EV 3-2525..... Independent  
 Rep..... Hil F. Best  
 Pres., Gen. Mgr..... J. L. Slatton

**WCRL—Oneonta—1952**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper... Blount County Bcstg. Serv., Inc.  
 Address..... H'way 75  
 Tel.: CR 4-2289..... KBS  
 General Mgr..... L. D. Bentley, Jr.

**WJHO—Opelika—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Oper. By... Opelika-Auburn Bcstg. Co.  
 Address..... P.O. Box 710  
 Tel.: SHerwood 5-2084..... KBS  
 Representative..... Indie Sales  
 Gen. Mgr., Ch. Eng..... John E. Smollon  
 Comm. Mgr..... Lurline M. Smollon

**WAMI—Opp—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Opp Bcstg. Co.  
 Business Address..... Box 169  
 Tel.: 2-6591..... Independent  
 Gen. Mgr..... Bert F. Moore

**WOZK—Ozark—1953**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Ozark Bcstg. Corp.  
 Address..... Box 742  
 Tel.: PProspect 4-5600..... Independent  
 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..... St. Clair Bcstg System  
 Address..... P. O. Box 68  
 Tel.: Edgewood 8-2238..... Independent  
 President, Gen. Mgr..... Fate L. Gossett, Sr.  
 Comm., Sta. Mgr..... Charles L. Abbott  
 Program, Publicity Dir..... Fred L. Kelley  
 Chief Engineer..... Roland Walls

**WPNX—Phenix City—1952**

Freq.: 1460 Kc. Power: 5000 W. d.; 1000 W. n.  
 Owned-Oper. By..... Community Bcstg. Co.  
 Address..... P. O. Box 831  
 Tel.: CY 8-8787..... ABC  
 President, General Manager... Roy M. Greene

**WPID—Piedmont—1952**

Frequency: 1280 Kc. Power: 1000 watts d.  
 Owned-Oper. By..... C. L. Graham  
 Address..... P.O. Box 228  
 Tel.: Glbson 7-2231..... KBS  
 President..... C. L. Graham  
 Gen. Comm. Mgr..... Hank Smith

**WAIP—Prichard—1954**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Prichard Bcstg. Co.  
 Address..... 74 Main St.  
 Tel.: GL 2-2202..... Independent  
 Representative..... Walker-Rawalt  
 President..... G. V. Dismukes  
 General Station Manager..... Eugene Miller

**WELR—Roanoke—1949**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Roanoke Bcstg. Co.  
 Address..... 705 N. Main St.  
 Tel.: 3811..... KBS  
 Pres., Gen. Mgr..... J. W. Buttram

**WWWR—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  
 Prog. Dir. Ch. Eng..... Jim Elliott

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By..... Pat M. Covington  
 Address..... P.O. Box 394  
 Tel.: 123..... Independent  
 Gen. Mgr..... Jim Thompson  
 Program Director..... Larry Garner

**WROS—Scottsboro—1952**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Scottsboro Bcstg. Co.  
 Business Address..... 717 Scott St.  
 Tel.: 156..... KBS  
 President..... Hugh T. Kirby, Sr.

# ALABAMA

Gen. Mgr. . . . . Rose M. Kirby  
Program Dir. . . . . Jerry Geville  
Sales Prom. Dir. . . . . Bill Prickett, Jr.  
Publicity Dir. . . . . Hugh T. Kirby, Jr.  
Comm., Ch. Eng. . . . . Bill Prickett, Sr.

Address . . . . . 104 West Battle Street  
Tel.: EM 2-4965 . . . . . Independent  
President . . . . . J. T. Hemphill

## WTLS—Tallassee—1954

Frequency: 1300 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Ne-Ler Co.  
Address . . . . . P.O. Box 786  
Tel.: ATwater 3-8535 . . . . . Independent  
Gen. Mgr. . . . . Ned Butler

## 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.  
Program Director . . . . . Dorothy Herzog  
Chief Eng. . . . . Stanley Smith

## WJDB—Thomasville—1956

Frequency: 630 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . WJDB Radio Inc.  
Address . . . . . Box 757  
Tel.: MEDford 6-4438 . . . . . KBS  
Pres., Gen. Mgr. . . . . Cecil Goodreau  
Chief Engineer . . . . . Virgil Moore

## 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. Townshend

## WTBF—Troy—1946

Freq.: 970 Kc. . . . . Power: 5 Kw. d., 500 W., n.  
Owned-Operated By . . . . . Troy Bcstg. Corp.  
Address . . . . . McKinley Drive  
Tel.: 980 . . . . . MBS-KBS  
Pres. . . . . J. Roy Crow  
Gen. Mgr. . . . . Jess Jordan

## WRWJ—Selma—1956

Frequency: 1570 Kc. . . . . Power: 1000 Kw.  
Owned . . . . . Central Alabama Bcstg. Co.  
Address . . . . . Hotel Albert Bldg.  
Tel.: TR 4-9062 . . . . . Independent  
Sta. Representative . . . . . Thomas F. Clark  
Gen. Mgr., Chief Eng. . . . . Roland Jordan, Jr.  
Comm. Mgr. . . . . H. S. Chapman  
Program Dir. . . . . Charles Moore

## WACT—Tuscaloosa—1958

Frequency: 1420 Kc. . . . . Power: 5,000 Watts  
Owned By . . . . . New South Radio  
Business Address . . . . . P. O. Box 112  
Tel.: PLaza 9-5786 . . . . . Independent  
Station Representative . . . . . Grant Webb  
President . . . . . F. E. Holladay  
General Manager . . . . . Joseph W. Carson  
Station Manager . . . . . Jo Stephens  
Commercial Manager . . . . . Dan Hollinsworth  
Program Director . . . . . Norman Beebe  
Chief Engineer . . . . . Boyd Cagel

## 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  
General. Comm. Mgr. . . . . George W. Carr  
Program Director . . . . . Kil Carson  
Chief Engineer . . . . . Conrad Pickren

## 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  
General Manager . . . . . John C. Cooper Jr.  
Station Manager . . . . . Mercer L. King  
Commercial Manager . . . . . Jean Phillips  
Chief Engineer . . . . . J. B. McLester, Jr.

## 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 . . . . . Hil F. Best  
Pres., Gen. Manager . . . . . Curtis O. Liles  
Commercial Manager . . . . . Lloyd Ross  
Prog. Dir. . . . . Myron Craddock  
Chief Engineer . . . . . James C. Rutledge

## 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  
President, General Manager . . . . . Ruth Harris  
Commercial Mgr. . . . . Lehman M. Mayer  
Station Manager . . . . . Joe Langston  
Sales Promotion Manager . . . . . Clyde Price  
Chief Engineer . . . . . William G. Harris

## WNUZ—Talladega—1945

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Ala. Inc.  
Address . . . . . Talladega  
General Mgr. . . . . Cecil Hornady

## WTBC—Tuscaloosa—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Tuscaloosa Bcstg. Co.  
Address . . . . . Radio Center

## WJHB—Talladega—1956

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . Confederate Broadcasting Co., Inc.

**ALABAMA-ALASKA**

Tel.: PL 8-5523.....MBS-KBS  
 Representative.....Sears & Ayer  
 General Station Manager.....Bert Bank  
 Program Director.....Stan Siegal  
 Chief Engineer.....Alvin D. Sisk

**WTUG—Tuscaloosa—1958**

Frequency: 790 Kc.....Power: 500 Watts; d.  
 Owned By.....Tri Cities Bcstg. Co. Inc.  
 Address.....P. O. Box 33  
 Tel.: PLaza 2-4581.....Independent  
 Station Rep.....National Time Sales  
 President.....E. O. Roden  
 General Manager.....U. J. Gilbert  
 Commercial Mgr.....V. Banks

**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

**WABT—Tuskegee—1952**

Frequency: 580 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....John M. Wilder  
 Address.....P. O. Box 577  
 Tel.: 580.....KBS  
 Pres., Gen. Mgr.....J. Dige Bishop  
 Comm. Mgr. Prog. Dir.....Fred Huggins  
 Sales Promotion Director.....Mike Tate  
 Publicity Director.....Barbara Neudecker  
 Chief Engineer.....Oscar E. Lanman

**WETU—Wetumpka—1954**

Frequency: 1250 Kc.....Power: 5000 Watts, d.  
 Owned.....Elmore Service Corp.  
 Address.....P.O. Box 60  
 Tel.: JOrdan 7-6481.....KBS  
 Sta. Representative.....Sears & Ayer  
 President.....Lem Coley  
 General Mgr.....Ed Morgan  
 Chief Engineer.....David Conley

**ALASKA**

Pop.: 233,000  
 Families: 67,400  
 Radio Homes: 66,400

TV Homes: 46,000  
 AM Stas. in State: 13  
 TV Stas. in State: 5

**KBYR—Anchorage—1948**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper By.....Radio Anchorage, Inc.  
 Business-Studio Address.....P. O. Box 1980  
 Tel.: BR 2-4122.....Independent  
 Sta. Reps. ....National Time Sales; Oakes; Feltis  
 President.....J. C. Gordon  
 General Manager.....E. Pournelle  
 Commercial Mgr.....Mrs. Gale Kasbou  
 Program Dir.....Merrill Mael  
 Chief Engineer.....Gail Allred

**KENI—Anchorage—1948**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....All-Alaska Bcstg, Inc.  
 Address.....Box 1160  
 Tel.: 2-0301.....MBS-ABC-NBC  
 Representative.....James Fletcher, Del Day  
 President.....Harry J. Hill  
 General Manager.....Alvin Bramstedt  
 Comm. Mgr.....Jim Lawson  
 Chief Engineer.....Charles Gray

**KFQD—Anchorage—1924**

Frequency: 730 Kc.....Power: 10,000 Watts  
 Owned.....Anchorage Broadcasters, Inc.  
 Address.....Box 1040  
 Tel.: FA 2-2410.....Independent  
 Sta. Reps. ....Weed; Wm. J. Wagner & Assoc.  
 President, Chf. Engr.....William E. Duck  
 Gen. Sta. Mgr.....Ernest Spink  
 Commercial Mgr.....Wesley Burton  
 Program Director.....Allen Walters

**KLAM—Cordova—1954**

Frequency: 1450 Kc.....Power: 250 Watts

Owned ....Northern Light Broadcasting Corp.  
 Address.....Box 278  
 Tel.: 209.....Independent  
 Sta. Representative.....Weed  
 Pres., Gen. Mgr.....Charles L. Buck  
 Comm. Sta. Mgr.....V. E. McCulloch  
 Program Director.....Donna McCulloch  
 Chief Engineer.....Jesse Gates

**KFAR—Fairbanks—1939**

Frequency: 660 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....All-Alaska Bcstg., Inc.  
 Business Address.....516 Second Ave.  
 Tel.: 2125.....MBS-NBC-ABC  
 Representative.....Fletcher, Del Day  
 President.....Harry J. Hill  
 Manager.....Alvin O. Bramstedt  
 Comm. Mgr.....Ralph L. Crider  
 Station Mgr.....Donald Andon  
 Program Director.....Robert Pegves  
 Chief Engineer.....Don Porter

**KFRB—Fairbanks—1948**

Frequency: 900 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Radio Anchorage, 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  
 Program Director.....Elmer "Buck" Emery  
 Chief Engineer.....J. D. King

**KINY—Juneau—1934**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Juneau Bcstg. Inc.

## ALASKA-ARIZONA

Business Address..... Decker Bldg.  
Station Rep..... Alas. Radio TV Sales; Weed  
Station Manager..... Jerry McKinley

### **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  
President, Gen. Mgr..... Mrs. Dodie Wheeler  
Program Dir..... Chuck Cavanaugh  
Sales Prom. Mgr..... Kay Long  
Chief Engineer..... Dennie O'Day

### **KTKN—Ketchikan—1942**

Frequency: 930 Kc..... Power: 1000 Watts  
Owned-Oper. By..... All-Alaska Bcstg., Inc.  
Address..... Box 1308  
Tel.: 2191..... CBS  
Gen. Mgr..... Alvin O. Bramstedt

### **KICY—Nome—1959**

Frequency: 850 Kc..... Power: 5000 Watts  
Owned By..... Arctic Broadcasting Assoc.  
Address..... P. O. Box 303  
Tel.: Black 51..... Independent  
Station Representative..... Jamison Ross  
President..... Ralph P. Hanson  
Gen. Station Mgr..... Arthur R. Zylstra  
Program Director..... Howard D. Nelson  
Chief Engineer..... Ralph V. Fondell

### **KIBH—Seward—1949**

Frequency: 1340 Kc..... Power: 250 watts  
Owned-Operated By..... Seward Bcstg. Corp.  
Address..... Box 575  
Tel.: MAin 25..... Independent  
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 Co., Inc.  
Business Address..... Box 299  
Tel.: 747..... CBS-KBS  
Representative..... Alaska Radio-TV Sales  
Pres., Sta. Mgr., Ch. Engr..... Harry C. Lanz  
Program Director..... John Hope  
Publicity Director..... Jim Davis

### **KSEW—Sitka—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper..... Voice of Sheldon Jackson, Inc.  
Address..... Box 258  
Tel.: 3236..... Independent  
Rep..... Midnight Sun Bcstg. Co.  
President..... Brian Cleworth  
General Manager..... Austin Van Pelt  
Commercial Manager..... Randolph McCluggage  
Chief Engineer..... Keith Le May

Pop.: 1,368,000

Families: 351,000

Radio Homes: 352,000

## ARIZONA

TV Homes: 293,000

AM Stas. in State: 47

TV Stas. in State: 8

### **KSUN—Bisbee—1933**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Carleton W. Morris  
Address..... Drawer C, Lowell St.  
Tel.: HE 2-2277..... MBS  
President..... C. W. Morris  
General Station Manager..... Arlo Woolery  
Program Director..... Jack Jaquay

### **KPIN—Casa Grande—1956**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
Owned By..... John W. Parham  
Address..... P. O. Box 755  
Tel.: TE 6-7427..... Independent  
Station Representative..... Grant Webb  
Owner, General Manager..... John W. Parham  
Commercial Manager..... Edna Bigham  
Sales Promotion Manager..... Larry West  
Program Director..... Bettie Parham  
Publicity Director..... Jim Wise  
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

### **KCKY—Coolidge—1948**

Frequency: 1150 Kc..... Power: 1,000 Watts  
Owned-Oper. By..... Gila Bcstg. Co., Inc.  
Address..... 400 S. Main St.  
Tel.: PA 3-5341..... CBS  
Representative..... Hil F. Best  
General Manager..... Harriet Anderson

### **KAPR—Douglas—1958**

Frequency: 930 Kc..... Power: 1000 Watts  
Owned By..... Copper State Enterprises  
Address..... P. O. Box 505  
Tel.: EMpire 4-8403..... Independent  
Station Representative..... Harlan Oaks  
President..... David Harman  
General Manager..... H. H. Packard  
Commercial Manager..... Dick Miller  
Program Director..... Lowell Huffman  
Publicity Director..... Helen Dillon  
Chief Engineer..... Henry Griffiths

**KAWT—Douglas—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hillcrest Bcstg. Co.  
 Address .....Box 1118  
 Tel.: EMpire 4-3484.....NBC-KBS  
 Sta. Representative .....Hil Best  
 President .....Herb Newcomb  
 Program Dir.....Jackie Newcomb  
 Sales Prom. Mgr.....Bill Stevens  
 Publicity Dir.....Jeanne Clear  
 Chief Engineer .....Fred Wuenschal

**KCLS—Flagstaff—1950**

Freq.: 600 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By.....Saunders Bcstg. Co.  
 Address .....Box 1580  
 Tel.: PRospect 4-2581.....NBC  
 General Manager.....Charles J. Saunders  
 Sta. Mgr.....Dorothy J. Saunders  
 Sales Prom. Mgr.....Bill Mitchell  
 Chief Engineer.....Miles Shepherd

**KEOS—Flagstaff—1959**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned By.....KEOS, Inc.  
 Address .....Gables Restaurant  
 Tel.: PR 4-7511.....Independent  
 President.....E. O. Smith  
 General Station Mgr.....John E. Smith  
 Commercial Manager.....Martin Welch  
 Sales Promotion Manager.....Rusty Lee  
 Program Director.....Clint Wager  
 Chief Engineer.....William Grimsley

**KVNA—Flagstaff—1950**

Freq.: 690 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Roy L. Albertson, Jr.  
 Address .....P.O. Box 300  
 Tel.: PRospect 4-6638.....ABC-MBS  
 Sta. Representative .....John Blair  
 President.....John L. Hogg  
 General. Comm. Mgr.....Harl Barnett  
 Program Dir.....Steve Boyle  
 Publicity Dir.....Hank Alcott  
 Chief Engineer .....Michael Stevens

**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.....H. Barnett

**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  
 President, Gen. Mgr.....Willard Shoecraft  
 Commercial Manager.....Darrell Tucker  
 Program Director.....Bob Early  
 Chief Engineer.....Frank C. Hancock

**KDJI—Holbrook—1955**

Frequency: 1270 Kc.....Power: 1000 W. d.  
 Owned-Oper. By.....H. J. Arnoldus  
 Address.....720 Navajo Blvd.  
 Tel.: JAcKson 4-3523.....Independent  
 Sta. Reps.....Tracy Moore; Hil F. Best  
 Owner.....Harold J. Arnoldus  
 Gen. Comm. Mgr.....Sam Taylor, Jr.  
 Program Director.....Bill Cross  
 Chief Engineer.....Fred Mull

**KAAA—Kingman—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Stonybrook Broadcasting Co.  
 Business Address.....Jackson & Monroe  
 Tel.: SKYline 3-2537.....ABC  
 Representative.....Harlan G. Oakes  
 Pres., Gen. Mgr.....Wallace E. Stone  
 Program Director.....Bill Rose  
 Publicity Director.....W. E. Stone  
 Chief Engineer.....Fred Kay

**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.....Hil F. Best  
 President.....Carl Morris  
 General Manager.....Arlo Wooley  
 Station Mgr., Chief Engineer.....Ralph Anderson

**KHAT—Phoenix—1958**

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned By.....KHAT Radio Inc.  
 Business Address.....337 W. Maryland  
 Tel.: CR 9-2321.....Independent  
 President, Gen. Mgr.....Ray Odum  
 Chief Engineer.....J. Lapping

**KHEP—Phoenix—1956**

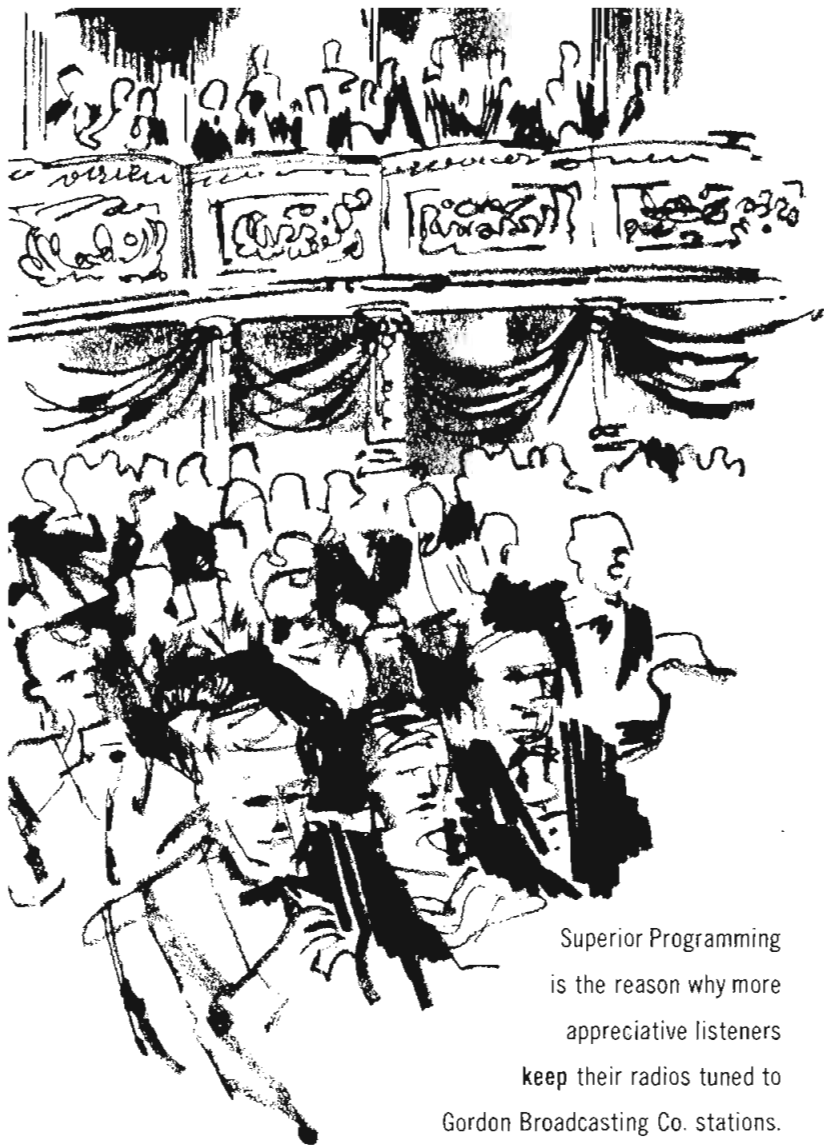
Frequency: 1280 Kc.....Power: 1000 Watts, d.  
 Owned.....Grand Canyon Bcstg. Co.  
 Address .....3883 N. 38th Ave.  
 Tel.: AP 8-5555.....Independent  
 President.....A. A. Wallace  
 General Mgr.....John Hoeksema  
 Program Dir.....Tom Hay  
 Chief Engineer.....Don Bradley

**KIFN—Phoenix—1949**

Frequency: 660 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Western Bcstg. Co.  
 Address .....Box 430  
 Tel.: AL 3-6155.....Independent  
 Station Representative.....Harlan Oakes, NTS  
 President.....H. Walker Harrison  
 General Station Manager.....John K. Redfield  
 Chief Engineer.....Jose O. Armendariz

**KONI—Phoenix—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Camelback Bcstg.



Superior Programming  
is the reason why more  
appreciative listeners  
keep their radios tuned to  
Gordon Broadcasting Co. stations.

Careful selection of the best interpretations in fine music,  
together with News in Depth, means **fine radio** . . .  
with advertising limited timewise—screened tastewise.



**KSDO**  
San Diego

Best Fine Radio Buy In The Booming-Buying Southwest

**KBUZ**  
Phoenix

The Gordon Broadcasting Company  
KSDO San Diego AM KBUZ Phoenix AM and FM



Address ..... 2300 N. Central Ave.  
 Tel.: AL 8-8044.....Independent  
 President..... E. J. Churchill  
 Gen. Mgr..... Bruce McWilliams  
 Station Comm. Manager..... Sheldon Gibbs  
 Chief Engineer ..... Paul Hedges

**KBUZ—Phoenix—1958**

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.  
 Owned By..... Greater Phoenix Bcstg. Co.  
 Address..... 3336 E. Van Buren  
 Tel.: BRIDGE 5-4466.....Independent  
 Station Representative..... Adam Young  
 Pres., Gen. Mgr..... Sherwood R. Gordon  
 Program Director..... William Freeman  
 Sales Promotion Mgr..... Robert L. Holladay  
 Chief Engineer..... Ray Van Drusen

**KOOL—Phoenix—1947**

Frequency: 960 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 Autry  
 President..... Tom Chauncey  
 General Manager..... Homer Lane  
 Station Manager..... Richard H. Brader  
 Program Director..... Al McCoy  
 Publicity Director..... Milt Dean Hill  
 Chief Engineer..... Nelson Nichols

**KOY—Phoenix—1922**

Frequency: 550 Kc. Powers: 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 Blair  
 Pres., Gen. Mgr..... John L. Hogg  
 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  
 V.P. & Gen. Mgr..... Richard B. Rawls  
 Station Mgr..... Gene Spry  
 Commercial Mgr..... John R. Crowley  
 Sales Prom. Mgr..... Jo Hitchcock  
 Program Director..... Larry Burroughs  
 Chief Engineer..... George McClanathan

**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  
 Station Representative..... Robert Eastman  
 Pres., Gen., Manager..... Richard B. Wheeler  
 Station Manager..... Sheldon Engel  
 Comm. Prom. Manager..... Wayne Vann  
 Program Director..... Michael D'Arcy

Publicity Director..... Jim Titus  
 Chief Engineer..... Sonny Knight

**KRUX—Phoenix—1947**

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.  
 Owned-Oper. By... Leland Bisbee Bcstg. Co. Inc.  
 Bus.-Studio Address..... 417 N. 1st St.  
 Tel.: AL 8-1551.....Independent  
 Representative..... D. F. McGavren Co.  
 President..... Leland S. Bisbee, Jr.  
 General 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  
 Chrman. of the Board..... John J. Louis  
 Pres., Gen. Mgr..... Richard O. Lewis  
 V.P. in Chg. Sales..... Ray G. Smucker  
 Prog. Director..... Jack Willis  
 Commercial Manager..... Robert Nelson  
 V. P. Programs..... Paul J. Hughes  
 Sales Prom., Publicity Dir..... Ray Thompson  
 Chief Engineer..... Harold Haughawout

**KUEQ—Phoenix—1958**

Frequency: 740 Kc. Power: 1 Kw., d.  
 Owned By..... Dynamic Communications, Inc.  
 Address..... 3321 N. Central Ave.  
 Tel.: CRESTWOOD 9-5577.....Independent  
 Station Representative..... Meeker Co.  
 President..... Carson E. Cowherd  
 Gen. Comm. Manager..... Hugh E. Bader  
 Sales Promotion Manager..... L. R. Johnson  
 Publicity Director..... Louis Henderson  
 Prog. Dir..... Bob McNulty  
 Chief Engineer..... Gene Boos

**KNOT—Prescott—1957**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned..... Thunderbird Bcstg. Corp.  
 Address..... P. O. Box 151  
 Tel.: HICKORY 5-5211.....Independent  
 Representative..... Masla, O'Connell  
 Pres., Gen. Mgr..... Roy L. Albertson, Jr.  
 Commercial Director..... Warren Rashleigh  
 Program Director..... Sandy Gibbons  
 Sales Prom. Director..... Paul Inkmann  
 Chief Engineer..... F. E. Brown

**KYCA—Prescott—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... Southwest Bcstg. Co.  
 Business-Studio Address..... East Gurley St.  
 Tel.: HICKORY 5-2710.....NBC  
 Representative..... Avery-Knodel  
 Pres., Gen. Mgr..... Harold Ritter  
 Commercial Manager..... Wallace Norman  
 Publicity Director..... Byron McCall  
 Chief Engineer..... George Eitel

## ARIZONA

### KZOK—Prescott—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned By..... H. R. Odum  
Address..... P. O. Box 1033  
Tel.: Hickory 5-1590..... KBS  
President..... Dick Gilbert  
General Manager..... Phil Haynes  
Commercial Manager..... M. Z. Moore  
Program Director..... Bing Brown

### KGLU—Safford—1938

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By..... Gila Bcstg. Co.  
Business-Studio Address..... 520 Main St.  
Tel.: 15..... MBS  
President..... Louis F. Long  
General Mgr..... Paul Merrill

### KPOK—Scottsdale—1956

Frequency: 1440 Kc. Power: 5 Kw.  
Owned..... Scottsdale Bcstg. Co.  
Address..... Safari Hotel  
Tel.: WHitney 5-1440..... Independent  
Representative..... Forjoe  
President, Gen. Mgr..... Morris Mindel  
Commercial Mgr..... Lee Walker  
Program Dir..... Russ Upton  
Sales Prom. Mgr..... John Hatton  
Publicity Dir..... Ray Maxwell  
Chief Engineer..... Evert Fruitman

### KVWM—Show Low—1957

Frequency: 1050 Kc. Power: 250 Watts  
Owned..... Peak Bcstg. Co.  
Address..... Box 606  
Tel.: KEystone 7-2345..... Independent  
Pres. Gen. Mgr., Ch. Eng..... S. J. Woodworth  
Program Dir..... Dorothy L. Woodworth

### KHFH—Sierra Vista—1957

Frequency: 1420 Kc. Power: 1000 Watts  
Owned..... C. W. Morris  
Address..... Carmichael at De Palma  
Tel.: GLadstone 8-3379..... Independent  
President..... Carleton W. Morris  
General Mgr..... John Bonnett, Jr.

### KAIR—Tucson—1956

Frequency: 1490 Kc. Power: 250 Watts  
Owned By..... KAIR Broadcasting, Inc.  
Address..... P. O. Box 951  
Tel.: MAin 4-0401..... Independent  
Station Representative..... Branham Co.  
President, Gen. Manager..... Jerome K. McCauley  
Station Manager..... Ron Barrington  
Comm. Public Director..... Isa S. Crino  
Program Director..... John Hyde  
Chief Engineer..... Jack Saeldid

### KCEE—Tucson—1958

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned By..... Assoc. Bcstrs. of Tucson, Inc.  
Address..... Box 5803  
Tel.: MA 2-7788..... Independent  
Sta. Representative..... Forjoe  
President..... David S. Drubeck

General, Station Manager..... Ray Owen  
Program Director..... Helen Miller  
Chief Engineer..... Craig Kepner

### KTAN—Tucson—1946

Freq.: 580 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Operated By..... Catalina Bcstg. Co.  
Address..... P. O. Box 2348  
Tel.: MA 2-4664..... Independent  
Representative..... Gill-Perna  
Pres., Gen. Mgr..... Harry B. Chambers  
Pub. Dir..... Pat Palmer  
Chief Engineer..... Eugene E. Stough

### KCUB—Tucson—1929

Frequency: 1290 Kc. Power: 1000 Watts  
Owned By..... Boffard Bcstg. Corp.  
Business Address..... 219 W. Elm St.  
Tel.: MAin 3-4323..... Independent  
Station Representative..... Meeker Co.  
President, Gen. Mgr..... Ralph R. Boffard  
Station Mgr., Prog. Dir..... Bill Rudd  
Chief Engineer..... Ray H. Holsclaw

### 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 Sis.  
President, General Mgr..... Peter Trowbridge  
Comm. Mgr..... De Witt Wray  
Program Director..... Henry Villegas  
Sales Prom., Pub. Dir..... Arturo Aguilar

### KMOP—Tucson—1957

Frequency: 1330 Kc. Power: 500 Watts, d.  
Owned..... Pima Broadcasting Co.  
Address..... P.O. Box 5084  
Tel.: MA 3-6662..... Independent  
Sta. Reps..... Grant; Barnard  
President..... L. B. Clayton  
Gen. Mgr., Ch. Eng..... K. W. Ferguson  
Commercial Mgr..... James Johnson  
Program Dir..... Bob Wolfe  
Publicity Dir..... Dorothy Gallagher  
Sales Prom. Mgr..... Bob Clayton

### 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  
Station Representative..... AM Radio Sales  
President..... Tom Chancey  
V.P., General Manager..... E. S. Mittendorf  
Commercial Manager..... Bernie Perlin  
Sales Prom., Pub. Dir..... E. R. McKane  
Program Director..... Ed Tucker  
Chief Engineer..... Vern Cinniyotti

### KTKT—Tucson—1949

Frequency: 990 Kc. Power: 10,000 W., d.  
Owned-Operated By..... Copper State Bcstg.  
Business-Studio Address..... Box 5585  
Tel.: MAin 2-6711..... Independent

## ARIZONA-ARKANSAS

Station Representative.....McGavren Co.  
 President.....Thomas J. Wallace  
 General 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 Haften  
 Chief Engineer.....Robert Lebscock

### KVNC—Winslow—1952

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Gila Bdcstg. Co.  
 Address.....Box 373  
 Tel.: 1010.....ABC-MBS-KBS  
 President.....L. F. Long  
 Gen. Comm Mgr.....Chuck Mizner  
 Program Pub. Mgr.....Pat Moore  
 Pub. Director.....Connie Mizner  
 Chief Engineer.....Jerry Graham

### KBLU—Yuma—1959

Frequency: 1320 Kc.....Power: 500 Watts  
 Owned By.....Desert Bcstg. Co.  
 Address.....Stardust Hotel  
 Tel.: SUNset 2-3882.....Independent  
 Gen. Mgr., Chief Engineer...Robert W. Crites  
 Commercial Manager.....John Ghiotto  
 Program Manager.....Tom Breneman  
 Publicity Director.....Ken Field

### KOFA—Yuma—1952

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Broadcasters, Inc.  
 Address.....P. O. Box 1430  
 Tel.: SU 3-8341.....KBS  
 Sta. Reps.....Tracy Moore; Bob Dore  
 President.....T. R. Williams  
 General, Sta. Mgr.....Neil W. Sargent  
 Comm. Prom. Mgr.....Cliff Canyon  
 Program, Publicity Dir.....Denny Gallagher  
 Chief Engineer.....Doc Holiday

### KVOY—Yuma—1950

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KYMA-Yuma, Inc.  
 Address.....P. O. Box 671  
 Tel.: SUNset 2-4321.....ABC-MBS  
 Sta. Representative.....Radio-TV Reps.  
 Pres., Gen. Mgr.....William L. Lindsey  
 Sta. Comm. Manager...Leo A. Newsome, Jr.  
 Sales Prom. Mgr.....C. D. Burton  
 Program Director.....Bob Nimmo  
 Publicity Dir.....Larry Snow  
 Chief Engineer.....Richard Davis

### KYUM—Yuma—1940

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Yuma Bcstg. Co.  
 Address.....P. O. Box 352  
 Tel.: SU 3-3305.....NBC  
 Sta. Representative.....Avery Knodel  
 President.....R. O. Lewis  
 General Manager.....Leonard P. Burklana  
 Sales Prom. Mgr.....Hobart Lewis  
 Program Director.....Fred A. Pelger  
 Chief Engineer.....Maurice W. Higgins

## ARKANSAS

Pop.: 1,950,000  
 Families: 560,000  
 Radio Homes: 554,000

TV Homes: 386,000  
 AM Stas. in State: 65  
 TV Stas. in State: 5

### KVRC—Arkadelphia—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Arkadelphia Bcstg. Co.  
 Business-Studios Address.....506 Main St.  
 Tel.: CHapel 6-4561.....KBS  
 Representative.....Hil F. Best  
 Gen., Sta. Mgr.....Bill Deaton  
 Chief Engineer.....John Riggle

### KBTA—Batesville—1950

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....White River Valley Bdcsts. Co.  
 Address.....P.O. Box 112  
 Representative.....Best  
 Pres., Gen. Mgr.....J. F. Higginbottom  
 Sales Prom. Mgr.....Murray Schroyer  
 Chief Engineer.....C. Smith

### KBBA—Benton—1953

Frequency: 690 Kc.....Power: 250 Watts, d.  
 Owned-Oper. By.....Benton Bcstg. Service

Business Address.....Box 294  
 Tel.: SP 8-2690.....KBS  
 General Manager.....Lavelle Langley  
 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.: GARfield 3-2148.....KBS  
 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.....Independent  
 Station Representative.....John E. Pearson

# ARKANSAS

Gen., Sta. Mgr. .... Harold L. Sudbury  
Sales Prom., Pub. Dir. .... J. T. Sudbury  
Chief Engineer. .... Joe Nearns

## **KBRI—Brinkley—1959**

Frequency: 1570 Kc. .... Power: 250 Watts  
Owned By. .... Tri-County Bcstg. Co.  
Address. .... 212 West Cedar St.  
Tel.: 308. .... Independent  
Newspaper Affiliation. .... Brinkley Argus  
President. .... Mason W. Clifton  
Gen. Commercial Manager. .... W. Hi Mayo  
Program Director. .... Vernon Kuehn  
Publicity Director. .... Don Thompson  
Chief Engineer. .... Edward Travis

## **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. .... MBS-KBS  
President. .... Walter E. Hussman  
Station Comm. Mgr. .... Donald Cathey  
Program, Pub. Director. .... Cat Carter  
Chief Engineer. .... Tom Graves

## **KLYR—Clarksville—1957**

Frequency: 1360 Kc. .... Power: 500 Watts  
Owned By. .... Clarksville Radio Broadcasters  
Business Address. .... P. O. Box 489  
Tel.: Pleasant 4-3092. .... Independent  
Gen. Sta. Chg. Eng. .... Roy Forrester  
Comm. Sales Prom. Mgr. .... Reece Adkison  
Prog. Pub. Dir. .... Wayne Bradley

## **KCON—Conway—1950**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Conway Bcstg. Co.  
Address. .... ASTC Campus  
Tel.: 189. .... KBS  
Gen. Mgr. .... James E. Clayton  
Program Dir. .... S. F. Morehead  
Chief Engineer. .... Edwin McClendon

## **KCCB—Corning—1959**

Frequency: 1260 Kc. .... Power: 500 Wts. d.  
Owned By. .... Eulis W. Cochran  
Address. .... 434 W. 2nd Street  
Tel.: Ulster 7-2261. .... Independent  
General, Comm. Mgr. .... W. Mayo  
Program, Comm. Mgr. .... James Reedy  
Chief Engineer. .... Edward Travis

## **KAGH—Crossett—1951**

Frequency: 800 Kc. .... Power: 250 Watts, d.  
Owned-Operated By. .... Radio KAGH  
Address. .... 900 Main  
Tel.: FO 4-2181. .... KBS  
Representative. .... Clyde Melville  
General Mgr. .... Julian Hoas  
Chief Engineer. .... Preston Derryberry

## **KDQN—De Queen—1956**

Frequency: 1390 Kc. .... Power: 500 Watts, d.  
Owned. .... Asher & Sizemore  
Address. .... 1923 S. Fourth St.

Tel.: JU 4-2446. .... **KBS**  
Sta. Representative. .... Continental  
President. .... R. G. McKeever  
General, Comm. Mgr. .... Jerry Hammons  
Chief Engineer. .... Tommy Jones

## **KDMS—El Dorado—1950**

Frequency: 1290 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By. .... El Dorado Bcstg. Co.  
Address. .... 208 N. Cleveland  
Tel.: UN 3-5121. .... Independent  
General Manager. .... J. A. West, Jr.  
Commercial Manager. .... Rodney Smith  
Program Dir. .... D. R. McLelland  
Chief Engineer. .... Bob Russell

## **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. .... CBS-KBS  
Representative. .... Walker-Rawalt  
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 By. .... H. Weldon Stamps  
Address. .... Box 112, University Sta.  
Tel.: Hillcrest 2-9859. .... MBS  
Station Representative. .... Bob Dore  
Gen. Mgr. .... H. Weldon Stamps  
Program Director. .... Mildred Stamps  
Chief Engineer. .... Donald Hogan

## **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 McIlroy  
Gen. Mgr. .... Fred J. Stevenson  
Comm. Sis. Prom. Mgr. .... Ed. Glideon  
Program, Publicity Director. .... Steve Starwyck  
Chief Engineer. .... Harold Lindsey

## **KBJT—Fordyce—1959**

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By. .... KBJT, Inc.  
Address. .... P.O. Box 626  
Tel.: 1570. .... KBS  
President, Gen. Mgr. .... K. F. Tracy  
Commercial Mgr. .... Edwin Zoch  
Program Dir. .... J. Bagwell

## **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  
Sis., Comm. Mgr. .... James Pearson  
Chief Engineer. .... Walter Smith, Jr.

**KFPW—Fort Smith—1930**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....KFPW Bcstg. Co.  
 Business Address.....2415 N. Albert Pike  
 Tel.: SU 3-4105.....CBS  
 Sta. Reps.....Gill-Perna; Clarke Brown  
 President, General Mgr.....G. T. Herreich  
 Station Mgr.....Charles E. Jones  
 Comm. Manager.....Jack Freeze  
 Program Director.....Joe Roppolo  
 Chief Engineer.....Ron Pesha

**KFSA—Fort Smith—1947**

Frequency: 950 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By.....Fort Smith Bcstg. Co.  
 Address.....1016 Rogers Ave.  
 Tel.: SU 2-9125.....ABC, CBS  
 Newspaper Affiliation.....Times Record  
 President.....Donald W. Reynolds  
 General Station Mgr.....James E. Fesperman  
 Comm. Manager.....Edwin P. Hicks  
 Program Director.....Harry Freeman  
 Sales Prom., Pub. Director.....Shirley Holstein  
 Chief Engineer.....Willard Matten

**KTCS—Fort Smith—1956**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned By.....United Bcstg Co.  
 Business Address.....4126 Towson Ave.  
 Tel.: SUNset 3-3049.....MBS-KBS  
 Station Representative.....Bob Dore  
 President.....Chas. Fite

**KWHN—Ft. Smith—1947**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By...KWHN Bcstg. Co., Inc.  
 Address.....421 Garrison Ave.  
 Tel.: SU 3-8967.....Independent  
 Representative.....Dora Clayton  
 President.....M. Bershof  
 Sect. & Gen. Mgr.....J. H. Friedman  
 Station Mgr.....Glenn A. O'Neal  
 Chief Engineer.....Raymond Armstrong

**KHOZ—Harrison—1946**

Frequency: 900 Kc. Power: 1000 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  
 Station Representative.....Hil F. Best  
 General Station Manager...Sam W. Anderson  
 Sales Prom. Mgr.....Katherine M. Kizer  
 Comm. Manager.....Gene Bearden  
 Program Director.....Bill Holland  
 Chief Engineer.....Earl Hodges

**KXAR—Hope—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Address.....P. O. Box 138  
 Tel.: PProspect 7-3601.....KBS  
 General Manager.....Haskell Jones

**KAAB—Hot Springs—1941**

Freq.: 1350 Kc. Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By.....Phoenix Co.  
 Address.....Box 1038  
 Tel.: NAtional 3-0657.....CBS  
 Station Rep.....Clyde Melville  
 President.....Harman I. Mosely II  
 Comm. Manager.....Bill Lydon  
 Program Director.....Shila Shelp  
 Chief Engineer.....James Melton

**KBHS—Hot Springs—1953**

Frequency: 590 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....Resort Bcstg. Co., Inc.  
 Address.....113 Third St.  
 Tel.: NA 3-6661.....KBS  
 Sta. Rep.....Clark  
 President.....A. M. McGregor  
 V.P., General Mgr.....Gene Kelley  
 Station, Sales Prom. Mgr.....Ed Appler  
 Chief Engineer.....Clint Norman

**KBLO—Hot Springs—1953**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Hot Springs Bcstg., Inc.  
 Address.....1011 Central  
 Tel.: NA 4-3313.....MBS  
 Pres., Gen. Mgr.....C. J. "Gus" Dickson  
 Chief Engineer.....R. G. King

**KBTM—Jonesboro—1930**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Patteson Brothers  
 Address.....603 Madison  
 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 Engineer.....Harold Baker

**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

**ARKANSAS** —————

Exec. V.P. . . . . T. K. Barton  
V.P., Sta. Mgr. . . . . Douglas Romine  
Program Director . . . . . Harris Owen  
Commercial Manager . . . . . Lee Bryant  
Sales Prod., Pub. Dir. . . . . Shirley R. Kennedy  
Chief Engineer . . . . . Don Winn

**KAJI—Little Rock—1927**

Freq.: 1250 Kc. . . . . Power: 1 Kw. d., 500 w. n.  
Owned-Oper. By . . . . . Helmar, Inc.  
Address . . . . . P. O. Box 3099  
Tel.: FR 2-0166 . . . . . Independent  
Station Representative . . . . . Hollingbery  
President . . . . . Michael J. Heller  
General Manager . . . . . Tom Bishop  
Chief Engineer . . . . . Dalton Sanders

**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.: Windsor 5-3206 . . . . . Independent  
Station Representative . . . . . H-R Rep.  
President, General Manager . . . . . Leonard Coe  
Nat. Sales Manager . . . . . Ernest Howard  
Comm. Manager . . . . . Ollie Bales  
Program Director . . . . . Mary Heffington  
Sales Prom., Pub. Director . . . . . Anne Lumpkin  
Chief Engineer . . . . . Blande Perry

**KOKY—Little Rock—1956**

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By . . . . . Ebony Radio of Ark.  
Address . . . . . P. O. Box 1956  
Tel.: FR 2-0391 . . . . . Independent  
Representative . . . . . John E. Pearson  
Pres., Gen. Mgr. . . . . John M. McLendon

**KTHS—Little Rock—1924**

Frequency: 1090 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. . . . . Radio Bcstg., Inc.  
Business-Studio Address . . . . . 8th & Izard  
Tel.: FR 4-3764 . . . . . Independent  
Newspaper Affil. . . . . Shreveport Times  
Representative . . . . . Christal  
President . . . . . W. H. Bronson  
Gen., Sta. Manager . . . . . F. A. Watkins  
Comm. Manager . . . . . Robert Riley  
Sales Prom. Mgr. . . . . R. Brown  
Program Director . . . . . Robert L. Hicks  
Chief Engineer . . . . . Cecil L. Sutt

**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

**KVMA—Magnolia—1948**

Frequency: 830 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Magnolia Bcstg. Co.  
Business-Studio Address . . . . . 212 N. Jefferson St.  
Tel.: CE 4-5862 . . . . . MBS  
Representative . . . . . John E. Pearson  
President . . . . . Dr. J. F. Rushion

Gen. Mgr. . . . . William M. Bigley  
Comm. Mgr. . . . . Norman Hunnicut  
Chief Engineer . . . . . Anson Clark

**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  
Chief Engineer . . . . . Robert Padgett

**KPCA—Marked Tree—1956**

Frequency: 1580 Kc. . . . . Power: 250 Watts, d.  
Owned By . . . . . Poinsett Cy. Bcstg Co.  
Address . . . . . Box 17  
Tel.: 1580 . . . . . KBS  
Station Representative . . . . . Continental  
General Mgr. . . . . Carlton Garner  
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 . . . . . Beat  
Pres., Gen. Mgr. . . . . Abbott F. Kinney

**KENA—Mena—1951**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KENA Bcstg. Co.  
Address . . . . . S. Reine St.  
Tel.: 1450 . . . . . KBS  
General Mgr. . . . . E. M. Hoge  
Comm. Mgr. . . . . Bill Hughes  
Program Dir. . . . . Esther Trolinder  
Chief Engineer . . . . . Wayne Ramsey

**KHBM—Monticello—1955**

Frequency: 1430 Kc. . . . . Power: 1 Kw. d.  
Owned-Operated By . . . . . Baker Bcstg. Co.  
Address . . . . . Box 446  
Tel.: EMpire 7-5136 . . . . . KBS  
President, Gen. Manager . . . . . Keith Baker  
Program Director . . . . . Elbert Harcastle  
Pub., Sales Prom. . . . . Evelyn H. Baker  
Chief Engineer . . . . . Al Cooper

**KVOM—Morrilton—1952**

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Morrilton Bcstg. Co.  
Address . . . . . P. O. Box 541  
Tel.: 506 . . . . . Independent  
President, General Manager . . . . . J. C. Willis  
Comm. Manager . . . . . Gene Cooper  
Program Director . . . . . Ella Mae Willis  
Pub., Chief Engineer . . . . . Hugh C. Jones

**KTLO—Mountain Home—1953**

Frequency: 1490 Kc. . . . . 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.**.....L. E. Cranor  
**Chief Engineer**.....Kenneth Wilkins

**KNBY—Newport—1949**

**Frequency:** 1280 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Newport Bcstg. Co.  
**Business Address**.....V. S. Highway 67  
**Tel.:** 749.....Independent  
**President**.....Harold Sudbury  
**General Station Manager**.....Gene Howe  
**Program Director**.....Jerry Grojean  
**Chief Engineer**.....Anson Clark

**KDXE—N. Little Rock—1957**

**Frequency:** 1380 Kc.....**Power:** 1 Kw.  
**Owned-Oper. By** Arkansas Valley Bcstg. Corp.  
**Address**.....P. O. Box 666  
**Tel.:** FR 6-1997.....Independent  
**President**.....Claude Carpenter, Jr.  
**General Manager**.....Ray Bartlett  
**Commercial Manager**.....Bill Campbell  
**Program Director, Ch. Eng.**.....Ed Bailey  
**Publicity Director**.....Rita Newsom

**KXLR—North Little Rock  
1946**

**Frequency:** 1150 Kc...**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....Arkansas Bcstg., Inc.  
**Address**.....P. O. Box 89  
**Tel.:** FR 2-2155.....Independent  
**Representative**.....Billing  
**President**.....J. M. Sanders  
**General Manager**.....Roy Nichols  
**Commercial Mgr.**.....Ray Green  
**Chief Engineer**.....V. O. Van Dusen

**KOSE—Osceola—1949**

**Frequency:** 880 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  
**General Station Manager**.....Don Whitney

**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 Dir.**.....Wilma Wilman Wheels  
**Chief Engineer**.....W. O. Driskell

**KCCL—Paris—1959**

**Frequency:** 1460 Kc.....**Power:** 500 Watts. d.

**Owned By**.....Gordon Hixson  
**Address**.....Paris, Ark.  
**Tel.:** Paris.....KBS  
**President**.....E. W. Cochran  
**General Mgr.**.....Bob Cochran  
**Commercial Mgr.**.....V. Kuehn  
**Chief Engineer**.....Manuel Johnson

**KCLA—Pine Bluff—1947**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Radio Engineering Service  
**Business-Studio Address**.....2900 W. 28th Ave.  
**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.....KBS  
**Pres., Gen. Mgr., Chief Engr.**.....B. J. Parrish  
**Sales Prom. Mgr.**.....Joe Wallace  
**Program Dir.**.....Alva Holt

**KPBA—Pine Bluff—1957**

**Frequency:** 1590 Kc.....**Power:** 1 Kw. d.  
**Owned-Operated By**.....Radio Pine Bluff, Inc.  
**Address**.....1607 W. 6th Ave.  
**Tel.:** JE 4-1523.....Independent  
**Station Representative**.....Gene Bolles Co.  
**President**.....W. L. Kent  
**Gen., Sta. Mgr.**.....Howard M. Peters  
**Program Director**.....Howard Watson  
**Chief Engineer**.....Robert N. Meador

**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  
**Sales Mgr.**.....Virgil Pace

**KAMO—Rogers—1954**

**Frequency:** 1390 Kc.....**Power:** 1000 Watts  
**Owned**.....KAMO, Inc.  
**Business Address**.....American Natl. Bank Bldg.  
**Tel.:** MELrose 6-4611.....Independent  
**Station Rep.**.....Walker-Rawall  
**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**.....C. R. Horne  
**Address**.....Second and Commerce  
**Gen., Sta. Mgr.**.....C. R. Horne  
**Comm. Mgr.**.....L. L. Bryan  
**Prog. Director**.....Ora Mae Lee  
**Chief Engineer**.....William C. McKenney

## ARKANSAS-CALIFORNIA

### KWCB—Searcy—1951

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned By White County Bcstg. Co.  
Address P. O. Box 95  
Tel.: 1281  
Representative Hill F. Best  
General Mgr. Don P. Jones

### KUOA—Siloam Springs—1923

Frequency: 1290 Kc. Power: 5,000 Watts d.  
Owned-Operated By KUOA, Inc.  
Business-Studio Address Siloam Springs  
Tel.: 777  
Station Representative MBS-KBS  
President Devney, Inc.  
John E. Brown, Jr.  
Gen. Mgr. Cecil Smith  
Program Director Ralph Kennedy, Jr.  
Sales Prom. Director Darrell D. Willis  
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 591  
Tel.: Pleasant 1-4675  
Newspaper Affiliation Southwest American  
Representative Hill 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 P.O. Box 271  
Tel.: WA 2-5212  
Gen. Manager Melvin P. Spann  
Station Mgr. June S. Spann  
Chief Engineer C. R. Sandline

### KOSY—Texarkana—1951

Freq.: 790 Kc. Power: 1 Kw. d. 500 w. n.  
Owned-Operated By Gateway Bcstg. Co.  
Address P.O. Box 1318  
Tel.: 22-3771  
Representative Independent  
Gen. Manager Pearson  
Tom E. Dillahunty

### KFDF—Van Buren—1958

Frequency: 1580 Kc. Power: 1 Watt, d.  
Owned By Broadcasters, Inc.  
Address P.O. Box 550  
Tel.: Granite 4-6811  
President Independent  
Chief Engineer H. R. Fischer  
J. P. Freeman

### KRLW—Walnut Ridge—1951

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By Lawrence Cty. Bcstg. Co.  
Address P.O. Box 30  
Tel.: Turner 4-3131  
Gen. Mgr. Wm. H. Cate

### KWRF—Warren—1953

Frequency: 860 Kc. Power: 250 Watts d.  
Owned By Pines Broadcasting Co.  
Address Box 480  
Tel.: 353-354  
Representative KBS  
President, Gen. Manager Hill F. Best  
Weldon Sledge  
Station Comm. Manager Bill Wells

### KWYN—Wynne—1956

Frequency: 1400 Kc. Power: 250 Watts  
Owned E. Arkansas Bcstrs, Inc.  
Address P. O. Box 225  
Tel.: 1188  
President KBS  
Gen., Sta. Mgr. J. L. Shaver, Jr.  
Raymond O. Raley  
Program Dir. Larry Futrell  
Chief Engineer Art Rogers

Pop.: 15,210,000

Families: 4,875,000

Radio Homes: 4,969,000

## CALIFORNIA

TV Homes: 4,330,000

AM Stas. in State: 190

TV Stas. in State: 31

### KCNO—Alturas—1951

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Operated By R. W. Hansen  
Address P. O. Box 1358  
Tel.: 2531  
Representative Independent  
Sta. Mgr., Chief Engineer Tracy Moore  
Dick Barrett

### KEYZ—Anaheim—1959

Frequency: 1190 Kc. Power: 1000 Watts  
Owned By Radio Orange Cty, Inc.  
Address 1213 N. Highland, Hollywood 38  
Tel.: Prospect 4-5170  
Sta. Reps. Rbt. Allen; Jack Masla

President, Gen. Mgr. Cliff Gill  
General Sales Mgr. Ira Laufer  
Station, Prog. Mgr. Dan Russell  
Chief Engineer John Ledbetter

### KPON—Anderson—1959

Frequency: 1580 Kc. Power: 1000 Watts  
Owned By Universal Electronics  
Address White City Shopping Center  
Tel.: EM 5-2711  
General Manager Independent  
Station Mgr. George Norman  
Production Dir. Doug Wildtoerster  
Chief Engineer Von Lytell  
Robert Mulligan

**KAVR—Apple Valley—1954**

Frequency: 960 Kc.....Power: 5 Kw. d.  
Owned.....Apple Valley Bcstg. Co.  
Address.....P.O. Box 1  
Tel.: VI 7-7251.....Independent  
Representative.....W. S. Grant  
President.....Newton T. Bass  
Managing Dir.....J. C. Thomas  
Commercial Mgr.....Ken Barton

**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  
Comm. Sta Mgr.....Geo. Schafer

**KAHI—Auburn—1957**

Frequency: 950 Kc.....Power: 1000 Watts  
Owned By.....Don C. Reeves  
Address.....Box 950  
Tel.: TU 5-5636.....KBS  
Sta. Representative.....Robert Allen  
President, Ch. Eng.....Don C. Reeves  
General, Comm. Mgr.....Gene Ragle  
Program Dir.....Wes Meyers

**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  
Gen. Mgr.....Glenn D. Lockhart  
Comm. Mgr.....Roy Licordell  
Sales Promotion Manager.....Dick Brown  
Program Director.....Al Anthony  
Chief Engineer.....B. Tanner

**KBIS—Bakersfield—1950**

Frequency: 970 Kc.....Power: 1000 Watts  
Owned.....Eastern Electrosonic Industries  
Studio Address.....2013 Chester Ave.  
Tel.: FAirview 4 6093.....Independent  
Sta. Representative.....Headley-Reed, Inc.  
President.....Robert Straus  
General Mgr.....C. R. Christianson  
Commercial Mgr.....Si Darrah  
Program Dir.....Ron Zimmer  
Chief Engineer.....Leon K. Jones

**KERN—Bakersfield—1932**

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....McClatchy Newspapers  
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  
Sta. Reps.....Adam Young; O'Connell  
President.....Danny Thomas  
General Manager.....Thurston S. Holmes  
Program Director.....James Stoke  
Chief Engineer.....Ed. Andress

**KIKK—Bakersfield—1958**

Frequency: 800 Kc.....Power: 250 Watts; d.  
Owned By.....Valley Bcstg. Co.  
Address.....910 Chester  
Tel.: FAirview 7-4401.....Independent  
Station Representative.....John E. Pearson  
President.....Joe M. Arnoff  
General Manager.....Lee Batch  
Program Director.....Al Daneri  
Chief Engineer.....Elbert Gallemore

**KLYD—Bakersfield—1958**

Frequency: 1350 Kc.....Power: 1000 Watts;d.  
Owned By.....Urner Broadcasting Co.  
Business Address.....1709 30th Street  
Tel.: FAirview 7-4831.....Independent  
Station Representative.....Grant  
Gen. Sta. Mgr.....Edward E. Urner  
Commercial Manager.....Dave Maxwell  
Program Director.....Dan Speare  
Sales Prom. Publ. Dir.....Mary L. Bender  
Chief Engineer.....Vernon G. Tucker

**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

**KPMC—Bakersfield—1932**

Frequency: 1560 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Pioneer Mercantile Co.  
Address.....307 East 21st St.  
Tel.: FA 7-5121.....ABC  
Sta. Reps.....Allen Co.; Burns-Smith  
President.....F. G. R. Schamblin  
Station Manager.....I. A. Schamblin  
Comm. Mgr.....Paul R. Bismann  
Chief Eng.....Leo P. Jarvis

# CALIFORNIA

## KPAS—Banning—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Stevens Bcstg. Inc.  
Address: 200 E. Ramsey St.  
Tel.: VI 9-4557. Independent  
Station Representative: Harlan Oakes  
President: Calvin Jasspon  
Station, Comm. Mgr.: Don Metzger  
Asst. Mgr., Program Dir.: Jack Kellner  
Chief Engineer: Fred Brady

## KWTC—Barstow—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Mojave Valley Bcstg. Co.  
Address: Box 697  
Tel.: 4001. MBS  
Station Representative: John E. Pearson Co.  
Pres., Gen. Mgr.: W. T. Brown  
Station Mgr., Pub. Director: R. F. Cruse  
Commercial Mgr.: James Parler  
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.: THornwall 8-7715. Independent  
Representative: W. S. Grant  
General Mgr.: Arthur Westlund  
Sta. Mgr.: Don Hambly  
Prog. Dir.: Les Avery  
Chief Engineer: Charles Odgen

## KOWL—Bijou—1956

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Tahoe Broadcasters, Inc.  
Address: Box 756  
Tel.: KI 4-2400. Independent  
Pres., Gen. Mgr.: Ed. French  
Sta. Comm. Mgr.: John J. Murphy  
Chief Engineer: Keith Mealey

## KIBS—Bishop—1953

Frequency: 1230 Kc. Power: 250 Watts  
Owned: Southeastern Sierra Bcstg. Corp.  
Address: Box 757  
Tel.: UPTon 2-4411. ABC  
Pres., Gen. Mgr., Pub. Dir.: J. Oliver  
Commercial Manager: R. S. Deming  
Station Manager: Dorothy Cowley  
Program Director: Joe Arnold  
Chief Engineer: Elwayne Clement

## 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

## KROP—Brawley—1946

Frequency: 1300 Kc. 1000 Watts d. 500 a.  
Owned-Oper. By: Imperial Bcstg. System

Address: 6331 Hollywood Blvd.  
Tel.: 1300. ABC  
Representative: John E. Pearson Co.  
President: Frank K. Danzig  
V.P., Gen. Mgr.: F. W. Crane

## KBLA—Burbank—1952

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Edcstrs. of Burbank  
Address: 11516 Oxnard St., N. Hollywood  
Tel.: POplar 2-1195. Independent  
Station Representative: Grant Webb  
President: G. A. Rogers  
Chief Engineer: H. May

## KTEE—Carmel—1957

Frequency: 1410 Kc. Power: 500 Watts; d.  
Owned By: Carmel Bcstg. Co.  
Address: P. O. Box 2050  
Tel.: MAytair 4-1215. Independent  
Sta. Rep.: Duncan Scott & Co.  
Gen. Sta. Manager: Paul F. Hanson  
Chief Engineer: Marvin Johns

## KHSL—Chico—1935

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated: Golden Empire Bcstg. Co.  
Address: Box 1041  
Tel.: FIreside 2-0141. CBS  
Representative: McGavren  
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.: FIreside 2-4211. MBS  
Representative: Hollingbery  
Gen. Mgr.: J. Ned Richardson  
Comm. Mgr.: Robert Campbell  
Program Director: Tim Armstrong  
Chief Engineer: Willam Pope

## KCHV—Coachella—1954

Frequency: 970 Kc. Power: 1 Kw., d.  
Owner: Coachella Valley Bcstg. Co.  
Address: Box 112, Indio, Calif.  
Tel.: EXpress 8-5534. KBS  
Representative: Moore & Assoc.  
Pres.: Edward Gorges  
Gen. Mgr.: I. E. Staples  
Comm. Mgr.: Doug Caplette  
Sales Prom. Mgr.: Bob Stewart  
Program Director: Doc Robinson  
Publicity Director: Walter Duggan  
Chief Engineer: Bill Keith

## KBMX—Coalinga—1950

Frequency: 1470 Kc. Power: 500 W. d.  
Owned By: Meldean Bcstg. Co.

Address . . . . . P.O. Box 561, Hanford, Calif.  
 Tel.: LU 2-0583 . . . . . Independent  
 Sta. Rep. . . . . Grant Webb  
 President . . . . . Meldean Upp  
 V.P., Gen. Mgr. . . . . Mel Vierra  
 Comm. Sta. Mgr. . . . . Jack Miller  
 Program, Publicity Dir. . . . . Annette McLellan  
 Chief Engineer . . . . . Dick Howard

**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  
 Station Representative . . . . . For Joe  
 President . . . . . James F. Hadlock  
 V.P., Gen. Mgr. . . . . Naum Healy  
 Comm. Manager . . . . . Steve Schoen  
 Program Director . . . . . Ed Cornell  
 Sales Prom. Manager . . . . . Jan Wallace  
 Publicity Director . . . . . Elaine Kremper  
 Chief Engineer . . . . . Walter Rees

**KCRE—Crescent City—1950**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Del Norte Bcstg. Co.  
 Address . . . . . Box 248  
 Tel.: INgersoll 4-2155 . . . . . KBS  
 Station Representative . . . . . W. S. Grant  
 President, Gen. Manager . . . . . M. D. Marshall  
 Comm. Station Manager . . . . . H. Frank Walters  
 Program, Sales Prom. . . . . Alfred G. Curven  
 Publicity Director . . . . . Phyllis J. Wren  
 Chief Engineer . . . . . Herbert Newman

**KPOD—Crescent City—1959**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned By . . . . . KPOD Broadcasting  
 Address . . . . . 251 H St.  
 Tel.: IN 4-2151 . . . . . Independent  
 General Manager . . . . . George Norman  
 Station, Ch. Eng. . . . . Larry Marvin  
 Production Dir. . . . . Fred Bohlen  
 Promotion Dir. . . . . Bob Hansen

**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.: DELano 8876 . . . . . Independent  
 President, Chief Eng. . . . . Charles H. Johns  
 General Manager . . . . . Jean G. Johns  
 Comm. Mgr. . . . . Jim Turner  
 Program Dir. . . . . Joe McFolin

**KRDU—Dinuba—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Radio Dinuba Co.  
 Business-Studio Address . . . . . Box 157  
 Tel.: DI 500 . . . . . KBS  
 Station Representative . . . . . W. Ayres  
 Pres., Gen., Sta. Mgr. . . . . Egon A. Hofer  
 V.P. . . . . Dave Hofer, Jr.  
 Chief Engineer . . . . . Warren Nystrom

**KDEO—El Cajon—1955**

Frequency: 910 Kc. Power: 1 Kw.

Owned-Operated By . . . . . Dandy Bcstg. Corp.  
 Address . . . . . 3911 Pacific Highway, San Diego  
 Tel.: CY 8-8371 . . . . . Independent  
 Station Representative . . . . . Robert Eastman  
 President . . . . . Robert E. Sharon  
 Comm. Manager . . . . . Joe Cahill  
 Program Director . . . . . Sam Babcock  
 Sales Prom. Mgr. . . . . Ted C. Millan  
 Publicity Director . . . . . Jim Dandy  
 Chief Engineer . . . . . Ed Murphree

**KAMP—El Centro—1958**

Frequency: 1430 Kc. Power: 1000 Watts  
 Owned By . . . . . El Centro Radio, Inc.  
 Address . . . . . 6th & Main  
 Tel.: ELgin 2-2277 . . . . . Independent  
 Sta. Reps. . . . . Harlan Oakes; Walker-Rawalt  
 President . . . . . A. E. Andreotti  
 Gen. Station Manager . . . . . Wm. H. Ellison  
 Commercial Mgr. . . . . Chap Rollins  
 Prog. Dir., Sales Prom. Mgr. . . . . Bob Weaver  
 Publicity Dir. . . . . Marylou Pangle  
 Chief Engineer . . . . . Arch Thistle

**KICO—El Centro—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Charles R. Love  
 Address . . . . . P.O. Box 1697  
 Tel.: ELgin 2-1490 . . . . . MBS-KBS  
 Sta. Reps. . . . . Jacobson; Feltis  
 Owner . . . . . Charles R. Love  
 General Manager . . . . . W. L. Gleason  
 Commercial Manager . . . . . Jim Reeves  
 Pub. Director . . . . . Wally Blake

**KXO—El Centro—1927**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . Feldman Enterprises, Inc.  
 Business Address . . . . . Box 140  
 Tel.: EL 2-1230 . . . . . ABC-CBS-KBS  
 Representative . . . . . Paul H. Raymer  
 President . . . . . Leonard Feldman  
 General Manager . . . . . Bob Michels  
 Commercial Manager . . . . . Marc Hanan  
 Program Director . . . . . Tony Temple  
 Chief Engineer . . . . . Arch Thistle

**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  
 Chief Engineer . . . . . Joseph Dessert

**KDAN—Eureka—1956**

Frequency: 790 Kc. Power: 5 Kw.  
 Owned . . . . . Radio KDAN  
 Address . . . . . Box 993  
 Tel.: HI 2-0611 . . . . . Independent  
 Representative . . . . . Bcst. Time Sales, Hall  
 President . . . . . James F. Hadlock

**KIEM—Eureka—1933**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned Opr. By . . . . . Redwood Bdcstg. Co., Inc.

# CALIFORNIA

Address..... P. O. Box 1021  
 Tel: HI 3-1621..... MBS  
 Station Rep..... Hollingbery  
 President..... William B. Smullin  
 Opera. Manager..... Barry Adams  
 Station Manager..... Newton L. Steward  
 Chief Engineer..... Don King

## KINS—Eureka—1946

Freq: 980 Kc..... Power: 5 Kw., d., 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

## KDAC—Fort Bragg—1948

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned..... Mendocino Coast Bcstg. Co.  
 Address..... 2100 E. Oaks St.  
 Tel: YO 4-3251..... KBS  
 Owner..... Edward Merkle  
 General Manager, Ch. Eng..... 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  
 President, Gen. Mgr..... George Harm  
 Comm. Sales Prom. Mgr..... Gordon Jacobs  
 Program Director..... Bill Dallas  
 Chief Engineer..... Elbert Dean

## KBIF—Fresno—1947

Frequency: 900 Kc..... Power: 1000 Watts, d.  
 Owned..... KBIF, Inc.  
 Address..... 857 Van Ness Ave.  
 Tel: AM 6-0791..... Independent  
 Representative..... Weed  
 Pres., Gen. Mgr..... David T. Harris  
 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  
 Station Representative..... Daren F. McGavren  
 Pres., Gen. Mgr..... Herbert J. Edelman  
 Program Director..... Eddie Briggs  
 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  
 News Affil..... Phila. Inquirer, Phila. D. News  
 Representative..... John Blair  
 General Mgr..... Leslie H. Peard, Jr.

Sales Manager..... Wayne Decker  
 Program Dir..... Robert Fulton  
 Dir. of Eng. Opera..... Keith L. Mealey  
 OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;  
 WNBF-AM-FM-TV, BINGHAMTON, N. Y.; WFBG-  
 AM-TV, ALTOONA, PA.; WNHC-AM-FM-TV, NEW  
 HAVEN, CONN.; WLYH-TV, LEBANON, PA.; KFRE-  
 AM-FM-TV, FRESNO, CALIF.

## KGST—Fresno—1949

Frequency: 1600 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Juan Mercado  
 Address..... 1244 'O' St.  
 Tel: AM 6-9901..... KBS  
 Representative..... Nat'l Time Sales  
 Program Director..... Larry Walters  
 Chief Engineer..... Elbert Dean

## KMAK—Fresno—1953

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... McMahan Bcstg. Co.  
 Address..... 2020 McKinley Ave.  
 Tel: AM 6-9448..... Independent  
 Representative..... Meeker Co.  
 President..... R. O. McMahan  
 Gen., Sta. Mgr..... Coyle Chambers  
 Comm. Manager..... Walter Novell  
 Chief Engineer..... Ed Nickels

## KMJ—Fresno—1922

Frequency: 580 Kc..... Power: 5000 Watts  
 Owned-Operated By..... McClatchy Bcstg. Co.  
 Business-Studio Address..... 1515 Van Ness Ave.  
 Tel: AM 8-5771..... NBC  
 Newspaper Affiliation..... McClatchy Newspapers  
 Representative..... Paul H. Raymer  
 President..... Eleanor McClatchy  
 Station Manager..... Ramsey G. Elliott  
 Sales Mgr..... Roy Swanson  
 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 Chencault  
 Sta. Mgr..... Jim Carroll  
 Chief Engineer..... Bert Williams

## KPER—Gilroy—1957

Frequency: 1290 Kc..... Power: 500 Watts, d.  
 Owned..... Radio KPER  
 Address..... 615 Swanston Lane  
 Tel: VI 2-3155..... KBS  
 Representative..... Lucas & Webb  
 General Manager..... John Gregory  
 Chief Engineer..... Don Bernard

## KIEV—Glendale—1933

Frequency: 870 Kc..... Power: 250 Watts  
 Owned-Operated By..... Cannon System, Ltd.  
 Address..... 106 N. Glendale Ave.  
 Tel: CHapman 5-2388..... Independent  
 President..... David H. Cannon  
 General Mgr..... Cal Cannon



**KNGS—Hanford—1948**

Freq.: 620 Kc. Power: 1 Kw.  
 Owned-Oper. By.....John C. Cohan  
 Business Address.....P.O. Box 620  
 Tel.: LUdlow 2-0361.....Independent  
 Representative.....Theo. B. Hall  
 Owner & Gen. Mgr.....John C. Cohan  
 Sales Promotion Mgr.....Doris Ferreira  
 Publicity Director.....Jack Ball  
 Prog. Chief Engineer.....Stan Vestal

**KHSJ—Hemet—1959**

Frequency: 1320 Kc. Power: 500 Watts  
 Owned By.....L & B Bcstg Co.  
 Address.....P.O. Box 1196  
 Tel.: OLive 8-7113.....Independent  
 General Manager.....W. L. Miller  
 Program Director.....Chas. B. Watson  
 Chief Engineer.....L. V. Pillow

**KDAY—Hollywood—1947**

Frequency: 1580 Kc. Power: 10 Watts; d.  
 Owned By.....Radio California, Inc.  
 Address.....1549 No. Vine St.  
 Tel.: HO 1-9981.....Independent  
 Representative.....Young  
 President.....John D. Keating  
 Gen. Sta. Mgr.....Irving C. Phillips  
 Chief Engineer.....Bob Dye

**KREO—Indio—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned...Imperial Broadcasting System, Inc.  
 Address.....3401 Russell St., Riverside  
 Tel.: Dlamond 7-3403.....Independent  
 Representative.....John E. Pearson  
 President.....Frank K. Danzig  
 General Manager.....Frank W. Crane  
 Comm. Station Manager.....Ed. Silvera  
 Program, Prom. Manager.....Bill Viking  
 Chief Engineer.....Dave Matton

**KTYM—Inglewood—1958**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned By.....A. J. Williams  
 Address.....125 S. Grevillea Ave.  
 Tel.: ORegon 8-6400.....Independent  
 Representative.....Grant  
 President.....A. J. Williams  
 Comm. Manager.....C. O. Grady, Jr.  
 Program Director.....F. P. McDonald  
 Chief Engineer.....C. Simpson

**KRKC—King City—1958**

Frequency: 1570 Kc. Power: 250 Watts; d.  
 Owned By.....KRKC, Inc.  
 Address.....P. O. Box 1167  
 Tel.: 1070.....KBS  
 Station Representative.....W. S. Grant  
 President, Gen. Manager.....Bob McVay

**KDAY**

**LOS ANGELES**

**50,000 WATTS**

**KDAY**

**LOS ANGELES**

**50,000 WATTS**

**KDAY**

**LOS ANGELES**

**50,000 WATTS**

**KDAY**

**LOS ANGELES**

**50,000 WATTS**

**KDAY**

**LOS ANGELES**

**50,000 WATTS**

**IRV PHILLIPS, GEN. MGR.**

**REPRESENTED BY  
 ADAM YOUNG, INC.**

**KDAY, Santa Monica, California**

# CALIFORNIA

Program. Chief Engineer.....John McAdam  
Sales Prom. Director.....Joan Brown  
Pub. Director.....Gloria Manss

## **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.....M. Anderson

## **KBVM—Lancaster—1956**

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned By.....Tri-County Bcstg., Inc.  
Address.....43321 N. Sierra Highway  
Tel.: WH 2-8461.....Independent  
Station Representative.....B-N-B Time Sales  
President.....Roy Hinkel  
General Manager.....Jack J. Bankson  
Chief Engineer.....Geo. Patterson

## **KLAN—Lemoore—1959**

Frequency: 1320 Kc.....Power: 1000 Watts, d.  
Owned By.....Radio Lemoore  
Address.....110 N. Eldorado St., Stockton, Cal.  
President, General Mgr.....Joseph E. Gamble  
Chief Engineer.....Fred Volken

## **KCVR—Lodi—1946**

Frequency: 1570 Kc.....Power: 1000 Watts &  
Owned-Oper. By.....Lloyd Burlingham  
Business Address.....P. O. Box 600  
Tel.: EN 8-0628.....KBS  
Station Representative.....Wm. Ayres  
General Mgr.....Lloyd Burlingham  
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.....B-N-B Time Sales  
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  
Sta. Rep.....Hollingsbery  
General Mgr.....Cal Perley  
Station, Comm Mgr.....Willard Kline  
Program Dir.....Ed Dyer  
Sls. Prom., Publicity Dir.....Barbara Ashbrook  
Chief Engineer.....Gordon Calcoie

## **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  
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. Sta. Mgr.....Ben Hoberman  
Chief Engineer.....Ralph Denechaud

## **KFAC—Los Angeles—1931**

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Los Angeles Bcstg. Co.  
Bus.-Studio Address.....5773 Wilshire Blvd.  
Tel.: WE 8-0181.....Independent  
Representative.....Bolling  
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith  
Program Director.....Howard Rhines  
Chief Engineer.....Ron Oakley

## **KFI—Los Angeles—1922**

Frequency: 640 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Earle C. Anthony, Inc.  
Business-Studio Address.....141 N. Vermont Ave.  
Tel.: DU 2-2121.....NBC  
Representative.....Henry I. Christal  
Pres., Gen. Mgr.....Earle C. Anthony  
Asst. to Pres.....Charles E. Hamilton  
Program Director.....Pat Kelly  
Comm. Manager.....Elmer Wayne  
Sales Prom., Pub. Director.....Robert J. Boyne  
Co-Chief Engs....H. L. Blatterman, C. W. Mason

## **KFWB—Los Angeles—1925**

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KFWB Bcstg. Corp.  
Business-Studio Add.....6418 Hollywood Blvd.  
Tel.: HO 3-5151.....Independent  
Representative.....Blair  
Pres., Gen. Mgr.....Robert M. Purcell  
Dir. of Operations.....Theola Sanders  
General Sls. Mgr.....James Simons  
Sales Devel.....Allan MacDonald  
V.P., Prog. Dir.....Chuck Blore  
Publicity Dir.....Ruth Levy  
Advertising Mgr.....Richard Mulford  
Chief Engineer.....Leonard Hayden

## **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  
Sta. Reps.....Howard; Robt. Allen  
Owner.....Ben S. McGlashan  
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 General  
 Address: 1313 N. Vine St., Hollywood  
 Tel.: HO 2-3133  
 MBS  
 Representative H.R. Repps  
 Gen. Mgr. Norman Boggs  
 Nat. Sls. Mgr. Paul H. Martin  
 Program Director A. J. LaFrano  
 Chief Engineer Robert Bullock

**KLAC—Los Angeles—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  
 Station Representative Robert Eastman  
 President M. W. Hall  
 Vice President Richard Westman  
 Gen. Sales Manager Morton Sidley  
 Mdsq. Dir. Armand La Pointe  
 Program Director Ron McCoy  
 Sales Prom., Pub. Director Betty Hudson  
 Chief Engineer Paul Holton

**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 Autry  
 President Robert O. Reynolds  
 Gen. Sales Mgr. Stanley Spero  
 Mgr., Sls. Prom. John M. Asher  
 Prog. Dir. Robert H. Forward  
 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  
 Sta. Representative CBS Spot Sales  
 V.P., General Manager Fred Ruegg  
 Commercial Mgr. Gordon Mason  
 Prog. Dir. Robert Sutton  
 Promotion Manager Arthur Wittum  
 Pub. Dir. Lloyd Brownfield  
 Chief Engineer Ted Denton

**KPOL—Los Angeles—1952**

Frequency: 1540 Kc. Power: 10,000 Watts  
 Owned-Oper. By Coast Radio Bcstg. Corp.  
 Address: 4628 Wilshire Blvd.  
 Tel.: WE 8-2345  
 Independent  
 Station Representative Raymer Co.  
 President, Gen. Mgr. Hugh R. Murchison  
 Station, Comm. Mgr. Frederick Custer  
 Program Director Robertson Scott  
 Chief Engineer Conrad Sprenger

**KPOP—Los Angeles—1924**

Frequency: 1020 Kc. Power: 5,000 Watts  
 Owned By Standard Bcstg. Co.  
 Business-Studio Add.: 338 S. Western Ave.

Tel.: DU 8-2345  
 Independent  
 President George B. Storer  
 General Mgr. Wendell Campbell  
 Commercial Mgr. Dale Petersen  
 Program Dir. Bill Wheatley  
 Prom., Publicity Dir. Patt Wright  
 Ch. Eng. Leonard Reeves  
 OWNERS OF: WJBK-AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; WITI-TV, MILWAUKEE.

**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  
 Prog. Dir. Charles A. Clifton  
 Ch. Eng. Ben Brown

**KHOT—Madera—1956**

Frequency: 1250 Kc. Power: 500 Watts, d.  
 Owner Glomar Music Bcstg. Co.  
 Address: 2818 Ave 15  
 Tel.: OR 4-8501  
 Independent  
 Representative Ayres  
 Mgr. Bob L. Moran  
 Chief Engineer Tom Bracanovich

**KMYC—Marysville—1940**

Frequency: 1410 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owner By Carlton Broadcasting  
 Business Address: P. O. Box 631  
 Tel.: SH 2-2396  
 MBS  
 Sta. Representative Theo. B. Hall  
 President Jack Sterling  
 General, Comm. Mgr. Carroll V. Hansen  
 Chief Engineer Jim Parrish

**KWIP—Merced—1956**

Frequency: 1580 Kc. Power: 500 Watts, d.  
 Owned By: HDH Stations, Inc.  
 Address: Hotel Tioga  
 Tel.: RA 2-3838  
 Independent  
 Station Representative Robert R. Allen  
 Pres., Gen. Manager Maxwell Hurst  
 Comm. Mgr. Reg Streeter  
 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  
 ABC-MBS  
 Sta. Repr. Baron, B-N-B-Time Sales  
 Pres., Gen. Sta. Mgr. Frank Flynn  
 Chief Engineer Dwayne D. Caldwell

**KBEE—Modesto—1951**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned: McClatchy Bcstg. Co.  
 Address: 14th & Eye St.  
 Tel.: LA 3-7756  
 Independent

# CALIFORNIA

Newspaper Affil. .... McClatchy Newspaper  
Representative ..... Paul Raymer  
President ..... Eleanor McClatchy  
Station Manager ..... Hugh Shelley  
Sales Manager ..... Milton Hibdon  
Chief Engineer ..... Albert Schneider

## KFIV—Modesto—1950

Frequency: 1360 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... KFIV, Inc.  
Address ..... Box 1360  
Tel.: LA 4-1360 ..... ABC  
President ..... A. J. Krisik  
Gen. Mgr. .... Ted Wolf

## 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  
Sta. Representative ..... Daren McGavren  
Pres.-Gen. Station Mgr. .... William H. Bates, Jr.  
Comm., Sales Prom. Mgr. .... Richard Brown  
Program, Publicity Dir. .... Cal Purviance  
Chief Engineer ..... W. H. Bates

## KIDD—Monterey—1955

Frequency: 630 Kc. .... Power: 1 Kw.  
Owned By ..... Monterey Pen Bcstg. Inc.  
Address ..... 150 Franklin St.  
Tel.: FRontier 2-8154 ..... Independent  
Representative ..... Hollingbery  
President ..... Robert Sherry  
Commercial Mgr. .... Jack G. Hamilton  
Chief Engineer ..... Jan King

## KMBY—Monterey—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... John Burroughs  
Business Address ..... 468 Calle Principal  
Tel.: FR 2-4541 ..... CBS  
Pres., Gen., Sta. Mgr. .... John Burroughs  
Comm. Mgr. .... James T. Timothy

## KWSD—Mt. Shasta—1947

Frequency: 620 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By ..... Shasta Cascade Bcstg. Corp.  
Address ..... E. Alma St.  
Tel.: WA 6-2124 ..... Independent  
Representatives ..... Continental, Ayres  
Co-Owner, Ch. Eng. .... David H. Rees

## KVON—Napa—1947

Frequency: 1440 Kc. .... Power: 500 Watts  
Owned-Oper. By ..... J. L. & A. M. Powell  
Address ..... 1124 Foster Road  
Tel.: BAldwin 6-2023 ..... KHS  
Sta. Representative ..... John E. Pearson  
Owner, Gen. Mgr., ..... J. L. Powell  
Program Director ..... Sam Gordon  
Sales Prom. Mgr. .... Beryle Gonzales  
Publicity Dir. .... Gil Gordon  
Chief Engineer ..... Don Brown

## KSFE—Needles—1952

Frequency: 1340 Kc. .... Power: 250 Watts

Owned-Oper. By ..... Needles Bdcstg. Co.  
Address ..... P. O. Box C-2  
Tel.: EAstgate 6-2101 ..... KBS  
Station Representative ..... Continental  
Owner, Mgr. .... B. J. Fitzpatrick  
Program Director ..... H. L. Fitzpatrick  
Chief Engineer ..... Albert Lincoln

## KABL—Oakland—1959

Frequency: 960 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... McLendon Corp.  
Address ..... 464 19th St.  
Tel.: TW 3-9800 ..... Independent  
Station Representative ..... Daren F. McGavren  
Ch. of Board ..... B. R. McLendon  
President ..... Gordon B. McLendon  
General Manager ..... Homer H. Odom  
Sales Manager ..... Bok Reitzel  
Program Director ..... Robert S. Stevens  
Chief Engineer ..... Howard Immekus

## KEWB—Oakland—1922

Frequency: 910 Kc. .... Power: 5 Watts, d., 1 W. n.  
Owned-Oper. By ..... KEWB, Bcstg. Corp.  
Business Address ..... 2150 Franklin St.  
Tel.: TEmplebar 6-0910 ..... Independent  
Station Representative ..... Katz  
President ..... Robert M. Purcell  
General Manager ..... Milton H. Klein  
Comm. Manager ..... Robert S. Calender  
Prog. Director ..... William Enis  
Chief Eng. .... Roswell S. Smith

## KDIA—Oakland—1920

Frequency: 1310 Kc. .... Power: 1000 Watts  
Owned ..... Egmont Sonderling Assoc.  
Business-Studio Address ..... 327 22nd St.  
Tel.: HI 4-1212 ..... Independent  
Station Rep. .... Bernard Howard  
Station Manager ..... F. Wellington Morse  
Chief Engineer ..... Logan Z. Edwards

## KUDE—Oceanside—1956

Frequency: 1320 Kc. .... Power: 500 Watts  
Owned By ..... Dolph-Petty Bcstg. Co.  
Address ..... Box 779  
Tel.: SA 2-8294 ..... Independent  
Station Representative ..... Robert R. Allen  
President ..... Herbert L. Petty  
Gen. Station Mgr. .... Lyle R. Richardson  
Comm. Manager ..... Larry Thomas  
Program Director ..... Ted Porter  
Publicity Director ..... Bud Handy  
Chief Engineer ..... Ted Brown

## KASK—Ontario—1947

Frequency: 1510 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... The Daily Report Co.  
Address ..... P.O. Box 593  
Tel.: YUkon 2 8888 ..... Independent  
Newspaper Affiliation ..... Daily Report  
Representative ..... Hil F. Best  
President ..... Mrs. Jerene A. Harnish  
General Manager ..... Gerald O. Jones  
Program Director ..... Al Pierce  
Chief Engineer ..... Manual Barraxa

**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  
 Sta. Representative. United Spot Sales  
 Pres., Chief Eng. Paul R. Schneider  
 Comm., Sales Prom. Mgr. J. Alan Rinehart

**KUTY—Palmdale—1957**

Frequency: 1470 Kc. Power: 1 Kw.  
 Owned By. Palmdale Broadcasters  
 Address. 806 East Ave., Q-10  
 Tel.: Windsor 7-3107. Independent  
 Representative. W. S. Grant  
 President. Harold C. Singleton  
 Chief Engineer. Don Reitzke

**KCMJ—Palm Springs—1946**

Freq.: 1010 Kc. Pwr: 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  
 Chief Engineer. Glenn Garnett

**KDES—Palm Springs—1956**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned. Cameron Bcstg. Co.  
 Address. 174 N. Palm Canyon Dr.  
 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. P. O. Box 1450  
 Tel.: FAirview 4-9171. Independent  
 Rep. For Joe  
 Gen. Mgr. Al Yallen  
 Chief Engineer. Paul Wieman

**KIBE—Palo Alto—1949**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By. Sundial Bcstg. Corp.  
 Address. P.O. Box 1151  
 Tel.: DA 3-1341. KBS  
 Rep. Walker-Rawalt  
 General Mgr. Edward Davls  
 Program Director. Martin Cantisano

**KWKW—Pasadena—1942**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By. Southern Calif. Bcstg. Corp.  
 Address. 800 Sierra Madre Villa  
 Tel.: MUrray 1-6744. Independent  
 Representative. Nat'l Time Sales  
 President. Marshall S. Neal  
 General Manager. William J. Beaton

Comm. Manager. Andy James  
 Prog., Publicity Dir. Bob Griffin  
 Chief Engineer. Robert Fisher

**KRLA—Pasadena—1959**

Frequency: 1110 Kc. Power: 10,000 Watts  
 Owned-Operated By. 1110 Bcstg. Corp.  
 Address. 6381 Hollywood Blvd.  
 Tel.: HO 2-7388. Independent  
 Representative. Cooke  
 President. Donald R. Cooke  
 Gen. Mgr. Edwin Y. Schulz  
 Comm. Sls. Prom. Mgr. Lou Silverstein  
 Chief Engineer. Jack Reeder

**KPRL—Paso Robles—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Radio KPRL  
 Address. P.O. Box 96  
 Tel.: 205. 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. Bcat. Assoc., Inc.  
 Address. Box 590  
 Tel.: PO 3-1505. KBS  
 Sta. Representative. United Spot Sales  
 General Manager. R. E. Thomlinson  
 Commercial Mgr. Donald Ramsbottom  
 Program Director. Donald Davis  
 Chief Engineer. Ken Phillips

**KKIS—Pittsburg—1949**

Frequency: 990 Kc. Power: 5 Kw.  
 Owned-Oper. By. Kay Kis Corp.  
 Business. 235 Railroad Ave.  
 Tel.: HE 2-2964. Independent  
 President. Ronald B. Woodyard  
 General Station Manager. Jerry Bassett  
 Program Director. Nat Stevens  
 Sales Prom. Manager. Jack Fitzwater  
 Publicity Director. Wm. T. Simmons  
 Chief Engineer. James R. Bird, Jr.

**KWOW—Pomona—1947**

Freq.: 1800 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By. Valley Bdcstg. Co.  
 Business-Studio Address. So. Mills & Olive  
 Tel.: NAtional 2-1293. Independent  
 General Mgr. Dean H. Wickstrom

**KTIP—Porterville—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Gateway Bcstgs., Inc.  
 Business-Studio Address. Box 1312  
 Tel.: SU 4-1450. ABC  
 President, Gen. Mgr. Gareth F. Garland  
 Comm. Manager. B. Harland Ohde  
 Program Director. Lawrence D. Colta  
 Chief Engineer. Hugh A. Leach

# CALIFORNIA

## KACY—Port Hueneme—1958

Frequency: 1520 Kc. Power: 250 Watts  
Owned By Lincoln Dellar  
Business Address P.O. Box 1520  
Tel.: HUnter 3-1520. Independent  
Gen. Mgr. Lincoln Dellar

## KBLF—Red Bluff—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Victor Indust. Corp.  
Address Box 431  
Tel.: LAWrence 7-3511. Independent  
Station Mgr. W. F. Baumgarten

## KRDG—Redding—1956

Frequency: 1230 Kc. Power: 250 Watts  
Owned Redding Broadcasting Co.  
Address 1347 Yuba St.  
Tel.: CHEstnut 3-0343. ABC-MBS  
Representative Tracy Moore  
Gen. Mgr., Chief Eng. Howard N. Martineau  
Comm. Manager Charles Hess  
Program Director Edith Martineau  
Sales Prom. Mgr. Joe LaLonde

## KSDA—Redding—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owner Radio Redding, Inc.  
Address 1943 B Pine St.  
Tel.: CHEstnut 3-2454. Independent  
Station Representative John Pearson  
President, Prog. Director Paul B. Patrick  
Gen. Comm. Manager Roger C. Patrick  
Sales Prom. Manager Ed Declin  
Chief Engineer James Newill

## KPAP—Redding—1958

Frequency: 1270 Kc. Power: 1 Watt, d.  
Owned By Hi Fidelity Stations, Inc.  
Address P.O. Box 937  
Tel.: CHEstnut 3-5511. Independent  
Station Rep. Grant  
General Manager Jack Hampton  
Commercial Mgr. A. Loeffler  
Program Dir. Harry Carmichel  
Chief Engineer K. Machin

## KVCV—Redding—1937

Frequency: 600 Kc. Power: 1000 Watts  
Owned-Oper. By Golden Empire Bcstg. Co.  
Address Hotel Redding  
Tel.: CH 3-1515. CBS  
Sta. Representative Avery Knodel  
President, Gen. Mgr. Mickey McClung  
Station Manager Fred M. Stuelpnagel  
Commercial Mgr. H. E. McCarty  
Program, Prom. Mgr. Lyle Mathys  
Publicity Director Charles Castor  
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 Hollingsbery  
Pres., Gen. Mgr. George C. Fleharty  
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. B. Corren  
Prog., Chief Eng. Dick Klitzing

## KRCK—Ridgecrest—1956

Frequency: 1360 Kc. Power: 1 Kw.  
Owned Indian Wells Radio  
Address 350 W. Ridgecrest Blvd.  
Tel.: RI 8-4061. Independent  
Representative Pearson  
Owner, Gen. Mgr. Victor M. Farel  
Program Director Norman Woodruff

## KRKS—Ridgecrest—1956

Frequency: 1240 Kc. Power: 250 Watts  
Owned Gilson Broadcasting, Inc.  
Address Box 696  
Tel.: RI 8-9211. Independent  
Station Representative Robert R. Allen  
President Leland Gillette  
Gen. Sta. Manager L. M. Laby  
Program Director Jim Klucker

## KACE—Riverside—1957

Frequency: 1570 Kc. 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  
Prog., Chief Eng. Jack Wiseley

## KPRO—Riverside—1941

Frequency: 1440 Kc. Power: 1000 Watts  
Owned Imperial Broadcasting System, Inc.  
Address 3401 Russell Street  
Tel.: OV 6-0260. Independent  
Sta. Reps. John E. Pearson; Ira Laufer  
V.P., General Mgr. Frank Crane  
Station Comm. Manager Mal Ewing  
Program Director Bill Gebeau  
Publicity Director Bill Warren  
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 Petry  
President-General Mgr. Ewing C. Kelly  
Asst. Gen. Mgr. Howard J. Smiley  
Nat. Comm. Mgr. Fred C. Beckwith  
Station Mgr. Raymond J. Smith  
Commercial Mgr. Lou Coppola  
Program Dir. William C. Jones



Sales Prom. Mgr. .... Ted Hardy  
 Chief Engineer. .... W. Herbert Hartman

**KFBK—Sacramento—1922**

Frequency: 1530 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... McClatchy Newspapers  
 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 M. Devaney  
 Program Director. .... Edward Boyle  
 Sales Mgr. .... A. C. Williams  
 Chief Engineer. .... Stam Sronce

**KGMS—Sacramento—1952**

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... KBMS, Inc.  
 Address. .... 13th & H. Sts.  
 Tel.: GI 1-3133. .... MBS  
 Representative. .... Forjoe Co.  
 President. .... Anthony C. Morici  
 Chief Engineer. .... Bob LaRue

**KROY—Sacramento—1937**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... John Carey, Inc.  
 Business-Studio Address. .... 1010 11th St.  
 Tel.: GI 3-2525. .... CBS  
 Representative. .... Hollingbery  
 President. .... John Carey

**KXOA—Sacramento—1945**

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Cal-Val Radio  
 Business Address. .... Box 3094  
 Tel.: WA 5-2717. .... Independent  
 Station Representative. .... Daren F. McGavren  
 President. .... Riley R. Gibson  
 General Mgr. .... Howard Haman  
 Comm. Manager. .... Bill Weaver  
 Prog. Dir. .... Jack Lawson  
 Chief Engineer. .... Maurice Hill

**KDON—Salinas—1935**

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... KDON, Inc.  
 Business Address. .... 933 N. Main St.  
 Tel.: HA 2-6464. .... Independent  
 Representative. .... Pearson  
 Pres., Gen. Mgr. .... Richard Bott  
 Chief Engineer. .... Don Runyon

**KSBW—Salinas—1947**

Frequency: 1380 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Salinas Valley Bcstg. Corp.  
 Business Address. .... 238 John St.  
 Tel.: HARRISON 2-7484. .... ABC-MBS  
 Station Representative. .... Daren F. McGavren  
 Pres., Gen. Mgr. .... John C. Cohan  
 Sta., Comm. Manager. .... Roy Jorgenson  
 Pub., Sales Prom. Mgr. .... Clarke Bradley  
 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. .... Ayers, Smith  
 President. .... Raymond T. McKenzie  
 Station Mgr. .... Clair A. Weidenaar  
 Commercial Mgr. .... Lee Batch  
 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  
 General Manager. .... Norman Keats  
 Prog. Dir., Chief Engineer. .... Lyle Kilgore

**KITO—San Bernardino—1947**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned By. .... Radio Associates, Inc.  
 Address. .... Box 889  
 Tel.: GLENVIEW 8-8183. .... MBS  
 Representative. .... Hollingbery  
 President. .... Kenyon Brown  
 General Mgr. .... Cal Perley  
 Station Mgr. .... Tom Papich

**KRNO—San Bernardino—1948**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned. .... KRNO, Inc.  
 Address. .... 990 Colton Ave  
 Tel.: TU 8-0771. .... Independent  
 Co-Owners. .... C. Trigg & Jack Vaughn

**KCBQ—San Diego—1946**

Freq.: 1170 Kc. .... Power: 50 Kw. d; 5 Kw. n.  
 Owned-Oper. By. .... Bartell Family Radio  
 Business Address. .... 7th Ave. at Ash  
 Tel.: BE 2-7161. .... Independent  
 Representative. .... Adam Young  
 Pres., Mgr. Dir. .... Lee Bartell  
 Program Director. .... Scotty Day  
 Chief Engineer. .... Morris Jones  
 OWNERS OF: WYDE, BIRMINGHAM, ALA.; WAKE,  
 ATLANTA, GA.; WOKY, MILWAUKEE, WISC.; KYA,  
 SAN FRANCISCO, CALIF.; WADO, NEW YORK, N. Y.

**KFMB—San Diego—1949**

Frequency: 540 Kc. .... Power: 5 Kw.  
 Owned By. .... Transcontinent TV Corp.  
 Bus.-Studio Address. .... 1405 Fifth Ave.  
 Tel.: BE 2-2114. .... CBS  
 Representative. .... Poetry  
 President. .... David C. Moore  
 V.P., Gen. Mgr. .... George Whitney  
 Station Manager. .... Jack Keiner  
 Gen. Sls. Mgr. .... Virgil Clemons  
 Program Director. .... Don Ross  
 Chief Engineer. .... Charles Abel

**KFSD—San Diego—1925**

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KFSD, Inc.

# CALIFORNIA

**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.**.....T. Markle  
**Comm. Sales Prom.**.....Ray Baker

## KGB—San Diego—1922

**Frequency:** 1360 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....KGB, Inc.  
**Address**.....4141 Pacific  
**Tel.:** Cypress 7-2201.....ABC  
**Representative**.....H-R  
**President, Gen. Manager**.....Marion B. Harris  
**Comm. Sales Prom. Dir.**.....Herbert H. Wixson  
**Station Program Director**.....Robert S. Regan  
**Publicity Director**.....Joe Harris  
**Chief Engineer**.....Charles N. Duncan

## KSDO—San Diego—1947

**Freq.:** 1130 Kc.....**Power:** 5000 Wts. d.  
**Owned By**.....Gordon Bcstg., Inc. of S. D.  
**Bus-Studio Address**.....1023 Second Ave.  
**Tel.:** BE 2-2041.....Independent  
**Station Representative**.....Daren F. McGavren  
**President**.....Sherwood R. Gordon  
**General Manager**.....Philip A. Meitzer  
**Program Director**.....Richard L. Venturino  
**Chief Engineer**.....Vern A. Milton

## KSON—San Diego—1947

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper By**.....Broadmoor Bcstg. Corp.  
**Address**.....U.S. Grant Hotel  
**Tel.:** BE 3-3131.....MBS  
**Sta. Representative**.....Hollingbery  
**President**.....Kenyon Brown  
**V.P., Gen. Mgr.**.....Cal Pexley  
**Station Mgr.**.....Wilson Edwards  
**Program Dir.**.....Blaine Cornwell  
**Publicity Director**.....Ted Beebe  
**Chief Engineer**.....Jack Rabell

## XEAK—San Diego—1934

**Frequency:** 690 Kc.....**Power:** 50 Kw.  
**Owned By**.....Radiodifusora del Pacifico  
**Address**.....Mission Valley Inn, San Diego  
**Tel.:** Cypress 8-0528.....Independent  
**Station Rep.**.....Peters, Griffin, Woodward  
**Board Chmn.**.....H. M. Alvarez  
**General. Sta. Mgr.**.....James M. Harmon  
**Comm. Mgr.**.....Robert J. Harman  
**Sls. Prom. Mgr., Pub. Dir.**.....Kelly Thompson  
**Program Dir.**.....Robert Donnelly  
**Chief Eng.**.....George I. Rivera

## KGIL—San Fernando—1947

**Frequency:** 1260 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Pierce Brooks Bcstg. Corp.  
**Address**.....13325 Van Nuys Blvd.  
**Tel.:** EMpire 6-9555.....Independent  
**Representative**.....Branham  
**President**.....P. P. Brooks  
**Gen., Sta. Mgr.**.....Howard P. Gray  
**Comm. Mgr.**.....Harold B. Arkoff  
**Chief Engineer**.....Jay Rice

## KCBS—San Francisco—1921

**Frequency:** 740 Kc.....**Power:** 50,000 Watts  
**Owned-Operated By**.....CBS  
**Address**.....Sheraton Palace Hotel  
**Tel.:** YU 2-7000.....CBS  
**Representative**.....CBS Radio Spot Sales  
**President (CBS Radio)**.....Arthur Hull Hayes  
**Gen., Sta. Mgr.**.....Maurie E. Webster  
**Commercial Mgr.**.....Kay Lever  
**Program Director**.....Pede Worth  
**Sales Prom. Public**.....Evelyn Clark  
**Chief Engineer**.....Alan Cormack

## KFRC—San Francisco—1924

**Frequency:** 610 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....RKO General  
**Business Address**.....415 Bush St.  
**Tel.:** YUkon 2-9200.....Independent  
**Representative**.....H-R  
**President**.....Thomas F. O'Neill  
**General Manager**.....William E. Nichols  
**Business Manager**.....Ernest G. Underwood  
**Program Director**.....Lee W. McEachern  
**Sales Prom. Manager**.....Frank B. Willis  
**Chief Engineer**.....Thos. D. Razovich

## 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  
**Commercial Manager**.....Jack Stahle  
**Sales Prom. Mgr., Pub. Dir.**.....George T. Rodman  
**Program Director**.....Edward Smith  
**Chief Engineer**.....Harry N. Jacobs

## KJBS—San Francisco—1924

**Frequency:** 1100 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....KJBS Bcstrs.  
**Business Studio Address**.....1470 Pine St.  
**Tel.:** OR 3-4148.....Independent  
**Station Representative**.....Headley-Reed  
**Gen. Sta. Mgr.**.....Robert N. Kindred  
**Commercial Manager**.....Jack Campbell  
**Program Director**.....E. Larry Keithart  
**Sales Prom. Manager**.....Robert J. Cody  
**Publicity Director**.....Patricia Robbins  
**Chief Engineer**.....Roger Roberts

## 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  
**General Manager**.....George W. Fuerst  
**Comm. Mgr.**.....Richard H. Gravett  
**Program Director**.....Jack Wagner  
**Publicity Director, Prom. Mgr.**.....Jane Morrison  
**Chief Engineer**.....Curtis D. Peck

**KOBY—San Francisco—1956**

Frequency: 1550 Kc. Power: 10 Kw.  
 Owned-Oper. By... Mid-America Bdcstrs., Inc.  
 Address... 340 Mason St.  
 Tel.: YUkon 2-9771... MBS  
 Representative... Petry  
 Pres., Gen. Mgr... David M. Segal  
 Station Mgr... Joe Miller  
 Commercial Mgr... Jerry Friedman  
 Chief Engineer... Veikko West

**KSAN—San Francisco—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned... Golden Gate Broadcasting Corp.  
 Address... 1111 Market Street  
 Tel.: MA 1-8171... Independent  
 Sta. Reps... Bob Dore; Dora Clayton  
 President... Sherwood H. Patterson  
 General Sta. Mgr... Norwood J. Patterson  
 Comm. Prom. Mgr... J. Walter Carroll  
 Chief Engineer... John J. Rolih

**KSAY—San Francisco—1957**

Frequency: 1010 Kc. Power: 10 Kw.  
 Owned... Bay Radio  
 Address... 1550 California St.  
 Tel.: PProspect 6-6337... Independent  
 Representative... Hollingbery  
 Pres., Chief Eng... Grant Wrathall  
 General Mgr... Clair G. Halverson  
 Commercial Mgr... Stanley G. Breyer  
 Sales Prom. Mgr... Hal H. Hoffman

**KSFO—San Francisco—1925**

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By... Golden West Bcsters.  
 Business Address... 950 California St.  
 Tel.: YU 2-5500... Independent  
 Representative... AM Radio Sales  
 President... Robert Reynolds  
 V.P., Gen. Manager... William D. Shaw  
 V.P., Comm. Manager... Bert S. West  
 Program Director... Hugh Heller  
 Chief Engineer... Harry Bartolomei

**KYA—San Francisco—1926**

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned... Golden State Broadcasting, Inc.  
 Business Address... 1 Nob Hill Circle  
 Tel.: DO 2-2538... Independent  
 Representative... Adam Young  
 Pres., Mgr. Dir... Lee B. Bartell  
 Exec. V.P., Gen. Mgr... Morton J. Wagner  
 Asst. Mgr. & Dir. Sales... James Jordan  
 Dir. of Oper... Chris Lane  
 Sales Prom. Publicity... George Goldman  
 Program Director... Bob Brannon  
 Chief Engineer... Paul Beck  
 OWNERS OF: WYDE, BIRMINGHAM, ALA.; KCBQ, SAN  
 DIEGO, CALIF.; WAKE, ATLANTA, GA.; WOKY,  
 MILWAUKEE, WISC.; KYA, SAN FRANCISCO,  
 CALIF.; WADO, NEW YORK, N. Y.

**KALI—San Gabriel—1946**

Frequency: 1430 Kc. Power: 5000 W., d.  
 Owned... Tele-Broadcasters of Calif., Inc.  
 Address. 758 E. Colorado Blvd., Pasadena, Cal.

Tel.: MUrray 1-7148... Independent  
 Sta. Representative... John E. Pearson  
 President... H. Scott Kilgore  
 Gen. Mgr... James Coyle  
 Chief Engineer... Charles McKee

**KEEN—San Jose—1947**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By... Unlited 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 J. 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  
 Representatives... Clarke; 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 985  
 Tel.: CY 3-8030... Independent  
 Representative... Pearson  
 Pres., Gen. Mgr... Norman Paul  
 Comm. Sales Prom. Mgr... Earle Russell  
 Prog. Director... Lee Kopp  
 Publicity Dir... Richard Haist  
 Chief Engineer... Ernest McDaniel

**KRRX—San Jose—1948**

Frequency: 1500 Kc. Power: 1000 Watts  
 Owned-Operated By... San Jose Bcstg. Co.  
 Address... 501 N. Bayshore  
 Tel.: CY 2-5080... Independent  
 Station Representative... Daren F. McGavren  
 Pres., Gen. Mgr... Joe E. Levitt  
 Opera. Manager... Frank G. Kilpatrick  
 Publicity Director... Helen McDonald  
 Chief Engineer... Herman Stalberg

**KATY—San Luis Obispo—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... KATY Inc.  
 Address... 1146 Monterey St.  
 Tel.: LI 3-1340... Independent  
 Sta. Representative... Meeker Co.  
 Pres., Gen., Sta., Comm. Mgr... M. F. Marquardt  
 V.P., Ch. Eng... Glenn O. Porter  
 Prog. Dir... Barbara Rice

**KVEC—San Luis Obispo—1937**

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.

# CALIFORNIA

**Owned By**.....John C. Cohan  
**Address**.....P.O. Box 787  
**Tel.:** Liberty 3-8830.....ABC-MBS  
**Pres., Gen. Mgr.**.....John C. Cohan  
**Sta., Comm. Mgr.**.....Bob Brown  
**Program Director**.....Les Leslie  
**Chief Engineer**.....Charlie Mitchell

## KSLY—San Luis Obispo—1959

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....KSLY Broadcasting  
**Address**.....1214 Higuera  
**Tel.:** LI 3-9400.....Independent  
**General Manager**.....George Norman  
**Station Mgr.**.....Jim Dana

## KOFY—San Mateo—1946

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Tele Broadcasters  
**Address**.....212 Hillside Mall  
**Tel.:** Fireside 5-9030.....Independent  
**Representative**.....For Joe  
**President**.....Frank Oxarot  
**V.P., General Mgr.**.....John McRae  
**Program Dir.**.....Jack G. Carnegie

## KTIM—San Rafael—1947

**Frequency:** 1510 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Marin Bcastg. Co., Inc.  
**Business Address**.....1040 B Street  
**Tel.:** GLENWOOD 6-1510.....Independent  
**Newspaper Affil.**.....S. R. Independent Journal  
**Representative**.....Hil F. Best  
**President**.....Roy A. Brown  
**Gen. Mgr., Chief Eng.**.....Hugh Turner  
**Comm. Sales Prom. Manager**.....Jon Barkhurst  
**Program Director**.....Bill Thompson  
**Publicity Dir.**.....Karl Barron

## 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  
**Station Representative**.....Meeker Co.  
**Pres., Gen. Mgr.**.....Ernest L. Spencer  
**Exec. V.P. Sta. Mgr.**.....Ben Paschall  
**Comm. Mgr.**.....H. Guzik  
**Program Dir.**.....Ed Nix-Jim Harrison  
**Publicity Dir.**.....Jeanine Paquette  
**Chief Engineer**.....Jim Blaine

## KDB—Santa Barbara—1926

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....KDB Broadcasting Co.  
**Business-Studio-Transmitter**.....Radio Square  
**Tel.:** WO 4131.....Independent  
**Station Representative**.....Robert Allen  
**Gen. Comm. Mgr.**.....Len Menard  
**Program Dir.**.....Dick Johnston  
**Publicity Dir.**.....Len Ross  
**Chief Engineer**.....Bill Binford

## KGUD—Santa Barbara—1960

**Frequency:** 990 Kc.....**Power:** 1000 Watts, D.  
**Owned By**.....Sherrill C. Corwin

**Address:**.....122 S. Robertson Blvd., L.A.  
**Tel.:** BRADSHAW 2-8282.....Independent  
**President**.....Sherrill C. Corwin  
**General Manager**.....Tom Baxter  
**Chief Engineer**.....R. A. Jeu Devine

## 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. Hollingsbery  
**Pres., Gen. Mgr.**.....Karl A. Rembe  
**Commercial Mgr.**.....James S. Blomfield

## KTMS—Santa Barbara—1937

**Frequency:** 1250 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....News-Press Publish. Co.  
**Business-Studio Address**.....de la Guerra Plaza  
**Tel.:** WO 3911.....ABC-MBS  
**Representative**.....Paul H. Raymond  
**President**.....Thomas M. Storke  
**Vice-President**.....Charles A. Storke  
**Gen. Mgr.**.....Joe Bemis  
**Chief Engineer**.....John Clowes

## KSCO—Santa Cruz—1947

**Frequency:** 1080 Kc.....**Power:** 1000 d.; 500 n.  
**Owned-Operated By**.....Radio Santa Cruz  
**Business Address**.....2300 Portola Drive  
**Tel.:** GR 5-1080.....Independent  
**Representative**.....BTS  
**Gen. Mgr., Chief Eng.**.....Charles V. Berlin

## KCOY—Santa Maria—1946

**Frequency:** 1440 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Arenze B'casters  
**Business Address**.....Box 166  
**Tel.:** WALNUT 5-2644.....Independent  
**Station Representative**.....Robert Allen  
**Pres., Gen., Sta. Mgr.**.....James H. Ranger  
**Program, Pub. Director**.....Robert E. Smith  
**Sales Prom. Director**.....Ed L. Zuchelli  
**Chief Engineer**.....Fred Ray

## KSMA—Santa Maria—1945

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....J. Hagerman, J. I. Groom  
**Address**.....510 W. Morrison  
**Tel.:** WALNUT 5-2582.....Independent  
**Sta. Rep.**.....Grant  
**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  
**Sta. Representative**.....Spanish Time Sales  
**General Manager**.....Frank James

## KJAX—Santa Rosa—1959

**Frequency:** 1150 Kc.....**Power:** 5000 W.d., 5 n.  
**Owned By**.....Radio Santa Rosa

Address ..... Hotel Santa Rosa  
 Tel.: Liberty 5-4550 ..... Independent  
 Sta. Representative ..... John E. Pearson  
 Presidents ..... Joe & Lew Gamble  
 General Manager ..... Willard Outlaw  
 Program Director ..... Paul Wagner  
 Chief Engineer ..... Jim Young

**KSRO—Santa Rosa—1937**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Finley Bcstg. Co.  
 Business Address ..... Flamingo Hotel  
 Tel.: LI 5-3313 ..... Independent  
 Station Representative ..... Hollingbery  
 President ..... Mrs. E. L. Finley  
 General Manager ..... Frank W. McLaurin  
 Commercial Manager ..... Dan Galvin  
 Program Director ..... John Douglas  
 Sales Prom. Manager ..... Greg Prichard  
 Chief Engineer ..... Hilmar Cann

**KROG—Sonora—1949**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned By ..... H. L. Egan-R. P. Bown  
 Address ..... Box 967  
 Tel.: JE 2-7426 ..... KBS  
 Representative ..... W. S. Grant  
 President, Gen. Mgr. .... R. P. Bown

**KJOY—Stockton—1947**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Joseph Gamble Stations, Inc.  
 Business-Studio Address ..... 110 N. Eldorado St.  
 Tel.: HOward 5-4437 ..... Independent  
 Representative ..... McGavren  
 President ..... J. E. Gamble  
 General Manager ..... Ort Lofthus  
 Commercial Manager ..... Jack Blake  
 Sales Prom. Mgr. .... Carolyn Pribyl  
 Program Director ..... Alan Oak  
 Chief Engineer ..... James Tracewell

**KRAK—Stockton-Sacramento  
 1925**

Frequency: 1140 Kc. .... Power: 5000 Watts  
 Owned By ..... Hercules Bcstg.  
 Address ..... 2644 Pacific Ave., Stockton  
 Tel.: HO 4-4551 ..... Independent  
 Representative ..... Headley-Reed  
 Pres., Co-Owner ..... Gene Chenault  
 Gen. Mgr. Co-Owner ..... Alan Torbet  
 Commercial Manager ..... Dwight Case  
 Program Dir. .... Jim Smallwood  
 Publicity Director ..... Jim Longe  
 Chief Engineer ..... Ralph Click

**KSTN—Stockton—1949**

Freq. 1420 Kc. .... Power: 5 Wts. d., 1 Wt. n.  
 Owned-Operated By ..... San Joaquin Bcstg. Co.  
 Business Address ..... 2171 Ralph Ave.  
 Tel.: HOward 4-7338 ..... Independent  
 Representative ..... Hollingbery  
 Pres., Gen. Manager ..... Knox La Rue  
 Commercial Manager ..... John Fern  
 Publicity Director ..... Jay Jones  
 Chief Engineer ..... Lynn Johnson

**KWG—Stockton—1922**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned By ..... KMO, Inc.  
 Address ..... P. O. Box 569  
 Tel.: HOward 5-5728 ..... ABC  
 Station Representative ..... W. S. Grant  
 Pres., Gen. Manager ..... Hale Bondurant  
 Program Director ..... Jim O'Neill  
 Sales Prom., Pub. Director ..... Bob Mulroy  
 Chief Engineer ..... Paul Elstad

**KSUE—Susanville—1948**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By ..... James E. McKahan  
 Business Address ..... P.O. Box 501  
 Tel.: 2020 ..... KBS  
 Representative ..... Tracy Moore  
 Pres., Gen. Mgr. .... James E. McKahan  
 Commercial Manager ..... Gwen W. Burr  
 Program Director ..... Ernest W. Moffett  
 Chief Engineer ..... Harold C. Houston

**KTKR—Taft—1948**

Frequency: 1310 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Mann Bcstg. Co.  
 Business Address ..... P.O. Box "WW"  
 Tel.: ROger 5-6101 ..... Independent  
 Station Manager ..... Gerald Mann  
 Program Director ..... Louise E. Mann  
 Sales Prom. Manager ..... Jim Lester  
 Chief Engineer ..... K. Aitken

**KHOE—Truckee—1959**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... Squaw Valley Truckee Bcstg. Co.  
 Address ..... Truckee  
 Tel.: LU 7-3561 ..... Independent  
 General Manager ..... George Norman  
 Station, Prod. Mgr. .... John MacKay

**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 ..... Bob Johansen

**KGEN—Tulare—1956**

Frequency: 1370 Kc. .... Power: 1 Kw.  
 Owned By ..... Melden Bcstg. Co.  
 Address ..... P. O. Box 561, Hanford, Calif.  
 Tel.: LU 2-0583 ..... Independent  
 Sta. Representative ..... Webb  
 President ..... Meldgan Upp  
 V.P., Gen. Mgr. .... Mel Vierra  
 Comm. Sta. Mgr. .... A. J. Scott  
 Program Dir. .... Larry Daniles  
 Prom. Publicity Dir. .... Gary Gilbert  
 Chief Engineer ..... Dick Howard

## CALIFORNIA

### KTUR—Turlock—1949

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By: KTUR, Inc.  
Address: P. O. Box 1390  
Tel.: ME 2-1390  
KBS  
Station Representative: W. S. Grant  
Pres., Gen. Manager: Danny Landau  
Commercial Manager: Deon Huttman  
Chief Engineer: Maxon Sayre

### KUKI—Ukiah—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Station KUKI  
Address: P. O. Box 638  
Tel.: HO 2-4771  
KBS  
Representative: Grant  
Owner: Marguerite Siems  
General Mgr. Ch. Eng.: John Franklin  
Asst. Mgr., Program Dir.: Phil Trine  
Sales Prom. Mgr.: Rod Pacini

### KNBA—Vallejo—1947

Frequency: 1190 Kc. Power: 250 Watts d.  
Owned: M. Elizabeth Ashbacker-Gunberg  
Business Address: Box 1112  
Tel.: MI 4-8944  
Independent  
Representative: Hall  
General Mgr.: Don Curzon

### KUDU—Ventura—1948

Frequency: 1590 Kc. Power: 1000 Watts  
Owned: Tri-Counties Public Service  
Business Address: Box 1411  
Tel.: Miller 2-2125  
Independent  
Representative: Ayers, Allen Smith  
General Mgr.: Bill Rea, Jr.  
Chief Engineer: Cullen Tendick

### 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 Manager: Mike Thomas  
Sales Prom. Manager: Chris Pappas  
Publicity Director: Frank Haines  
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: Hollingbery  
President & Gen. Mgr.: Harry E. Layman

### 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  
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: KOMY, Inc.  
Business Address: 40 Atkinson Lane  
Tel.: Parkway 4-5641  
Independent  
Representative: W. S. Grant  
President: F. T. Crennan  
General Manager: John F. Bayliss  
Assistant Manager: Merle Rossman  
Comm. Prom. Manager: Bob Early  
Program Director: Mark Ford  
Publicity Director: John Gund  
Chief Engineer: Carl Roliff

### 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. Hollinger  
Sta., Comm. Manager: H. C. Wardrip  
Chief Engineer: W. R. Maginnis

### KAGR—Yuba City—1953

Frequency: 1450 Kc. Power: 100 Watts  
Owner: James E. Jaeger  
Address: 322 A St.  
Tel.: SH 3-7343  
KBS  
Sta. Representative: Grant  
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  
Sta. Representative: Continental Sales  
Pres., Co-Owner: C. V. Ullom  
Gen. Mgr., Co-Owner: Roger R. Hunt  
Comm. Mgr.: Lloyd Klemp  
Prog. Dir.: Erika E. Ryan  
Pub. Dir.: Carol Tadlock  
Chief Engineer: Orval M. Pond



Pop.: 1,809,000  
Families: 526,000  
Radio Homes: 486,000

# COLORADO

TV Homes: 418,000  
AM Stas. in State: 57  
TV Stas. in State: 8

## **KGIW**—Alamosa—1929

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By...D. L. & Katholeen Allen  
Address...P. O. Box 179  
Tel.: JUniper 9-2569...ABC-MBS-KBS  
Rep. Avery-Knodel  
Gen. Station Manager...D. L. Allen  
Comm. Manager...Katholeen Allen  
Program Director...Charles Allbee  
Pub., Sales Prom. Mgr...Dave Melton  
Chief Engineer...Lloyd Allen

## **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...John Kirkwood  
Chief Engineer...Blair Dobbins

## **KHIL**—Brighton—1956

Frequency: 800 Kc. Power: 500 Watts  
Owned By...A. H. Steinbach  
Business Address...Box 357  
Tel.: ATlas 8-0956 Denver...Independent  
General Manager...George Wilson  
Chief Engineer...Carl Stahnke

## **KRLN**—Canon City—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By...Royal Gorge Bcstrs., Inc.  
Address...1615 Central Ave.  
Tel.: CRestwood 5-2400...ABC-MBS-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...Jack Wallace  
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  
Station Representative...Branham Co.  
Pres., Gen. Mgr...Harry W. Hoth  
Station Mgr...Sheldon C. Singer  
Publicity Director...H. E. Shippy  
Chief Engineer...C. Upton

## **KVOR**—Colorado Springs—1924

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By...KVOR, Inc.  
Address...512 So. Tejon  
Tel.: ME 2-3536...CBS  
Sta. Rep...Venard, Rintoul, McConnell  
President...James Dudley  
General Manager...Edwin W. Stevens  
Commercial Manager...G. H. McKinnon  
Program Director...Charles Rutledge  
Chief Engineer...Rolan Cobb

## **KSSS**—Colorado Springs—1959

Frequency: 740 Kc. Power: 250 Watts, d.  
Owned-Oper. By...Music Broadcasting Corp.  
Address...Box 764  
Tel.: ME 4-5511...Independent  
Station Representative...Gill-Perna  
President...J. D. Hill  
General Station Manager...Leo R. Morris  
Program Director...Wallace H. Engelhart  
Sales Prom. Manager...Joe Salvi  
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 3-2698...ABC-MBS  
Representative...Avery-Knodel  
Pres., Gen. Manager...Kenneth E. Palmer  
Commercial Manager...Wayne Costner  
Sales Prom., Publicity Dir...Mary Ann Lee  
Program Director...Pat Brown  
Chief Engineer...Sheridan Gilbert

## **KVFC**—Cortez—1956

Frequency: 740 Kc. Power: 1 Kw.  
Owned-Oper. By...KVFC, Inc.  
Address...Radio Center  
Tel.: LO 5-3463...KBS  
Station Representative...Hil F. Best  
Gen., Sta. Mgr...Jack Hawkins  
Comm. Mgr...George Fender  
Sales Prom. Manager...Lloyd Hutchings  
Program, Chief Engineer...James Hawkins

## **KRAI**—Craig—1948

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By...Northwestern Colo. Bcstg. Co.  
Address...P. O. Box 85  
Tel.: TA 4-6574...KBS  
President...George Cory  
Station Mgr...Dick Bonderud

## **KDTA**—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By...Monarch Broadcasting Co.  
Address...P.O. Box 452  
Tel.: TRinity 4-4544...Independent

## COLORADO

Pres., Gen. Sta. Mgr. . . . . D. E. Towne  
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 & Word  
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  
Publicity Director . . . . . Jack White  
Chief Engineer . . . . . Walt Wilson

### **KFML—Denver—1953**

Frequency: 1390 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Note Bcstg. Corp.  
Address . . . . . 262 Fillmore St.  
Tel.: DEXter 3-1509. . . . . Independent  
Station Representative . . . . . Meeker Co.  
President . . . . . E. A. Bancker, Jr.  
General Manager . . . . . Art Peterson  
Gen. Sales Mgr. . . . . Arthur L. Knott  
Sales Prom. Mgr., Pub. Dir. . . . . Dave Downs  
Program Dir. . . . . Dick Stevens  
Chief Engineer . . . . . Don Witherspoon

### **KFSC—Denver—1954**

Frequency: 1220 Kc. . . . . Power: 1 Kw.  
Owned . . . . . Francisco V. Sanchez  
Address . . . . . 3340 Lafayette St.  
Tel.: AC 2-8935. . . . . Independent  
Station Representative . . . . . Oakes  
President . . . . . F. V. Sanchez  
Gen. Mgr. . . . . Levi Beall  
Chief Engineer . . . . . Walter Green

### **KHOW—Denver—1925**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Western Bcstg. Enterprises  
Address . . . . . Petroleum Club Bldg.  
Tel.: AMherst 6-2611. . . . . ABC  
Representative . . . . . Peters, Griffin, Woodward  
President . . . . . Robert L. Howsam  
General Manager . . . . . Robert S. Hix  
Sta. Relations Dir. . . . . Orville Rennie  
Program Dir. . . . . Harvey Ellsworth  
Chile Engineer . . . . . James D. Church

### **KICN—Denver—1941**

Frequency: 710 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Empire Bcstg. Inc.  
Address . . . . . 814 14th St.  
Tel.: AMherst 6-3703 . . . . . Independent  
Representative . . . . . Adam Young  
President . . . . . Don W. Burden  
General Manager . . . . . Charles Crabtree  
Commercial Manager . . . . . Tom Duggan  
Program Director . . . . . Jim Tate  
Chief Engineer . . . . . Joe Finch

### **KIMM—Denver—1923**

Frequency: 950 Kc. . . . . Power: 5 Kw.

Owned . . . . . Miles High Stations  
Address . . . . . 5350 W. 20th Ave.  
Tel.: BE 7-2734. . . . . Independent  
Station Representative . . . . . Avery-Knodel, Inc.  
President, Gen. Mgr. . . . . Cecil Heffel  
Chief Engineer . . . . . George Vogel

### **KLIR—Denver—1953**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . KLIR, Inc.  
Address . . . . . 6535 W. Jewell  
Tel.: WA 2-1189. . . . . KBS  
Representative . . . . . Best, Biddick  
Pres., Gen. Manager . . . . . 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 By . . . . . Aladdin Broadcasting Corp.  
Business-Studio Address . . . . . 131 Speer Blvd.  
Tel.: MA 3-4271. . . . . CBS  
Representative . . . . . Katz  
President, Gen. Mgr. . . . . Hugh B. Terry  
Asst. to Pres. . . . . Clayton H. Brace  
Station Mgr. . . . . E. Lee Fondren  
Commercial Mgr. . . . . Lew Hunter  
Prom. Publicity Dir. . . . . Jerry Weidenkeller  
Program Dir. . . . . Charles Roberts  
Chief Engineer . . . . . Harvey E. Wehrman

### **KOA—Denver—1924**

Frequency: 850 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Metropolitan TV Co.  
Address . . . . . 1044 Lincoln St.  
Tel.: CHerry 4-4141. . . . . NBC  
Representative . . . . . Christal  
Pres., Gen. Mgr. . . . . William W. Grant  
Commercial Manager . . . . . Gene Grubb  
Station Mgr. . . . . Ralph Radetsky  
Sales Prom., Pub. Dir. . . . . Dean Faulkner  
Program Director . . . . . Jim Atkins  
Chief Engineer . . . . . Sid Davidson

### **KOSI—Denver—1954**

Freq.: 1430 Kc. . . . . Power: 5 Kw. d.; 500 W. n.  
Owned-Oper. By . . . . . Armstrong Bcstg. Co.  
Address . . . . . Box 98  
Tel.: EM 6-2695. . . . . Independent  
Station Representative . . . . . Daren F. McGavren  
Exec. V.P. . . . . W. L. Armstrong  
Station Mgr. . . . . Vernon Wickre  
Chief Engineer . . . . . David F. White

### **KTLN—Denver—1947**

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  
Program Director . . . . . Arch Andrews  
Prom. Publicity Dir. . . . . Jetta S. Lee  
Chief Engineer . . . . . Norman Peterson

**KDGO—Durango—1958**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By Basin Bcstg. Co.  
 Address 3112 N. Main Ave.  
 Tel: CHerry 7-1407 ABC  
 Station Representative Avery-Knodel  
 Pres., Gen. Manager Henry M. Long

**KIUP—Durango—1935**

Freq: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By San Juan Bcstg. Corp.  
 Address P. O. Box 641  
 Tel: CHerry 7-4464 Independent  
 Representative Holman Co., McGuire  
 President Price Wyatt  
 Gen. Sta. Mgr. R. E. O'Brien  
 Sales Prom. Manager Bob Atkins  
 Program Director Herb Jobs  
 Commercial Manager Al Gore  
 Chief Engineer Lou Shaw

**KGMC—Englewood—1952**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned By MacLee Radio Corp.  
 Address 3355 S. Broadway  
 Tel: SU 1-4481 Independent  
 Sta. Representative Weed  
 Pres., Publ. Dir. Robert B. McWilliams  
 General, Comm. Mgr. Lee P. 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 574  
 Tel: HUnter 2-5991 ABC  
 Representative Devney  
 President Herb Hollister  
 General Manager Ellis Atteberry  
 Commercial Manager Bob Behling  
 Program Director Kent Miller  
 Chief Engineer Joe Kilgore

**KFTM—Fort Morgan—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Morgan County Bcstg. Co.  
 Address Highway 6 & 34  
 Tel: UN 7-5674 KBS  
 Station Representative Gene Holles  
 President Robert M. Dolph  
 Gen. Station Manager Mason Dixon  
 Commercial Manager Sam Kerr  
 Program Dir. J. Dawson Jelinek  
 Chief Engineer Kent Roberts

**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

**KXXI—Golden—1957**

Frequency: 1250 Kc. Power: 1 Wts.  
 Owned By Golden Radio Inc.  
 Address 5801 W. 44th Ave., Denver  
 Tel: GEnesse 3-6848 Independent  
 Station Rep. Bernard Howard  
 President A. V. Bamford  
 General Manager Cameron Lee  
 Commercial Mgr. James Lewis  
 Chief Engineer Irv Johnson

**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  
 Chief Engineer Jim Eicher

**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: CHapel 2-5000 CBS  
 Representative Hal Holman  
 Pres., Gen. Mgr. Rex Howell  
 Station Comm. Manager Doug Weikle  
 Program Director Ted Ford  
 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  
 Commercial Manager Jim Schaefer  
 Station Program Dir. Jack Lewis  
 Sales Prom. Manager Sharol Biber  
 Publicity Director June Lee  
 Chief Engineer Norm Price

**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 Aifil. Record-Spockman, Denver  
 Representative Hal Holman  
 President H. E. Green  
 Gen. Station Manager Ralph H. Green  
 Comm. Mgr. Virginia Sears  
 Program Director Lorene Briggs  
 Chief Engineer Harry Brewer

**COLORADO**

**KYOU—Greeley—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Meroco Bcstg. Co.  
Address 2424 Sixth Ave.  
Tel.: ELgin 2-0262 ABC-MBS-KBS  
Pres., Gen. Manager Ellwood Meyer  
Commercial Manager George Drew  
Station Prom. Manager Everett Shupe  
Program Director Edward Venable  
Chief Eng. Roland Reed

**KBNZ—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  
Chief Engineer Mike Alger

**KLAK—Lakewood—1955**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. Lakewood Bcstg Service, Inc.  
Address 1315 Oak St.  
Tel.: BE 7-1553 Independent  
Representative Oakes  
Pres., Gen., Sta. Mgr. Maurice J. DeVolt  
Business Manager Julia W. DeVolt  
Program Director Edythe G. Walker  
Chief Engineer C. Pinkley

**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

**KUDY—Littleton—1957**

Frequency: 1510 Kc. Power: 1000 Watts  
Owned By M-O-R Bcstg.  
Address 140 Woodlawn Center  
Tel.: PYramid 4-4211 Independent  
Pres., Gen. Mgr. Dean D. Jarvis  
Comm., Publ. Dir. Ted Haas  
Program Dir. Tony Larson  
Chief Engineer Walt Wilson

**KLMO—Longmont—1949**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned By Radio Longmont, Inc.  
Address Box 799  
Tel.: PRespect 6-2323 Independent  
Station Representative Continental  
President Judson Rosebush  
Gen. Station Manager William G. Stewart  
Program, Comm. Manager Fred Cox

Sales Prom. Manager Bill Stewart  
Publicity Director Virgil Cox  
Chief Engineer Gene Baldwin

**KLOV—Loveland—1955**

Frequency: 1570 Kc. Power: 250 Watts  
Owned-Oper. By Regional Bcstg. Corp.  
Address 1440 E. 6th St.  
Tel.: NO 7-1570 KBS  
General Mgr. William R. Vogel  
Chief Engineer Hal Bartz

**KCMS—Manitou Spring—1953**

Frequency: 1490 Kc. Power: 100 Watts  
Owned By Garden of Gods Bcstg. Co.  
Address 68 Minnehaha Ave.  
Tel.: MULberry 5-5776 Independent  
Pres., Chief Eng. C. M. Edmonds  
General Manager Nort Frykman

**KSLV—Monte Vista—1954**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Colorado Radio Corp.  
Business Address 109 Adams St.  
Tel.: 553 KBS  
President George O. Cory  
Gen., Sta. Mgr. D. Lee DeMoss  
Commercial Manager Darrell Leach  
Chief Engineer Norm Price

**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  
President Dr. Ross C. McCafferty  
Gen. Sta. Mgr. George O. Cory  
Commercial Mgr. Leo Bendon  
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 Meeker Co.  
Station Mgr. Cliff Hendrix  
Comm. Mgr. Howard Myers  
Chief Engineer Kenneth Renfrow

**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

**KAPI—Pueblo—1958**

Frequency: 690 Kc. Power: 250 Watts d.  
Owned By Centennial Radio Corp.  
Address 2829 Lowell  
Tel.: Lincoln 5-2884 Independent

President, Gen. Mgr. . . . . Ray J. Williams  
 Commercial Mgr. . . . . Del Kinkle  
 Program Dir. . . . . Bob Burch  
 Prom. Director . . . . . John Lambert  
 Chief Engineer . . . . . D. Redingshafer

**KFEL—Pueblo—1956**

Frequency: 970 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . KFEL, Inc.  
 Address . . . . . 4411 Goodnight Ave.  
 Tel.: LI 2-6884 . . . . . Independent  
 Representative . . . . . Continental  
 Owner, Mgr. . . . . Frank Donald Hall  
 Chief Eng., Asst. Mgr. . . . . John T. Roscoe  
 Sales Mgr. . . . . J. M. Johns

**KGHF—Pueblo—1928**

Frequency: 1350 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned By . . . . . Colorado Bcstg. Co.  
 Address . . . . . Box 293  
 Tel.: LI 2-5570 . . . . . ABC  
 Sta. Rep. . . . . Gill-Perna, Inc.  
 President . . . . . Gifford Phillips  
 Station Manager . . . . . John C. Lee  
 Oper. Dir. . . . . Robert D. Ellis  
 Program Director . . . . . Bob Mahaffey  
 Chief Engineer . . . . . Tony Mejia

**KTUX—Pueblo—1959**

Frequency: 14<sup>30</sup> Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Steel City Broadcasting Co., Inc.  
 Address . . . . . 4211 Elizabeth St.  
 Tel.: Lincoln 4-9586 . . . . . Independent  
 Station Rep. . . . . Breen & Ward  
 Pres., Gen. Manager . . . . . A. S. Perry  
 Comm., Prom. Manager . . . . . William W. Bruce  
 Program, Pub. Director . . . . . Martin F. Mendine  
 Chief Engineer . . . . . Q. Thomas Bryan

**KAVI—Rocky Ford—1955**

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Patrick Rutledge Bcstg. Co.  
 Address . . . . . P. O. Box 532  
 Tel.: 248 . . . . . KBS  
 Sta. Representative . . . . . John E. Pearson  
 General Mgr. . . . . Edward J. Patrick  
 Sta., Comm. Mgr. . . . . Lloyd A. Ridner  
 Program Dir. . . . . Dick Farrell  
 Chief Engineer . . . . . James Craig

**KVRH—Salida—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Regional Bcstg. Corp.  
 Address . . . . . P. O. Box 166  
 Tel.: KEystone 9-2575 . . . . . KBS  
 President . . . . . W. R. Vogel  
 Gen. Comm. Mgr. . . . . Bill Corrick  
 Program Dir. . . . . Jim Stritcko  
 Chief Engineer . . . . . John Kirby

**KGEK—Sterling—1925**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . A. A. & B. C. Ross  
 Address . . . . . Fleming Road  
 Tel.: LA 2-1607 . . . . . KBS-MBS  
 Pres., Chief Eng. . . . . Barnett Ross  
 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 Dodds  
 General Mgr. . . . . Kerm Kath  
 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., Ch. Eng. . . . . E. M. Cooper  
 Sales Promotion Mgr. . . . . Mrs. Francis Hayes  
 Program Director . . . . . Pete Deluca

**KFLJ—Walsenburg—1957**

Frequency: 1380 Kc. . . . . Power: 1 Kw., d.  
 Owned By . . . . . Floyd Jeter  
 Address . . . . . Box 593  
 Tel.: 111 . . . . . Independent  
 President, Ch. Eng. . . . . Floyd Jeter  
 Prog. Dir. . . . . Lee Jeter

**SUPPORT**

**YOUR**

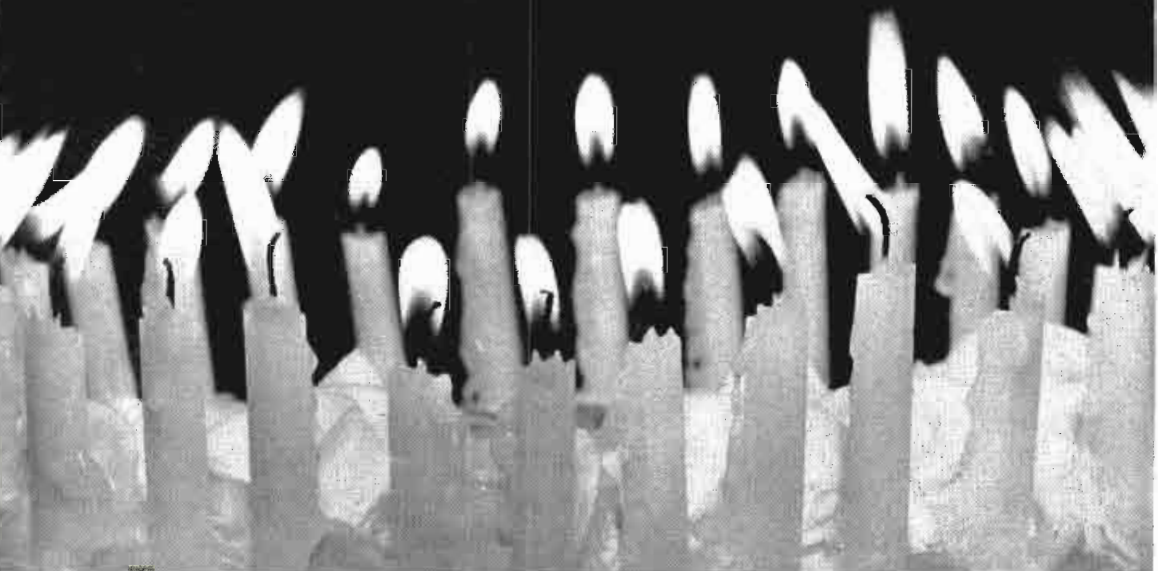
**LOCAL**

**CHARITIES**

**35 YEARS  
OF  
RADIO WITH A REASON  
WTIC**

**50,000 WATTS HARTFORD CONNECTICUT**

**SERVING SOUTHERN  
NEW ENGLAND**





Pop.: 2,460,000  
Families: 768,000  
Radio Homes: 729,000

# CONNECTICUT

TV Homes: 706,000  
AM Stas. in State: 31  
TV Stas. in State: 6

## WADS—Ansonia—1956

Frequency: 690 Kc.....Power: 500 Watts d.  
Owned By.....Valley Broadcasting Co.  
Address.....290 Main St.  
Tel.: RE 5-4606.....Independent  
Pres., Gen. Sta. Mgr.....Sydney E. Byrnes  
Program Director.....Wes Hobby  
Chief Engineer.....Lisle Dorrian

## WICC—Bridgeport—1926

Frequency: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Conn.-N. Y. Broadcasters  
Address.....2190 Post Rd., Fairfield, Conn.  
Tel.: CL 6-0461..N.Y. CI 5-0668..Independent  
Representative.....Adam Young  
President, Gen. Mgr.....Kenneth M. Cooper  
Vice Pres.....John E. Metts  
Sales, Sta. Mgr.....Ray Colonari  
Program Director.....Frank Delfino  
Publicity Dir.....Tony Brunton  
Chief Engineer.....Russ Adams

## 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  
Sta. Reps.....McGavren; Kirby  
President.....Harold Thomas  
General, Comm. Mgr.....John Ellinger  
Prog. Director.....Harry Luke  
Sales Prom. Manager.....Fred Murphy  
Publicity Dir.....Carl Grande  
Chief Engineer.....Norman Howard

## WBIS—Bristol—1948

Frequency: 1440 Kc.....Power: 500 Watts  
Owned-Oper. By.....The Bristol Bcstg. Corp.  
Business-Studio Address.....183 Main St.  
Tel.: LU 3-9265.....Independent  
President.....Eric Hatch  
General Manager.....Richard C. Kilbourn  
Commercial Mgr.....Valentine McCormack  
Chief Engineer.....Justin Tarnowski

## WLAD—Danbury—1947

Frequency: 800 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Berkshire Bcstg. Corp.  
Business-Studio Address.....207 Main St.  
Tel.: PI 8-3565.....Independent  
Station Reps.....O'Connell; Foster & Creed  
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

## WDRC—Hartford—1922

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Oper. By..Buckley-Jaeger Bcstg. Corp.  
Address.....Box 151, Blue Hills Sta.  
Tel.: CH 2-5596.....CBS  
Station Reps.....Peters, Griffin & Woodward  
Gen. Station Manager.....Victor E. Forker  
Commercial Manager.....Mike Boudreau  
Program Director.....Charles R. Parker  
Publicity Director.....Jack Zaiman  
Chief Engineer.....Henry M. Broderick, 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.....MBS-ABC  
Representative.....Adam Young  
Pres., Gen. Mgr.....H. Scott Killgore  
Commercial Mgr.....Phillip Zoppi  
Chief Engineer.....R. Holt

## WTIC—Hartford—1925

Frequency: 1080 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Travelers Bcstg. Service  
Business-Studio Address.....28 Grove St.  
Tel.: JA 5-0801.....NBC  
Representative.....Christal  
President.....Paul W. Morency  
V.P., Gen. Mgr.....Walter C. Johnson  
V.P., Program Director.....Bernard Mullins  
Vice President, Sales.....Robert S. Tyrol  
Promotion Mgr.....Eugene J. Muriaty  
Publicity Director.....Paul E. Lucas  
Dir. of Engineering.....Harold A. Dorschug  
Plant Mgr., Ch. Eng.....Herman D. Taylor

## WINF—Manchester—1958

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Manchester Broadcasting Co.  
Business Address.....P.O. Box 946  
Tel.: Mitchell 3-3491.....MBS  
Station Representative.....Charles Bernard Co.  
Owner, Gen. Manager.....John Deme  
Program Director.....T. R. Safford  
Sales Prom. Manager.....Robert W. Andrews  
Publicity Director.....Whitney Jacobs  
Chief Engineer.....Henry L. Roberts

**CONNECTICUT** =====

**WCCC—Hartford—1947**

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned By: Greater Hartford Bcstg. Co. Inc.  
 Address: Hotel Bond  
 Tel.: JA 5-6648 Independent  
 Sta. Representative: Weed  
 President: William M. Savitt  
 Sec't, Treas.: M. Savitt  
 Sta., Comm. Mgr.: R. H. Klein  
 Sales Prom. Mgr.: Everett Seltzer  
 Program Director: Jack Brooks  
 Chief Engineer: Michael Cookish

**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 Bcstg. Co.  
 Address: River Road  
 Tel.: Diamond 7-2565 ABC

Representative: Devney, Nona Kirby  
 Managing Dirs.: R. J., W. J. O'Brien  
 Station Mgr.: Bill Glynn  
 Chief Engineer: T. Pollitt

**WHAY—New Britain—1949**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Operated By: Central Conn. Bcstg. Co.  
 Business Address: 22 Grove Hill  
 Tel.: Baldwin 3-2721 ABC  
 Representative: Pearson; Kirby  
 President: Patrick Goode  
 General Mgr.: Aldo DeDominicis  
 Station Comm. Mgr.: Edward C. Obrist  
 Sales Prom. Manager: John Dyno  
 Asst. Prog. Dir.: Bob Regan  
 Production Mgr.: Fred Swanson  
 Chief Engineer: Hills W. Holt

**WKNB—New Britain—1946**

Frequency: 840 Kc. Power: 1000 Watts d.  
 Owned By: Beacon Broadcasting Co.  
 Address: 1422 New Britain Ave., W. Hartford  
 Tel.: AD 6-1277 Independent  
 Station Reps.: McGavren; Wheeler  
 President: Sheldon Smerling  
 General Manager: Bruno M. Kern  
 Comm. Manager: William F. Schnaudt  
 Station Manager: Norton Virgien  
 Program Dir.: Bob Leonard  
 Publicity & Prom.: Michael Dreschler



**PRIME  
 ADULT  
 AUDIENCE**

FIRST WITH LOCAL ADVERTISERS  
 IN THE LUCRATIVE  
**HARTFORD**  
 MARKET

**WCCC**

AM ————— FM

Hartford, Connecticut

**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  
 Pres., Gen. Mgr.: Daniel W. Kops  
 V.P., Comm. Mgr.: Richard J. Monahan  
 V.P. & Sta. Mgr.: Marvin B. Rosenblatt  
 Oper. Manager: George T. Phillips  
 Program Director: Gene Stuart  
 Sales Prom., Pub. Director: S. L. Barstein  
 Chief Engineer: Frederick Brill

**WELI—New Haven—1935**

Frequency: 960 Kc. Power: 5 Kw. d, 1 Kw. n.  
 Owned By: Conn. Radio Foundation, Inc.  
 Business-Studio Address: 221 Orange St.  
 Tel.: UN 5-1133 Independent  
 Sta. Representative: H. R. Rep  
 Pres., Sta., Gen. Mgr.: Richard W. Davis  
 Chief Engineer: Frederick T. King

**WNHC—New Haven—1944**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Triangle Publications, Inc.  
 Address: 135 College St.  
 Tel.: SPruce 7-3611 ABC  
 Newsp. Affil.: Phila. Inquirer, Phila. D. News  
 Representative: McGavren  
 Dir. of Operations: Leone Mancinelli  
 Chief Engineer: Howard W. Wessenberg  
 OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;  
 WBNF-AM-FM-TV, BINGHAMTON, N. Y.; WFBG-  
 AM-TV, ALTOONA, PA.; WNHC-FM-TV, NEW HA-  
 VEN, CONN.; WLYN-TV, LEBANON, PA.; KFRE-  
 AM-FM-TV, FRESNO, CALIF.

**WNLC—New London—1936**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: The Thames Bcstg. Corp.  
 Business-Studio Address: 281 State St.  
 Tel.: Gibson 2-4365 Independent  
 Station Reps.: Masla & Co.; Kettell-Carter  
 Pres., Gen. Manager: Gerald J. Morey  
 V.P., Comm. Mgr.: Edwin H. Schweitzer  
 Program, Pub. Director: William Hoffman  
 Chief Engineer: Randolph Barrett

**WNLK—Norwalk—1948**

Frequency: 1350 Kc. Power: 500 Watts  
 Owned-Operated By: Norwalk Bcstg. Co., Inc.  
 Address: 11 Wall St.  
 Tel.: TE 8-5566 Independent  
 Pres., Gen. Mgr.: James Stolcz  
 Program Director: Richard Bounerba  
 Chief Engineer: Clarence Burnham

**WICH—Norwich—1946**

Freq: 1310 Kc. Power: 1 Kw.  
 Owned-Oper. By: Eastern Conn. Bcstg. Co.  
 Business-Studio Address: Cuprak Rd.  
 Tel.: TU 7-1613 Independent  
 Representative: Everett-McKinney, R. C. Foster  
 Pres., Gen. Mgr.: D. Lasser  
 Sta., Comm. Manager: Richard Reed  
 Sales Prom., Pub. Director: Edward Adler  
 Program Dir.: H. Arthur Bouldin  
 Chief Engineer: Alexander Dubenetsky

**WLIS—Old Saybrook—1956**

Frequency: 1420 Kc. Power: 500 Watts  
 Owned: Long Island Sound Radio Corp.  
 Address: Conn. Turnpike  
 Tel.: EV 8-3546 Independent  
 Sta. Representative: Hopewell  
 Pres., Gen. Mgr.: Joseph P. Trantino  
 Commercial Mgr.: Alex Pernal  
 Station Mgr.: Vivian N. Trantino  
 Chief Engineer: Armand Romeo

**WPCT—Putnam—1953**

Frequency: 1350 Kc. Power: 1 Kw. d.  
 Owned-Oper. By: Israel Putnam Bcstg. Co.  
 Address: 42 Main St.  
 Tel.: WA 8-2721-2 Independent  
 President: Rene Cote  
 Gen. Mgr.: James Kelly  
 Program Director: Frank Carroll  
 Chief Engineer: J. Iodice

**WSTC—Stamford—1946**

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  
 Station Rep.: Everett-McKinney  
 President: Kingsley Gillespie  
 Gen. Manager: Julian Schwartz  
 Program Director: John Louthier  
 Chief Eng.: R. A. Reynolds

**WAVZ . . . by  
 all standards . . .  
 New Haven's BEST**

- Audience size and composition (Pulse & Hooper).
- Sales to local and national advertisers.
- Community awareness, participation and leadership.
- Broadcast industry leadership and recognition.
- Cooperation of staff and management.

*Celebrating our 13th Anniversary*

Represented in New England by  
**KETTEL-CARTER**

Represented nationally by  
**GEORGE P. HOLLINGBERY CO.**

**CONNECTICUT** 

**WBZY—Torrington—1948**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
Owned By . . . . . Bernard J. Zucker  
Business-Studio Address . . . . . 127 Main St.  
Tel.: HU 9-4173 . . . . . Independent  
Station Rep. . . . . Breen & Ward  
General Manager . . . . . Donald E. MacFarlane  
Program Director . . . . . Alan B. Finn  
Chief Engineer . . . . . Don Morrison

**WTOR—Torrington—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Torrington Bcstg. Co., Inc.  
Business-Studio Address . . . . . 93 Perkins St.  
Tel.: HU 9-4181 . . . . . MBS  
Station Rep. . . . . Walker-Rowalt  
Pres., Gen. Mgr. . . . . Edmund W. Waller  
Sta., Comm. Mgr. . . . . Alfred G. Eyre  
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.

**WWCO**

**\* PULSE RATED #1**

By an overwhelming margin in the Waterbury area.

**WWCO—21 Quarter Hour "Firsts"**  
**Sta. Y — 3 Quarter Hour "Firsts"**  
**Sta. Z — NO Quarter Hour "Firsts"**

**WWCO — Average Rating —**  
**7 A.M.-7 P.M. — 6.5**

**WWCO**

**1240 Non-Directional**  
**Waterbury Connecticut**

Representative: Radio-TV Reps.

\* Pulse November 1959

Tel.: PL 5-1121 . . . . . ABC, MBS  
Representative . . . . . McGavren  
President . . . . . Harold Thomas  
Gen., Sta. Mgr. . . . . Sam R. Elman  
Chief Engineer . . . . . Andrew Toross

**WBRV—Waterbury—1934**

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WBRV Bcstg. Corp.  
Address . . . . . 136 Grand St.  
Tel.: PL 3-1125 . . . . . CBS  
Sta. Reps. . . . . O'Connell; Reilly; Foster-Creed  
President . . . . . Michael Gourd  
Gen. Station Manager . . . . . Robert S. Holczer  
Comm. Prom. Manager . . . . . Alton Lenoce  
Program Director . . . . . Lou Frank Dennis  
Publicity Director . . . . . Jerry Fisher  
Chief Engineer . . . . . John Tomasiewicz

**WWCO—Waterbury—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. . . . . WWCO, Inc.  
Business-Studio Address . . . . . 65 Bank St.  
Tel.: PLaza 4-5141 . . . . . MBS  
Representative . . . . . Radio TV Rep.  
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 . . . . . Donald Flamm  
Business Address . . . . . 163 Main St.  
Tel.: CApiTal 7-5133 . . . . . Independent  
President, Gen. Mgr. . . . . Sidney J. Flamm  
V.P., Station Mgr. . . . . Bob Roberts  
Comm. Manager . . . . . Jules Labert  
Chief Engineer . . . . . James M. Orre

**WILI—Willimantic—1957**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By . . . . . "Willie" Corp.  
Address . . . . . Route 6, Airport Road  
Tel.: HA 3-1621 . . . . . Independent  
Station Representative . . . . . W. S. Grant  
Pres., Gen. Manager . . . . . Herbert C. Rice  
Comm. Manager . . . . . Robert C. Rice  
Sales Prom. Manager . . . . . Ethel A. Rice  
Program Director . . . . . Edward Read  
Chief Engineer . . . . . C. E. O'Neil

Pop.: 462,000  
Families: 132,000  
Radio Homes: 130,000

# DELAWARE

TV Homes: 119,000  
AM Stas. in State: 9  
TV Stas. in State: —

## WDOV—Dover—1948

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . Dover Bcstg. Co.  
Business Address . . . . . Box 727  
Tel.: REDfield 4-5816 . . . . . Independent  
Representative . . . . . Headley Reed  
President . . . . . Henry Rau  
Comm. Manager . . . . . Allen Hedgecock  
Program Director . . . . . Edward Miller  
Station Mgr. . . . . W. S. Cook  
Chief Engineer . . . . . Lloyd Smith

## WKEN—Dover—1957

Frequency: 1600 Kc. . . . . Power: 500 Watts, d.  
Owned . . . . . Coastal Carolina Bcstrs.  
Address . . . . . Box 549  
Tel.: RE 4-5797 . . . . . ABC  
Sta. Representative . . . . . Grant Webb  
President . . . . . J. Olin Tice, Jr.  
General Mgr. . . . . John Masters  
Commercial Mgr. . . . . Ed Bowen  
Program Dir. . . . . Jerry Gillies  
Chief Engineer . . . . . Jim Gentry

## 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 Marzosa

## WKSB—Milford—1953

Frequency: 930 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Kent-Sussex Bcstg. Co.  
Address . . . . . Box 444  
Tel.: GARDen 2-8881 . . . . . 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 . . . . . E. & W. C. Evans  
Address . . . . . Dual Hwy. 13  
Tel.: NAtional 7-7933 . . . . . Independent  
Pres., Gen. Mgr. . . . . Elizabeth Evans

## 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. . . . . Dick Lee  
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 Sts.  
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. Numan, Jr.  
Technical Director . . . . . J. E. Mathiot

## 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  
Gen., Comm. Manager . . . . . Jackson F. Lee  
Program Director . . . . . Dan Casey  
Chief Engineer . . . . . Eugene Szymanski

## 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 Director . . . . . Bill Pfeiffer  
Chief Engineer . . . . . Ed Kennedy

**TO BE SURE —  
YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?



Pop.: 956,000  
Families: 293,000  
Radio Homes: 289,000

# DIST. OF COLUMBIA

TV Homes: 267,000  
AM Stas. in State: 9  
TV Stas. in State: 4

## WGMS—Washington, D. C.—1946

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By: Gordon McLendon  
Address: Hotel Harrington  
Tel.: EXecutive 3-8676 Independent  
Representative: Avery-Knodel  
President: Thomas F. O'Neil  
Sales Manager: Perry S. Ury  
Program Director: Chas. D. Wood  
Promotion Mgr.: Sol Horwitz  
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.: HObart 2-3900 MBS  
Representative: Headley-Reed  
Pres., Gen. Mgr.: Henry Rau  
Commercial Manager: George Oliviere  
Sales Prom. Manager: Stan Barclay  
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  
President: Richard Eaton  
V.P. & Gen. Mgr.: John A. Panages  
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  
Station Representative: Adam Young  
President: M. E. Richmond

Gen. Comm. Manager: Robert Howard  
Station Prog. Director: Melvin E. Winters  
Chief Engineer: George R. Sanner

## 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  
Sta. Representative: NBC Spot Sales  
President (NBC): Robert Kintner  
General Manager: Carleton D. Smith  
Station Mgr.: Joseph W. Goodfellow  
Commercial Mgr.: Harry A. Karr, Jr.  
Prog. Mgr.: William Grayson  
Publicity Dir.: Charlotte Walch  
Chief Engineer: John Rogers

## WTOP—Washington, D. C. 1932

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  
General Manager: Lloyd Dennis, Jr.  
Comm. Mgr.: R. W. Schellenberg  
Sales Prom. Manager: Charles Crawford  
Prog. Dir.: P. A. Searight  
Publicity Adv. Director: Laurel S. Gordon  
Chief Engineer: Granville Klink

## WUST—Washington, D. C. 1951

Frequency: 1120 Kc. Power: 250 Watts  
Owned-Oper. By: Broadcast Management, Inc.  
Address: 1815 V St., N.W.  
Tel.: HO 2-0011 Independent  
Representative: Pearson  
President: Milton Diener  
Gen. Comm. Mgr.: Daniel Diener  
Program Mgr.: Ben Gordon  
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: Ed Studney  
Sales Prom. Mgr.: Jo Wilson  
Publicity Director: Norman Reed  
Chief Engineer: Ross H. Beville



Pop.: 4,321,000  
Families: 1,355,000  
Radio Homes: 1,529,000

# FLORIDA

TV Homes: 1,082,000  
AM Stas. in State: 152  
TV Stas. in State: 16

## WAPG—Arcadia—1956

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned Arcadia-Punta Gorda Bcstg. Co.  
Address Box 676  
Tel: WA 8-6111 Independent  
President H. D. Ryals  
General Manager W. W. Benton  
Comm., Prog. Dir. Bert G. Erickson  
Chief Engineer Bill Lee

## WTTT—Arlington—1957

Frequency: 1220 Kc. Power: 250 Watts  
Owned By Allen Markelson  
Address 936 Arlington Rd., Jacksonville  
Tel: RAYmond 4-2188 Independent  
Station Representative Paul Raymer  
Pres., Gen. Manager Theodore Weber  
Program Director L. E. Bodkin  
Chief Engineer E. F. Grossholz

## WKTX—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 WTWB Broadcasting Station  
Address P. O. Box 7  
Tel: WOODlawn 7-1129 Independent  
President L. M. Hughey  
Gen. Mgr., Program Dir. Richard Boyce  
Commercial Mgr. Bruce L. Parker  
Chief Engineer Fred N. Potter

## WAVP—Avon Park—1957

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned By Mid-Florida Bcstrs., Inc.  
Address Jacaranda Hotel  
Tel: GL 2-6001 Independent  
Representative Hil F. Best  
President John Marshall  
General Manager Albert B. Gale  
Commercial Manager William E. Hudson  
Program Director Ilda E. Gale  
Publicity Director Douglas L. Way  
Chief Engineer William Ferguson

## WBAR—Bartow—1954

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By WBAR, Inc.  
Address Box 820, Lakeland Hwy.  
Tel: CApiitol 3-8021 Independent  
President A. W. Wynne  
Station Manager Kenneth E. Shroyer

Comm. Manager Morton C. Cook  
Chief Engineer J. A. Duncan

## WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By Seminole Bcstg. Co.  
Address P. O. Box 8  
Tel: WYman 6-2063 Independent  
Representative Bernard Howard  
Chrm. of Bd. E. D. Rivers, Jr.  
General Manager Marvin Smith  
Program Director Al Harris  
Chief Engineer C. S. Clemens

## 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  
Station Rep. John E. Pearson Co.  
Pres., Gen. Mgr. Robert R. Nelson  
Commercial Manager Hal Meyer  
Program Director B. F. Nelson  
Chief Engineer Richard Wetherbee

## WTRL—Bradenton—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned By Fletcher-Mitchell Corp.  
Address Memorial Pier  
Tel: 6-1107  
Station Representative Bob Dore Assn.  
Pres., Gen. Manager Dick Doty  
Comm. Mgr. Ken McKendree  
Program Director Gordon Wyllie  
Publicity Director Norma Jean Hill  
Chief Engineer Marlen Hager

## WWJB—Brooksville—1958

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Brookville Bstg. Service  
Address 30 E. Liberty St.  
Tel: BRookville 2920  
General Manager W. W. Johnson  
Station Mgr. Charles Grant  
Chief Engineer Robert A. Hermann

## WBGC—ChIPLEY—1956

Frequency: 1240 Kc. Power: 250 Watts  
Owned By Lee-San Corp.  
Address P. O. Box 605  
Tel: ME 8-0234 Independent  
President, Gen. Mgr. John Sanders  
Sta. Publicity Mgr. Mrs. Lee Sanders  
Program Dir. Don Stephens  
Chief Engineers Gerald McKenzie

## WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Clearwater Radio, Inc.  
Business Address 200 Pierce Blvd.  
Tel: 3-3084  
KBS

## FLORIDA

Station Representative.....Devney, Inc.  
Pres., Gen. Mgr.....H. Dennison Parker  
Program Director.....Harry C. Lytle  
Chief Engineer.....Frank L. Reid

### WSUG—Clewiston—1959

Frequency: 1050 Kc.....Power: 250 Watts  
Owned By.....Sugarland Broadcasting Co.  
Address.....Arcadia, Fla.  
Tel.: WA 8 5771, Arcadia.....KES  
Pres., Comm. Manager.....Frank Denmead  
Station Prog. Director.....Roy C. Collins  
Sales Prom. Manager.....Myrtle Embrey  
Publicity Director.....Dolores Collins  
Chief Engineer.....Bill Lee

### WEZY—Cocoa—1957

Frequency: 1350 Kc.....Power: 500 Watts, d; 1 n.  
Owned By.....WEZY, Inc.  
Business Address.....P. O. Box 472  
Tel.: Newton 6-4411.....Independent  
Station Representative.....Grant Webb  
President.....Irving Braun  
General Manager.....Jay Schoof  
Program Director.....Richard Olson  
Chief Engineer.....John Shelton

### WKKO—Cocoa—1953

Frequency: 850 Kc.....Power: 1 Kw. d.  
Owned By.....WKKO, Inc.  
Address.....Box 1308  
Tel.: NE 6-2411.....KBS  
Station Representative.....Dora Clayton  
President.....Marvin Rothschild  
General Manager.....Roy F. Nilson  
Comm. Manager.....Ben Rothschild  
Program Dir.....Dale Wright  
Chief Engineer.....William Basler

### 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  
Sta. Representative.....Broadcast Time Sales  
President, Gen. Mgr.....George W. Thorpe

### 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  
Chief Engineer.....James Whitaker

### 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  
Sales Prom. Mgr.....Al Robinson

Publicity Dir.....Pat Miller  
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  
Sta. Representative.....Edward Petry & Co.  
President.....Stanley E. Hubbard  
Commercial Mgr.....Marvin L. Rosene  
Station Manager.....Max Kimbrel  
Prog am Director.....Bill Gramer  
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

### WELE—Daytona Beach—1957

Frequency: 1590 Kc.....Power: 1 Kw.  
Owned.....Quality Bcsters. of Daytona, Inc.  
Address.....Box 1940  
Tel.: CL 2-8222.....Independent  
Sta. Representative.....Gill-Perna  
Station Manager.....Chet Wise

### WMFJ—Daytona Beach—1935

Frequency: 1450 Kc.....Power: 250 Watts  
Owned Oper. By.....WMFJ, Inc.  
Business Address.....Daytona Plaza Hotel  
Tel.: CL 2-6491.....Independent  
Representative.....Jack Masla  
President.....John Crevtz  
General Mgr.....Jack Siegel  
Sta. Mgr.....Dick Clark  
Commercial Mgr.....Jay Caldwell  
Program Director.....Kenny Mercer  
Sales Prom. Mgr.....Sari Smith  
Publicity Dir.....Ross Knight  
Chief Engineer.....Jerry Norman

### WNDB—Daytona Beach—1947

Frequency: 1150 Kc.....Power: 1,000 Watts  
Owned-Operated By.....News-Journal Corp.  
Business-Studio Address.....128 Orange Ave.  
Tel.: CL 2-1511.....ABC  
Newspaper Affil.....News-Journal Corp.  
Sta. Representative.....Thomas F. 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. Hogman  
Chief Engineer.....Stephen B. Searle

**WROD—Daytona Beach—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Radio of Daytona, Inc.  
 Business Address.....Box 991  
 Tel.: CL 2-4626.....NBC  
 Representative.....Pearson  
 President.....Frank J. Russell  
 Gen. Mgr. Ch. Eng.....James P. McDonough  
 Commercial Mgr.....James Crist  
 Sales Prom. Mgr.....Bill Seitz

**WDSP—De Funiak Springs  
 1956**

Frequency: 1280 Kc.....Power: 5000 Watts d.  
 Owned By.....Euchee Valley Bcstg. Co.  
 Business Address.....8th Street  
 Tel.: TW 4-8361.....KBS  
 Sta. Representative.....Hil F. Best  
 President.....Mrs. Marie F. Douglass  
 General Mgr.....H. L. Wiles  
 Commercial Mgr.....Mrs. H. O. Hinton  
 Sta. Mgr., Ch. Eng.....Laverne Foster  
 Sales Prom. Mgr.....Herbie Wiles  
 Program Director.....Mary Harper  
 Publicity Director.....Jim Schofield

**WZEP—DeFuniak Springs  
 1959**

Frequency: 1460 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Leonard Zepp  
 Address.....Box 387  
 Tel.: TW 4-7161.....Independent  
 President Ch. Eng.....Leonard S. Zepp  
 Program Dir.....Max Holland  
 Sales P. om., Pub. Dir.....Jim Sims

**WJBS—DeLand—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....WJBS, Inc.  
 Address.....P.O. Box 808, 220 E. Hubbard  
 Tel.: RE 4-1725.....MBS  
 Sta. Representative.....James Ayers Co.  
 President.....Charles B. Britt  
 General Mgr.....Gil Murray  
 Chief Engineer.....Dan O'Keefe

**WOOO—Deland—1956**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned.....Trio Bcstg. Co., Inc.  
 Address.....112½ W. New York Ave.  
 Tel.: RE 4-3422.....KBS  
 Rep.....Charles Bernard  
 President.....Herbert A. Saxe  
 Gen., Sta. Mgr.....Wally King  
 Comm. Prom. Mgr.....Arthur Beckwith  
 Publicity Dir.....Denver Lee Duff  
 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.....P.O. Box 2516  
 Tel.: CR 6-7311.....KBS  
 General Mgr.....W. Loveless  
 Chief Engineer.....Robert Schulz

**WMEG—Eau Gallie—1956**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned.....Mel-Eau Broadcasting Corp.  
 Address.....Box 98  
 Tel.: AL 4-2282.....ABC  
 Pres., Gen. Mgr.....A. V. Catterton  
 Sta. Mgr., Prog. Dir.....Victoria C. Martin  
 Program Dir.....Donna Walters  
 Chief Engineer.....Arthur Gliner

**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.....Morlon C. Cook  
 Chief Engineer.....James Wall

**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  
 Gen. Mgr., Ch. Eng.....Bob Chase

**WFTL—Fort Lauderdale—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WFTL Bcstg. Corp.  
 Address.....P.O. Box 1400  
 Tel.: JA 4-0346.....Independent  
 Sta. Representative.....Jack Musla & Co.  
 President, Gen. Mgr.....Joseph C. Amatore  
 Commercial Mgr.....Walter B. Dunn  
 Program Dir.....Mavis Jackson  
 Sales Prom., Publicity Dir.....Dave Davis

**WWIL—Ft. Lauderdale—1955**

Frequency: 1580 Kc.....Power: 1 Kw.  
 Owned.....Florida Air-Power, Inc.  
 Address.....Box 8067  
 Tel.: LU 1-1580.....Independent  
 P resident.....L. M. Browning, Jr.  
 V. P. Program Dir.....Jack Swart  
 Chief Engineer.....George Ralston

**WINK—Ft. Myers—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ft. Myers Bcstg. Co., Inc.  
 Address.....2824 Palm Beach Blvd.  
 Tel.: EDison 4-1141.....KBS  
 Station Representative.....Walker-Rawalt  
 General Manager.....A. J. Bauer  
 Chief Engineer.....B. Bachman

## FLORIDA

### WMYR—Ft. Myers—1952

Freq.: 1410 Kc. Power: 5 Kw. d., 5 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 Kc. Power: 1000 Watts d.  
Owned-Oper. By: South Jersey Bcstg. Co.  
Address: P. O. Box 1343  
Tel.: Howard 4-1330. ABC  
President: Maj. Ranulf Compton  
General Mgr., Ch. Eng.: Charles C. Castle  
Commercial Mgr.: Dennis O'Day  
Program Dir.: Douglas Dickens

### 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  
Sta. Representative: United Spot Sales  
Pres., Gen. Mgr.: James L. Howe  
Sta., Program Mgr.: Sam Lawder  
Commercial Manager: J. Kingsley Butt  
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  
Sta. Representative: Geo. Hopewell  
Pres., Gen. Mgr.: H. French Brown, Sr.  
Prog. Dir.: Mrs. H. French Brown, Sr.  
Chief Engineer: Samuel A. Eoton

### 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. Sta. Mgr.: Millford A. Reynolds  
Chief Engineer: Jimmy Waits

### WDVH—Gainesville—1954

Frequency: 980 Kc. Power: 5 Kw. d.  
Owned-Operated By: WDVH, Inc.  
Business Address: P.O. Box 289  
Tel.: FR 2-2528. Independent  
Sta. Representative: Everett McKinney  
President: R. A. Vaughn  
Gen. Mgr., Chief Engr.: Tom Hamssen  
Comm. Prom. Mgr.: Bob Morris  
Program, Publicity Dir.: Bill Marr

### WGGG—Gainesville—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Gainesville, Inc.  
Business Address: Box 501  
Tel.: FR 6-5791. MBS-KBS  
Sta. Representative: Jack Masla  
President: Thompson K. Cassel  
Gen. Comm. Mgr.: Leon E. Mims  
Program Director: William Mansfield  
Chief Engineer: Iottis Adams

### WRUF—Gainesville—1928

Frequency: 850 Kc. Power: 5000 Watts  
Owned-Operated By: State of Fla.  
Business Address: P.O. Box 2757  
Tel.: FR 6-7575. NBC  
Representative: Burn-Smith  
General Manager: Kenneth F. Small  
Commercial Mgr.: Robert L. Black  
Program Dir.: Pierre A. Bejanc  
Chief Engineer: Bertram MacNamara

### WGMA—Hollywood—1953

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned By: Melody Music, Inc.  
Address: 1909 Harrison St.  
Tel.: WA 2-2903. Independent  
President: Jack Barry  
Gen. Prom. Mgr.: C. Edward Little  
Station Mgr.: Jerry Wichner  
Commercial Mgr.: Bill Day  
Program Dir.: Kenneth Roth  
Publicity Dir.: Ronnie Ames  
Chief Engineer: Edward Temmel

### 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.  
Chief Engineer: C. G. Brennan

### WIVY—Jacksonville—1948

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By: WIVY, Inc.  
Address: 4343 Spring Grove Rd.  
Tel.: PO 4-4545. Independent  
Sta. Representative: Jack Masla

President.....Edward J. Oberle  
 General Mgr.....Baldwin Goodwin, Jr.

**WJAX—Jacksonville—1925**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Operated By..City of Jacksonville, Fla.  
 Business-Studio Address.....1 Broadcast Pl.  
 Tel.: EI 4-1681.....NBC  
 Rep.....Headley-Reed  
 Commissioner in Charge.....J. D. Kennedy  
 General Mgr.....J. W. Douglass  
 Program Supervisor.....Mrs. Margarete Scott  
 Publicity Dir.....Ed McCullers  
 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  
 Sta. Representative.....John Blair & Co.  
 President.....Ben Strouse  
 General Mgr.....Sidney L. Beighley, Jr.  
 Opera Mgr.....Donald R. Smith  
 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  
 Sta. Reps.....Gill-Perna; Dora Clayton  
 President.....Larry R. Pincus  
 General Mgr.....Alexander Keirsey  
 Program Director.....Johnny Shaw  
 Comm. Mgr.....G. W. Johnston  
 Sales Prom. Mgr.....George Lasker  
 Publicity Dir.....Amos J. Barrs  
 Chief Engineer.....Arl M. Thomas

**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.....Venard, Rintoul & McConnell, Ayers  
 President.....James R. Stockton  
 Gen. Mgr., Vice-Pres.....Robert R. Feagin  
 Operations Mgr.....Richard C. Fellows  
 Chief Engineer.....Ernest E. Haralson

**WQIK—Jacksonville—1955**

Frequency: 1280 Kc.....Power: 5,000 Watts d.  
 Owned-Operated By.....Rowland Bcstg. Corp.  
 Address.....121 E. 8th St.  
 Tel.: ELgin 4-4501.....Independent  
 Station Rep.....Forjoe  
 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  
 Sta. Representative.....Joe Wootton  
 President.....Harold S. Cohn Sr.  
 Gen. Mgr.....Harold S. Cohn, 2nd  
 Station Mgr.....Ronald H. Cohn  
 Program Dir.....Mrs. Patricia Burgreen  
 Chief Engineer.....William E. Alexander

**WZOK—Jacksonville—1957**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned.....Radio Jax  
 Business Address.....Peninsular Life Bldg.  
 Tel.: ELgin 6-1373.....ABC-MBS  
 President, Gen. Mgr.....John J. Wheeler  
 Program, Publicity Dir.....Ronald E. Martin  
 Sales Prom. Mgr.....Wayne Mashburn  
 Chief Engr.....W. A. Cooper

**WZRO—Jacksonville Beach  
 1947**

Frequency: 1010 Kc.....Power: 1 Kw. d.  
 Owned By.....A. B. Letson  
 Address.....P.O. Box 278  
 Tel.: Cherry 6-3222.....KBS  
 President.....Andrew B. Letson  
 Gen. Mgr.....Jim Kirk

**WKIZ—Key West—1959**

Frequency: 1550 Kc.....Power: 250 Watts  
 Owned By.....Florida Keys Bcstg. Corp.  
 Address.....P.O. Box 1487  
 Tel.: CY 4-2523.....Independent  
 President.....Joe Fernandez  
 Gen. Sta. Mgr.....Harold Shedd  
 Comm. Prom. Mgr.....Bill Bass  
 Program Dir.....Bob Castle  
 Publicity Dir.....Bob Schmidt  
 Chief Engineer.....Ray Dickson

**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 Blvd.  
 Tel.: TI 6-7181.....KBS  
 Owner, Gen. Mgr.....Frank A. Taylor

**WDSR—Lake City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WDSR, Inc.  
 Business Address.....U.S. Hghwy. 41 S.  
 Tel.: 525.....MBS, KBS  
 President.....C. B. Britt

# FLORIDA

General Mgr. .... Ted Powers  
Commercial Manager ..... Ivan E. Perry  
Chief Engineer ..... Pat Webster

## WGRO—Lake City—1958

Frequency: 960 Kc. .... Power: 500 Watts  
Owned By ..... Columbia County Bcstg. Co.  
Address ..... 30 N. Hernando St.  
Tel.: 3450 ..... Independent  
Sta. Representative ..... Hopewell  
President ..... Donald E. Dockery  
Comm. Sta. Mgr. .... Robert E. Debelstein  
Program Dir. .... Jack Singer  
Sales Prom. Mgr. .... Stacy Kelly  
Publicity Dir. .... Brenda V. Libert  
Chief Engineer ..... Philip L. Corbin

## WLAJ—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 2-3143 ..... NBC  
Station Representative ..... John E. Pearson  
Pres., Gen. Mgr. .... Frank W. Nesbitt  
Commercial Manager ..... Powell Adams  
Station Manager ..... 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  
Chief Engineer ..... L. Dunlap

## WYSE—Lakeland—1957

Frequency: 1330 Kc. .... Power: 1 Kw.  
Owned ..... WYSE Radio, Inc.  
Address ..... 207½ E. Main St.  
Tel.: Mutual 6-8127 ..... Independent  
Representative ..... Clark  
President Gen. Mgr. .... William Evans  
Vice President ..... Allen Huckleberry  
Comm. Mgr., Ch. Eng. .... Tom Barber  
Program Prom. Mgr. .... Marx Wheeler

## WIPC—Lake Wales—1951

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned ..... Imperial Polk Bcstg. Corp.  
Address ..... P. O. Box 712  
Tel.: 2-9831 ..... KBS  
President ..... K. H. Berkeley  
V.P., Gen. Mgr. .... Charles D. Bishop  
Chief Engineer ..... William Johnson

## WBIL—Leesburg—1957

Frequency: 1410 Kc. .... Power: 1000 Watts  
Owned By ..... WBIL, Inc.  
Address ..... P. O. Box 638  
Tel.: State 7-2313 ..... Independent  
Representative ..... Cooke  
President, Ch. Eng. .... Duane F. McConnell  
Commercial Mgr. .... Herb Stoer, Jr.  
Program, Publicity Dir. .... Richard E. Smith

## WLBE—Leesburg—1949

Frequency: 790 Kc. .... Power: 5 Watts d. l. n.  
Owned-Operated By ..... WLBE, Inc.  
Address ..... P.O. Box 1231  
Tel.: ST 7-2790 ..... MBS-KBS  
Sta. Representative ..... Hil F. Best  
President, Gen. Mgr. .... Paul A. Husebo  
Commercial Mgr. .... W. H. Reedy  
Sales Prom., Publicity Dir. .... Wendell Husebo  
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.: FOrest 2-1250 ..... KBS  
Owner, Gen. Mgr. .... Norman O. Protsman  
Program Director ..... Falth Protsman  
Chief Engineer ..... C. S. Parker

## WMAF—Madison—1956

Frequency: 1230 Kc. .... Power: 250 Watts  
Address ..... Box 621  
Tel.: HU 3-6333 ..... KBS  
Owner ..... Norman O. Protsman

## WTOT—Marianna—1958

Frequency: 980 Kc. .... Power: 1 Kw.  
Owned By ..... Chipola Corp.  
Address ..... 104 S. Caledonia St.  
Tel.: HUdson 2-3046 ..... Independent  
President ..... C. Davis Turner  
Gen. Mgr., Chief Eng. .... John Boggess  
Commercial Mgr. .... James W. Hart  
Program Dir. .... Lloyd Hart  
Publicity Dir. .... Art Larsen

## WTYS—Marianna—1948

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Jack Mann  
Address ..... Box 777  
Tel.: HU 2-2131 ..... MBS, KBS  
Owner ..... Jack Mann  
Station Manager ..... B. W. Lincoln  
Chief Engineer ..... J. Anderson

## WMMB—Melbourne—1948

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Indian River Radio, Inc.  
Business-Studio Address ..... Box 908  
Tel.: 574 ..... MBS  
General Manager ..... Howard L. Green  
Chief Engineer ..... Edward Murdoch

## WAME—Miami—1958

Frequency: 1260 Kc. .... Power: 5000 Watts  
Owned By ..... WAME Broadcasting Co.  
Address ..... Chamber of Commerce Bldg.  
Tel.: FRanklin 3-5533 ..... Independent  
Sta. Representative ..... Daren McGavren  
General Manager ..... Ted Wilson  
Station Mgr. .... Murry Woroner  
Program Dir. .... Fred Hohl  
Chief Engineer ..... Stan Brown



**WCKR—Miami—1956**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By.....Biscayne TV Corp.  
 Address.....1401 N. Bay Causeway  
 Tel.: PL 1-6692.....NBC  
 Representative.....Henry I. Christal  
 President.....Niles Trammell  
 Station Mgr.....Alan Henry  
 Comm. Manager.....L. L. Zimmerman  
 Sales Prom. Dir.....John Hiser  
 Chief Engineer.....Gene Rider

**WFAB—Miami—1959**

Frequency: 990 Kc. Power: 5000 Watts  
 Owned By.....WFAB, Inc.  
 Address.....1775 Southwest Third Ave.  
 Tel.: Franklin 1-5531.....Independent  
 President, Gen. Mgr.....Harold E. King  
 Station Mgr.....L. G. Jacobs

**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  
 Sta. Representative.....Bob Dore  
 President.....Harry Trenner  
 General, Comm. Mgr.....Bert Noble  
 Publicity Director.....Blanche Galloway  
 Chief Engineer.....William Reeder

**WGBS—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  
 Commercial Mgr.....Norman A. Palmer  
 Prom. Mgr., Prog. Dir.....Sam Elber  
 Chief Engineer.....Edward C. Lockwood  
 OWNERS OF: WJBK-AM-TV, DETROIT; WSPD-AM-  
 FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-  
 FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING,  
 W. VA.; WGBS-FM, MIAMI, FLA.; WIGB-AM-FM,  
 PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MIL-  
 WAUKEE.

**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.....Petry  
 President.....Rex Rand  
 V.P., Gen. Mgr.....Robert E. Mitchell  
 Program Dir.....Ned Powers  
 Chief Engineer.....Lee Caput

**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

**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.....Charles Murdock  
 Publicity Dir.....Alan Courtney  
 Chief Engineer.....Morris Barwick

**WSKP—Miami—1956**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....WSKP, Inc.  
 Business-Studio Address.....734 W. Flagler St.  
 Tel.: FR 1-1585.....Independent  
 President.....Bill O'Neil

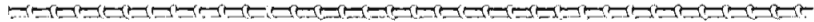
**WKAT—Miami Beach—1937**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans.-Address.....1759 Bay Road  
 Tel.: JE 1-5711.....MBS-ABC  
 Sta. Representative.....Jack Masla  
 General Mgr.....Fred W. Wagenvoord

**TO BE SURE —  
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?



**FLORIDA** 

Program Director.....Bill Smith  
 Publicity Dir.....Sid Levin  
 Chief Engineer.....Arthur P. Smith

**WMBM—Miami Beach—1947**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned.....Rounsaville of Miami Beach, Inc.  
 Address.....Causeway Terminal  
 Tel.: JE 1-5586.....Independent  
 Sta. Reps.....Pearson; Dora-Clayton, Inc.  
 President.....Robert W. Rounsaville  
 General Mgr.....Arnold C. Kaufman  
 V.P., Nat. Sls. Mgr.....Harold F. Walker  
 Program Dir.....Carl Glicker  
 Chief Engineer.....James Hall

**WMET—Miami Beach—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By...Community Service Bcstrs, Inc.  
 Business Address.....814 First St.  
 Tel.: Jefferson 8-0411.....Independent  
 Station Representative.....Fortioe  
 President.....James R. Williams  
 Ex. V.P., Gen. Mgr.....R. B. Baker  
 Station Mgr.....Thomas E. Wood, Jr.  
 Program Dir.....Spencer E. Dcnes  
 Publicity Dir.....Lillian Aronson  
 Chief Engineer.....V C. Roberts

**WEBY—Milton—1954**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned.....Milton Best & Co.

Address.....Ward Basin Rd.  
 Tel.: NA 3-3425.....MBS  
 Owner, Gen. Mgr.....C. W. Mapoles  
 Comm. Sta. Mgr.....H. Byrd Mapoles  
 Program Dir.....Mrs. C. W. Mapoles

**WSRA—Milton—1958**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Santa Rosa Bcstdg. Co.  
 Address.....31 Mohawk Trail, Pensacola  
 President.....E. T. Sudduth

**WMDF—Mount Dora—1958**

Frequency: 1580 Kc.....Power: 1 Kw., d.  
 Owned By:.....Frank A. Taylor  
 Address.....Old Eustis Road  
 Tel.: Evergreen 2-6621.....Independent  
 General Mgr.....Francis Toomey  
 Chief Engineer.....Paul Sealy

**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  
 Commercial Manager.....John D. Beaty  
 Program Director.....Mrs. Eileen Eilers  
 Publicity Director.....Barbara Pritchard  
 Chief Engineer.....David S. Traer

**“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”**

**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  
Commercial Manager.....A. L. Pruitt  
Chief Engineer.....Sim Eagleson

**WHYS—Ocala—1957**

Frequency: 1370 Kc.....Power: 1 Kw. d.  
Owned:.....Associated Broadcasters, Inc.  
Business Address.....P.O. Box 779  
Tel.: MA 2-8174.....Independent  
President.....C. D. Davenport  
General Mgr.....Kenneth H. Brown, Jr.  
Program Dir.....Deane Kane

**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  
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  
Chief Engineer.....Bill Callahan

**WABR—Orlando—1954**

Frequency: 1440 Kc.....Power: 5 Kw.  
Owned By.....Contemporary Bcstg. Co.  
Address.....P. O. Box 7547  
Tel.: Garden 5-6631.....ABC-MBS  
Sta. Rep.....Gill-Perma  
Pres., Gen. Mgr.....I. Edward Edwards  
Commercial Mgr.....Preston M. Ward  
Program Dir.....R. B. Farrington  
Sales Prom. Mgr.....Dick Williams  
Publicity Dir.....Vern King  
Chief Engineer.....J. A. Thomas

**WDBO—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.  
Exec. V. P. Gen. Mgr.....Arnold F. Schoen, Jr.  
Commercial Mgr.....Carl F. Hallberg  
Chief Engineer.....James E. Yarbrough

**WHIY—Orlando—1957**

Frequency: 1270 Kc.....Power: 5 Kw. d.  
Owned.....Orlando Radio & TV Bcstg. Corp.  
Address.....Ft. Gatlin Hotel Bldg.  
Tel.: GA 4-8561.....Independent  
Representative.....Pearson  
President.....Gordon Sherman  
General Manager.....Gene G. Cook  
Commercial Mgr.....Marvin Picard  
Program Dir.....Robert Irving  
Chief Engineer.....Peter Wiltjer

**WHOO—Orlando—1947**

Freq.: 990 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....WHOO, Inc.  
Business Address.....311 N. Rosalind Ave.  
Tel.: GArden 5-3591.....Independent  
Representative...Venard, Rintoul, McConnell  
Pres., Gen. Mgr.....John T. Rutledge  
Commercial Manager.....Don Welsh  
Program Director.....Ray Holbrook  
Chief Engineer.....Charles Chrisman

**WKIS—Orlando—1946**

Frequency: 740 Kc.....Power: 5 Kw. 1 Kw. n.  
Owned-Oper. By.....Central Florida Bcstg. Co.  
Address.....P. O. Box 1353  
Tel.: GA 2-2451.....NBC  
Pres., Gen. Mgr.....Mrs. Naomi T. Murrell  
Station Manager.....William O. Murrell, Jr.  
Program Director.....Ray Olech, Jr.  
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 5156  
Tel.: Cypress 3-2431.....Independent  
Station Representative.....Ayars  
President.....Joseph L. Brechner  
Gen. Sta. Mgr.....Howard S. Kester  
Commercial Mgr.....Gene Cook  
Program Director.....Ernie Legge  
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.  
Address.....Box 5038, Daytona Beach  
Tel.: ORange 7-4122.....Independent  
President, Ch. Eng.....Lyman W. Menard  
General Mgr.....Don Ritter  
Commercial Mgr.....Ann Hicks

**WRIM—Pahokee—1958**

Frequency: 1250 Kc.....Power: 500 Watts  
Owned By.....Garden of Glades, Inc.  
Address.....P.O. Box 548  
Tel.: 682.....Independent  
President.....Max E. Mace  
Gen., Sta. Mgr.....A. B. Robinson  
Publicity Dir.....Lewis Poole  
Chief Engineer.....R. Nemetz

# FLORIDA

## WSUZ—Palaika—1957

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned By: Raymond P. McMillin  
Business Address: 423 Lemon St.  
Tel.: EAst 5-3844. Independent  
General Manager: R. P. McMillin  
Comm. Ch. Eng.: Robert E. James  
Program Dir.: Charles Elston

## WWPF—Palaika—1947

Freq.: 1260 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Hall Bcstg. Co.  
Address: P.O. Box 86  
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  
Exec. V.P., Gen. Mgr.: Art Rivera  
Station Mgr.: T. James Mullins  
Chief Engineer: Clyde Walkden

## 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: Hollingbery  
President: Denver Brannen  
General Manager: R. B. Mann  
Chief Engineer: D. Priest

## WPCF—Panama City—1949

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By: Bay County Bcstg. Co.  
Address: 300 E. 15th St.  
Tel.: Sunset 5-6176. ABC  
Sta. Reps.: Walker-Rawalt; Dora-Clayton  
Pres., Gen., Sta. Mgr.: E. L. Dukate  
Program Director: Robert Badger  
Sales Prom., Publicity Dir.: G. T. Dukate  
Comm. Ch. Eng.: Donnell Brookins

## WTHR—Panama City—1957

Frequency: 1480 Kc. 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  
Chief Engineer: Paul Demeree

## WBOP—Pensacola—1956

Frequency: 980 Kc. Power: 500 Watts d.  
Owned-Oper. By: Tri-Cities Bcstg. Co.  
Business Address: 431 West Belmont

Tel.: HE 8-7543. Independent  
Sta. Reps.: National Time Sales; B. I. Ochs  
President: E. O. Roden  
Gen. Sta. Mgr.: Zane D. Roden  
Comm. Prom. Mgr.: John Hofen  
Program, Publicity Dir.: W. I. Dove  
Chief Engineer: George Tisdale

## WBSR—Pensacola—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: WBSR, Inc.  
Business Address: P.O. Box 5668  
Tel.: HE 2-6173. CBS  
Representative: Venard, Rintcul, 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: Pade Radio, Inc.  
Address: Box 1669  
Tel.: Glendale 6-5751. NBC  
Representative: Hollingbery  
President: Denver Brannen  
Gen. Mgr.: H. Lloyd  
Chief Engineer: Frank McKinney

## WNVY—Pensacola—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Florida Radio Bcstg Corp.  
Address: 807 W. Garden St.  
Tel.: Hemlock 3-5666. ABC  
Sta. Representative: Jack Masla  
President, Gen. Mgr.: Ronald C. Tuten  
Comm. Sales Prom. Mgr.: Geo. R. Bose  
Program Director: Thomas Smith  
Publicity Director: Andez Tuten  
Chief Engineer: Gene Pfalzer

## WPFA—Pensacola—1954

Frequency: 790 Kc. Power: 1,000 Watts d.  
Owned-Operated By: Edwin H. Estes  
Address: 4151 N. Pace Blvd.  
Tel.: HE 3-1141. KBS  
President: Edwin H. Estes  
Program Director: Marshall Bradley

## WPRY—Perry—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Taylor County Bcstg. Co.  
Address: P. O. Box 67  
Tel.: 540. KBS  
Representative: Continental Radio Sales  
President: Alpha B. Martin  
Gen. 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 Sta. Mgr. .... Chris McDonald  
 Chief Engineer ..... Les Follette

**WJOE—Port St. Joe—1956**

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
 Owned By ..... National Radio of P. St. Joe  
 Address ..... P.O. Box GG  
 Tel.: Ball 7-2426 ..... Independent  
 Co. Managers. .... Martin Begley, Jr.; R. D. Sidwell

**WCNH—Quincy—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Big Ben Broad. Corp.  
 Address ..... P.O. Box 630  
 Tel.: MA 7-6700 ..... Independent  
 President, Gen. Mgr. .... William S. Dodson  
 Station Mgr. .... W. I. Taylor  
 Commercial Mgr. .... Ken Harmon  
 Program Dir. .... Guy Flanders  
 Chief Engineer ..... James Seaborn

**WHEW—Riviera Beach—1960**

Frequency: 1600 Kc. .... Power: 1 Watts, d.  
 Owned By ..... Public Service Bcstg.  
 Address ..... P.O. Box 2905, W. Palm Beach  
 Tel.: Overland 3-1600 ..... Independent  
 Owner, General Mgr. .... Robert Hecksher

**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.  
 Commercial Mgr. .... Fred H. Schilling  
 Program Dir. .... Mrs. Frank C. Walker  
 Sales Prom., Publicity Dir. .... Mrs. Alberta Dillin  
 Chief Engineer ..... R. J. Sheppe

**WSTN—St. Augustine—1954**

Frequency: 1420 Kc. .... Power: 1 Kw. d.  
 Owned By ..... H. W. Critchlow  
 Address ..... 900 Anastasia Blvd.  
 Tel.: VA 9-9094 ..... Independent  
 President, Gen. Mgr. .... H. W. Critchlow  
 Commercial Mgr. .... Bill Keating  
 Station Mgr. .... Harry Critchlow  
 Program Dir. .... John Gilbert  
 Sales Prom Mgr. .... Paul Critchlow  
 Publicity Dir. .... Anne Reid  
 Chief Engineer ..... W. V. Johnson

**WLCY—St. Petersburg—1939**

Frequency: 1380 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rahall Enterprises  
 Address ..... 11450 Gandy Blvd.  
 Tel.: HE 5-2131 ..... Independent  
 Representative ..... Weed  
 President ..... Joe Rahall  
 General. Sta. Mgr. .... Sam G. Rahall  
 Sales Mgr. .... Donald L. Jones  
 Sales Promotion Mgr. .... Walter Kirkwood  
 Program Director ..... Marshall Clever  
 Publicity Director ..... Harry Wagner  
 Chief Engineer ..... Neil Spencer  
 OWNERS OF: WKAP, ALLENTOWN, PA.; WYNNR,  
 BECKLEY, W. VA.; WNAR, NORRISTOWN, PA.

**WPIN—St. Petersburg—1950**

Frequency: 680 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Fla. W. Coast Bcstrs., Inc  
 Business Address ..... 28th St. N. at 62nd Ave.  
 Tel.: HEMlock 5-6161 ..... Independent  
 Representative ..... Walker-Rawalt  
 President ..... Dr. Charles Farrington  
 Gen. Comm. Mgr. .... Arthur Mundorff  
 Program Director ..... James Carley  
 Chief Engineer ..... Bert Coyle

**WSUN—St. Petersburg—1927**

Frequency: 620 Kc. .... Power: 5000 Watts  
 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 ..... Jack Weldon  
 Program Director ..... Bob Vaughn  
 Chief Engineer ..... William C. Coddling

**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  
 Vice Pres., Ch. Eng. .... W. D. Mangold  
 Gen. Mgr., Prog. Dir. .... Jack Faulkner  
 Commercial Manager ..... Ed Paro

**WIOD—Sanford—1956**

Frequency: 1360 Kc. .... Power: 500 Watts  
 Owned ..... Sanford Seminole Bcstg. Co.  
 Address ..... Box 679  
 Tel.: FA 2-5314 ..... Independent  
 Representative ..... Jack Masla  
 President ..... Joseph R. Hornstein

**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 ..... Jack Weible

Look what they say about **WTAL**lahassee!

**WTAL**lahassee!

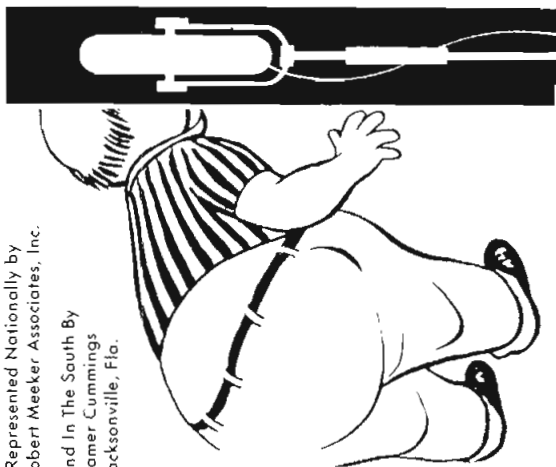


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And In The South By  
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Jacksonville, Fla.



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Retail Sales . . . . . \$290,452,000

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HAZLETON, PA.

**WHLM**

BLOOMSBURG, PA.

**WHOL**

ALLEN TOWN, PA.

REPRESENTED BY  
PAUL H. RAYMER CO.

**\* WTAL**  
**TALLAHASSEE, FLORIDA**



Chief Engineer.....James S. Williamson, Jr.

**WKXY—Sarasota—1949**

Frequency: 930 Kc....Power: 1 Watts d., 500 n.  
Owned-Operated By....Sarasota Bcstg. Co.  
Address.....2500 Tenth St.  
Tel.: RI 7-1151.....KBS  
Sta. Representative.....Thomas Clark  
President, Gen. Mgr.....A. G. Fernandez  
Station Mgr.....Charles Fernandez  
Chief Eng.....Robert L. Kohnmeyer

**WSPB—Sarasota—1939**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....WSPB Bcstg. Co.  
Business Address.....Box 1110, City Island  
Tel.: FU 8-2121.....CBS  
Sta. Representative.....Walker-Rawalt  
V. P. Gen. Mgr.....Hamilton M. Woodle  
Program Director.....David Hale  
Publicity Director.....Charles Shaw  
Chief Engineer.....G. W. McGougan

**WYND—Sarasota—1959**

Frequency: 1280 Kc.....Power: 500 Watts d.  
Owned By.....Gulf-Coast Bcstg Co., Inc.  
Address.....3439 S. McIntosh Road  
Tel.: RI 6-3647.....Independent  
President, Gen. Mgr.....Kelsey L. Hutchinson

**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.....Jack Hughes

**WRGR—Starke—1957**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Radio Starke, Inc.  
Business Address.....North Temple Ave.  
Tel.: WO 4-5001.....KBS-MBS  
Sta. Representative....Continental Radio Sales  
President.....Murray C. Tillman  
General Sta. Mgr.....Will Shawver  
Program Director.....Chuck Dent

**WSTU—Stuart—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Blue Water Bcstg. Co.  
Address.....Drawer 417  
Tel.: Atlantic 7-2020.....MBS-KBS  
Pres., Gen. Mgr.....Lester M. Combs  
Commercial Mgr.....Jim Driscoll  
Program Dir.....Rush Hughes  
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  
Sta. Representative.....Bernard-Howard  
President.....B. F. J. Timm  
General Sta. Mgr.....Clayton Wilkie

Commercial Prom. Mgr.....Carl Swanbon  
Program Dir.....Bill Adams  
Chief Engineer.....Lyle Schuman

**WRFB—Tallahassee—1959**

Frequency: 1580 Kc.....Power: 5000 Watts, d.  
Owned By.....Emerson W. Browne  
Address.....P.O. Box 3127  
Tel.: 4-6818.....Independent  
Pres., Chief Eng.....Emerson W. Browne  
Commercial Mgr.....Jerry Conrad  
Program Director.....George Roberts

**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  
General Mgr.....Arthur Deters  
Commercial Mgr.....Bill Nichols  
Program Director.....Ron Martin  
Publicity Director.....Dave Mack  
Chief Engineer.....Kenneth McNaron

**WTNT—Tallahassee—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By....Tallahassee Appli. Corp.  
Business-Studio Address.....P.O. Box 1047  
Tel.: 2-1450.....CBS  
Representative.....Devney; Ayers  
Pres., Gen. Mgr., Ch. Eng....Frank W. Hazelton

**WALT—Tampa—1946**

Frequency: 1110 Kc.....Power: 10 Kw. d.  
Owned.....Tampa Broadcasting Co., Inc.  
Address.....401 West Tyler Street  
Tel.: 2-7921.....Independent  
Sta. Representative.....Gill-Perna  
General Manager.....Frank Knorr, Jr.  
Station Manager.....George W. Fee  
Program Director.....Bob Walters  
Chief Engineer.....Paul Gossett

**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  
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

# FLORIDA

Publicity Director.....Byron Taggart  
Chief Engineer.....Joseph Mitchell

## WHBO—Tampa—1948

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned By.....Gateway Broadcasters, Inc.  
Business Address.....P.O. Box 8145  
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

## WSOL—Tampa—1947

Frequency: 1300 Kc.....Power: 5 Kw. d.  
Owned By.....WPIT, Inc.  
Address.....113 E. La Fayette St.  
Tel.: 2-8024.....KBS  
President.....John L. Laux  
General Mgr.....Don Josel  
Station Mgr.....Tom Underwood  
Sales Prom. Mgr.....Frank McGlynn  
Publicity 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  
Sta. Reps.....Pearson; Dora Clayton  
President, Gen. Mgr.....R. W. Rounsaville  
Sta. Mgr.....Jack Everbach  
Chief Engineer.....Warren Kaufman

## WDCL—Tarpon Springs—1954

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Clearwater Bcstg. Corp.  
Address.....Box 1558, Clearwater  
Tel.: 37-157.....Independent  
Newspaper Affil.....Democrat Times  
President.....Hodding Carter  
General, Comm. Mgr.....Ross Charles  
Program Director.....Leo McDevitt  
Sales Prom. Publicity Dir.....Fred Sample  
Chief Engineer.....Ted Seaman

## WRMF—Titusville—1957

Frequency: 1050 Kc.....Power: 500 Watts  
Owned-Operated By.....WRMF, Inc.  
Address.....Box 666  
Tel.: Amheast 7-2141.....Independent  
President.....Richard M. Fairbanks  
Gen., Sta. Mgr.....Robert L. Bright  
Sales Promotion Mgr.....W. H. DAVIS  
Program Director.....Al Smith  
Publicity Director.....John Dighton  
Chief Engineer.....Fob Gettys

## WNSM—Valparaiso—1958

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Bay Bcstg. Co.  
Address.....Box 608  
Tel.: Orange 1-3281.....Independent

General Mgr.....K. M. Richards  
Chief Engineer.....E. C. Allmon

## WAXE—Vero Beach—1954

Frequency: 1370 Kc.....Power: 1 Kw.  
Owned By.....R. M. Chamberlin  
Address.....P. O. Box 397  
Tel.: Jordan 2-5405.....KBS  
Sta. Representative.....Burn-Smith  
Pres., Gen. Mgr., Ch. Eng. R. M. Chamberlin  
Comm. Sta. Mgr.....John Scheoniane  
Program Dir.....Tom Fallin  
Sales Prom. Mgr.....Madge Roemer  
Publicity Dir.....Valerie Waites

## 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.....William E. Turner  
Comm. Publicity Dir.....Robert Henderson  
Sales Prom. Mgr.....Richard Jackson  
Chief Engineer.....Stanley E. Wood

## WAUC—Wauchula—1958

Frequency: 1310 Kc.....Power: 500 Watts, d.  
Owned By.....Hardee Bcstg. Co.  
Address.....P.O. Box 936  
Tel.: Prospect 3-4271.....KBS  
President.....R. S. Taylor  
Station Manager.....William F. Ferguson

## WEAT—West Palm Beach 1948

Frequency: 850 Kc.....Power: 1 Kw.  
Owned.....WEAT-TV Inc.  
Address.....P. O. Box 70  
Tel.: TE 3-9668.....NBC  
President.....Rex Rand  
V.P., Gen. Mgr.....Bertram Lebharr, Jr.  
Chief Engineer.....J. Ross McPherson

## WIRK—West Palm Beach 1947

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Kon-Sell, Inc.  
Business Address.....711 S. Flagler Drive  
Tel.: TE 3-1711.....MBS  
Sta. Representative.....Jack Masla  
Pres., Gen. Mgr.....Joseph S. Field, Jr.  
Comm. Sales Prom. Mgr.....Rome J. Hartman  
Program Director.....Fred A. Allen  
Publicity Director.....William S. Gordon  
Chief Engr.....William Heitzman

## WJNO—West Palm Beach 1936

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....WINO, Radio  
Bus. Address.....1500 N. Flagler Dr., Box 189  
Tel.: TE 2-3638.....CBS

Representative .....Meeker  
 Gen., Comm. Mgr.....H. V. McMillan  
 Sales Prom. Mgr.....Charles M. Curtin  
 Chief Eng.....Curtis Brinson

**WOKB—Winter Garden—1958**

Frequency: 1600 Kc.....Power: 1 Kw.  
 Owned By.....John B. Cook, Jr.  
 Business Address.....P.O. Box 1308, Orlando  
 Tel.: OLYmpic 6-3700.....Independent  
 Station Reps.....Walker-Rawalt; Dora Clayton  
 President.....John B. Cook, Jr.  
 General Mgr.....Edward T. Martin  
 Chief Engineer.....Milton Sutton

**WINT—Winter Haven—1958**

Frequency: 1360 Kc.....Power: 1 kw., d.

Owned By.....Winter Haven Bcstg. Co.  
 Address.....P.O. Box 568  
 Tel.: Cypress 3-5036.....Independent  
 Manager, Chief Eng.....A. L. Fazzari  
 Commercial Mgr.....E. E. Sturgeon

**WSIR—Winter Haven—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hundred Lakes Bcstg.  
 Address.....P.O. Box 633  
 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

Pop.: 3,865,000  
 Families: 1,050,000  
 Radio Homes: 1,030,000

**GEORGIA**

TV Homes: 809,000  
 AM Stas. in State: 130  
 TV Stas. in State: 12

**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  
 Chief Engineer.....E. R. Ridenour

**WALB—Albany—1941**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Herald Publishing Co.  
 Address.....N. Stuart Ave.  
 Tel.: HE 5-8386.....Independent  
 Newspaper Affiliation.....Herald  
 Representative.....Burn-Smith  
 President.....James H. Gray  
 Gen. Sta. Mgr.....Raymond E. Carow  
 Program Dir.....Roger Mansfield  
 Chief Engineer.....Bruce Singleton

**WGPC—Albany—1933**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Albany Bdcstg. Co.  
 Business-Studio Address.....New Albany Hotel  
 Tel.: HE 2-1277.....CBS  
 Representative.....George P. Hollingbery  
 President.....J. W. Woodruff, Jr.  
 V. P. & General Mgr.....L. M. George  
 Program Director.....Walter H. Flint  
 Chief Engineer.....R. A. Carlton

**WJAZ—Albany—1952**

Frequency: 1050 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....James S. Rivers, Inc.  
 Address.....N. Slappey Drive  
 Tel.: HE 2-7447.....KBS  
 Representative.....Thomas F. Clark  
 President.....James S. Rivers  
 Gen. Mgr.....Richard B. Smith  
 Chief Engineer.....R. Caldwell

**WCQS—Alma—1957**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Queen City Bcstg. System  
 Business Address.....P.O. Box 304  
 Tel.: 4681.....KBS  
 President.....Farnell O'Quinn  
 Gen. Sta. Mgr.....Dane Bruce  
 Comm. Sales Prom. Dir.....Joyce Holton  
 Program Director.....Denzil Mixon  
 Ch. Engs.....Mervin Hill & William Allnoch

**WDEC—Americus—1947**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Americus Bdcstg. Co.  
 Business-Studio Address.....Rembert Bldg.  
 Tel.: 3681.....KBS  
 Representative.....Dora-Clayton, Indie Sales  
 Pres., Gen. Mgr.....Charles C. Smith  
 Commercial Mgr.....Paul Filben  
 Chief Engineer.....Raymond C. LaPrade

**WDOL—Athens—1957**

Frequency: 1470 Kc.....Power: 1 Kw. d.  
 Owned.....S.E. Bcstg. System  
 Address.....Box 429  
 Tel.: LI 8-1354.....KBS  
 Sta. Representative.....Thomas Clark  
 President.....James S. Rivers  
 General Manager.....William B. Hill  
 Sta. Publicity Dir.....Jerome Keane  
 Commercial Manager.....Comer Owens  
 Chief Engineer.....M. D. Brown

**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

# GEORGIA

President, Gen. 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 n.  
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  
Comm., Sta. Mgr. .... Claude Williams, Jr.  
Chief Engineer ..... Lester Hall

## WAKE—Atlanta—1955

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned By ..... I. Herbert & B. Judis  
Address ..... Georgian Terrace Hotel  
Tel.: TR 5-8511 ..... Independent  
Representative ..... Adam Young  
President ..... Ira Herbert  
General Manager ..... Mrs. Jayne Swayne  
Commercial Mgr. .... Jack M. Horowitz  
Program Dir. .... John Gray  
Sales Prom. Mgr. .... Martha Garstin  
Publicity Dir. .... Georgia Steele  
Chief Engineer ..... Robert G. Appling  
OWNERS OF: WYDE, BIRMINGHAM, ALA.; KCBO,  
SAN DIEGO, CALIF.; WOKY, MILWAUKEE, WISC.;  
KYA, SAN FRANCISCO, CALIF.; WADO, NEW YORK,  
N. Y.

## WAOK—Atlanta—1954

Frequency: 1380 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Atlanta OK Bcstg. Co.  
Business Address ..... 70 Houston St., N.E.  
Tel.: JA 5-1515 ..... Independent  
Representative ..... McGavren  
Pres., Comm. Mgr. .... Stan Raymond  
Prog. Dir. .... Zenas Sears  
Chief Engineer ..... I. Miles

## 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 ..... Dora Clayton  
General Manager ..... J. B. Blayton, Jr.  
Comm. Mgr. .... Albert H. Sadder

## WGKA—Atlanta—1955

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Glenkaren Associates, Inc.  
Address ..... 1140 Peachtree St., N.E.  
Tel.: TR 6-2228 ..... Independent  
Representative ..... Good Music Bcstrs.  
President ..... Locke E. Glenn  
General Manager ..... John P. Culver  
Comm. Mgr. .... E. Lee Ncmce  
Chief Engineer ..... J. J. Killinsworth

## WGST—Atlanta—1924

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

Sta. Representative ..... Branham Co.  
Gen., Sta. Manager ..... Jack Collins  
Commercial Mgr. .... Bill Estes  
Prom., Publicity Dir. .... Peter Thomas  
Ch. Eng. .... John M. Van Horn

## WIIN—Atlanta—1949

Frequency: 970 Kc. .... Power: 5 Kw.  
Owned-Operated By ..... Arthur Long Assc.  
Address ..... Atlanta Biltmore Arcade  
Tel.: TR 5-8453 ..... Independent  
General Manager ..... Dale S. Phares  
Program Director ..... Don Meyers  
Chief Engineer ..... M. Munford

## WPLO—Atlanta—1937

Frequency: 590 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Plough Brcstg. Co., Inc.  
Address ..... 805 Peachtree St., N. E.  
Tel.: Trinity 2-5851 ..... Independent  
Sta. Representative ..... Radio-TV Rep.  
President ..... Harold R. Krelstein  
General Mgr. .... Claude H. Frazier  
Commercial Mgr. .... Walter E. Moore  
Program Director ..... Les Hendrikson  
Chief Engineer ..... James D. Ellzey

## 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  
V.P., Comm. Mgr. .... John Fulton  
Station Manager ..... Frank Erwin  
Sales Prom. Mgr. .... 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.  
Business Address ..... 1601 W. Peachtree N.E.  
Tel.: TRinity 5-7221 ..... NBC  
Newspaper Affiliation ..... Journal, Constitution  
Representative ..... Edward Petry  
Gen. Manager ..... Frank Gaither  
Exec. Dir. .... J. Leonard Reinsch  
Commercial Manager ..... Lee Morris  
Sales Promotion Manager ..... Holt Gewinner  
Prog. Dir. .... Elmo Ellis  
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  
Pres., Gen. Mgr. .... George C. Nicholson  
Commercial Manager ..... Maurie Rich  
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.**.....Clarke Brown  
**Gen. Mgr.**.....Geo. C. Nicholson  
**Sta., Comm. Mgr.**.....J. Louie Solomon  
**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  
**Program, Publicity Dir.**.....George Fisher  
**Sales Prom. Mgr.**.....Patrick Mulherin  
**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  
**Sta. Representative**.....Walker-Rawalt  
**President, Gen. Mgr.**.....W. Ray Ringson  
**Sta., Comm. Mgr.**.....J. R. Owens, Jr.  
**Program Director**.....Frank Doyle  
**Chief Engineer**.....C. M. Callicott

**WGAC—Augusta—1940**

**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.:** PA 2-2692.....ABC  
**Representative**.....Avery-Knodel  
**Pres., Gen. Mgr.**.....A. D. Willard, Jr.  
**Comm. Prom. Mgr.**.....Douglas L. Alford  
**Program Dir.**.....Ben Mayo  
**Chief Engineer**.....James E. Clegg

**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**.....Bramham  
**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

**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  
**Commercial Mgr.**.....Wayne Houser  
**Program Dir.**.....H. King Elliott  
**Chief Engineer**.....J. Carl Meeks

**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  
**President**.....J. W. Woodruff, Jr.  
**General Mgr.**.....L. M. George  
**Station Mgr.**.....Joe Hill  
**Program Director**.....Ray Read

**WMGR—Bainbridge—1946**

**Frequency:** 930 Kc.....**Power:** 5 Kw.  
**Owned-Operated By**.....J. A. Dowdy  
**Address**.....Box 375  
**Tel.:** Cherry 6-1650.....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**.....WHAB Radio, Inc.  
**Address**.....Box 265  
**President**.....Farnell O'Quinn  
**General Mgr.**.....Dane Bruce  
**Sta. Mgr., Chief Eng.**.....Max McKenzie  
**Comm. Mgr.**.....Joan O'Quinn  
**Program Director**.....Chuck Taylor  
**Publicity Director**.....Ann Lee Lightsey

**WWCC—Bremen—1957**

**Frequency:** 1440 Kc.....**Power:** 1000 Watts  
**Owned By**.....W. Georgia Bcstg. Co.  
**Address**.....111 Parkway Circle  
**Tel.:** LE 7-3275.....KBS  
**President**.....J. J. Manghan  
**Gen., Sta. Mgr.**.....Tom W. Smith, Jr.  
**Commercial Mgr.**.....Lee Williams  
**Program Dir.**.....Blanche Mangham  
**Sales Prom. Mgr.**.....Mrs. T. W. Smith, Jr.  
**Publicity Dir.**.....Bill Brown  
**Chief Engineer**.....J. V. Schell, Jr.

**WGIC—Brunswick—1949**

**Frequency:** 1440 Kc.....**Power:** 5 Kw.  
**Owned-Operated By**...Brunswick Bcstg. Corp.  
**Business-Studio Address**.....1514 Union St.  
**Tel.:** Amherst 5-3870.....ABC  
**Sta., Gen. Mgr.**.....Hugh K. Tollison  
**Comm. Mgr.**.....John Lane  
**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.....KES-MBS  
**Sta. Representative**.....James Ayers

# GEORGIA

President, Gen. Mgr. .... Allen M. Woodall  
Station Mgr. .... Tom Doughly  
Commercial Mgr. .... Charles Bowen  
Program Dir. .... Rex Dennan  
Publicity Dir. .... John Vroman  
Chief Engineer. .... Beth Kerchoff

## WDMF—Buford—1956

Frequency: 1460 Kc. .... Power: 1 Kw.  
Owned. .... Lanier Broadcasting Co.  
Address. .... P.O. Box 307  
Tel.: 3555 ..... KBS  
General Manager. .... John P. Strength, Jr.  
Program Dir. .... Robert Thomas  
Chief Engineer. .... Ernest Church

## WGRA—Cairo—1950

Frequency: 790 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Grady Mitchell Bcstg. Co.  
Address. .... P.O. Box 120  
Tel.: 2-4392 ..... KBS  
Station Rep. .... Indie  
Gen. Mgr. .... Lowell E. Takles  
Chief Engineer. .... G. Strang

## WCGA—Calhoun—1953

Frequency: 900 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Gordon Cty. Bcstg. Co.  
Address. .... 315 S. Wall St.  
Tel.: Main 9-2111 ..... Independent  
Pres., Gen. Mgr., Ch. Eng. .... R. R. Magill  
Commercial Mgr. .... Richard M. Bowman  
Program Dir. .... Buddy Grant  
Sales Prom. Mgr. .... Mrs. R. R. Magill  
Publicity Dir. .... James Bridges

## WCLB—Camilla—1954

Frequency: 1220 Kc. .... Power: 1000 Watts  
Owned. .... Chapel Bcstg. Co.  
Address. .... P. O. Box 147  
Tel.: 2776 ..... KBS  
General Mgr. .... Russell A. Browne  
Commercial Mgr. .... Charlie Browne  
Chief Engineer. .... R. L. Cook

## WCHK—Canton—1957

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
Owned. .... Cherokee Bcstg. Co., Inc.  
Business Address. .... Box 1290  
Tel.: Greenwood 9-2101 ..... Independent  
Representative ..... Dixieland  
President. .... Charles McClure  
Sta. Mgr. .... Mike McDougald  
Comm. Mgr. .... Bob Peterson  
Program Director. .... Gene Mikell  
Sales Prom. Mgr. .... Jack Turner  
Publicity Director. .... Don McClellan  
Chief Engineer. .... Carl Shaw

## WLBB—Carrollton—1946

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  
Chief Engineer. .... James McKay

## WBHF—Cartersville—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... W. R. Frier  
Address. .... 250 W. West Ave.  
Tel.: 1200 ..... MBS-KBS  
Newspaper Affiliation. .... Barton Herald  
General Manager. .... W. R. Frier  
Commercial Manager. .... Richard J. Sjobloom  
Prog. Dir. .... Roland Brooks  
Ch. Eng. .... Horace E. Bridges

## WGAA—Cedartown—1941

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned. .... Polk County Bcstg. Co.  
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  
Commercial Mgr. .... Don Sports  
Program Director. .... Janice J. Register

## WRWH—Cleveland—1959

Frequency: 1350 Kc. .... Power: 500 Watts  
Owned By. .... Newsie, Inc.  
Address. .... Box 181  
Tel.: UN 5-3161 ..... KBS  
President. .... Clay Strange  
General, Comm. Mgr. .... B. L. Williamson  
Program Director. .... Charles Dennis  
Chief Engineer. .... Robert Dennis

## WCPK—College Park—1959

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
Owned By. .... College Park Bcstg. Co., Inc.  
Address. .... 126½ Main St.  
Tel.: Poplar 6-2781 ..... Independent  
President, Gen. Mgr. .... Robert A. Corley  
Commercial Mgr. .... Joan Rice  
Station Manager. .... David P. McLain  
Program Director. .... Hugh Coburn  
Sales Prom. Mgr. .... Blanche Chatham  
Publicity Director. .... Bill Yancy  
Chief Engineer. .... Lloyd Perkins

## WCLS—Columbus—1955

Frequency: 1580 Kc. .... Power: 1,000 Watts, d.  
Owned-Oper. By. .... Muscogee Bcstg. Co.  
Address. .... 1028½ Broadway  
Tel.: FA 7-3648 ..... Independent  
Sta. Reps. .... Dora Clayton; Bernard Howard  
Pres., Gen. Mgr. .... Charlie H. Parish, Jr.  
Commercial Manager. .... Kent Woodfin

## WOKS—Columbus—1959

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned By. .... OK Radio, Inc.



Address ..... P.O. Box 374  
 Tel.: CYPRESS 7-4515 ..... Independent  
 Sta. Representative ..... John E. Pearson  
 President ..... Tathel Holley  
 Commercial Mgr. .... John A. O'Shields  
 Station Manager..... Mary O'Shields

Business-Studio Address... 20th Ave. & B St.  
 Tel.: 666 ..... MBS-KBS  
 Representative ..... T. F. Clark  
 President ..... James S. Rivers  
 General Mgr. .... William E. Blizzard, Jr.  
 Chief Engineer..... R. Caldwell

**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  
 Nat. Sales Mgr..... Mrs. Louise Morris  
 Sales Promotion Mgr..... James R. Bryant, Jr.  
 Program Director..... Lamar Lynn  
 Publicity Director..... Jimmy Deer  
 Chief Engineer..... Max Harper

**WCNN—Cornelia—1953**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Habersham Bcstg. Co.  
 Address..... 1 Burrell St.  
 Tel.: 1450 ..... Independent  
 Representative..... Indie Sales, Inc.  
 President..... Jack Bradley  
 V. P. General Mgr..... Bill C. Massey  
 Comm. Prom. Mgr..... Bobby Massey  
 Program Director..... Beth Roberts  
 Chief Engineer..... Boyd Anderson

**WGBA—Columbus—1947**

Frequency: 1270 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By..... WGBA, Inc.  
 Address..... 1415 Wynnton Road  
 Tel.: FA 3-3603 ..... MBS  
 Representative ..... Bob Dore  
 Pres., Gen. Mgr..... C. A. McClure  
 Station Manager..... Carolyn Milstead  
 Comm. Prom. Mgr..... Harry Harkins  
 Prog. Dir..... W. L. Bowick Jr.  
 Publicity Director..... R. H. Ruppel  
 Chief Engineer..... F. Keith Brown

**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..... Joe Kenney  
 Publicity Director..... Grier Stephenson  
 Chief Engineer..... B. Hoffman

**WRBL—Columbus—1928**

Frequency: 1420 Kc. .... Power: 5000 Watts  
 Owned-Operated By.... Columbus Bcstg. Co.  
 Business-Studio Address..... 1350-13th Ave.  
 Tel.: FA 2-0601 ..... CBS  
 Newspaper Affil..... Ledger & Enquirer  
 Sta. Rep. .... Hollingbery  
 Pres., Gen. Mgr..... J. W. Woodruff Jr.  
 Asst. Manager..... Glenn Siddall  
 Station Manager..... Walter Graham  
 Sales Prom. Mgr..... Eleanor Whitelaw  
 Prog. Dir..... David Lea  
 Chief Engineer..... Joseph Gamble

**WBLJ—Dalton—1940**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Northern Ga. Radio  
 Business Address..... River Bend Rd.  
 Tel.: Broadway 8-3300 ..... MBS, KBS  
 Pres., Gen. Mgr. Ch. Eng..... L. C. McCall  
 Commercial Mgr..... Lester Smith

**WRCD—Dalton—1954**

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Whitefield Bcstg. Co.  
 Address..... P.O. Box 140  
 Tel.: Broadway 8-4511 ..... Independent  
 General Manager ..... Jim Honey  
 Comm. Manager..... Ed Jordan  
 Chief Engineer..... S. Willis

**WJJC—Commerce—1957**

Frequency: 1270 Kc. .... Power: 1 Kw.  
 Owned ..... Jackson County Bcstg. Co.  
 Address ..... Box 239  
 Tel.: Federal 5-3155 ..... Independent  
 Newspaper Affiliation..... Commerce News  
 Sta. Representative..... Harry Cannon  
 President ..... Albert S. Hardy  
 Gen., Comm. Mgr..... Grady Cooper  
 Program Director..... Elizabeth Layton  
 Publicity Director..... Frank Scharf, Jr.  
 Chief Engineer..... Thomas Ashworth

**WDWD—Dawson—1948**

Frequency: 990 Kc. .... Power: 1000 Watts D.  
 Owned-Operated By..... Dawson Bcstg. Co.  
 Address..... P.O. Box 390  
 Tel.: Wyatt 5-5521 ..... KBS-MBS  
 Representative ..... Indie Sales  
 General Manager..... W. C. Woodall, Jr.  
 Program Director..... Barney Parnacott  
 Chief Engineer..... Joe Stephens

**WMJM—Cordele—1940**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Southeastern Bcstg. System

**WEAS—Decatur—1947**

Frequency: 1010 Kc. .... Power: 50 Kw. d.  
 Owned ..... WEAS, Inc.  
 Business Address... 217 W. Ponce de Leon Ave.  
 Tel.: DR 3-2521 ..... Independent  
 Representative..... Bernard Howard  
 Station Manager ..... Warren Roberts

# GEORGIA

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.  
Address.....620 E. Ward St.  
Tel.: Evergreen 4-3250.....Independent  
Representative.....Dora-Clayton  
President.....B. F. J. Timm  
General Mgr.....Mary Jarrard  
Comm. Mgr.....Roy L. Jones

## WMLT—Dublin—1945

Frequency: 1330 Kc.....Power: 1 Kw.  
Owned-Operated By.....Dublin Bdcstg. Co.  
Business Address.....P.O. Box 659  
Tel.: Broad 2-4422.....MBS-KBS  
President.....W. Newton Morris  
General Mgr.....Frank Floyd Jr.  
Chief Engineer.....T. Berliner

## WXLI—Dublin—1958

Frequency: 1440 Kc.....Power: 1 kw., d.  
Owned By.....Radio South, Inc.  
Address.....P. O. Box 826  
Tel.: Broad 2-4282.....Independent  
President.....J. A. Boling  
Comm., Chief Eng.....W. C. Courson

## WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.  
Owned-Operated By.....Radio WTJH  
Address.....2146 Dodson Drive  
Tel.: DI 4-2233.....KBS  
President.....James S. Rivers  
Sales Promotion Mgr.....Ray Kinnanon  
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.....Ban 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.....J. C. Shy

## 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  
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  
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

## WLBA—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.  
Comm., Sales Prom. Mgr.....Larry Latham  
Program Dir., Ch. Eng.....John H. Bennett

## WHIE—Griffin—1952

Frequency: 1320 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Telerad, Inc.  
Address.....Box 971  
Tel.: 9451.....Independent  
President, Gen. Mgr.....John T. Williams  
Sta., Program Dir.....Fred L. Watkins  
Publicity Dir.....Mrs. Genie Keene  
Chief Engineer.....Ralph Gaskins

## WKEU—Griffin—1934

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station WKEU  
Address.....Macon Rd.  
Tel.: 5507.....MBS-KBS  
General Mgr., Ch. Eng.....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 6-2233.....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 184  
Tel.: TW 3-3381.....KBS  
Station Representative.....Harry J. Cannon  
President.....D. R. Jackson  
Gen., Sta. Mgr.....J. D. Popwell  
Comm. Sales Prom. Mgr.....Rivers Jackson  
Program Director.....Odell Floyd  
Publicity Director.....Cleve Scovill  
Chief Engineer.....John Lancaster

**WGML—Hinesville—1958**

Frequency: 990 Kc.....Power: 250 Watts  
Owned By.....Liberty Bcstg. Co., Inc.  
Address.....Box 15  
Tel.: TR 6-3599.....KBS  
Sta. Representative.....Harry Cannon  
President.....Roscoe Denmark  
General Manager.....James H. Watson  
Chief Engineer.....David Harrison

**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.....Cannon  
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: 1 Watts d; 250 n.  
Owned-Operated By.....LaGrange Bcstg. Co.  
Business Address.....WLAG Bldg.  
Tel.: TUXedo 2-3505.....MBS, KBS  
Newspaper Affil.....Daily News  
Sta. Representative.....Indie Sales  
President.....Roy C. Swank  
General Manager.....Edwin Mullinax  
Program Director.....Faye Scarborough  
Chief Engineer.....James McKay

**WTRP—LaGrange—1953**

Frequency: 620 Kc.....Power: 1000 Watts  
Owned.....Chattahoochee Bcstg. Co., Ltd.  
Address.....Hammett Bldg.  
Tel.: Tuxedo 4-9879.....Independent  
Sta. Representative.....Devney Inc.  
President, Gen. Mgr.....Byron H. Hurst

Sta. Mgr., Publicity Dir.....Frank E. Hurst  
Comm. Prom. Mgr.....Julian P. Hurst  
Program Director.....Maitha Anderson  
Chief Engineer.....Roy L. Relihan

**WBBT—Lyons—1959**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Collins Corp.  
Address.....P.O. Box 389  
Tel.: 2321.....Independent  
President.....R. L. Tollison  
Exec. V.P.....Hugh Tollison  
Station Mgr.....Jack Lenz  
Commercial Mgr.....Ted Kirby  
Prom. Director.....L. Lane  
Chief Engineer.....C. Tankersley

**WBML—Macon—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Middle Georgia Bcstg. Co.  
Business Address.....230 Second St.  
Tel.: Sherwood 3-5454.....Independent  
Representative.....Forjoe  
President.....C. R. Rader  
Gen. Sta. Mgr.....George 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.....P.O. Box 490  
Tel.: SHERwood 3-9348.....Independent  
Sta. Representative.....Bernard Howard  
President.....William H. Keller  
Gen. Sta. Mgr.....Robert V. Rogers  
Chief Engineer.....Bill Keller

**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  
Sta. Reps.....Bernard Howard, Dora-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  
Tech. Dir.....James D. Lawhon

**WNEX—Macon—1945**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Macon Bcstg. Co.  
Business-Studio Address.....2254 Rogers Place  
Tel.: SH 5-3301.....Independent  
Newspaper Affil.....Macon Telegraph Pub. Co.  
Representative.....Branham  
President.....E. M. Lowe

## GEORGIA

Gen., Sta. Mgr. . . . . Alfred Lowe  
Program Director . . . . . Charlie Stewart  
Sales Prom. Mgr. . . . . Ken Lowe  
Ch. Eng. . . . . E. Farber

### WYTH—Madison—1955

Frequency: 1250 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Central Ga. Bcstg. Co.  
Business Address . . . . . Beacon Heights; Box 29  
Tel.: 761 . . . . . KBS  
President, Gen. Mgr. . . . . James F. Small  
Station Manager . . . . . Annie Lee Small  
Program Director . . . . . James Biggers  
Chief Engineer . . . . . Charles Cunningham

### 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  
General, Sta. Mgr. . . . . Jack Whitehorn  
Comm. Prom. Mgr. . . . . William Jarrell  
Program Director . . . . . Charlene Livingston  
Publicity Director . . . . . Fred McCurdy  
Chief Engineer . . . . . J. C. Loftin

### WBIE—Marietta—1955

Frequency: 1050 Kc. . . . . Power: 500 Watts  
Owned-Oper. By . . . . . Marietta Bcstg. Co.  
Address . . . . . Box 91  
Tel.: 8-0469 . . . . . KBS  
Gen. Mgr., Chief Eng. . . . . James Wilder  
Program Dir. . . . . Don Kordacki  
Commercial Manager . . . . . Dudley D. McCaskill

### WFOM—Marietta—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Woofum, Inc.  
Address . . . . . Box 131  
Tel.: 8-3396 . . . . . Independent  
President, Gen. Mgr. . . . . Albert L. Jones  
Program Director . . . . . 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  
Sta. Representative . . . . . James Ayers  
President, Gen. Mgr. . . . . Allen M. Woodall  
Station Mgr. . . . . G. Ed Snyder  
Commercial Manager . . . . . John Hulett  
Program Dir. . . . . Lucy C. Jacobs

### WMVG—Milledgeville—1946

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Michael T. Lundy  
Address . . . . . 701 S. Jefferson St.  
Tel.: GL 2-2250 . . . . . MBS-KBS  
Representative . . . . . Harry Cannon  
President . . . . . Michael T. Lundy  
Sta. Mgr., Ch. Engr. . . . . Joseph S. Boone

### WGSR—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

### WMGA—Moultrie—1939

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . WMGA  
Business Address . . . . . Box 310  
Tel.: YU 5-1400 . . . . . ABC-KBS  
Representative . . . . . James S. Ayers  
Gen. Mgr. . . . . John F. Pidcock  
Sta., Comm. Mgr. . . . . Roy F. Zess  
Program Director . . . . . Everett Griner  
Chief Engineer . . . . . Louis Muller

### WMTM—Moultrie—1953

Frequency: 1300 Kc. . . . . Power: 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 . . . . . Ochs  
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., Ch. Eng. . . . . Emerson W. Browne  
Program Director . . . . . Margie Bowman

**WPLK—Rockmart—1959**

Frequency: 1220 Kc. Power: 250 Watts  
 Owned By..... Georgia Radio Inc.  
 Address..... American Legion Hill  
 Tel.: Rockmart 3202..... Independent  
 Sta. Representative..... Weed  
 President, Ch. Eng..... L. E. Gradick  
 General Manager..... John P. Frew  
 Program Director..... Jim McRee  
 Publicity Director..... Bob Liles

**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..... Fred Sheehan

**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.  
 Address..... Dempsey-Covington Bldg.  
 Tel.: 2-0833..... Independent  
 Sta. Representative..... Devney  
 General Comm. Mgr..... Charles E. Doss  
 Program Dir..... Barbara Austin  
 Chief Engineer..... T. H. Robertson

**WRIP—Rossville—1958**

Frequency: 980 Kc. Power: 500 Watts  
 Owned By..... Southern Broadcasting  
 Address..... Box 438  
 Tel.: WYman 8-3346..... Independent  
 President..... I. Jay Sadow  
 Chief Engineer..... John Andrews

**WSNT—Sandersville—1956**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned..... Washington Bcstg. Co., Inc.  
 Business Address..... Box 150  
 Tel.: 2583..... KBS  
 Representative..... Dixieland, Indie  
 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

**WCCP—Savannah—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By..... Dixieland Bcstg. Co.  
 Bus.-Studio Address..... Georgia State Bank Bldg.  
 Tel.: AD 2-4182..... MBS  
 Representative..... Walker-Rawalt  
 Pres., Gen. Mgr..... Carter C. Peterson  
 Sta., Comm. Mgr..... Weldon Herrin  
 Chief Engineer..... Max Harper

**WSOK—Savannah—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Fisher Bcstg. Co.  
 Bus. Address..... 219 S. Charlton St.  
 Tel.: ADams 3-0478..... ABC, KBS  
 Sta. Reps..... Walker-Rawalt; Dora Clayton  
 President..... Albert T. Fisher, Jr.  
 General Mgr..... J. B. Winstead

**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..... Bernard Howard  
 President..... Marie B. Rivers  
 General, Sta. Mgr..... James L. Woods  
 Comm., Prom. Mgr..... Abram Eisenman  
 Chief Engineer..... Michael F. J. Warth

**WSAV—Savannah—1939**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Operated By..... WSAV, Inc.  
 Address..... East Victory Drive  
 Tel.: AD 6-0303..... NBC  
 Representative..... Eastman; Ayers  
 Pres., Gen. Mgr..... Harben Daniel  
 Comm. Mgr..... Robert Ward  
 Exec. V. P..... Charle E. Bell  
 Opera. Mgr..... M. E. Thompson  
 Program Dir..... Burl Womack  
 Publicity Director..... Mrs. Shirley Slater  
 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  
 Comm., Prom. Mgr..... John M. Williamson  
 Program Director..... Chuck Rawlinson  
 Publicity Director..... Susan Perry  
 Chief Engineer..... Edward Richardson

**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

## GEORGIA

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, East Cliff St.  
Tel.: PO 4-5446  
KBS  
Sta. Reps., Keystone; Harry J. Cannon  
P es., Gen. Mgr., Donald McDowgald  
Chief Engineer, John Carlisle

### WGTA—Summerville—1950

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Oper. By, Tri-State Bcstg. Co.  
Business Address, Box 200  
Tel.: 295-6  
Independent  
Sta. Representative, Bernard Howard  
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  
Sta. Representative, Gene Bolles  
President, Gen. Mgr., James R. Denny  
Comm. Sta. Mgr., John J. Bailes  
Program Dir., Mrs. Doris M. Lewis  
Sales Prom., Publicity Dir., Chuck Goddard  
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.  
Address, P.O. Box 689  
Tel.: Midway 7-5421  
KBS  
Representative, Dora-Clayton  
Gen. Mgr., S. J. Carswell  
Sta. Mgr., Prog. Dir., Bill Heule  
Comm. Mgr., Claude Thames  
Chief Enr., Walt MacTammany

### WKTG—Thomasville—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By, Radio WKTG  
Address, P. O. Box 358  
Tel.: CA 6-5343  
Independent  
Representative, Thomas F. Clark  
President, James Rivers  
Gen. Mgr., Jack Rathbun

### WPAX—Thomasville—1934

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By, H. Wimpy

Address, P.O. Box 229  
Tel.: Canal 6-4110  
Independent  
Owner, H. Wimpy  
Commercial Manager, Al Feinberg

### 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. Clark, 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  
Sales Prom. Mgr., Frank Raley  
Publicity Dir., Jack Chambers  
Chief Engineer, Eugene Payne

### WLET—Toccoa—1941

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned By, R. G. & E. Letourneau, V. E. Craig  
Address, 423 Prather Bridge Rd.  
Tel.: TU 6-2191  
KBS  
Sta. Representative, Thomas F. Clark  
Station Manager, Virgle E. Craig  
Commercial Manager, 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  
Pres., Gen. Mgr., Charles H. Gaines  
Sta., Comm. Mgr., Roy E. Gaines  
Program Director, Jim Marquardt  
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.: Cherry 2-5520  
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 Kw. d., 1 Kw. n.  
 Owned-Oper. Georgia-Florida Radio & TV Co.  
 Bus. Address...Quitman Highway; Box 1182  
 Tel.: CH 2-4513.....MBS  
 Representative...Bernard Howard; Dora-Clayton  
 President, Sta. Mgr.....W. H. Keller, Jr.  
 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'casters  
 Address.....Hwy. 84, Box 368  
 Tel.: CH 2-1565.....KBS  
 Representative.....Dixieland  
 President.....J. E. Massey, Jr.  
 General, Sta. Mgr.....J. C. Johnson  
 Program Dir.....Bob Wickus  
 Chief Engineer.....C. A. Christensen

**WVLD—Valdosta—1959**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Radio Station WVLD  
 Address.....P.O. Box 1281  
 Tel.: Cherry 2-4821.....Independent  
 President.....Norman O. Protsman  
 General, Sta. Mgr.....Willard Belote  
 Program Director.....Grace D. Belote  
 Comm. Prom. Mgr.....Bryant Lane  
 Chief Engineer.....Ernest Green

**WVOP—Vidalia—1946**

Frequency: 970 Kc. Power: 5 Kw., d.  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address.....Box 391  
 Tel.: 3029.....KBS  
 Sta. Reps.....Continental; Harry J. Cannon  
 Pres., Gen., Sta. Mgr.....Howard C. Gilreath  
 Commercial Manager.....Fred Tippett  
 Program Director.....Mrs. Dobbie Thompson  
 Sales Prom. Mgr.....Bon Goode  
 Publicity, Ch. Eng.....Les Pitts

**WRPB—Warner Robbins  
 1954**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Oper. Warner Robbins Bcstg. Co., Inc.  
 Business Address.....Box 727  
 Tel.: Walker 3-4261.....Independent  
 Rep.....Cont. Radio Sales  
 Pres., Ch. Engr.....Edgar M. Nobles  
 Commercial Manager.....Charles G. Hill, Jr.

**WKLE—Washington—1955**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Radio Station WKLE  
 Address.....P.O. Box 158  
 Tel.: Osborn 8-2125.....Independent  
 Pres., Owner.....Max G. Pfander  
 Commercial Manager.....Burch Griffin

**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.....Radio WBRO  
 Address.....Box 151  
 Tel.: 2139.....KBS  
 President.....Frank Graham  
 Comm. Mgr.....J. Kennon McNutt  
 Chief Engineer.....J. Clegg

**WBMK—West Point—1958**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned By.....Radio Valley, Inc.  
 Address.....4th Avenue  
 Tel.: 5-2453.....KBS  
 President.....J. Dige Bishop  
 Gen., Sta. Mgr.....Jim Murphy  
 Program Dir.....Bill Scott  
 Publicity Dir.....Virginia Smith  
 Chief Engineer.....Albert Stancil

**WRLD—West Point—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Miles H. Ferguson  
 Business Address...57 N. Cherry Dr., Lanett, Ala.  
 Tel.: 2-2771.....Independent  
 Sta. Representative.....Thomas F. Clark  
 General Comm. Mgr.....W. L. Rowland, Sr.  
 Program, Publicity Dir.....Aileen Love  
 Chief Engineer.....Clarence White

**WIMO—Winder—1952**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Winder-Monroe Bcstg.  
 Business Address.....P. O. Box 526  
 Tel.: 4831.....KBS  
 Representative.....Hil F. Best  
 President.....W. C. Woodhall, Jr.  
 Gen., Comm. Sta., Sls. Mgr.....C. H. Grider  
 Chief Engineer.....D. E. Stafford

Pop.: 575,000  
 Families: 153,000  
 Radio Homes: 132,500

# HAWAII

TV Homes: 110,500  
 AM Stas. in State: 15  
 TV Stas. in State: 4

## KHBC—Hilo—1936

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Oper. By: Honolulu Star Bulletin  
 Address: P. O. Box 581  
 Newspaper Affiliation: Honolulu Star Bulletin  
 Representative: Peters, Griffin, Woodward, Inc.  
 President: J. Howard Worrall  
 General Mgr.: Frank Warren  
 Chief Engineer: Dan Hunter

## KIMO—Hilo—1951

Frequency: 850 Kc. Power: 1000 Watts  
 Owned-Operated By: James E. Jaeger  
 Address: Nanika Hotel  
 Tel.: Hilo 4-372  
 Station Representative: Young  
 President, Ch. Eng.: James Jaeger  
 General Manager: Mrs. Lillian Cunningham

## 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  
 Chief Engineer: R. W. Jaderstrom

## KAIM—Honolulu—1956

Frequency: 870 Kc. Power: 1 Kw.  
 Owned: Christian Bcstg. Assoc.  
 Address: 1148 12th Avenue  
 Tel.: 7-1985  
 President: Robert C. Loveless  
 Gen. Mgr.: Cornelius Keur

## KGMB—Honolulu—1930

Frequency: 590 Kc. Power: 5000 Watts  
 Owned By: Honolulu Star Bulletin  
 Address: 1534 Kapiolani Blvd.  
 Tel.: 9-2011  
 Newspaper Affiliation: Star-Bulletin  
 Representative: Peters, Griffin, Woodward, Inc.  
 President: Arthur L. Wood  
 General Manager: M. Franklyn Warren  
 Commercial Mgr.: Charles C. Crockett  
 Prom. Publicity Dir.: Colleen Ling  
 Chief Engineer: Ronald T. Miyahira

# KPOA

RADIO

# DOMINATES!

ALL OF HAWAII with

# 10,000 WATTS

AT 650 ON THE DIAL

AUTHENTIC NEWS COVERAGE  
 FAMILY PROGRAMMING  
 OUTSTANDING EXPERIENCED AIR SALESMEN  
 CREATIVE SELLING COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

## FOUNDERS CORP.

One of the Founder's groups of Stations including KPOA, Honolulu; WFBL, Syracuse, New York; WSMB New Orleans, Louisiana



**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 O. Paine  
 Comm. Mgr. . . . . George C. Mansfield  
 Chief Engineer. . . . . T. Shigetani

**KHVV—Honolulu—1957**

Frequency: 1040 Kc. . . . . Power: 5 Kw.  
 Owned-Oper. By. . . . . Kaiser Hawaiian Vil. Radio  
 Business Address. . . . . 1290 Ala Moana Blvd.  
 Tel.: 5-3991 . . . . . Independent  
 Station Representative. . . . . Adam Young  
 President. . . . . Henry J. Kaiser, Sr.  
 General Sta. Mgr. . . . . Richard C. Block  
 Program Director. . . . . William H. Conell  
 Sales Prom., Publicity Dir. . . . . Lynn Morrow  
 Chief Engineer. . . . . Dan O. Hunter

**KIKI—Honolulu—1951**

Frequency: 830 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . KIKI, Ltd.  
 Address . . . . . 320 Ward Ave.  
 Tel.: 6-3456 . . . . . Independent  
 Sta. Representative. . . . . Meeker Co.  
 Pres., Chief Eng. . . . . Royal V. Howard  
 Gen., Sta. Mgr. . . . . Angelo J. Rossi

**KPOA—Honolulu—1946**

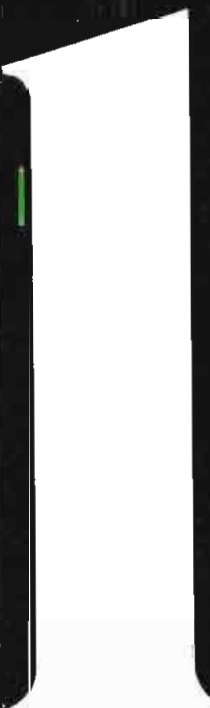
Frequency: 530 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By. . . . . Founders Corp.  
 Business Address. . . . . 575 Kamoku St.  
 Tel.: 9-5236 . . . . . MBS  
 Representative . . . . . George P. Hollingbery  
 President. . . . . J. M. Shaheen  
 Chief Engineer. . . . . Bob Lang

**KPOI—Honolulu—1946**

Frequency: 1380 Kc. . . . . Power: 5,000 Watts  
 Owned-Oper. By. . . . . KPOI Broadcasters Co., Inc.  
 Business Address. . . . . 1701 Ala Wai Blvd.  
 Tel.: 995-395. . . . . Independent  
 Sta. Representative . . . . . Masla  
 President. . . . . H. G. Fearnhead  
 General. Sta. Mgr. . . . . Fin Hollinger  
 Commercial Mgr. . . . . Ray Gallagher  
 Program Dir. . . . . Ron Jacobs  
 Chief Engineer. . . . . Frank Fitch


**KULA—Honolulu—1947**

Frequency: 690 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By. . . . . Burnett Bcstg. Co., Inc.  
 Business Address. . . . . P.O. Box 1479  
 Tel.: 6-3666 . . . . . Independent  
 Station Representative. . . . . McGavren  
 General Manager. . . . . Jack A. Burnett  
 Station Manager. . . . . John DeMarco  
 Commercial Manager. . . . . Charles Powers  
 Chief Engineer. . . . . R. T. Miyahira



**st**  
**ALL DAY**  
**ALL NIGHT**

**HOOPER**  
**PULSE**



**K-poi**  
 The Aloha Station in the Aloha State

## HAWAII-IDAHO

### KANI—Kailua, Oahu—1953

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Windward Bcstg. Co., Ltd.  
 Address... P.O. Box 697, Oahu  
 Tel.: 24-2576 Independent  
 President... Merril K. Riley  
 Manager... Don Carter

### KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Garden Island Publ., Ltd.  
 Address... Box 1748  
 Tel.: LI 2061 NBC  
 General Mgr... Charles J. Fern  
 Station Mgr... Tadashi Eto  
 Chief Engineer... K. Nose

### 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  
 General Manager... Ezra J. Crane  
 Sta., Asst. Gen. Mgr... Richard E. Mawson  
 Chief Engineer... Spencer Shiraishi

### KAHU—Waipahu—1950

Frequency: 920 Kc. Power: 1000 Watts  
 Owned Oper. By... Rural Bcstg. Co., Ltd.  
 Business Address... P. O. Box 1007  
 Tel.: 27-3121 Honolulu Independent  
 Station Representative... Pearson  
 President... Dr. Timothy Wee  
 General Manager... Harry En Chu  
 Program Director... John Livingston  
 Chief Engineer... Robert Pearson

## IDAHO

Pop.: 774,000  
 Families: 210,000  
 Radio Homes: 203,000

TV Homes: 157,000  
 AM Stas. in State: 34  
 TV Stas. in State: 5

### KBLI—Blackfoot—1951

Frequency: 690 Kc. Power: 1 Kw.  
 Owned-Oper. By... KBLI, Inc.  
 Address... Box 192  
 Tel.: Sunset 5-1400 Independent  
 Station Representative... Forjoe  
 President... Howard Johnson  
 Prog. Dir... Bruce Allen  
 Commercial Mgr... Gloria Dillard  
 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.  
 Production Supervisor... Vestal Baker  
 Sales Mgr... Floyd Bain  
 Publicity Director... John Clark  
 Chief Engineer... James Johntz, Jr.

### KGEM—Boise—1946

Frequency: 1140 Kc. Power: 10,000 Watts  
 Owned... Idaho Bcstg. & TV Corp.  
 Address... 5601 Cassia St.  
 Tel.: 4-3511 MBS, KBS  
 Representative... Avery-Knodel  
 V. P., Gen. Mgr... Cecil Hettel  
 Station Mgr... David Miles  
 Commercial Mgr... Robert Weisenburger  
 Chief Engineer... Robert V. Beadles

### KEST—Boise—1960

Frequency: 790 Kc. Power: 250 Watts

Owned By... Bois Bcstg. Assoc.  
 Address... c/o Norman Ent., 2141 Lincoln Lane,  
 Salt Lake City, Utah  
 Owners... Mr. & Mrs. Carl Hansen

### KIDO—Boise—1928

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By... Mesabi Western Corp.  
 Address... 1528 Vista  
 Tel.: 4-8661 NBC  
 Sta. Representative... Weed  
 President... William E. Boeing, Jr.  
 General. Comm. Mgr... Jack J. Link  
 Program. Prom. Mgr... Vern E. Moore  
 Chief Engineer... John A. Maxson

### KYME—Boise—1955

Frequency: 740 Kc. Power: 500 Watts  
 Owned-Operated By... Keith & Elben 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  
 Chief Engineer... Roy Pack

### 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  
 Newspaper Affiliation... D. Herald-Bulletin  
 Sta. Representative... Art Moore  
 President... Jessica L. Longston  
 General Mgr... Robert E. Pollock

Station Mgr.....Charles T. Brownlow  
 Commercial Mgr.....Vern Wheeler  
 Sales Prom. Mgr.....John Miller  
 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  
 Publicity Director.....Larry L. Blankenburg  
 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., Chief Eng.....Dex Dexter  
 Sales Prom. Mgr.....Bernard Merriman

**KORT—Grangeville—1954**

Frequency: 1230 Kc.....Power: 250 Watts d.  
 Owner.....Kebco, Inc.  
 Address.....Box 72  
 Tel.: 51.....KBS  
 President, Gen. Mgr.....Edward M. Brainard  
 Chief Engineer.....Lance Carpenter

**KID—Idaho Falls—1928**

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Idaho Radio Corp.  
 Address.....Box 2003  
 Tel.: JACKson 2-5100.....CBS  
 Representative.....Walker Rawalt  
 President.....A. W. Schwieder  
 Sta., Comm. Mgr.....Leonard Wasden  
 Program Dir.....Leo Higham  
 Sales Prom. Mgr.....Mel Richardson  
 Chief Engineer.....Carroll Secrist

**KIFI—Idaho Falls—1946**

Frequency: 1260 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....E. Idaho Bcstg. & TV Co.  
 Address.....P.O. Box 2148  
 Tel.: JA 3-1171.....ABC-MBS-KBS  
 Newspaper Affil.....Post. Register  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....J. M. Brady  
 Sta. Mgr.....Dewain Silvester  
 Chief Engineer.....B. Nelson

**KUPI—Idaho Falls—1957**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned.....J. Ronald Bayton  
 Address.....P.O. Box 2557  
 Tel.: JA 2-1101.....Independent  
 Rep.....W. S. Grant

Owner, Gen. Mgr.....J. Ronald Bayton  
 Chief Engineer.....B. J. Bayton

**KART—Jerome—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....K. Clark  
 Address.....L'Herisson Bldg.  
 Tel.: EA 4-2321.....Independent  
 Pres., Gen. Mgr.....K. Clark  
 Chief Engineer.....Bob Phillips

**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  
 Sta. Representative.....Gill-Perna  
 Gen. Mgr., Co-Owner.....J. H. Matlock  
 Sta. Mgr., Co-Owner.....E. A. Hamblin  
 Commercial Mgr.....George Walton  
 Program Director.....Dick Raqan  
 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. & E. S. Thomas  
 Address.....P. O. Box 287  
 Tel.: SH 3-1551.....Independent  
 Representative.....Forjoe, Art Moore  
 General, Sta. Mgr.....Donald Thomas  
 Program Director.....Alben Nelson  
 Commercial Mgr.....Douglas McKelvie  
 Sales P om. Mgr.....Beverly Swanson  
 Publicity Dir.....Ben Cook  
 Chief Engineer.....Steve Thomas

**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  
 Station Mgr.....John Mix  
 Sales Prom. Mgr.....Shirley Mix  
 Program Director.....Bob Gese  
 Publicity Dir.....Doris Mix  
 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.....Pearson  
 Co-Owner, Gen. Mgr.....Ken Kilmær  
 Sta. Comm. Manager.....Doyle Chain  
 Prog. Dir.....Shirl Black  
 Chief Engineer.....G. M. Rose

**KLER—Orofino—1958**

Frequency: 950 Kc.....Power: 500 Watts d.  
 Owned By.....Clearwater Broadcasting Co.

## IDAHO

Address..... P.O. Box 32  
Tel.: Granite 2-5011..... KBS  
Station Representative..... Feltis, Jacobson  
Co-Owners..... J. H. Matlock, E. A. Hamblin  
Commercial Mgr..... Dale Daniels  
Sta., Ch. Eng..... Edward A. Carle  
Program Dir..... George Williamson

### **KWAL—Osburn—1938**

Frequency: 620 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Metals Bcstg. Co.  
Address..... Box 512  
Tel.: Skyline 2-6101..... Independent  
Representative..... Holman, Art Moore  
Pres., Gen. Mgr..... R. Lee Block  
Commercial Mgr..... James F. Wylie  
Prog. Publicity Dir..... Wesley Roberts  
Chief Engineer..... Robert Tremblay

### **KEOK—Payette—1957**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... Treasure Valley Bcstg. Co.  
Address..... P.O. Box 420  
Tel.: Midway 2-3351..... KBS  
Co-Owner..... A. V. Bamford  
Co-Owner, Gen. Mgr..... E. S. Graham  
Chief Engineer..... Rus Myer

### **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..... Ruth 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..... P.O. Box 2005  
Tel.: Cedar 3-1133..... MBS-KBS  
Representative..... Avery-Knodel  
President..... Don W. Burden  
General Manager..... W. J. Adelstein  
Chief Engineer..... D. L. Lewis

### **KYTE—Pocatello—1956**

Frequency: 1290 Kc..... Power: 1 Kw. d.  
Owned..... Pocatello Bcstg. Co.  
Address..... 355 Yellowstone Ave.  
Tel.: 1290..... KBS  
Representative..... Ayres  
President..... Thomas R. Becker  
Chief Engineer..... Dwight L. Zundel

### **KPST—Preston—1948**

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Voice of The Rockies, Inc.  
Address..... P.O. Box 395  
Tel.: 600..... KBS  
President..... Leo R. Hawkes  
Gen. Mgr., Chief Eng..... D. A. Nash, Jr.

### **KRXK—Rexburg—1951**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned..... Snake River Radio & TV Co., Inc.  
Address..... 455 S. 2nd East  
Tel.: EL 6-5488..... KBS  
Station Representative..... Broadcast Time Sales  
Pres., Gen. Mgr..... Gene Shumate  
Comm. Mgr..... Wes Lawrence  
Program Director..... Phil Nash  
Chief Engineer..... Dan Coltrane

### **KAYT—Rupert—1955**

Frequency: 970 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Inland Bcstg. Co.  
Address..... P.O. Bin M  
Tel.: HE 6-3746..... Independent  
Representatives..... Feltis, Jacobson  
Pres., Gen. Mgr..... Mervin V. Ling  
Sta. Comm. Mgr..... George McDonald  
Chief Engineer..... E. C. Miller

### **KSRA—Salmon—1959**

Frequency: 960 Kc..... Power: 1000 Watts, d.  
Owned By..... Salmon River R-TV Co., Inc.  
Address..... Main & Water Sts.  
Tel.: Skyline 6-2218..... KBS  
President, Gen. Mgr..... David G. Ainsworth  
Chief Engineer..... Louis A. Peressini

### **KSPT—Sandpoint—1949**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Bauer Bcstg. Co.  
Address..... P. O. 431  
Tel.: CO 3-2179..... KBS  
General Mgr..... Norman Bauer

### **KBRV—Soda Springs—1957**

Frequency: 540 Kc..... Power: 500 Watts, d.  
Owned By..... J. C. Wallentine  
Business Address..... Box 1267, Pocatello  
Tel.: Soda Springs 775..... KBS  
Station Representative..... Feltis  
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..... Broadcast Fec. Co.  
President, Gen. Mgr..... R. W. Burden  
Commercial Mgr..... Ken Simkins  
Program Dir..... Bill Denney  
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.



## IDAHO-ILLINOIS

Tel.: REDwood 3-5840.....Independent  
Rep. ....Avery-Knodel  
President.....A. L. Glasmann  
V.P., Gen. Sta. Mgr.....G. O. Glasmann  
Sales Prom. Mgr.....Juneau Shinn  
Program Director.....Dave Eardley  
Chief Engineer.....Dennis Lowe

### KTFI—Twin Falls—1928

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
Owned-Operated By.....Radio Bcastg. Corp.  
Address.....241 Main Ave. W.  
Tel.: RE 3-3381.....NBC

Representative.....Weed  
Pres., Gen., Sta. Mgr.....F. M. Gardner  
Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker  
Chief Engineer.....Carl Norris

### KWEI—Weiser—1947

Frequency: 1220 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Inland Bcast. Co.  
Business-Studio Address.....Box 791  
Tel.: 700.....Independent  
Station Representative.....Jacobson, Fellis  
Pres., Gen. Mgr.....M. V. Ling  
Chief Engineer.....Edwin C. Miller

Pop.: 10,319,000  
Families: 3,215,000  
Radio Homes: 3,129,000

## ILLINOIS

TV Homes: 2,925,000  
AM Stas. in State: 94  
TV Stas. in State: 16

### WOKZ—Alton—1948

Frequency: 1570 Kc....Power: 1000 Watts, d.  
Owned-Oper. By.....Palen Bcastg. Corp.  
Address.....Godfrey Road  
Tel.: HO 6-3535.....Independent  
Rep. ....Sears & Ayer  
President, Gen. Mgr.....Edward N. Palen  
Comm., Sta. Mgr.....H. Bunyan  
Program Director.....Russ Benson  
Sales Prom. Mgr.....Jim Pegg  
Publicity Dir.....James C. Palen  
Chief Engineer.....Nicholas Bono

### WRAJ—Anna—1957

Frequency: 1440 Kc....Power: 500 Watts  
Owned.....Anna Bcastg. Co., Inc.  
Address.....Anna Hotel  
Tel.: 1113.....Independent  
Sta. Representative.....Bernard Howard  
President.....Pierce E. Lackey  
Prog. Dir., Ch. Engr.....Donald C. Michel

### WMRO—Aurora—1938

Frequency: 1280 Kc. Power: 1 Watt, d. 500 n.  
Owned-Oper. By...V. G. Cofey & B. A. Oswalt  
Business-Studio Address.....184 River St.  
Tel.: 7-4215.....Independent  
Managers.....Cofey; Oswalt  
Prog. Dir.....Jeanne M. Doran  
Chief Engineer.....J. R. Kintner

### WRMS—Beardstown—1959

Frequency: 790 Kc....Power: 500 Watts  
Owned By.....Beardstown Bcastg. Co.  
Address.....108 East Main St.  
Tel.: 790.....KBS  
Sta. Representative.....Grant Webb  
General Manager.....R. W. Sudbrink  
Station Manager.....Warren Hewitt  
Commercial Manager.....Don L. Chipman  
Program Director.....Andy L. Andersen  
Chief Engineer.....O. D. Kost

### WIBV—Belleville—1947

Frequency: 1260 Kc....Power: 1000 Watts, d.  
Owned-Operated By.....Belleville Bcastg. Co.  
Bus.-Studio-Transmitter Address...2100 W. Main  
Tel.: AD 3-5000.....Independent  
Representative.....Indie Sales  
President, Gen. Mgr.....John W. Lewis

### WJBC—Bloomington—1924

Frequency: 1230 Kc....Power: 250 Watts  
Owned-Oper. By.....Bloomington Bcastg. 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. Nolte  
Commercial Manager.....John McDermott  
Program Dir.....Jerry Collins  
Chief Engineer.....Ted Bailey

### WKRO—Cairo—1942

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Operated By...Cairo Broadcasting Co.  
Business Address.....Box 311  
Tel.: 1490.....Independent  
Sta. Representative.....Headley-Reed Co.  
Gen.-Station-Comm. Mgr.....Merrill C. Curtler  
Program Director.....Eugene S. Meyers

### WBYS—Canton—1947

Frequency: 1560 Kc....Power: 250 Watts, d.  
Owned-Operated By...Fulton Cty. Bcastg. Co.  
Address.....P.O. Box 554  
Tel.: 1877.....ABC  
President.....Harriett B. Winsor  
General Manager.....Charles E. Wright  
Program Director.....Elizabeth Sawyer  
Chief Engineer.....Wayne Miller

### WCIL—Carbondale—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.  
Owned-Operated By...Southern Illinois Bcastg.

*Owned and operated by Chicagoans and dedicated  
to providing the finest programming and quality  
community service to the great Chicago market.*



*WGN-Radio—reaching  
more homes than any  
other Chicago station*

Business-Studio Address....218 W. Main St.  
Tel.: Glenview 7-8114.....Independent  
General Manager.....Paul F. McRoy  
Commercial Manager.....Larry Doyle  
Chief Engineer.....Pat Beevns

### WROY—Carmi—1948

Frequency: 1460 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Carmi Bdcstg Co.  
Address.....P.O. Box 31  
Tel.: 4161.....Independent  
Gen., Sta. Mgr.....S. A. Hassan  
Chief Engineer.....R. Cole

### WCAZ—Carthage—1921

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Superior Bcstg. Service, Inc.  
Address.....502 Wabash Ave.  
Tel.: 520.....Independent  
Manager.....John Palmer

### WCNT—Centralia—1946

Frequency: 1210 Kc.....Power: 1000 Watts. d.  
Owned.....Southern Illinois Bcstg. Co.  
Address.....Box 428  
Tel.: 2-5151.....Independent  
Representative.....Bob Dore  
President.....C. W. Rodgers  
Comm. Prom. Mgr.....A. C. Mainer  
Co. Sta. Mgrs.....A. C. Mainer-E. Hubbard  
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, Gen. Mgr.....Robert F. Meskill  
Chief Engineer.....Al Jester

### WEIC—Charleston—1954

Frequency: 1270 Kc.....Power: 1000 Watts  
Owner.....The Friendly City Bcstrs.  
Address.....Box 107  
Tel.: DI 5-2149.....KBS  
Rep.....Sears & Ayer  
Pres., Gen. Mgr.....Jack Owens  
Commercial Manager.....Betty Owens  
Prog., Pub. Dir.....Bill Carmody  
Ch. Eng.....William Seilife

### WGN—Chicago—1924

Frequency: 720 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WGN, Inc.  
Bus.-Studio Address.....441 N. Michigan Ave.  
Tel.: MI 2-7600.....Independent  
Newspaper Affiliation...The Chicago Tribune  
Representative.....Edward Peiry  
President.....J. Howard Wood  
V.P., Gen. Mgr.....Ward L. Quaal  
Commercial Mgr.....Charles E. Gates  
Sales Promotion Manager...Charles A. Wilson  
Program Director.....Bruce Dennis  
Publicity Director.....James Hanlon  
Dir. of Engineering.....Carl J. Meyers

### 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

### WBEE—Chicago—1955

Frequency: 1570 Kc.....Power: 1000 Watts  
Owned By.....Continental Broadcasting  
Address.....75 E. Wacker Drive  
Tel.: Randolph 6-6842.....Independent  
Sta. Representative.....Continental  
President.....O. Wayne Rollins  
General Manager.....Harry Wilber  
Opera Mgr.....Bill German  
Chief Engineer.....J. R. Burdeau

### 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

### WCRW—Chicago—1926

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By.....Clinton R. White  
Address.....2756 Pine Grove Ave.  
Tel.: DI 8-4440.....Independent  
General Mgr.....C. R. White

### WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 240 Watts  
Owned-Operated By.....Emil Denmark, Inc.  
Address.....3860 W. Ogden Ave.  
Tel.: CR 7-4100.....Independent  
President.....Emil Denmark  
General, Comm. Mgr.....Bill Mack  
Chief Engineer.....Edward Jacker

**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. Avey-Knodel  
 Gen. Mgr., Prog. Dir. Robert O. Miller  
 Chief Engineer Harry Berg

**WGES—Chicago—1924**

Frequency: 1390 Kc. Power: 5000 Watts d.  
 Owned By Radio Station WGES  
 Bus. Address 2708 W. Washington Blvd.  
 Tel.: SA 2-1700 Independent  
 General Manager John A. Dyer  
 Commercial Mgr. Elizabeth M. Hinzman  
 Sales Promotion Manager K. P. Freda  
 Program Director Herbert Rudolph  
 Chief Engineer William Shunk

**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  
 Representative Forjoe  
 President H. Thieman  
 General, Comm. Mgr. Thomas L. Davis  
 Publicity Director Jack McQuire  
 Chief Engineer Carl W. Ulrich

**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  
 Chief Engineer E. P. Hayes

**WIND—Chicago—1927**

Frequency: 580 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  
 Vice President Ralph L. Atlas  
 General Manager Gordon W. Davis  
 Commercial Manager Bennett O. Scott  
 Sales Prom., Publicity Dir. John P. Holland  
 Chief Engineer Kenneth C. Shirk  
 Owners of: KFIN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-  
 field, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleve-  
 land, O.; KYW-TV, Cleveland, O.; KEN, Port-  
 land, Ore.; KDKA-TV, Pittsburgh, Pa.; KDKA-TV, Pitts-  
 burgh, Pa.; WJZ-TV, Baltimore, Md.; WBZ-FM,  
 Boston, Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-  
 FM, Cleveland, O.; KEN-FM, Portland, Ore.

**WJJD—Chicago—1934**

Frequency: 1180 Kc. Power: 50,000 Watts  
 Owned-Oper. By Plough Bcstg. Co.  
 Bus. Studio Address 230 N. Michigan Ave.  
 Tel.: ST 2-5466 Independent

**WAIT**

**THE WORLD'S MOST  
 BEAUTIFUL MUSIC**

**MUTUAL AWARD WINNING NEWS**

**820 on the dial**

**Chicago, Ill.**

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

**WLS—Chicago—1924**

Frequency: 890 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . American Bcstg.  
 Business Address . . . . . 1230 Washington Blvd.  
 Tel.: MO 6-9700 . . . . . ABC  
 Representative . . . . . John Blair  
 President . . . . . James E. Edwards  
 Gen., Sta. Mgr. . . . . Ralph Beaudin  
 Sales Prom., Pub. Dir. . . . . Roland Sack  
 Program Director . . . . . Harold Safford  
 Chief Engineer . . . . . Thomas Rowe

**WMAQ—Chicago—1922**

Frequency: 670 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 . . . . . Robert McAuliffe  
 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  
 Pres., Gen. Mgr., Ch. Eng. . . . . Louis B. Lee  
 Comm. Mgr. . . . . Marge Strasser  
 Program Dir. . . . . Robert J. Lee

**WCGO—Chicago Heights—1959**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . South Cook Bcstg., Inc.  
 Address . . . . . 119 Olympia Plaza  
 Tel.: Skyline 6-6100 . . . . . Independent  
 President, Gen. Mgr. . . . . A. V. Santucci  
 Commercial Manager . . . . . Anthony D'Amico  
 Program Director . . . . . Joe Franchina  
 Publicity Director . . . . . Bill Biendorf

**WHOW—Clinton—1947**

Frequency: 1520 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Cornbelt Bcstg. Co.  
 Business Address . . . . . 401½ 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.: Hickory 2-1700 . . . . . CBS  
 Representative . . . . . Everett McKinney, 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 . . . . . Vermilion Bcstg. Corp.  
 Address . . . . . P. O. Box 142  
 Tel.: Hickory 6-1312 . . . . . Independent  
 Representative . . . . . Burn-Smith  
 President . . . . . Gilbert E. Metzger  
 Gen., Sta. Mgr. . . . . Elzer Marx  
 Commercial Manager . . . . . Tom Zeppelin  
 Program Director . . . . . Robert Bivans  
 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  
 Station Manager . . . . . Robert B. King  
 Program Director . . . . . H. Downey Hewey  
 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  
 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  
 Chief Engineer . . . . . E. Neil Pike

**ILLINOIS** =====

**WAMV—East St. Louis—1935**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Hess-Hawkins Co.  
Business Address 5th & Broadway  
Tel.: BRidge 1-4625 Independent  
Sta. Representative Gill-Perna  
President Louis Strick  
General Sta. Mgr. Earl Harper  
Program, Publicity Dir. Dan Stengel  
Sales Prom. Mgr. Elmer Willich  
Chief Engineer Erle 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  
Newspaper Affil. Daily News; Pekin Times  
Representative Devney  
President Joseph E. McNaughton  
Gen. Mgr. George Walker  
Commercial Mgr. Burl Leuter  
Ch. Eng., Program Dir. Joe Spear

**WRMN—Elgin—1949**

Frequency: 1410 Kc. Power: 500 Watts  
Owned-Oper. By The Elgin Bdcstg Co.  
Address 156 Division St.  
Tel.: SH 1-7700 Independent  
News Affil. Pekin Times, Yuma Sun  
Representative Devney  
Pres., Gen. Mgr. J. Richard Sutter

**WEAW—Evanston—1953**

Frequency: 1330 Kc. Power: 1000 Watts  
Owned. No. Shore Bcstg. Co., Inc.  
Address Box 1330  
Tel.: UN 4-7600 Independent  
Reps. Good Music Ccstrs., Walker-Raua  
Pres., Gen. Sta. Mgr. Edward A. Wheeler  
Commercial Manager Don Springate  
Chief Engineer Donald Larsen

**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  
Program Director Channing Overton  
Sales Prom. Mgr. Glenn L. Hammer  
Chief Engineer Eugene Cummings

**WFIW—Fairfield—1953**

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By Wayne County Bcstg. Co.  
Address Box 72  
Tel.: 2159 KBS  
Representative Grant Webb  
General Manager Thomas S. Land  
Commercial Mgr. Garnet Williams  
Program Director Gladys Onstott  
Chief Engineer Gil Wallace

**WFRL—Freeport—1947**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned By Triad TV Corp.  
Business-Studio Address 9 N. Chicago Ave.  
Tel.: Adams 2-5171 Independent  
Representative Headley-Reed  
President C. Wayne Wright  
General Mgr. Dave Taylor  
Prog. Dir. Bud Walters  
Publicity Dir. Dick Carroll  
Chief Engineer LaVerne G. Bawinkel

**WGIL—Galesburg—1937**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Galesburg Bcstg. Co., Inc.  
Business Address 60 S. Kellogg  
Tel.: 4626 Independent  
Newspaper Affiliation Daily Register Mail  
Gen., Sta. Mgr. George D. Donaldson  
Chief Engineer R. L. Baughman

**WAIK—Galesburg—1959**

Frequency: 1590 Kc. Power: 5000 Watts d.  
Owned By Webster Broadcasting Co.  
Address 36 Park Plaza  
Tel.: Dickens 2-3161 Independent  
Sta. Representative Burn-Smith Co.  
President F. C. Webster, Jr.  
General Sta. Mgr. J. Kent Hackleman  
Comm., Prom. Mgr. Ed F. Libby

**WEBQ—Harrisburg—1923**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By First Trust Association  
Business-Studio-Transmitter 100 E. Poplar St.  
Tel.: Clearbrook 3-7292 KBS  
Gen.-Station-Comm. Mgr. Ingalls M. Taylor  
Sales Prom. Mgr. Ed Topper  
Program Director Norma Slaton  
Publicity Director Charles Branum  
Chief Engineer Haivey H. Slaton

**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 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 Radio & TV Bcstg. Corp.  
**Business Address.**.....Fox Theatre Bldg.  
**Tel.**: Chesnut 5-7171.....Independent  
**Newspaper Affil.**.....Journal-Courier  
**Representative** .....Hal Holman  
**President** .....Robert Fay  
**Gen., Sta. Mgr.**.....R. Karl Baker  
**Program Director.**.....Byron Halter, Jr.  
**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.:** Joliet 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-Operated By.**.....WKAN Radio, Inc.  
**Business Address.**.....183 N. Schuyler Ave.  
**Tel.:** WELLS 3-6633.....Independent  
**Newspaper Affiliation.**.....Daily Journal Co.  
**Representative** .....Sears-Ayer  
**President** .....Burrell Small  
**General Manager.**.....Bruce Brown  
**Station Manager.**.....Robert Hawkins  
**Sales Manager.**.....Donald R. Hoover  
**Program Director.**.....Orren Allain  
**Chief Engineer** .....Richard Eckels

**WKEL—Kewanee—1952**

**Frequency:** 1450 Kc.....**Power:** 100 Watts  
**Owned-Operated By.**.....WKEL Bcstg. Co.  
**Address.**.....202½ N. Tremont  
**Tel.:** 4471.....KBS  
**Representative.**.....H. F. Best  
**Pres., Gen. Mgr., Chf. Engr.**.....E. D. Scandrett

**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  
**President** .....Charles Sebastian  
**Station Manager.**.....Arthur L. Schlaman  
**Program Dir.**.....Ted Carlson  
**Sales Prom. Mgr.**.....Ralph Faucher  
**Chief Engineer.**.....William Wardle

**WLPO—La Salle—1947**

**Frequency:** 1220 Kc.....**Power:** 1000 Watts d.  
**Owned By.**.....La Salle County Bcstg. Corp.  
**Address.**.....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—1951**

**Frequency:** 1370 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By** .....Prairie Radio Corp.  
**Address.**.....P. O. Box 37  
**Tel.:** 1370.....KBS  
**Representative** .....Sears & Ayer  
**Pres., Gen. Mgr.**.....Ray F. Knochel  
**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  
**Pres., Gen. Mgr.**.....Hayward L. Talley  
**Program Director.**.....Don Yaeger

**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

**WGGH—Marion—1949**

**Frequency:** 1150 Kc.....**Power:** 5000 Watts d.  
**Owned-Operated By.**.....Marion Bcstg. Co.  
**Business Address.**.....P. O. Box 311  
**Tel.:** WYandotte 3-8102.....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.**.....409 Ferry St.  
**Tel.:** 2106.....KBS  
**Sta. Representative.**.....Grant Webb  
**General Sta. Mgr.**.....V. G. Smith  
**Program Director.**.....Ben Smith  
**Chief Engineer.**.....Carlos M. Steele

# ILLINOIS

## WQUA—Moline—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Radio Moline  
Address 1319 Fifth Ave.  
Tel.: 4-6727 ABC  
Representative Geo. P. Hollingbery Co.  
Co-owners L. H. & B Small  
General Manager J. Maxim Ryder  
Commercial Manager Lester Johnson  
Program Director James McKinney  
Chief Engineer Jack Teiken

## 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  
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  
Program Director David K. Naber  
Chief Engineer Eugene Garrett

## WMIX—Mt. Vernon—1946

Frequency: 940 Kc. Power: 5000 Watts d.  
Owned-Oper. By Mt. Vernon Radio & TV Co.  
Address 121½ N. 9th Street  
Tel.: 3500 Independent  
Representative John E. Pearson Co.  
President John Russell Mitchell  
General Manager Claude E. Schock  
Comm. Mgr. Bob Whitaker  
Program Director Frank Lewis  
Chief Engineer Dick Cole

## WINI—Murphysboro—1954

Frequency: 1420 Kc. Power: 500 Watts d.  
Owned-Oper. By Martha D. & Robert M. Rapp  
Business Address P.O. Box 647  
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 Howard  
General Manager E. Sonderling  
Station Mgr. Al Michel  
Chief Engineer Sidney Schneider

## WVLN—Olney—1947

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Operated By Illinois Bcstg.  
Address 302½ Main St.  
Tel.: EX 3-2156 Independent  
Newspaper Affil. Decatur Herald-Review  
Sta. Representative Holman  
Pres. Fred W. Schaub  
Exec. V.P. M. Lindsay  
General, Comm. Mgr. Charles R. Griggs  
Prog. Dir. Joe Kosack  
Chief Engineer Donald Schnell

## WCMY—Ottawa—1952

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Operated By Carl H. Meyer  
Address 417 W. Madison St.  
Tel.: Hempstead 3-1430 Independent  
Sta. Representative Sears & Ayer  
Pres., Gen. Mgr., Ch. Eng. Carl H. Meyer  
Comm. Mgr. D. M. 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 Richard Slater

## WSIV—Pekin—1946

Frequency: 1140 Kc. Power: 1000 Watts d.  
Owned-Operated By Pekin Bcstg. Co., Inc.  
Business Address 15 South Capitol St.  
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

## WAAP—Peoria—1960

Frequency: 1350 Kc. Power: 1000 w. d., 1 wt. n.  
Owned By Peoria Bcstg.  
Address P. O. Box 1350  
Tel.: 4-9113 NBC  
Sta. Rep. Headley Reed  
President John Cleary  
General Mgr. Irving S. Raskin  
Asst. Station Mgr. Andrew G. Spiegel  
Chief Engineer Arthur Hardenbrook

## WIRL—Peoria—1948

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By Frudeger Bcstg. Co.  
Bus. Studio Address 121 N. 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  
 Reprs. Peters, Griffin, Woodward, Inc.  
 Pres. Charles C. Caley  
 Vice Pres. Robert O. Runnerstrun  
 Station Mgr. Hal Sunberg  
 Program Dir. Bill Mayer  
 Publicity Dir. Mike Uhruh  
 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  
 Sta. Representative Adam Young  
 General Manager Guy Fowler  
 Commercial Manager Kenneth V. Baugh  
 Program Director Harry Harrison  
 Chief Engineer Gerald Devore

**WBBA—Pittsfield—1954**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned Pike Broadcasting Co.  
 Address P.O. Box 329  
 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 WCV Bldg.  
 Tel.: BA 2-6200 CBS  
 Newspaper Affiliation Hannibal Courier Post  
 Sta. Representative Branham  
 President Lee P. Loomis  
 Exec. Vice Pres. Herbert R. Ohrt  
 Gen., Nat'l Sales Mgr. Walter J. Rothschild  
 Asst. Nat'l. Sls., Comm. Mgr. Wayne W. Cribb  
 Admin. Asst. Robert W. Eickmeyer  
 Program Director Hal Barton  
 Prom. Dir. Richard Moore  
 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  
 Station, Comm. Mgr. Jack Weber  
 Program Director Laura L. Nolen  
 Publicity Dir. Dick Stevens  
 Chief Engineer Harold Vandament

**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.: Woodland 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.: Woodland 8-1869 Independent  
 Newspaper Affil. Daily Journal  
 Representative Radio-TV Reprs.  
 President Burrell L. Small  
 General Comm. Mgr. Ward W. Hartman  
 Program Director H. Irving Tingley  
 Chief Engineer George Reynolds

**WHBF—Rock Island—1925**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By Rock Island Bcstg. Co.  
 Business-Studio Address Telco Bldg.  
 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  
 Sales Prom. Mgr. Heber Darion  
 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  
 Partnership B. Davidson & T. S. Land  
 President Thomas S. Land  
 General, Sta. Mgr., Ch. Eng. Bryan Davidson  
 Prog. Dir. Coley Cowan  
 Comm., Prom. Mgr. John Scrivner

**ILLINOIS-INDIANA**

**WHCO—Sparta—1955**

Frequency: 1230 Kc. Power 250 W.  
 Owned.....Hirsch Communication Eng. Corp.  
 Address.....324 Broadway, Cape Girardeau, Mo.  
 Tel.: SP 333.....Independent  
 Sta. Representative.....Headley-Reed  
 President.....Robert O. Hirsch  
 Station Manager.....Jack Schepher

**WCVS—Springfield—1926**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....WPFA Radio, Inc.  
 Address.....3001 S. Fourth St., Springfield, Ill.  
 Tel.: Kingswood 4-9855.....ABC  
 Sta. Representative.....Weed  
 President.....J. William O'Connor  
 General. Sta. Mgr.....Ken Spengler  
 Commercial Mgr.....Clark Whitman  
 Sales Prom. Mgr.....Jim Williams  
 Program Dir.....Doc Needl  
 Publicity Dir.....Rock Hudson  
 Chief Engineer.....Dick Ashenfelter

**WMAY—Springfield—1950**

Freq.: 970 Kc. Power: 1 Kw. d.: 500 W. n.  
 Owned-Oper. By.....Lincoln Bcstg. Corp.  
 Address.....711 Myers Bldg.  
 Tel.: Kingswood 5-1766.....NBC  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....Gordon Sherman  
 Commercial Mgr.....John O'Shea  
 Program Director.....Syl Blnkln  
 Sales Prom. Publicity Dir.....Mel Kampe  
 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  
 Sta. Representative.....Gill-Perna  
 Pres., Gen. Mgr.....Oliver J. Keller  
 Commercial Manager.....O. J. Keller, Jr.  
 Sales Promotion Manager.....W. J. Simon  
 Chief Engineer.....Bill Gustafson

**WSDR—Sterling—1949**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. By.....Blackhawk Bcstg. Co.

Address.....Lawrence Bldg.  
 Tel.: Main 5-3400.....Independent  
 Pres., Gen. Mgr.....Sam Bartlett  
 Comm. Mgr.....Lillian Bartlett  
 Asst. Sta. Mgr.....John Rohwer  
 Chief Engineer.....Ed Fisher

**WIZZ—Streator—1953**

Frequency: 1250 Kc. 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.....Hotel Frisini  
 Tel.: VAn Dyke 4-3366.....Independent  
 Representative.....Continental  
 President.....Roger Moyer  
 General Manager.....James C. Hilderbrand  
 Chief Engineer.....Max Cline

**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  
 Newspaper Affiliation.....Waukegan News-Sun  
 Representative.....Devney  
 Gen., Comm. Mgr.....Alfred F. Sorenson  
 Program Director.....Frank Linn  
 Sales Prom. Mgr.....Jerry Cray  
 Chief Engineer.....Stanley G. Chadwick

**WFRX—West Frankfort—1951**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned.....Pyramid Radio Bcstg. & TV Co.  
 Address.....P. O. Box 359  
 Tel.: 1300.....Independent  
 Representative.....Hal Holman  
 President.....Dr. Guy W. Lambert  
 General. Comm. Mgr.....Walter C. Schafer  
 Program Director.....Kenneth E. Kniqht  
 Publicity Director.....Billy E. Spangler  
 Chief Engineer.....Everett T. Kennedy

Pop.: 4,710,000  
 Families: 1,495,000  
 Radio Homes: 1,471,000

**INDIANA**

TV Homes: 1,411,000  
 AM Stas. in State: 60  
 TV Stas. in State: 16

**WCBC—Anderson—1946**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Civic Bcstg Corp.  
 Address.....2000 State Rd. 67 West  
 Tel.: 3-5321.....MBS-KBS  
 Station Rep.....Hilt Best  
 President.....Alfred B. Smith

General Manager.....Loren F. Bridges  
 Publicity Director.....Brandt Gustafson  
 Chief Engineer.....Vern Leighton

**WHBU—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-Rawalt  
**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  
**Co-owners**..... A. I. & J. H. McGillvra

**WTTS—Bloomington—1949**

**Freq.:** 1370 Kc. .... Power 5 Kw. d., 500 W. n.  
**Owned-Oper. By**..... Sarkes Tarzlan, Inc.  
**Business-Studio Address**... 535 S. Walnut St.  
**Tel.:** 2-3386..... ABC  
**Representative**..... Meeker  
**President**..... Sarkes Tarzlan  
**Gen. Mgr., Prog. Dir.**..... Glenn Van Horn

**WBNI—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  
**Newspaper Affilia.**... Rep.-Courier, Findlay, O.  
**Representative**..... Clark  
**President**..... R. L. Heminger  
**Gen. Mgr.**..... Jack E. Douglas  
**Commercial Mgr.**..... J. F. Kauper  
**Program Dir.**..... Donald Pille  
**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  
**Station, Comm. Mgr.**..... E. M. Jackson  
**Program Dir.**..... Francis E. Chomel  
**Chief Engineer**..... Arthur J. Smith

**WCMR—Elkhart—1956**

**Frequency:** 1270 Kc. .... Power: 5 Kw. d.  
**Owned By**..... Clarence C. Moore  
**Business Address**..... Box 261  
**Tel.:** JA 3-4567..... Independent  
**Sta. Representative**..... Gill-Perna

**President, Gen. Mgr.**..... Clarence C. Moore  
**Commercial Manager**..... Brooks Dawson  
**Chief Engineer**..... Samuel C. Smeltzer

**WTRC—Elkhart—1931**

**Frequency:** 1340 Kc. .... Power: 250 Watts  
**Owned-Oper. By**..... Truth Radio Corp.  
**Business Address**..... 3600 Oakland Ave.  
**Tel.:** JA 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.:** HArrison 2-4171..... 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  
**General, Sta. Mgr.**..... Martin L. Leich  
**Program Director**..... Mrs. Pat Roper  
**Chief Engineer**..... Erwin P. Schoeny

**WIKY—Evansville—1947**

**Frequency:** 820 Kc. .... Power: 250 Watts d.  
**Owned-Oper. By**... South Central Bcstg. Corp.  
**Address**..... Box 148  
**Tel.:** HArrison 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**... 206 Main St.  
**Tel.:** HArrison 5-2221..... ABC  
**Representative**..... Bolling  
**President**..... Robert S. Davis  
**General Public Dir.**..... Verne Paule  
**Commercial Manager**..... R. L. Byers  
**Program Director**..... James G. Hearon  
**Sales Prom. Director**..... Howard Bright  
**Chief Engineer**..... John F. Brown

# INDIANA

## WANE—Ft. Wayne—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned. Indiana Broadcasting Corp.  
Address: 2915 W. State Blvd.  
Tel.: ANthony 9411. CBS  
Sta. Representative. H-R Rep.  
President. C. Wrede Petersmeyer  
General Manager. Reid D. Chapman  
Commercial Mgr. Merlin Smith  
Program Dir. James Holston  
Chief Engineer. C. E. Wallace  
Owners of: WISU-AM-TV, Indianapolis; WANE-TV, Fort Wayne; KOTV, Tulsa, Okla.; KIDU-TV, Houston, Tex.; KNTV, Sacramento, Calif.

## 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.: Estabrook 3366. ABC  
Newspaper Affiliation. News-Sentinel  
Representative. Headley Reed  
President. Helene R. Foellinger  
Gen. Sta. Comm. Mgr. Merrill C. Johnson  
Program Director. William Hausman  
Publicity, Prom. Mgr. Jean Huntley  
Chief Engineer. Damon Wilson

## WKJG—Ft. Wayne—1947

Frequency: 1380 Kc. Power: 5000 Watts  
Owner. WKJG, Inc.  
Business-Studio Add. 2633 W. State Blvd.  
Tel.: ANthony 2295. NBC  
Representative. H-R  
President. John F. Dille, Jr.  
Vice Pres. Paul Brynes  
Gen. Sta. Mgr. Edward G. Thoms  
Commercial Manager. Carleton Evans  
Program Dir. Paul Dawson  
Chief Eng. Eugene A. Chase

## WOWO—Ft. Wayne—1926

Frequency: 1190 Kc. Power: 50 Kw.  
Owner. Westinghouse Broadcasting Co., Inc.  
Bus. Studio Address. 124W. Washington Blvd.  
Tel.: AN 9436. Independent  
Sta. Representative. AM Radio Sales  
President. Donald H. McGannon  
General, Sta. Mgr. Edward Wallis  
Commercial Manager. H. D. Longworth  
Sales Prom. Mgr. Paul Lindsay  
Program Dir. Cal Bollwinkel  
Chief Engineer. Hal Brokaw  
Owners of: KPIX, San Francisco, Calif.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KVM, Cleveland, O.; KYW-TV, Cleveland, O.; 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.

## 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. Percy  
Commercial Manager. Phil Wise  
Program Director. James Cronkright  
Chief Engineer. D. L. Head

## WGRY—Gary—1950

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By. WGRY, Inc.  
Address. 3669 B'way  
Tel.: TURner 4-9409. Independent  
Station Rep. Grant Webb  
President, Gen. Mgr. George Whitney

## WWCA—Gary—1949

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By. Lake Bcstg Co., Inc.  
Address. Hotel Gary  
Tel.: TU 6-9171. Independent  
Station Rep. John E. Pearson Co.  
Pres., Gen. Mgr. Dee O. Coe  
Asst. Gen. Mgr. Joseph A. Haas  
Sales Prom. Mgr. Thomas B. March  
Chief Engineer. Victor Voss

## WKAM—Goshen—1954

Frequency: 1460 Kc. Power: 1000 Watts, d.  
Owned-Operated By. Kosciusko Bcstg. Corp.  
Address. Hotel Goshen  
Tel.: 3-2219. Independent  
President. William N. Udell  
General Mgr. C. J. Pajakowski  
Chief Engineer. Henry Weaver

## WJOB—Hammond—1928

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Colby Bcstg.  
Address. 6405 Olcott  
Tel.: TI 4-1230. Independent  
Pres., Gen. Mgr. R. C. Adair  
Station Manager. Len Ellis  
Publicity Director. Hugh Pieron  
Chief Engineer. R. Duensing

## 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.: MELrose 4-8521. ABC  
Representative. Katz  
President. W. C. Pullen, Jr.  
V.P., Gen. Mgr. Eldon Campbell  
Nat. Sales Mgr. Hugh L. Kirby  
Gen. Sales Mgr. Henry H. Franz  
Station Mgr. Franklin H. Small  
Prom. Mgr. Jerry Chapman  
Program Dir. Robert Yeager  
Chief Engineer. Bob Flanders



**WGEE—Indianapolis—1956**

Frequency: 1590 Kc. Power: 5 Kw. d.  
 Owned. Rollins Bcstg. Co.  
 Address. 4800 E. Raymond St.  
 Tel.: FL 9-5591 Independent  
 Representative. Rollins, Grant  
 President. O. Wayne Rollins  
 General Manager. Kersh Walters  
 Program Director. Ernie Forrester  
 Chief Engineer. Warren Fooks

**WIBC—Indianapolis—1938**

Freq. 1070 Kc. Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By. WIBC, Inc.  
 Business Address. 2835 N. Illinois St.  
 Tel.: WA 4-2661 Independent  
 Representative. John Blair  
 President, Gen. Mgr. Richard M. Fairbanks  
 V.P., Commercial Manager. Gilbert I. Berry  
 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  
 Newspaper Affil. News; Star  
 Representative. Peters, Giriffin & Woodward  
 President. Eugene C. Pulliam  
 General Manager. Willard C. Worcester  
 Commercial Mgr. Bill J. Shuel  
 Sta. Program Dir. Donald Bruce  
 Prom., Publicity Dir. Paul L. Raikes  
 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  
 Sta. Representatives. H. R. Reys  
 President. C. Wrede Petersmeyer  
 V.P., General Manager. Robert McConnell  
 Sta. Comm. Mgr. Robert Ohleyer  
 Program Director. William E. Frosch, Jr.  
 Prom., Publicity Dir. James R. Nesbit  
 Chief Engineer. Stokes Gresham, Jr.  
 Owners of: WISH-TV, Indianapolis, Ind; WANE-  
 AM-TV, Fort Wayne, Ind; KOTV, Tulsa, Okla;  
 KHOU-TV, Houston, Tex; KXTV, Sacramento,  
 Calif;

**WXLW—Indianapolis—1948**

Frequency: 950 Kc. Power: 5 Kw. d.  
 Owned-Oper. By. Radio Indianapolis, Inc.  
 Address. 3003 Kessler Blvd.  
 Tel.: Walnut 5-6494 Independent  
 Representative. John Pearson Co.  
 President. Lyman S. Ayres  
 General Manager. Robert D. Enoch  
 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. South on Hgwy. 45  
 Tel.: 678 Independent  
 President. Dr. Gilbert E. Metzger  
 General Manager. Dennis J. Keller  
 Commercial Manager. Al Farber  
 Program Director. Jack Brandt  
 Sales Prom., Publicity Dir. Shirley Brenner  
 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 Manahan  
 Sales Prom. Dir. Shirley Brenner  
 Chief Engineer. John Riddle

**WIOU—Kokomo—1948**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owner. Booth Broadcasting  
 Business Address. 210 1/2 North Main St.  
 Tel.: GL 7-1194 CBS  
 Representative. Weed  
 President. John L. Booth  
 General, Comm. Mgr. John Carl Jeffrey  
 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. McCarty Lane  
 Tel.: Gibson 7-2186 MBS  
 President. E. Joseph Bannon  
 General, Comm. Mgr. Dick Pittenger  
 Program, Prom. Mgr. Henry Rosenthal  
 Chief Engineer. Joe McLean

**WLOI—La Porte—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By. La Porte County Bcstg. Co.  
 Address. P. O. Box 385  
 Tel.: 4144 Independent  
 Sta. Rep. Pearson  
 President. Dee O. Coe  
 Gen. Mgr. Robert L. Harris  
 Chief Engineer. Victor Voss

**WBTO—Linton—1953**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned-Oper. By. The Linton Bcstg. Co.  
 Business Address. Highway 54  
 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.

## INDIANA

**Address** ..... P. O. Box 399  
**Tel.:** 3111 ..... MBS  
**President** ..... Glenn L. Miller  
**Gen., Sta. Mgr.** ..... Richard E. Jackson  
**Comm. Mgr.** ..... Joe Wiler  
**Program Director** ..... Gene A. Waters  
**Chief Engineer** ..... Raymond A. Olson

### WORX—Madison—1953

**Frequency:** 1270 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Electronic Lab. Inc.  
**Address** ..... Telegraph Hill  
**Tel.:** 1270 ..... KBS  
**Representative** ..... Hil F. Best Co.  
**President** ..... C. E. Henson  
**General Manager** ..... Dick Witty  
**Chief Engineer** ..... Roger Bradley

### WBAT—Marion—1947

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Marlon Radio Corp.  
**Address** ..... P.O. Box 1199  
**Tel.:** North 4-6239 ..... CBS  
**Representative** ..... Everett-McKinney  
**President** ..... Lester G. Spencer  
**V. P., Gen. Mgr.** ..... William Fowler  
**Comm. Mgr.** ..... A. G. Von Dielingen  
**Sales Prom. Mgr.** ..... William Kniesly  
**Program Director** ..... Mel Strasser  
**Chief Engineer** ..... Warren Arnett

# WORX

## MADISON, INDIANA

Your

Prescription

For

Sure-Fire

Sales

### WMRI—Marion—1955

**Frequency:** 860 Kc. .... **Power:** 250 Watts  
**Owned By** ..... WMRI, Inc.  
**Business Address** ..... Pennsylvania St.  
**Tel.:** 5705 ..... Independent  
**Newspaper Affil.** ..... Chronicle Leader-Tribune  
**Representative** ..... Burn-Smith  
**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:** 5 Kw. d.; 500 Wts. n.  
**Owned** ..... Northern Indiana Broadcasters, Inc.  
**Business-Studio Address** ..... Old Chicago Road  
**Tel.:** TR 4-5245 ..... Independent  
**Pres., Gen. Mgr.** ..... William N. Udell  
**Comm. Mgrs.** ..... Al Halus-S. C. McDonnell  
**Program Dir.** ..... Robert E. Pfister  
**Sale Prom. Mgr.** ..... Sam Searfoss  
**Publicity Dir.** ..... Henry Lange  
**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  
**President** ..... H. C. Sanders  
**General Comm. Mgr.** ..... F. Courtney Smith  
**Program Dir.** ..... Kenneth Kessler  
**Chief Engineer** ..... Bob Smiley

### 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  
**Program Director** ..... William F. Craig  
**Chief Engineer** ..... Pat Finnegan

### WLRP—New Albany—1949

**Frequency:** 1570 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Frenz & Brown  
**Business Address** ..... P.O. Box 528  
**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  
**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  
**Station Representative** ..... Hopewell  
**President** ..... Dorrell Ochs

General Sta. Mgr. .... Eddie Sears  
 Commercial Mgr. .... Don Edwards  
 Program Dir. .... Ernie Kerns  
 Publicity Dir. .... Don Padgett  
 Chief Engineer. .... Jim Ochs

### WARU—Peru—1954

Frequency: 1600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Wabash-Peru Bcstg Co., Inc.  
 Address ..... Hwy. 24  
 Tel.: GRidley 3-4448 ..... Independent  
 President ..... S. L. Hoffman  
 Station Manager ..... D. I. Dever

### WPGW—Portland—1950

Frequency: 1440 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Glenn West  
 Address ..... Box 808  
 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  
 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 ..... ABC  
 Sta. Representative ..... Everett-McKinney  
 Pres., Gen., Sta. Mgr. .... Lester G. Spencer  
 Commercial Manager ..... Jim Wickemeyer  
 Publicity, Prom. Mgr. .... Bill Woehрман  
 Program Director ..... Marie Robbins  
 Chief Engineer ..... L. J. Duning

### WSLM—Salem—1953

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Don H. Martin  
 Address ..... Box 472  
 Tel.: 700 ..... KBS  
 Owner, Gen. Mgr. .... Don H. Martin  
 Commercial Mgr. .... Herb Arms  
 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  
 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  
 President ..... John L. Booth  
 General, Sta. Mgr. .... Martin G. Creel  
 Commercial Mgr. .... Robert Nieder  
 Program Dir. .... Al Waters  
 Ch. Eng., Prom. Mgr. .... 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  
 Sta. Rep. .... Venard, Rintoul & McConnell  
 Pres. .... Rev. Theodore M. Hesburgh  
 General Manager ..... W. Thomas Hamilton  
 Comm. Sta. Mgr. .... Daniel Martin  
 Program Director ..... John E. McCullough  
 Sales Prom. Mgr. .... Walter Purcell  
 Publicity Dir. .... Paul A. Listek  
 Chief Engineer ..... Basil O'Hagen

### 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  
 Prom., Publicity Dir. .... No. bert Gassensmith  
 Program Dir. .... Robert Drain  
 Chief Engineer ..... Arthur R. O'Neill

### WTCJ—Tell City—1948

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... Tell City Bcstg. Co.  
 Address ..... Tell City  
 Tel.: Kingsdale 7-2345 ..... 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 ..... MBS  
 Representative ..... Weed  
 President, Gen. Mgr. .... J. W. O'Connor  
 Station Mgr. .... Ralph S. McHargue  
 Commercial Manager ..... Karl Walwik  
 Program Dir. .... Robert L. Karr  
 Chief Engineer ..... Frank Casteel

### WMFT—Terre Haute—1958

Frequency: 1300 Kc. .... Power: 500 Watts d.  
 Owned ..... Citizens Bcstg. Co., Inc.  
 Business Address ..... 641 E. Ohio St.  
 Tel.: CRawford 9618 ..... Independent  
 Representative ..... Burn-Smith  
 General Manager ..... Richard Beiser  
 Publicity Director ..... Mrs. Wilma Sapp  
 Chief Engineer ..... P. Ford

**INDIANA-IOWA****WTHI—Terre Haute—1948**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By Wabash Valley Bdg. Corp.  
 Address: 918 Ohio St.  
 Tel.: CR 9481  
 Representative: CBS  
 President: Bolling  
 Anton Hulman, Jr.  
 V.P. & Gen. Mgr.: Joseph M. Higgins  
 Commercial Mgr.: George Foulkes  
 Sales Prom. Mgr.: Bill Hawkins  
 Program Director: Ben Falber, Jr.  
 Chief Engineer: Russ Arnold

**WAOV—Vincennes—1940**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: H. N. Greenlee  
 Business Address: Grand Hotel  
 Tel.: TU 2-6060  
 MBS  
 Newspaper Affil.: Sun Commercial  
 Representative: Peters, Griffin & Woodward  
 Gen. Mgr.: Howard N. Greenlee  
 Station Mgr.: A. H. Edmondson, Sr.  
 Comm., Prom. Mgr.: W. B. Kepler  
 Program Director: Robert Duckworth  
 Publicity Dir.: John R. Cutshall  
 Chief Engineer: Ralph Baldwin

**WRSW—Warsaw—1951**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned-Oper. By: Reub Williams & Sons, Inc.  
 Address: Times Building  
 Tel.: Amherst 7-3111  
 Independent  
 Newspaper Affil.: Times-Union  
 President: R. B. Williams  
 General Manager: C. R. Williams  
 Station, Prom., Pub. Dir.: William Mollenhour  
 Commercial Manager: Jack Essenberg  
 Program Director: Marie Snyder  
 Chief Engineer: Fred Gresso

**WAMW—Washington—1955**

Frequency: 1580 Kc. Power: 250 W., d.  
 Owned-Operated By: Washington Radio, Inc.  
 Address: 615 S.E. 11th St.  
 Tel.: CL 4-4300  
 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

Pop.: 3,069,000  
 Families: 889,000  
 Radio Homes: 883,000

**IOWA**

TV Homes: 791,000  
 AM Stas. in State: 61  
 TV Stas. in State: 12

**KLGA—Algona—1956**

Frequency: 1600 Kc. Power: 5 Kw. d.  
 Owned: Kossuth County Bcstg.  
 Address: Box 47  
 Tel.: CY 4-2475  
 KBS  
 President: Frederick Epstein  
 General, Sta. Mgr.: James M. Watt  
 Commercial Mgr.: Elaine Hutchins  
 Chief Engineer: John Molne

**KASI—Ames—1948**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Story County Bcstg. Co.  
 Address: Main & Burnett Sts.  
 Tel.: CE 2-3152  
 Independent  
 Sta. Representative: Holman  
 President, Gen. Mgr.: William Ray  
 Commercial Mgr.: James Orngard  
 Program Dir.: Carol Farmer  
 Sales Prom. Mgr.: W. Ray, Jr.  
 Chief Engineer: James Stevens

**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 Wls. 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  
 Chief Engineer: John W. Stribling

**KBUR—Burlington—1941**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Burlington Bcstg. Co.  
 Address: Roosevelt Road  
 Tel.: PL 2-2701  
 ABC  
 President: G. B. McDermott  
 General Mgr.: D. H. Steinle  
 Commercial Manager: Willis Schwartz  
 Program Director: Richard Mosena  
 Sales Prom. Mgr.: Capps Sutherland  
 Publicity Dir.: Thomas Holmquist  
 Chief Engineer: Cletus Paul

**KCIM—Carroll—1950**

Frequency: 1380 Kc. Power: 1000 Watts

**Owned-Oper. By** . . . . . Carroll Broadcasting Co.  
**Address** . . . . . Box 431  
**Tel.:** 4321 . . . . . Independent  
**Representative** . . . . . Pearson  
**General Manager** . . . . . Leo R. Mayr  
**Commercial Manager** . . . . . Lee Sandberg  
**Program Director** . . . . . Neil Trobak  
**Chief Engineer** . . . . . Roger Belke

**KCFI—Cedar Falls—1958**

**Frequency:** 1250 Kc. . . . . Power: 500 Watts d.  
**Owned By** . . . . . Jane A. Roberts  
**Address** . . . . . P.O. Box 256  
**Tel.:** Colfax 6-1077 . . . . . Independent  
**Owner** . . . . . Jane A. Roberts  
**General Manager** . . . . . R. W. Cox  
**Commercial Mgr.** . . . . . Milton Gary, Jr.  
**Chief Engineer** . . . . . Edward West

**KCRG—Cedar Rapids—1947**

**Frequency:** 1600 Kc. . . . . Power 5000 Watts  
**Owned-Oper. By** . . . . . Cedar Rapids TV Co.  
**Address** . . . . . 104 1st St., S.W.  
**Tel.:** EMpire 4-4194 . . . . . ABC  
**Newspaper Affil.** . . . . . Gazette  
**Sta. Representative** . . . . . Branham Co.  
**President** . . . . . Joseph F. Hladky, Jr.  
**General Manager** . . . . . Redd Gardner  
**Sales Manager** . . . . . Charles F. Butler  
**Program Director** . . . . . Jim Young  
**Sales Prom. Publicity Dir.** . . . . . Edna A. Herbst

**KPIG—Cedar Rapids—1949**

**Frequency:** 1450 Kc. . . . . Power: 250 Watts  
**Owned-Oper. By** . . . . . Cedar Rapids Bcstg.  
**Business Address** . . . . . 1225 First Ave., S.E.  
**Tel.:** EM 3-8265 . . . . . Independent  
**Sta. Representative** . . . . . Everett McKinney  
**President** . . . . . John C. Kelly  
**Gen., Sta. Mgr.** . . . . . James I. Mitchell  
**Commercial Manager** . . . . . David W. Albright  
**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** . . . . . Mrs. Helen S. Mark  
**V.P., General Manager** . . . . . William B. Quarton  
**Station Mgr.** . . . . . Kenneth L. Hastie  
**Commercial Mgr.** . . . . . Beryl W. Starbuck  
**Promotion Mgr.** . . . . . Jim Bowermaster  
**Program Manager** . . . . . Dean Landfear  
**Chief Engineer** . . . . . George Hixenbaugh

**KCOG—Centerville—1949**

**Frequency:** 1400 Kc. . . . . Power: 100 Watts  
**Owned** . . . . . Hope 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 Kirg

**KCHA—Charles City—1949**

**Frequency:** 1580 Kc. . . . . Power: 500 Watts d.  
**Owned-Oper. By** . . . . . Radio Incorporated  
**Address** . . . . . 300½ N. Main St.  
**Tel.:** CApitol 8-1231 . . . . . 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.:** CAAnal 5-2511 . . . . . Independent  
**Representative** . . . . . Best  
**President, Gen. Mgr.** . . . . . Charles Reznikov  
**Publicity Dir.** . . . . . Hal Mann  
**Chief Engineer** . . . . . Sterling Heil

**KCLN—Clinton—1956**

**Frequency:** 1390 Kc. . . . . Power: 1 Kw.  
**Owned** . . . . . Salter, Moran & Noyes  
**Address** . . . . . 514 S. Second St.  
**Tel.:** CH 3-2174 . . . . . Independent  
**General Mgr.** . . . . . R. Ambrose  
**Chief Engineer** . . . . . John Wilson

**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** . . . . . Nonparell Bcstg. Co.  
**Address** . . . . . 120 S. Main  
**Tel.:** 4041 . . . . . ABC-MBS  
**President** . . . . . Robert O'Brien  
**General, Publicity Mgr.** . . . . . David A. DoBell  
**Sales Prom. Mgr.** . . . . . Clarence Hoover  
**Program, Ch. Eng.** . . . . . Bob 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** . . . . . William Zollman

**KFMA—Davenport—1952**

**Frequency:** 1580 Kc. . . . . Power: 500 Watts d.  
**Owned-Oper. By** . . . . . Doracarc Assoc. Inc.

# IOWA

Address..... 415 S. Perry St.  
Tel.: 6-4407..... Independent  
President..... Howard Dorsey  
General Manager..... Robert L. Harris  
Sales Prom. Mgr..... Bob Rodrick  
Chief Engineer..... Larry Andrews

## KSTT—Davenport—1946

Frequency: 1170 Kc..... Power: 1000 Watts  
Owned-Operated By..... Quint Cities Bcstg. Co.  
Address..... 736 Federal St.  
Tel.: 6-2541..... MBS  
Representative..... Forjoe  
Pres., Gen. Mgr..... Frederick Epstein  
Commercial Manager..... William Parker  
Program Director..... Kenneth Draper  
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 Bierke  
Chief Engineer..... John Hibbard

## KDSN—Denison—1956

Frequency: 1580 Kc..... Power: 500 Watts  
Owned By..... Denison Bcstg. Co.  
Address..... Box 337  
Tel.: AMhurst 3-3141..... 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..... 503 Park St.  
Tel.: ATLantic 2-9191..... MBS

Sta Representative..... Adam Young  
President..... Lester Kamin  
Gen., Sta. Mgr..... James C. Dowell  
Program Director..... Frosty Mitchell  
Publicity Director..... Rosemary Bowen  
Sales Prom. Mgr..... Joyce A. Patterson  
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  
Chief Engineer..... C. F. Quentin

## KSO—Des Moines—1921

Frequency: 1460 Kc..... Power: 5000 Watts  
Owned-Operated By..... KSO Inc.  
Address..... 1910 Ingersoll Ave.  
Tel.: CH 3-0571..... Independent  
Sta. Representative..... H-R Rep  
President..... Larry Bentson  
V.P., Sta. Mgr..... Tony Mos  
Comm., Asst. Gen. Mgr..... Bill Bengtson  
Program, Prom. Mgr..... Dick Vance  
Publicity Dir..... Jack Westerbard  
Chief Engineer..... Samuel Mazza

## KWDM—Des Moines—1948

Frequency: 1150 Kc..... Power: 1000 Watts  
Owned By..... Gen. Bcstg. of Ia. Inc.  
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  
Sales Prom. Mgr..... Robert O. Link  
Chief Engineer..... Roy W. Pratt

## KDTH—Dubuque—1941

Frequency: 1370 Kc..... Power: 1000 Watts  
Owner..... Dubuque Telegraph-Herald  
Address..... 8th & Bluff St.  
Tel.: 3-7351..... ABC  
Station Representative..... Pearson  
President..... Fred Woodward  
General Manager..... K. S. Gordon  
Commercial Manager..... A. C. Newburgh



Publicity Dir. .... Gordon Kilgore  
 Program Director ..... Robert J. Gribben  
 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  
 Sta. Representative ..... Walker-Rawalt  
 President ..... Oswald Friend  
 General Manager ..... Philip T. Kelly  
 Commercial Manager ..... Patrick G. Fleming  
 Program Director ..... Terry Dorsey

### KLIL—Estherville—1952

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned ..... KLIL, Inc.  
 Address ..... Box 155  
 Tel.: EMerson 2-3521 ..... KBS  
 Sta. Representative ..... Bcb Dore  
 Pres., Gen. Mgr. .... Jack Turnbull  
 Commercial Manager ..... Lucille Turnbull  
 Program Director ..... Don Gard  
 Sales Prom. Mgr. .... R. A. Peterson  
 Publicity Director ..... Larry O'Toole  
 Chief Engineer ..... Wilbur Ralph

### KMCD—Fairfield—1958

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By .. Bcstng. Engineering Services  
 Business Address ..... Highway 34 West, Box 31  
 Tel.: 345 ..... ABC  
 President ..... G. B. McDermott  
 Gen., Sta. Mgr. .... William W. Hansen  
 Publicity Director ..... Donald Picken  
 Sales Prom. Mgr. .... Robert E. Shunick  
 Chief Engineer ..... Richard J. Caldwell

### 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 ..... 540 A. Street  
 Tel.: 8-4711 ..... Independent  
 Representative ..... Everett-McKinney  
 President ..... Mrs. Helen Mark  
 Gen. Mgr. .... Burns Nugent  
 Commercial Manager ..... James Maurer  
 Program Director ..... Deane Johnson  
 Chief Engineer ..... Roy Chase

### KXGI—Ft. Madison—1948

Frequency: 1360 Kc. .... Power: 1 Kw. d.  
 Owned-Oper. By ..... KXGI, Inc.

Business-Studio Address ..... Marquette Bldg.  
 Tel.: DRake 2-1241 ..... Independent  
 Representative ..... Devney  
 President, Gen. Mgr. .... Richard Gillespie  
 Station, Program Dir. .... Jack Lee  
 Commercial Mgr. .... Gary Young  
 Sales Prom. Mgr. .... Joe Young  
 Chief Engineer ..... James Tschantz

### KGRN—Grinnell—1957

Frequency: 1410 Kc. .... Power: 500 Watts d.  
 Owned ..... Mitchell Bcstg.  
 Address ..... P. O. Box 67  
 Tel.: BE 6-5444 ..... KBS  
 Pres., Gen. Mgr. .... Jerrell Henry  
 Commercial Mgr. .... Vic Sayer  
 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 ..... Independent  
 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  
 Program Director ..... John Husak  
 Chief Engineer ..... Joe Malkin

### KLEM—Le Mars—1954

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... George M. DeRuyter  
 Address ..... Box 1410  
 Tel.: 1410 ..... KBS  
 Manager ..... George M. DeRuyter

### 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 ..... KBS  
 President ..... Nathan Goetz  
 Station Manager ..... Duane A. Willey  
 Program Director ..... Stan Barton  
 Sales Prom. Mgr. .... Claude Beck  
 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

# IOWA

Representative ..... Pearson  
President..... John W. Norris  
General Manager..... Paul G. Norris, Jr.  
Station Manager..... William P. White  
Comm. Mgr..... William C. Doll  
Program Director..... 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  
Sta. Representative..... Branham  
President..... Lee P. Loomis  
Exec. V.P., Gen. Mgr..... Herbert R. Ohrt  
Nat. Sales Mgr..... Walter J. Rohschild  
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..... 402 19th St., S.W.  
Tel.: 5400..... Independent  
President..... Wm. T. Johns, Jr.  
Gen., Sta. Mgr..... Chas. Loufek  
Chief Engineer..... Earle Fritz

## KSMN—Mason City—1948

Frequency: 1010 Kc..... Power: 1000 W. d.  
Owned-Oper. By..... Land O'Corn Bcstg. Inc.  
Address..... 5 W. State  
Tel.: GArden 3-8634..... Independent  
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 Bcstg. Co.  
Address..... Mulberry & Houser  
Tel.: AM 3-2442..... Independent  
Representative..... Pearson  
Partner, Gen. 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

## KOEL—Oelwein—1950

Freq.: 950 Kc... Power: 1 Kw. d., 500 Watts n.  
Owned-Oper. By... Northeast Iowa Radio Corp.  
Address..... 109 S. Frederick Ave.  
Tel.: 120..... Independent  
President..... C. W. Crahan

Gen., Sta. Mgr..... W. J. Telch  
Commercial Mgr..... Donald McKee  
Prog., Pub. Dir..... Dale Wood  
Chief Engineer..... Arnold Zaruba

## KBOE—Oskaloosa—1950

Frequency: 740 Kc..... Power: 250 Watts d.  
Owned-Oper. By..... Oskaloosa Bcstg. Co.  
Address..... Box 518  
Tel.: OR 3-3493..... 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 by..... Wapello County Bests Co., Inc.  
Address..... New Union Bank Bldg.  
Tel.: MURray 2-7588..... CBS  
Sta. Representatives..... Bolles; Hyett  
President..... G. La Verne Flambo  
General Comm. Mgr..... Dale Cowle  
Program Director..... Larry Shepard  
Chief Engineer..... Larry Stout

## KLEE—Ottumwa—1954

Frequency: 1480 Kc..... Power: 500 Watts d.  
Owned..... Carroll H. Marts  
Address..... P.O. Box 391  
Tel.: MURray 2-7551..... KBS  
Pres., Gen. Mgr..... Carroll Marts  
Program Director..... Lawrence Weller  
Chief Engineer..... Les Thompson

## KFNF—Shenandoah—1924

Freq.: 920 Kc..... Power: 1000 Wts. d., 500 n.  
Owned-Operated By..... KFNF Bcstg. Co. Inc.  
Address..... P.O. Box 98  
Tel.: 1302..... Independent  
Sta. Reps..... Bolling; Bowden  
President..... Nicholas Tedesco  
General Mgr..... G. W. Diefenderfer, Jr.  
Program Dir..... Don Johnson

## KMA—Shenandoah—1925

Frequency: 960 Kc..... Power: 5 Kw. d.  
Owned-Operated By..... May Bcstg. Co.  
Address..... KMA 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

## KMNS—Sioux City—1949

Frequency: 620 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Siouxland Bcstg. Inc.  
Address..... 620 Insurance Exchange Bldg.

Tel.: 8-0628.....Independent  
 Sta Representative.....Paul H. Raymer  
 President.....James Stuart  
 Ex. Vice Pres.....Richard Chapin  
 General Manager.....Jan Dellinger  
 Program Director.....Donald Frost  
 Sales Prom. Mgr.....Shirley Fisher  
 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 Director.....Chet Andrews  
 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  
 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  
 Chief Engineer.....E. M. Tink

**KXEL—Waterloo—1942**

Frequency: 1540 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....KXEL Bcstg. Co.  
 Address.....P.O. Box 2395  
 Tel.: AD 3-3371.....ABC  
 Representative.....Bolling  
 President.....Cy N. Bahakel  
 General. Sta. Mgr.....Frank Tirico  
 Comm. Prom. Mgr.....Al Laval  
 Ch. Eng., Program Dir.....Don Kassner  
 Publicity Dir.....George Patrick

**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  
 President, Gen. Mgr.....John W. Talbott  
 Commercial Manager.....George Mills  
 Program Dir.....J. A. Meyer  
 Chief Engineer.....Gene Landau

**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  
 President.....D. D. Treu  
 General, Comm. Mgr.....Don Treu  
 Program, Public Dir.....G. D. Warland  
 Sales Prom. Mgr.....Cal Haworth  
 Chief Engineer.....Aldis Hendrickson

Pop.: 2,359,000	<b>KANSAS</b>	TV Homes: 636,000
Families: 786,000		AM Stas. in State: 46
Radio Homes: 731,000		TV Stas. in State: 9

**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.: 2866.....Independent  
 President.....Oscar S. Stauffer  
 Gen. Sta. Mgr.....S. C. Thompson  
 Program Director.....W. C. Embry  
 Commercial Manager.....Tom Parnley  
 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. Buenning  
 General Mgr.....James M. Griffith  
 Comm. Mgr.....Paul H. Buenning  
 Chief Engineer.....L. H. Winegardner

# KANSAS

## KCRB—Chanute—1952

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Operated By: Midwest Bdcstg System  
Address: P.O. Box 132  
Tel.: 434. KBS  
Representative: Best  
President: Cecil W. Roberts  
Comm. Mgr.: J. LeRoy, Jr.  
Program Director: Evelyn Beech  
Station Manager: Glen A. Halbe  
Chief Engineer: R. Still

## KGGF—Coffeyville—1930

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By: The Midwest Bcstg. Co., Inc.  
Address: 306 W. 8th  
Tel.: Clinton 1-3800. ABC  
News. Affil.: Journal, Winfield Courier, Others  
Representative: Hollingsbery  
President: Richard M. Seaton  
General. Comm. Mgr.: Robert L. 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 Reps.  
President: Don Searle  
Exec. V.P.: William A. Martin  
Station Manager: Ed. Mason  
Commercial 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  
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: Don Sasnett

## 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. Denlous, Jr.  
Gen., Station Mgr.: W. Elliott

Comm. Prom. Mgr.: Ruth Petersen  
Program Director: Herschel Holland  
Chief Eng.: Bob Ellinger

## KBTO—El Dorado—1953

Frequency: 1360 Kc. Power: 500 Watts d.  
Owned-Oper. By: El Dorado Bcstg. Co.  
Address: 205½ S. Main  
Tel.: HUnter 3-3151. KBS  
Representative: Indie Sales  
Owner: O. A. Tedrick  
General Manager: Jim Platt

## KVOE—Emporia—1939

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Bluestem Bcstg. Co., Inc.  
Address: Box 350  
Tel.: DI 2-1400. Independent  
Representative: Clark  
Pres., Gen. Mgr.: E. J. McKernan, Jr.  
Commercial Mgr.: Ed Kernan, III  
Sales Prcm. Mgr.: Betty Wiershing  
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  
Sales Prom.: 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 Affil.: Telegram  
Representative: Hal Holman  
President, General Mgr.: Robert Wells  
Sales Prom. Mgr.: Lucille Kaiser  
Program Dir.: Tony Jewell  
Publicity Dir.: Mary Connors  
Chief Eng.: Joe Tennessee

## 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  
Chief Engineer: Gene Conjurske

## KBLR—Goodland—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owner-Oper. By: Tri-State Radio, Inc.  
Address: 17th & Broadway  
Tel.: TWinoaks 9-2332. MBS  
Sta. Representative: Gill-Perna

General Manager.....Leslie E. Whittemore  
 Commercial Mgr.....Jack Kaufman  
 Program, Sta. Mgr.....E. R. Jones  
 Chief Engineer.....Paul Bateman

**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.....2300 Hall St.  
 Tel.: MArket 4-2578.....Independent  
 Representative.....Hal Holman  
 President.....Ross Beach, Sr.  
 General Mgr.....Robert E. Schmidt  
 Sta. Comm. Mgr.....Kay Melia  
 Prom. Director.....Don Gill  
 Chief Engineer.....Leo Leglieter

**KWBW—Hutchinson—1935**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Natl'n's Center Bcstg. Co.  
 Business-Studio Address.....17th & Harding  
 Tel.: MO 2-4486.....NBC-KBS  
 Representative.....Devney  
 Pres., Sta. Mgr.....Fred L. 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.....Hill Smith Bcstg., Inc.  
 Address.....525 N. Main  
 Tel.: Mohawk 5-4461.....Independent  
 Station Representative.....Gill-Perna  
 P es., Gen. Mgr.....J. D. Hill  
 Commercial Manager.....Virginia Ater  
 Station Manager.....Vern Minor  
 Program Director.....Del King  
 Sales Prom. Mgr.....Stan Gribble  
 Publicity Director.....Chuck Bennett  
 Chief Engineer.....Howard O'Brate

**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  
 Commercial Mgr.....T. J. Campbell  
 Program Director.....Jimmy Goodman

**KJCK—Junction City—1949**

Frequency: 1420 Kc. ...Power: 1000 Watts d.  
 Owner-Oper. By.....Junction City Bcstg. Co.  
 Address.....724½ No. Washington St.  
 Tel.: CEdar 8-3165.....Independent  
 Representative.....Indle Sales  
 President., Gen. Mgr.....R. L. Weir, Jr.  
 Station Mgr.....A. B. Valencia  
 Sales Prom. Mgr.....Pat Powers  
 Chief Engineer.....Royce Baery

**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  
 Commercial Mgr.....Dale Neal  
 Program Director.....Jack Call  
 Chief Engineer.....Marvin Bredemeier

**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 Mgr., Prog. Dir.....Arden Booth  
 Commercial Manager.....Cliff Kimberling  
 Chief Engineer.....Earl Sundbye

**KCLO—Leavenworth—1948**

Frequency: 1410 Kc. ...Power: 500 Watts d.  
 Owned-Oper. By.....KCLO, Inc.  
 Address.....P. O. Box 809  
 Tel.: MUtual 2-1410.....KBS  
 General Manager.....George B. Anderson

**KSCB—Liberal—1948**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Seward County Bcstg. Co.  
 Business Address.....East 8th St.  
 Tel.: MA 4-3891.....Independent  
 Representative.....Hil F. Beat  
 President.....Alf M. Landon  
 General Manager.....Leon S. Salathiel  
 Commercial Manager.....Mark Shor  
 Program Director.....Joe Young  
 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.: PRescott 8-4451.....Independent  
 President.....Fred A. Seaton  
 Gen., Sta. Manager.....Lowell E. Jack  
 Commercial Manager.....David Jackson  
 Program Director.....Shel Smith

## KANSAS

Sales Program Mgr. .... Richard Hoff  
Chief Engineer. .... Harold Luehring

### KNDY—Marysville—1956

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned. .... W. N. Schnepf  
Address. .... 803½ Broadway  
Tel.: Hillcrest 3-4361. .... KBS  
Station Representative. .... Hil F. Best  
President. .... W. P. Glaspey  
General, Comm. Mgr. .... James D. Kastner  
Program Director. .... Mrs. Jane Ready  
Chief Engineer. .... Jack G. Haller

### 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., Ch. Eng. .... Claude Hughes  
Prog., Pub. Dir. .... M. Heitschmidt

### KBKC—Mission—1957

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
Owned By. .... Public Radio Corp.  
Address. .... 5913 Woodson Ave.  
Tel.: Hedrick 2-1480. .... MBS  
President. .... Lester Kamin  
General, Comm. Mgr. .... Bill Allred  
Program Director. .... Ed Knight  
Chief Engineer. .... Robert Arzi

### KJRG—Newton—1953

Frequency: 950 Kc. .... Power: 500 Watts, d.  
Owned. .... KJRG, Inc.  
Address. .... Box 77  
Tel.: Atwater 3-5150. .... KBS  
Station Rep. .... Best, Biddick  
President, Gen. Mgr. .... Geo. Basil Anderson  
Comm. Mgr., Prog. Dir. .... Roy Lichtenberger  
Chief Engineer. .... Dean Grace

### 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  
General Mgr. .... Roderick B. Cupp  
Commercial Mgr. .... Ronald G. Reed  
Program Director. .... Barry Rohde  
Sales Program Mgr. .... William Dahlsten  
Chief Engineer. .... Don Willis

### KLKC—Parsons—1948

Frequency: 1540 Kc. .... Power: 250 Watts d.  
Owned-Oper. By. .... Community Bcstg. Co.  
Address. .... P.O. Box 696  
Tel.: 4050. .... KBS  
President, Gen. 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. .... P.O. Box F  
Tel.: Adams 1-7200. .... NBC  
Representative. .... Hollingbery  
President. .... E. V. Baxter  
Gen., Sta. Mgr. .... John O. Bartlow  
Program Dir. .... Marge Bartlow  
Prom., Publicity Dir. .... Paul Hudson  
Chief Engineer. .... Leo Stafford

### KSEK—Pittsburg—1947

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Stauffer Publications, Inc.  
Address. .... 1340 E. Quincy  
Tel.: Adams 1-2800. .... KBS  
Newspaper Affil. .... Headlight & Sun  
Representative. .... Avery-Knodel  
President. .... O. S. Stauffer  
General Mgr., Chief Eng. .... Jim Treat  
Commercial Manager. .... Jean More  
Program Director. .... Michael Trepi  
Sales Program Mgr. .... John Hayden

### KWSK—Pratt—1952

Frequency: 1570 Kc. .... Power: 250 Watts  
Owned. .... Clem Morgan  
Address. .... 209½ S. Main St.  
Tel.: Greenwood 2-4405. .... Independent  
General Manager. .... Clem Morgan  
Program Dir. .... Eddie Sherman  
Publicity Dir. .... Agnes R. Morgan  
Chief Engineer. .... F. C. Morgan

### KRSL—Russell—1956

Frequency: 990 Kc. .... Power: 250 Watts  
Owned. .... KILO Broadcasting Co.  
Address. .... Box 666  
Tel.: Hudson 3-3121. .... 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  
Exec. V. Pres. .... R. W. Chapin  
General Mgr. .... R. M. McKune  
Operations Mgr. .... John Henshall  
Chief Eng. .... Don Englehart

### WIBW—Topeka—1927

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned By. .... Stauffer Publications, Inc.  
Address. .... Box 119  
Tel.: CR 2-3456. .... 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, Comm. Mgr.....Robert Rohrs  
 Program Director.....Joe Stavas  
 Chief Engineer.....Rae Bowman

**KTOP—Topeka—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Charles Bailey Axton  
 Address.....Box 538  
 Tel.: CE 4-3444.....MBS  
 General Manager.....Bailey Axton  
 V. Presidents.....Louise-Charle Axton  
 Commercial Mgr.....Tom Murray  
 Program Director.....Merle Blair  
 Station Manager.....Bob Barber  
 Chief Engineer.....Harold Grant

**WREN—Topeka—1926**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By...WREN, Bdcstg. Co., Inc.  
 Address.....1001 Fillmore St.  
 Tel.: CE 2-0505.....ABC  
 Representative.....Hollingsbery  
 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.....Box 1240  
 Tel.: WH 3-4221.....MBS  
 Representative..Venard, Rintoul & McConnell  
 President.....Mark H. Adams  
 General Manager.....Dale McCoy, Jr.  
 Station Mgr.....Wyman Schepp  
 Commercial Manager.....Roger Peppard  
 Program Director.....Scott McCullough  
 Chief Engineer.....Gene Courtney

**KFBI—Wichita—1922**

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By...Jayhawk Bdcstg. Corp.  
 Address.....42nd & N. Broadway  
 Tel.: TE 8-3377.....Independent  
 Representative.....Avery-Knodel

President.....Charles "Buddy" Rogers  
 General, St. Mgr.....Howard O. Peterson  
 Program Director.....Joe Holcomb  
 Chief Engineer.....Franz Smith

**KFH—Wichita—1922**

Frequency: 1330 Kc....Power: 5000 Watts d.  
 Owned-Operated By...Radio Station KFH Co.  
 Address.....Market at Williams St.  
 Tel.: AM 2-4491.....CBS  
 Newspaper Affiliation.....Eagle  
 Representative.....Blair  
 President.....John Rigby  
 Executive Vice Pres.....M. M. Murock  
 Gen. Mgr.....T. P. Bashaw  
 Comm. Mgr.....John Merrell  
 Program Director.....Donald Anderson  
 Sales Prom. Mgr.....Rick Weaver  
 Chief Engineer.....Leslie Campbell

**KLEO—Wichita—1936**

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....Radio Active, Inc.  
 Address.....148 Misco Bldg.  
 Tel.: HO 4-2387.....Independent  
 Station Representative.....Eastman  
 General Mgr.....K. R. Greenwood  
 Commercial Mgr.....Ron Blue  
 Program Dir.....Tom Dunn  
 Sales Program Mgr.....Robert Metheny  
 Chief Engineer.....Len Ballard

**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.....Hollingsbery  
 President.....O. E. Bradley  
 V.P., General Manager.....J. Milton Hall  
 Comm. Prog. Mgr.....Harold H. Hale  
 Program Director.....Virginia Welch  
 Chief Engineer.....M. W. Mulanix

Pop.: 3,238,000	<b>KENTUCKY</b>	TV Homes: 646,000
Families: 886,000		A.M Stas. in State: 81
Radio Homes: 869,000		TV Stas. in State: 5

**WANY—Albany—1958**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned By.....Albany Bcstg. Co.  
 Business Address.....Box 1471

Tel.: 150.....KBS  
 Sta. Reps....Geo T. Hopewell; Kentucky Sales  
 Presidents.....Wallace Allred-Cecil Speck  
 General, Station Mgr.....Welby Hoover  
 Commercial Manager.....Sidney H. Scott

# KENTUCKY

Sales Prom., Prog. Dir. . . . . Darrell Speck  
Publicity Director . . . . . Robert E. Lee  
Chief Engineer . . . . . Pat Hall

## WCMI—Ashland—1935

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Gregg Radio Group  
Address . . . . . P.O. Box 949  
Tel.: EA 4-6111 . . . . . Independent  
Sta. Representative . . . . . Pearson  
President . . . . . Frederic Gregg, Jr.  
General. Comm. Mgr. . . . . Henry E. Grad  
Program, Publicity Dir. . . . . William B. Pierce  
Chief Engineer . . . . . Eugene P. Henson

## WTCR—Ashland—1954

Frequency: 1420 Kc. . . . . Power: 5000 Watts d.  
Owned . . . . . WTCR, Inc.  
Address . . . . . 4000 Albemarle St., N.W., Wash. D.C.  
Tel.: EMerson 3-8110 . . . . . Independent  
Representative . . . . . Bolling  
President . . . . . Connie B. Gay  
Gen. Mgr., Comm. Mgr. . . . . H. S. Tweel  
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 . . . . . 107 Sycamore St.  
Tel.: 498 . . . . . Independent  
Representative . . . . . Hil F. Best  
Pres., Gen. Mgr. . . . . Dwight L. Brown  
Sales Prom. Mgr. . . . . Homer L. Jackson  
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 . . . . . 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 . . . . . Highway 408  
Tel.: LA 7-2581 . . . . . KBS  
Representative . . . . . Continental  
President . . . . . J. Shelby McCallum  
General. Sta. Mgr. . . . . Jerry Crutchfield  
Program Dir. . . . . Globe Pollock  
Commercial Mgr. . . . . Margaret Allen  
Sales Prom. Mgr. . . . . Roger Allen  
Chief Engineer . . . . . Paul Herrington, Jr.

## WBGW—Bowling Green—1959

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Bowling Green Bcstg. Co.  
Address . . . . . 913½ College St.  
Tel.: VI 2-1638 . . . . . Independent  
Station Representative . . . . . Hil F. Best  
General. Sta. Mgr. . . . . Clement Corkel  
Comm., Program Mgr. . . . . William H. Howell  
Chief Engineer . . . . . Eugene Hornbock

## 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 . . . . . ABC  
Newspaper Affiliation . . . . . Park City Daily News  
Representative . . . . . Pearson  
President . . . . . J. Ray Gaines  
General. Station Mgr. . . . . Al Temple  
Commercial Mgr. . . . . Henry Brosche  
Program Dir. . . . . Jack Eversole  
Chief Engineer . . . . . Jack Hendrick

## WLBW—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 . . . . . MBS-KBS  
Sta. Representative . . . . . Burn-Smith  
President . . . . . Cy N. Bahakel  
General. Comm. Mgr. . . . . Bob Proctor  
Program. Ch. Eng. . . . . Bud Tyler

## WTCO—Campbellsville—1950

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Taylor City. Bcstg. Co.  
Address . . . . . P.O. Box 248  
Tel.: 380 . . . . . KBS  
Representative . . . . . Hil F. Best  
President . . . . . H. T. Parrott  
General Manager . . . . . Redman L. Turner  
Sta. & Comm. Mgr. . . . . Thomas Kerr

## WMTA—Central City—1954

Frequency: 1380 Kc. . . . . Power: 500 Watt  
Owner . . . . . Central City, Greenville Bcstg. Co.  
Address . . . . . 110 North First St  
Tel.: 818 . . . . . Independent  
Representative . . . . . Hil F. Best  
Station Mgr. . . . . Bobby Anderson  
Chief Engineer . . . . . B. J. Stone

## WNES—Central City—1955

Frequency: 1600 Kc. . . . . Power: 500 Watts. d.  
Owner . . . . . Muhlenberg Bcstg. Corp.  
Address . . . . . Box 325  
Tel.: 1000 . . . . . KBS  
Rep. . . . . Kentucky Radio Sales  
President . . . . . Andy Anderson  
Gen., Mgr. . . . . Ronald L. Peane

## WAIN—Columbia—1951

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Tri-County Bcstg. Corp.  
Address . . . . . Columbia  
Tel.: FULTon 4-4111 . . . . . KBS  
Station Representative . . . . . Hil F. Best  
President, Gen. Mgr. . . . . John B. Horton  
Commercial Manager . . . . . Lanier Bu chett  
Station Manager . . . . . Ray Doss  
Program Director . . . . . James M. Gaskins  
Sales Program Mgr. . . . . Edwin Cundiff  
Chief Engineer . . . . . Lewis Owens

**WCTT—Corbin—1947**

Frequency: 680 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . Corbin Times-Tribune, Inc.  
 Business Address . . . . . Corbin  
 Tel.: 1071 . . . . . MES-KBS  
 Newspaper Affil. . . . . Corbin Times-Tribune  
 President. . . . . J. Springer Robinson  
 General Manager. . . . . John L. Crawford  
 Station Manager. . . . . Art Grunewald  
 Program Director. . . . . Archie Wyatt  
 Commercial Mgr. . . . . S. G. Hembree  
 Chief Engineer. . . . . Chas. Sulfredge

**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.: 1480 . . . . . KBS  
 President, Ch. Eng. . . . . Estil A. 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 . . . . . Leitchfield Road  
 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 . . . . . Eminence Broadcasting Co.  
 Business Address . . . . . P.O. Box 147  
 Tel.: Vinewood 5-4111 . . . . . Independent  
 President. . . . . Victor M. Bellamy  
 General, Station Mgr. . . . . Kendall C. McCloskey  
 Program Director. . . . . Quida McCloskey  
 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 . . . . . Independent  
 Pres., Gen. Mgr. . . . . B. E. Cowan  
 Commercial Mgr. . . . . J. R. Cowan  
 Program Dir. . . . . R. J. Campbell

**WFKY—Frankfort—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Frankfort Bcstg. Co.  
 Address . . . . . 309 W. Main St.  
 Tel.: CA 3-8281 . . . . . Independent  
 Representative . . . . . Hollingbery  
 Pres., Gen. Mgr. . . . . Ken Hart  
 Station Mgr. . . . . Bud McClain  
 Program Dir. . . . . Loren Hooker  
 Sales Prom. Mgr. . . . . Jim Stivers  
 Publicity Dir. . . . . Patsy Flynn  
 Chief Engineer. . . . . K. P. Graham

**WFKN—Franklin—1954**

Frequency: 1220 Kc. . . . . Power: 250 Watts, d.  
 Owned By . . . Franklin Favorite-WFKN, Inc.  
 Address . . . . . 103 N. High St.  
 Tel.: JUSTICE 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  
 Sales. Prom. Mgr., Ch. Eng. . . . . Kenneth Turner  
 Prog., Pub. Dir. . . . . Mary Nelle Wright

**WGOR—Georgetown—1957**

Frequency: 1580 Kc. . . . . Power: 10 Kw. d.  
 Owned-Operated By . . . . . Robert E. Johnson  
 Business Address . . . . . First National Bank Bldg.  
 Tel.: 1580 . . . . . MBS  
 Representative . . . . . Hopewell  
 Pres., Ch. Eng. . . . . Robert E. Johnson  
 General, Comm. Mgr. . . . . Arno Walker  
 Program Director. . . . . John Brock  
 Sales Program Mgr. . . . . Robert Ward  
 Publicity Director. . . . . Bill Thompson

**WKAY—Glasgow—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Glasgow Bcstg. Co., Inc.  
 Address . . . . . Happy Valley Rd.  
 Tel.: OLive 1-2141 . . . . . 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 698  
Tel.: 625 ..... KBS  
Representative Bura-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  
President, Comm. Mgr. I. G. Spencer  
Gen., Sta. Mgr. Vic Bellamy

## WKIC—Hazard—1947

Frequency: 1390 Kc. Power: 5000 Watts d.  
Owned-Oper. By Mt. Bcstg. Service, Inc.  
Address Box 239  
Tel.: General 6-2121 ..... KBS  
Representative Kentucky Radio Sales  
President Fred B. Bullard  
General Manager Ernest Sparkman  
Commercial Manager Julius Lasslo  
Prog. Dir. Norma Strong  
Chief Engineer Doug Slough

## WSON—Henderson—1941

Frequency: 860 Kc. Power: 500 Watts d.  
Owned-Oper. By Henderson Bcstg. Co., Inc.  
Address P. O. Box 418  
Tel.: VA 6-3923 ..... KBS  
Pres., Gen. Mgr. Hecht S. Lackey  
Station Manager William F. Russell  
Sales Manager 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  
Tel.: TU 5-5331 ..... CBS  
Pres., Gen. Mgr. F. Ernest Lackey  
Sta., Comm. Mgr. Katherine Peden  
Program Director Frank Cameron  
Sales Program Mgr. Hal King  
Publicity Director Margaret Wyatt  
Chief Engineer Walter Wilson

## WKOA—Hopkinsville—1954

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned By Pennyrile Broadcasting Co.  
Address 808½ South Main St.  
Tel.: TU 6-1204 ..... KBS  
Sta. Reps. Geo. T. Hopewell; Kentucky Sales

Pres., Gen. Mgr. William H. Higgins  
Com. Mgr. Mrs. Reginald Catlett  
Program Director James M. Suddeth  
Sales Program Mgr. David A. Cooper  
Publicity Director James E. Wilkens  
Chief Engineer Marvin J. Mahoney

## 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  
Commercial Manager Allen Baker  
Program Director Bruce Lankford  
Chief Engineer W. B. Kelly

## WMTL—Leitchfield—1959

Frequency: 1580 Kc. Power: 250 Watts  
Owned By Rough River Bcstg. Co.  
Address 53 Court Square  
Tel.: 351 ..... Independent  
President, Gen. Mgr. James Shacklette  
Commercial Mgr. Ralph Flood  
Chief Engineer Graham Peck

## 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 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 ..... ABC  
Representative Meeker  
Pres., Gen. Mgr. Roy B. White, Jr.  
Assistant Manager Bob Peters  
Commercial Mgr. Jim Tomblin  
Program Director Robert Barton  
Chief Engineer James Patrick

## 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  
Program Director Claude Sullivan  
Chief Engineer Paul Dunbar

## WFTG—London—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By London Broadcasting Co.

Address.....Box 333  
 Tel.: Volunteer 4-2148.....Independent  
 Sta. Representative.....Hil F. Best Co.  
 Pres., Gen., Sta. Mgr.....Elmo Mills  
 Chief Engineer.....Russell Henson

**WAVE—Louisville—1933**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WAVE, Inc.  
 Business Address.....725 S. Floyd  
 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

**WAKY—Louisville—1936**

Frequency: 790 Kc. .Power: 5000 d. 1000 n.  
 Owned-Operated By.....McLendon Corp.  
 Bus-Studio Address.....Ky. Home Life Bldg.  
 Tel.: JU 7-8871.....MBS  
 Representative.....Blair  
 President.....Gordon B. McLendon  
 Gen. Mgr.....Jack Lee  
 Chief Engineer.....G. Callison

**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, Times  
 Representative.....Henry I. Christal Co.  
 President.....Barry Bingham  
 Director.....Victor A. Sholis  
 Sales Director.....John M. Fouts  
 Program Director.....George Walsh  
 Sales Prom., Publicity Dir.....William F. Leader  
 Chief Engineer.....Orin Towner

**WINN—Louisville—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WBC, Inc.  
 Bus-Studio Address.....409 Speed Bldg.  
 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—1946**

Freq.: 1080 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By....Mid-America Bcstg. Corp.  
 Address.....2000 Commonwealth Bldg.  
 Tel.: JU 3-4441.....Independent  
 News, Affil....Lanchester (Ohio) Eagle-Gazette  
 Representative.....Robt. Eastman  
 President.....Charles Sawyer  
 General, Comm. Mgr.....William H. Spencer  
 Program Dir.....Barney Groven  
 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  
 Sta. Representative.....Broadcast Time Sales  
 Pres., Gen. Mgr.....F. Eugene Sandford  
 VP., Oper. Mgr.....E. Haisey Sandford  
 Commercial Manager.....John M. Thompson  
 Program Dir.....Carl Shook

**WLOU—Louisville—1948**

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  
 Sta. Reps.....Pearson; Dora-Clayton  
 President.....Robert W. Rounsaville  
 General Mgr.....E. F. Shadburne  
 Comm. Program Dir.....William Summers  
 Chief Engineer.....Steve Dawson

**WTMT—Louisville—1958**

Frequency: 620 Kc.....Power: 500 Watts  
 Owned By.....Jefferson Bdcstng. Co. Inc.  
 Business Address.....1300 S. 4th St.  
 Tel.: MElose 7-2527.....MBS  
 Pres., Gen. Mgr.....Earl F. Hash  
 Program Director.....Jack Tipton  
 Sales Program Mgr.....Lee Stinson  
 Chief Engineer.....Theodore E. Jones

**WFMW—Madisonville—1949**

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned By.....Messenger Bdcstg. 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. Gallin  
 Chief Eng.....Charles Lee

**WTTL—Madisonville—1956**

Frequency: 1310 Kc.....Power: 500 Watts, d.  
 Owned.....Hopkins County Bcstrs.  
 Business Address.....111 S. Main St.  
 Tel.: TAYlor 1-7420.....ABC  
 General Mgr., Chief Eng.....Conway Smith  
 Commercial Manager.....Jerry McKonly  
 Program Director.....George Vought  
 Publicity Director.....Hobert Thomson

**WWXL—Manchester—1956**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned.....Wilderness Rd. Bcstg. Co.  
 Address.....P.O. Box 368  
 Tel.: LY 8-4694.....KBS  
 President.....J. L. Tigue  
 Gen., Sta. Mgr.....Roy A. Redmond  
 Chief Engineer.....Robert Banks

# KENTUCKY

## 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  
Commercial Manager: . . . . .Jim Freeland  
Program Director: . . . . .Bill Scarbrough  
Chief Engineer: . . . . .Joe Hargrove

## WFTM—Maysville—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: . . . . .Standard Co.  
Bus. Address: . . . . .626 Forest Ave.  
Tel.: Logan 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: 580 Kc. Power: 500 Watts d.  
Owned-Oper. By: . . . . .Cumberland Gap Bcstg.  
Address: . . . . .N. 19th St. Extension  
Tel.: 980. . . . .KBS  
Representative: . . . . .Devney  
President: . . . . .U. G. Brummett  
Gen. Mgr.: . . . . .Maurice K. Henry  
Program Director: . . . . .Bill Baker  
Chief Engineer: . . . . .Frank Folsom, Jr.

## WFLW—Monticello—1955

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Operated By: . . . . .Wolf Creek Bcstg. Co.  
Address: . . . . .Box 36  
Tel.: Fillmore 8-3166. . . . .KBS  
Station Manager: . . . . .Fred A. Staples  
Chief Engineer: . . . . .L. Cook

## WMOR—Morehead—1955

Frequency: 1330 Kc. Power: 1000 Watts, d.  
Owned & Operated By: . . . . .Morehead Bcstg. Co.  
Business Address: . . . . .Main St.  
Tel.: State 4-4141. . . . .KBS  
Sta. Representative: . . . . .Kentucky Radio Sales  
President: . . . . .J. Earl McBroyer  
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. . . . .KBS  
Station Representative: . . . . .Geo. T. Hopewell  
President: . . . . .Jack Reynolds  
General Manager: . . . . .Gary Lister  
Chief Engineer: . . . . .William McGuire

## WLOC—Munfordville—1956

Frequency: 1150 Kc. Power: 1 Kw., d.

Owned: . . . . .S. Central Ky. Bcstg. Co.  
Address: . . . . .Munfordville  
Tel.: JA 4-4111. . . . .Independent  
President: . . . . .H. T. Parrott  
Gen. Mgr., Sales Prom.: . . . . .J. W. Pickett  
Program Dir.: . . . . .Mary Goodman  
Chief Engineer: . . . . .W. H. Edwards

## WNBS—Murray—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: . . . . .Service Bcstg. Co.  
Address: . . . . .P. O. Box 548  
Tel.: Plaza 3-3411. . . . .Independent  
Representative: . . . . .Dore  
Pres., Sta. Mgr.: . . . . .Charles Shuffet  
Gen. Mgr., Ch. Engr.: . . . . .C. H. Hulse  
Commercial Manager: . . . . .Ed Griffin

## WNKY—Neon—1956

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned: . . . . .Letcher Bcstg. Corp.  
Business Address: . . . . .Neon  
Tel.: 7714. . . . .KBS  
President: . . . . .Dave L. Craft  
Gen. Sta. Mgr.: . . . . .Jack Burkich  
Commercial Mgr.: . . . . .Hence Eversale  
Program Dir.: . . . . .Patsy Darnell  
Soles Prom. Mgr.: . . . . .Lovell Williams  
Publicity Dir.: . . . . .Nolan Webb  
Chief Engineer: . . . . .Howard Williams

## WNOP—Newport—1948

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By: . . . . .Tri-City Bcstg. Co.  
Business-Studio Address: . . . . .606 Monmouth St.  
Tel.: JU 1-7100. . . . .Independent  
Representative: . . . . .Dovney  
President: . . . . .James G. Lang  
General Manager: . . . . .Ann Rolles Lang  
Station Mgr.: . . . . .R. D. Nunn  
Commercial Mgr.: . . . . .R. L. Pike  
Chief Engineer: . . . . .Chas. Heltshelmer

## WOMI—Owensboro—1938

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: . . . . .Owensboro Bcstg. Co., Inc.  
Address: . . . . .Box 536  
Tel.: MU 3-1558. . . . .CBS  
Newspaper Affiliations: . . . . .Messenger, Inquirer  
Station Representative: . . . . .Everett-McKinney  
President: . . . . .Lawrence W. Hager  
General Manager: . . . . .Hugh O. Porter  
Assistant Manager: . . . . .Marshall Bruner  
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.  
Address: . . . . .Highway 60 West  
Tel.: MU 3-3521. . . . .ABC  
President: . . . . .V. J. Steele  
General Manager: . . . . .Malcolm Greep  
Commercial Manager: . . . . .Parker Smith



Station Program Dir.....Earl Fisher  
 Asst. Program Dir.....Jim Orten  
 Publicity Dir.....Ruth Steele  
 Chief Engineer.....Earl Jaqoe

**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.....Dora-Clayton  
 President, Gen. Mgr.....E. W. McKinney-Smith  
 Chief Engineer.....Paul Lawrence

**WKYB—Paducah—1946**

Freq.: 570 Kc..Power: 1 Kw. d., 500 Wts., n.  
 Owned-Oper. By.....Barrington Co. of Ky.  
 Business Address.....526 Jefferson  
 Tel.: 2-1678.....MBS  
 Representative.....Bolling  
 Pres.....Bruce Barrington  
 General Mgr.....Richard B. Friend  
 Comm. Sta. Mgr.....Jim M. Page  
 Program, Prom. Mgr.....Lee Davis  
 Ch. Eng.....Tom Summers

**WPAD—Paducah—1930**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By ..Paducah Bdcstg. Co., Inc.  
 Address.....Taylor Bldg  
 Tel.: 2-8231.....CBS  
 Sta. Representative.....Bernard Howard  
 President, Gen. Mgr.....Pierce E. Lackey  
 Commercial Mgr.....Linn Wolff  
 Station, Program Dir.....Robert P. Joseph  
 Publicity Dir.....Bonnie Jarrell  
 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  
 Owner, General Mgr.....Ted Arnold Silvert  
 Program Dir.....Bill Barker  
 Chief Engineer.....Richard Conley

**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. Sta. Mgr.....Asher Sizemore  
 Program Director.....Gertrude Clem  
 Sales Prom., Publicity Dir.....Curt Smith  
 Chief Engineer.....James L. Thompson

**WLSI—Pikeville—1949**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cumberland Pub. Co.  
 Address.....Mayo Trail

Tel: GEneral 7-7323.....Independent  
 Newspaper Affiliation.....Pike County News  
 President.....Mrs. W. J. Ward, Jr.  
 General, Comm. Mgr.....Roy E. Alexander  
 Prog., Pub. Dir.....John C. Adkins  
 Chief Engineer.....Lawson Paxton

**WPKE—Pikeville—1949**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....E. Ky. Bdcstg. Corp.  
 Address.....Pikeville, Ky.  
 Tel: GEneral 7-4051.....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 Kc.....Power: 250 Watts  
 Owned.....Ken-Te-Va-Bcstg. Co.  
 Address.....P.O. Box 26  
 Tel: ED 7-2100.....Independent  
 Representative...Continental; Ky-Radio Sales  
 President.....South C. Bevins  
 Commercial Mgr.....T. F. Hendrickson, Jr.  
 Chief Engineer.....Hubert Turner

**WDOC—Prestonsburg—1957**

Frequency: 1310 Kc...Power: 5000 Watts d.  
 Owned.....WDOC Radio  
 Address.....No. Lake Drive  
 Tel.: 2338.....KBS  
 President.....Gordon Collins  
 General Mgr.....Rex Osborne  
 Chief Engineer.....Doc Harmon

**WPRT—Prestonsburg—1952**

Frequency: 960 Kc.....Power: 1000 Watts, d.  
 Owned By.....Stephens Industries, Inc.  
 Address.....South Lake Drive  
 Tel: 2050.....KBS  
 Representative.....Hil F. Best  
 Prsident.....D. C. Stephens  
 General Mgr.....Dora 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.  
 Owned.....Renfro Valley Bcstrs., Inc.  
 Representative.....Kentucky Radio Sales  
 V.P., Gen. Mgr.....Tom Hargis  
 Comm. Mgr.....Benton Stokes

**KENTUCKY**

**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 Bcstg.  
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: Mrs. Jo Davis

**WLCK—Scottsville—1958**

Frequency: 1250 Kc. Power: 500 Watts, d.  
Owned By: State Line Bcstg. Co.  
Address: 217 1/2 W. Main St.  
Tel.: 490. KBS  
Station Rep.: Best  
President: R. L. Turner  
General Mgr.: Bobby Cclvin  
Commercial Mgr.: Marvin J. Nafus  
Chief Engineer: Eugene Harston

**WTLO—Somerset—1958**

Frequency: 1480 Kc. Power: 1 Watt d.  
Owned By: Pulaski Bcstg. Corp.  
Address: P.O. Box 443  
Tel.: 1680. Independent  
President, Gen. Mgr.: O. Gowen  
Commercial Mgr.: H. Edwards  
Program, Prom. Dir.: C. Smith  
Chief Engineer: B. Thompson

**WSFC—Somerset—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Southeastern Bcstg. Co.  
Address: Hwy. 1247  
Tel.: 1240. MBS  
Representative: Ky. Radio Sales  
Pres., Gen. Mgr.: Mike Layman  
Commercial Manager: Donald Orwin  
Program Director: John A. Hartnett  
Technical Dir.: Ralph F. Denton  
Chief Engineer: Robert L. Shoopman

**WKKS—Vanceburg—1958**

Frequency: 1570 Kc. Power: 250 Watts  
Owned By: Karl Kegley  
Address: 1106 Fairlane Drive  
Tel.: SWift 6-3411. Independent  
President, Owner: Karl Kegley  
General, Comm. Mgr.: Robert Keller  
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  
Tel.: NOrmandy 6-5006. Independent  
Representative: Continental  
President: Dr. Lela G. McConnell  
General, Comm. Mgr.: Wilfred Fisher  
Program Dir.: Violet Person  
Chief Engineer: Kenneth Amspaugh

**WTCW—Whitesburg—1953**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Folkways Bcstg. Co., Inc.  
Address: Whitesburg  
Tel.: 2711. Independent  
President: Ernest Tubb  
General Mgr.: Donald F. Crosthwaite  
Comm. Mgr.: Wallace R. Day  
Program, Publicity Dir.: Hazel A. Yontz  
Chief Engineer: Joe W. Goode

**WEZJ—Williamsburg—1959**

Frequency: 1440 Kc. Power: 500 Watts d.  
Owned By: County Bcstg. Co.  
Address: Williamsburg  
Tel.: 6125. Independent  
President: R. D. Ingram  
General, Comm. Mgr.: J. H. Reynolds  
Chief Engineer: B. Collier


**WWKY—Winchester—1954**

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owner: Winchester Bcstg. Co., Inc.  
Address: 17 1/2 W. Broadway  
Tel.: Pioneer 4-2864. Independent  
Sta. Representative: Gene Bolles; Reilly  
Pres., Gen. Mgr.: Charles Drew  
Commercial Manager: D. Joe Abbott  
Program Director: Herman Kelly  
Chief Engineer: Tommy Bratton

**TO BE SURE —  
YOU NEED THE BEST!**

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YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?



Pop.: 3,340,000  
Families: 891,000  
Radio Homes: 846,000

# LOUISIANA

TV Homes: 686,000  
AM Stas. in State: 75  
TV Stas. in State: 13

## KROF—Abbeville—1948

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.  
Business Address... P.O. Box 306  
Tel.: 90... 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.  
Address... 601 Washington St.  
Tel.: Hillcrest 3-2543... ABC  
Representative... Weed  
President... T. B. Lanford  
Gen. Manager... Walter D. Melson  
Station Manager... Alex Marchand  
Program Dir... Skip Wilkerson  
Chief Engineer... Lee Worthy

## KDBS—Alexandria—1953

Frequency: 1410 Kc. Power: 1 Kw.  
Owned... Dixie Bcstg. Ser.  
Address... 1515 Jackson St.  
Tel.: Hillcrest 3-7454... Independent  
Pres., Gen. Mgr... Irving Ward Steinman  
Station Manager... William G. Lynch  
Local Commercial Mgr... Chris Alexander  
Production Manager... Wayne Whisenhunt  
Sales Prom. Mgr... Bill Travis  
Chief Engineer... Henry J. Lazarone

## KSYL—Alexandria—1947

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By... KSYL, Inc.  
Address... Box 1489  
Tel.: Hillcrest 2-6611... 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... P.O. Box 787  
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... Bolton & McCleary  
Address... Box 1340  
Tel.: 1340... Independent  
Co-owners... N. Bolton; H. R. McCleary  
Gen. Mgr... Bill Davis

## KTRY—Bastrop—1948

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Oper. By... Paul R. Schilling  
Address... 217 S. Washington St.  
Tel.: 1400... KBS  
President... P. R. Schilling  
General Mgr... William G. Darland, Jr.  
Chief Engineer... Hugh Smith

## WAIL—Baton Rouge—1957

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  
Station Representative... John E. Pearson  
Pres., Gen. Mgr... Ralph L. Burge  
Commercial Manager... Harold G. Herthum  
Sta. Mgr., Program Dir... Ronnie Gomez  
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  
President, General Mgr... Bruce Broussard  
Commercial Manager... Al Tabler  
Program Director... Donald Sharp  
Sales Program Mgr... Ross Gravoires  
Publicity Director... Janile Higginbotham  
Chief Engineer... William Temple

## 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... Forjoe; Brown  
President, Gen. Mgr... R. Earle  
Prog. Dir... Bernard Zuccaro  
Comm. Mgr... Olaus Olsen  
Sta. Mgr., Pub. Dir... Scott W. Erwin  
Chief Engineer... H. Cossov

## 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  
Sta. Representative... Geo. P. Hollingbery  
President... Douglas L. Manship  
Gen. Mgr... Mort Silverman  
Commercial Mgr... Roger S. Davison  
Program Director... Bill Cornelius  
Chief Engineer... Leonard Benson

## WLCS—Baton Rouge—1946

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By... Air Waves, Inc.  
Business Address... 204 North St.

## LOUISIANA

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..... Bernard Howard  
President..... Jules Paglin  
General Manager..... S. Ray, Jr.  
Station Manager..... Thomas L. McGuire  
Prog. Dir..... Lucille Pollack  
Chief Engineer..... Thomas W. Wood

### WIKC—Bogalusa—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Curt Siegelin, Admn.  
Business Address..... P. O. Box 811  
Tel.: RPublic 5-1355. MBS, KBS  
Gen., Sta. Mgr..... John H. Knight  
Chief Engineer..... H. L. Smith

### 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

### 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. MBS-KBS  
Representative..... T. F. Clark  
President..... Hirsch Scholl  
General Manager..... Louis M. Basso  
Commercial Manager..... Gene Griffin  
Program Director..... Sheldon Kanter  
Chief Engineer..... Fred Hebert

### KDLA—DeRidder—1950

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Sabine Broadcasting Co.  
Address..... Washington at First St.  
Tel.: 7600. KBS  
President..... Cyril W. Reddoch  
General Manager..... Ralph L. Hooks  
Ch. Eng., Commercial Mgr..... Wayne L. Sanders  
Program Director..... Pat Hughes  
Sales Prom. Mgr..... Winsett Reddoch

### 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 Plauche

Program, Publicity Dir..... Karl R. DeRoven  
Chief Engineer..... John Fuseller

### KFNV—Ferriday—1956

Frequency: 1600 Kc. Power: 1 Kw., d.  
Owned..... Miss-Lou Bcstg. Co.  
Address..... 120 Louisiana Ave.  
Tel.: 7200. Independent  
President, General Mgr..... George W. Wilson  
Commercial Program Mgr..... A. L. Britt  
Program Director..... Bob Bailey  
Fublicity, Chief Engineer..... Bob Wilson

### KLFT—Golden Meadow—1955

Frequency: 1600 Kc. Power: 1000 W. d.  
Owned-Operated By..... Leo J. Theriot  
Address..... 1614 South Bayou Drive  
Tel.: GGreenfield 5-5165. KBS  
Representative..... Best  
President, General Mgr..... Leo J. Theriot  
Station Manager..... Linda Carskadon  
Program Director..... Roy Vicknair

### 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  
Commercial Manager..... 'Foots' McCrory  
Chief Engineer..... Charles Herman

### KLUV—Haynesville—1956

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By..... Haynesville Bcstg. Co.  
Address..... 3678 Beckham Dr., Shreveport  
Tel.: 3804. 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  
Sta. Representative..... Hil F. Best  
President..... Tom Deas  
General Mgr., Ch. Eng..... Colon Johnston

### KCIL—Houma—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned..... KCIL, Inc.  
Business Address..... P.O. Box 1031  
Tel.: Uptown 2-6828. KBS  
Station Representative..... Indie Sales  
President..... Denver T. Brannen  
General, Commercial Mgr..... L. H. Thesmar  
Program Director..... Virginia Ryder  
Chief Engineer..... Earl Herron

### 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  
Comm. Mgr..... Gerald Dugas

**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. ABC  
 Sta. Reprs. Bolles; Reilly; Tracy Moore  
 President. John Paul Goodwin  
 Gen., Sta. Mgr. William A. Patton  
 Comm. Manager. James M. Drake  
 Program Director. Charles W. Malone  
 Chief Engineer. John H. Shipp, Jr.

**KVOL—Lafayette—1935**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By. Evangeline Bcstg. Co., Inc.  
 Business Address. P.O. Box 1070  
 Tel.: CE 4-5151. NBC  
 Newspaper Affiliate. Advertiser Gazette  
 Representative. Meeker  
 President. Morgan Murphy  
 General Manager. George H. Thomas  
 Station Mgr. E. H. Hughes  
 Comm. Mgr. Thomas G. Pears  
 Chief Engineer. Adrian Martin

**KAOK—Lake Charles—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. KAOK, Inc.  
 Address. P. O. Box 1399  
 Tel.: HE 6-7544. Independent  
 Station Representative. Bernard Howard  
 President. Stanley W. Ray  
 General, Station Mgr. Roy K. Rhodes  
 Commercial Manager. Leo Jackson  
 Program Director. Byron Dowdy  
 Chief Engineer. Walter Voncs

**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-Rawalt  
 President. G. T. Owen  
 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. Majestic Hotel  
 Tel.: HE 9-2713. NBC  
 Representative. Weed  
 General Mgr. Jim Toth  
 Commercial Mgr. R. M. White  
 Program Dir. A. B. Craft  
 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  
 Chief Engineer. P. Kuhn

**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  
 Chief Engineer. Bill Travis

**KDBC—Mansfield—1954**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned. DeSoto Bcstg. Corp.  
 Address. P. O. Box 740  
 Tel.: 1360. KBS  
 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  
 Chief Engineer. Charlie Woodside

**KASO—Minden—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By. Minden Bcstg. Co.  
 Address. 410 Lakeshore Drive  
 Tel.: Franklin 7-1200. Independent  
 Sta. Representative. Hil F. Best  
 General Sta. Mgr. Jim Howell  
 Program Dir. Bob Wicks  
 Chief Engineer. Billy Hyatt

**KLIC—Monroe—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Dr. Frank Cerniglia  
 Address. 626 Bernhardt Bldg.  
 Tel.: FAirfax 3-4617. MBS-KBS  
 General Mgr. Dr. Frank Cerniglia  
 Chief Engineer. Joe Turbyfill

**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

## LOUISIANA

Business-Studio Address.....Box 1742  
Tel.: FA 2-8155.....Independent  
Representative.....H.R. Reys  
President.....James A. Noe  
General Manager.....Edd Roult  
Commercial Manager.....George Johnson  
Sales Prom. Mgr.....Mrs. Dixie Ware  
Program Director.....Gene Nixon  
Chief Engineer.....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

### KNOC—Natchitoches—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Natchitoches Bcstg. Co.  
Business-Studio Address.....5th & Sirod  
Tel.: 2353.....Independent  
Station Representative.....Bob Dore  
Pres., Gen. Mgr., Chief Eng., B. H. Bailey, Jr.  
Sta., Comm. Mgr., Norman A. Fletcher  
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.....Independent  
General Mgr.....George H. Thomas  
Sta. Mgr.....Donald Bonin  
Commercial Manager.....Sherry A. Lopez  
Program Director.....Dee Voorhies  
Chief Engineer.....Joe Sikes

### KVIM—New Iberia—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Queen City Bcstg. Co.  
Address.....P. O. Box 50  
Tel.: EMerson 4-5826.....Independent  
General Manager.....John H. Coco  
Chief Engineer.....Lloyd Bernard

### WBOK—New Orleans—1951

Frequency: 800 Kc.....Power: 1000 W., d.  
Owned-Oper. By.....WBOK, Inc.  
Address.....505 Baronne St.  
Tel.: 2-5825.....Independent  
Station Representative.....Bernard Howard  
President.....Jules I. Paglin  
Exec. V.P., Gen. Mgr., Stanley W. Ray, Jr.  
Station Mgr.....Ed Prendergast  
Commercial Manager.....Fred Schwarz  
Program, Publicity Dir., Rene Duffour  
Sales Promotion Mgr., Frank Aymami  
Chief Engineer.....Lloyd Spates

### WDSU—New Orleans—1923

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned-Operated By.....WDSU Bcstg. Corp.

Business Address.....520 Royal St.  
Tel.: TU 4371.....NBC  
Representative.....John Blatr  
President.....Edgar B. Stern  
General Mgr.....A. Louis Read  
Station Manager.....John F. Screen  
Commercial Manager.....Harold Wheelahan  
Production Mgr.....Gene Lawrence  
Sales Prom. Mgr.....Stan Cohen  
Publicity Dir.....Joe Seiferth  
Chief Eng.....Lindsey Riddle

### WJBW—New Orleans—1926

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio New Orleans, Inc.  
Address.....635 Common St.  
Tel.: Tulane 8265.....Independent  
Sta. Reps.....Reilly; O'Connell; Clarke-Brown  
President.....Sherwood J. Tarlow  
VP., General Mgr.....Allan W. Roberts  
Commercial Manager.....Norman Dulfour  
Oper. Manager.....Bobby Vann  
Program Director.....Jim Mack  
Sales Program Mgr.....Jerry Clark  
Publicity Director.....Patsy McCabe  
Chief Engineer.....Charlie Herman

### WJMR—New Orleans—1945

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Supreme Bcstg Co., Inc.  
Address.....1500 Canal St.  
Tel.: EX 3131.....MBS  
Sta. Representative.....Weed  
President.....Chester Owens  
Gen. Mgr., Ch. Eng., George A. Mayorai  
Sta. Representative.....Weed  
Program Dir.....Tom Abbott  
Publicity Dir.....Carol Wattigney

### WYLD—New Orleans—1951

Frequency: 940 Kc.....Power: 1 Wt. d. 500 n.  
Owned By.....Rounsaville of N.O. Inc.  
Address.....2906 Tulane Ave.  
Tel.: HUNter 2-4112.....Independent  
Sta. Reps.....Pearson; Dora-Clayton  
President.....Robert W. Rounsaville  
General, Sta. Mgr., Arthur Selley, Jr.  
Commercial Mgr.....Don Clark  
Prom., Publicity Dir.....David O. Shaffer  
Prog. Dir.....Larry McKinley  
Chief Engineer.....Samuel Perkins

### WNOE—New Orleans—1925

Frequency: 1060 Kc.....Power: 50,000 d.; 5000 n.  
Owned-Operated By.....James A. Noe  
Business-Studio Address.....St. Charles Hotel  
Tel.: EX 2173.....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: 50 Kw.  
 Owned .....WSMB, Inc.  
 Address.....Maison Blanche Bldg.  
 Tel.: MA 5921.....ABC  
 Representative .....Hollingbery  
 President.....Harold E. Anderson  
 General Mgr.....M. Franklyn Warren  
 Chief Engineer.....Harold Nebe

**WTIX—New Orleans—1951**

Frequency: 690 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Storz Broadcasting Co.  
 Address.....624 Canal St.  
 Tel.: MA 3562.....Independent  
 Station Representative .....Young  
 President .....Todd Storz  
 V.P., General Mgr.....Fred Berthelson  
 Program Dir.....Larry Wilson  
 Promotion Mgr.....Marshall Pearce  
 Chief Engineer.....Carlos A. Schmid

**WYFE—New Orleans—1958**

Frequency: 600 Kc.....Power: 1 Watt d.  
 Owned By.....WWOM, Inc.  
 Address.....4006 Canal St.  
 Tel.: AUdubon 4424.....Independent  
 President.....Connie B. Gay  
 Station Mgr.....Clay Morgan

**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.....John L. Vath  
 Sales Promotion Manager.....W. Romaine  
 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.....P.O. Box 71  
 Tel.: 900.....KBS  
 General Manager.....R. L. Hooks  
 Chief Engineer.....L. Hargrove

**KWCL—Oak Grove—1958**

Frequency: 1280 Kc.....Power: 500 Watts, d.  
 Owned By.....Carroll Bcstg. Co.  
 Address.....South Jackson St.  
 Tel.: GArden 8-2389.....KBS  
 General Mgr., Chief Eng.....Chas. Farrell  
 Program Director.....Larry Robinson

**WSMB  
 RADIO**

**DOMINATES!**



**NEW ORLEANS, LOUISIANA**

- AUTHENTIC NEWS COVERAGE
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

**FOUNDERS CORP.**

One of the Founder's groups of Stations, including KPOA, Honolulu; WFBL, Syracuse, New York; WSMB New Orleans, Louisiana

## LOUISIANA

### 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: Don Murphy

### KCLP—Rayville—1957

Frequency: 990 Kc. Power: 250 Watts, d.  
Owned By: John Touchstone  
Address: Box 535  
Tel.: 4855. KBS  
Gen. Mgr.: David E. Chapman

### KRUS—Ruston—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Ruston Bcstg. Co.  
Address: Box 533  
Tel.: AL 5-2530. KBS  
Newspaper Affil.: Leader  
President: C. E. Faulk, Jr.  
Gen. Manager: William Carter  
Chief Engineer: C. P. Demaree

### KBCL—Shreveport—1957

Frequency: 1220 Kc. Power: 250 Watts  
Owned By: Good Music, Inc.  
Address: P.O. Bcx 727  
Tel.: 3-1606. Independent  
Station Reps.: Melville; Geo. T. Hopewell  
President: Alvin Chlds  
General Station Mgr.: Joe Monroe  
Commercial Manager: Tom Ward  
Program Director: Mary Lou O'Brien  
Chief Engineer: Joel E. Wharton

### KCIJ—Shreveport—1950

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By: Southwest Bcstrs. Inc.  
Business Address: 2730 Talbot  
Tel.: 3-6107. KBS  
Representative: Gill-Perna  
President: Roy Fish  
Commercial Manager: C. J. Purgerscn  
Station Manager: Samuel R. David  
Program Publicity Dir.: E. V. Roberts  
Sales Prom. Mgr.: W. B. Sepaugh, Jr.  
Chief Engineer: Benny Culbertson

### 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  
Pres.: Gordon B. McLendon  
Chief Engineer: Rudy Johnson

### KENT—Shreveport—1947

Frequency: 1550 Kc. Power: 1 Kw. d., 500 W. n.

Owned-Oper. By: Charles Stafford & Rykken  
Business-Studio Address: 311 Milam Bldg.  
Tel.: 3-3681. MBS, NBC  
Representative: Walker-Rawalt  
General Commercial Mgr.: Ken A. Weaver  
Prom., Pub. Dir.: Bill Monroe  
Chief Engineer: L. J. Carlson

### KJOE—Shreveport—1954

Frequency: 1480 Kc. Power: 1 Kw. d.  
Owned: Ray Armand Bcstg. Co.  
Address: 529½ Crockett St.  
Tel.: 2-0732. Independent  
Station Representative: Chuck Bernard Co.  
Owner, Gen. Mgr.: Ray Armand Kovitz  
Commercial Mgr.: Sam Styles  
Station Dir.: Barbara Ward  
Chief Eng.: N. L. Keys

### KOKA—Shreveport—1957

Frequency: 980 Kc. Power: 5000 Watts d.  
Owned-Oper. By: John McLendon & Assoc.  
Business Address: P.O. Box 3605  
Tel.: 2-3122. Independent  
Sta. Rep.: Pearson  
President: John McLendon  
General Mgr.: Jim Lofkin

### 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  
General, Prom. Mgr.: Thomas A. Gresham  
Commercial Manager: Donald Sams  
Program Director: Joseph H. Keith  
Chief Engineer: Dub Wilkinson

### KWKH—Shreveport—1925

Frequency: 1130 Kc. Power: 50,000 Watts  
Owned-Operated By: International Bcstg. Corp.  
Bus.-Studio Address: Commercial Building  
Tel.: 2-8711. Independent  
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

### 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  
Chief Engineer: Robert Wainwright

**KIKS—Sulphur-Lake Charles  
1955**

Frequency: 1310 Kc. Power: 500 W. d.  
Owned-Operated By Lake Bcstg. Co.  
Address Box 895  
Tel.: JAKson 7-5266 Independent  
Sta. Reps. O'Connell, Clarke-Brown; Reilly  
General Manager Dale D. Mahurin  
Station Manager Cecil E. Bland, Jr.  
Commercial Manager Carroll A. Wynn  
Program Director Ray Brown  
Chief Engineer Bill Ramsey

**KTLD—Tallulah—1954**

Frequency: 1360 Kc. Power: 500 Watts  
Owned By Howard E. Griffith  
Address Box 1360  
Tel.: 1360 KBS  
General Sta. Mgr. Howard E. Griffith  
Commercial Mgr. Chris C. Kimball, Jr.  
Program Director Mrs. Pearle C. Luckett

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. Power: 500 W., d.  
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  
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 Duplechain  
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—1956**

Frequency: 1310 Kc. Power: 1 Kw., d.  
Owned Howard E. Griffith  
Address 218½ Trenton St.  
Tel.: FAirfax 2-1491 Independent  
Representative Weed  
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 P.O. Box 457  
Tel.: 5116 KBS  
Owner Chas. E. Schwing, Jr.

**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  
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  
Chief Engineer C. Graves

Pop.: 1,009,000  
Families: 283,500  
Radio Homes: 273,000

**MAINE**

TV Homes: 248,000  
AM Stas. in State: 25  
TV Stas. in State: 6

**WFAU—Augusta—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Twin City Bcstg. Co., Inc.  
Business Address 160 Bangor St.  
Tel.: MAYfair 3-3878 Independent  
Station Reps. O'Connell, Wheeler, McGavren  
President Faust Couture  
Gen., Sta. Mgr. Norman C. Gallant  
Commercial Prom. Mgr. Richard McLennan  
Program Director Mona Toothaker  
Publicity Director Alayne Allen  
Chief 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. Hublely  
Chief Engineer Harold T. Dinsmore

**WABI—Bangor—1924**

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By Community Bcstg. Service  
Business-Studio Address 57 State St.  
Tel.: 6446 ABC  
Representative Hollingbery, Kettell-Carter  
President Horace A. Hildreth

# MAINE

V.P., Gen. Mgr. . . . . Walter L. Dickson  
Sta. Program Dir. . . . . John F. MacRae  
Comm., Sales Prom. Mgr. . . Charles M. Sias, Jr.  
Chief Engineer . . . . . Ed Winchester

## WGUY—Bangor—1947

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By . . . . . Bangor Bcstg. Corp.  
Address . . . . . 26 Central St.  
Tel.: 7354 . . . . . Independent  
Sta. Representatives . . . . . O'Connell, McGavren  
President . . . . . Melvin Stone  
General Manager . . . . . James P. Hinchey  
Program Director . . . . . Robert Dow  
Chief Engineer . . . . . James Golden

## WLBZ—Bangor—1926

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Maine Bcstg. Co.  
Address . . . . . P.O. Box 921  
Tel.: BA 2-4656 . . . . . NBC  
Station Representative . . . . . Weed  
President . . . . . William H. Bines  
Station Mgr. . . . . Edward E. Guernsey  
Program Dir. . . . . Edward Owen  
Chief Engineer . . . . . John H. Wibby

## 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. Sta. Mgr. . . . . Winslow T. Porter  
Commercial Mgr. . . . . Stanley S. Milton  
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-Sarco Bcstg. Corp.  
Address . . . . . 234 Main St.  
Tel.: Atlantic 4-4566 . . . . . Independent  
Station Representative . . . . . Walker-Rawalt  
Pres., Gen. Mgr. . . . . J. Alan Jasper  
Station Mgr. . . . . Howard B. Martin  
Commercial Mgr. . . . . M. Chester Ball  
Program Director . . . . . Sandy McDonald

## WCME—Brunswick—1955

Frequency: 900 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Strawbridge & McKeen  
Address . . . . . River Road  
Tel.: PA 5-5507 . . . . . Independent  
Representative . . . . . Walker-Rawalt  
President, Program Dir. . . Roger H. Strawbridge  
General, Comm. Mgr. . . . . Jack H. Stelling  
Chief Engineer . . . . . Melville Whitcomb

## WQDY—Calais—1959

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Croix Bcstg. Co. Inc.  
Address . . . . . 281 Main St.  
Tel.: GOne 4-7545 . . . . . Independent

Sta. Rep. . . . . Walker-Rawalt  
V.P., General Mgr. . . . . John H. Vondell, Jr.  
Commercial Manager . . . . . John P. Foster  
Program Director . . . . . Patrick A. McLaughlin  
Chief Engineer . . . . . John A. Bonse

## WFST—Caribou—1956

Frequency: 600 Kc. . . . . Power: 5 Kw., d.  
Owned . . . . . Northern Bcstg. Co.  
Address . . . . . Box 65  
Tel.: GYpsy 6-3731 . . . . . Independent  
Sta. Reps. . . . . Wheeler; O'Connell, McGavren  
V.P., Gen. Sta. Mgr. . . . . Elby Stevens  
Commercial Mgr. . . . . Al Knight  
Promotion Dir. . . . . Dick Meyer  
Chief Engineer . . . . . G. D. Johnson

## WDEA—Ellsworth—1958

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Coastal Broadcasting Co. Inc.  
Address . . . . . Christian Ridge Road  
Tel.: NOrmandy 7-2523 . . . . . Independent  
Station Representative . . . . . Walker-Rawalt  
President . . . . . Milton C. Chapman  
General, Station Mgr. . . . . Donald E. Knowles  
Comm., Prom. Mgr. . . . . Donald C. Graftam  
Program, Publicity Dir. . . . William T. McCarthy  
Chief Engineer . . . . . Richard T. Laffin

## WHOU—Houlton—1950

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Strawbridge & McKeen  
Address . . . . . 1340 North Rd.  
Tel.: 2257 . . . . . NBC-ABC  
Representative . . . . . Webb  
Exec. V.P. . . . . Leon P. Gorman, Jr.  
Sta. Mgr. . . . . Ted Coffin

## 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 . . . . . Independent  
Sta. Reps. . . . . O'Connell; Wheeler; McGavren  
Pres., Pub. Dir. . . . . Faust Couture  
Gen., Sta. Mgr. . . . . John C. Libby  
Commercial Manager . . . . . Oscar J. Normand  
Program Director . . . . . Janet Lavenger  
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  
Sta. Reps. . . . . Everett, McKinney; Ketiell-Carter  
Pres., Gen. Mgr. . . . . F. Parker Hoy  
Station Manager . . . . . Harold Dutch  
Comm. Prom. Mgr. . . . . Romeo E. Sanscoucy  
Program Director . . . . . Robert D. Mowers  
Publicity Director . . . . . Frederick H. Gage  
Chief Engineer . . . . . Herbert Wiles

## 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  
 Sales Prom. Mgr.....George Paradis  
 Publicity Director.....Linwood T. Pilman  
 Chief Engineer.....Charles R. Brown

**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.....Gannet 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.....645 Congress St.  
 Tel.: SP 5-2336.....Independent  
 Sta. Reps.....O'Connell, Wheeler; McGavren  
 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.....Ralph Barnes  
 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  
 Rep.....Kettel-Carter, Hollingbery  
 President.....Horace A. Hildreth  
 General Manager.....Walter A. Dickson  
 Station, Publicity Mgr....Raymond G. Mercier  
 Comm. Prom Mgr.....William Mullen  
 Program Dir.....Walter J. Norton  
 Chief Engineer.....Joseph Williams

**WAGM—Presque Isle—1931**

Frequency: 950 Kc.....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  
 Exec. V.P.....W. L. Dickson  
 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.: LRric 4-8451.....ABC  
 Representative.....Kettel-Carter  
 President.....Carleton D. Brown  
 Station, Prod. Mgr.....Paul R. Huber  
 Commercial Mgr.....Terrence Economy  
 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  
 Sta. Reps.....O'Connell, Wheeler; McGavren  
 President.....Melvin L. Stone  
 General Manager.....Kenneth J. Ellis  
 Commercial Manager.....Jack D. Battey  
 Chief Engineer.....Joseph Caron

**WSME—Sanford—1957**

Frequency: 1220 Kc.....Power: 1 Kw., d.  
 Owned.....York Bcstg. Co.  
 Address.....Box 1220  
 Tel.: 1574.....Independent  
 Sta. Reps.....Wheeler; O'Connell; McGavren  
 President.....Melvin L. Stone  
 Gen. Mgr.....John A. Carlson  
 Chief Engineer.....Richard B. Parker

**WGHM—Skowhegan—1956**

Frequency: 1150 Kc.....Power: 5 Kw. d.  
 Owned By.....Pineland Broadcasting Co.  
 Address.....61 Water St.  
 Tel.: Greenwood 4-2727.....KBS  
 Sta. Reps.....Wheeler; O'Connell; McGavren  
 President.....Melvin L. Stone  
 Gen. Comm. Mgr.....Harry K. Heustis  
 Program Dir.....Robert Quелlette  
 Publicity Dir.....Katherine Leakos  
 Chief Engineer.....Lewellyn Greenlaw

**WKTO—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.  
 Chief Engineer.....R. Dean Seguin

**WTVL—Waterville—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Kennebec Bcstg. Co.  
 Business-Studio Address....36 Silver St.  
 Tel.: TR 3-3311.....ABC  
 Representative.....Hollingbery, Kettel-Carter  
 Pres., Gen.-Station Mgr....Carleton D. Brown  
 Commercial Manager.....Harold L. Vigue  
 Program Dir.....Kendrick Chase  
 Sales Prom., Publicity Dir....Paul McClay  
 Chief Engineer.....Don Sutherland

Pop.: 3,140,000  
Families: 854,000  
Radio Homes: 816,000

# MARYLAND

TV Homes: 780,000  
AM Stas. in State: 33  
TV Stas. in State: 4

## WAMD—Aberdeen—1957

Frequency: 970 Kc. Power: 500 Watts, d.  
Owned By Harford Cty. Bcstg. Co.  
Address Harford, Md., P. O. Box 485  
Tel.: 2070 Independent  
Pres., Gen. Mgr. J. L. Allen  
Commercial Mgr. Robert D. Huntley  
Program Dir. R. H. Gray  
Publicity Dir. Regina Allen  
Chief Engineer J. A. McAulay

## WANN—Annapolis—1947

Frequency: 1190 Kc. Power: 10000 Watts d.  
Owned-Operated By Annapolis Bcstg. Corp.  
Address Annapolis, P. O. Box 631  
Tel.: CO 3-2500 Independent  
Sta. Representative John E. Pearson  
Pres., Gen. Mgr. Morris H. Blum  
Chief Engineer M. W. Pittman

## WABW—Annapolis—1946

Frequency: 810 Kc. Power: 250 Watts d.  
Owned-Oper. By ABW Bcstrs.  
Business Address P. O. Box 1551  
Tel.: CO 3-9211 Independent  
Gen. Mgr. Len Frankel

## WNAV—Annapolis—1948

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By Capital Bcstg. Co.  
Address Annapolis, Md., Admiral's Drive  
Tel.: CO 3-2639 Independent  
Representative Headley-Reed  
President Henry Rau  
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 Baltimore, Md., 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  
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  
President George E. Hull  
Gen., Sta., Comm. Mgr. H. Shelton Earp, Jr.  
Program Dir. Joseph Powers  
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 Robert S. Larimer

## 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  
Sta. Representative P. G. & W.  
President John Elmer  
Exec. V.P., Gen. Mgr. G. H. Roeder  
Sales Director Jahn 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 Bcstg Co., Inc.  
Business Address 3113 W. North Ave.  
Tel.: WI 7-1245 Independent  
Station Representative Bernard Howard  
Executive, V.P. Samuel E. Feldman  
Commercial Manager Bentley A. Stecher  
Program Director Wiley Daniels  
Sales Prom. Mgr. Mary H. Rawlings  
Chief Engineer Clifford Inman

## WFBR—Baltimore—1922

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By The Baltimore Radio Shaw  
Address Baltimore, Md., 13 E. 20th St.  
Tel.: MU 5-1300 Independent  
Representative John Blair & Co.  
President Robert S. Maslin  
General Station Mgr. 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  
Chief Engineer Ed Hawkins



**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  
 Chief Engineer.....W. C. Mullen

**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  
 President.....Thomas F. McNulty  
 General, Comm. Mgr.....Edward R. Newman  
 Program Publicity Dir.....William N. Rock  
 Chief Engineer.....Norman K. Buker

**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  
 Chief Engineer.....Bill Price

**WCUM—Cumberland—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Allegany Cty. Bcstg. Corp.  
 Business Address.....P.O. Box 360  
 Tel.: PArkview 4-5400.....CBS  
 Representative.....Thomas F. Clark  
 President, Gen. Mgr.....H. M. Seavey  
 Chief Engineer.....R. D. Brokloff

**WTBO—Cumberland—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Cumberland Valley Bcstg. Co.  
 Address.....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. Corp.  
 Address.....1901 St. Paul St., Baltimore 18  
 Tel.: CHesapeake 3-3886.....Independent  
 Sta. Representative.....John E. Pearson  
 President.....Guy S. Erway  
 General, Comm. Mgr.....R. J. Bennett  
 Chief Engineer.....Duane Cornett

**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  
 Commercial Prom. Mgr.....Dick Wheat  
 Program Director.....Lou Garris, Jr.  
 Chief Engineer.....Russell Bassett

**WFRB—Frostburg—1958**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned By.....Western Md. Bcstg. Co.  
 Address.....P.O. Box 74  
 Tel.: OVerbrook 9-8871.....KBS  
 General Mgr., Ch. Eng.....D. C. Loughry  
 Commercial Mgr.....D. Hellegas  
 Asst. Mgr.....J. H. Raines  
 Program Director.....Robert Kerr

**WARK—Hagerstown—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....United Bcstg. Co. of W. Mo.  
 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  
 Sales Prom. Mgr.....Ed Wolfkill  
 Chief Engineer.....G. Harold Brewer

**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, Publicity Dir.....John H. Little  
 Chief Engineer.....Albert Edelenbos

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Md. Bcstrs. Inc.  
 Address.....P.O. Box 8  
 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.

## MARYLAND-MASSACHUSETTS

Owned ..... WPTX, Inc.  
 Address ..... Daugherty Bldg.  
 Tel.: VO 2-1031 ..... KBS  
 President ..... S. Ades  
 Station Manager ..... Edward P. Lenaway

### WDMV—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 ..... Emy Tannen  
 General Mgr. .... Curt White  
 Program Dir. .... Ron Smith  
 Chief Engineer ..... Paul Lewellyn

### WINX—Rockville—1951

Freq.: 1600 Kc. .... Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By ..... Montgomery Cty. Bcstg. Co.  
 Address ..... 8 Baltimore Hd.  
 Tel.: POplar 2-4357 ..... Independent  
 President ..... Richard Eaton  
 General Mgr. .... Pierce D. Eaton  
 Chief Engineer ..... John Edwards

### WBOC—Salisbury—1940

Frequency: 950 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  
 Program Director ..... John W. Downing, Jr.  
 Chief Engineer ..... Jack W. Ward

### WICO—Salisbury—1956

Frequency: 1320 Kc. .... Power 1000 Watts, d.  
 Owned ..... Delmarva Broadcasting Corp.  
 Address ..... 700 E. Main St.  
 Tel.: Pioneer 2-3212 ..... KBS  
 Station Representative ..... Forjoe  
 President ..... Robert C. Doyle  
 General Manager ..... B. C. Hardgreaves  
 Commercial Mgr. .... Frank Adoms

### 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  
 Station Representative ..... United Broadcasting  
 Pres., Gen. Mgr. .... Norman Glenn  
 Sales Promotion Mgr. .... Johnny Williams  
 Publicity Director ..... Ed Vaughn  
 Chief Engineer ..... Herb Kravitz

### WGAY—Silver Spring—1946

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... WGAY, Inc.  
 Business Address ..... 4000 Albermarle St., N.W.  
 Wash., D.C.  
 Tel.: EMerson 3-8110 ..... Independent  
 Station Representative ..... Grant Webb  
 Pres. Bd. Ch. .... Connie G. Gay  
 General Manager ..... Ed Winton  
 Sta., Comm. Mgr. .... Ted Dorf  
 Program Director ..... Don Tucker  
 Chief Engineer ..... Jim Petty

### 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  
 Sta. Representative ..... Forjoe  
 Pres., Gen. Mgr. .... John S. Booth  
 Commercial Mgr. .... Robert Bailey  
 Station Mgr. .... Charles Gerber  
 Program Dir. .... Mel Quinn  
 Chief Engineer ..... George Klimes

### 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 ..... 2647 University Blvd. W  
 Tel.: LOCKWOOD 5-0747 ..... KBS  
 Pres., Gen. Mgr. .... Everett L. Dillard  
 Station Manager ..... Jean M. Dillard  
 Sales Promotion Manager ..... Kathryn Epstein  
 Chief Engineer ..... Eugene Jaraskinske

Pop.: 5,315,000

Families: 1,568,000

Radio Homes: 1,655,000

## MASSACHUSETTS

TV Homes: 1,441,000

AM Stas. in State: 57

TV Stas. in State: 6

### WARA—Attleboro—1950

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Attleboro Radio Assn.  
 Address ..... 8 N. Main St.  
 Tel.: ATTleboro 1-1320 ..... Independent  
 Representative ..... Foster & Creed  
 President ..... Howard H. Sweet

General Manager ..... J. Ottmar  
 Station Manager ..... Keith S. Field  
 Commercial Mgr. .... Wm. A. Dawson, Jr.  
 Chief Engineer ..... Raymond Arnold

### WBOS—Boston—1947

Frequency: 1800 Kc. .... Power: 5000 Watts

Owned-Oper. By...Champion Bcstg. Sys., Inc.  
 Address.....790 Commonwealth Ave.  
 Tel.: BE 2-5650.....Independent  
 President.....Herbert Hoffman  
 Gen., Sta. Mgr.....Ralph Weinman  
 Commercial Mgr.....Harry Goodman  
 Chief Engineer.....Frederick Keller

Representative.....Hollingbery  
 President.....Charles Sawyer  
 Exec. V.P.....J. P. "Pat" Williams  
 Vice Pres.....Alex Buchan  
 Gen., Comm. Mgr.....Arthur E. Haley  
 Chief Engineer.....George Jowdy

**WBZ-WBZA**

**Boston-Springfield—1921**  
 (Synchronous Operation)

Frequency: 1030 Kc.....Power: WBZ, 50,000  
 Watts; WBZA, 1000 Watts

Owned.....Westinghouse Bcstg. Co.  
 Address.....122 E. 42 St., N.Y.C., N.Y.  
 Tel.: MU 7-0808.....Independent  
 Station Representative.....AM Radio Sales  
 President.....D. H. McGannon  
 General Manager.....Paul G. O'Friel  
 Commercial Mgr.....John O. Gilbert II  
 Sales Promotion Manager...John L. Williams  
 Program Director.....Melvin M. Bailey  
 Publicity Director.....Edward L. Pearle  
 Chief Engineer.....W. H. Hauser  
 OWNERS OF: KPX, SAN FRANCISCO, CALIF; WOWO,  
 FORT WAYNE, IND.; WBZ-TV, BOSTON, MASS.;  
 KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.;  
 KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.;  
 KDKA-TV, PITTSBURGH, PA.; WIND, CHICAGO,  
 ILL.; WJZ-TV, BALTIMORE, MD.; WBZ-FM, BOS-  
 TON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-  
 FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

**WCOP—Boston—1935**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Plough Bdsco. 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

**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 Representative...Broadcast Time Sales  
 Pres., Gen. Mgr.....Theodore Jones  
 V.P. Sales Mgr.....Leonard V. Corwin  
 Sta. Mgr.....Richard L. Kaye  
 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 Sennett  
 Chief Engineer.....Warren J. Stevens

**WEZE—Boston—1922**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Air Trails Bcstg.  
 Address.....10 Arcade, Statler Office Bldg.  
 Tel.: LIBerty 2-1717.....NBC

**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  
 V.P., Managing Dir.....William B. McGrath  
 V.P., Sales Dir.....Alexander M. Tanger  
 Program Mgr.....John M. Day

**WILD—Boston—1945**

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....William F. Johns, Jr.  
 Business Add.....400 Commonwealth Ave.  
 Tel.: CO 7-1900.....Independent  
 Station Representative.....Bob Dore  
 Commercial Manager.....Perry J. Brown  
 Program Manager.....Ken Malden  
 Publicity Director.....Lois Waldman  
 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

**WNAC—Boston—1922**

Frequency: 680 Kc.....Power: 50 Kw.  
 Owned.....RKO General  
 Bus.-Studio Address.....21 Brookline Ave.  
 Tel.: CO 6-0800.....MBS  
 Representative.....H-R Reps.  
 President.....Norman Knight  
 Exec. V.P., Gen. Mgr.....George Steffy  
 V.P., 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.....L. B. Robinson

**WORL—Boston—1950**

Frequency: 950 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Pilgrim Broadcasting Co.  
 Address.....705 Beacon Street  
 Tel.: CO 7-3800.....Independent  
 Representative.....Headley Reed Co.  
 President.....Joseph A. Dunn  
 Commercial Manager.....Art Moger  
 Station Manager, Prog. Dir.....Bill Givens  
 Sales Prom. Mgr.....Marie F. Gately  
 Chief Engineer.....John Parker

# MASSACHUSETTS

## 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  
Station Representative: Walker-Rawalt  
President: Frank J. Lyman, Jr.  
General. Comm. Mgr.: William A. Queen  
Program Director: Billy Dale  
Chief Engineer: Earl Ellsworth

## WBET—Brockton—1946

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By Enterprise Publishing Co.  
Business-Studio Address: 60 Main St.  
Tel.: JU 6-1469. 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

## 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: Indie Sales  
President: John S. Begley  
Gen. Mgr.: Ralph J. Robinson  
Prog. Dir.: Sy Levy  
Chief Engineer: Myles Brennan

## 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  
Prog. Dir.: Ann Kenney  
Chief Engineer: J. R. Sisson

## WSAR—Fall River—1921

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Oper. By K & M Publishing Co.  
Bus-Studio Address: Box 927  
Tel.: OS 7-9477. Independent  
Newspaper Affiliation: Herald News, Inc.  
Representative: Headley-Reed, Kettell-Carter  
President: Frank W. Miller  
General Manager: 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 Radio Fitchburg, Inc.

Business-Studio Address: 717 Main St.  
Tel.: Diamond 3-3766. MBS  
President: Norman Knight  
General, Comm. Mgr.: James A. Fitzgerald, Jr.  
Program Director: John Richards  
Publicity Director: Esther Kielty  
Chief Engineer: Ted Kalin

## WFGM—Fitchburg—1949

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By Wachusett Bcstg. Corp.  
Address: 170 Prichard St.  
Tel.: Diamond 3-4897. Independent  
Station Rep.: Everett-McKinney; Foster, Creed  
President: David M. Myers  
General, Sta. Mgr.: James W. Chalme:s  
Publicity Dir.: Dick Ziegler  
Chief Engineer: Donald L. Coleman, Jr.

## WKOX—Framingham—1947

Frequency: 1190 Kc. Power: 1000 Watts d.  
Owned-Operated By WKOX, Inc.  
Bus-Studio Address: 100 Mt. Wayte Ave.  
Tel.: TR 3-7409. Independent  
Representative: Kettell-Carter, Grant Webb  
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.: 1340. Independent  
Representative: Nona Kirby, Webb  
Pres. & Gen. Mgr.: Charles E. Asher  
Treasurer: James D. Asher  
Program Director: William Kennedy  
Chief Engineer: Gordon Wiley

## WSBS—Great Barrington—1956

Frequency: 860 Kc. Power: 250 Watts  
Owned-Oper. By J. Leo Dowd  
Business Address: Stockbridge Rd. Rt. 7  
Tel.: Great Barrington 1567. Independent  
Station Representative: Webb  
Pres., Gen. Mgr.: John T. Parsons  
Commercial Manager: Elizabeth Thompson  
Sales Promotion Manager: Dan Christopolis  
Prog., Pub. Dir.: Alan D. Vaber  
Chief Engineer: John Seeley

## WHAI—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-Rawalt  
Pres., Gen., Sta. Mgr.: John W. Haigis, Jr.  
Commercial Mgr.: Harry J. Frank  
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  
 President Henry R. Silver  
 Treas., General Mgr. Edward Cellin  
 Asst. Station Mgr. Alan Noyes  
 Program Director Bob Douglas  
 Sales Prom. Mgr. Aldo Carter  
 Chief Engineer Harry White

**WREB—Holyoke—1950**

Frequency: 930 Kc. Power: 500 Watts d.  
 Owned-Oper. By Valley Bcstg. Corp.  
 Address 225 High St.  
 Tel.: Jefferson 2-3296 KBS  
 Representative Breen & Ward  
 General Manager Edmund F. Wakelin  
 Program Director David H. Foerster

**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  
 Station Representative Bob Dore  
 Pres., Gen. Mgr. Geo. H. Jaspert  
 Comm., Prom. Mgr. 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  
 Sta. Reps. Everett-McKinney; Kettell-Carter  
 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) Independent  
 Representative Bolling  
 President Gerald Harrison  
 General Manager Albert 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 Harry D. Goodwin  
 Program Director Stephen E. Smith  
 Chief Engineer Carl W. Graeize

**WSRO—Marlborough—1958**

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned By County Broadcasting Corp.  
 Address Curtis Ave.  
 Tel.: HU 5-1470 KBS  
 Station Representative Foster-Creed  
 President, Gen. Mgr. Lewis F. Sargent  
 Station Manager William F. Galvin  
 Program Director Richard L. Beach  
 Chief Engineer Kenneth Rockwell

**WHIL—Medford—1952**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Operated By Conant Bcstg. Co.  
 Address 99 Revere Beach Pkwy.  
 Tel.: EXport 6-1430 Independent  
 Station Representative O'Connell  
 Pres., Gen. Mgr. Sherwood J. Tarlow  
 Station Manager Joseph Kruger  
 Commercial Manager Edward O'Donald  
 Program Director Kenneth A. Manley  
 Publicity 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

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. Pow.: 5 Kw. d., 1 Kw. n.  
 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

**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  
 President Basil Brewer  
 General, Comm. Mgr. Roger Bower  
 Publicity Director Jack Delaney  
 Program Director Stan Lipp  
 Chief Engineer Herve Leduc

**WNBP—Newburyport—1957**

Frequency: 1470 Kc. Power: 500 Watts, d.  
 Owned Tri-City Bcstg. Co.

# MASSACHUSETTS

Business Address.....Traffic Circle  
Tel.: HO 2-6654.....Independent  
Station Representative.....Walker-Rawalt  
President.....Theodore Feinstein  
Gen. Mgr.....J. Thomas Mathers  
Station Mgr., Prog. Dir.....Mary I. MacKenzie

## WMNB—North Adams—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...Northern Berkshire Bcstg. Co.  
Address.....466 Curran Highway  
Tel.: MO 3-6567.....Independent  
Station Representatives....Devney; Nona Kirby  
President, Ch. Eng.....J. Gordon Keyworth  
Commercial Manager.....Richard J. O'Brien  
Program Director.....James F. Finnen

## 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.....Ralph Mellon  
Address.....P. O. Box 334, Athol, Mass.  
Tel.: Churchill 9-3232.....Independent  
Representative.....Grant Webb  
President, Gen. Mgr.....Ralph Mellon

## WBEC—Pittsfield—1947

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Oper. By...Western Mass. Bcstg. Co.  
Business-Studio Address.....33 Eagle St.  
Tel.: Hillcrest 8-8292.....ABC  
Newspaper Affiliation.....Berkshire Eagle  
Rep.....Everett-McKinney, Foster & Creed  
President.....L. K. Miller  
Gen., Sta. Mgr.....W. Wendell Budrow  
Comm., Publicity Mgr.....Ted Muller  
Program Director.....Charles W. Paine  
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-Rawalt  
President.....Joseph K. Close  
Gen., Sta. Mgr.....Walter Kearsey  
Comm., Prom. Mgr.....Martin Schechter  
Program Dir.....William Nickum  
Chief Engineer.....George R. Burgoon

## WPLM—Plymouth—1955

Frequency: 1390 Kc.....Power: 5000 Watts d.  
Owned-Oper. By...Plymouth Rock Bcstg. Co.  
Address.....Route #3  
Tel.: Pilgrim 6-1390.....Independent

Station Representative...Kirby; Breen & Ward  
Pres., Gen. Mgr.....John T. Campbell  
Station, Comm. Mgr.....Arthur E. Pratt  
Program Dir.....John Chandler  
Sales Prom. Mgr.....Edward Marvin  
Publicity Dir.....Bud Markie  
Chief Engineer.....Sulo E. Lehtonen

## WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...South Shore Bcstg. Co., Inc.  
Address.....29 Brackett St.  
Tel.: Granite 9-1300.....Independent  
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  
President, Gen. Mgr.....James D. Asher  
Comm. Mgr.....George R. Eckels  
Station Manager.....Robert Clement  
Program Director.....Vern Williams

## 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

## WHYN—Springfield—1941

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Oper. By...Hampden-Hampshire Corp.  
Address.....1300 Liberty St.  
Tel.: RE 7-1414.....Independent  
News. Affil.....Holyoke Transcript-Telegram  
Representative.....Branham, Wheeler  
President.....William Dwight  
Gen., Sta. Mgr.....Charles N. De Rose  
Comm., Publicity Dir.....Zack Land  
Chief Engineer.....Harold Schumacher

## WMAS—Springfield—1932

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....WMAS, Inc.  
Business-Studio Address.....101 West St.  
Tel.: RE 7-1414.....Independent  
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  
 Station Manager.....Paul Monson  
 Program Director.....Jerry Forbes  
 Chief Engineer.....Valentino Partyka

**WTYM—Springfield—1949**

Frequency: 1600 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Executive Bcstg. Corp.  
 Business Address.....Box 898  
 Tel.: REpublic 3-4187.....MBS  
 Station Representative.....Masla  
 President.....Stanley M. Ulanoff  
 General, Sta. Mgr.....Arthur Tacker  
 Commercial Mgr.....Harvey Sheldon  
 Program Director.....George Wildey

**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  
 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.: 1250.....MBS  
 Pres., Gen. Mgr.....J. Marshall McGregor  
 Sta. Mgr., Prog. Dir.....Joseph G. Quill  
 Comm. Mgr.....Henry J. Murray  
 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. Atanias  
 Sales Prom. Mgr.....Herbert Vining  
 Chief Engineer.....Glen C. Walton

**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.....Breen-Ward  
 President.....Harold Martin  
 General, Sta. Mgr.....Richard M. Brescia

Commercial Mgr.....John Mahar  
 Sales Prom. Mgr.....Thomas Ferris  
 Publicity Director.....Shirley A. Tierney  
 Chief Engineer.....J. Lawrence Spinks

**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  
 Station Manager.....Paul Stiles  
 Program Dir.....G. W. Stidstone  
 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.....Independent  
 Representative.....Eastman; Kettel-Carter  
 Pres., Gen. Mgr.....Bernard E. Waterman  
 Comm. Mgr.....C. Kaminski  
 Program Director.....Phil Christie  
 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, Gen. Mgr.....John J. Hurley  
 Comm. Sta. Mgr.....Robert F. Nims  
 Program Director.....George Downey  
 Chief Engineer.....Bernard E. Berard

**WORC—Worcester—1925**

Freq.: 1310 Kc..Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By.....WORC, Inc.  
 Address.....Bancroft Hotel  
 Tel.: SW 9-0581.....Independent  
 Sta. Reps.....Avery-Knodel; Wheeler  
 Pres., Gen. Mgr.....Robert F. Bryar  
 Sta., Comm. Mgr.....A. Abbott Coblentz  
 Program Dir.....Bud Clain  
 Sales Prom. Mgr.....Alvin M. Saide  
 Chief Engineer.....Gordon Dyer

**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.....Mrs. Pierrina M. Rohde  
 Prod., Pgm. Dir.....A. J. Brissette  
 Chief Engineer.....E. A. Browning

Pop.: 8,246,000  
Families: 2,375,000  
Radio Homes: 2,368,000

# MICHIGAN

TV Homes: 2,175,000  
AM Stas. in State: 95  
TV Stas. in State: 15

## WABJ—Adrian—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Gerity Bcstg. Co.  
Address: 108 S. Main St.  
Tel.: CO 5-7123 Independent  
Station Rep.: Pearson  
President: James Gerity, Jr.  
Gen. Sta. Mgr.: Donald J. Dean  
Program Director: Winston Hoehner  
Chief Engineer: Robert Bassett

## WALM—Albion—1952

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Oper. By: Calhoun Bcstg. Co.  
Business Address: 101½ N. Superior  
Tel.: NATIONAL 9-3945 KBS  
General Manager: C. Wayne Wright  
Program Director: Jim Beasley  
Chief Engineer: Ken Griewahn

## WOWE—Allegan—1958

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By: Allegan Cty. Bcstg., Inc.  
Address: 233 Hubbard  
Tel.: 834 KBS  
General Manager: Keith Weldy

## 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.: Elmwood 4-8400 NBC  
Representative: Holman  
President: Les Biederman  
Station Manager: Drew McClay

## WHRV—Ann Arbor—1946

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By: Zanesville Publish. Co.  
Business Address: 4230 Packard Road  
Tel.: NORmandy 2-4573 MBS  
Newspaper Affil.: Time Record; Time Signal  
President: Clay Littick  
General Manager: Allan Land  
Comm. Prom. Mgr.: Jos Labaito  
Station Manager: Bob C. Wagner  
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  
Pres., Gen. Mgr.: Edward F. Baughn  
Program Director: Albert Samborn  
Sales Prom. Mgr.: Kenneth MacDonald  
Chief Engineer: Bernard Ressler

## WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Thumb Broadcasting Co.  
Address: 935 S. Van Dyke Rd.  
Tel.: 1010 CBS-KBS  
Rep.: Gill-Perna, Michigan Spot Sales  
Gen. Mgr.: John Wismer  
Station Manager: Jim Muehelnbeck

## 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 NBC  
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.: Everett-McKinney  
President: Fred A. Knorr  
Gen. 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  
Representative: George P. Hollingbery  
President: Robert H. Holmes  
Station Comm. Mgr.: Leo A. Jylha  
Prog., Pub. Dir.: Devere E. Logan, Jr.  
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

Commercial Manager.....Lee E. Droeger  
 Prog., Sales Prom. Mgr....Robert F. Benkelman  
 Publicity Director.....Kay D. Reid  
 Chief Engineer.....Ralph H. Carpenter

**WHFB—Benton Harbor—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...Everett-McKinney; Mich. Spot Sls.  
 President .....Stanley R. Banyon  
 Gen., Sta. Mgr.....J. P. Scherer  
 Commercial Manager.....John Hagerman  
 Sales Prom. Mgr.....Dwight Edmunds  
 Program Director.....Bob Richards  
 Chief Engineer.....M. U. Robinson

**WBRN—Big Rapids—1953**

Frequency: 1460 Kc.....Power: 1 Watts, 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  
 Sta. Rep.....Venard Rintoul, McConnell  
 President .....Les Biederman  
 Sta. Program Dir.....Merritt L. Chandler  
 Commercial Manager.....Jack Toepp  
 Sales Promotion Manager.....Milo Ash  
 Chief Engineer.....Bill Kiker

**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  
 President, Gen. Mgr.....Richard E. Hunt  
 Station Manager.....A. M. Gordon  
 Program Director.....John King  
 Chief Engineer.....Norbert C. Poepelman

**WTVB—Coldwater—1949**

Freq.: 1590 Kc..Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By ...Twin Valley Bdcstrs, Inc.  
 Address.....U.S. 27

Tel.: BRowdway 9-9119.....Independent  
 S'a. Reprs...Donald Cooke; Michigan Spot Sales  
 President, Gen. Mgr.....E. Harold Munn, Sr.  
 Commercial Manager.....Normand Moore  
 Chief Engineer.....Virgil Royer

**WKMH—Dearborn—1946**

Freq.: 1310 Kc.....Power: 5 Kw.  
 Owned-Oper. By...Knorr Broadcasting Corp.  
 Address.....15001 Mich. Ave.  
 Tel.: TI 6-8500.....Independent  
 Representative .....Petry  
 Pres., Gen. Mgr.....F. A. Knorr  
 Sta. Mgr.....John J. Carroll  
 Commercial Manager.....John O. Gilbert II  
 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.....Richard Nason  
 Sales Promotion Manager....George Snyder  
 Program Director.....John Gordon  
 Publicity Director.....Art Gloster  
 Chief Engineer.....Stewart Clark

**TO BE SURE —  
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?



**MICHIGAN**

**WCAR—Detroit—1939**

Freq.: 1130 Kc. Power: 50 Kw., d., 10 Kw., n.  
Owned-Operated By.....WCAR, Inc.  
Address.....500 Temple Ave.  
Tel.: TE 3-8100.....Independent  
Representative.....AM Radio Sales Co.  
President, Gen. Mgr.....H. Y. Levinson  
Exec. V.P.....Wayne N. Cook  
Promotion Mgr.....Susan L. Gray  
Production Mgr.....Larry Bova  
Chief Engineer.....James Balner

**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.  
V.P., Mgr. Dir.....Harry R. Lipson  
Gen. Sales Mgr.....Herbert J. Weber, Jr.  
Merchandising Manager.....Nancy Mackenzie  
Program Director.....Frank Gaal  
Chief Engineer.....Joseph Haigh  
OWNERS OF: WJBK-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO, WAGA-TV, ATLANTA; WJW-AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

**WJLB—Detroit—1926**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Booth Bcstg. Co.  
Business Address.....3100 D. Broderick Tower  
Tel.: Woodward 5-2000.....Independent  
Sta. Reps.....Howard; Pearson  
President.....John L. Booth  
Gen. Mgr.....Thomas J. Warner  
Sta. Mgr.....Edwin E. Nye  
Chief Engineer.....E. Ryan

**WQTE—Detroit—1959**

Frequency: 560 Kc. Power: 500 Watts. d.  
Owned By.....560 Broadcasting Corp.  
Address.....1260 Library  
Tel.: WO 2-0900.....Independent  
Station Representative.....Paul H. Raymer  
President, Sta. Mgr.....Ross Mulholland  
General Comm. Mgr.....Richard E. Jones  
Chief Engineer.....Irv. Laing

**WJR—Detroit—1922**

frequency: 760 Kc. Power: 50,000 Watts  
Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
Business Address.....Fisher Bldg.  
Tel.: TR 5-4440.....Independent  
Representative.....Christal  
President.....John F. Patt  
Exec. V.P., & Gen. Mgr.....Worth Kramer  
V.P., Sect.....F. Silbey Moore  
Oper. Mgr.....James H. Quello  
Sales Prom. Mgr.....Jack Brussel  
Program Mgr.....Reginald P. Merridew  
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  
Newspaper Affiliation.....Detroit News  
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.....Glenn Kyker  
Sales Mgr.....Denman F. Jacobson  
Business Mgr.....Henry C. Rogers  
Prog. Development Mgr.....Frank Steltenkamp  
Gen. Eng. Mgr.....E. J. Love

**WXYZ—Detroit—1925**

Frequency: 1270 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....WXYZ, Inc.  
Address.....20777 W. Ten Mile Rd.  
Tel.: KENwood 4-7000.....ABC  
Representative.....John Blair  
Sales Manager.....Robert Baldrice  
Sales Prom. Mgr., Pub. Dir.....Sam Somora  
Program Director.....Robert Baker  
Chief Engineer.....Charles Kocher

**WLST—Escanaba—1958**

Frequency: 600 Kc. Power: 1 Watt  
Owner.....Lake Mich. Bcstg. Co.  
Address.....600 Ludington St.  
Tel.: State 6-4118.....ABC  
President.....Frank J. Russell, Jr.  
General Mgr.....William C. Johnson  
Station Mgr.....John Merrick

**WBBC—Escanaba—1941**

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Operated By.....Delta Bcstg. Co.  
Address.....P.O. Box 419  
Tel.: State 6-6144.....Independent  
Pres., Gen. Mgr.....George D. Lindenthal  
Station Manager.....F. J. Lindenthal  
Publicity Director.....Wm. J. Duchaine  
Chief Engineer.....Henry C. Olsen

**WAMM—Flint—1955**

Frequency: 1420 Kc. Power: 500 W. d.  
Owned-Oper. By.....Binder-Carter-Durham, Inc.  
Business Address.....740 S. Saginaw St.  
Tel.: CEdar 9-8631.....Independent  
Representative.....Gill-Perna  
President, Gen. Mgr.....Philip R. Munson  
Commercial Mgr.....Ronald L. Craig  
Station Mgr.....Clarence E. Rhodes  
Program Dir.....Ruth Perry  
Prom., Publicity Dir.....Irv Chimovitz  
Chief Engineer.....Walter Wiersbicki

**WTRX—Flint—1947**

Frequency: 1330 Kc. Power: 5Kw., d., 1 Kw., n.  
Owned-Operated By.....Booth Bcstg. Co.  
Bus. Studio Address.....3076 E. Bristol Rd.  
Tel.: CE 9-8686.....ABC  
Representative.....Weed

**President**.....John Lord Booth  
**General Mgr.**.....Ken Chapin  
**Program Director**.....Dorothy Ratliff  
**Sales Prom. Mgr.**.....Noble Gravelin  
**Publicity Director**.....John Nogaj  
**Chief Engineer**.....Charles Wallace

**WFDF—Flint—1922**

Frequency: 910 Kc..Power: 5 Kw., d., 1 Kw., n.  
 Owned-Operated By.....The Trebit Corp.  
 Address.....Garland at First Ave.  
 Tel.: CE 2-7158.....NBC  
 Representative.....Katz  
 President.....Harry M. Bitner, Jr.  
 Gen., Sta. Mgr.....Elmer A. Knopf  
 V.P., Asst. Sect.....Marvin Levey  
 Chief Engineer.....Gerald Wolpert

**WKMF—Flint—1953**

Frequency: 1470 Kc..Power: 5 Kw., d., 1 Kw. n.  
 Owned.....Knorr Bcstg. Corp.  
 Address.....112 W. Water St.  
 Tel.: Cedar 9-7608.....CBS  
 Sta. Representative.....Daren F. McGavren  
 President.....Fred A. Knorr  
 Managing Director.....W. Eldon Garner  
 Program Director.....Doug Smith  
 Chief Engineer.....George Parker

**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—1946**

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned By.....L. & P. Bcstg. Corp.  
 Address.....P.O. Box 929  
 Tel.: OW 4-4146.....Independent  
 Station Representative.....Hollingbery  
 General Manager.....David C. Croninger  
 Commercial Manager.....Glenn H. Allen, Jr.  
 Sales Promotion Manager.....Ruth Kekel  
 Program Director.....R. Edward Berryman  
 Chief Engineer.....Robert Garner

**WBFC—Fremont—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul A. Brand  
 Address.....P. O. Box 231  
 Tel.: 415.....KBS  
 Representative.....Hil F. Best  
 President.....Paul A. Brand

**WATC—Gaylord—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Paul Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675.....Independent  
 Sta. Reps.....Venard, Rintoul & McConnell

**Pres., Gen. Mgr.**.....Les Biederman  
**Commercial Mgr.**.....Robert E. Detwiler  
**Station Mgr.**.....Harry Travis  
**Chief Engineer**.....William K. Kiker

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc.....Power: 500 Watts, a  
 Owned.....Grand Haven Broadcasting Co.  
 Address.....228 Washington St.  
 Tel.: 5397.....Independent  
 Station Representative.....John E. Pearson  
 President.....H. F. Wuk  
 General, Program Mgr.....Bob Kirby  
 Comm. Prom. Mgr.....Hy M. Steed  
 Publicity Director.....Gordon Huizengo  
 Chief Engineer.....Dick Clarke

**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 Kupier, Jr.  
 Chief Engineer.....Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Regional Bcstrs. of Mich.  
 Business-Studio Add..35 Lafayette Ave., N.E.  
 Tel.: GL 9-4111.....Independent  
 Representative.....Gill Perna  
 General Mgr.....Glenn R. Le Pard  
 Chief Engineer.....Richard Groenevelt

**WJEF—Grand Rapids—1945**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fetzer Broadcasting Co.  
 Address.....187 Monroe, N.W.  
 Tel.: GL 6-8512.....CBS  
 Station Representative.....Avery-Knodel  
 President.....John E. Fetzer  
 Station Mgr.....Roger L. Hoffman  
 Chief Engineer.....Bruce Glycadgis

**WLAV—Grand Rapids—1940**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Stevens-Wismer Bcstg., Inc.  
 Address.....161 Ottawa Northwest  
 Tel.: GL 6-5461.....ABC  
 Station Representative...Daren F. McGavren  
 President.....John Wismer  
 General Manager.....John J. Shepard  
 Program Director.....Jock Bliss  
 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  
 Chief Engineer.....Lou Bergenroth

**MICHIGAN**

**WOOD—Grand Rapids—1924**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By Wood Bcstg., Inc.  
Address: 120 College Ave.  
Tel.: GL 9-4125 NBC  
Representative Katz Agency  
Pres., Gen. Mgr. Willard Schroeder  
Sales Manager Michael O. Lareau  
Program Director John Shaw  
Prom. Mgr. Clark Grant  
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  
Pres., Ch. Eng. Francis Locatelli  
Station Manager John Oakvik  
Sales Promotion Manager Burton Ervast  
Program Dir. Norman Koski

**WBCH—Hastings—1958**

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By Barry Bcstg. Co. Inc.  
Address: 1909 Bedford Road  
Tel.: Windsor 5-3478 Independent  
President, Gen. Mgr. Robert S. Greenhoe  
Program, Prom. Dir. Ken Radant  
Publicity Director Dave McIntyre  
Chief Engineer Fran Bowles

**WCSR—Hillsdale—1955**

Frequency: 1340 Kc. Power: 100 W.  
Owned-Operated By Baw Beese Bcstg., Inc.  
Address: 92½ Broad St.  
Tel.: HE 7-4444 KBS  
Rep. Gill-Perna, Mich. Spot Sls.  
President Ruth Keisler  
V.P. & Mgr. Russell Holcomb

**WHTC—Holland—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Holland Bcstg. Co.  
Address: Hotel Warm Friend  
Tel.: EX 2-3121 MBS  
Representative Best  
President W. A. Butler  
Gen. Mgr. Sandy Meek  
Commercial Manager Hal Franken  
Program Director Bill Gargano  
Chief Engineer Juke Van Oss

**WJBL—Holland—1956**

Frequency: 1260 Kc. Power: 500 Watts  
Owned Ottawa Bcstg. Corp.  
Business Address James St.; Box 308  
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 Douglas Hotel  
Tel.: 1 NBC  
Representative Walker-Rawall  
Owner, Ch. Eng. G. L. Burgan  
General Manager Albert W. Payne

**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  
Sect. Treas. Gordon A. Sparks  
Comm., Prog. Mgr. Robert D. Diltmer  
Chief Engineer Garnet G. Sparks

**WHMI—Howell—1957**

Frequency: 1350 Kc. Power: 500 Watts, d.  
Owned Wirth Bcstg. Co.  
Address: 201½ W. Grand River Ave.  
Tel.: 1062 Independent  
Representative Best  
President, Ch. Eng. M. H. Wirth  
Commercial Mgr. L. Bekkering  
Program 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  
Sta. Reps. Bob Dore; Dora Clayton  
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  
President Monroe MacPherson, Sr.  
Gen. Mgr. Monroe MacPherson, Jr.  
Program Dir. Bud Lindeman  
Sales Prom. Mgr. Gaylon Johnson  
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

**WIKB—Iron River—1949**

Frequency: 1230 Kc. Power: 250 Watts



Owned By.....Iron Co. Bcstg.  
 Address.....Iron River Natl. Bank Bldg.  
 Tel.: COngress 5-4104.....Independent  
 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.....134 E. McLeod Ave.  
 Tel.: 20.....KBS  
 Sta. Rep.....Thomas F. Clark  
 President, Gen. Mgr.....William L. Johnson  
 Comm. Prom. Mgr.....Robert Olson  
 Program Dir.....Joseph Blake  
 Publicity Dir.....Dick Daly  
 Chief Engineer.....Arne Dahlbecka

**WJAN—Ishpeming—1959**

Frequency: 970 Kc.....Power: 5000 Watts, d.  
 Owned By.....Tri-City Broadcasters  
 Address.....P.O. Box 313  
 Tel.: HUdson 6-4441.....Independent  
 Station Representative.....Holman  
 President, Gen. Mgr.....R. G. Blomquist  
 Commercial Mgr.....Eldon W. Wallace  
 Program Director.....Don Ryan

**WJPD—Ishpeming—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Address.....120 Division St.  
 Tel.: HU 6-9937.....KBS  
 President.....Mrs. J. P. Deegan  
 General Manager.....Carl Loose  
 Commercial Mgr.....Len Manzoline  
 Program Director.....Carl Pellenonpac  
 Chief Engineer.....L. Roncoflione

**WIBM—Jackson—1925**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Booth Broadcasting Co.  
 Address.....2511 Kibby Rd.  
 Tel.: SState 2-7176.....ABC  
 Station Representative.....Weed  
 President.....John L. Booth  
 General, Comm. Mgr.....Robert B. Lees  
 Program Director.....Tom O'Connor  
 Publicity Director.....Wayne Sapp  
 Chief Engineer.....Harold Davis

**WKHM—Jackson—1951**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Jackson Bcstg. & Tele. Corp.  
 Address.....441 Wildwood  
 Tel.: SState 4-7181.....CBS  
 Sta. Reps.....McGavren; Michigan Spot Sales  
 President.....Fred A. Knorr  
 General Manager.....Walter Patterson  
 Commercial Manager.....Nathan H. Alberstein  
 Station Manager.....Edwin R. Huse  
 Program Director.....Ed Hardy  
 Chief Engineer.....Paul Wright

**WKLZ—Kalamazoo—1956**

Frequency: 1470 Kc.....Power: 500 W. d.  
 Owned.....The Circle Corporation  
 Address.....2315 Schipper's Lane  
 Tel.: FReside 3-2542.....MBS  
 Station Representative.....Radio-TV Reprs.  
 Pres., Gen., Comm. Mgr.....Joseph F. Butler  
 Sta. Mgr., Ch. Eng.....Ralph E. Patterson  
 Program Director.....Ron Newhouse  
 Sales Prom. Mgr.....John J. Stewart  
 Publicity Director.....Joseph F. Butler

**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  
 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  
 Exec. V.P. & Mgr. Dir.....Carl E. Lee  
 Sta. Comm. Mgr.....Otis T. Gaston  
 Program Director.....Charles T. Lynch  
 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  
 President.....John C. Pomeroy  
 General, Comm. Mgr.....Edwin L. Byrd  
 Program Director.....David L. 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.....CBS  
 President, Gen. Mgr.....Harold F. Gross  
 Station Mgr.....Howard W. Coleman  
 Comm. Mgr.....Keith Oliver  
 Sales Prom. Mgr.....Ned Ryan  
 Chief Engineer.....Carl Onken

**WKLA—Ludington—1944**

Frequency: 1450 Kc.....Power: 250 Watts

## MICHIGAN

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., Ch. Eng.....Charles J. Hagerman  
Sales Prom. Mgr.....Gordon J. Anderson

### WMTE—Manistee—1951

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Manistee Radio Corp.  
Address.....Radio Road  
Tel.: PARKview 3-9906.....Independent  
President, Gen. Mgr.....James R. Sumbler  
Comm. Mgr.....Edward H. Owens  
Program Director.....Ken Kott  
Chief Engineer.....Chas. Hagerman

### WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Clair, Inc.  
Business Address.....300 Marine City Hwy.  
Tel.: RO 2-1111.....Independent  
President.....Jerry Coughlin  
Gen., Sta. Mgr.....John S. Bell  
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.....ABC-KBS  
Newspaper Affil.....Mining Journal  
Sta. Representative.....Weed  
President.....Frank J. Russell, Jr.  
General Mgr.....William Johnson  
Program, Sta. Mgr.....C. C. Beck  
Commercial Mgr.....Robert Sands  
Sales Prom. Mgr.....R. J. Luke  
Chief Engineer.....Paul Anick

### 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  
President.....L. G. Glickman  
General Mgr.....Vernon Vecker  
Program Director.....Barbara Johnson  
Chief Eng.....Loren B. Koesling

### 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., Ch. Eng.....Peter A. Wolf

### WBRB—Mount Clemens—1956

Frequency: 1430 Kc.....Power: 500 Watts, d.  
Owned.....WBRB, Inc.

Address.....234 S. Gratiot  
Tel.: HO 3-5876.....Independent  
Station Representative.....Donald Cooke  
General Manager.....Milton Maltz  
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.....Hil 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  
Chief Engineer.....Donald Carlyon

### WKBZ—Muskegon—1926

Frequency: 850 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WKBZ Radio Corp.  
Business-Studio Address.....432 Apple Ave.  
Tel.: 2-6051.....ABC  
Sta. Representative.....Everett McKinney  
President.....F. L. Allman  
General, Sta. Mgr.....Harold W. Waddell  
Commercial Mgr.....Justin Gudelsky  
Program, Prod. Mgr.....C. P. Hoover  
Publicity Dir.....Bill Bennett  
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  
President.....R. B. Rogoski  
V.P., Gen. Mgr.....Dalton C. Hille

### WTRU—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Regional Bcstg. of Mich.  
Address.....875 E. Summit St.  
Tel.: 3-2126.....Independent  
Representative.....Gill-Perna  
General Manager.....Glenn R. LePard  
Program Director.....William J. Merchant  
Chief Engineer.....Richard Gruenevelt

### WNIL—Niles—1956

Frequency: 1290 Kc.....Power: 500 Watts, d.  
Owned.....Niles Bcstg. Co.  
Address.....416 Sycamore St.

Tel.: MU 3-5432.....KBS  
 Newspaper Affiliation.....Daily Star  
 Station Representative.....Continental  
 General.....Lawrence J. Plym  
 President, Sta. Mgr.....James H. Mitchell  
 Comm. Prom. Mgr.....Charles Frey  
 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.....Devney  
 President.....J. E. Campbell  
 General, Comm. Mgr.....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.....Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.....Les Biederman  
 Station Mgr.....Ralph Pierson  
 Commercial Mgr.....Robert E. Detwiler  
 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  
 Chief Engineer.....Karl Kuck

**WHL5—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.....CBS  
 Representative.....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.....606 Water St.  
 Tel.: Yukon 5-5171.....ABC  
 Newspaper Affil.....Times Herald  
 General Manager.....R. S. Sommerville  
 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.....Moltke Drive  
 Tel.: 7751.....Independent  
 Pres., Gen., Sta. Mgr.....Harvey A. Klamm  
 Comm. Mgr.....Albert Klamm  
 Program Director.....Harry E. Bregé

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sparks Bcstg. Co.  
 Business Address.....2201 Woodward His. Blvd.  
 Tel.: LI 4-2200.....Independent  
 Pres., Gen. Mgr.....Jacob B. Sparks  
 Station Mgr., Program Mgr.....Gordon A. Sparks  
 Sales Manager.....Ernest Holder  
 Chief Engineer.....Garnet Sparks

**WKNX—Saginaw—1947**

Frequency: 1210 Kc.....Power: 10,000 Watts  
 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  
 Program Director.....Dave Kuschler  
 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.....Lee Norden

**WSGW—Saginaw—1950**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Booth Broadcasting Co.  
 Address.....400 Mason Bldg.  
 Tel.: PL 3-4456.....CBS  
 Sta. Reps.....Pearson; Weed  
 President.....John L. Booth  
 General, Comm. Mgr.....Robert W. Phillips  
 Program Director.....Fred Krell  
 Chief Engineer.....Harold Volz, Jr.

**WSJM—St. Joseph—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WSJM, Inc.  
 Address.....414 State St.  
 Tel.: YU 3-3992.....MBS  
 Sta. Representative.....Hal Holman  
 President.....William E. Walker  
 General Mgr.....Robert E. Brown  
 Station Mgr.....James A. Lindsay  
 Program Dir.....Hal Crater  
 Chief Engineer.....Ken Tetzloff

**WOIA—Saline—1958**

Frequency: 1290 Kc.....Power: 500 Watts

## MICHIGAN-MINNESOTA

Owned By.....Lester Broadcasting Corp.  
 Address.....3001 Brassow Road  
 Tel.: NOrmandy 3-0569.....Independent  
 Station Representative.....Weed  
 President, Gen. Mgr.....Herbert W. Lester  
 Station Manager.....Dan Q. Minter, Jr.  
 Comm. Publicity Mgr.....Steve Filipiak  
 Chief Engineer.....Charles Richmond

Representative.....Hil F. Best  
 General Manager.....E. Harold Munn Jr.  
 Station Manager.....Frank B. Cummins

### WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc.....Power: 250 W.  
 Owned-Operated By.....Hiawathaland Bcstg. Co.  
 Business-Studio Address.....208 Ashmun S.  
 Tel.: ME 2-2231.....Independent  
 President.....Stanley R. Pratt  
 General Manager.....Russell Staffield

### WIOS—Tawas City—1958

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned By.....Roger S. Underhill  
 Address.....Route #2  
 Tel.: FOrrest 2-3417.....KBC  
 Owner.....R. S. Underhill  
 Station Mgr.....Richard A. Egli  
 Chief Engineer.....Lou Ozak

### WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Walter Wonderland  
 Address.....P. O. Box 70  
 Tel.: 1199.....Independent

### 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  
 Sta. Rep.....Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.....Les Biederman  
 Sta., Comm. Mgr.....Robert E. Detwiler  
 Chief Engineer.....William H. Kiker

Pop.: 3,350,000  
 Families: 974,000  
 Radio Homes: 955,000

## MINNESOTA

TV Homes: 835,000  
 AM Stas. in State: 61  
 TV Stas. in State: 9

### KASM—Albany—1950

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Stearns Cty. Bcstg. Co.  
 Address.....Albany  
 Tel.: 5-3005.....KBS  
 Station Representative.....Continental  
 President.....William Blattner  
 General Manager.....Urban J. Keppers  
 Commercial Manager.....Lee Krause  
 Program Director.....Celestine Hanauska  
 Publicity Director.....Cliff Mitchell  
 Chief Engineer.....Charles Gilbert

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.....Louis LeDue

### 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  
 Comm. Prom. Mgr.....James Freden  
 Program, Publicity Dir.....Frederick Lindholm  
 Chief Engineer.....Rodney Person

### KATE—Albert Lea—1937

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Albert Lea Bcstg.  
 Address.....332 South Broadway  
 Tel.: FRanklin 3-2338.....ABC  
 President.....Hart Cardczo  
 Vice-Pres.....Richard Power  
 Gen. Mgr.....E. A. Van Alstyne  
 Commercial Manager.....Margaret Haley  
 Program Director.....Lucille Studer  
 Sales Prom. Mgr.....Tom Golden  
 Chief Engineer.....Donald Franz

### KAUS—Austin—1948

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business-Studio Address.....Hwy. 105 South  
 Tel.: HE 3-8836.....MBS  
 Representative.....Avery Knodel  
 President.....R. J. McElroy  
 General Manager.....Thomas Young  
 Program Director.....Stan Styonicki  
 Publicity Director.....Marge Nelson  
 Chief Engineer.....Leo Chenier

### KXRA—Alexandria—1949

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alexandria Bcstg. Co.

**KQAA—Austin—1960**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned By.....KQAA, Inc.  
 Address.....P.O. Box 481  
 Tel.: Hemlock 7-4511.....Independent  
 Sta. Representative.....John E. Pearson  
 President, Gen. Mgr.....Lester Gouid  
 Commercial, Prom. Mgr.....Jimmy Delmont  
 Program Dir.....Kay King  
 Chief Engineer.....Floyd Bartlett

**KBUN—Bemidji—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Paul Bunyan Broadcasting Co.  
 Business Address.....511 Beltrami Ave.  
 Tel.: Plaza 1-4120.....Independent  
 Sta. Representative.....Everett-McKinney  
 President.....Ben H. Potter Jr.  
 Gen., Sta. Mgr.....James A. Hambacher  
 Program Dir.....Ray Foslid, Jr.  
 Chief Engineer.....Robert Pro

**KBMO—Benson—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned.....KEMO Bcstg. Co.  
 Address.....1205 Pacific Ave.  
 Tel.: VI 2-4601.....KBS  
 President.....George I. McCarthy  
 General Sta. Mgr.....Robert D. Zellmer  
 Comm. Prom. Mgr.....George B. McClellen  
 Chief Engineer.....Julien Meyer

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned-Operated By.....Brainerd Bcstg. Co.  
 Business Address.....2700 E. Oak  
 Tel.: 2853.....Independent  
 Station Representative.....Walker-Rawalt  
 President.....E. T. O'Brien  
 Sta., Comm. Mgr.....Earl R. Johnsen  
 Program, Publicity Dir.....Roger Johnson  
 Chief Engineer.....Don Koenig

**KBMW—Breckenridge—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Address.....P.O. Box 249  
 Tel.: Midway 2-4141.....KBS  
 Station Representative.....Devney  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Comm. Mgr.....N. Brant  
 Chief Engineer.....H. G. Unkenholz

**WKLK—Cloquet—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....P.O. Box 429  
 Tel.: TR 9-6725.....KBS  
 President.....Walter F. Stock  
 General Manager.....Henry Newby  
 Program Director.....Stuart Howe  
 Commercial Manager.....Richard Johnson  
 Publicity Director.....Richard DeFore  
 Chief Engineer.....Sidney Markusen

**KROX—Crookston—1948**

Freq.: 1260 Kc. Power: 1 Kw. d. 500 Watts n.  
 Owned-Operated By.....Crookston Bcstg. Co.  
 Business Address.....Box 620  
 Tel.: AT 1-1140.....KBS  
 Rep.....Donald Cooke, Tracy Moore  
 President, Prog. Dir.....Jerome A. Dahlberg  
 General, Sta. Mgr.....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. Co.  
 Address.....1340 Richwood Rd.  
 Tel.: Victor 7-5624.....Independent  
 Sta. Representative.....John E. Pearson  
 President.....Herbert Gross  
 General Manager.....Al G. 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.....10 E. Superior  
 Tel.: BA 2-2628.....CBS  
 Representative.....Avery-Knodel  
 President.....D. Le Masurier  
 Gen. Mgr.....Odin S. Ramsland  
 Sales Manager.....Rex H. Hudson  
 Exec. V.P. Chg. Engr.....Robert Detman

**"Leadership  
 in Quality Radio"**

King  
 Queen  
 Ace  
 Queen

**5000 Watts — 970 KC**

**"Best Rated Cards in the Deck"**

Lester L. Gould  
 President &  
 General Manager  
 John E. Pearson Co.  
 National Rep.

**P.O. Box 481, Austin, Minnesota  
 Hemlock 7-4511**

**MINNESOTA****WEBC—Duluth—1924**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By WEBC, Inc.  
 Business-Studio Address WEBC Bldg.  
 Tel.: RA 2-2873 Independent  
 Representative Hollingbery  
 President, Gen. Mgr. George H. Clinton  
 V.P., Sta. Mgr. Richard Husted  
 Program Dir. Dave Duluth  
 Sales Prom. Mgr. Wesley Hauck  
 Chief Engineer V. G. Brocks

**WELY—Ely—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner WELY Corp.  
 Address Box 540  
 Tel.: 744 KBS-MBS  
 President, Gen. Mgr. Vincent L. Hollett  
 Chief Engineer Larry McAdams

**WEVE—Eveleth—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Carl Bloomquist  
 Address WEVE Bldg.  
 Tel.: SHerwood 1-5922 MBS-KBS  
 President Carl Bloomquist  
 General, Sta. Mgr. Ray E. Kent  
 Sales Prom. Mgr. Baldino Rodorigo  
 Chief Engineer Joseph J. Cerar

**KSUM—Fairmont—1948**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By KSUM Broadcasting Co.  
 Address 306 North Park St.  
 Tel.: 1370 Independent  
 President John E. Hyde, Jr.  
 Chief Engineer Larry Lawson

**KDHL—Faribault—1947**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By KDHL Bcstg. Co.  
 Business-Studio Address 213 Central Ave.  
 Tel.: Edison 4-4345 Independent  
 General Mgr. J. E. Hyde, Jr.  
 Commercial Mgr. Palmer Dragsten

**KOTE—Fergus Falls—1926**

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By Northland Bcstg. Corp.  
 Address Box 494  
 Tel.: Regent 6-6996 Independent  
 Sta. Reps. Pearson; Wayne-Evans  
 President Carroll Crawford  
 General Comm. Mgr. George Brooks  
 Program, Prom. Mgr. Ev Ohrt  
 Publicity Dir. Shirley Vanderwerff  
 Chief Engineer Lee Wilson

**KOZY—Grand Rapids—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Itasca Bcstg. Co.  
 Address 213 W. 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 807 W. 37 St.  
 Tel.: AMHerst 3-7531 NBC  
 Sta. Reps. Bolles; Reilly; O'Connell  
 Pres., Gen. Mgr. Harold J. Parise  
 Program Director Bob Aro  
 Commercial Mgr. Les Rutstein  
 Sales Prom. Mgr. Rudy Olfre  
 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  
 President Albert S. Tedesco  
 General, Sta. Mgr. Heinz R. Fruck  
 Comm. Program Dir. Lorraine Lhotka  
 Sales Prom. Mgr. Dean Holt  
 Chief Engineer Darrel Gander

**KLFD—Litchfield—1959**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned By Meeker County Radio  
 Address 218 South Sibley  
 Tel.: OXford 3-3212 Independent  
 President, Gen. Mgr. Frank W. Endersbe  
 Commercial Mgr. MaLin Schlottman  
 Program Director Paul Castner  
 Chief Engineer Larry Lawson

**KLTF—Little Falls—1950**

Frequency: 960 Kc. Power: 500 Watts d.  
 Owned-Oper. By Little Falls Bcstg. Co.  
 Address 105½ Broadway E.  
 Tel.: Medford 2-5414 KBS  
 Pres., Gen. Sta. Mgr. John H. Lemme  
 Commercial Manager Richard J. Rudeck  
 Chief Engineer Gordon Lommen

**KTOE—Mankato—1950**

Freq.: 1420 Kc. Power: 5 Kw.  
 Owned-Oper. By Minnesota Valley Bcstg. Co.  
 Address Box 550  
 Tel.: 6563 ABC  
 Representative Pearson  
 President H. W. Linder  
 General, Sta. Mgr. Don Linder  
 Program Director Wayne Willard  
 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  
 Sales Prom. Mgr. Lloyd L. Spangenburg  
 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  
 Chief Engineer: George Pouliot

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Western Bcstg.  
 Address: 917 N. Lilac Drive  
 Tel.: Ll 5-5601. MBS  
 Representative: Weed  
 President: R. M. Purcell  
 General Mgr.: Robert Rock  
 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  
 Chief Engineer: Jim Eshelman

**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  
 Newspaper Affil.: Star-Tribune; Press-Dispatch  
 Representative: CBS Radio Spot Sales  
 Exec. Vice President: F. Van Konynenburg  
 Gen., Sta. Mgr.: Larry Haeg  
 Commercial Mgr.: Phil Lewis  
 Program Director: Hank Basayne  
 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, Sta. Mgr.: C. B. Clarke, Jr.  
 Program Dir.: Don Kelly  
 Publicity Director: Leann Lokken  
 Chief Engineer: Kenneth Olson

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By: BFR Bcstg. Co.  
 Address: 370 Northwestern Bank Bldg.  
 Tel.: FE 3-0406. Independent

Representative: AM Radio Sales  
 President: Larry Bentson  
 Gen., Comm. Mgr.: Wayne Williams  
 Program Director: Dan Allan  
 Sales Prom., Publicity Dir.: 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  
 Station Representative: Daren McGavren  
 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: 2925 Dean Blvd.  
 Tel.: WA 7-8881. ABC  
 Station Representative: Katz  
 President: Weston C. Pullen, Jr.  
 General Manager: Phil Hoffman  
 Station Manager: Aritur M. Swift  
 Commercial Manager: Jack Cosgrove  
 Program Director: Howard Coleman  
 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 Eh'en  
 Chief Engineer: Jim Wood

**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  
 President: E. J. McKellar  
 General, Comm. Mgr.: R. L. Owens  
 Program Dir.: Rod Lucier  
 Chief Engineer: Erwin Liefeld

**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

## MINNESOTA

### **KNUJ—New Ulm—1949**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....KNUJ, Inc.  
Address.....304½ N. Minnesota St.  
Tel.: 905.....KBS  
General Manager.....George E. Korenchen

### **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  
President, Gen. Mgr.....Duane Alien  
Comm., Prom. Mgr.....Arnold K. Schumann  
Sta. Mgr., Chief Eng.....Jerald J. Boos

### **WCMP—Pine City—1957**

Frequency: 1350 Kc. Power: 1 Kw., d.  
Owned.....Pine County Bcstg. Co.  
Address.....Box 578  
Tel.: 787.....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  
Chief Engineer.....Clarence Aushan

### **KCUE—Red Wing—1955**

Frequency: 1250 Kc. Power: 1000 Watts, d.  
Owned.....Hiawatha Valley Bcstg. Co., Inc.  
Address.....Route 4  
Tel.: DU 8-3511.....Independent  
Pres., Gen. Mgr.....E. G. Elston  
Chief Engineer.....Lawrence Doscall

### **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.....H. W. Linder

### **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—1957**

Frequency: 1270 Kc. Power: 500 Watts, d.  
Owned By.....Olmsted Cty. Bcstg. Co.  
Address.....Northwestern Nat. Bk. Bldg.  
Tel.: Atlas 2-9465.....ABC  
Station Rep.....Bolles; O'Connell  
President.....W. John Grandy  
General Comm. Mgr.....W. E. McClenahan  
Publicity Dir.....Vern Arthur  
Chief Engineer.....Dale Hamilton

### **KFAM—St. Cloud—1938**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Times Publ. Co.  
Address.....25 Sixth Ave., N.  
Tel.: Blackburn 1-3121.....NBC  
Newspaper Affiliation.....Times  
Representative.....Pearson  
President.....Frederick C. Schilplin  
General Sta. Mgr.....John Murphy  
Comm. Program Mgr.....Jack Lund  
Sales Prom. Mgr.....John Lawrence  
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  
Pres., Gen., Sta. Mgr.....John Haerle  
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 By.....D. W. Seehafer & R. C. Johnson  
Address.....1031 Grace St.  
Tel.: 1310.....Independent  
General Manager.....D. W. Seehafer

### **KSTP—St. Paul—Minneapolis 1928**

Frequency: 1500 Kc. Power: 50,000 Watt  
Owned By.....KSTP, Inc  
Bus.-Studio Address.....3415 University Ave  
Tel.: Midway 5-2724.....NBC  
Representative.....Edward Petr  
President.....Stanley E. Hubbar

## MINNESOTA-MISSISSIPPI

General Manager.....Stanley S. Hubbard  
 Radio Sales Mgr.....Byron Anderson  
 Sales Prom. Mgr.....William Davey  
 Program Director.....D. Brooks Henderson  
 Chief Engineer.....William S. Sadler

### **KDWB—St. Paul—1959**

Frequency: 630 Kc. Power: 5 Wts. d., 5 Wts. n.  
 Owned By.....KDWB Bcstg. Corp.  
 Address.....P.O. Box 630  
 Tel.: PR 6-1501.....Independent  
 Station Representative.....Avery-Knodel  
 President.....Robert M. Purcell  
 General Manager.....John M. McRae  
 Sales Manager.....Richard J. Quas  
 Program Director.....Don F. French  
 Chief Engineer.....Allan Kennedy

### **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  
 V.P., Gen. Mgr.....Wm. F. Johns, Jr.

### **WAVN—Stillwater—1949**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....104 N. Main St.  
 Tel.: Hemlock 9-1220.....KBS  
 Pres., Gen., Sta. Mgr.....Richard K. Power  
 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  
 Chief Eng.....Fred Franklin

### **WHLB—Virginia—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Virginia Bcstg. Co.  
 Address.....P.O. Box 75  
 Tel.: SH 1-2233.....NBC  
 Station Representative.....Hollingbery; Hurley  
 Pres., Gen. Mgr.....Harold J. Parise  
 Program Director.....Bob Aro  
 Chief Engineer.....Fran Befera

### **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  
 President.....Robert E. Ingstad  
 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, Gen. Mgr.....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.....118 W. 4th St.  
 Tel.: 2867.....KBS  
 President.....Albert S. Tedesco  
 Station Manager.....Frank L. Haas  
 Sales Promotion Mgr.....Jack Ortmann  
 Program Director.....Joe Orlovski  
 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  
 Chief Engineer.....Clint Knapp

Pop.: 2,380,000  
 Families: 590,000  
 Radio Homes: 573,000

## MISSISSIPPI

TV Homes: 360,000  
 AM Stas. in State: 72  
 TV Stas. in State: 6

### **WMPA—Aberdeen—1952**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Aberdeen  
 Address.....Box 402  
 Tel.: EM 9-4561.....Independent  
 Representative.....Best

General Mgr.....Ray Tolar  
 Prog. Dir.....Frances Tolar

### **WAMY—Amory—1955**

Frequency: 1580 Kc.....Power: 5 Kw., d.  
 Owned.....Charles C. Boren, Jr.

# MISSISSIPPI

Address ..... Box 268  
Tel.: CL 6-5911 ..... MBS  
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, Gen. Mgr. .... Harold E. 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  
Station Representative ..... National Time Sales  
Pres., Gen., Sta. Mgr. .... Odes E. Robinson  
Program Director ..... William M. Collins  
Prom., Publicity Dir. .... James Duncan  
Chief Engineer ..... Charles Copper

## WBIP—Booneville—1950

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Booneville Bcstg. Co.  
Address ..... P.O. Box 352  
Tel.: PA 8-5301 ..... KBS  
Gen. Mgr. .... E. O. Roden

## WCHJ—Brookhaven—1955

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Rural Broadcasting Co.  
Address ..... P.O. Box 644  
Tel.: 1076 ..... Independent  
Gen., Comm., Prom. Mgr. .... W. M. Jones  
Station Mgr. .... Doug Mathis  
Chief Engineer ..... Leo Freeman

## 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 192  
Tel.: 1370 ..... KBS  
Representative ..... Indie  
President ..... R. E. Hook  
General Mgr. .... H. Shadd

## WGLC—Centreville—1951

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Davis & McCraine  
Business Address ..... P.O. Box 205  
Tel.: 4001 ..... KBS  
Pres., Gen. Mgr. .... Frederick A. W. Davis  
Chief Engineer ..... Jim Wilson

## WKDL—Clarksdale—1955

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Coahama Bcstg. Co.  
Address ..... P.O. Box 267  
Tel.: MA 4-4908 ..... Independent  
President ..... W. T. Salmon  
General Mgr. .... R. L. Hunnicutt, Jr.

## WROX—Clarksdale—1944

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Clarksdale Bcstg. Co.  
Business Address ..... Alcazar Hotel Bldg.  
Tel.: MAIn 4-2795 ..... MBS, KBS  
Station Rep. .... Everett-McKinney  
General Manager ..... Bob Evans  
Sta., Comm. Mgr. .... Tom Reardon  
Sales Prom., Prog. Dir. .... Helen Sugg  
Chief Engineer ..... C. D. Graves

## WCLD—Cleveland—1949

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Radio Cleveland, Inc.  
Address ..... H'way 61 So.  
Tel.: VI 3-4091 ..... Independent  
Station Representative ..... Devney  
V.P., Gen. Mgr. .... George C. Shurden

## WDSK—Cleveland—1958

Frequency: 1410 Kc. .... Power: 1000 Watts  
Owned By ..... L. A. Feduccia  
Address ..... Highway 61 North  
Station Representative ..... Continental  
Tel.: Victor 3-5221 ..... Independent  
Sta. Mgr., Chief Eng. .... L. A. Feduccia  
Commercial Mgr. .... Ed Dunn  
Program Dir. .... Billie Wolfe Johnson

## 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

## WACR—Columbus—1947

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. . . . . Sydney Thweatt  
 Program Director . . . . . Frank H. Scheffer  
 Publicity Director . . . . . 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. . . . . P.O. Box 271  
 Tel.: FA 8-7271 . . . . . MBS-KBS  
 Newspaper Affili. . . . . Commercial Dispatch  
 Representative . . . . . Everett-McKinney  
 President . . . . . B. Imes, Jr.  
 General Mgr. . . . . Bob Evans  
 Station, Prom. Mgr. . . . . Ray Crummy  
 Asst. Sta. Mgr. . . . . Mrs. Ruby J. Latham  
 Program Director . . . . . Rick Moore  
 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.: AT 6-5575 . . . . . KBS  
 Station Rep. . . . . Venard, Rintoul & McConnell  
 President . . . . . Aaron B. Robinson  
 General, Comm. Mgr. . . . . John E. Bell  
 Program Director. . . . . Mrs. Louise W. Berlin  
 Chief Engineer. . . . . James D. Anderson

**WCRR—Corinth—1956**

Frequency: 1330 Kc. . . . . Power: 500 Watts, d.  
 Owned-Operated By. L. C. Moore & W. I. Dove  
 Business Address. . . . . 614½ Waldron  
 Tel.: Atlantic 6-6891 . . . . . Independent  
 Representative . . . . . Best  
 President. . . . . Luther C. Moore  
 General, Sta. Mgr. . . . . Carl Welch  
 Comm., Prom. Mgr. . . . . B. G. Glenn  
 Program Director . . . . . Norman G. Anderson  
 Publicity Director. . . . . Beatrice Nichols  
 Chief Engineer . . . . . W. M. Essary

**WMAG—Forest—1955**

Frequency: 860 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By. Scott County Bcstg. Co.  
 Address. . . . . P. O. Box 188  
 Tel.: Gibson 3-7001 . . . . . KBS  
 President. . . . . R. E. Hock  
 Gen. Mgr., Ch. Eng. . . . . Hugh Hughes  
 Comm. Sta. Mgr. . . . . Willie Weems  
 Program Director . . . . . Tom Estes  
 Sales Prom. Mgr. . . . . Billy Strebeck  
 Publicity Dir. . . . . Barbara Goodwin

**WDDT—Greenville—1956**

Frequency: 900 Kc. . . . . Power: 1 Kw., d.  
 Owned-Operated By. . . . . WDDT Radio Co.  
 Address . . . . . 207 Main Street  
 Tel.: Edison 2-0526 . . . . . Independent  
 Station Representative . . . . . Everett-McKinney  
 General Manager. . . . . Ross Charles  
 Station Manager. . . . . W. H. Deans  
 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.: EDison 4-4559 . . . . . Independent  
 Sta. Reps. . . . . Devney; Melville, Crennan  
 Pres., General Manager. . . . . David M. Segal  
 Station Manager . . . . . Edward M. Guss  
 Commercial Manager. . . . . Jack R. Stull  
 Program Director. . . . . 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.: EDison 5-1441 . . . . . MBS  
 Representative. . . . . Bogner & Martin  
 Gen. Sta. Mgr. . . . . Emmett H. McMurry  
 Commercial Manager. . . . . Frank W. Baldwin  
 Program Dir. . . . . Harry E. Jones  
 Sales Prom., Publicity Dir. . . . . Mildred Flowers  
 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 . . . . . ABC  
 President. . . . . Cy N. Bahakel  
 General Manager. . . . . Don Neil  
 Sta., Comm. Mgr. . . . . Izas Bahakel  
 Program Director. . . . . Colleen Fulgham  
 Chief Engineer. . . . . Billy Brunt

**WGRM—Greenwood—1937**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . P. K. Ewing  
 Address. . . . . P.O. Box 553  
 Tel.: GLadstone 3-5441 . . . . . NBC-KBS  
 General Manager. . . . . F. C. Ewing  
 Commercial Mgr. . . . . Lew Sadler  
 Chief Eng. . . . . Louis Pierce

**WNAG—Grenada—1948**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Grenada Bcstg. Co.  
 Business Address. . . . . P.O. Box 920  
 Tel.: 1400 . . . . . MBS  
 Newspaper Affiliation. . . . . Commercial Dispatch  
 Station Representative . . . . . Everett-McKinney  
 President. . . . . Birney Imes, Jr.  
 General Manager. . . . . Bob Evans  
 Comm. Mgr., Program Dir. . . . . Ken Berryhill  
 Sales Mgr. . . . . Harold Penn  
 Chief Engineer. . . . . Jimmie Pinnix

**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, Sta. Mgr. . . . . James E. Reese

## MISSISSIPPI

Commercial Mgr. .... Ossie Owens  
Program, Publicity Dir. .... Tom Meek  
Chief Engineer. .... Charles A. Rauer

### WROA—Gulfport—1955

Frequency: 1390 Kc. .... Power: 1 Kw., d.  
Owned By. .... Chas. W. Dowdy  
Address. .... 1313 28th Ave.  
Tel.: UN 3-7133. .... Independent  
Pres., Gen. Mgr. .... John B. Caraway

### WBKH—Hattiesburg—1954

Frequency: 950 Kc. .... Power: 5 Kw. d.  
Owned. .... Deep South Radio, Inc.  
Address. .... 305 Bay Street  
Tel.: JU 2-1986. .... Independent  
Sta. Representative. .... Devney  
Gen. Mgr. .... F. M. Smith  
Comm. Mgr. .... Gerald Howell  
Prog. Director. .... Phil Snow  
Chief Engineer. .... James N. Watson

### WFOR—Hattiesburg—1925

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Sheridan, Inc.  
Address. .... 302 Hemphill St.  
Tel.: JU 4-5432. .... NBC  
President. .... B. W. Curry, Jr.  
General Manager. .... E. M. Jenkins  
Commercial Manager. .... Bud Norval  
Program Director. .... Keith Glatzer  
Chief Engineer. .... J. N. Watson

## 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.*

### WHSY—Hattiesburg—1948

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Hub City Bcstg. Co. Inc.  
Address. .... P.O. Box 1008  
Tel.: JU 3-1741. .... ABC  
Representative. .... Clark  
President, Gen. Mgr. .... Charles W. Holt  
Commercial Mgr. .... Bob French  
Station, Prom. Mgr. .... Frank B. Zalnoski  
Program Dir. .... Ron Myer

### WXXX—Hattiesburg—1957

Frequency: 1310 Kc. .... Power: 1 Kw., d.  
Owned. .... Radio Broadcast, Inc.  
Address. .... 1031 Broadway Drive  
Tel.: JU 2-2591. .... Independent  
Representative. .... Indie Sales  
President. .... Dave A. Matison, Jr.  
Manager. .... J. C. Walker  
Commercial Mgr. .... Andy Still  
Station Mgr. .... Jimmy Swan  
Program Dir. .... Bill Dore  
Sales Prom. Mgr. .... Fred Sands  
Publicity Dir. .... Pauline Everett  
Chief Engineer. .... C. C. Vogel

### WMDC—Hazlehurst—1953

Frequency: 1220 Kc. .... Power: 250 Watts d.  
Owned. .... Southwestern Bcstg. Co. of Miss.  
Address. .... Highway 51 N.  
Tel.: 869. .... KBS  
President, Gen. Mgr. .... Louis Allford  
Comm. Prom. Mgr. .... Mal Jones  
Sta. Mgr., Ch. Eng. .... A. M. Smith  
Program, Publicity Dir. .... 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.

### WDLT—Indianola—1953

Frequency: 1380 Kc. .... Power: 500 watts d.  
Owned By. .... Radio Cleveland, Inc.  
Address. .... 134 Baker St.  
Tel.: 500. .... KBS  
Station Representative. .... Devney  
President. .... J. R. Denton  
Gen. Mgr., Ch. Eng. .... Geo. Shurden

### WJQS—Jackson—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Dumas Milner Bcstg. Co.  
Address. .... King Edward Hotel  
Tel.: Fleetwood 4-5653. .... MBS  
Sta. Representative. .... Devney, Ayers  
President. .... Howard S. Cohoon  
Gen., Mgr. .... Lewis Heilbroner  
Asst. Sta., Mgr. .... Verne Freeman  
Program Director. .... Bill Slaton  
Chief Engineer. .... Les Hodges



**WJDX—Jackson—1929**

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Lamar Life Broadcasting Co.  
 Address.....715 S. Jefferson  
 Tel.: Fleetwood 2-2691.....NBC  
 Representative.....Hollingbery  
 President.....P. K. Lutken  
 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

**WJXN—Jackson—1940**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....916 Foley  
 Tel.: FL. 2-6673.....Independent  
 Sta. Representative.....Masla  
 President.....James T. Ownby  
 V.P., Gen. Mgr.....Gayle Swofford  
 Comm. Prom. Mgr.....John Bomer  
 Program Dir.....Bob Rall  
 Chief Engineer.....E. E. Peterson

**WOKJ—Jackson—1954**

Frequency: 1590 Kc. Power: 5 Kw.  
 Owned-Operated By.....Dixieland Bcstg. Co.  
 Business Address.....1017 Lynch St.  
 Tel.: Fleetwood 4-4096.....Independent  
 Station Representative.....Pearson  
 President.....John McLendon  
 Station Manager.....Al Evans  
 Program Director.....Ross Wilder  
 Chief Engineer.....John Wessler

**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.....Beaver  
 President.....Tom Wright  
 General Mgr.....R. McGregor  
 Chief Engineer.....William K. Phillips

**WSLI—Jackson—1938**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By.....Capitol Bcstg. Co.  
 Address.....P. O. Box 8187  
 Tel.: FI 4-2512.....ABC  
 Newspaper Affil. Daily News, Clarion Ledger  
 Representative.....Weed  
 General Manager.....L. M. Sepaugh  
 Station Manager.....Richard Voorhis  
 Commercial Manager.....Maurice Wray  
 Sales Promotion Mgr.....John L. Stuckey  
 Program Director.....Al Simmons  
 Publicity Director.....Bill Peeler  
 Chief Engineer.....C. A. Perkins

**WKOZ—Kosciusko—1947**

Frequency: 1350 Kc. Power: 5 Kw., d.

Owned-Oper. By.....Kosciusko Bcstg. Co.  
 Address.....109 W. Jefferson  
 Tel.: 782.....ABC  
 President.....Cy N. Bahakel  
 General Manager.....Mims Boswell, Jr.

**WAML—Laurel—1932**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....New Laurel Radio Station Inc.  
 Address.....Box 398  
 Tel.: 5601.....NBC  
 President.....Harold Mattson  
 Gen., Sta. Mgr.....Frank W. Sumrall  
 Commercial Manager.....M. M. Caver  
 Program, Prom. Dir.....Dave Kane  
 Publicity Director.....Len Maith  
 Chief Engineer.....Walter Hitt

**WLAU—Laurel—1946**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Southland Bcstg. Co.  
 Address.....437 N. Magnolia St.  
 Tel.: 8-7227.....ABC  
 Station Representative.....Devney  
 President, Gen. Mgr.....Gene Tibbett  
 Program Director.....Jim Gibbon  
 Chief Engineer.....Dudley Carter

**WNSL—Laurel—1957**

Frequency: 1260 Kc. Power: 1 Kw., d.  
 Owned.....Voice of the New South, Inc.  
 Address.....116 Beacon St.  
 Tel.: 8-7224.....Independent  
 Sta. Representative.....Grant Webb  
 Gen. Mgr.....Granville Walters  
 Comm. Mgr.....Teck Jones  
 Chief Engineer.....Glenn Holland

**WESY—Greenville—1958**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned By.....Miss.-Ark. Broadcasting Co.  
 Address.....110 N. Poplar  
 Tel.: EDison 2-0770.....Independent  
 Gen., Prog. Mgr.....Paul Artman  
 Commercial Manager.....Miller Abraham  
 Chief Engineer.....Otis W. Rushing

**WLSM—Louisville—1953**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Louisville Bcstg. Corp.  
 Address.....P.O. Box 111  
 Tel.: 1000.....Independent  
 Station Representative.....Walker-Rawait  
 Station Manager.....Herbert Guthrie

**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  
 Chief Engineer.....Bill White

# MISSISSIPPI

## WSJC—Magee—1957

Frequency: 1280 Kc. Power: 500 W. d.  
Owned By.....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  
Co-Owners.....Phillip Brady, Louis Alford,  
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  
General Manager.....Carroll Hines  
Commercial Manager.....Edward Yarborough  
Sales Prom Mgr.....Travis Myers  
Program Director.....Dean Strickland  
Chief Engineer.....Earl B. Neal

## WCOC—Meridian—1926

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Mississippi Bcstg. Co., Inc.  
Business-Studio Address.....North Three Ft. Bldg.  
Tel.: 2-7714.....CBS  
President, General Manager.....Withers Gavin

## 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  
General Mgr.....A. M. Smith  
Station, Ch. Eng.....Dan Hollingsworth  
Commercial Mgr.....Mrs. Harold Page  
Program Dir.....Earl Aycock  
Publicity Dir.....Claude Gray

## WMOX—Meridian—1945

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Radio Station WMOX  
Address.....P. O. Box 1511  
Tel.: 2-0171.....MBS  
Newspaper Affil.....Commercial Dispatch  
Station Rep.....Everett-McKinney; Beaver  
Owner.....Birney Imes, Jr.  
General Manager.....Bob Evans  
Comm. Sta. Mgr.....Monroe Looney  
Program Director.....Richard Hollingsworth  
Chief Engineer.....Steve Burkes

## WOKK—Meridian—1947

Frequency: 1450 Kc. Power: 1 Wt. d; 250 n.

Owned-Oper. By.....New South Bcstg. Corp.  
Address.....Box 528  
Tel.: 2-6133.....Independent  
Station Representative.....Webb  
President, Prog. Dir.....F. E. Holladay  
General Prom. Mgr.....J. Carson  
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.....Forjee  
Pres., Gen. Mgr.....A. L. Royal, Sr.  
Station Manager.....A. L. Royal, Jr.  
Program Director.....Sherman Johnson  
Chief Engineer.....O. Burkes

## 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.

## WNAT—Natchez—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Old South Bcstg. Co.  
Address.....Eola Hotel  
Tel.: 4621.....Independent  
General Manager.....Ervin Parks  
Chief Engineer.....M. C. Tyrone

## 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

## WBKN—Newton—1958

Frequency: 1410 Kc. Power: 500 Watts  
Owned By.....E. L. Burns  
Business Address.....110 S. Main  
Tel.: 70.....Independent  
General Manager.....Gerald Howell  
Chief Eng.....M. Howard

## WSUH—Oxford—1955

Frequency: 1420 Kc. Power: 1000 Watts, d.  
Owned-Oper. By.....Colonel Rebel Radio  
Address.....University Ave., East  
Tel.: 1133.....KBS  
Gen., Comm. Mgr.....C. H. Quick  
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  
 Prog. Dir., Ch. Engr..... Edward D. Quave

**WHOC—Philadelphia—1948**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... William Howard Cole  
 Address ..... Box 26  
 Tel.: 740..... Independent  
 Representative ..... Hil F. Best  
 President, Manager... William Howard Cole  
 Chief Eng..... Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc..... Power: 5000 W. d.  
 Owned-Oper. By..... Tung Bcstg. Co.  
 Business Address..... P.O. Box 358  
 Tel.: SY 8-4835..... KBS  
 President ..... H. R. McIntosh  
 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—1954**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lee Bcstg. Co.  
 Address..... East Main St.  
 Tel.: VI 2-3301..... ABC  
 Station Representative..... Hil F. Best  
 President..... E. O. Roden  
 Commercial Mgr..... D. E. Hooper  
 Station Mgr..... T. L. Estess  
 Program, Ch. Eng..... Cal Douglas

**WQBC—Vicksburg—1931**

Freq.: 1420 Kc.... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By... Delta Bcstg. Co., Inc.

Address..... Eve Post 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..... Virginia Estornelle  
 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..... Hopewell; Dora-Clayton  
 General Mgr..... John F. Shea

**WABO—Waynesboro—1954**

Frequency: 990 Kc..... Power: 250 Watts, d.  
 Owner..... New Laurel Radio Sta., Inc.  
 Address ..... Box 168  
 Tel.: Redwood 5-4700..... KBS  
 President ..... Harold Matison  
 General Manager..... Frank Sumrall

**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.  
 Chief Engineer..... Clyde McPherson

**WONA—Winona—1958**

Frequency: 1570 Kc..... Power: 1000 Watts  
 Owned By..... Southern Electronics, Inc.  
 Address..... P.O. Box 310  
 Tel.: 918..... MBS-KBS  
 Sta. Representative..... Everett-McKinney  
 President, Gen. Mgr..... Bob McRaney  
 Station, Comm. Mgr..... Bob Chisholm  
 Program Dir..... Pauline Ward  
 Sales Prom. Mgr..... Ed Foresythe  
 Chief Engineer..... William F. White

**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  
 Station, Comm. Mgr..... Frank Holifield  
 Program Director..... Don Wealer  
 Chief Engineer..... Colon Johnston



## *SELL "The Family Board of Directors" With Your Local Meredith Station*

Yes . . . this situation, one of many offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound site structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

### *MEREDITH STATIONS ARE "ONE OF THE FAMILY"*

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
TULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

THE KATZ AGENCY  
THE KATZ AGENCY  
THE KATZ AGENCY  
JOHN BLAIR & Co.—BLAIR TV  
JOHN BLAIR & Co.

*Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines*

Pop.: 4,739,000  
Families: 1,447,500  
Radio Homes: 1,399,000

# MISSOURI

TV Homes: 1,271,000  
AM Stas. in State: 77  
TV Stas. in State: 16

## 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

## 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  
Co-owners: L. C. McKenney, Rob. Neathery  
Sta. Mgr., Pub. Dir.: Orville Barton  
Comm., Sales Prom. Mgr.: Gene Gideon  
Program Director: Mrs. Pat Snyder  
Chief Engineer: Leland Ebert

## KGHM—Brookfield—1955

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned By: Green Hills Bcstg. Co.  
Address: 308 N. Main  
Tel.: 1800 KBS  
Gen. Mgr.: Keith Morris

## 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

## 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 Independent  
Station Representative: Webb  
Pres., Gen. Mgr.: William C. Brandt  
Sta., Comm. Mgr.: John J. Brandt  
Sales Promotion Mgr.: Jack Kohrumel

## KAOL—Carrollton—1959

Frequency: 1430 Kc. Power: 590 Watts, d.  
Owned By: Homeland Enter., Inc.  
Address: 215 S. Main St.  
Tel. 27 KBS  
General Manager: Fred Phaby  
Program Director: Lawson Phaby  
Chief Engineer: C. Bolinger

## KDMO—Carthage—1947

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By: Carthage Bcstg. Co.  
Address: 1201 E. Chestnut  
Tel.: FLEetwood 8-2648 KBS  
Sta. Representative: Keystone  
President, Gen. Mgr.: J. J. Daly  
Comm., Program Mgr.: Leon H. Crocker  
Chief Engineer: George F. Province

## 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

## KCHR—Charleston—1953

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. By: South Mo. Bcstg. Co.  
Address: South Main St.  
Tel.: Murray 2-4451 KBS  
Pres., Gen. Mgr., Chief Eng.: Kermit Barker

## KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By: Cecil W. & Jane Roberts, Inc.  
Address: P.O. Box 719  
Tel.: Mission 6-4173 Independent  
General Manager: Cecil W. Roberts  
Station Manager, Ch. Eng.: Howard G. Rion

## KDKD—Clinton—1951

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned: Osage Broadcasting Corp.  
Address: Box 113  
Tel.: 233 Independent  
Representative: Indie Sales  
Gen. Mgr.: William R. Tedrick  
Chief Engineer: Stuart W. Underwood

## KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By: Cecil Roberts  
Business Address: P.O. Box 412  
Tel.: GI 2-4401 KBS  
Representative: Best  
General Mgr.: Fred Morse  
Chief Engineer: James Belknap

## KFRU—Columbia—1925

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: KFRU, Inc.  
Address: P. O. Box 89  
Tel.: GI 3-4141 ABC  
Newspaper Affiliation: Daily Tribune  
Station Rep.: Webb  
President: H. J. Waters, Jr.

**FACT:**

The prestige of your station depends, to a large degree, on the quality of its news programs.

**FACT:**

The quality of the news programs depends on the source which gathers and distributes the news.

**FACT:**

There is no better source than THE ASSOCIATED PRESS, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

**CONCLUSION:** *You Can Get The Best.  
Why Settle For Less?*



50 Rockefeller Plaza  
New York 20, N. Y.



General Manager.....Mahlon R. Aldridge  
 Commercial Manager.....Gregory Reeser  
 Sta., Prom., Mgr.....F. L. Le Grand  
 Program, Publicity Dir.....David Ormiston  
 Chief Engineer.....Robert Haigh

**KDEX—Dexter—1955**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Stoddard Ct. Bcstg. Co.  
 Address.....Box 380  
 Tel.: 1400.....Independent  
 Representative.....Sears and Ayer  
 General Manager.....Jerome B. Zimmer  
 Commercial Mgr.....Welcome Stantin  
 Program Director.....Duane Williams  
 Sales Prom. Mgr.....Don Fenimore  
 Sta. Mgr., Chief Eng.....L. D. Speidel

**KREI—Farmington—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. System  
 Address.....P.O. Box 270  
 Tel.: PLateau 6-5125.....KBS  
 Station Rep.....Hil F. Best  
 President, Gen. Mgr.....Cecil W. Roberts  
 Comm. Sta. Mgr.....R. D. Rapp  
 Chief Engineer.....James Roberts

**KJCF—Festus—1951**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned.....Garrett Bcstg., Inc.  
 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 By.....Lead Belt Bcstg. Co.  
 Business-Studio Address.....Flat River  
 Tel.: GE 1-2000.....Independent  
 President.....Oscar C. Hirsch  
 Gen., Sta. Mgr.....James F Collins  
 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.: Midway 2-3341.....Independent  
 Station Representative.....Pearson  
 Owner, Gen. Mgr.....R. W. Nickles  
 Comm. Manager.....L. Reed Holt  
 Program Director.....M. A. Lee  
 Chief Engineer.....R. D. Archibald

**KHMO—Hannibal—1941**

Freq: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mark Twain Bcstg.  
 Address.....413 Broadway  
 Tel.: 3450.....Independent  
 Representative.....Hollingbery  
 President.....Jerrell Shepherd  
 General Manager.....A. E. Dahl  
 Station Manager.....James F. Jae, Jr  
 Commercial Manager.....William Stephenson

Program Director.....Jim Loyd  
 Sales Prom. Mgr.....Max Heimer  
 Publicity Director.....Joe Gross  
 Chief Engineer.....Ralph Deatherage

**KANS—Independence—1947**

Frequency: 1510 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KIMO, Inc.  
 Address.....43 Blue Ridge Center, K. City, Mo.  
 Tel.: FLEMing 3-8600.....Independent  
 Sta. Representative.....Meeker Co.  
 President.....Glenn Griswold  
 V.P., General Manager.....Cal Perley  
 Station Mgr., Comm.....Gerald Hauser  
 Program Mgr.....Jack Call  
 Chief Engineer.....Marvin Bredemier

**KLIK—Jefferson City—1954**

Frequency: 950 Kc.....Power: 5 Kw., d.  
 Owned.....KUK Bcstg., Inc.  
 Address.....410 E. Capital  
 Tel.: 5-4136.....Independent  
 Station Representative.....Headley-Read  
 Exec. Vice Pres.....Ted Nelson  
 General Manager.....Glen M. George  
 Commercial Mgr.....Stan Grieve  
 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.....William H. Weldon  
 General Manager.....R. L. Rose  
 Station Manager.....Wm. R. Natsch, Jr.  
 Program Director.....Curtis Brown  
 Chief Engineer.....Leroy S. Hackmann

**KFSB—Joplin—1948**

Freq. 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Four States Bcsters, Inc.  
 Business Address.....405 Schifferdecker  
 Tel.: Mayfair 4-1310.....Independent  
 Newspaper Affiliation.....Southwestern Weekly  
 Representative.....Meeker  
 President.....Harry Easley  
 Gen. Sta., Mgr.....W. H. Clark  
 Program Director.....Ed Johnson  
 Chief Engineer.....Lloyd Frazier

**KODE—Joplin—1946**

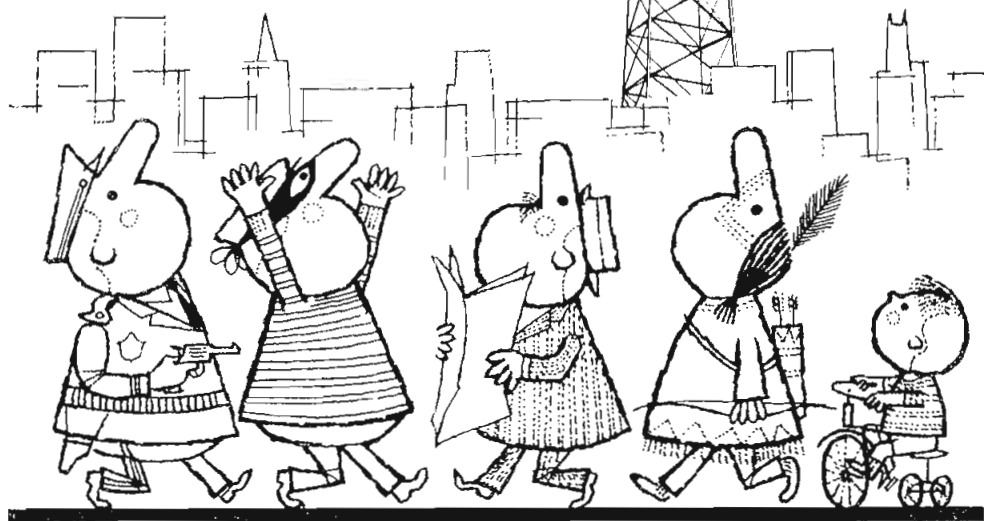
Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSTV, Inc.  
 Address.....1928 W. 13 St.  
 Tel.: MA 3-7260.....CBS  
 President.....Jack Berkman  
 General Manager.....D. T. Knight  
 Commercial Manager.....Merle Dunn  
 Sales Prom., Pub. Dir.....William Harned  
 Program Director.....Jay Corrington  
 Chief Engineer.....Jack Langford

**WMBH—Joplin—1928**

Frequency: 1450 Kc.....Power: 250 Watts

in Kansas City  
everybody looks up  
to **KCMO**

Just as KCMO's tall, tall tower dominates the Kansas City skyline, so does KCMO dominate the listening and viewing preferences of this market.



**Radio**

— 810 on the dial.  
50,000 watts by day,  
10,000 by night.

**Television**

— channel 5  
— from America's tallest  
self-supported TV tower.

**FM**

at 94.9 meg.  
Kansas City's only  
fine music station.



CBS RADIO AND TELEVISION

Owned-Operated By.....Radio Joplin  
 Business Address .....Box 906  
 Tel.: MA 4-4330.....MBS  
 Pres., Gen. Sta. Mgr.....Don O'Brien  
 Chief Engineer.....Al Four Tillott

**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  
 Program Director.....John Pearson  
 Prom., Publicity Dir.....F. C. Strawn  
 Chief Engineer.....Carl Troeglen

**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.  
 Tel.: H Harrison 1-2650.....ABC  
 Representative...Peters, Griffin, Woodward  
 President.....Donald D. Davis  
 Exec. 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

**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  
 Program Director.....Jack Barr  
 Chief Engineer.....Don Warnock

**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.....Independent  
 Representative.....H. I. Christal  
 President.....Charles L. Glett  
 V.P., General Mgr.....William A. Bates  
 Asst. to Gen. Mgr.....Jay Barrington  
 Nat. Comm. Mgr.....Donald J. Gibson  
 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.  
 Address.....10th & McGee Sts.  
 Tel.: BA 1-8300.....Independent  
 Station Representative.....John Blair Co.  
 President.....Todd Storz  
 V.P. Gen. Mgr.....George W. Armstrong  
 Sta. Operations Mgr.....Donald A. Loughnane  
 Program Director.....C. E. Clark  
 Publicity Dir.....A. A. Zimmerman  
 Dir. of Eng.....Robert Tilton

**KBOA—Kennett—1947**

Frequency: 830 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Kennett Bcstg. Corp.  
 Business Address.....P.O. Box 428  
 Tel.: TUxedo 8-4616.....Independent  
 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 By.....Community Broadcasters, Inc.  
 Business Address.....KIRX Bldg.  
 Tel.: MO 5-3781.....KBS-ABC  
 Pres., Gen. Mgr.....Samuel A. Burk  
 Commercial Manager.....J. J. Dougherty

**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

Program Director.....Robert Carlson  
Publicity Director.....Ruth Miller  
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.: Keystone 2-3981.....KBS  
President.....O. R. Wright  
General Mgr.....Jack Sellers  
Sales Mgr.....Tom Miller  
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.: Alpine 9-3232.....Independent  
Station Representative.....Grant Webb  
Owner, Gen. Mgr., Ch. Eng., Ralph E. Meador  
Program, Publicity Dir.....Ed Luehrman

### 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  
General, Sta. Mgr.....Richard J. Wiethan  
Commercial Mgr.....Grant Stanford  
Program Director.....James R. Haynes  
Chief Engineer.....George Longdo

### KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KMMO, Inc.  
Address.....Marshall  
Tel.: Garden 6-4422.....Independent  
President.....F. V. Heinkle  
General Manager.....J. M. Silvey  
Commercial Mgr.....Marvin Hemme  
Station Mgr.....Harold Douglas  
Program Dir.....Fred Miller  
Publicity Dir.....W. Judd Wyatt  
Chief Engineer.....Bill Williams

### KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.  
Owned.....Clark Bcstg. Co.  
Business Address.....P.O. Box 273  
Tel.: 730.....KBS  
President.....Harold Eck  
Gen. Mgr., Ch. Engr.....Wayne J. Hatch

### KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Audrain Bcstg. Corp.  
Address.....1705 E. Liberty  
Tel.: JU 1-2340.....MBS  
President.....J. B. Arthur  
V. P. General Mgr.....W. Earl Dougherty  
Commercial Mgr.....Harold Gamm  
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.: Amherst 3-1600.....Independent  
President.....Jerrell A. Shepherd  
Station Manager.....Jim Lipsey  
Chief Engineer.....R. Deatherage

### 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 Pilant  
Sales Promotion Manager.....Maynard Sloan  
Program Director.....Noel Moody  
Publicity Director.....Carolyn Crane  
Chief Engineer.....Jack Allen

### KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owner.....KLRS Bcstg. Co.  
Business Address.....Route 4  
Tel.: 650.....KBS  
Representative.....Hil F. Best  
President.....Floyd W. Jones  
Gen. Mgr., Prog. Dir.....John W. Billingsley  
Chief Engineer.....Emory T. Caudill

### KBTN—Neosho—1955

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned.....So. Missouri Invest. Corp.  
Address.....212½ E. Main St.  
Tel.: GL 1-1420.....Independent  
Pres., Gen. Mgr.....W. M. Harlow  
Comm. Prom. Mgr.....W. Al Ralls  
Program, Publicity Dir.....Marie Harlow  
Chief Engineer.....George Province

### KNEM—Nevada—1949

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio KNEM, Inc.  
Address.....P. O. Box 15  
Tel.: Normand 7-3113.....KBS  
Pres., Ch. Engr.....Kenneth E. White  
Commercial Manager.....Virgil Kachel

### KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned.....Central Missouri Bcstg. Co.  
Address.....P. O. Box 125  
Tel.: Fl 8-2411.....KBS  
Sta. Representative.....Richard Bradley  
President, Gen. Mgr.....Jim Risner  
Program Dir.....Ella Mae Risner  
Chief Engineer.....M. F. Spurgeon

**KYPO—Potosi—1959**

Frequency: 1280 Kc. Power: 500 Watts, d.  
Owned By.....Franklin Cty. Bcstg. Co.  
Address.....P.O. Box 426  
Tel.: Hemlock 8-1280.....Independent  
Station Rep.....Hil F. Best  
President.....Les Ware  
Station Mgr.....Herbert Hausman  
Program Director.....Geo. Lackey  
Chief Engineer.....Nor Neilson

**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  
General Manager.....A. L. McCarthy

**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. Miltchum

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. Power: 500 Watts  
Owned-Oper. By.....Donze Enterprises, nc.  
Business Address.....410 Merchant St.  
Tel.: Tuxedo 3-2980.....Independent  
Newspaper Affil.....Monitor  
President, General Manager....Elmer L. Donze  
Program Director.....Mrs. E. L. Donze  
Publicity Director.....Jim Schott  
Chief Engineer.....Murel L. Rose

**KADY—St. Charles—1958**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned By.....KADY, Inc.  
Address.....P. O. Box 6155, 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.....Betty Harris  
Sales Prom. Mgr.....Nicholas Pagliara  
Publicity Dir.....Patsy Gibbs  
Chief Engineer.....Jack A. Chenoweth

**KFEQ—St. Joseph—1923**

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Oper. By.....KFEQ Bcstg. Co.  
Business Address.....40th & Faraon  
Tel.: Adams 3-2528.....Independent  
Sta. Representative.....Headley-Reed  
President.....Jessie D. Fine  
V.P., Gen. Mgr.....Ted Nelson  
Sales Manager.....Ted Griffin  
Program Director.....Gene Milsteen  
Chief Engineer.....John Carroll

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. Power: 5000 Watts  
Owned-Oper. By.....MacRay Radio & TV Corp.  
Business Address.....404 S. 8th  
Tel.: AD 4-6346.....MBS  
Representative.....Clark  
President.....Jock MacGregor  
V.P., General Mgr.....Raymond J. Cheney  
Program Director.....Ted Stader  
Chief Engineer.....Don O'Brian

**KUSN—St. Joseph—1949**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Operated By.....KUSN Corp.  
Address.....8th & Frederick  
Tel.: Adams 3-2577.....Independent  
Station Representative.....Pearson  
President, Gen. Mgr.....Frederick P. Reynolds  
Vice Pres., Program Dir.....Warren Rhyner  
Chief Engineer.....Fred Chitwood

**KATZ—St. Louis—1955**

Freq.: 1600 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Laclede Radio  
Business Address.....273 Arcade Bldg.  
Tel.: CH 1-6000.....Independent  
Station Representative.....Continental  
President.....O. Wayne Rollins  
Gen., Sta. Mgr.....Robert Lyons  
Chief Engineer.....Charles O. Rick

**KMOX—St. Louis—1925**

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
Address.....1144 Hampton Ave.  
Tel.: Mission 7-5500.....CBS  
Representative.....CBS Radio Spot Sales  
V. P., General Manager.....Robert Hyland  
Sales Mgr.....Tony Bello  
Program Dir.....Larry Cooper  
Sales Prom. Mgr.....Alice Koch  
Publicity Dir.....Bob Rehg  
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.....E. L. Francisus  
Station Manager.....Arthur J. Casey  
Program Director.....Sterling Harkins  
Sales Prom, Publicity Dir.....Don Burnes  
Chief Engineer.....J. E. Risk

**KSTL—St. Louis—1948**

Frequency: 690 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Louis, Inc.  
Address.....P. O. Box 1440  
Tel.: BR 1-6090.....Independent  
Representative.....Forjoe

**MISSOURI**

Pres., Gen. Sta. Mgr. .... Dick J. Kasien  
 Commercial, Prom. Mgr. .... Art Ford  
 Program Director ..... Bill Vietmeier  
 Publicity Director ..... Doris Jeunemann  
 Chief Engineer ..... Ralph Howard

**KWK—St. Louis—1927**

Frequency: 1380 Kc. .... Power: 5000 Watts d.  
 Owned By ..... Milwaukee Bcstg. Co.  
 Business Address ..... 800 N. 12th  
 Tel.: MAin 1-1380 ..... Independent  
 Station Representative ..... Headley-Reed  
 President ..... A. M. Spheeris  
 General Mgr. .... William L. Jones, Jr.  
 Commercial Mgr. .... Don Hamel  
 Station Mgr. .... Gil Newsome  
 Program Dir. .... Gene Davis  
 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 Bompert, Brentwood 17, Mo.  
 Tel.: WO 1-1320 ..... Independent  
 Station Representative ..... Bernard Howard  
 President ..... Richard J. Miller  
 Gen. Sta. Manager ..... R. M. Hetherington  
 Asst. Sta. Mgr. .... Philip O'Brien  
 Commercial Manager ..... Woody Cummings  
 Program Director ..... Marshall Zwick  
 Chief Engineer ..... James F. Mitchell

**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. Sales ..... Stanley N. Kaplan  
 Administrator ..... William T. McKibben  
 Admin. Asst. .... Harriet Baker  
 Program Director ..... John Carney, Jr.  
 Promotion Dir. .... Michael Ruppe, Jr.  
 Publicity Dir. .... Dorothy Marx  
 Chief Engineer ..... Mel Hart  
 Owners of: WBTT, Milwaukee; KBOX, Dallas, Tex.;  
 WTVO-TV, ROCKFORD, Ill.; WICS-TV, Spring-  
 field, Ill.; WDCU-TV, Champ. Ill.

**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 Blatr  
 President ..... E. M. Roberts, Jr.  
 V.P., General Manager ..... C. L. Thomas  
 Comm. Mgr. .... W. C. O'Donnell  
 Sales Prom. Mgr. .... Richard Garesche  
 Chief Engineer ..... Al Godron

**WEW—St. Louis—1921**

Frequency: 770 Kc. .... Power: 1000 Watts d.

**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

Owned-Oper. By.....Barrington Co.  
 Address.....220 N. 4th St.  
 Tel.: CH 1-1921.....ABC-MBS  
 Representative.....Bolling Co.  
 Pres., Gen. Mgr.....Bruce Barrington  
 Commercial Manager.....Sam Woodall  
 Sales Prom., Pub. Dir.....Genie Collins  
 Program Director.....Don Norman  
 Chief Engineer.....Charles Casey

**KSMO—Salem—1953**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Zola Bcstg. Co.  
 Address.....P. O. Box 71  
 Tel.: 303.....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

**KSIS—Sedalia—1953**

Frequency: 1050 Kc.....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.  
 Commercial Mgr.....Maxine Scott  
 Program Dir.....Stan Blake  
 Sales Prom. Mgr.....W. P. Tedlie  
 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 Afil. Springfield Newspapers, Inc.  
 Rep.....Venard, Rintoul & McConnell  
 General Manager.....Don C. Dailey  
 Asst. Commercial Mgr.....William De Lange  
 Program Director.....Jerry Higley  
 Publicity Director.....Dudley Morris  
 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  
 General Manager.....Robert Vinyard, Jr.

**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 5-6614.....CBS  
 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.  
 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.....Joe Slattery  
 Publicity Director.....Bill Bailey  
 Chief Engineer.....Wallis Fender

**KALM—Thayer—1953**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned By...R. F. Neathery & R. F. Neathery, Jr.  
 Address.....Thayer  
 Tel.: 165.....KBS  
 Sta. Representative.....Hil F. Best  
 Pres., Gen. Sta. Comm. Mgr....R. F. Neathery  
 Sales Prom. Mgr.....Tom Stone  
 Program Dir.....Henry Hamilton  
 Publicity Dir.....Charlie Hamilton  
 Chief Engineer.....Willis S. Beatty, Jr.

**KTTN—Trenton—1955**

Frequency: 1600 Kc.....Power: 500 W. d.  
 Owned-Oper. By.....Trenton Bcstg. Co.  
 Address.....112 E. Ninth St.  
 Tel.: 1600.....KBS  
 General Manager.....Sam A. Burk  
 Commercial Manager.....Bob Dennis  
 Prog. Dir.....Rick McHargue  
 Chief Engineer.....Lynn Bradley

**KLPW—Union—1954**

Frequency: 1220 Kc.....Power: 1000 W. d.  
 Owned.....Franklin County Bcstg. Co.  
 Address.....P. O. Box 72  
 Tel.: LUCerne 3-3355.....Independent  
 Sta. Representative.....Hil F. Best  
 President.....Leslie P. Ware  
 Gen., Sta. Mgr.....Norb Moore  
 Program Director.....Chuck Otte  
 Chief Engineer.....Frank Lohmeyer



# MISSOURI-MONTANA

## KOKO—Warrensburg—1953

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Johnson County Bcstg. Inc.  
 Address: Box 395  
 Tel.: Warrensburg 1450 KBS  
 Sta. Representative: Hil F. Best  
 President, Gen. Mgr.: Les Ware  
 Comm. Prom. Mgr.: Earl Uhler  
 Program Dir.: Tom Williams  
 Chief Engineer: Don Hobleman

## KWRE—Warrenton—1949

Frequency: 730 Kc. Power: 500 Watts  
 Owned By: KWRE Radio, Inc.  
 Address: Warrenton  
 Tel.: Gladstone 6-3311 KBS  
 Representative: Continental  
 President, Gen. Mgr.: J. Soulard Johnson  
 Commercial Mgr.: Francis Rees

## 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: Fritze 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.: 740,000  
 Families: 214,000  
 Radio Homes: 206,000

# MONTANA

TV Homes: 136,000  
 AM Stas. in State: 34  
 TV Stas. in State: 9

## KANA—Anaconda—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Tri-County Radio  
 Address: Anaconda  
 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  
 Chief Engineer: Walt Derzay

## KGVW—Belgrade—1959

Frequency: 630 Kc. Power: 1 Watt, d.  
 Owned By: King's Garden, Inc.  
 Address: P.O. Box 37  
 Tel.: 144 Independent  
 President: Mike Martin  
 General Mgr.: A. Erickson  
 Program Director: Phil Doud  
 Chief Engineer: Ben Hespen

## KBMY—Billings—1946

Frequency: 1240 Kc. Power: 250 Watts  
 Owned: Billings Bcstg. Co.  
 Address: Box 2544  
 Tel.: 9-4586 KBS-MBS-ABC  
 Station Rep.: Avery-Knodel  
 General Manager: Ken Nybo  
 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: Jelf Kiichli  
 Commercial Manager: Warren Marshall  
 Program, Publicity Dir.: V. Braunberger

## KOOK—Billings—1951

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Montana Network  
 Address: 3223 Third Ave., N.  
 Tel.: Alpine 2-5611 CBS  
 Station Rep.: Walker-Rawalt; Art Moore  
 President: Joseph S. Sample  
 General Manager: John F. Graham  
 Commercial Mgr.: J. Kenneth Do-y  
 Program Director: Jack C. Dunhaver  
 Publicity Director: C. G. May  
 Chief Engineer: Grant French

## KOYN—Billings—1955

Frequency: 910 Kc. Power: 1000 Watts  
 Owned: D. G. Williams & D. Berthoff  
 Address: Riverside Drive, Box 956  
 Tel.: Cherry 5-4177 Independent  
 Representative: Forjoe  
 General Mgr.: Lew Thuesen  
 Commercial Mgr.: Bob Thompson  
 Program Dir.: Hal Thomas  
 Chief Engineer: Dick Rasky

## KURL—Billings—1959

Frequency: 730 Kc. Power: 500 Watts  
 Owned By: Yellowstone Bcstg. Corp.  
 Address: Midland Savings Bank Bldg.  
 Tel.: CH 5-3121 Independent  
 General Manager: George Norman  
 Station Mgr.: Bart Tolleson  
 Production Dir.: Darryll Kruse  
 Commercial Mgr.: Richard Fife  
 Chief Engineer: Joseph M. Groves

**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  
 Chief Engineer.....Thomas T. Weir

**KXXL—Bozeman—1939**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....XX Broadcasting Corp.  
 Address.....Route No. 4  
 Tel.: JUNiper 7-3188.....ABC-MBS-NBC  
 Sta. Reps.....Walker-Rawalt; Art Moore  
 Pres., Gen., Sta. Mgr.....Richard D. Smiley  
 Commercial Mgr.....Thomas A. Sandenaw  
 Program Dir.....Sell Rapkoch  
 Publicity Dir.....Douglas Davies  
 Chief Engineer.....Ed Carpenter

**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.....C. Beardslee

**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  
 General, Sta. Mgr.....R. H. Webb  
 Commercial Manager.....Laurie McNicholas  
 Program Director.....Al Plachta  
 Sales Prom. Mgr.....Ed Lally  
 Publicity Director.....Frances Soll  
 Chief Engineer.....W. D'Orr Cozzens

**KXLF—Butte—1929**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By.....KGIR, Inc.  
 Address.....P.O. Box 1956  
 Tel.: 2-9111.....NBC  
 Sta. Reps.....Walker-Rawalt; Art Moore  
 General Manager.....E. B. Craney  
 Commercial Manager.....Arne E. Anzjon  
 Chief Engineer.....V. Totter

**KDBM—Dillon—1956**

Frequency: 800 Kc. Power: 1000 Watts, d.  
 Owned.....Vigilante Bcstg. Co.  
 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  
 Owned.....Glasgow Broadcasting Co.  
 Address.....Bjorklund Bldg.  
 Tel.: ACademy 8-9336.....Independent  
 Representative.....Holman  
 President, Gen. Mgr.....Willard L. Holter  
 Station Manager.....Lloyd W. Melby  
 Program Director.....Linda Madson  
 Chief Engineer.....Les Wilson

**KXGN—Glendive—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Glendive Bcstg. Co.  
 Address.....122 S. Merrill Ave.  
 Tel.: EM 5-3377.....Independent  
 President.....Lewis W. Moore  
 General Manager.....Daniel C. Palen  
 Commercial Dir.....Bert Rockwell  
 Sales Prom. Dir.....Ken Berg  
 Program Director.....Raymond F. Nicklay  
 Chief Eng.....Donald J. Powers

**KFBB—Great Falls—1922**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By.....KFBB Corp.  
 Address.....Box 1139  
 Tel.: GL 3-4377.....CBS  
 Station Rep.....Bolling  
 President.....Joseph P. Wilkens  
 General Mgr.....D. E. Bright  
 Program Director.....Leo Ellingson  
 Station, Comm. Mgr.....Patrick E. Lee  
 Chief Eng.....Anthony Lopuch

**KMON—Great Falls—1947**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned By.....KMON, Inc.  
 Business Address.....P.O. Box 1905  
 Tel.: GL 3-0336.....ABC  
 Representative.....Avery-Knodell  
 President.....George C. Hatch  
 General Manager.....Robert H. Warner  
 Commercial Manager.....F. W. Kaul  
 Program Director.....Don Robinson  
 Chief Engineer.....Eugene B. Bunker

**KUDI—Great Falls—1957**

Frequency: 1405 Kc. Power: 1000 W. d.; 250 n.  
 Owned-Operated By.....Community Broadcasters  
 Address.....Hollywood & Vine  
 Tel.: Glendale 2-9533.....Independent  
 Sta. Representative.....Forjoe  
 President, Gen. Mgr.....Paul Crain  
 Station Mgr.....Bill Arend  
 Program Dir.....Coop Rider  
 Chief Engineer.....Bill McArthur

**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 Rep.....Walker-Rawalt

# MONTANA

Pres., Gen. Mgr. . . . . Pat M. Goodover  
Station Manager . . . . . E. R. Kukkola  
Chief Engineer . . . . . W. E. Murray

## KOJM—Havre—1947

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . No. Montana Bcstg. Co.  
Address . . . . . 426 1/2 1st St.  
Tel.: 1096 . . . . . NBC, KBS  
Representative . . . . . Walker-Rawalt  
President . . . . . Richard D. Rubie  
General Manager . . . . . Charlotte H. Brader  
Comm. Mgr. . . . . Carlyle D. Leeds  
Publicity, Program Director . . . . . S. G. Stephens  
Chief Eng. . . . . C. E. Wartford

## KCAP—Helena—1949

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . KCAP Broadcasters  
Address . . . . . 9 Last Chance Gulch  
Tel.: HI 2-4490 . . . . . Independent  
Sta. Representative . . . . . Gill Perna  
President, Gen. Mgr. . . . . Dale G. Moore  
Commercial Manager . . . . . Bill Walrath  
Station Manager . . . . . Joe Spoja  
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-Rawalt  
President . . . . . E. B. Craney  
Gen., Sta. Mgr. . . . . Barclay Craighead  
Commercial Mgr. . . . . Walter Marshall  
Sales Prom. Mgr. . . . . Wes Hanger  
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 . . . . . N. Kurtz  
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 . . . . . Marlin T. Obie  
Address . . . . . Box 620

Tel.: KE 8-3441 . . . . . ABC-MBS  
Representative . . . . . Grant Webb  
President . . . . . Marlin T. Obie  
Gen. Mgr., Ch. Eng. . . . . David L. Sather  
Commercial Mgr. . . . . Lew Boucher  
Program Dir. . . . . Alden Mikkelsen

## KPRK—Livingston—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned . . . . . Yellowstone Amusement Co.  
Address . . . . . Box 691  
Tel.: AC 2-2841 . . . . . Independent  
Representative . . . . . Grant Webb  
Pres., Gen., Sta. Mgr. . . . . Paul B. McAdam  
Comm. Sale Prom. Dir. . . . . Jack Hinman  
Program, Publicity Dir. . . . . Nikki Kolence  
Chief Engineer . . . . . Mitchell Davis

## 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-ABC  
Newspaper Affiliation . . . . . Miles City Star  
Representative . . . . . Avery-Knodel  
Gen., Sta. Mgr. . . . . Ian A. Elliot  
Commercial Manager . . . . . Fred B. Hunnes  
Sales Prom. Mgr. . . . . Louise De Graw  
Program Director . . . . . T. J. Biedrzycki  
Publicity Director . . . . . Harry Ivascoop  
Chief Engineer . . . . . Paul Miller

## KGVO—Missoula—1931

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . KGVO Bcstrs., Inc.  
Bus.-Studio Address . . . . . 132 West Front  
Tel.: Lincoln 3-7151 . . . . . CBS  
Sta. Representative . . . . . Gill-Perna  
President Gen. Mgr. . . . . Dale G. Moore  
Comm. Sta. Mgr. . . . . Bob Churney  
Sales Prom. Mgr. . . . . Hal Johnson  
Chief Engineer . . . . . Leo Stewart

## KQTE—Missoula—1955

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Montana Bcstg. Co.  
Address . . . . . Box 1202  
Tel.: Lincoln 9-3344 . . . . . ABC  
Sta. Representative . . . . . Avery-Knodel  
Pres., Gen. Mgr. . . . . Wm. J. Strothman  
Commercial Manager . . . . . Florence Smith  
Station Manager . . . . . J. D. Coleman  
Chief Engineer . . . . . Robert Scherpenseel

## KYSS—Missoula—1959

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
Owned By . . . . . Treasure State Bcstg., Co.  
Address . . . . . 112 W. Front St.  
Tel.: Lincoln 3-3105 . . . . . Independent  
General, Comm. Mgr. . . . . Chester M. Murphy  
Program Director . . . . . James Goodrich  
Sales Prom., Pub. Dir. . . . . Cris Kay  
Chief Engineer . . . . . Jerry Leathers

**KXLL—Missoula—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Montana Assoc.  
 Address.....XL Avenue  
 Tel.: Lincoln 3-7312.....NBC-KBS  
 Representative.....Walker-Rawalt  
 Pres., Gen. Sta. Mgr.....Robert J. Gillis  
 Commercial Manager.....Frank Driscoll  
 Program Dir., Ch. Eng.....Dutch Mayer

**KSEN—Shelby—1947**

Frequency: 1150 Kc...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.....Keith Krebsbach  
 Comm. Sta. Mgr.....Don Cole  
 Program Director.....Gary Torgenson  
 Sales Promotion Manager.....J. W. Unson  
 Publicity Director.....Bob Miller  
 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-KBS  
 General Manager.....R. E. Coffey  
 Commercial Manager.....Robert Behr  
 Program Director.....Dennis Johnson  
 Chief Engineer.....Kenneth Karge

Pop.: 1,592,000	<b>NEBRASKA</b>	TV Homes: 384,000
Families: 463,000		AM Stas. in State: 35
Radio Homes: 453,000		TV Stas. in State: 7

**KCOW—Alliance—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Sandhills Bcstg. Corp.  
 Address.....Melody Lane  
 Tel.: 1400.....KBS  
 Representative.....Continental  
 President.....T. C. Gregory  
 General. Sta. Mgr.....Jim Ballas  
 Commercial Mgr.....Darrell Falfar  
 Chief Engineer.....Stan Delahoyde

Newspaper Affiliation.....Norfolk D. News  
 Sta. Representative.....Walker-Rawalt  
 President.....Jerry Huse  
 General. Comm. Mgr.....John J. Miller  
 Program Director.....Jack Close  
 Sales Prom. Mgr.....Duane Shupe  
 Chief Engineer.....Frank Allen

**KWBE—Beatrice—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....MIA Enterprises  
 Address.....Sherman & Mary Sts.  
 Tel.: CA 3-2388.....Independent  
 Sta. Reps.....John E. Pearson, Soderlund Co.  
 President, Gen. Mgr.....Gordon C. Pentz  
 Chief Engineer.....Arlin Holle

**KJSK—Columbus—1948**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KJSK, Inc.  
 Business Address.....Box 460  
 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

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc...Power: 1000 Watts d.  
 Owned-Oper. By.....Custer County Bstg. Co.  
 Address.....Box 561  
 Tel.: TR 2-5881.....Independent  
 Manager.....Georgia A. Crawford  
 Chief Engineer.....M. Hromas

**KTNC—Falls City—1957**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned By.....Craig Siegfried  
 Address.....Stephenson Hotel  
 Tel.: FC 2453.....Independent  
 Representative.....Best  
 President.....Craig Siegfried  
 General. Sta. Mgr.....Tom Siegfried  
 Commercial Mgr.....Bill Hardt  
 Program Director.....Larry Scott  
 Chief Engineer.....Allan Sweigler

**KCSR—Chadron—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Community Ser. Radio Co.  
 Address.....212 Bordeaux St.  
 Tel.: HE 2-5545.....Independent

**KHUB—Fremont—1939**

Frequency: 1340 Kc.....Power: 100 Watts

## NEBRASKA

Owned-Oper. By..... Snyder Enterprises  
Business-Studio Address..... 118 E. 5 St.  
Tel.: PA 1-5012..... KBS  
President, Ch. Eng..... H. C. Snyder  
Comm. Mgr..... Donald Mundy  
Program Director..... Harry Gehrett  
Publicity Director..... Clancy Croft

### 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  
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..... 315 So. Locust St.  
Tel.: DU 2-5420..... Independent  
Sta. Representative..... Gill Perna  
President..... James Stuart  
Exec. Vice Pres..... Richard W. Chapin  
Station Manager..... Vern Steadry  
Program Director..... Budd Duvall

### KHAS—Hastings—1940

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Nebraska Bcstg. Co.  
Address..... Tribune Bldg.  
Tel.: 2-5101..... Independent  
Newspaper Affiliation..... Tribune  
Representative..... Gill-Perna  
President..... Fred A. Seaton  
General Mgr..... John W. Powell  
Program. Sales Prom. Mgr..... Bob Boce  
Chief Engineer..... Ervin Siemoneit

### KUVR—Holdrege—1956

Frequency: 1380 Kc..... Power: 500 W., d.  
Owned..... W. W. Bcstg. Co.  
Address..... 613 4th Ave.  
Tel.: WY 5-4020..... KBS  
Pres., Gen. Mgr..... William Whitlock  
Sales Dir..... Jack White  
Chief Engineer..... H. Erickson

### 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  
Representative..... Hal Holman  
President..... John Mitchell  
Gen., Comm. Mgr..... Edward S. Knight  
Chief Engineer..... William Abbott

### KRNY—Kearney—1956

Frequency: 1460 Kc..... Power: 5 Kw., d.  
Owned..... E. M. Gallemore, Sr.  
Address..... 2219 Second Ave.  
Tel.: Cedar 7-3152..... Independent  
Sta. Representative..... John E. Pearson  
President..... E. M. Gallemore  
General, Sta. Mgr..... Lloyd Oliver  
Commercial Mgr..... Jac L. Bye  
Program Director..... Eob Templeton  
Sales Prom. Publicity Dir..... Karl Mackinnon  
Chief Engineer..... Lyell Gunderson

### KIMB—Kimball—1958

Frequency: 1260 Kc..... Power: 1000 Watts  
Owned By..... Kimball Broadcasting Co.  
Address..... 550 West Hi-Way 30  
Tel.: BEverly 5-3634..... Independent  
President..... Tom Luley  
General, Sta. Mgr..... Gene King  
Commercial Mgr..... Max Wadsworth  
Sales Prom. Mgr..... Jim Awtry  
Chief Engineer..... Joe Henry

### KRVN—Lexington—1951

Frequency: 1010 Kc..... Power: 25,000 Watts d.  
Owned-Oper. By..... Nebraska Rural Radio  
Address..... 104 W. 8th St.  
Tel.: FAirview 4-2371..... Independent  
Representative..... Raymer  
President..... Jay Person  
Gen., Comm. Mgr..... Max Brown  
Asst. Mgr., Prom. Mgr..... Gary Schroeder  
Program Director..... Wendell Smith  
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.: HEmlock 2-6606..... ABC  
Representative..... Paul Raymer  
President..... James Stuart  
Exec. Vice Pres..... Richard W. Chapin  
Comm. Sta. Mgr..... Robert T. Larson  
Program Director..... Tom Parker  
Chief Engineer..... Al Pugsley

### KLIN—Lincoln—1947

Frequency: 1400 Kc..... Power: 250 W.  
Owned-Oper. By..... Fletcher-Mitchell Corp.  
Address..... 410 Sharpe Building  
Tel.: HEmlock 5-4377..... Independent  
Sta. Representative..... Everett McKinney  
President..... James I. Mitchell  
General Manager..... Kenneth C. Delp  
Commercial Mgr..... Casey A. Heckman  
Program Director..... Don McKeen  
Chief Eng..... Dale Adkins

**KLMS—Lincoln—1949**

Frequency: 1480 Kc. Power: 1 Kw.  
 Owned. Lincoln Bcstg. Corp.  
 Address. 1025 So. 84th St.  
 Tel.: IVanhoe 9-3855 MBS  
 Sta. Representative. Forjoe  
 President. Howard A. Shuman  
 General, Comm. Mgr. Norman Gittleson  
 Program Director. Bobby Dean  
 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  
 Representative. Gill-Perna, Inc.  
 Pres., Gen. Mgr., Ch. Eng. Leroy W. Lenwell  
 Commercial Manager. Don Hayes  
 Program Director. Leonard L. Craig

**KNCY—Nebraska City—1959**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned By. Otoe Broadcasting Co.  
 Address. 107 North 9th  
 Tel.: 1600. Independent  
 General Manager. Ed Hundley  
 Commercial Manager. Eldon Gilman  
 Program Director. Ron Arnold  
 Chief Engineer. Bob Casey

**WJAG—Norfolk—1922**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. WJAG Inc.  
 Address. 309 Braasch  
 Tel.: FRontier 1-2432. Independent  
 Newspaper Affil. Huse Publish Co.  
 Sta. Representative. Walker-Rawalt  
 President. E. F. Huse  
 General, Sta. Mgr. Bob Thomas  
 Commercial, Prom. Mgr. Evans Meier  
 Program Director. Don Broadstone  
 Chief Engineer. W. Gettman

**KODY—North Platte—1930**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. KODY Bcstg. Co.  
 Address. 1521 W. 12th  
 Tel.: LEnnox 2-3344. NBC  
 Sta. Representative. Meeker Co.  
 President. George B. Dent, Jr.  
 General Manager. Harry D. Peck  
 Sales Prom. Mgr. Ed Launer  
 Commercial Manager. Joe di Natale  
 Publicity Director. Jerry Wing  
 Chief Engineer. Don Biskup

**KOGA—Ogallala—1954**

Frequency: 930 Kc. Power: 500 Watts  
 Owner. Ogallala Bcstg. Corp.  
 Address. 216 N. Spruce  
 Tel.: 284-3633. 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. Goldenrod Broadcasters, Inc.  
 Business-Studio Address. 676 World Ins. Bldg.  
 Tel.: JA 8282. Independent  
 Pres. Joe Gratz  
 General, Comm. Mgr. M. M. Fleischl  
 Program Dir. Jim Price  
 Sales Prom., Publicity Dir. Tom Morrow  
 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 Ave.  
 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  
 President. Don W. Burden  
 General Mgr. Steve Shepard  
 Sales Manager. Gerard J. Flesey  
 Program Dir. Bob Wilson  
 Chief Engineer. Gerald E. Weist

**KOOO—Omaha—1957**

Frequency: 1420 Kc. Power: 500 W., d.  
 Owned. KOOO Corp.  
 Address. 2321 "M" St.  
 Tel.: Orchard 5000. KBS  
 Representative. Forjoe  
 Gen. Mgr. Harold Soderlund

**KOWH—Omaha—1922**

Frequency: 660 Kc. Power: 500 Watts d.  
 Owned-Oper. By. National Weekly, Inc.  
 Business Address. Kilpatrick Bldg.  
 Tel.: AT 2228. Independent  
 Sta. Representative. Daren McGavren  
 President. William J. Buckley, Jr.  
 General Manager. Herbert Golombeck  
 Commercial Mgr. Stanley Merchant  
 Program Director. Bud Curry  
 Sales Prom. Mgr. George Mirras  
 Publicity Dir. Dorothy Kuhlman  
 Chief Engineer. Charles Woodard

**NEBRASKA-NEVADA**

**WOW—Omaha—1923**

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By: Meredith Pub. Co.  
 Bus.-Studio Address: Insurance Bldg.  
 Tel.: WE 3400. CBS  
 Representative: John Blair  
 Vice Pres., Gen. Mgr.: Frank P. Fogarty  
 Sales Manager: Bill Wiseman  
 Asst. Sales Mgr.: Kenneth Quaipe  
 Program Director: Ray Olson  
 Sales Prom., Pub. Dir.: Richard Hackney  
 Dir. of Engineering: William J. Kotera  
 Chief Engineer: Glenn Flynn

**KBRX—O'Neill—1955**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned: Sun Bcstrs., Inc.  
 Address: Box 150  
 Tel.: 120. Independent  
 Gen. Mgr.: Gilbert Poese  
 Comm. Mgr., Pub. Dir.: Bill Thomas

**KNEB—Scottsbluff—1948**

Freq.: 960 Kc. Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By: Platte Valley Bcstg. Corp.  
 Business-Studio Address: 2110 Broadway  
 Tel.: MEloose 2-7121. ABC-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.  
 Owned-Operated By: The Hilliard Co.  
 Address: Box 660  
 Tel.: Melrose 2-6155. CBS

Representative: Gili-Perna  
 Pres., Gen. Mgr.: L. L. Hilliard  
 Comm., Program Mgr.: Viril Davis  
 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-MBS  
 President: W. C. Grove  
 Gen., Comm. Mgr.: David W. Young  
 Program Director: Lois C. Ham  
 Chief Engineer: Jerry Rhoads

**KRFS—Superior—1959**

Frequency: 1600 Kc. Power: 500 Watts, d.  
 Owned By: Great Plains Bcstg., Inc.  
 Address: Superior  
 Tel.: 44. KBS  
 Sta. Representative: Hil F. Best  
 President: M. L. Gleason  
 Gen Mgr., Ch. Eng.: David Tucker  
 Commercial Mgr.: Ray Godfrey  
 Program Director: David Johnson  
 Publicity Director: Crystal Ahrens

**KAWL—York—1954**

Frequency: 1370 Kc. Power: 500 W. d.  
 Owned-Operated By: Prairie States Bcstg.  
 Address: Box 354  
 Tel.: 33. KBS  
 Representative: Best  
 President: M. L. Gleason  
 General, Sta. Mgr.: Jerry Bryan  
 Program Dir.: Perry Murphy  
 Commercial Manager: G. Pfenning  
 Publicity Dir.: Leon Halstead  
 Chief Engineer: Mel Gleason

Pop.: 296,000	<b>NEVADA</b>	TV Homes: 89,000
Families: 98,900		AM Stas. in State: 17
Radio Homes: 88,000		TV Stas. in State: 4

**KPTL—Carson City—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: E. L. & A. Bullis  
 Address: P.O. Box 625  
 Tel.: Granite 2-3209. KBS  
 Representative: Grant  
 General Manager: Edwin L. Bullis  
 Chief Engineer: J. L. Kleinknight

**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 Sheerln  
 General Manager: John J. Gammick

**KELY—Ely—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: White Pine Bcstg. Co.  
 Address: Box 600  
 Tel.: AM 4-2077. Independent  
 Gen. Mgr., Chief Eng.: David I. Hansen

**KVLV—Fallon—1957**

Frequency: 1250 Kc. Power: 1 Kw., d.  
 Owned: Lahontan Valley Bcstg. Co.  
 Bus. Address: P.O. Box 368  
 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



**KTOO—Henderson—1956**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned Advertising Dynamics Corp.  
 Address P. O. Box 1848, Las Vegas  
 Tel.: DU 2-0277 Independent  
 Station Representative Pearson  
 President, Gen. Mgr. Roland Vaile  
 Program Dir. Joe Walters  
 Chief Engineer David B. Rogers

**KBMI—Las Vegas—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated 1400 Corp.  
 Address Flamingo Hotel  
 Tel.: OVerland 7-2733 Independent  
 Sta. Representatives Grant Webb, Lucas  
 President M. Evans Richmond  
 Station Manager Gene Winters  
 Chief Engineer Frank Williams

**KENO—Las Vegas—1950**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By Nevada Bcstg. Co., Inc.  
 Address 810 Keno Lane  
 Tel.: DU 2-1400 ABC  
 Sta. Representative Robert Allen  
 President, Gen. Mgr. Gordon B. Sherwood  
 Comm., Publicity Dir. Ed Hopple  
 Program Director Glenn Bryan  
 Sales Prom. Mgr. Rob Duffy  
 Chief Engineer David B. Rogers

**KLAS—Las Vegas—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Frontier Bcstrs.  
 Address P.O. Box 1510  
 Tel.: DU 4-6446 CBS  
 Pres., Gen. Mgr. Reuben G. Jolley  
 Comm., Sales Prom. Mgr. Bill Pursel  
 Program Director Sam Salerno  
 Chief Engineer Dave Rogers

**KORK—Las Vegas—1953**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Southwestern Bcstg. Co.  
 Address Hotel Thunderbird  
 Tel.: DU 2-6445 NBC-MBS  
 Newspaper Affiliation Review Journal  
 Representative Avery-Knodel  
 President Donald W. Reynolds  
 General, Sta. Mgr. David C. Drew  
 Commercial Manager David Salzman  
 Program Director Michael Page  
 Sales Prom. Mgr. Allen Dunn  
 Publicity Director Len Howard  
 Chief Engineer Gregg Gelhart

**KRAM—Las Vegas—1947**

Freq., 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Suna Bcstg. Corp.

Address Hotel Riviera  
 Tel.: DU 2-1920 KBS  
 Pres., Gen. Mgr. Leonard Blair  
 V. Pres. Herbert Schwartz  
 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  
 Chief Engineer Tom Morgan

**KBET—Reno—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Sierra Broadcasting Co.  
 Business Address Mapes Hotel  
 Tel.: FA 2-4501 MBS-KBS-ABC  
 Sta. Reps. Walker-Rawalt; 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 KDOT, Inc.  
 Address 6 W. Commercial Row  
 Tel.: FA 3-6156 Independent  
 Station Representative Robert B. Allen  
 President Paul C. Schafer  
 General, Sta. Mgr. Phillip G. Rose  
 Commercial Mgr. Kent Jones  
 Sales Prom. Mgr. Barbara Brahm  
 Program, Ch. Eng. Jerry Kleinknight

**KOH—Reno—1928**

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owner McClatchy Bcstg. Co.  
 Address 143 Stevens St.  
 Tel.: FA 3-5106 NBC  
 Newspaper Affiliate McClatchy Newspapers  
 Representative Paul H. Raymer  
 President Eleanor McClatchy  
 Station Manager Hugh 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.: Fairview 3-0721 CBS  
 Representative Headley-Reed  
 President Donald W. Reynolds  
 Chief Engineer Ken Cayton

**KONE—Reno—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Magowan & Jones  
 Address 700 Forest St.  
 Tel.: FA 3-2133 Independent  
 Sta. Representative Pearson  
 General Mgr. Frederick V. Jones

## NEVADA-NEW HAMPSHIRE

Commercial Mgr. .... George W. Rogers  
Program Mgr. .... Norman Reyes  
Sales Prom. Mgr. .... Edward J. Marshall  
Chief Engineer .... Fleet Harrison

### **KWNA—Winnemucca—1955**

Frequency: 1400 Kc. .... Power: 250 Watts

Owner .... N. W. Radio & TV Corp.  
Business Address .... Highland Drive  
Tel.: MADison 3-2530 .... Independent  
President .... Olivier Curatchet  
Station Manager .... P. M. Saxman, Jr.  
Publicity Director .... Diane T. Queen  
Chief Eng. .... Whitelaw R. Ross

Pop.: 654,000

Families: 187,900

Radio Homes: 184,000

## NEW HAMPSHIRE

TV Homes: 169,000

AM Stas. in State: 18

TV Stas. in State: 1

### **WKCB—Berlin—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. .... John Bowman  
Business Address .... 27 Green Square  
Tel.: 1797 .... Independent  
Sta. Reps. .... Breen & Ward; Walker-Rawalt  
President, Gen. Mgr. .... John Bowman  
Station Mgr. .... Lynn Smith  
Commercial Manager .... Robert T. Dale  
Sales Prom., Publicity Dir. .... Fred Gardella  
Program Dir. .... Charles Ross  
Chief Eng. .... Herschel Howe

### **WTSV—Claremont—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By .... Radio Claremont, Inc.  
Address .... 221 Washington St.  
Tel.: 1800 .... Independent  
President .... Norman Knight  
Mgr., Director .... Harold Segal  
Chief Engineer .... W. Remick

### **WKXL—Concord—1946**

Frequency: 1450 Kc. .... Power: 250 W.  
Owned-Operated By .... Capitol Bcstg. Corp.  
Address .... 100 N. Main St.  
Tel.: CAPITol 5-5521 .... KBS  
Sta. Representative .... Walker-Rawalt  
Pres., Gen. Mgr. .... Frank B. Estes  
Program Director .... Edsea J. Gray  
Chief Engineer .... Frank Pingree

### **WBNC—Conway—1955**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By .... North Country Radio, Inc.  
Address .... E. Main St.  
Tel.: HI 7-5988 .... Independent  
Station Representative .... Walker-Rawalt  
President .... William B. Sweeney  
General, Sta. Mgr. .... Lawrence H. Sherman  
Commercial Mgr. .... Joan Sherman  
Program Dir. .... William C. Clapp  
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  
President .... W. F. Rust, Jr.  
General Mgr. .... Ralph Gottlieb  
Station Mgr. .... Edward X. Callahan  
Commercial Mgr. .... James McCann  
Program Dir. .... Don Bartlett  
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  
Sta. Reps. .... Breen-Ward; Walker-Rawalt  
General Manager .... Allan W. Cameron  
Commercial Manager .... Frank R. Greenberg  
Program Director .... Roger J. Schulz  
Sales Prom. Mgr. .... Norris Knosher  
Publicity Director .... John W. McNair  
Chief Engineer .... Don B. Knapp

### **WTSL—Hanover—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. .... Radio Hanover, Inc.  
Address .... P. O. Box 1031  
Tel.: HANover 1400 .... Independent  
Station Representative .... Knight Sales, Inc.  
President .... Norman Knight  
General Mgr. .... Harold H. Segal  
Station Mgr. .... Howard L. Chase  
Program Director .... Joe Shaw  
Chief Engineer .... Henry H. Jones

### **WBBK—Keene—1959**

Frequency: 1220 Kc. .... Power: 1000 Watts  
Owned By .... The KBR Stations, Inc.  
Address .... 155 Front St., Manchester  
Tel.: National 4-4075 .... Independent  
Sta. Reps. .... Radio TV-Wheeler  
President .... W. F. Rust, Jr.  
General Manager .... Ralph Gottlieb  
Commercial Mgr. .... James McCann  
Station, Prom. Mgr. .... Robert Berry  
Program Dir. .... Tal Hood  
Chief Engineer .... Douglas Grove

### **WKNE—Keene—1926**

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Oper. By .... WKNE Corp.

Address.....17 Dunbar St.  
 Tel.: EL 2-9230.....NBC  
 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

**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 Gowing

**WFEA—Manchester—1932**

Frequency: 1370 Kc.....Power 5 Kw.  
 Owned.....WFEA Broadcasting  
 Address.....P. O. Box 149  
 Tel.: MA 5-5491.....Independent  
 Sta. Reps.....Raymer; Foster & Creed  
 President, Gen. Mgr.....William F. Malo, Jr.  
 Commercial Mgr.....James Keough  
 Sales Prom. Mgr.....Arthur Kume  
 Publicity Dir.....Richard Roberts  
 Program Director.....Chuck O'Neil  
 Chief Engineer.....R. Schow

**WGIR—Manchester—1941**

Frequency: 610 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Northeast Broadcasting Corp.  
 Address.....Box 487  
 Tel.: MA 5-6915.....CBS  
 Rep.....Kettell-Carter; O'Connell; Reilly  
 President.....Madeline M. Girolimon  
 Gen., Sta., Comm. Mgr.....Bernie Mack  
 Program Director.....Don Tibbetts  
 Chief Engineer.....Harry Handfield

**WKBR—Manchester—1946**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned.....Granite State Bcstg. Co.  
 Address.....155 Front St.  
 Tel.: NAional 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.....Robert Trow  
 Commercial Mgr.....Jack Stevens  
 Station Manager.....Merrill Smith  
 Chief Engineer.....Harold Densmore

**WSMN—Nashua—1958**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned By.....1590 Broadcasting Corp.  
 Business Address.....502 W. Hollis St.  
 Tel.: TUx 2-5107.....Independent  
 Station Representative.....Nona Kirby  
 President.....Gerald Q. Nash  
 General, Comm. Mgr.....David A. Rock  
 Station Manager.....Edward Lecius  
 Program Director.....Frank Teas  
 Publicity Director.....Nancy Taylor

**WCNL—Newport—1960**

Frequency: 1010 Kc.....Power: 250 Watts  
 Owned By.....Carlson Enterprises  
 Address.....120 Belknap St.  
 Tel.: NEwport 873.....KBS  
 Sta. Representative.....Donald Cooke  
 General Manager.....W. Richard Carlson  
 Program Director.....Norah B. Carlson  
 Chief Engineer.....Eugene Perkins Thayer

**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.: GENEva 6-7300.....Independent  
 President.....Norman Knight  
 General, Sta. Mgr.....Harold H. Segal  
 Program Director.....Guy Andrews  
 Chief Engineer.....Antonio Vaccaro

**WWNH—Rochester—1948**

Frequency: 930 Kc....Power: 5000 Watts d.  
 Owned-Operated By...Strafford Bcstg. Corp.  
 Business Address.....Rochester Hill Rd.  
 Tel.: RO 1400.....Independent  
 Sta. Rep.....Foster, Creed; Natl. Time Sls.  
 Pres., Gen. Mgr.....Albin Malin  
 Commercial Mgr.....Margaret Tornrose  
 Program Dir.....Robert J. Connelly  
 Sales Prom., Publicity Dir.....Myron Varney  
 Chief Engineer.....Roger Butterfield

Pop.: 6,008,000  
Families: 1,895,000  
Radio Homes: 1,859,000

# NEW JERSEY

TV Homes: 1,739,000  
AM Stas. in State: 26  
TV Stas. in State: 1

## WHTG—Asbury Park—1957

Frequency: 1410 Kc. Power: 500 W., d.  
Owned. Harold M. Gade  
Address Route 1  
Tel.: KE 1-1410. Independent  
Sta. Representative. Grant Webb  
Owner, Gen. Mgr. Harold Gade  
Commercial Mgr. Gustave Litch  
Station, Prom. Mgr. Theo. Gade  
Program Dir. Leon Contenie  
Publicity Dir. Phyllis Lang  
Chief Engineer. Martin Goife

## WJLK—Asbury Park—1926

Frequency: 1310 Kc. Power: 250 Watts  
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  
Chief Engineer. Frank Huber

## WFPG—Atlantic City—1940

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated by. WFPG, Inc.  
Business Address. Steel Pier  
Tel.: Atlantic City 5-2188. CBS  
Sta. Representative. Walker-Rawall  
President, Gen. Mgr. Jerome Sill  
Station Manager. 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. Senator Hotel  
Tel.: 4-6573. MBS  
Representative. Bernard  
Pres., Gen. Mgr., Ch. Eng. Leroy Bremner  
Commercial 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  
Representative. Stars Natl.  
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.: 9-2930. 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. C. Seagriss

## 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.  
Address. 2775 Mt. Ephraim Ave.  
Tel.: EM 5-7200. Independent  
President. Ran Compton  
General. Sta. Mgr. Gordon Giffen  
Comm., Prom. Mgr. Dave Moss  
Operations Mgr. John Struckell  
Publicity Dir. James Donahue  
Chief Engineer. Robert Houston

## WMVB—Millville—1953

Frequency: 1360 Kc. Power: 1000 Watts, d.  
Owner. Union Lake Broadcasters, Inc.  
Address. Lincoln Ave.  
Tel.: TA 5-2600. Independent  
Pres., Gen. Mgr. Fred M. Wood  
Program Director. Dorothy H. Carlson  
Chief Engineer. George Dodds

## 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

## 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 2-7354. 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 Michaels

**WNJR—Newark—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned By: Continental Broadcasting, Inc.  
 Business Address: Box 1258  
 Tel.: MU 8-3665  
 Station Rep.: Independent  
 Station Representative: Rollins; Grant  
 President: O. Wayne Rollins  
 General, Comm. Mgr.: Si Lewis  
 Chief Engineer: G. R. Chambers

**WNTA—Newark—1922**

Frequency: 970 Kc. Power: 5 Kw., d.; 1 Kw. n.  
 Owned By: NTA Broadcasting Co.  
 Business Address: 1020 Broad St.  
 Tel.: Mitchell 2-6400  
 Station Representative: MBS  
 Sta. Representative: Daren McGavren  
 Pres., Gen. Mgr.: Malcolm C. Klein  
 Station Mgr.: Irving Lichtenstein  
 Business Manager: Joseph Morris  
 Sales Manager: Sydney Kavaleer  
 Production Mgr.: Sid Sirulnick  
 Chief Engineer: H. L. Dabrowski

**WVNJ—Newark—1947**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: Newark Bcstg. Corp.  
 Address: 1225 Raymond Blvd.  
 Tel.: MI 3-7600  
 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  
 President, Gen. Mgr.: J. L. Rosenmiller  
 Vice President: Peter A. Bordes

**WNNJ—Newton—1953**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned: Sussex County Bcstrs.  
 Address: Newton, N. J.  
 Tel.: DuPont 3-3400  
 Station Representative: Independent  
 Sta., Comm. Mgr., Ch. Eng.: Robert C. Gessner  
 Sales Prom. Mgr.: Ronnie Hickman  
 Publicity Dir.: Vic Aime

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By: WPAT, Inc.  
 Exec. N. Y. Office: 60 E. 56th St.  
 Tel.: MUrray Hill 8-9300  
 Station Representative: Weed  
 President, General Manager: D. J. Wright  
 V.P.'s Charles W. Parker, William J. Calvert  
 Program Director: David Gordon  
 Publicity Dir.: John Burt  
 Tech. Supervisor: P. Di Savino

**WOND—Pleasantville—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: S. Jersey Radio, Inc.  
 Address: Old Turnpike  
 Tel.: Milton 1-1400  
 Station Representative: 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.: Robert Richter  
 Program Director: Allen Owen  
 Publicity Director: Vince Lindner  
 Chief Engineer: Milton C. Thurlow

**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  
 Station Representative: MBS  
 Representative: Hollingbery  
 President: Herbert E. Evans  
 General Mgr.: Glenn C. Jackson  
 Commercial Mgr.: George Hart  
 Comptroller: Patricia Singer  
 Prog. Dir.: Tom Durand  
 Publicity Dir.: K. M. Weber  
 Chief Engineer: Chester Sunderland

A  
 Dedicated  
 Community  
 Station . . .  
 Weather  
 Time  
 Tempo  
 Massive news  
 coverage

**WTTM**

RADIO  
 DIAL 920  
 Trenton, N. J.

"Trenton's Finest"

## NEW JERSEY-NEW MEXICO

### W A A T—Trenton—1959

Frequency: 1300 Kc. Power: 250 Watts  
Owned By: Delaware Valley Bcstg. Co.  
Address: Hotel Stacy Trent  
Tel.: Export 2-5125 Independent  
Sta. Representative: ForJoe  
President: Ed Cossman  
General Manager: Ray McFadden  
Program Director: Frank Fellmer  
Publicity Director: Harvey Miller  
Chief Engineer: Nicholas Dalessandro

### W B U D—Trenton—1947

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: WBUD, Inc.  
Address: Ewingville Road  
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  
Sales Prom. Mgr.: Everett L. Slosman  
Chief Engineer: Norman Guimond

### W T N J—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

### W D V L—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  
Program Director: Henry Morey  
Asst. Ch. Eng.: Earl Godfrey

### W W B Z—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: John F. Schneider  
Commercial Manager: John F. Serra  
Program Director: Robert Coucill  
Chief Engineer: Charles Esposito

### W C R V—Washington—1956

Frequency: 1580 Kc. Power: 500 Watts d.  
Owned: Warren Bcstg.  
Address: 3 Belvidere Avenue  
Tel.: MU 9-2060 Independent  
General Manager: George S. Croy  
Commercial Mgr.: Warner Rush  
Chief Engineer: P. La Chance

### W C M C—Wildwood—1951

Frequency: 1230 Kc. Power: 100 Watts  
Owned-Operated By: Francis J. Matrangola  
Address: 3010 N. J. Ave.  
Tel.: Wildwood 2-7751 Independent  
General Manager: Francis J. Matrangola  
Comm. Mgr.: Margaret Murphy  
Program Director: William Wotring  
Chief Engineer: Carlton Owen

Pop.: 925,000

Families: 252,000

Radio Homes: 243,000

## NEW MEXICO

TV Homes: 182,000

AM Stas. in State: 43

TV Stas. in State: 6

### K A L G—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Radio Station KALG  
Address: Box 268  
Tel.: HEMlock 7-1505 MBS, KBS  
General Sta. Mgr.: Wayne Phelps  
Commercial Mgr.: Terry Clark  
Chief Engineer: Jay Bundy

### K R A C—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.: Dave Shaw  
Publicity Director: Dave Thompson  
Chief Engineer: Lynn Rawls

### K A B Q—Albuquerque—1947

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.  
Owned-Oper. By: Sandia Bcstg. Corp.  
Business Address: 1309 Yale Blvd., S.E.  
Tel.: CHapel 3-1744 Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
President: Oscar I. Dodek  
General Manager: Maxwell Marvin  
Commercial Manager: Milton Ledet

Program Director.....Jose Gallegos  
 Chief Engineer.....Michael Lucero

**KDEF—Albuquerque—1953**

Frequency: 1150 Kc.....Power: 1 Kw. d., 500 n.  
 Owned.....KDEF Bcstg. Co.  
 Address.....506 2nd St. N.W.  
 Tel.: CH 3-7813.....Independent  
 Station Representative.....Bolling  
 President, Gen. Mgr.....Frank Quinn  
 Program Director.....Bill Sexton  
 Chief Engineer.....Louis Gemoets

**KGGM—Albuquerque—1926**

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  
 President.....A. R. Hebenstreit  
 General Mgr.....Victor B. Siman  
 Comm. Mgr.....Frank Sanzo  
 Program Director.....Robert Van Driel  
 Publicity Dir.....James Laramore  
 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  
 General Sta. Mgr.....J. L. Anderson  
 Program Dir.....Joe T. Scffle  
 Commercial Mgr.....J. D. McCaffrey  
 Chief Engineer.....H. T. Walton

**KLOS—Albuquerque—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....B & M Bcsirs., Inc.  
 Address.....106 Richmond, S. E.  
 Tel.: AL 6-9866.....Independent  
 Gen. Mgr.....Frank Redfield

**KMGM—Albuquerque—1959**

Frequency: 730 Kc.....Power: 1 Kw. d.  
 Owned By.....Holiday Broadcasters Inc.  
 Address.....Merrill Bldg., 131 Adams, N. E.  
 Tel.: AMherst 8-4395.....Independent  
 Station Representative.....Gil-Perna  
 President.....T. I. Moseley  
 General Station Mgr.....Ronald J. Kahn  
 Commercial Manager.....Frank Sanzo  
 Sales Promotion Manager.....Lou Miller  
 Program Director.....George Singer  
 Publicity Director.....S. Barton  
 Chief Engineer.....R. Matthews

**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  
 Comm. Mgr.....Robert Pellingell  
 Sales Prom., Pub. Dir.....Earl Ferson  
 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.....Eastman  
 President.....Merritt Owens  
 General Manager.....Richard H. Harris  
 Comm. Prom. Mgr.....Dino Ianni  
 Station, Ch. Eng.....Bernard Koval  
 Program Dir.....Marty Sullivan

**KNDE—Aztec—1959**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....I. E. Shahan  
 Address.....2nd & Zia Sts.  
 Tel.: FEderal 4-6174.....Independent  
 General & Station Mgr.....Harry L. Becker  
 SalesPromotion Manager.....Jack D. Rhea  
 Program Director.....Don Rhea  
 Publicity Director.....Max Robbins  
 Chief Engineer.....Carl Black

**KSVP—Artesia—1946**

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By.....Artesia Bcstg. Corp.  
 Address.....1450 S. Roselawn  
 Tel.: SH 6-2751.....KBS-MBS  
 Station Representative.....Melville  
 President.....Harvey Yates  
 Station Manager.....Bob Hess  
 Comm. Mgr.....Jack Minter  
 Program Dir.....James Hinton  
 Chief Engineer.....L. O. Wilcox

**KAVE—Carlsbad—1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of the Coverns, Inc.  
 Business Address.....P.O. Box 631  
 Tel.: TUxedo 5-4101.....KBS  
 Representative.....Branham  
 President.....Edward Talbott  
 Gen., Sta. Mgr.....Tom Wiseheart  
 Sales Promotion Mgr.....Majorie Winfield  
 Program Director.....John Evans  
 Publicity Director.....Glenda Hargis  
 Chief Engineer.....Sanford Brown

**KPBM—Carlsbad—1950**

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Coronado Bcstg. Co.  
 Business Address.....313 W. Mermod



## NEW MEXICO

Tel.: TU 5-5373.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....D. A. Swayze  
Chief Engineer.....Vic Daley

### KLMX—Clayton—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ariz.-N. Mex. Bcstrs. Corp  
Address.....Box 7  
Tel.: 616.....Independent  
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.: Porter 3-4401.....KBS  
Station Representative.....Hopewell  
President.....Odis Echols, Sr.  
Gen., Sta. Mgr., Prog. Dir. ....Odis Echols, Jr.  
Sales Prom., Comm. Mgr.....Al Rinn  
Chief Engineer.....E. G. Rinn

### KVER—Clovis—1933

Frequency: 980 Kc.....Power: 1000 Watts  
Owned By.....Tex., New Mex. Bcstg. Co.  
Business Address.....1000 Sycamore  
Tel.: PO 3-5511.....Independent  
Station Representative.....Branham  
President.....Frank Lesley  
Gen., Sta. Mgr.....J. H. Morris  
Commercial Manager.....Jim Wilkes  
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

### KENN—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Kendrick & Landis  
Business Address.....212 W. Apache  
Tel.: DA 5-3541.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....C.O. "Ken" Kendrick  
Commercial Mgr.....Bob Williams  
Sales Prom. Mgr.....John Dorman  
Prog. Dir.....Tom Alexander  
Publicity Director.....J. N. Young  
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.....Jim Gaber

Station Manager.....Cal Adams  
Program Director.....Al Lucero  
Chief Engineer.....Joe Garcia

### KZUM—Farmington—1958

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned By.....KZUM Radio  
Address.....1204 Hulton 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  
President.....Merle H. Tucker  
General Manager.....Mrs. Mida Tucker  
Chief Engineer.....R. E. Adamson

### KYVA—Gallup—1959

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Kendrick & Landis  
Address.....306 S. First St.  
Tel.: UN 3-6222.....Independent  
Station Representative.....Devney  
General Manager.....C. O. Kendrick  
Station Manager.....Richard W. Miner  
Sales Promotion Manager.....Ned Bishop  
Program Director.....Bob Burnett  
Publicity Director.....Jim Sears  
Chief Engineer.....Harold Furstenberg

### 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  
General Mgr.....D. Bulton  
Chief Engineer.....Glen Mills

### KHOB—Hobbs—1954

Frequency: 1390 Kc.....Power: 5 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: 5 Kw., d., 1 Kw., n.  
Owned-Operated By.....KWEW, Inc.  
Address.....116 E. Dunham  
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  
 Publicity Director.....Mike Olds  
 Chief Engineer.....Robert Martin

**KGRT—Las Cruces—1955**

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Taylor Enterprises, Inc.  
 Address.....Box 968  
 Tel.: Jackson 6-6681.....Independent  
 President.....W. C. Taylor  
 Station Manager.....William Lask  
 Commercial Manager.....R. S. "Dick" Fox  
 Program Director.....Harold Shepard

**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.....Independent  
 President, Gen. Mgr.....Jim Gober  
 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 Bcsters, 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

**KLEA—Lovington—1951**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned.....Lea County Broadcasting Co.  
 Address.....P.O. Box 877  
 Tel.: Exbrook 6-2039.....Independent  
 President.....David R. Worley  
 General, Comm. Mgr.....Hoyt Caldwell  
 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.....Independent  
 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.....1128 State  
 Tel.: 875.....ABC  
 General Manager.....Lloyd Hawkins  
 Station Mgr., Ch. Engr.....James L. Littlejohn

**KBIM—Roswell—1953**

Frequency: 910 Kc.....Power: 5 Kw., d.  
 Owned.....Taylor Bcstg. Co.  
 Address.....P. O. Box 525  
 Tel.: MA 2-2121.....KBS  
 Station Representatives.....Clark; Brown  
 President.....William C. Taylor  
 General Manager.....G. F. "Jud" Roberts  
 Comm. Manager.....Tommy Oldfield  
 Assistant Manager.....E. C. Rader  
 Prog. Dir.....John E. Davis  
 Sales Prom. Mgr.....Lloyd Barham  
 Chief Engineer.....J. P. Tucker

**KGFL—Roswell—1927**

Frequency: 1430 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KGFL, Inc.  
 Address.....Box 1019  
 Tel.: MA 2-5110.....MBS  
 Representative.....Branham  
 President.....Theresa P. Whitmore  
 Gen. Manager.....W. E. Whitmore, Jr.  
 Sta. Mgr.....Stan Gallup  
 Comm. Manager.....Marjorie Krehbiel  
 Program Director.....Elizabeth Cotton  
 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.....R. E. Erickson  
 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 Publicity Dir.....Maggie Packard  
 Chief Engineer.....Laurence Chapman

**KVSF—Santa Fe—1935**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....New Mexico Bcstg. Co.  
 Business Address.....803 Cerrillos Rd.  
 Tel.: YUcca 3-7319.....CBS  
 Representative.....Branham

**NEW MEXICO**

President.....A. R. Hebenstreit  
General. Comm. Mgr.....Ivan R. Head  
Prog. Dir.....Ada Zamora  
Publicity Dir.....Tony Spagnola  
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.....MBS  
Representative.....Branham  
Owner, Manager.....I. H. Duncan  
Comm. Mgr., Prog. Dir.....Bob Fuller  
Chief Engineer.....Bynum R. Bady

**KSRC—Socorro—1958**

Frequency: 1290 Kc.....Power: 1000 Watts, d.  
Owned By.....Socorro Broadcasting Co.  
Business Address.....P.O. Box 1277  
Tel.: Socorro 1290.....KBS  
Station Representative.....Holman  
President, Gen. Mgr.....C. E. Franklin  
Station Manager, Ch. Eng.....John J. Tcbola  
Sales Prom. Mgr., Pub. Dir.....Alan H. Gross  
Program Director.....Niki Shrcde

**KCHS—Truth or Consequences  
1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Manpey & Hofer  
Address.....P. O. Box 351  
Tel.: 1400.....KBS  
Representative.....Continental Radio Sales  
Manager.....Larry Morgan

**KTNM—Tucumcari—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Quay County Broadcasting Co.  
Address.....P. O. Box 668  
Tel.: 100.....KBS  
Representative.....Clyde Melville  
Gen. Mgr., Chief Engineer.....Howard Maudlin  
Comm. Mgr., Pub. Dir.....Bill Wells

**KMAM—Tularosa—1957**

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned By.....Tularosa Broadcasting Corp.  
Business Address.....P.O. Box 648  
Tel.: Justice 5-2312.....Independent  
Pres., Gen. Mgr., Ch. Eng.....Max L. Rathman

**Big ratings!**

**Big coverage!**

*and*

**50,000**

**PEOPLE WATTS**

**WPTR**

**IN THE ALBANY, TROY,  
SCHENECTADY MARKET**

*the  
Capital  
Station  
in the  
EMPIRE STATE!*



REPRESENTED BY:  
**robert e. eastman & co., inc.**

Pop.: 17,390,000  
Families: 5,495,000  
Radio Homes: 5,370,000

# NEW YORK

TV Homes: 4,990,000  
AM Stas. in State: 131  
TV Stas. in State: 22

## WPTR—Albany—1948

Frequency: 1540 Kc. Power: 50,000 Watts  
Owned-Oper. By... Patroon Brdcastg. Co., Inc.  
Address..... 1820 Central Ave.  
Tel.: UN 9-9271..... Independent  
Sta. Rep. .... Eastman  
President ..... J. Myer Schine  
Exec. V.P., Gen. Mgr..... Duncan Moonsey  
Asst. Manager..... Martin Ross  
Commercial Mgr..... Frank Costello  
Chief Engineer..... Russell David

## WROW—Albany—1947

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Capital Cities Bcastg. Corp.  
Address ..... Box 10  
Tel.: 3-2225..... CBS  
Station Representative ..... Avery-Knodel  
President..... Frank M. Smith  
General Mgr..... Thomas S. Murphy  
Station, Comm. Mgr..... Robert M. Peebles  
Promotion Mgr..... Phil Beuth  
Program Dir..... Gerry Forrest  
Business Mgr..... Chas. J. Coonan  
Chief Engineer..... Chas. Heisler  
Owners of: WTEN-TV, Albany, N. Y.; WPRO-TV,  
AM, Providence, R. I.; WTVD, Raleigh-Durham,  
N. C.

## WABY—Albany—1934

Frequency: 1400 Kc. Power: 250 Watts  
Owned By..... Eastern N. Y. Bcastg.  
Business-Studio ..... 80 Brintree St.  
Tel.: 2-3353..... Independent  
Representative ..... Forjoe  
Gen. Mgr..... Ed. L. Trudeau  
Chief Engineer..... Thomas McDermott

## WOKO—Albany—1924

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By..... WOKO, Inc.  
Address..... P.O. Box 1520  
Tel.: HEmlock 9-9955..... ABC-MBS  
Station Representative ..... Branham  
President..... Carl L. Lindberg  
General Manager..... Howard B. Hayes  
Station Manager..... Charles L. Murn  
Program Director..... David B. Barker  
Chief Engineer..... Art McDougall

## WCSS—Amsterdam—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned..... Community Service Bcastg. Co.  
Address..... Upper Locust Ave.  
Tel.: VI 3-2500..... Independent  
Station Representative ..... Devney  
President..... Alphonse Di Mezza  
General Manager..... Philip Spencer  
Commercial Manager..... Daniel Libeg  
Chief Engineer..... Walter Cummings

## WAUB—Auburn—1958

Frequency: 1590 Kc. Power: 500 Watts, d.  
Owned By..... Jack Poppele  
Business Address..... 204 Texas Lane, Ithaca  
Owner ..... Jack Poppele

## WMBO—Auburn—1926

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

## WBAB—Babylon—1957

Frequency: 1440 Kc. Power: 500 W. d.  
Owned By... Babylon-Bay Shore Bcastg. Corp.  
Business Address..... Route 109  
Tel.: MO 1-4000..... Independent  
President ..... Sol Horenstein  
Gen. Mgr..... Joe Horenstein  
Comm. Mgr..... Bertine Fields  
Program Director..... Ray Adel  
Chief Engineer..... Edward Knapp

## WGLI—Babylon—1958

Frequency: 1290 Kc. Power: 1 Kw.  
Owned By..... WGLI, Inc.  
Address..... Madison Ave.  
Tel.: MOhawk 9-1290..... Independent  
President..... William H. Reuman  
General Mgr..... Edith Dick  
Station Manager..... Don Machachlar  
Vice President..... Fred Barr  
Publicity Dir..... Edna Perry  
Production Mgr..... Ed Brown

## WSEN—Baldwinsville—1959

Frequency: 1050 Kc. Power: 250 Watts, d.  
Owned By..... Century Radio Corp.  
Address..... P. O. Box 1050  
Tel.: NEptune 5-3971..... Independent  
President..... Donald C. Menapace  
General, Sls. Prom. Mgr..... R. L. Stockdale  
Program Dir..... James A. Lowery, Jr.  
Chief Engineer..... Richard H. Pirong

## WBTA—Batavia—1941

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Batavia Bcastg. Corp.  
Business-Studio Address..... 22 Seaver Pl.  
Tel.: FIlmore 3-0715..... MBS  
Pres., Gen. Mgr..... Edmund R. Gamble

## NEW YORK

Commercial Manager.....James Delbridge  
Program Director.....Miss Winnie Legg  
Sales Promotion Mgr.....R. Mueller  
Chief Engineer.....Alfred Callander

### WBIC—Bayshore—1959

Frequency: 540 Kc. .... Power: 250 Watts, d.  
Owned.....South Shore Broadcasting Corp.  
Address.....1 East Main St.  
Tel.: MOhawk 5-2300-1 ..... Independent  
President.....Maurice S. Weiss  
General Manager.....Red Weiss  
Program Director.....Bob Lewis

### WBNR—Beacon—1959

Frequency: 1260 Kc. .... Power: 1 Kw., d.  
Owned.....WBNR, Inc.  
Business Address.....475 South Ave.  
Tel.: 2900..... Independent  
President, Ch. Eng.....Robert Gessner  
General Manager.....Sy Dresner  
Publicity Director.....Irv Meyers

### WINR—Binghamton—1946

Freq.: 680 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....The Binghamton Press  
Address.....70 Henry St.  
Tel.: RAYmond 3-8251.....NBC  
Station Representative.....Everett McKinney  
General Manager.....David F. Milligan  
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.: RA 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

### WNUF—Binghamton—1927

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Operated By.....Triangle Pubs. Inc.  
Business Address.....Sheraton-Inn  
Tel.: RAYmond 3-7311.....CBS  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Station Representative.....John Blair  
Gen. Mgr.....George R. Dunham  
Sales Manager.....Kenneth Leslie  
Station Manager.....H. George Carroll  
Merchandising Manager.....Ruth Hider  
Chief Engineer.....Lamar Cox  
Owners of: WFLD-AM-FM-TV, Philadelphia; WJL-  
BF-FM-TV, Binghamton, N. Y.; WFBG-AM-FM,  
Altoona, Pa.; WNUF-AM-FM-TV, New Haven,  
Conn.; WLAH-TV, Lebanon, Pa.; KERE-AM-FM-  
TV, Fresno, Calif.

### WBRV—Boonville—1955

Frequency: 900 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By.....Black River Radio, Inc.  
Address.....Box 341  
Tel.: 11..... Independent  
Pres., Gen. Manager.....Livingston Lansing

Station. Commercial Mgr.....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.....2077 Elmwood Ave.  
Tel.: MO 0930.....CBS  
Newspaper Affiliation.....Buffalo Evening News  
Representative.....Henry I. Christal  
President.....A. H. Kirchofer  
General Station Mgr.....C. Robert Thompson  
Sales Manager.....Chesler E. Daly  
Program Director.....William Peters  
Promotion Manager.....Joseph A. Haeflner  
Chief Engineer.....Ralph J. Kingsley

### WBNY—Buffalo—1936

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By.....WBNY, Inc.  
Address.....485 Main St.  
Tel.: MO 1400..... Independent  
Representative.....Masla  
Ch. of Board.....Nathan Straus  
President.....R. Peter Straus  
Exec V.P., Gen. Mgr.....Harry Trenner  
Commercial Mgr.....Gene McWhite

### WEER—Buffalo—1924

Frequency: 970 Kc. .... Power: 5000 Watts  
Owned-Operated By.....WEER, 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. Stagg  
Pgm., Prom. Mgr.....Wm. Schweitzer  
Chief Engineer.....Frank B. Ridgeway

### WGR—Buffalo—1922

Frequency: 550 Kc. .... Power: 5 Kw.  
Owned.....Transcontinent TV  
Address.....2065 Elmwood Ave.  
Tel.: Delaware 0550.....NBC  
Sta. Rep.....Petry  
President.....David C. Moore  
V.P. Gen. Mgr.....Van Buren W. de Vries  
Asst. Mgr. Dir. Sales.....William P. Dix, Jr.  
Sales Mgr.....Nat Cohen  
Program Director.....Sidney Gaby  
Prom. Mgr.....Charles Huttaff  
Chief Engineer.....Fred M. Eames

### WYSL—Buffalo—1948

Frequency: 1080 Kc. .... Power: 1 Kw  
Owned By.....McClendon Corp.  
Address.....13 S. Cayuga Rd.  
Tel.: PLaza 1080..... Independent  
Representative.....Howard

President.....John L. Kluge  
 General Manager.....A. E. Anscombe  
 Publicity Dir.....Miss Lee Howe  
 Commercial Manager.....Roger M. Baker  
 Program Director.....George Lorenz  
 Chief Engineer.....Ernie Bohrk

**WKBW—Buffalo—1925**

Frequency: 1520 Kc.....Power 50,000 Watts  
 Owned-Operated By.....WKBW, Inc.  
 Business Address.....1430 Main St.  
 Tel.: GR 5101.....Independent  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Clinton H. Churchill  
 Commercial Manager.....Anthony C. Rocco  
 Chief Engineer.....Leroy Fiedler

**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—1947**

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Buffalo, Inc.  
 Address.....315 Main St.  
 Tel.: MO 1200.....ABC  
 Representative.....Forjoe  
 President.....Melvin C. Green  
 General Mgr.....Arnold C. Johnson  
 Operations Manager.....Charles Griggs  
 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  
 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.: 2-2424.....MBS  
 Station Representative.....Donald Cooke, Inc.  
 Pres., Gen. Mgr.....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, N. Y.  
 Tel.: Pen Yan 2306.....Independent  
 Station Representative.....Continental Radio  
 President.....Henry Valent  
 General Manager.....Bob Burns  
 Station Manager.....W. Nenno  
 Commercial Manager.....Via Fowler  
 Chief Engineer.....Ron Tomion

**WDOE—Dunkirk—1949**

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Operated By.....Lake Shore Bcstg.  
 Address.....Willow Rd.  
 Tel.: EMERSON 6-6161.....KBS  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Simon Goldman  
 Station, Commercial Mgr.....Richard H. Burt  
 Program Director.....Chel Rogers  
 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  
 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  
 General Manager.....Dale Taylor  
 Commercial Mgr.....F. R. Gray  
 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.  
 Business Address.....P.O. Box 2097  
 Tel.: REgent 9-5422.....MBS  
 Station Representative.....Devney  
 Pres., Ch. Engr.....Frank P. Saia  
 Comm., Sales Prom. Mgr.....Harry Keavin  
 Publicity Director.....Alan Anthony

**WENE—Endicott—1947**

Frequency: 1430 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Ottaway Stations, Inc.  
 Address.....909 E. Main  
 Tel.: 5-3351.....ABC

## NEW YORK

Newspaper Affil. .... Daily Bulletin  
Address. .... James H. Ottaway  
General, Sta. Mgr. .... Howard N. Johansen  
Comm. Prom. Mgr. .... Morgan M. Brown  
Program Dir. .... Norman Brownell  
Chief Engineer. .... John Fischler

### WBUZ—Fredonia—1957

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By. .... Dunkirk-Fredonia Bcstg.  
Address. .... 15 E. Main St.  
Tel.: OS 2-2157. .... Independent  
Newspaper Affil. .... Evening Observer  
President, Gen. Mgr. .... W. K. Williams, III  
Station Mgr. .... Frank Michoels  
Commercial Mgr. .... Jerry Lewis  
Chief Engineer. .... James Taster

### 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  
Commercial Manager. .... Thomas J. McCarthy  
Chief Engineer. .... Harvey Soper

### WOSC—Fulton—1949

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Cassard Radio Corp.  
Address. .... 1 W. Bridge St., Oswego  
Tel.: LY 2-2255, Fulton. .... KBS  
Representative. .... Hil F. Best  
President. .... Richard C. Mitchell  
V.P., Gen. Mgr. .... Jack Burgess  
Program Dir. .... Frank Date  
Sales Prom., Publicity Dir. .... Fred Maxon  
Chief Engineer. .... Don Porter

### WFYI—Garden City—1959

Frequency: 1520 Kc. .... Power: 10,000 Watts  
Owned-Operated By. .... VIP Radio Corp.  
Business Address. .... Roosevelt Field  
Tel.: Pioneer 6-6700. .... Independent  
Newspaper Affil. .... N. Y. Herald-Tribune  
President. .... Martin Stone  
General Mgr. .... Wallace Dunlap  
Comm. Mgr. .... Sumner Pearl  
Program Dir. .... Jen Esther  
Publicity Dir. .... Jean Ensign  
Chief Engineer. .... Francis Bade  
Owners of: WYON-AM-FM, New Rochelle, WYIP,  
ML, Kisco; WGHQ, Saugerties. All N. Y.

### WGVA—Geneva—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Star Bcstg. Co., Inc.  
Address. .... Geneva Fed. Savings Bldg.  
Tel.: 6691. .... ABC  
Representative. .... Cooke  
President. .... M. R. Forman  
V.P., Gen. Manager. .... Thomas L. Brown

### WSET—Glens Falls—1959

Frequency: 1410 Kc. .... Power: 1 Kw., d.

Owned. .... Vacationland Broadcasting Corp.  
Address. .... Queensbury Hotel  
Tel.: 2-2151. .... Independent  
Station Representative. .... Cooke  
President. .... Donald W. Merriman  
General Mgr., Ch. Eng. .... Thomas R. Humphrey  
Commercial Manager. .... Victor King  
Program Director. .... Edward Neilson

### WWSC—Glens Falls—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Normandy Bcstg. Corp.  
Address. .... 13 Warren St.  
Tel.: GL 2-6518. .... ABC  
Station Representative. .... Devney  
Pres., Gen. Mgr. .... John B. Lynch  
Sales Promotion Mgr. .... Ralph Romano  
Program Dir. .... Louis Tinney  
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—1956

Frequency: 1420 Kc. .... Power: 1 Kw., d.  
Owned. .... WALY, Inc.  
Address. .... 232 N. Main St.  
Tel.: Townsend 6-1420. .... Independent  
Representative. .... Webb  
President, Comm. Mgr. .... Richard Thorman  
General, Station Mgr. .... George A. Baker  
Chief Engineer. .... Robert V. Leskovar

### WLEA—Hornell—1951

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Hornell Bcstg. Corp.  
Business-Studio Address. .... 97 Main St.  
Tel.: 1420. .... MBS  
Representative. .... Gill-Perna  
Pres., Gen. Mgr. .... Charles D. Henderson  
Sta. Mgr. .... Carolyn B. Henderson  
Sales Prom. Mgr. .... E. M. Barnes  
Prog. Dir. .... Ted Baldwin  
Pub. Dir. .... Muriel E. Galleher  
Chief Engineer. .... Frederick Witter



**WWHG—Hornell—1949**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Ra-Tel Broadcasters, Inc.  
 Address . . . . . Radio Center  
 Tel.: 2000 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Sy Dresner  
 Comm. Mgr. . . . . Sheff Davis  
 Station. Sales Mgr. . . . . Jerry Wax  
 Pub. Dir. . . . . Don Jones  
 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  
 Station Representative. . . . . Pearson  
 President. . . . . Byron T. Sammis  
 General. Comm. Mgr. . . . . Edward J. Fitzgerald  
 Sta. Mgr., Ch. Engr. . . . . William Naramore  
 Sales Promotion Mgr. . . . . J. F. C. Ackerman  
 Program Director. . . . . Joe Roberts

**WHCU—Ithaca—1921**

Frequency: 870 Kc. . . . . Power: 1000 Watts 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

**WTKO—Ithaca—1956**

Frequency: 1470 Kc. . . . . Power: 1 Kw., d.  
 Owned. . . . . Radio Ithaca, Inc.  
 Business Address . . . . . 113 S. Cayuga St.  
 Tel.: 4-9511 . . . . . ABC  
 Representative. . . . . Venard, Rintoul & McConnell  
 President. . . . . E. E. Erdman  
 V.P., Station Mgr. . . . . Joe Fleming  
 Sales Promotion Manager. . . . . Robert Newman  
 Program Director. . . . . Christopher Knaption  
 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  
 Representative . . . . . Burn-Smith  
 President, Gen. Manager. . . . . Harold P. Kane  
 Commercial, Sls. Prom. Mgr. . . . . E. W. Pilkey  
 Prog. Dir. . . . . Jack Sterling  
 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 Sales Manager. . . . . J. Carl Willems  
 Program Director. . . . . George Pileeger  
 Publicity Director. . . . . Almon Hazard  
 Chief Engineer. . . . . Herbert Niklaus

**WBAZ—Kingston—1959**

Frequency: 1550 Kc. . . . . Power: 500 Watts, d.  
 Owned. . . . . Big River Broadcasting  
 Business Address. . . . . 527 Broadway  
 Tel.: FEderal 1-6300 . . . . . Independent  
 Station Representative. . . . . Burn-Smith  
 President. . . . . Austin E. Harkins  
 General Manager. . . . . W. Frank Short  
 Commercial Manager. . . . . Wesley Kimble  
 Program Director. . . . . Herb Shein  
 Chief Engineer. . . . . Williard Draper

**WKNY—Kingston—1939**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Kingston Bcstg. Corp.  
 Business-Studio Address. . . . . 801 Broadway  
 Tel.: FE 1-1490 . . . . . MBS  
 Representative . . . . . Meeker

The Number

**1**

Station

In South Central New York  
 for 20 Years—By Proof of  
 Performance.

**WHCU**

ITHACA, N. Y.

## NEW YORK

President..... Joseph K. Close  
V.P., Gen. Mgr..... Edward A. Whitney, Jr.  
Program Dir..... Tony Bell  
Publicity Dir..... Lois Fischer  
Chief Engineer..... John C. Bonse

### WVOS—Liberty—1947

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Sullivan County Bcstg. Co.  
Address..... Liberty  
Tel.: Liberty 1680..... Independent  
Newspaper Affil..... Evening News  
President..... S. D. Lubin  
General Mgr..... William B. Orr  
Chief Engineer..... Arthur Silver

### WLFH—Little Falls—1952

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... Walter Gaines  
Business Address..... WLFH Radio Bldg.  
Tel.: 654..... Independent  
Station Representative..... George Hopewell  
Commercial Manager..... Ty Tyss  
Ch. Eng's..... Barry Frank, P. Zwanka

### 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 Diamond  
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.: 187..... 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 Salif, Jr.  
Station Commercial Mgr..... Thomas R. McHugh  
Program Director..... James H. Nash  
Chief Engineer..... A. Samuel Frazier

### WSTS—Massena—1958

Frequency: 1050 Kc..... Power: 1 Kw., d.

Owned..... Seaway Broadcasting Corp.  
Business Address..... Cor. Main & Water Sts.  
Tel.: RO 4-0554..... Independent  
Station Representative..... Dore  
President..... Albert J. Slavin  
General Station Mgr..... William E. Donnelly  
Commercial Manager..... Jack J. Kessler  
Chief Engineer..... Michael Tartulick

### 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..... Walker-Rawalt  
Pres., Gen. Mgr..... James M. Patt  
Chief Engineer..... Fred Schoelkopf

### WVIP—Mt. Kisco—1957

Frequency: 1310 Kc..... Power: 1 Kw., d.  
Owned By..... Suburban Bcstg. Co.  
Address..... 440 Lex. Ave., N. Y. C.  
Tel.: Mt. Kisco 6-5177..... Independent  
Newspaper Affil..... N. Y. Herald Tribune  
Station Representative..... Bolling  
President..... Martin Stone  
General Manager..... Gustave Nathan  
Station, Commercial Mgr..... Thomas Paris  
Program Dir..... E. Robbins  
Chief Engineer..... E. Machanic  
Owners of: WVOX-AM-FM, New Rochelle; WFVI,  
Mincola; WGHQ, Saugerties, All N. Y.

### WACK—Newark—1957

Frequency: 1420 Kc..... Power: 500 Watts, d.  
Owned By..... Radio Wayne Cty.  
Address..... 110 E. Union St.  
Tel.: DEerfield 1-1420..... Independent  
President..... J. J. Kaufman  
General Station Mgr..... B. Sova  
Chief Engineer..... M. L. Cole

### WGNY—Newburgh—1933

Frequency: 1220 Kc..... Power: 1000 Watts d.  
Owned..... Orange County Bcstg. Co., Inc.  
Address..... Old Little Britain Rd.  
Tel.: JOhn 1-2131..... Independent  
Pres..... George W. Bingham  
Station Mgr..... Joseph Rake  
Comm. Mgr..... Campbell Thompson  
Chief Engineer..... Marvin Siemes

### WVOX—New Rochelle—1950

Frequency: 1460 Kc..... Power: 500 Watts d.  
Owned-Oper. By..... Radio Westchester  
Address..... Pershing Sq. Bldg.  
Tel.: NE 6-0800..... Independent  
Newspaper Affil..... N. Y. Herald Tribune  
Station Representative..... Bolling  
President..... Martin Stone  
General Manager..... Gus Nathan  
Station Manager..... William F. Sherry  
Sales Promotion Mgr..... Jean Ensign  
Program Director..... Mort Dean  
Chief Engineer..... Garfield Ricketts  
Owners of: WFVI, Mincola; WVIP, Mt. Kisco;  
WGHQ, Saugerties, All N. Y.

**FACT:**

The prestige of your station depends, to a large degree, on the quality of its news programs.

**FACT:**

The quality of the news programs depends on the source which gathers and distributes the news.

**FACT:**

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

**CONCLUSION:** *You Can Get The Best.  
Why Settle For Less?*



50 Rockefeller Plaza  
New York 20, N. Y.

**W H O M**

**New York's Most Popular**

**Spanish and Italian  
Language Station**

*Preferred By Listeners*  
*Preferred By Sponsors*

**WHOM**

NEW YORK N.Y.



**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.....Hal Neal  
 Program Director.....Paul Kasander  
 Merchandising Manager.....Tom Mager  
 Commercial Manager.....B. H. Geoghegan  
 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 Stelger

The Red Cross Needs



Your Unstinting Assistance

**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  
Production Mgr.....Rick Sklar  
Publicity Director.....Morty Matz  
Chief Engineer.....P. Von Kunits

**WBNX—New York—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Operated By.....United Bcstg.  
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 Beichley  
Prog. Directors.....Frank Johnson, E. Ervin

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



**ONCE AGAIN . . .**

*latest Negro  
Pulse\* Report  
again  
establishes*

**WLIB**

*New York's*

**NO. 1**

**NEGRO RADIO STATION**

**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 93% of its broadcast time to Negro programming.

HARLEM RADIO CENTER · Hotel Theresa · 2090 Seventh Ave. · New York 27 · MO 6-1800

*\*Pulse — October, 1959*

**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  
V.P., General Manager.....Sam J. Slate  
General Sales Mgr.....Ralph W. Goshen  
Sales Prom. Mgr.....Richard L. Stahlberger  
Program Director.....Hal Moore  
Publicity Director.....Lou Frankel  
Chief Engineer.....Frank Orth

**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 INDUSTRY FACTS & FIGURES  
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**FOR FCC STATION EXPANSION REPORT  
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**FOR ALL-AMERICAN RADIO FAVORITES  
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**Voice** (vois), *n.* 1, the sound of human speech; 2, expressed choice, wish, or desire.

---

**New York** (nū york), *n.* 1, the world's biggest city; 2, radio's biggest market.

---

The Voice  
of  New York

**wmca**

**570** KC

**FIRST  
ON YOUR  
DIAL**

**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.....R. Peter Straus  
V.P., General Manager...Stephen B. Labunski  
Program Manager.....Ruth Musser  
Public Relations.....Michael Laurence  
Sales Development.....Monac Millen  
Prod. Dir.....Ruth Meyer  
Chief Engineer.....James McCafferty

**WOR—New York—1922**

Frequency: 710 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....RKO General  
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  
V.P., Sales Manager.....William McCormick  
V.P., Program Director.....Robert S. Smith  
Adv. & Prom. Dir.....Robert B. Beusse  
Chief Engineer.....H. Tilley

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**FOR LEADING SPOT RADIO ADVERTISERS  
SEE PAGE 53**

**FOR SPOT RADIO MARKET  
VOLUME COMPARISONS  
SEE PAGE 85**

**FOR TOP NETWORK TV NEWS EVENTS  
SEE PAGE 71**

# A RADIO STATION IS KNOWN FOR THE COMPANY IT KEEPS



**wmgm**  
RADIO NEW YORK

50,000 watts



on your radio dial at

**1050**

between 10 and 11

*Your Loew's Theatres Radio Station In New York  
Represented Nationally By George P. Hollingbery Co.*

**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.: PLaza 7-0880.....Independent  
President.....Adolph Held  
General Station Mgr.....Henry Greenfield  
Prog. Dir.....George Field  
Commercial Manager.....Norman Furman  
Chief Engineer.....Charles W. Brown

**WMGM—New York—1922**

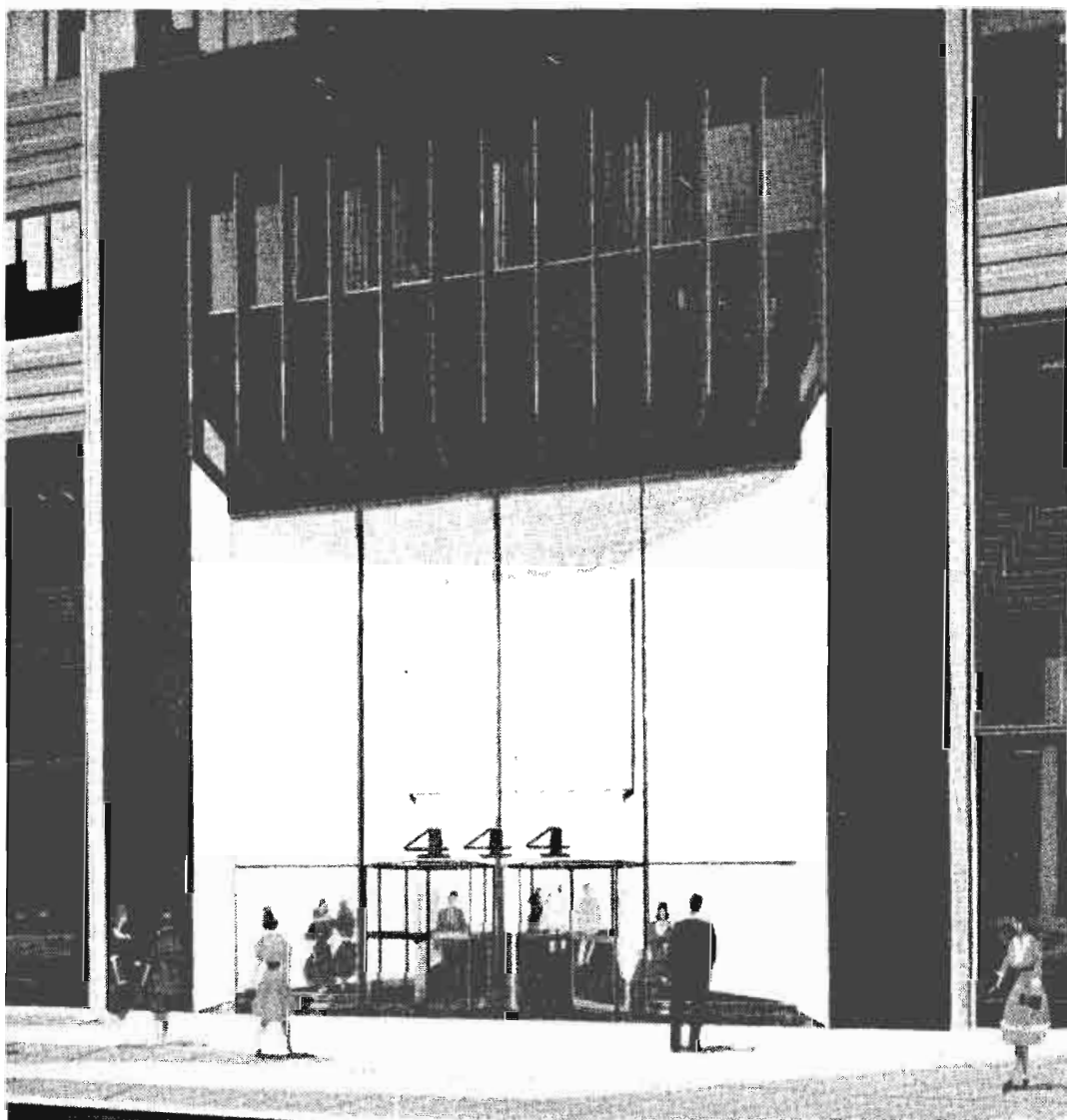
Frequency: 1050 Kc.....Power: 50,000 Watts  
Owned-Oper. By..Loew's Theatres Bcstg. Corp.  
Business-Studio Address.....400 Park Ave.  
Tel.: MU 8-1000.....Independent  
Representative.....Hollingbery  
Exec. V.P., Director.....Arthur M. Tolchin  
Director of Sales.....Samuel Faust  
Dir. of Adv., Sls. Prom. & Merch..J. P. Newman  
Business Manager.....Morris Sher  
Controller.....Frank Schwartz  
Dir. Publicity.....David Yarnell

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**FOR RADIO SET PRODUCTION & SALES  
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**FOR WORLDWIDE RADIO RECEIVERS  
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**FOR RESEARCH ORGANIZATIONS  
SEE PAGE 89**



**Madison Avenue — headquarters for the Bartell Group and  
WADO radio. Plenty of warm hospitality  
and best possible service to advertising.**

**BARTELL BROADCASTING CORPORATION**

444 MADISON AVENUE, NEW YORK 22, NEW YORK



WADO New York  
WOKY Milwaukee  
WAKE Atlanta  
WYDE Birmingham  
KYA San Francisco  
KCBO San Diego  
TeleHart  
TeleCuracao  
Tel-Artist



**WADO—New York—1926**

Frequency: 1280 Kc.....Power: 5000 Wats  
Owned-Operated By... Bartell Bcstrs. of N. Y.  
Business Address..... 444 Madison Ave.  
Tel.: CI 5-7979.....Independent  
Representative..... Young  
President, Mgr. Dir..... Melvin M. Bartell  
Exec. V.P., Gen. Mgr..... Morton J. Wagner  
National Sales Dir..... Peter P. Theg  
Program Director..... Al Heacock  
Chief Engineer..... Emil Hill  
Owners of: WYDE, Birmingham, Ala; KCBQ, San  
Diego, Calif; WAKE, Atlanta, Ga; WOKY, Mil-  
waukee, Wis; KYA, San Francisco, Calif.

**WNEW—New York—1934**

Frequency: 1130 Kc.....Power: 50 Kw.  
Owned-Oper. By... Metropolitan Bcstg. Corp.  
Business-Studio Address..... 585 Fifth Ave.  
Tel.: YU 6-7000.....Independent  
Station Representative ..... Eastman  
V.P. Pres. & Gen. Mgr..... John V. B. Sullivan  
Program Director..... Mark Olds  
Chief Engineer..... Max Weiner  
Owners of: WTTG, Washington, D. C.; WHK AM-  
FM, Cleveland, O.

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**FOR AD AGENCY PERSONNEL**

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**FOR AGENCY TIME-BUYER BIOS**

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**FOR RADIO NETWORK PERSONNEL**

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*Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,200,000 metropolitan area families. And a favorite of advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.*

# 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. Elliott M. Sanger, Jr.  
 Program Director. Eleanor N. Sanger  
 Pub. Dir. E. "Pat" Hurley  
 Chief Engineer. L. J. Kleinklaus

**WPOW—New York—1924**

Frequency: 1330 Kc. Power: 5 Kw.  
 Owned. WPOW, Inc.  
 Address. 41 East 42nd St.  
 Tel.: OXford 7-5763. Independent  
 President, Gen. Mgr. John M. Camp  
 Exec. Assistant. Florence M. Carlson  
 Station Mgr. David L. Carlson  
 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  
 V.P. & Gen. Manager. William N. Davidson  
 Station Mgr. Arthur Hamilton  
 Dir. of Oper., Bus. Mgr. Frederick Acker  
 Dir. Sales. Herman Maxwell  
 Program Dir. Steve White

**WWRL—New York—1926**

Frequency: 1600 Kc. Power: 5000 Watts  
 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

**WHLD—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-Read  
 Owner, Gen. Manager. Earl C. Hull  
 Business Manager. R. J. Manning  
 Commercial Mgr. Earle A. Hamrick  
 Program, Sales Prom. Mgr. Edward F. Joseph

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. Niagara Frontier Bcstg. Corp.  
 Address. Hotel Niagara  
 Tel.: BU 5-5796. MBS  
 Representative. Burn-Smith  
 Pres., Gen. Mgr. Tom W. Talbot  
 Sales Promotion Mgr. Walter Allen  
 Publicity Director. Jimmy Thompson  
 Chief Engineer, Prog. Dir. 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

**WSLB—Ogdensburg—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Seaway Radio  
 Address. 2315 Knox St.  
 Tel.: 500. MBS  
 President. George Bingham  
 Prog. Dir. Flo Beach Rowe  
 Chief Engineer. M. S. Seimes

**WHDL—Olean—1929**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. WHDL, Inc.  
 Address. W. State Rd.  
 Tel.: 2-0161. ABC  
 Newspaper Affiliation. Times Herald  
 Representative. Everett-McKinney  
 Pres., Gen. Mgr. John R. Henzel  
 Station, Sis. Prom. Mgr. James Hastings  
 Comm. Mgr. Joseph K. Eade  
 Prog. Dir. Donald McLean  
 Publicity Director. Howard Heck  
 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. Cooke  
 Pres., Gen. Mgr. Donald W. Merriman  
 Station, Comm. Mgr. Jim Gleason  
 Program Director. John Casey  
 Chief Engineer. Michael Ceci

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By. Madison County Bcstg. Co.  
 Address. 181 Main St.

## NEW YORK

Tel.: 1600 ..... Independent  
Representative ..... Devney  
General Manager ..... Richard W. Mills  
Program Director ..... Michael Conner  
Chief Engineer ..... H. B. Reynolds

### WDOS—Oneonta—1947

Frequency: 730 Kc. .... Power: 1 Kw., d.  
Owned-Oper. By ..... Ottaway Stations, Inc.  
Bus.-Studio Address ..... 104 Chestnut St.  
Tel.: GEneral 2-1500 ..... Independent  
Newspaper Affiliation ..... Oneonta Star  
Representative ..... Radio-TV Reps.  
President ..... James H. Ottaway  
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 ..... Tioga Cty. Bcstg. Corp.  
Address ..... P.O. Box 51  
Tel.: 1671 ..... Independent  
Representative ..... Forjoe  
President ..... M. S. Weiss

### 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: 10 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  
Pres., Gen. Mgr., Ch. Eng. .... Irving E. Cottrell  
Commercial Mgr. .... Francis V. Hough  
Program Dir. .... George Birdas

### WEAV—Plattsburgh—1934

Frequency: 960 Kc. .... Power: 5000 Watts

Owned-Oper. By ..... Plattsburgh Bcstg. Corp.  
Studio Address ..... 38 Court St.  
Tel.: JOrdan 1-0960 ..... ABC  
Representative ..... Jack Masla  
President, General Mgr. .... George F. Bissell  
Program Director ..... Arthur Pierce  
Commercial Manager ..... L. J. Hare  
Chief Engineer ..... Jack Nazark

### WIRY—Plattsburgh—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WIRY, Inc.  
Trans. Loca. Address ..... 301-03 Cornelia St.  
Tel.: JO 3-1340 ..... MBS-KBS  
Representative ..... McGavren  
President ..... Charles B. Britt  
Gen. Mgr. .... Donald L. Pelkey  
Asst. Manager ..... Chester O. Bosworth, Jr.  
Program Director ..... Betty Kraus  
Chief Engineer ..... Thomas Van Alstyne

### WDLC—Port Jervis—1953

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Port Jervis Bcstg. Co.  
Address ..... Box 920  
Tel.: 3-2293 ..... Independent  
Exec. V.P., Chief Eng. .... Oscar Wein  
Program Director ..... Katherine Skellet

### WPDM—Potsdam—1955

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
Owned-Oper. By ..... St. Lawrence Radio, Inc.  
Address ..... Potsdam  
Tel.: COlony 7-9464 ..... Independent  
General Manager ..... Frederick G. Hartman

### WEOK—Poughkeepsie—1948

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By ..... Hudson Valley Bcstg  
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  
Station Representative ..... Masla  
Pres. .... George W. Bingham  
V.P., Gen. Mgr. .... Richard A. Dwelley  
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

**WRIV—Riverhead—1955**

Frequency: 1390 Kc.....Power: 1,000 Watts  
Owned.....Suffolk Broadcasting Corp.  
Address.....1 East Main St.  
Tel.: PA 7-1200.....Independent  
Newspaper Affil..Suffolk Consolidated Press  
Representative.....Grant Webb  
Pres., Gen. Mgr.....William K. Macy, Jr.  
Station, Prog. Dir.....John H. Riggs  
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  
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.....Independent  
Representative.....Christal  
General Manager.....Richard C. Shepard  
Station Manager.....Arthur W. Kelly  
Program Director.....W. Robert McKinsey  
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 Newspapers  
Representative.....Everett-McKinney  
President.....Paul Miller  
V.P., Gen. Sta. Mgr.....Lowell H. MacMillan  
Commercial Mgr.....Fred Pestorius  
Program Dir.....Warren Doremus  
Publicity Dir.....Dorothy Cotton  
Chief Engineer.....Howard Mouatt

**WRVM—Rochester—1946**

Frequency: 680 Kc.....Power: 250 W. d.  
Owner.....State Broadcasting Co.  
Address.....130 S. Clinton Ave.  
Tel.: BA 5-2520.....Independent  
Representative....Headley-Reed; Kettel-Carter  
President.....Frank W. Miller, Jr.  
General Commercial Mgr.....G. W. Miller  
Program Director.....Stan Hi  
Publicity Director.....Bruce Williamsen  
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-Rawalt  
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.....NBC  
Representative.....Bolling Co., Inc.  
Pres., Gen. Mgr.....Ervin F. Lyke  
Station Manager.....Paul C. Louthier  
Commercial Manager...Arthur Murrellwright  
Program Director.....Jack Decker  
Chief Engineer.....Raymond Jobs

**WKAL—Rome—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Mid-New York Bcstg.  
Business-Studio Address..Capitol Theatre Bldg.  
Tel.: Rome 3616.....ABC  
Sta. Representative.....H-R Reps  
President, Gen. Mgr.....Gordon Gray  
Commercial Mgr.....Stan Fish  
Station, Prom. Mgr.....Richard Gessner  
Program Dir.....Joseph Graziano  
Publicity Dir.....Ruth Schlanger  
Chief Engineer.....R. Rosenfeld

**WGGO—Salamanca—1957**

Frequency: 1590 Kc.....Power: 1 Kw., d.  
Owned.....James Broadcasting Co., Inc.  
Address.....91 Main St.  
Tel.: 1515.....KBS  
Station Rep.....Venard, Rintoul & McConnell  
President.....Simon Goldman  
General Station Mgr.....M. O. Simundson  
Program Director.....Richard Sil's  
Publicity Director.....Lee Maley  
Chief Engineer.....David E. Pavlock

**WNBZ—Saranac Lake—1927**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By....Upstate Bcstg. Corp.  
Business-Studio Address.....88 Main St.  
Tel.: 1320.....ABC  
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  
President, General Mgr.....Jack Oranch  
Commercial, Sls. Prom. Mgr.....Saul Kay  
Program Director.....Elio Del Sette  
Chief Engineer.....John Holliday

**NEW YORK**

**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 Devney  
President Ken Freeborn  
Gen. Sta. Mgr. Robert W. Dingman  
Comm. Sales Prom. Mgr. Joseph D. Snyder  
Chief Engineer W. P. Spoller

**WGHO—Saugerties—1956**

Frequency: 920 Kc. Power: 1000 Watts. d.  
Owned Skylark Corp.  
Business Address: Box 920  
Tel.: CH 6-2822 Independent  
Pres., Gen. Mgr. John P. Lynker  
Comm. Sales Prom. Mgr. W. Irving Rose  
Chief Engineer Leroy F. Fuller  
OWNERS OF: WVOX-AM-FM, NEW ROCHELLE; WFYI,  
MINEOLA; WVIP, MT. KISCO, ALL N. Y.

**WGY—Schenectady—1922**

Frequency: 810 Kc. Power: 50,000 Watts  
Owned-Oper. By General Electric Co.  
Business-Studio Address: 1400 Balltown Rd.  
Tel.: FR 7-2261 NBC

Representative Henry I. Christal  
General Manager J. Milton Lang  
Chief Engineer W. J. Purcell

**WSNY—Schenectady—1942**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Western Gateway Bcstg.  
Business-Studio Address: 619 State St.  
Tel.: EX 3-3622 Independent  
Representative Forjoe  
Pres., Gen. Sta. Mgr. Winslow Leighton  
Comm. Manager Thomas Seeley  
Chief Engineer I. P. Beck

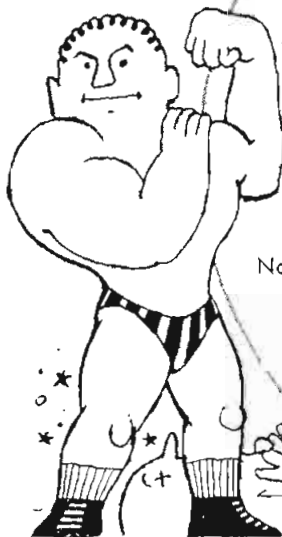
**WFBL—Syracuse—1922**

Frequency: 1390 Kc. Power: 5000 Watts  
Owned First Broadcasting Corp.  
Address: P.O. Box 1390, E. Syracuse  
Tel.: HOWard 3-8631 Independent  
Representative Hollingbery  
General Mgr. Henry P. Wilcox  
Sales Mgr. Richard F. Polgreen  
Program Dir. William Quinn  
Chief Engineer Vincent Marlin

**WHEN—Syracuse—1954**

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.

**WFBL**  
RADIO  
**DOMINATES!**  
SYRACUSE, NEW YORK



- AUTHENTIC NEWS COVERAGE
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founder's groups of Stations, including KPOA, Honolulu: WFBL, Syracuse  
New York: WSMB New Orleans, Louisiana



Owned.....Meredith Syracuse Radio Corp.  
 Address .....511 Loew Bldg.  
 Tel.: HA 2-0277.....CBS  
 Representative .....Katz  
 President.....E. T. Meredith, Jr.  
 V.P. & Gen. Mgr.....Paul Adanti  
 Comm. Mgr.....Louis Parmentier  
 Station Manager.....William H. Bell  
 Prom. Mgr., Pub. Dir.....Robert Peel  
 Program Director.....John L. Scott  
 Studio Superv.....Robert Ardner

**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.

**WOLF—Syracuse—1939**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Address.....Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211.....ABC  
 Sta. Representative..Venard, Rintoul, McConnell  
 President.....Ellis E. Erdman  
 Station Mgr.....John G. Wolfe, Jr.  
 Program Mgr.....Robert Kennedy  
 Sales Prom. Mgr.....Charles D. Hackett  
 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.....William V. Rothrum  
 Program Dir.....Floyd Ottoway  
 Com. Mgr.....William R. Alford  
 Prom. Mgr., Pub. Dir.....Lou Switzer  
 Chief Engineer.....A. J. Eicholzer

**WIPS—Ticonderoga—1955**

Frequency: 1250 Kc.....Power: 1 Kw., d.  
 Owned By.....Ti Broadcasting, Inc.  
 Address.....Fort Ti Road  
 Tel.: JUno 5-2868.....Independent  
 Station Representative.....Cooke  
 President.....Bernard H. Pelzer, Jr.  
 General Mgr.....William Powley  
 Program Dir.....Richard Griswold

**WTRY—Troy—1940**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By .....WTRY Bcstg. Corp.  
 Business-Studio Address.....92 Fourth St.  
 Tel.: AS 4-1100.....CBS  
 Representative .....John Blair  
 Ch. of Board.....Victor W. Knauth

President .....Daniel Kops  
 V.P., General Mgr.....Sam S. Nielsen  
 Exec. V.P.....Richard J. Monahan  
 Commercial Mgr.....Stan Edwards  
 Sales Prom. Mgr.....Al Herskovitz  
 Program Dir.....George Le Zotte  
 Publicity Dir.....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  
 Sta. Representative.....Meeker  
 President.....Margaret Bowen Shepard  
 General Manager.....Frederic C. Bowen  
 Station Manager.....Elliott Stewart  
 Production Manager.....Ralph Allinger  
 Chief Engineer .....John T. Dowdell

**WFAS—White Plains—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus-Studio Address.....P.O. Box 711  
 Tel.: WH 9-6400.....Independent  
 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

**THE**

**WESTCHESTER STATION!**

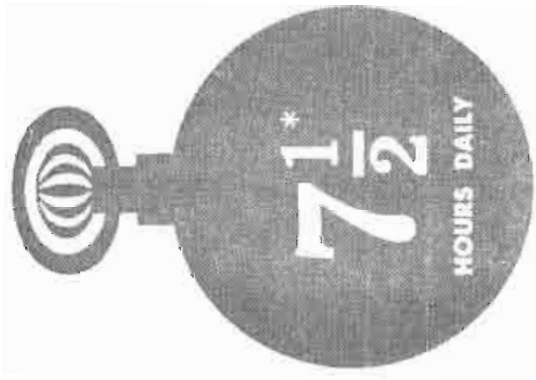
Among nearly a quarter million radio families in the WFAS Westchester-Rockland Area, WFAS polled *first* or tied for first in 48, *second* in 18, and third in only 2 of the 68 quarter-hour strips from 7 A. M. to Midnight, Monday through Fridays\* . . . and outstrip-ped its nearest suburban competition nearly 3 to 1!

**WFAS & WFAS-FM**

White Plains, N. Y.

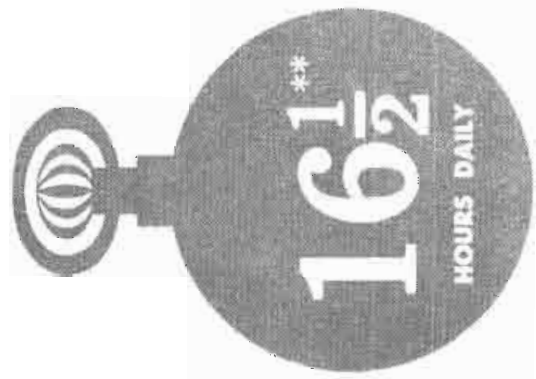
\*Pulse study, October, 1959.





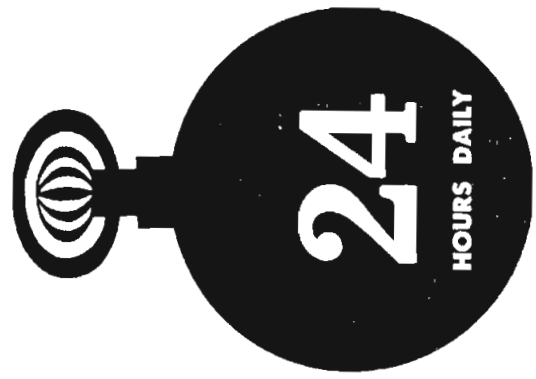
**NEGRO** Community  
Programming

+



**SPANISH/PUERTO RICAN**  
Programming

=



of Whirl-Wind  
sales action

# WWWR

**NEW YORK**

**DE 5-1600**

\* 10:00AM-5:30PM

\*\* 5:30PM-10:00AM

**NEW YORK-NORTH CAROLINA**

**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. .... Kellogg Rd., New Hartford  
Tel.: 5-5209. .... ABC  
President. .... Thomas L. Brown  
General Manager. .... Harry V. Barker  
Chief Engineer. .... Peter Narkon

**WDLA—Walton—1951**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. Delaware County Bcstg. Corp.  
Business Address ..... Walton  
Tel: Underhill 5-4321. .... Independent  
President. .... E. Ogden Bush  
V.P., Gen. Mgr. .... Michael J. Cuneen  
Chief Engineer. .... Charles Lissner

**WATN—Watertown—1941**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Watertown Bcstg. Corp.  
Bus. Studio Location. .... 118 Washington St.

Tel: SUNset 2-3320. .... Independent  
Representative ..... Devney  
Pres., Gen. Mgr. .... G. Harry Righter

**WOTT—Watertown—1959**

Frequency: 1410 Kc. .... Power: 5 Watts d.  
Owned By. .... 1000 Isls. Bcstg. Co.  
Address. .... 560 W. Main St.  
Tel: Thousand Islands. .... Independent  
Owner. .... Francis Johnston

**WWNY—Watertown—1941**

Frequency: 790 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... The Brockway Co.  
Address ..... Hotel Woodruff  
Tel: SUNset 8-3800. .... CBS  
Newspaper Affil. .... Daily Times  
Representative ..... Weed  
President. .... John B. Johnson  
General Manager. .... Louis Saff, Jr.  
Station Manager. .... Earl R. Kelly  
Program Director. .... Rodney C. Abare  
Commercial Manager. .... Harold Gore  
Dir. of Engineering. .... Michael Yonkovig

**WLSV—Wellsville—1955**

Frequency: 790 Kc. .... Power: 1 Kw., d.  
Owned-Oper. By. Radio Services of Wellsville  
Address. .... 55 N. Main St.  
Tel: 727. .... Independent  
Gen. Mgr. .... Joseph Mumma  
Sales Promotion Mgr. .... James Armstrong  
Publicity Director. .... Richard DiRoma  
Station Manager. .... Jay Mullen  
Chief Engineer. .... Larry Shields

**WWRL—Woodside—1926**

(See New York, N. Y., Page 481)

Pop.: 4,810,000	<b>NORTH CAROLINA</b>	TV Homes: 991,000
Families: 1,282,000		AM Stas. in State: 139
Radio Homes: 1,331,000		TV Stas. in State: 11

**WZKY—Ahoskie—1956**

Frequency: 1580 Kc. .... Power: 250 Watts, d.  
Owned By. .... Radio WZKY  
Address ..... Box 365  
Tel: YUkon 2-1111. .... Independent  
Pres., Gen. Mgr. .... J. 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. .... W. Nealson Russell  
Program Director. .... Marvin A. Coley  
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. .... P.O. Box 309  
Tel: 2187. .... KBS  
Newspaper Affil. .... Courier Tribune  
President. .... Roy Cox  
Gen., Sta., Comm. Mgr. .... J. R. Marlowe  
Program Director. .... A. R. Brown  
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

## NORTH CAROLINA

Representative..... Bcst Time Sales; Raymer  
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  
President..... T. A. Eiland  
Sta., Comm. Mgr..... Dewey Long  
Program Dir..... Dave Jacobs  
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  
Chief Engineer..... Bill Clements

### WWNC—Asheville—1927

Frequency: 570 Kc.... Power: 5000 Watts  
Owned-Oper. By..... Asheville Citizen-Times Co.  
Business-Studio Address..... 14 O. Henry Ave.  
Tel.: AL 2-5611..... CBS  
Newspaper Affili..... Citizen, Times  
Representative..... Citizen, Times  
President..... H-R  
Station Manager..... Robert Bunnelle  
Comm. Mgr..... Cecil B. Hoskins  
Program Director..... James A. Haqan  
Chief Engineer..... William F. Melic  
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

### WCGC—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-KBS  
President, General Mgr..... Robert Hilker  
Commercial Manager..... Frank Thomas  
Program Director..... Everette Gantt  
Chief Engineer..... Roger Hovis

### WATA—Boone—1950

Frequency: 1450 Kc.... Power: 250 Watts  
Owned-Oper. By..... Wilkes Bcstg. Co.  
Address..... P.O. Box 72  
Tel.: AM 4-8461..... KBS  
Manager..... Doris B. Brown  
Secretary-Treasurer..... Roland Potter  
Program Director..... Jane Smith  
Chief Engineer..... E. Chipman

### WPNF—Brevard—1950

Frequency: 1240 Kc.... Power: 250 Watts  
Owned-Oper. By..... Pisgah Bcstg. Co., Inc.  
Business-Studio Address..... P.O. Box 352  
Tel.: TU 3-3821..... Independent  
President..... Mrs. Ed. M. Anderson  
Sta., Comm. Mgr..... Bobby Hoyle  
Program Director..... Al Martin  
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..... 318 S. Main St.  
Tel.: CA 6-6376..... MBS-KBS  
Rep..... Thomas F. Clark  
Exec. V.P., General Manager..... E. Z. Jones  
Comm. Mgr., Pub. Dir..... Lew Carter  
Program Director..... Edgar Brooks  
Chief Engineer..... Berry Tysor

### WFNS—Burlington—1946

Frequency: 1150 Kc.... Power: 1000 Watts d.  
Owned..... Burlington-Graham Bcstg. Co.  
Address..... Maple at Broad  
Tel.: CA 7-4261..... Independent  
Representative..... Walker Rawall  
Gen., Sta. Mgr..... G. C. Starnes  
Commercial Manager..... Harold Nall  
Program Director..... William Diffe  
Chief Engineer..... Charles Stafford

### WWIT—Canton—1954

Frequency: 970 Kc.... Power: 1 Kw., d  
Owned By..... Western N. C. Bcsters., Inc.  
Address..... Box 391  
Tel.: MI 8-3588..... Independent  
Representative..... Best  
President..... Sidney A. Watts  
General Manager..... Dalton R. Paxton  
Commercial Manager..... Sam Patterson  
Sales Promotion Mgr..... Al Dunbar  
Program. Publicity Dir..... D. Mendenhall  
Chief Engineer..... Barry Medlin

### 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. Co. of Charlotte  
Business-Studio Address..... 3229 S. Blvd.  
Tel.: JA 3-0121..... Independent  
Representative..... Bcstg. Time Sales; Raymer  
President..... George W. Dowdy  
Sales Promotion Mgr..... Irving Butler  
General Mgr..... James P. Poston

Commercial Mgr.....William Jeffery  
 Station Manager.....Howard Mendel  
 Program Dir.....Lee Barrett  
 Publicity Director.....Martin Allen  
 Chief Engineer.....E. R. Deekle

**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  
 Comm. Manager.....Paul B. Marion  
 Program Director.....Wade St. Clair  
 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.....For Joe  
 Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald  
 Commercial Mgr.....Ray Ervin  
 Chief Engineer.....S. K. Lineberger

**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  
 Executive V.P.....G. H. Shaifo  
 Station Manager.....Ray M. Stanfield  
 Commercial Manager.....W. Reid Leath  
 Program Director.....Douglas G. Bell  
 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.....Cooke  
 President.....J. Olin Tice, Jr.  
 General, Station Mgr.....J. G. Kenworthy  
 Program Director.....Robert Thompson

**WSOC—Charlotte—1933**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Carolina Broadcasting Co.  
 Address.....1925 N. Tryon St.  
 Tel.: FR 6-8401.....NBC  
 Station Representative.....H-R Reps  
 President.....Leonard Reinsch  
 General Manager.....Henry Sullivan  
 Commercial Mgr.....James Pflaff  
 Program Director.....James Martinson  
 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  
 General Station Manager.....Herb Berg  
 Operations Mgr.....Art Lawrence  
 Sales Prom. Mgr.....Jeannie Edwards  
 Commercial Mgr.....John Moore  
 Chief Engineer.....Paul M. Seally

**WRRZ—Clinton—1946**

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned.....WRRZ Radio Co.  
 Tel.: 2165.....ABC  
 Station Rep.....Walker Rawalt  
 General Mgr.....Geo. S. Walston  
 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.....Highway 29, By Pass  
 Tel.: ST 2-7115.....KBS  
 President.....Robert R. Hilker  
 Gen., Sta. Mgr.....J. Norman Young  
 Commercial Manager...Claude C. Gibson, Jr.  
 Sales Promotion Mgr.....Steve Morris  
 Program Director.....Richard Norwood  
 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.....Mrs. E. L. Grantham  
 Sales Prom. Mgr.....Nathan Lassiter  
 Program Director.....Rudy Zurlo  
 Publicity Director.....John G. Thomas  
 Chief Engineer.....Joseph Kotlas

**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  
 V.P., Gen. Mgr.....J. Frank Jarman  
 Local Sales Manager.....W. R. Kirby  
 Prog. Dir.....E. R. Higgins, Jr.  
 Chief Engineer.....Waldo W. Primm

# NORTH CAROLINA

## WSRC—Durham—1954

Frequency: 1410 Kc. Power: 1 Kw.  
Owned..... Carolina Radio  
Address..... P. O. Box 28  
Tel.: 2-4681..... Independent  
Station Reps..... Dore; Ochs  
President..... Robert Monroe  
Gen. Mgr..... James H. Mayes, Jr.  
Comm. Mgr..... Carl S. Smith  
Sales Promotion Mgr..... Stu Gordon  
Prog. Dir..... Norfolk Whitted  
Chief Engineer..... Arthur Bone

## 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..... P.O. Box 609  
Tel.: 6101..... ABC  
Gen., Sta. Mgr..... H. Tom Morris  
Prog., Pub. Mgr..... Wally Ausley

## 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  
Program Director..... Frank Roberts  
Chief Engineer..... Anthony Ostopoff

## WCNC—Elizabeth City—1939

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Albemarle Bcstg. Co., Inc.  
Address..... Box 535  
Tel.: 4379..... KBS  
Station Rep..... Bogner & Martin  
President..... J. L. Lamb, Sr.  
Gen. Mgr., Chief Eng..... J. L. Lamb, Jr.  
Assistant Mgr..... Desmond Barclay  
Commercial Manager..... C. E. Ferrell  
Program Director..... Bill Diggs

## 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..... Independent  
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..... KBS  
Representative..... Best  
President..... E. Clayton Register  
General Mgr..... Chatham C. Clark  
Chief Engineer..... G. Wear

## WIFM—Elkin—1951

Frequency: 1540 Kc. Power: 250 Watts, d.  
Owned..... Tri-County Bcstg. Co. Inc.  
Address..... P.O. Box 152  
Tel.: 860..... Independent  
President..... H. F. Laffoon  
General Mgr..... Will Erwin  
Sta. Mgr., Chief Eng..... J. Prince

## WFMO—Fairmont—1953

Frequency: 860 Kc. Power: 1000 Watts, d.  
Owned..... Carolina's Broadcasting Co., Inc.  
Address..... Box 492  
Tel.: MA 8-4781..... Independent  
President..... Cutlar Moore  
Gen., Comm. Mgr..... Billy E. Peele  
Chief Engineer..... Joseph F. Milazzo

## WFAI—Fayetteville—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned By..... Jackson F. Lee  
Bus.-Studio Address..... Box 659  
Tel.: HU 4-6161..... CBS-KBS  
Representative..... Thomas F. Clark  
President, Gen. Mgr..... Ralph E. Hess  
Station Manager, Pub. Dir..... R. Allen Hess  
Comm. Mgr..... Bob Smith  
Program Director..... Taft Tew, Jr.  
Chief Engineer..... Walter Lee Moring

## WFLB—Fayetteville—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Fayetteville Bcstr., Inc.  
Address..... P. O. Box 512  
Tel.: HEMlock 2-7136..... ABC  
Representative..... Burn-Smith  
President..... L. W. Allen  
Gen., Sta. Mgr..... Jimmy Simpson  
Commercial Manager..... Charles Cooper  
Program Director..... Al Gregg  
Sales Prom. Mgr..... Vance McBryde  
Publicity Director..... Frank Jetter, Jr.  
Chief Engineer..... Edward Cook

## WFNC—Fayetteville—1939

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..... MBS  
Representative..... Walker-Rawalt  
President, Gen. Mgr..... Victor W. Dawson  
Station, Commercial Mgr..... Johnny Joyce  
Sales Promotion Mgr..... Ed Jones  
Program Director..... Chris Mack  
Publicity Director..... Tom Mottern  
Chief Engineer..... David O. Beck

**WAGY—Forest City—1958**

Frequency: 1320 Kc. Power: 500 W. d.  
Owned: Tri City Broadcasting Co.  
Address: Forest City  
Tel.: CHerry 5-4288-9  
Independent  
General Manager, Ch. Eng.: G. T. Becknell  
Station Manager, Prog. Dir.: Don H. Lovelace  
Commercial Manager: Fred A. Blanton  
Publicity Director: J. David White

**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  
KBS  
Newspaper Affil.: Courier, Sun  
Pres., Gen., Sta. Mgr.: Mrs. Ed. M. Anderson  
Comm. Manager: Cari R. Henson  
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  
KBS  
President: Henry Bartol, Jr.  
Gen., Sta. Mgr., Ch. Eng.: Edwin P. Healy  
Publicity Director: Nettie Sue Patillo

**WFVG—Fuquay Springs—1949**

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By: WFVG Bcstg.  
Business-Studio Address: Box 588  
Tel.: MUrray 7-4001  
KBS-MBS  
President, Gen. Mgr.: James Flanagan  
Prog., Pub. Dir.: Walter M. Pearson  
Chief Engineer: G. Lewis

**WGNC—Gastonia—1939**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Catherine T. McSwain  
Address: N. Chester St.  
Tel.: UNiversity 5-8501  
ABC  
Gen., Sta. Mgr.: Pat McSwain  
Chief Engineer: 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.: REpublic 4-4211  
KBS  
President: Kenneth T. Marshall  
Gen. Mgr., Ch. Eng.: Henry M. Harrison, Jr.  
Publicity Director: C. J. Chambers

**WGBR—Goldsboro—1938**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: E. Carolina Bcstg. Co., Inc.  
Address: P. O. Box 1024  
Tel.: REpublic 4-3621  
ABC  
Comm., Gen. Mgr., Pgm. Dir.: V. G. Balkcom

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned: Better Advertising Inc.  
Address: 116 W. Mulberry St.  
Tel.: RE 4-5151  
Independent  
Sta. Representative: Bogner & Martin  
President: William S. Page  
General Mgr.: Jack P. Hankins  
Commercial Mgr.: Dwight Moody  
Station Mgr.: Lynwood Moseley  
Program Dir.: Pat Howell  
Chief Engineer: Paul Horne

**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  
V.P., 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: Bcst. Time Sales  
President: Harold H. Thoms  
Sta. Manager: Terry Bane  
Comm. Mgr.: Jack Huband  
Program Director: 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: Ashe St.  
Tel.: BR 3-3631  
ABC-MBS  
Representative: Pearson  
Pres., Gen., Sta. Mgr.: Ralph M. Lambeth  
Commercial Mgr.: Jack Rimmer  
Sales Promotion Mgr.: Earl O. Sullivan  
Program, Publicity Dir.: Joe Anderson  
Chief Engineer: Earl Teague

**NORTH CAROLINA****WPET—Greensboro—1954**

Frequency: 950 Kc. Power: 500 Watts  
 Owned.....Guilford Advertising  
 Address.....Meadowview Rd.  
 Tel.: BR 5-4464.....Independent  
 Representative.....Burn-Smith  
 President.....James S. Beatrice  
 Exec. V.P.....William P. Mitchell  
 Sta. Mgr.....Roy A. Childers  
 Prog. Dir.....Robert L. Montgomery  
 Pub. Dir., Sls. Prom. Mgr.....Ruenell Stewart  
 Chief Engineer.....Don Harris

**WGTC—Greenville—1940**

Frequency: 1590 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....A. W. Lewin  
 Address.....Falkland Highway  
 Tel.: PL 8-2174.....Independent  
 Representative.....Devney  
 President.....A. W. Lewin  
 Gen. Mgr., Prog. Dir.....Joel Lawhon  
 Comm. Mgr.....J. T. Snowden, Jr.  
 Chief Engineer.....Bill Covington

**WOOW—Greenville—1959**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....WOOW, Inc.  
 Business Address.....304 S. Evans St.  
 Tel.: PLaza 8-1171.....Independent  
 President.....John P. Gallagher  
 General Manager.....C. Robert Ray  
 Commercial Manager.....Richard Jones  
 Chief Engineer.....Carl Rochelle

**WKDX—Hamlet—1957**

Frequency: 1400 Kc. Power: 250 W.  
 Owned.....Richmond Bcstg. Co.  
 Address.....Box 826  
 Tel.: 1482.....KBS  
 President.....Risdon A. Lyon  
 Gen. Mgr.....W. P. Billingsley  
 Station Manager, Ch. Eng.....W. S. Taylor  
 Comm. Mgr.....W. E. Benoist  
 Program Director.....Alex Morrison

**WHNC—Henderson—1945**

Frequency: 890 Kc. Power: 1000 Watts  
 Owned.....Henderson Radio Corp.  
 Address.....Norlina Road  
 Tel.: 7136.....KBS-MBS  
 President, Comm. Mgr.....Nathan Frank  
 General, Sta. Mgr.....Dr. Claye Frank  
 Program Director.....Mozelle Moore  
 Chief Engineer.....Lewis Hiland

**WHVH—Henderson—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....WHVH, Inc.  
 Address.....P. O. Box 1011  
 Tel.: GENEVA 8-8135-6.....Independent  
 Representative.....Webb  
 Pres., Gen., Sta. Mgr.....Lawrence Brandon  
 Commercial Mgr., Prog. Dir.....Mike Hight  
 Chief Engineer.....Ed Brume

**WHKP—Hendersonville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Radio Hendersonville, Inc.  
 Address.....Box 649  
 Tel.: OX 3-9061.....KBS  
 General Station Mgr.....Kermit Edney  
 Commercial Sls. Prom. Mgr.....Arthur V. Cooley  
 Publicity Program Dir.....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-MBS  
 Representative.....Dora Clayton  
 News. Aftilil.....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 Bdcstg., Inc.  
 Address.....P.O. Box 484-A  
 Tel.: DI 5-2124.....Independent  
 Representative.....John E. Pearson  
 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.: TUCKER 8-4593.....ABC  
 Representative.....Burn-Smith  
 Pres., Gen.-Station Mgr.....Frank S. Lambeth  
 Commercial Manager.....Frank Smith  
 Sls., Prom., Pub. Dir.....G. D. Sullivan  
 Program Director.....W. R. Carter  
 Chief Engineer.....Robert P. Boyd

**WNOS—High Point—1953**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned By.....Doss Broadcasting  
 Address.....Box 1448  
 Tel.: 2-6851-2.....Independent  
 Representative.....Devney  
 President.....Charles E. Doss  
 General Manager.....James W. McClain



Commercial Manager.....Betty A. Litzie  
 Program Director.....Bill Everhart  
 Chief Engineer.....Yancy Cecil

**WJNC—Jacksonville—1945**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Onslow Bcstg. Corp.  
 Address.....Box E, Route 24  
 Tel.: 7707.....MBS-KBS  
 Pres., Gen. Mgr.....Robert P. Mendelson  
 Sta. Manager.....Rodric L. Jones  
 Chief Engineer.....R. O. Dorsey

**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.: WEBster 3-8700.....Independent  
 Pres., Gen. Mgr.....Fred H. Whitley  
 Chief Engineer.....William E. Rumble

**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  
 Publicity Dir., Sales Prom. Mgr.....R. Y. Green  
 Program Director.....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.: JACKson 3-5151.....Independent  
 Representative.....Bogner & Martin  
 President.....William S. Page  
 General Station 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.....Connie B. Gay Enterprises  
 Address.....204 East King St.  
 Tel.: JACKson 3-4111.....ABC  
 Representative.....Best  
 President.....Connie B. Gay  
 General Mgr.....Donnie Gay  
 Program Dir.....David Holliday  
 Chief Engineer.....Wm. Dixon

**WISP—Kinston—1954**

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Diehl Bcstg. Co.  
 Address.....525 S. Queen St.  
 Tel.: JACKson 3-6161.....Independent  
 President, General Mgr.....William K. Diehl  
 Commercial Manager.....James Batts  
 Program Director.....Everett Peace, Jr.  
 Publicity Director.....Andrew Denonn  
 Chief Engineer.....Herman Civils

**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, Station Mgr.....Dick Brown  
 Chief Engineer.....Truman N. Brock

**WLOE—Leaksville—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WLOE, Inc.  
 Address.....P.O. Box 632  
 Tel.: MA 3-5118.....MBS-KBS  
 Pres., Gen., Sta., Comm. Mgr...D. L. Craddock  
 Program Director.....Barbara Stone  
 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.....C. N. Whisnant

**WBUY—Lexington—1946**

Frequency: 1440 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  
 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.....KBS  
 General Manager, Ch. Eng....Joseph T. Lane

## NORTH CAROLINA

Commercial, Sls. Prom. Mgr. . . . . W. C. Morgan  
Program Director . . . . . Harry P. Ritner

### WAGR—Lumberton—1954

Frequency: 580 Kc. . . . . Power: 500 Watts  
Owner . . . . . Southeastern Bcstg. Corp.  
Address . . . . . 2106 N. Cedar St.  
Tel.: REDfield 9-3394 . . . . . Independent  
Pres., Gen. Mgr. . . . . Denzel M. Shaver  
V.P., Station Mgr. . . . . Al Kohn  
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 . . . . . KBS  
Representative . . . . . Continental Radio Sales  
President . . . . . J. A. Sharpe, Jr.  
General, Station Mgr. . . . . A. G. Stanley  
Commercial Manager . . . . . David N. Collins  
Program Director . . . . . Edward L. Potter  
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 . . . . . Billy F. Keever

### 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 . . . . . P.O. Box 528  
Tel.: 3521 . . . . . KBS  
President . . . . . C. O. Brazzill  
Gen. Mgr., Ch. Eng. . . . . Vernon C. McCarthy  
Comm. Mgr. . . . . Dean Shields  
Prog. Dir. . . . . Wanda Crowe

### WMAP—Monroe—1947

Frequency: 1060 Kc. . . . . Power: 250 Watts d  
Owned-Operated By . . . . . Union Bcstg. Corp.  
Business Address . . . . . Box 590  
Tel.: ATLantic 3-8115 . . . . . KBS  
Pres. & Program Director . . . . . Frank Funderburk  
Gen. Manager . . . . . J. A. Laney  
Business Manager . . . . . W. D. Benton  
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 . . . . . Independent  
Pres., Gen., Sta. Mgr. . . . . Wayne M. Nelson  
Comm., Sls., Prom. Mgr. . . . . Mrs. Leona Showmat  
Prog., Pub. Dir. . . . . Buck Mills  
Chief Engineer . . . . . E. M. Stanton

### 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  
Chief Engineer . . . . . Waldor Niemi

### WMNC—Morganton—1947

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Nathan J. Cooper  
Address . . . . . P.O. Box 688  
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.: SState 6-6111 . . . . . KBS  
Representative . . . . . Thomas Clark  
Pres., Gen., Sta. Mgr. . . . . Ralph D. Epperson  
Program Director . . . . . Costin Lindsey  
Sales Prom. Mgr. . . . . Dale Gallimore  
Publicity Director . . . . . Jim Shelton

### WSYD—Mt. Airy—1951

Freq.: 1800 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Mount Airy Bcstrs., Inc.  
Address . . . . . P. O. Box 209  
Tel.: SState 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  
Station Representative . . . . . Webb  
Gen. Mgr., Ch. Eng. . . . . Max M. Blakemore  
Commercial Manager . . . . . Glenn Ladd  
Program Director . . . . . Elvia Blakemore

**WKRK—Murphy—1958**

Frequency: 1390 Kc. Power: 1 Kw.  
 Owned By: J. B. Childress  
 Address: P. O. Box 304  
 Tel.: VERNON 7-3210. KBS  
 Gen., Comm. Mgr.: Paul Ridenhour  
 Chief Engineer: James Foust

**WHIT—New Bern—1942**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Ray D. Williams  
 Address: P.O. Box 551  
 Tel.: MELROSE 7-4450. MBS  
 Representative: John E. Pearson  
 Gen., Sta. Manager: Ray D. Williams  
 Chief Engineer: Bob Statham

**WRNB—New Bern—1957**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Jeffery Bcstg. Corp.  
 Address: Box 31  
 Tel.: MELROSE 7-6144. KBS  
 Representative: Howard  
 Pres., Gen. Mgr.: William W. Jeffery  
 Program Dir.: Grover Baker  
 Commercial Manager: George B. Nelson

**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  
 Chief Eng.: Ray Corbitt

**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

**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

**WPNC—Plymouth—1959**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By: Harry A. Epperson, Sr.  
 Business Address: Highway 64 W.  
 Tel.: SWAN 3-4104. KBS  
 President: Harry A. Epperson, Sr.  
 General Manager: Lewis R. Kurtz, Jr.  
 Commercial Manager: Harford E. Goings  
 Sales Promotion Mgr.: Bud Goings  
 Publicity Director: Errol Wuertz  
 Chief Engineer: Jack Stallings

**WSHE—Raleigh—1954**

Frequency: 570 Kc. Power: 500 Watts, d.  
 Owned: Louis P. Heyman  
 Address: 649 Maywood Avenue  
 Tel.: TE 3-3874. Independent  
 Station Representative: Meeker  
 Pres., Gen. Mgr.: John C. Greene, Jr.  
 Commercial Mgr.: Jack Hammette  
 Sales Prom., Program Dir.: Helen Greene  
 Publicity Director: Carol Podwika  
 Chief Engineer: A. A. White

**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. Independent  
 Representative: Young  
 President: Ralph Price  
 General Mgr.: Hugh Holder  
 Sales Prom., Publicity Dir.: Don Williams

**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  
 Sales Mgr.: R. W. Youngsteadt  
 Program Manager: Graham B. Poyner  
 Sales Promotion Mgr.: Worth White  
 Chief Engineer: Henry Hulick, Jr.

**WRAL—Raleigh—1939**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address: 130 S. Salisbury St.  
 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

**WFRC—Reidsville—1947**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By: Piedmont Carolina Bcstg.  
 Business-Studio Address: Harrison St. Ext.  
 Tel.: DI 9-4361-2. ABC-KBS  
 Representative: Boegner & Martin  
 President: H. T. Williams  
 Gen., Sta., Comm. Mgr.: Stephen F. Woodson  
 Prog. Dir.: Jerry Huskey  
 Publicity Director: Eugene Overby  
 Chief Engineer: Benney G. Grogan

**WREV—Reidsville—1948**

Frequency: 1220 Kc. Power: 250 Watts d.

## NORTH CAROLINA

**Owned-Oper. By**..... Reldsville Bcstg. Co.  
**Address**.....Box 1349  
**Tel.:** D1 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.

### 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 Manager**.....J. Winfield Crew, Jr.

### 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 Wilkinson  
**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.:** GI 6-6736.....ABC  
**Representative**.....Burn-Smith  
**President**.....W. A. Wynne  
**Gen., Comm. Mgr.**.....R. E. Horner  
**Program Director**.....John R. Drozd  
**Chief Engineer**.....Joe R. Morris

### WRXO—Roxboro—1949

**Frequency:** 1430 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Roxboro Bcstg. Co.  
**Address**.....Box 130  
**Tel.:** 6013.....Independent  
**General Manager, Ch. Eng.**.....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, Ch. Eng.**.....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  
**Sta. Reps.**.....Walker-Rawalt; Dora-Clayton  
**President**.....Thomas D. Harrell, Jr.  
**Prog. Dir.**.....Ted Austin  
**Chief Engineer**.....Jack Ikner

### WEYE—Sanford—1952

**Frequency:** 1290 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Lee Bcstg. Corp.  
**Address**.....P.O. Box 550  
**Tel.:** SP 4-5561.....Independent  
**President**.....Dallas L. Mackey  
**Chief Engineer**.....Carey Olive

### WWGP—Sanford—1946

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....WWGP Bcstg. Corp.  
**Address**.....P. O. Box 651  
**Tel.:** SPring 3-6611.....KBS  
**President-Mgr.**.....Frank Abbott, Jr.  
**Chief Engineer**.....J. C. Patterson

### WADA—Shelby—1958

**Frequency:** 1390 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Cleveland County Bcstg. Co. Inc.  
**Business Address**.....Highway 26 N.  
**Tel.:** HUXley 2-1390.....Independent  
**Station Representative**.....Webb  
**Pres., Gen. Mgr.**.....Boyce J. Hanna  
**Commercial Manager**.....Harold J. Noles  
**Sales Prom. Mgr.**.....Anne Houser  
**Publicity Director**.....Gray Ingram  
**Chief Engineer, Prog. Dir.**.....Kenneth Vassey

### WOHS—Shelby—1946

**Frequency:** 730 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Western Carolina Radio  
**Business Address**.....1511 W. Dixon Blvd.  
**Tel.:** HUXley 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 Bdcstg. Co.  
**Address**.....Box 352  
**Tel.:** SH 2-2135.....Independent  
**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  
General Mgr. Ellis C. Barbour  
Chief Eng. C. Wood

Address Box 605  
Tel: 3171 Independent  
President. John B. Ward  
Station Manager. Troy McPherson  
Chief Engineer. S. J. Hart

**WCPS—Tarboro—1946**

Frequency: 760 Kc. Power: 1000 Watts d.  
Owned-Oper. Coastal Plains Bcstg. Co., Inc.  
Bus-Studio Address. Edgemcombe Bank Bldg.  
Tel: TALbot 3-2191 Independent  
Station Representative. Dara-Clayton  
President. V. E. Fountain  
General Manager. W. R. Ward  
Commercial Manager. Robert L. Harper  
Program Director. Edward Conway  
Chief Engineer. Walter McTamany

**WEEB—Southern Pines—1947**

Frequency: 990 Kc. Power: 5000 Watts d.  
Owned. The Sandhill Community Bcstrs., Inc.  
Address. Midland Road  
Tel: OX 2-2941 ABC-KBS  
Station Rep. Holman  
Pres., Gen. Mgr. Jack S. Younts  
Comm. Publicity Dir. Don Madigan  
Program Dir. Paul Gold  
Chief Engineer. Carl Strohmeyer

**WTOE—Spruce Pine—1955**

Frequency: 1470 Kc. Power: 1 Kw. d.  
Owned-Oper. By. Toe River Valley Bcstg. Co.  
Address. Radio Chalk Mt.  
Tel: PO. 5-4296 Independent  
Pres., Gen. Mgr. Tom N. Cooper  
Comm. Mgr. Jessie G. Sullins  
Sales Prom., Publicity Dir. Noland Cooper  
Chief Engineer. Kenneth Woodard

**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. R. F. Van Landingham  
Gen., Sta. Mgr. Harold Harrison  
Chief Engineer. C. C. Fritts

**WDBM—Statesville—1957**

Frequency: 550 Kc. Power: 500 W. d.  
Owned. Iredell Bcstg. Corp.  
Address. New Northwestern Bk. Bldg.  
Tel: TR 2-2455 Independent  
President. Walter A. Duke  
Gen. Mgr. Clay Cline  
Comm. Mgr. Earl Carney  
Sales Promotion Mgr. Carl Davis  
Publicity Director. Jim Taylor  
Program Director. Joe Price  
Chief Engineer. N. B. Mills II

**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. Donald Tompkins

**WSIC—Statesville—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Statesville Bcstg. Co.  
Address. Box 1189  
Tel: TR 3-9078 Independent  
Gen., Sta. Mgr. G. M. Allen  
Chief Engineer. T. K. Abernethy

**WADE—Wadesboro—1947**

Frequency: 1210 Kc. Power: 1000 Watts d.  
Owned-Oper. By. R. P. Lyon & Son  
Address. P.O. Box 341  
Tel: MY 4-2175 KBS  
General, Sta. Mgr. W. P. Billingsley

**WLSE—Wallace—1953**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Duplin Bcstg. Co.  
Address. P.O. Box 449  
Tel: AT 5-2187 KBS  
General Manager. Harry Kramer  
Ch. Eng. Raymond Fields

**WMSJ—Sylva—1957**

Frequency: 1480 Kc. Power: 5000 W., d.  
Owned. WMSJ, Inc.  
Address. Box 907  
Tel: JU 6-2221 KBS  
President. Harold H. Thoms  
Gen., Comm. Mgr. James B. Childress  
Chief Engineer. Franklin D. R. McClure

**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  
Representatives. Headley-Reed; Ayers  
President, General Mgr. W. R. Roberson, Jr.  
Station Manager. W. W. Moore  
Commercial, Sls. Prom. Mgr. Bob Frowein  
Program Publicity Director. Merrill Daniels  
Chief Engineer. John Wilroy

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. Power: 5000 Watts, d.  
Owned-Oper. By. Tabor City Bcstg. Co

# NORTH CAROLINA

## WHCC—Waynesville—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Radio WHCC  
Business-Studio Address.....P.O. Box 180  
Tel.: GL 6-8661.....KBS  
Pres., Gen. Mgr.....K. D. Fry  
Treasurer.....M. F. Fry  
Chief Engineer.....John Dickerson

## WETC—Wendell-Zebulon 1959

Frequency: 540 Kc. Power: 250 Watts, d.  
Owned By.....Wendell-Zebulon Radio Co.  
Address.....Box 278  
Tel.: ANdrew 9-9325, Zeb.....Independent  
President.....Marshall Johnson  
General, Sta. Mgr.....R. E. Stephenson  
Commercial Mgr.....L. Ed McLeod  
Chief Engineer.....Lewis V. Parrish

## WKSK—West Jefferson—1959

Frequency: 1600 Kc. Power: 1 Kw., d.  
Owned.....Childress Enterprises, Inc.  
Address.....Box 311  
Tel.: 6001.....Independent  
President.....James B. Childress  
General Manager, Ch. Eng.....Walter M. Luce  
Commercial Manager.....A. E. Weaver  
Program Director.....Dave Hogan

## WENC—Whiteville—1946

Frequency: 1220 Kc. 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.....E. West

## WIAM—Williamston—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....E. Carolina Bcstg. Co.  
Address.....Highway 17 By-Pass  
Tel.: SW 2-4161.....Independent  
Sta. Representative.....Bob Dore  
Co-owner, Gen. Mgr.....Charles M. Gaylord  
Co-O., Sta. Manager.....William H. Farrlor  
Chief Engineer.....Charles Neer

## WGNI—Wilmington—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....New Hanover Bcstg. Corp.  
Business Address.....211 N. Second St.  
Tel.: ROger 2-2493.....MBS  
Representative.....Walker-Rawalt  
President.....J. S. Brody  
General Manager.....Allen B. Jones  
Prog. Dir., Chief Eng.....Arthur L. Madeley

## WKLM—Wilmington—1956

Frequency: 980 Kc. Power: 5000 Watts  
Operated By.....WKLM, Inc.  
Address.....P.O. Box 432  
Tel.: ROger 3-4633.....Independent  
Representative.....Best. Time Sales  
President.....Harold H. Thoms  
Station Mgr.....Sam Dodd  
Chief Engineer.....Robert Bowden

## WMFD—Wilmington—1935

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By.....R. A. Dunlea  
Address.....Box 1889  
Tel.: ROger 2-4474.....ABC  
Representatives.....Burn-Smith, Ochs  
President.....R. A. Dunlea, Sr.  
General Mgr.....Richard Dunlea, Jr.  
Station Mgr.....George A. Curtis  
Commercial Manager.....Robert J. Hurley  
Program Dir.....Eric Brulon  
Chief Engineer.....Edgar Hathaway

## WGTM—Wilson—1937

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By.....Watson Industries, Inc.  
Address.....Box 1020  
Tel.: 2188.....MBS  
Representative.....Clarke Brown  
President.....Penn T. Watson, Sr.  
Gen., Sta. Mgr.....Penn T. Watson, Jr.  
Commercial Manager.....Chas. B. Goodyear  
Program Director.....Bill Bunn  
Publicity Director.....Al Mozley  
Chief Engineer.....Roy Barrow

## WVOT—Wilson—1948

Freq.: 1420 Kc. Power: 1 Kw. d. 500 W. n.  
Owned-Oper. By.....Wilson Radio Co., Inc.  
Address.....Box 170  
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—1949

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned.....Laury Assoc., Inc.  
Address.....Box 3119  
Tel.: PA 2-4121.....Independent  
Representatives.....Bob Dore; Ochs  
President.....Robert A. Monroe  
Station Manager.....Ranny Daly  
Program Publicity Director.....Larry Williams  
Regional Sales Manager.....Stuart Gordon  
Chief Engineer.....Lee Wallenhaupt

## WAIR—Winston-Salem—1937

Frequency: 1340 Kc. Power: 250 Watts

## NORTH CAROLINA-NORTH DAKOTA

Owned-Oper. By.....Forsyth Bcstg. Co.  
 Address.....P.O. Box 5317  
 Tel.: PA 5-7548.....Independent  
 Representative.....Burn-Smith  
 President.....J. F. Koons, III  
 General, Sta. Mgr.....Harold Calvin  
 Chief Engineer.....Lee C. King

Commercial Manager.....Harry B. Shaw  
 Program Manager.....John Comas  
 Publicity Director.....Harold Carter  
 Promotion Mgr.....Richard Barron  
 Chief Engineer.....Leon Lasley

### 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  
 V.P., Gen. Mgr.....Harold Essex  
 Operations Manager.....Phil Hedrick

### 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 Road  
 Tel.: PA 3-4353.....Independent  
 Representative...Venard, Rintoul, McConnell  
 President.....James W. Coan  
 General Mgr.....Charles W. Brunt  
 Commercial Mgr.....L. G. Jones  
 Publicity Dir.....Margaret Sugg  
 Chief Engineer.....James Hoke

Pop.: 726,000  
 Families: 192,000  
 Radio Homes: 186,000

## NORTH DAKOTA

TV Homes: 161,500  
 AM Stas. in State: 19  
 TV Stas. in State: 8

### KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc...Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4411.....Independent  
 Representative.....Gill-Perna  
 President.....R. C. Johnson  
 Commercial Mgr.....Niles Pearson  
 Station Mgr.....Dick Johnson  
 Program Dir.....Chuck Graves  
 Chief Engineer.....Herb Leupp

Tel.: MOhawk 2-2161.....MBS  
 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  
 General Manager.....Stanley Deck  
 Station Manager.....Mel Hallock  
 Commercial Manager.....Bob Weiler  
 Prog., Dir.....Lauren Haacke  
 Chief Engineer.....Benjamin G. Locherd

### KFYR—Bismarck—1925

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Address.....Fourth at Broadway  
 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

### KXGO— Fargo—1948

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co.  
 Business-Studio Address.....Box 1610  
 Tel.: ADams 5-4461.....ABC  
 Representative.....Gill-Perna  
 President.....J. W. Boler  
 Comm. Mgr.....F. Drewry  
 Program Director.....Chuck Boone  
 Chief Engineer.....N. Pederson

### 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.

### WDAY— Fargo—1922

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Business-Studio Address.....207 North Fifth  
 Tel.: ADams 2-3371.....NBC  
 Newspaper Affil.....Forum  
 Rep.....Peters, Griffin, Woodward, Inc.

### KDLR—Devils Lake—1925

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Business-Studio Address.....400 12th Ave.



# **NORTH DAKOTA**

President..... E. C. Reineke  
Station Manager..... Jack Dunn  
General Manager..... Tom Barnes  
Sales Manager..... Bill Burn

## **KGPC—Grafton—1958**

Frequency: 1340 Kc..... Power: 250 Watts  
Owned By..... KGPC Co.  
Address..... P.O. Box 312  
Tel.: 105..... Independent  
President..... Elton W. Ringsak  
General Mgr..... C. G. Matheson  
Station Mgr..... R. G. Biddick  
Commercial Mgr..... R. Hunt  
Program Dir..... Vernon E. Garrison  
Chief Engineer..... Rex Rice

## **KILO—Grand Forks—1941**

Frequency: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By..... Grand Forks Herald, Inc.  
Bus.-Studio Address..... First Natl. Bank Bldg.  
Tel.: 4-5321..... CBS  
Newspaper Affiliation..... Herald  
Reps..... Everett-McKinney; O'Connell; Bowden  
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  
President..... Harry Rice  
General Mgr..... Robert C. Luukkason  
Dir. of Operations..... Charles K. Bundlie  
Commercial Mgr..... Justin Hoberg  
Program Dir..... Bill Hutton  
Prom., Publicity Dir..... Lance Fredericks  
Chief Engineer..... David L. Chumley

## **KNDC—Hettinger—1954**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned..... Hettinger Bestg. Co.  
Address..... Lambert Bldg.  
Tel.: 547..... KBS  
President..... P. J. Schults  
Manager, Ch. Eng..... Tom E. Loughhead

## **KEYJ—Jamestown—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... James River Bestg. Co.  
Address..... Box 1170  
Tel.: Clinton 2-2160..... Independent  
Representative..... Devney  
President, Gen. Mgr..... Robert E. Ingstad  
Station Manager..... A. G. Beery  
Comm. Manager..... R. L. Richardson  
Publicity Director..... Tom Bergum  
Program Director..... Keith Beaver  
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.: CL 2-3570-1..... CBS  
Representatives..... Weed; Evans  
President, General Mgr..... James M. Pryor, Jr.  
Station Manager..... James Uglum  
Program Director..... Robert Lazich  
Publicity Dir., Sls. Prom. Mgr..... Ed May  
Commercial Manager..... S. S. Ingersoll  
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..... Chas. Kieswetter

## **KLPM—Minot—1929**

Frequency: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Minot Bestg. Co.  
Business Address..... 320 Third Ave., S.W.  
Tel.: Temple 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..... Dakota Broadcasters  
Address..... Minot  
Tel.: Temple 7-1124..... Independent  
Representative..... Forjoe  
President..... Paul Crain  
Station Manager..... H. T. Searle  
Sales Promotion Mgr..... Clyde W. Olson  
Program Director..... Les Sabo  
Chief Engineer..... W. A. Bell

## **KEYD—Oakes—1959**

Frequency: 1220 Kc..... Power: 1 Kw., d.  
Owned..... Interstate Broadcasting Corp.  
Business Address..... 114 Union Ave.  
Tel.: Riverside 2-2376..... Independent  
Station Representative..... Devney  
President, General Mgr..... Robert E. Ingstad  
Commercial Manager..... George W. Gaustad  
Program Dir., Sls. Prom. Mgr..... Vic Donegan  
Chief Engineer..... Glenn R. Olson

## **KOVC—Valley City—1936**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... KOVC, Inc.  
Business Address..... 135 Central Ave. S.  
Tel.: 1490..... MBS  
Representative..... Devney  
Pres., Gen. Mgr..... Robert E. Ingstad

## NORTH DAKOTA-OHIO

Commercial Manager.....Dave Olsen  
Program Director, Ch. Eng.....Russ Kaber

### 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  
Gen. Mgr., Ch. Eng.....Chas. L. Scofield  
Publicity Dir., Sls. Prom. Mgr.....F. Hover  
Comm. Manager.....Bob Miller  
Program Director.....Bob Gilbert

Pop.: 9,890,000  
Families: 2,997,500  
Radio Homes: 2,879,000

## OHIO

TV Homes: 2,750,000  
AM Stas. in State: 89  
TV Stas. in State: 20

### 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.....Webb  
Pres., Gen., Sta. Mgr.....Allen T. Simmons  
Commercial Manager.....Robert B. Wilson  
Sales Promotion Manager.....Dolores Buehrle  
Program Director.....Margaret Bevans  
Publicity Director.....F. G. Renner  
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  
President, General Mgr.....S. Bernard Berk  
Station Manager.....Roger G. Berk  
Comm. Mgr.....Kenneth M. Keegan  
Program Publicity Director.....Bob Wylie  
Sales Promotion Mgr.....Robert I. Bostian  
Chief Engineer.....Irwin L. Knopp

### WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....WCUE Radio, Inc.  
Address.....41 S. Main St.  
Tel.: FR 6-7114.....Independent  
Representative.....Gill-Perma  
President, Secretary.....Ted Estabrook  
V.P., Treas.....Jack Valdes  
V.P., Gen. Sales Mgr.....George Mamas  
Sales Promotion Mgr.....Ed Boss  
Program Director.....Bob Edwards  
Publicity Director.....Chet Trouten  
Chief Engineer.....Henry Niederkofler

### WHKK—Akron—1944

Frequency: 640 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Akron, Inc.  
Business-Studio Address.....51 W. State St.  
Tel.: BL 3-7101.....Independent  
Sta. Representative.....Forjee  
President.....Louis I. Appell, Jr.  
General Mgr.....Arthur W. Carlson

Commercial Mgr.....Ted Hepburn  
Program Dir.....Robert Shipley  
Sales Prom. Mgr.....Adrian R. Cooper  
Chief Engineer.....Glen Winter

### WFAH—Alliance—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....The Review Pub. Co.  
Address.....2720 S. Union  
Tel.: Talbot 1-1111.....Independent  
Newspaper Affiliation.....Review  
Representative.....Grant Webb  
President.....Mrs. F. A. Hoiles  
General Manager.....D. A. Peterson  
Commercial Mgr.....Robert A. Gates  
Program Director.....Edward D. Krahling  
Chief Engineer.....Charles Dietrich

### WNCO—Ashland—1959

Frequency: 1340 Kc.....Power: 250 W.  
Owned.....Radio Ashland, Inc.  
Business Address.....Ashland Mansfield Rd.  
Tel.: 2-1572.....MBS  
Station Representative.....Ohio Stations  
Pres., Ch. Engr.....Charlie Calhoun

### WICA—Ashtabula—1937

Freq: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WICA, Inc.  
Address.....Ashtabula  
Tel.: WYman 3-2136.....Independent  
Newspaper Affil.....Star Beacon  
Representative.....Clark  
President.....D. C. Rowley  
General Manager.....John Colin  
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.: LYNwood 3-1587.....Independent  
Station Representative.....Hopewell

## OHIO

Gen. Mgr., Chief Engr. . . . . Andrew Kovlan  
Comm. Manager . . . . . John Kerr  
Sales Promotion Manager . . . . . George Charles  
Program Director . . . . . Claudia Bolin

### WOMP—Bellaire—1947

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
Owned By . . . . . WOMP, Inc.  
Bus. Address. . . . . Hotel McClure, Wheeling, W. Va.  
Tel.: ORchard 6-5661 . . . . . Independent  
Representative . . . . . Burn-Smith  
President . . . . . Chas. A. Wright  
V.P., Gen. Mgr. . . . . Charles F. King  
Program Director . . . . . Len Carl  
Chief Engineer . . . . . George Cowen

### WQHP—Bellefontaine—1952

Frequency: 1390 Kc. . . . . Power: 500 Watts  
Owned . . . . . Lake Erie Radio & TV Corp.  
Address . . . . . P.O. Box 33  
Tel.: 2-5796 . . . . . Independent  
General Manager . . . . . R. K. Wood  
Chief Engineer . . . . . Ken Arnold

### WHRW—Bowling Green—1954

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
Owner . . . . . Howard R. Ward  
Address . . . . . 310 Summit St., Toledo  
Tel.: CH 8-6408 . . . . . Independent  
President, Gen. Mgr. . . . . Howard R. Ward  
Station, Prom. Mgr. . . . . John Koorce

### WILE—Cambridge—1948

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. . . . . Land of 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  
Program Director . . . . . William Cowless  
Chief Engineer . . . . . Robert Kissinger

### WAND—Canton—1958

Frequency: 900 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Dover Bcstg.  
Business Address . . . . . 106 High Ave., N.W.  
Tel.: GL 6-8396 . . . . . MBS  
Station Representative . . . . . Breen & Ward  
President . . . . . Mrs. Agnes J. R. Greer  
General Station Manager . . . . . W. B. Steis  
Sales Promotion Mgr. . . . . Don Peters  
Sales Manager . . . . . Ace Shaheen  
General Sales Mgr. . . . . N. Witherspoon  
Program Director . . . . . Jim Shay  
Publicity Director . . . . . Ann Baker  
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 . . . . . Geneva H. Gee  
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.: PRospect 3-2244 . . . . . MBS, KBS  
Representative . . . . . Thomas F. Clark  
President, Gen. Mgr. . . . . Truman A. Morris  
Comm. Prom. Mgr. . . . . Alice Shein  
Program Director . . . . . Mary Morris  
Chief Engineer . . . . . Donald L. Head

### WCHI—Chillicothe—1956

Frequency: 1350 Kc. . . . . Power: 500 Watts, d.  
Owned . . . . . Chillicothe Bcstg. Co.  
Address . . . . . 800 Eastern Avenue  
Tel.: PR 4-3385 . . . . . Independent  
General Station Mgr. . . . . Garland L. Sulch  
Program Director . . . . . Michael H. Davison  
Chief Engineer . . . . . Carl J. Finger

### WCIN—Cincinnati—1953

Frequency: 1400 Kc. . . . . Power: 5 Wts. d., 500 n.  
Owned-Oper. By . . . . . Rounsaville or Cinc. Inc.  
Address . . . . . 3301 Beekman St.  
Tel.: MU 1-7600 . . . . . Independent  
Representative . . . . . Pearson, Dora-Clayton  
Owner, Gen. Mgr. . . . . R. W. Rounsaville  
Station Manager . . . . . Ralph B. Johnson  
Gen. Sls. Mgr. . . . . John Fulton  
Chief Engineer . . . . . C. Dettmar

### WCKY—Cincinnati—1929

Frequency: 1530 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . L. B. Wilson, Inc.  
Bus.-Studio Address . . . . . Hotel Sheraton Gibson  
Tel.: CH 1-6565 . . . . . Independent  
Representatives . . . . . Welstead, AM Radio Sales  
Pres., Gen. Mgr., Eng. . . . . Chas. H. Topmiller  
Sales Prom. Mgr., Pub. Dir. . . . . R. M. Fleming

Sec.-Treas. .... Jeannette 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  
 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. .... Taft Broadcasting Co.  
 Address. .... 1906 Highland Ave.  
 Tel.: GA 1-1750 ..... CBS  
 Representative ..... Katz  
 President. .... Hulbert Taft, Jr.  
 General Manager. .... Hubbard Hood  
 Commercial Mgr. .... R. L. Bevington  
 Program Director. .... Ed Kennedy, Jr.  
 Sales Prom. Mgr. .... Len Goorian  
 Publicity Director. .... Lila Lambert  
 Chief Engineer. .... Hugh LaCrosse

### WLW—Cincinnati—1922

Frequency: 700 Kc. .... Power: 50 Kw.  
 Owned. .... Crosley Bcstg., Corp.  
 Address. .... 140 W. Ninth St.  
 Tel.: CH 1-1822 ..... NBC  
 Representative. .... WLS Sales; Lowrance, Moore  
 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. .... T. Murphy  
 V.P., Pub. Rel. Dir. .... Gil Kingsbury  
 Sales Promotion Dir. .... Jack Frazier  
 Radio Sales Mgr. .... Scott McLean  
 Program Director. .... Gene Dailey  
 Chief Engineer. .... R. J. Rockwell

### 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. .... Gill-Perna  
 President. .... William B. Caskey  
 V.P., Gen. Mgr. .... Howard Eicher  
 Sales Prom., Pub. Dir. .... Marian E. Knight  
 Chief Engineer. .... Jonas Heiser

### WZIP—Cincinnati—1947

Frequency: 1050 Kc. .... Power: 1 Kw., d.  
 Owned-Operated By. .... Greater Cinn. Radio, Inc.  
 Business Address. .... Vernon Manor Hotel

Tel.: UNiversity 1-6067 ..... MBS  
 Reprs. .... Broadcast Time Sales; Ohio Stc.  
 President, General Mgr. .... Edward D. Skotch  
 Commercial Manager. .... Donald Balsamo  
 Sales Promotion Mgr. .... Gittie Bortz  
 Program Dir. .... Chas. Grady  
 Publicity Director. .... Sylvia Elton  
 Chief Engineer. .... Frank Wagner

### 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. .... AM Radio Sales  
 President. .... Donald H. McGannon  
 General Manager. .... Fred E. Walker  
 Commercial Manager. .... Ed Wallis  
 Program Director. .... Mark Olds  
 Adv., Sls., Prom. Dir. .... Janet K. Byers  
 Chief Engineer. .... Sid Stadig

### 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. .... Venard, Rintoul & McConnell  
 President. .... Ray T. Miller, Jr.  
 General, Station Mgr. .... Richard M. Klaus  
 Commercial Mgr. .... Ed Paul  
 Sales Prom., Pub. Dir. .... Peter Roper

**TO BE SURE —  
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?



## OHIO

Program Manager ..... Guy Morris  
Chief Engineer..... Harry Dennis

### WABQ—Cleveland—1959

Frequency: 1540 Kc..... Power: 1 Watt d.  
Owned By..... Tuschman Bcstg. Co.  
Address..... 2323 Chester Ave.  
Tel.: CHery 1-7555..... Independent  
Station Rep..... Howard  
President, Gen. Mgr..... P. G. Tuschman

### 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, Gen. Mgr..... Herbert Evans  
Station Manager..... Carl E. George  
Commercial Mgr..... Robert E. Forker  
Sales, Prom., Pub. Dir., Donald C. Mitrovitch  
Chief Eng's..... L. Wingard, D. McCollister

### WHK—Cleveland—1922

Frequency: 1420 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Metropolitan Bcstg. Corp.  
Address..... 205 E. 67 St., N. Y. C.  
Tel.: LEhigh 5-1000..... Independent

Station Representative ..... Blair  
President..... John W. Kluse  
General, Sta. Mgr..... Jack Thayer  
Commercial Mgr..... Dave Miller  
Sales Prom., Pub. Dir..... Gary Davis  
Program Director..... Gerald Spinn  
Chief Engineer..... Ralph H. DeLany  
OWNERS OF: WNEW AM-FM, NEW YORK; WTTG,  
WASHINGTON, D. C.

### WDOK—Cleveland—1950

Frequency: 1260 Kc..... Power: 5000 Watts  
Owned-Operated By..... Civic Bcstrs., Inc.  
Address..... 1515 Euclid Ave.  
Tel.: MA 1-2890..... MBS  
Station Representative, Broadcast Time Sales  
President, Gen. Mgr..... Frederick C. Wolf  
Sales Prom. Mgr..... Marjorie Jones  
Program Director..... Wayne Mack  
Publicity Director..... Ellen Ungerann  
Operational Manager..... Ralph E. Quay  
Chief Engineer..... Clifford E. Ormston

### WJMO—Cleveland—1947

Frequency: 1490 Kc..... Power: 250 Watts  
Owned By..... Friendly Broadcasting Co.  
Address..... 2156 Lee Rd.  
Tel.: ER 1-2005..... ABC  
Rep..... Dora Clayton; Oakes, Wittig, Devney

## For Better Radio Results in Cleveland Use WDOK/1260

When WDOK was established in 1950, it tried then to become an important factor in the Cleveland radio broadcasting scene.

WDOK had excellent equipment and played the world's greatest music. But, it had an additional asset—the most devoted broadcasting pioneers whose aims were to make WDOK a vital part of the community, not only by providing fine and wholesome entertainment, public service features and accurate news but, overall, to present cleaner and

*better musical programming.* We hope that WDOK has proved the point throughout these years by audience loyalty, praise by newspapers, public service awards, the appreciation shown by institutions and, ratings.\*

Yes, you have to have something special to excel in North-eastern Ohio. We think that WDOK has demonstrated that it has it.

*\*Latest Nielsen: 11:00 am-6:00 pm, No. 1 among all Cleveland radio stations.*

Frederick Wolf, Gen'l Mgr., The Civic Broadcasters, Inc., 1515 Euclid Ave., Cleveland 15, O

President.....Richard Eaton  
 General, Station Mgr.....C. C. Courtney  
 Commercial, Sls. Prom Mgr.....Don Bruck  
 Program Director.....John Slade  
 Publicity Director.....Ken Hawkins  
 Chief Engineer.....Chuck Owens

### WJW—Cleveland—1926

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned By.....Storer Bcstg. Co.  
 Business-Studio Address.....1630 Euclid Ave.  
 Tel.: TOWER 1-6080.....NBC  
 Newspaper Affil.....Miami Sun  
 Representative.....Katz  
 President.....G. B. Storer, Sr.  
 General, Sls. Mgr.....C. Rennie  
 Program Dir.....Robert Martin  
 Chief Engineer.....Harold Brinkman

### 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.  
 Tel.: CA 4-9265.....CBS  
 Representative.....John Blair  
 Station Manager.....Richard A. Borei  
 Commercial Manager.....W. I. Orr  
 Sales. Prom. Manager.....Jim Yerian  
 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.: CAPITAL 1-7811.....ABC  
 Newspaper Affil...Lancaster Eagle-Gazette,  
 Representative.....Eastman  
 President.....Charles Sawyer  
 Exec. V.P., Gen. Mgr.....J. P. Williams  
 V. P.....Alexander Buchan  
 Manager.....Collis A. Young  
 Chief Engineer.....T. Carpenter

### WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts  
 Owned By.....North American Bcstg. Co.  
 Address.....Southern Hotel  
 Tel.: CAPITAL 1-1354.....Independent  
 Sta. Representative.....McGavren  
 President.....William R. Mnich  
 General Mgr.....A. C. Edgerton  
 Program Dir.....Harvey Morgan  
 Chief Engineer.....John D. Brookbank

### WTVN—Columbus—1924

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Taft Bcstg. Co.  
 Business-Studio Address.....22 East Gay 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 4-1271**.....MBS  
Representative.....Katz  
President.....Hubert Taft, Jr.  
Gen., Sta. Mgr.....Richard W. Ostrander  
Sales Prom., Pub. Dir.....Robert Adkins  
Program Director.....Don McCarty  
Commercial Manager.....Gene D'Angelo  
Chief Engineer.....Eugene Cafego

## WVKO—Columbus—1948

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sky Way Bcstg. Corp.  
Address.....274 S. 3rd St.  
Tel.: HUDson 6-9595.....Independent  
Representative.....Venard, Rintoul & McConnell  
President.....Milton Staub  
Gen., Sta. Manager.....Bert Charles  
Commercial, Sls. Prom. Mgr.....William Selander  
Program, Publicity Dir.....Bill Brown  
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. Philabaum

## WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.  
Owned.....WAVI Bcstg. Corp.  
Address.....1428 Cincinnati St.  
Tel.: BAIdwin 4-1137.....Independent  
Station Rep.....Bcst. Time Sales  
Pres., Gen. Mgr.....Harry K. Crowl  
Comm. Prom. Mgr.....Guy Wadsworth  
Program Dir.....Dewitt Campbell  
Publicity Dir.....Paul Murphy  
Chief Engineer.....William Taylor

## WHIO—Dayton—1935

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Miami Valley Bcstg. Corp.  
Business-Studio Address.....1414 Wilmington Ave.  
Tel.: CLearwater 4-5311.....CBS  
Representative.....Hollingbery  
President.....James M. Cox, Jr.  
General Manager.....Robert H. Moody  
Nat. Sls. Mgr.....Wade H. Alley  
Prom. Director.....Chuck Gay

## WING—Dayton—1921

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Great Trails Bcstg. Co.  
Address.....Dayton  
Tel.: BA 2-3773.....Independent  
News. Affil.....Lancaster Eagle-Gazette  
Station Representative.....Eastman  
President.....Charles Sawyer

General, Station Mgr.....Dale Moudy  
Commercial Manager.....Don Sailors  
Sales Prom. Mgr.....Larry Marker  
Program Director.....Jim Smith  
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

## WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts  
Owned-Oper. By.....Tri-State Bcstg. Co.  
Address.....P. O. Box 278  
Tel.: 3-2776.....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.....646 Boulevard  
Tel.: 4-2126.....MBS  
Station Representative.....Breen & Ward  
President.....Agnes J. Reeves Greer  
Station Mgr., Pub. Dir.....Sal Butuera  
General Manager.....W. B. Steis  
Commercial Manager.....E. A. Barr  
Sales Prom. Mgr.....Norm Witherspoon  
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.....Richard V. Beatty  
Station Manager.....Arthur Simme's  
Comm., Prom. Mgr.....George T. Farrell  
Chief Engineer.....George Kelly

## WEOL—Elyria-Lorain—1948

Frequency: 930 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.  
Address.....408 E.S.T. Bldg., Elyria  
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  
Newspaper Affil.....Courier  
Representative.....Clark  
President, General Mgr.....R. L. Heminger  
Station Manager.....Clyde W. Johnson  
Commercial Manager.....Richard Daugherty  
Sales Prom. Mgr., Pub. Dir.....Allen Dudley  
Program Dir.....Bob Lee  
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  
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.....B. 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.  
Tel.: GIBson 6-3543.....KBS  
Representative.....Sears & Ayer  
President.....John E. Halliday  
Gen., Comm. Mgr.....Marianne B. Campbell  
Sales Promotion Dir.....Sam Neal  
Program Director.....Steve Allen  
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.  
Tel.: TWinbrook 4-6543.....Independent  
General Manager.....Robert L. Odson  
Sta. Mgr., Prog. Director.....Norm Keller  
Commercial Manager.....Ray Motley  
Chief Engineer.....R. Bullio

### WSRW—Hillsboro—1956

Frequency: 1590 Kc.....Power: 500 W., d.  
Owned.....Highland Bcstg. Co.  
Address.....Box 176  
Tel.: EXpress 3-1590.....KBS  
President.....Mack Sauer  
General Program Dir.....Tom Archibald  
Station Mgr.....Willard Parr, Sr.

Commercial Mgr.....John G. Collins  
Chief Engineer.....John Haskett

### WIRO—Ironton—1951

Frequency: 1230 Kc.....Power: 250 Watts  
Owner.....Iron City Bcstg. Co.  
Address.....Radio Plaza  
Tel.: JEFFerson 2-9122.....KBS  
Station Representative.....Best  
Pres., Ch. Eng.....C. A. Baker  
Gen., Sta. Mgr.....C. E. McElroy

### WLMJ—Jackson—1953

Frequency: 1280 Kc.....Power: 1 Kw., d.  
Owned.....D. C. Stuhlmueller  
Address.....Court & Broadway  
Tel.: 850.....KBS  
Representative.....McGavren  
Pres., Gen. Mgr.....Dean Stuhlmueller  
Program Director.....Bill Dawson  
Chief Engineer.....D. Cowden

### 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  
Program Dir.....Roy Stingley  
Sales Prom., Publicity Dir.....Richard Westbrook  
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  
Representative.....H.R.  
President.....G. E. Hamilton  
General Manager.....R. W. Mack  
Sta., Comm. Mgr.....C. B. Heller  
Chief Engineer.....Bill Harrison

### WWIZ—Lorain—1958

Frequency: 1380 Kc.....Power: 500 Watts, d.  
Owned.....WWIZ, Inc.  
Business Address.....1615 Broadway  
Tel.: CHerry 4-5253.....KBS  
President.....Sanford A. Schafitz  
General Station Mgr.....Joe Leonard  
Program Director.....Alan Mink  
Chief Engineer.....M. Wills

### WCLW—Mansfield—1957

Frequency: 1570 Kc.....Power: 250 Watts, d.  
Owned By.....Mansfield Bcstg. Co.  
Address.....791 McPherson St.  
Tel.: LA 5-2333.....Independent  
Station Rep.....Devney  
Pres., Gen. Mgr.....F. Eckhardt  
Chief Engineer.....William Ball

**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 Co.  
 Address.....First National Bank Bldg.  
 Tel.: FR 3-7527.....NBC  
 Station Representative.....Devney  
 General Mgr.....R. Sanford Guyer  
 Commercial Mgr.....Charles Delancey  
 Program Dir.....Richard M. Guyer  
 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  
 Comm. Prom. Mgr.....Arthur L. Martin  
 Prog. Dir.....Madge Cooper  
 Station, Ch. Eng.....F. J. 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.....4503 Central Ave.  
 Tel.: GA 2-3625.....Independent  
 Station Representative.....Devney  
 President, General Mgr.....Paul F. Braden  
 Sta. Mgr.....Tom Hogan  
 Commercial Manager.....J. H. LeMoynes  
 Sales Prom. Mgr., Pub Dir.....Charles Reeder  
 Program Director.....Wm. 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.....P.O. Box 348  
 Tel.: EX 2-0946.....Independent  
 Pres., Gen. Mgr.....Mrs. Charles M. Zerkowitz  
 Commercial Manager.....Lewis Wagoner  
 Program Director.....Stephen Zerkowitz  
 Publicity Director.....George Bennett  
 Chief Engineer.....Rudy Maxwell

**WCLT—Newark—1949**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By.....WCLT Radio Inc.  
 Address.....25 West Main St.  
 Tel.: FA 4-0071.....Independent  
 Sta. Representative.....Meeker  
 Pres., Gen. Mgr.....Thomas A. Rogers  
 Commercial Mgr.....Robert Pricer  
 Program Director.....Arnould Fleming  
 Chief Engineer.....Benjamin Windle

**WPVL—Painesville—1956**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned.....WPVL, Inc.  
 Address.....102 S. Park Place  
 Tel.: EL 2-3155.....Independent  
 Representative.....Ohio Stations  
 President, General Mgr.....Carl R. Lee  
 Sales Promotion Mgr.....Dole Palmer  
 Publicity Director.....Sally Platz

**WPTW—Piqua—1947**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned By.....WPTW Radio, Inc.  
 Address-Trans.....1625 Covington Ave.  
 Tel.: PR 3-3513.....Independent  
 Sta. Representative.....Hil F. Best  
 President, Gen. Mgr.....C. Oscar Baker  
 Commercial Mgr.....Mrs. Eleanor Mills  
 Station, Ch. Eng.....Lewis M. Shroyer

**The "FRIENDLY NEIGHBOR  
 STATION"**

changes statistics into *SERVICE* and  
 Service into *SALES* for you!

Serving seven counties in the heart of  
 Ohio's richest farm land with studios  
 in Marion and Bucyrus.

A "LOCAL" station doing a "RE-  
 GIONAL" job since 1940.

Selling a bumper crop of listeners  
 in North Central Ohio.

**W M R N**  
**AM-FM and WMRM Farms**

**WNXT—Portsmouth—1951**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WNXT, Inc.  
Address.....Box 1228  
Tel.: EL 3-1161.....ABC  
Representative.....Raymer  
President.....Leonard Feldman  
Station Manager.....Marshall Rosene  
Publicity Director.....Thelma Henderson  
Chief Engineer.....Russell Newman

**WPAY—Portsmouth—1935**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Radio Station WPAY  
Address.....1009 Gallia St.  
Tel.: EL 3-5176.....CBS  
Sta. Representative.....Devney  
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, Jr.  
Commercial Manager.....Louis Mahla  
Program Director.....Carl J. Bates  
Chief Engineer.....Jay Leibach

**WBLY—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.....KBS  
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.....O'Connell  
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 Weher  
V. P., Sta. Comm. Mgr.....Louis Shapiro  
Publicity Dir., Sls. Prom. Mgr.....G. H. Wilson  
Program Director.....Tom Abernethy  
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.....MBS  
Representative.....Pearson  
President.....Ford R. Weber  
Station Mgr.....Sam W. Sloan  
Comm. Manager.....William C. Wester  
Program Director.....George M. Mishler  
Chief Engineer.....George D. Stearns

**WSPD—Toledo—1921**

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By.....Storer Broadcasting Co.  
Address.....1177 Kane Concourse, Miami, Fla.  
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.....Alice Luthel  
Program Director.....Jack Williams  
Chief Engineer.....George Fullop

**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.....CBS  
Representative.....Weed  
President.....John L. Booth  
Gen., Comm. Mgr.....Sunne Miller  
Program Director.....John Lindemulder  
Publicity Dir.....Elmo Schausten  
Chief Engineer.....Robert Sowers

**WTOL—Toledo—1938**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Community Bcstg. Co.  
Trans.-Address.....Bell Bldg.  
Tel.: CH 4-7411.....ABC  
Station Representative.....Gill-Perna  
President.....Frazier Reams  
Gen.-Station Mgr.....Thomas S. Bretherton  
Commercial Manager.....Douglas Tabner  
Sales Promotion Mgr.....Orris Tabner  
Program Director.....Robert Krieghoff  
Chief Engineer.....Harold Holmes

**WERT—Van Wert—1958**

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned.....Van Wert Broadcasting Co.  
Address.....Box 104

# OHIO

Tel.: 2-4075. . . . . Independent  
Station Representative. . . . . Ohio Stations  
President, Ch. Eng. . . . . Kenneth E. Kunze  
Commercial, Sls. Prom. Mgr. . . . . R. Waldron  
Program Director. . . . . John Ury  
Publicity Director. . . . . Donna Werner

## WHHH—Warren—1941

Frequency: 1440 Kc. . . . . Power: 5000 Watts  
Owned By. . . . . Warren Tribune Radio Sta., Inc.  
Address. . . . . 108 Main Ave., S.W.  
Tel.: EXpress 2-2529. . . . . Independent  
Newspaper Affiliation. . . . . Tribune Chronicle  
President, Gen. Mgr. . . . . Helen Hart Hurlbert  
Commercial Mgr. . . . . Chester Waggoner  
Program Mgr. . . . . James Stephenson  
Program Director. . . . . John Peterson  
Ch. Eng., Sta. Mgr. . . . . Robert E. Hardy

## WCHO—Washington Court House—1952

Frequency: 1250 Kc. . . . . Power: 500 Watts d.  
Owned By. . . . . Court House Bcstg. Co.  
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 Kc. . . . . Power: 1000 W., d.  
Owner. . . . . Ohio Quests, Inc.  
Address. . . . . Box 87  
Tel.: PL 2781. . . . . Independent  
President. . . . . James B. Denton  
Station Mgr. . . . . Art Layne  
Gen., Comm. Mgr. . . . . Warren W. Cooper

## WKOV—Wellston—1953

Frequency: 1330 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By. . . . . Family Bcstg. Co.  
Address. . . . . P. O. Box 190  
Tel.: 4-2000. . . . . KBS  
Representative . . . . . Hil F. Best  
Pres., Gen. Mgr., Ch. Eng. . . . . W. N. Nungesser

## WWST—Wooster—1947

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Wooster Republican Ptg. Co.  
Address. . . . . Route 30  
Tel.: ANgelus 3-5075. . . . . KBS  
General Manager. . . . . E. B. Evans  
Commercial Mgr. . . . . Quentin W. Welty  
Chief Engineer. . . . . B. L. Bowman

## 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  
Comm. Mgr. . . . . Dale Lutz  
Program, Sales Prom. Mgr. . . . . Phil Sheriden  
Chief Engineer. . . . . Harold Schaaf

## WBBW—Youngstown—1949

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owner. . . . . Mahoning Valley Bcstg. Corp.  
Address. . . . . 260 W. Federal St.  
Tel.: RI 4-4421. . . . . MBS  
Representative . . . . . Weed  
President, Ch. Eng. . . . . John Cherpack, Jr.  
V.P., Gen. Mgr. . . . . Gene Trace  
Sales Prom. Mgr. . . . . Phil Wood  
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 . . . . . Hollingbery  
Pres., Gen. Mgr. . . . . William F. Maag, Jr.  
Chief Engineer. . . . . Frank A. Dieringer

## WHOT—Youngstown—1955

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
Owned By. . . . . WHOT, Inc.  
Address. . . . . 401 N. Blaine Ave.  
Tel.: RI 6-8464 . . . . . Independent  
Sta. Representative . . . . . Hollingbery  
President . . . . . Myron Jones  
General Manager. . . . . William Fleckenstein  
Commercial Mgr. . . . . William Aey  
Program Dir. . . . . Richard Thompson

## 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.  
Radio Sales Mgr. . . . . Carl F. Glade, Jr.  
Public Rel., 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 Mulder  
Publicity Dir., Sls. Prom. Mgr. . . . . Naomi Lorton  
Program Director. . . . . Tom Wiebell  
Chief Engineer. . . . . William A. Hunt, Sr.

Pop.: 2,395,000  
Families: 753,000  
Radio Homes: 734,000

# OKLAHOMA

TV Homes: 692,000  
AM Stas. in State: 54  
TV Stas. in State: 9

## KADA—Ada—1934

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KADA Bcstg., Inc.  
Business Address: Box 842  
Tel.: FEderal 2-1212. ABC, KBS  
Rep.: Venard, Rintoul & McConnell; Brown  
President: Brown Morris  
General Manager: Bill Hoover

## KWHW—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: A. D. Conrow  
Address: Box 328  
Tel.: 1663. Independent  
Representative: Best  
General Manager: Robert L. Martin  
Chief Engineer: John H. Goss

## KVSO—Ardmore—1935

Frequency: 1240 Kc. Power: 250 Watts  
Owned: Ardmorette Pub. Co.  
Address: 116 N. Washington St.  
Tel.: 3030. Independent  
General Manager: Douglas C. Dillard

## KWON—Bartlesville—1942

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Horace C. Boren  
Address: Box 69  
Tel.: FEderal 6-1400. Independent  
President, Gen. Mgr.: Horace C. Boren  
Station Mgr.: George Kountoupis  
Sales Manager: Fred Cordell

## KLTR—Blackwell—1952

Frequency: 1580 Kc. Power: 250 Watts  
Owned-Operated By: Star Bcstg. Co., Inc.  
Address: Box 70  
Tel.: 308. KBS  
Sta. Representative: Hil F. Best  
President: Dr. F. G. Conley  
General Mgr. Ch. Eng.: R. F. Pool  
Commercial Mgr.: Roy Bush  
Program Dir.: Lawrence Eck  
Publicity Dir.: Carolee Briggs

## KWCO—Chickasha—1946

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Washita Valley Bcstg. Co.  
Business Address: P. O. Box 770  
Tel.: CAstle 4-2890. KBS  
Owner, Gen. Mgr.: Jack L. Pink  
Station Manager: William S. Scott  
Commercial Manager: Jack Barlow  
Chief Engineer: Ben DeKinder

## KWPR—Claremore—1958

Frequency: 1270 Kc. Power: 500 Watts, d.  
Owned By: BRT Bcstg. Co.  
Address: Will Rogers Hotel  
Tel.: ROgers 3-1281. Independent  
General Mgr.: J. M. Mahoney

## KWOE—Clinton—1949

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By: Western Okla. Bcstg. Co.  
Address: Neptune Park  
Tel.: FAirfax 3-0617. KBS  
Station Representative: Hil F. Best  
President, Gen. Mgr.: Lonnie J. Preston  
Program Publicity Dir.: Alice Preston  
Sales Prom. Mgr.: Clyde E. Bruce  
Chief Engineer: Hubert Gaston

## KUSH—Cushing—1953

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Cimarron Broadcasters, Inc.  
Address: P.O. Box 791  
Tel.: CA 5-0922. Independent  
Pres., Gen. Mgr.: Gordon Rockett  
Comm. Prom. Mgr.: William R. De Wire  
Program Dir.: Mike Acquaviva  
Chief Engineer: Marvin Livingston

## KRHD—Duncan—1949

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.  
Owned-Operated By: Duncan Bcstg. Co.  
Address: Box 1192  
Tel.: ALpine 5-1350. KBS  
President: R. H. Drury  
Gen., Sta. Mgr.: W. M. Brubaker  
Program Director: John Moen  
Sales Prom. Mgr.: Morgan Duval  
Chief Engineer: Lee Agee

## KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.  
Owned-Operated By: Durant Pub-Bcstg. Corp.  
Address: P.O. Box 511  
Tel.: 3100. KBS  
President: R. V. Peterson  
Gen. Mgr.: L. W. Coleman

# OKLAHOMA

## **KBK**—Elk City—1932

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Bob Gartson Enl.  
Address: Box 189  
Tel.: 730 KBS  
Representative: Pearson  
President, Gen. Mgr.: Bob Gartson  
Commercial Mgr.: Red Riley  
Station Mgr.: Lou Gartson  
Program Dir.: Sherry Shoemaker  
Sales Prom. Mgr.: Mike Vassey  
Publicity Dir.: Clipp Walker  
Chief Engineer: Jerry White

## **KCRC**—Enid—1928

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By: Enid Radiophone 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  
Commercial, Prom. Mgr.: James Stacey

## **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: Howard Smith  
Address: Lone Hotel  
Tel.: BU 2-2321. KBS  
Pres., Gen. Mgr.: Weldon Sledge  
Sta. Mgr. Ch. Eng.: Calvin Clopton

## **KGYN**—Guymon—1948

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By: Plains Bcstg. Co.  
Business-Studio Address: Box 130  
Tel.: 888. KBS  
Representative: Hil F. Best  
President, Gen. Mgr.: T. M. Raburn, Jr.  
Comm. Mgr.: Ed Skater  
Chief Engineer: Herb Noyes

## **KHEN**—Henryetta—1956

Frequency: 1590 Kc. Power: 500 W., d.  
Owned: Henryetta Radio Co.  
Address: Box 930  
Tel.: OLive 2-3298. Independent  
President: Leland Gourley  
Gen. Mgr.: Marvin Hull  
Program Director: Bill Simmons  
Chief Engineer: Ed Hayes

## **KTJS**—Hobart—1947

Frequency: 1420 Kc. Power: 250 Watts d.  
Owned-Operated By: A. R. Fuchs  
Address: P.O. Box 311  
Tel.: 1420. KBS  
Manager, Ch. Eng.: A. Fuchs

## **KIHN**—Hugo—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: D. & L. Brawner  
Address: P.O. Box 248  
Tel.: 1140. KBS  
General Mgr.: Calvin Miller

## **KBEL**—Idabel—1953

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Idabel Bcstg. Co.  
Address: P.O. Box 1072  
Tel.: 802. Independent  
General Manager: Winston O. Ward  
Sta., Comm. Manager: J. P. Stanley  
Chief Engineer: E. Burgin

## **KCCO**—Lawton—1956

Frequency: 1050 Kc. Power: 250 W., d.  
Owned: Progressive Bcstg. Co.  
Address: Box 2178  
Tel.: EL 5-1050. Independent  
Sta. Reps.: Geo. T. Hopewell; Weed  
President: Dr. G. G. Downing  
General Manager: Ross B. Baker  
Commercial Mgr.: C. J. MacDonald  
Program Dir.: B. J. Sams  
Sales Prom. Mgr.: James R. Williams  
Publicity Dir.: Dean Webber  
Chief Engineer: Robert Stabler

## **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., Comm. Mgr.: Bob Franklin  
Program Dir.: Bill Miller  
Chief Engineer: Harold Kinhead

## **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 Hooser  
**Commercial Manager**.....Phil Reed  
**Station, Prog. Mgr.**.....Dud Stallings  
**Sales Prom., Publicity Dir.**.....Frank Hopkins  
**Chief Engineer**.....Jerry McCoy

**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  
**Program Director**.....Shirley Crowson  
**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  
**Station Representative**.....Hil F. Best  
**President** .....Melvin Hutts  
**Gen., Sta. Mgr.**.....William A. Searle  
**Program Director**.....Jim King  
**Chief Engineer**.....George Province

**KBIX—Muskogee—1936**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Okla. Pub. Co.  
**Address** .....Barnes Bldg.  
**Tel.:** MU 2-1331.....ABC  
**Newspaper Afilil**.....Phoenix-Times Democrat  
**Representative** .....Pearson  
**President**.....Tams Bixby, Jr.  
**Chief Engineer**.....Ted Foster

**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**.....Gene Bolles  
**Pres., Gen. Mgr.**.....Horace C. Boren  
**Sta. Mgr., Ch. Engr.**.....James E. Keittel, Jr.  
**Program Director**.....Darrell Huddleston

**KNOR—Norman—1949**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**.....Cleveland County Bcstg. Co.  
**Address** .....P. O. Box 542  
**Tel.:** JE 4-8475.....KBS  
**President, Gen. Mgr.**.....William S. Morgan  
**Commercial Mgr.**.....Robert G. Barry  
**Chief Engineer**.....Edward Renner

**KBYE—Oklahoma City—1947**

**Frequency:** 890 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Great Empire Bcstg.  
**Business Address**.....5508 Eastern; Box 671  
**Tel.:** GARfield 7-6524.....ABC  
**President**.....Bernice L. Lynch  
**General Station Manager**.....F. F. Lynch  
**Program Director**.....Glenn Valentine  
**Commercial, Sls. Prom. Mgr.**.....F. J. Lynch  
**Chief Engineer**.....Wm. R. Gaylor, Jr.

**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  
**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.:** CEntral 5-4333.....Independent  
**Pres., Gen. Mgr.**.....M. H. Bcnebrake  
**Commercial Manager**.....Carlton Beck  
**Chief Engineer**.....Elmo Black

**KOMA—Oklahoma City—1928**

**Frequency:** 1520 Kc.....**Power:** 50,000 Watts  
**Owned-Operated By**.....Storz Bcstg. Co.  
**Business-Studio Address**.....311 W. Grand  
**Tel.:** CEntral 5-6653.....Independent  
**Representative** .....Blair  
**President**.....Todd Storz  
**General, Station Mgr.**.....Jack Sampson  
**Program Director**.....Rod Roddy  
**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.:** CEntral 5-8351.....MBS  
**Station Representative** .....Eastman  
**President** .....Wendell Mayes  
**General, Station Mgr.**.....Tom Johnson  
**Comm. Mgr.**.....George R. Collisson  
**Publicity Director**.....Bill Bryan  
**Prog. Dir.**.....Bill Foreman  
**Chief Engineer**.....Clifford Easum

**KTOW—Oklahoma City—1948**

**Frequency:** 800 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**.....KTOW, Inc.  
**Business-Studio Address**.....515 N. Robinson  
**Tel.:** CE 2-6367.....Independent  
**Station Representative**.....Raymer  
**President**.....W. D. Schueler  
**Gen., Sta. Mgr.**.....C. Hewel Jones



# OKLAHOMA

Program Director.....W. W. Jones  
Chief Engineer.....Hal Henegar

Gen. Mgr., Chief Eng.....L. L. Gaffaney  
Commercial Manager.....Mrs. L. L. Gaffaney  
Program Director.....H. Albrecht

## WKY—Oklahoma City—1921

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WKY TV System, Inc.  
Business-Studio Address.....500 E. Britton Rd.  
Tel.: TR 8-2161.....Independent  
Newspaper Affil.....Oklahoman  
Representative.....Katz  
President.....E. K. Gaylord  
V.P., General Manager.....Norman P. Bagwell  
Asst. Sta., Comm. Mgr.....Lee Allan Smith  
Prog. Dir.....Danny Williams  
Sales Promotion Mgr.....Jim Willis  
Chief Engineer.....Gene Lyons

## KOKL—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  
General Mgr., Ch. Eng.....D. W. Reynolds, Jr.  
Program Publicity Director.....Ray Morgan  
Comm., Sales Prcm. Mgr.....Stan Weisberger

## KVLH—Pauls Valley—1947

Frequency: 1470 Kc.....Power: 250 Watts  
Owned-Operated By.....Pauls Valley Bcstg. Co.  
Address.....P.O. Box 610  
Tel.: 1470.....Independent  
President.....E. J. Ballard  
Gen. Mgr.....B. Hampton  
Chief Engineer.....H. Jones

## 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., Ch. Eng.....Viv Nowlin

## KOLS—Pryor—1950

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Lakes Area Bcstg. Co.  
Address.....5th & S. Mill Sta.  
Tel.: VAlley 5-2763.....KBS  
Representative.....H. F. Best

## 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  
Chief Engineer.....P. K. Branson

## 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  
Sta. Mgr., Prog. Dir.....Lewis Pearce  
Commercial Manager.....Bill Platt  
Chief Engineer.....Paul A. McCollum

## KTLQ—Tahlequah—1957

Frequency: 1350 Kc.....Power: 1 Kw., d.  
Owned.....Camella Co p.  
Address.....Box 221  
Tel.: Glendale 6-2511.....Independent  
President.....Jim Egan  
General Mgr., Ch. Eng.....Galen O. Gilbert  
Sales Prom. Mgr., Prog. Dir.....Bill Bentley  
Publicity Director.....Connie 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.....Young  
President.....Lester Kamin  
General Station Mgr.....Robert J. Hoth  
Program Director.....Dick Schmitz  
Commercial Manager.....Frank Lawrence  
Publicity Dir., Sls. Prom. Mgr.....C. Michaels  
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  
Chief Engineer.....N. Wilcox

## KOME—Tulsa—1938

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Charles W. Holt & Assoc.  
Address.....8th & Main

## OKLAHOMA-OREGON

**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

### KTUL—Tulsa—1934

**Frequency:** 1430 Kc.....Power: 5000 Watts  
**Owned-Oper.**...Consol. Radio Enterprises Inc.  
**Business-Address**.....2601 E. 56 St. N.  
**Tel:** FI 5-1311.....MBS  
**Representative**.....Avery Knodel  
**President**.....James C. Leake  
**Gen., Sta. Mgr.**.....James H. Schoonover  
**Commercial Mgr.**.....Edward T. Neibling  
**Program Dir.**.....Robert Gregory  
**Sales Prom. Mgr.**.....Karl Janssen  
**Publicity Dir.**.....Robert E. Draughon  
**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. Ryan  
**Chief Engineer**.....J. Bushnell

### KVIN—Vinita—1954

**Frequency:** 1470 Kc.....Power: 500 Watts, d.  
**Owned-Oper. By**.....Vinita Broadcasting Co.  
**Business Address**.....601 S. Foreman  
**Tel:** Alpine 6-3407.....KBS  
**General Manager**.....John M. Mahoney  
**Station Manager**.....Claude Donica  
**Program Director**.....Merle Weisinger  
**Chief Engineer**.....Paul Gentry

### 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  
**Station Manager**.....Ray Judge

### KSIW—Woodward—1947

**Frequency:** 1450 Kc.....Power: 250 Watts  
**Owned-Oper. By**.....Woodward Bcstg. Co.  
**Address**.....22nd & Cedar  
**Tel:** Alpine 4-4455.....Independent  
**Representative**.....Pearson  
**Pres., Gen. Mgr.**.....Edward A. Ryan  
**Program Director**.....Lenora W. Ryan  
**Chief Engineer**.....Harry McFarland

Pop.: 1,940,000  
 Families: 596,000  
 Radio Homes: 591,000

## OREGON

TV Homes: 466,000  
 AM Stas. in State: 68  
 TV Stas. in State: 7

### KABY—Albany—1959

**Frequency:** 990 Kc.....Power: 250 Watts, d.  
**Owned**.....Albany Broadcasting Corp.  
**Address**.....233 W. Third  
**Tel:** WAbash 6-3719.....Independent  
**Station Representative**.....Art Moore; Grant  
**President, General Mgr.**.....Chet Wheeler  
**Station, Commercial Mgr.**...Glenn Henshaw, Jr.  
**Sales Promotion Mgr.**.....Rodney Bean  
**Program, Publicity Dir.**.....Sandy Rhodes  
**Chief Engineer**.....Leonard Serder

### KWIL—Albany—1941

**Frequency:** 790 Kc.....Power: 1000 Watts  
**Owned-Oper. By**.....KWIL  
**Address**.....Box 485  
**Tel:** WA 6-2233.....MBS  
**Representative**.....Allen

**President, General Mgr.**.....Larry Gordon  
**Chief Engineer**.....Arch Brusch

### 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.....ABC-MBS  
**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**.....P.O. Box 445  
**Tel:** FA 5-2911.....MBS-KBS

## OREGON

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 5-6221 ..... Independent  
Rep. .... Moore, Holman, Jacobson  
President ..... W. T. Moore  
General Mgr., Ch. Eng. .... Charles A. Farmer

### 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 ..... ABC  
Representative ..... Meeker  
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: 1 Kw., d.  
Owned By ..... Joseph Sheridan  
Address ..... P.O. Box 185  
Tel.: 4911 ..... KBS  
Station Rep. .... Moore; Continental; Allen  
General Manager ..... Norm Oberst  
Commercial Manager ..... Curly Anderson  
Program Director ..... John Wolfe  
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  
Co-Managers ..... 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 ..... Robert Chopping  
Comm. Mgr. .... F. J. McDonough  
Prog., Pub. Dir. .... Margaret Chopping

### KYNG—Coos Bay—1956

Frequency: 1420 Kc. .... Power: 1 Kw., d.  
Owned By ..... KYNG Radio  
Address ..... P.O. Box 657  
Tel.: COngress 7-7055 ..... Independent  
Representative ..... H. S. Jacobson  
Pres. Gen. Mgr. .... Phillip F. Waters  
Comm. Sales Prom. Mgr. .... Bill Karl  
Publicity Director ..... Faye Crabtree  
Chief Engineer ..... C. Gilnet

### 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, Allen  
President ..... William E. Walsh  
Gen., Sta. Mgr. .... Leonard F. Epling  
Program Director ..... Alice Mobley  
Publicity Director ..... Andrew Walker  
Sales Promotion Mgr. .... Paul Friis  
Chief Engineer ..... Drew Walker

### KFLY—Corvallis—1954

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By ..... Mid-Land Broadcasting Co.  
Address ..... Box 689  
Tel.: PL 3-6633 ..... Independent  
Rep. .... Everett-McKinney; Felts; Jacobsen  
Pres., Gen. Mgr. .... Dave Hoss  
Program Director ..... Gene Shannon  
Chief Engineer ..... Phil Hodapp

### KLOO—Corvallis—1947

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... W. C. Hurley  
Address ..... Box 731  
Tel.: PL 3-3322 ..... Independent  
Station Rep. .... Devney  
President ..... William C. Hurley  
Comm. Program Dir. .... Dale K. Allison  
Sales Prom., Publicity Dir. .... Hal Wehmeier

### KOMB—Cottage Grove—1953

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... F. J. Ryan & M. A. Viken  
Address ..... P. O. Box 606  
Tel.: WH 2-2468 ..... Independent  
General Manager ..... Orlo Bagley  
Sls. Prom. Manager ..... Peter J. Ryan  
Chief Engineer ..... Milton Viken

### KPLK—Dallas—1955

Frequency: 1460 Kc. .... Power: 1 Kw., d.  
Owned-Oper. By ..... Polk County Bcstrs., Inc.  
Address ..... P. O. Box 396  
Tel.: MAyfair 3-2342 ..... Independent  
Station Rep. .... Webb; Moore  
Pres., Gen. Mgr. .... Ray L. Kozak  
Comm. Mgr. .... E. C. McElroy Jr.  
Program Director ..... Ron Manchas  
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  
 Representative.....Donald Cooke  
 President, Gen., Sta. Mgr.....E. L. Kincald  
 Commercial Manager.....Paul Plank  
 Program Director.....Laura Plank  
 Publicity Director.....Floyd Coon  
 Chief Engineer.....Ralph Cook

**KERG—Eugene—1949**

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Guard Pub. Co.  
 Address.....1776 Coburg Rd.  
 Tel.: DI 5-4304.....CBS  
 Newspaper Affiliation.....Register-Guard  
 Representative.....Weed; Burr  
 President.....Alton F. Baker  
 General Manager.....Robert C. LaBonte  
 Commercial Manager.....James Magnuson  
 Prom. Mgr., Prog. Dir.....Clifton Cole  
 Chief Engineer.....William Green

**KORE—Eugene—1927**

Frequency: 1450 Kc. Power: 1 Kw. d. 250 W. n.  
 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 Dowless  
 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 Houghlum  
 Chief Engineer.....George Hathaway

**KGGG—Forest Grove—1959**

Frequency: 1570 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Triple G. Broadcasting Co.  
 Address.....2740 Pacific Ave.  
 Tel.: ELgin 7-2144.....Independent  
 Pres., Gen. Mgr.....Lester L. Gould  
 Station Manager.....Patrick Larkin  
 Secretary-Treas.....Dorothy R. Gould  
 Program Dir., Chief Eng.....Mrs. Jean Larkin

**KAGI—Grants Pass—1939**

Frequency: 930 Kc. Power: 1 Kw.  
 Owned-Oper. By.....Southern Oregon Bcstg. Co.

Address.....P. O. Box 148  
 Tel.: GR 6-4477.....MBS  
 Station Representative.....Moore; Hollingbery  
 President.....A. E. Voorhies  
 General Manager.....J. Edwin Arnold  
 Chief Engineer.....Del Cantrall

**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.....ABC  
 Station Representative.....Grant  
 General Manager.....Jim Wilson  
 Commercial Manager.....Jim T. Jackson  
 Program Director.....Elzie Parker  
 Chief Engineer.....Keith Snodgrass

**KGRO—Gresham—1956**

Frequency: 1230 Kc. Power: 250 Wts. d. 1 Wt. n.  
 Owned.....Gresham Bcstg. Co.  
 Address.....Box 32  
 Tel.: MO 5-4143.....KBS  
 President, Ch. Eng.....Daniel M. McPeak  
 Program Dir.....C. Michael Parks  
 Sales Prom. Mgr.....Bruce C. Belvins

**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, Ch. Eng.....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  
 General Mgr.....John P. Gillis

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Ore. Wash. Bcstrs.  
 Business Address.....P.O. Box 207  
 Tel.: 8561.....Independent  
 Representative.....Art Moore, Meeker  
 Pres., Gen. Mgr., Ch. Eng.....C. J. McCreddie  
 Program Director.....Mar Jean Stave

**KAGO—Klamath Falls—1923**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned.....Gibson Radio, Inc.  
 Address.....P. O. Box 1130  
 Tel.: TU 2-2551.....ABC  
 Representative.....Raymer, Art Moore  
 President, General Mgr.....Riley R. Gibson  
 Program Director.....Robert H. Bartlett  
 Chief Engineer.....Wayne Loerke

## OREGON

### **KFLW**—Klamath Falls—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Caloretex Corp.  
Business Address ..... 327 Main St.  
Tel.: TUXedo 2-4656 ..... CBS  
Representative ..... Weed  
Pres., Gen. Mgr. .... Joe D. Carroll  
Commercial Manager ..... James E. Cross  
Program Director ..... Anne Cross  
Chief Engineer ..... George R. Wyville

### **KLAD**—Klamath Falls—1955

Frequency: 960 Kc. .... Power: 5000 Watts, d.  
Owned-Operated By ..... KLAD Broadcasters  
Address ..... Box 979  
Rep. .... Jacobson; Grant; Feltis  
Gen., Comm. Manager ..... Lee Craig  
Chief Engineer ..... Doug Walker

### **KLBM**—La Grande—1938

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Inland Radio, Inc.  
Address ..... P.O. Box 907  
Tel.: WOODland 3-4121 ..... KBS  
Representative ..... Art Moore, Grant  
Gen., Sta., Comm. Manager ..... Ken Lillard  
Chief Engineer ..... W. Cury

### **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  
Rep. .... Jacobson; Feltis; Tracy Moore  
President ..... A. E. Freeman  
Gen. Mgr., Ch. Eng. .... Harry Kirk  
Commercial Manager ..... Wallace Lund

### **KCAL**—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; O'Connell  
Pres. .... W. Gordon Allen  
V.P., Sta. Mgr. .... Don Wellman  
Commercial Manager ..... Tom Boyd

### **KMCM**—McMinnville—1949

Frequency: 1260 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Yamhill Bcstrs.  
Address ..... P. O. Box 207  
Tel.: 3811 ..... KBS  
Station Rep. .... Allen; Art Moore  
President ..... Jerry Carr  
V.P., General Mgr. .... John Courcier  
Gen., Sta. Mgr. .... G. Branson  
Director of Operations ..... Craig Singletory  
Chief Engineer ..... Edwin Nuhring

### **KBOY**—Medford—1954

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... KBOY Bcstrs.  
Address ..... Box 1109  
Tel.: SPring 3-5355 ..... Independent  
Station Representative ..... Jacobson  
General, Station Mgr. .... Winston Marks  
Chief Engineer ..... Charles Field

### **KDOV**—Medford—1958

Frequency: 1300 Kc. .... Power: 3000 Watts  
Owned By ..... Medford Bcstg., Inc.  
Address ..... P. O. Box 869  
Tel.: SP 3-5000 ..... Independent  
Representative ..... Hall; Wagner  
President Ch. Eng. .... Jim Silkwood  
Commercial Manager ..... John B. Klukkert  
Program Director ..... Margaret Silkwood  
Publicity Director ..... Fred Andrews

### **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 ..... Les De Armond  
General Manager ..... Ray Johnson  
Commercial Manager ..... Harry Barker  
Program Director ..... Terry Nolan  
Chief Engineer ..... Ellis Feinstein

### **KYJC**—Medford—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Medford Printing Co.  
Trans. Address ..... Barnett Rd.  
Tel.: SPring 2-6644 ..... ABC-CBS  
Newspaper Affiliation ..... Mail Tribune  
Representative ..... Pearson, Feltis  
Gen. Mgr. .... Tom MacLeod  
Program Director ..... Monte Morris  
Chief Engineer ..... V. Calif

### **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.: 560 ..... KBS  
Rep. .... Art Moore, Continental  
Pres. Gen. Mgr. .... Tom Becker  
Commercial Manager ..... Don Newman  
Station Manager ..... Bob Spangler  
Sales Promotion Mgr. .... Buss Jolley  
Program Director ..... Georgia McQuilliam  
Publicity Director ..... Elizabeth M. McKeivitt  
Chief Engineer ..... Del Kruger

### **KFIR**—North Bend—1951

Frequency: 1340 Kc. .... Power: 250 Watts

Owned By..... Big Bay Radio, Inc.  
 Business Address..... 1956 Meade St.  
 Tel.: SK 9-7351..... CBS  
 Station Rep..... Grant  
 President, Co-owner..... Emil W. Karl  
 Co-manager, Program Dir..... Rod Walter  
 Commercial Mgr..... Patsy Barkwell  
 Chief Engineer..... Arthur Schuldt

**KBCH—Ocean Lake—1955**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned By..... Yaquina Radio, Inc.  
 Business Address..... Box 358  
 Tel.: WYman 4-2181..... Independent  
 President..... Thomas R. Becker  
 General Mgr..... Robert Spangler  
 Station Mgr..... William W. Harvey  
 Program Dir..... Henry Florip  
 Chief Engineer..... Russ Myer

**KSRV—Ontario—1943**

Frequency: 1380 Kc.. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Inland Radio, Inc.  
 Address..... Box 540  
 Tel.: TUCKER 9-8651..... KBS  
 Representative..... Grant, Art Moore  
 President, Gen. Mgr..... Gordon L. Capps  
 Comm. Mgr..... John R. Humphreys  
 Program Dir..... Robert M. Dye  
 Sales Prom. Mgr..... Charles E. Harland  
 Chief Engineer..... Stanley E. McNutt

**KGON—Oregon City—1947**

Frequency: 1520 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Clackamas Bcstrs.  
 Address..... P.O. Box 5865, Portland, Ore.  
 Tel.: Olive 6-1441..... MBS  
 Representative..... Broadcast Time Sales; Wagner  
 President..... Robert J. Hartke  
 Gen., Sta., Comm. Mgr..... Irwin S. Adams  
 Program Director..... Sonora B. Hoffman  
 Chief Engineer..... Sidney Roach

**KUBE—Pendleton—1956**

Frequency: 1050 Kc..... Power: 1 Kw., d.  
 Owned..... Umatilla Bcstg.  
 Address..... Box 301  
 Tel.: CRestview 6-1961..... Independent  
 President..... John M. Carroll  
 Comm. Mgr..... Jack Webb

**KUMA—Pendleton—1955**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned..... Pendleton Broadcasting Co.  
 Address..... Box 278  
 Tel.: CR 6-1511..... ABC  
 Representative..... Meeker, Art Moore  
 President..... C. O. Fisher  
 Vice Pres., Gen. Mgr..... T. A. Smith  
 Program Dir..... Murray Wesgate  
 Chief Engineer..... Don Morris

**KKID—Pendleton—1941**

Frequency: 1240 Kc..... Power: 250 Watts

Owned By..... WCS Bcstg. of Oregon  
 Address..... P.O. Box 178  
 Tel.: CRestview 6-1311..... Independent  
 President, Gen. Mgr..... Fred Stevens  
 Station Mgr., Ch. Eng..... Jack Comfort

**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..... AM Radio Sales  
 President..... D. H. McGannon  
 Gen., Sta. Mgr..... Herbert L. Bachman  
 Commercial Manager..... R. E. Rudolph  
 Publicity Dir., Sls. Prom Mgr..... Dick Newton  
 Program Director..... D. F. Stelleges  
 Chief Engineer..... Jack Erwin  
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,  
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-  
 SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.;  
 KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.;  
 KDKA, PITTSBURGH, PA.; KDKA, TV, PITTSBURGH,  
 PA.; WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE,  
 MD.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTS-  
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM-  
 PORTLAND, ORE.

**KGW—Portland—1922**

Frequency: 620 Kc..... Power: 5000 Watts  
 Owned-Oper..... King Broadcasting Co.  
 Bus.-Studio Address..... 1139 S.W. 13th Ave.  
 Tel.: CA 3-6364..... NBC  
 Representative..... John Blair  
 President..... Mrs. A. Scott Bullitt  
 Vice Pres., Bus. Div..... Henry B. Owen  
 Vice Pres., Broadcst. Div..... Otto P. Brandt  
 Station Comm. Manager..... Jackson Fleming  
 Program Director..... Don Porter  
 Chief Engineer..... Clare Hanawalt

**KISN—Portland—1939**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned..... Star Stations Inc.  
 Address..... Box 1902  
 Tel.: BUTler 5-4508..... Independent  
 Station Representative..... Young  
 President..... Don W. Burden  
 General Manager..... Dick Shireman  
 Chief Engineer..... Forrest Ogan

**KLIQ—Portland—1957**

Frequency: 1290 Kc..... Power: 1 Kw., d.  
 Owned By..... KLIQ Bcstrs.  
 Address..... Oaks Amusement Park  
 Tel.: BELmont 4-8448..... Independent  
 Station Representative..... Raymer  
 General Manager..... Howard McAulity  
 Chief Engineer..... Fred Kern

**KOIN—Portland—1926**

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.  
 President..... Ted R. Gamble  
 General Station Mgr..... H. H. Buckendahl

## OREGON

Program Director.....Willard A. Mears  
Chief Engineer.....Louis S. Bookwalter

### KPAM—Portland—1951

Frequency: 1410 Kc....Power: 5000 Watts d.  
Owned-Operated By.....Ken-Air, Inc.  
Address.....P. O. Box 1230  
Tel.: CA 8-0106.....Independent  
Station Representative.....Meeker  
General Manager.....S. M. Goard  
Station Commercial Mgr.....Robert W. Ball  
Program Director.....Jerry W. Johnson  
Chief Engineer.....T. B. Hanberg

### 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  
General Manager.....John W. Davis  
Station Manager.....David M. Jack  
Program Director.....Rodney Masters  
Chief Engineer.....Arlan Walker

### 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.....Independent  
Newspaper Affiliation.....Oregon Journal  
Station Representative.....Petry  
President.....Wm. W. Knight  
General Manager.....R. M. Brown  
Commercial Manager.....Don Parr  
Sales Promotion Manager.....Jack J. Moys  
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.....ABC  
Representative.....ForJoe  
Pres., Gen. Manager.....Rod F. Johnson  
Commercial Sls. Prom. Mgr.....Ben T. Crosby  
Prog. Dir.....Jerry Speerstra  
Ch. Eng.....Les Windes

### KXL—Portland—1926

Frequency: 750 Kc....Power: 50 Kw.  
Owner.....Seattle, Portland, Spokane Radio  
Address.....Box 5886  
Tel.: OLive 4-3193.....Independent  
Station Representative.....Eastman  
President Station Mgr.....Lester M. Smith  
Commercial Manager.....Richard L. Levy  
Program Director.....Dick Drury  
Chief Engineer.....Ed Mundi

### KRCO—Prineville—1950

Frequency: 690 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Central Oregon  
Address.....P. O. Box 188  
Tel.: Hilcrest 7-6239.....Independent  
Station Rep.....Best; Jacobson; Feltis  
President, Ch. Eng.....Collin R. Matheny  
Comm., Sls. Prom. Mgr.....Richard W. Burger  
Program Dir.....Rita A. Matheny

### KPRB—Redmond—1952

Frequency: 1240 Kc....Power: 250 Watts  
Owned-Operated By.....Don & Rita Anderson  
Business Address.....P.O. Box 787  
Tel.: Lincoln 8-3100.....Independent  
Station Representative.....Devney; Ayres  
Station Manager Ch. Eng.....Don Anderson  
Program Director.....John Harris

### KRRR—Roseburg—1935

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Oper By.....News-Review Co.  
Address.....Box 997  
Tel.: OR 3-5551.....CBS  
Representative.....Art Moore, Meeker  
President.....Frank Jenkins  
Gen., Comm. Mgr.....Doug Selterberg

### KRXL—Roseburg—1950

Frequency: 1240 Kc....Power: 250 Watts  
Owned-Oper. By.....Kyng Radio  
Address.....P. O. Box 847  
Tel.: OR 3-4464.....MBS-ABC  
Representative.....Oakes; Feltis  
Gen., Sta. Mgr.....Iris Rice Helliwell

### KYES—Roseburg—1955

Frequency: 950 Kc....Power: 1 Kw. d.  
Owned-Oper. By.....Douglas County Bcstrs., Inc.  
Business Address...762 S.E. Pine St.; Box 1138  
Tel.: OR 3-6678.....Independent  
Station Rep.....Pearson; Jacobson; Wagner  
President, Chief Engineer.....Leroy Hiatt  
Commercial Mgr.....Clifford Engel  
General Manager.....Elliott Moischenbacher  
Program Director.....George Rambo

### KBZY—Salem—1957

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Oper. By.....Salem Bcstg. Co.  
Address Trans. Loca.....369 High St., N.E.  
Tel.: EM 4-6748.....NBC  
Representative.....Meeker, Art Moore  
President.....Carl O. Fisher  
General Manager.....Alvin D. Bauer  
Program Manager.....Bob McCarl  
Chief Engineer.....R. E. Harrison



**KGAY—Salem—1950**

Frequency: 1430 Kc....Power: 5000 Watts d.  
Owned-Oper. By.....KGAY, Inc.  
Address .....Box 788  
Tel.: EM 3-7121.....Independent  
Station Rep.....Holman; Pearson  
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.....ABC  
Sta. Rep...Everett-McKinney; Feltis; Jacobson  
President.....Glenn McCormick  
Program Director.....Bob Morse  
Chief Engineer.....Clyde Carlton

**KEED—Springfield-Eugene  
1954**

Frequency: 1050 Kc.....Power: 1 Kw., d.  
Owned.....KEED, Inc.  
Address.....Box 1161, Eugene, Ore.  
Tel.: DI 5-0163.....Independent  
Station Representative.....Pearson  
President.....Glen M. Stadler  
Commercial Manager.....Marion J. Redfeam

Station Manager.....Rodney V. Louden  
Program Director.....J. Robert Litten  
Sales Prom. Mgr.....Chas. A. Searl  
Chief Engineer.....Robert Curtis

**KODL—The Dalles—1940**

Frequency: 1440 Kc.....Power: 1000 Watts  
Owner.....Western Radio Corp.  
Address.....KODL Bldg.  
Tel.: CYpress6-2300.....KBS  
Representative.....Hugh Feltis, Allen  
President.....V. B. Kenworthy  
General Mgr.....Paul E. Waiden

**KACI—The Dallas—1955**

Frequency: 1300 Kc...Power: 1000 Watts d.  
Owned By.....Radio Mid-Columbia Inc.  
Business Address.....209 E. 2nd St.  
Tel.: CY 6-9661.....Independent  
Representative.....Best; Art Moore  
President, Gen. Mgr.....M. V. Ling  
Station Mgr.....F. Peterson

**KTIL—Tillamook—1947**

Frequency: 1590 Kc.....Power: 250 Watts  
Owned-Oper. By...Tillamook Bcastg. Co., Inc.  
Business Address.....Box 1590  
Tel.: VI 2-4422.....Independent  
Rep.....Continental, Art Moore  
President.....F. H. Guyton  
General Mgr.....Jack Webb

**OF COURSE — — —**

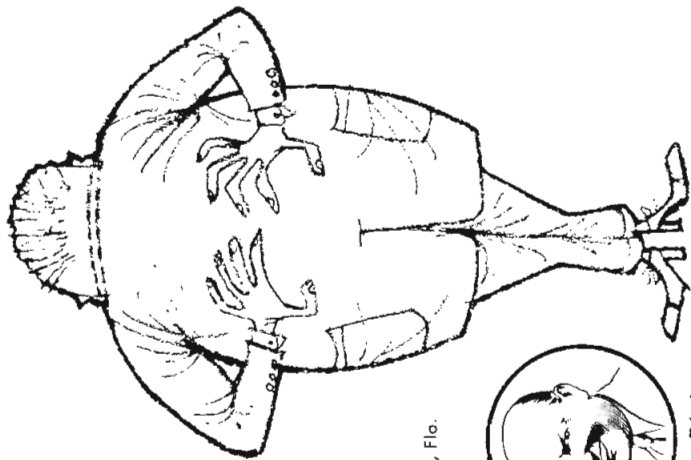
**YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?**

**OF COURSE — — —**

**the Best Is the Associated Press.**



# *Vic Diehm Says: "MY ACHING BACK!"*



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The current volume of contracts for time on "JET NET" . . . the powerful 3-Station buy in the heart of Pennsylvania's richest industrial and agricultural markets has strained the back of the biggest and burliest salesman in Radio U.S.A.

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- 3,000,300 Population
- 853,890 Homes . . . plus car radios



Call Tommy Tito at WAZL or Paul H. Raymer Co., Inc.

Pennsylvania's  **JET NET** Radio Stations

Pop.: 11,985,000  
Families: 3,950,000  
Radio Homes: 3,859,000

# PENNSYLVANIA

TV Homes: 3,590,000  
AM Stas. in State: 147  
TV Stas. in State: 20

## WAEB—Allentown—1948

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 Flemming  
Chief Engineer. . . . . William Gottshall

## WKAP—Allentown—1948

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
Owned-Operated By: . . . . . WKAP, Inc.  
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: WLCY, ST. PETERSBURG, FLA.; WWNR,  
BECKLEY, W. VA.; WNAR, NORRISTOWN, PA.

## WHOL—Allentown—1948

Frequency: 1600 Kc. . . . . Power: 500 Watts  
Owned. . . . . Allentown Bcstg. Corp.  
Address. . . . . Colorado & Poplar Sts.  
Tel.: HE 4-4801. . . . . Independent  
Representative . . . . . Raymer  
President. . . . . Charles G. Helwig  
General Station Mgr. . . . . Willard G. Camperson  
Program Director. . . . . David M. Van Sant  
Chief Engineer. . . . . Gerald B. Werst

## 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. . . . . CBS  
Representative . . . . . H-R  
Co-Partners. . . . . Mrs. O. P. Barnes, Musselman  
General Manager. . . . . Reuel H. Musselman

## WFBG—Altoona—1924

Frequency: 1340 Kc. . . . . Power: 250 Watts

*This Year . . . and Every Year —*

## **RADIO RAHALL Stations**

*get top HOOPER-PULSE ratings!*

WEED & CO have the facts about the Rahall Group

**WKAP**

Allentown, Pa.

**WLCY**

St. Petersburg, Fla.

**WWNR**

Beckley, West Virginia

**WNAR**

Norristown, Pa.

Joe Rahall, President — "Oggie" Davies, Gen. Manager

# PENNSYLVANIA

Owned-Operated By.....Triangle Pubs.  
Address.....Commercial Park  
Tel.: Windsor 4-2031.....Independent  
News. Affil. ....Phila. Inquirer; Phila. D. News  
Station Representative.....McGavren  
General Manager.....Frank Palmer  
Sales Manager.....Jack Snyder  
Program Director.....Edward Andre  
Chief Engineer.....Dick Kline

## 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.  
V.P., General Manager.....Lou M. Murray  
Station Manager.....David R. Wolf  
Program Director.....Larry Weber  
Chief Engineer.....A) Merritts

## WVAM—Altoona—1948

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Oper. By.....General Bcstg. Corp.  
Address.....2727 W. Albert Dr.  
Tel.: WI 4-8127.....CBS  
Sta. Rep.....Weed  
President.....E. S. Leopold  
Gen. Comm. Mgr.....Will Keltner  
Publicity Director.....Phil Short  
Chief Engineer.....John Schiele

## WMBA—Ambridge—1958

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned By.....Miners Bcstg. Service, Inc.  
Business Address.....304 Merchant St.  
Tel.: COngress 6-1110.....Independent  
General Manager.....John W. Angst  
Station Manager.....Roy E. Angst, Jr.

## WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.  
Owned-Oper. By.....Tri-Borough Bcstg. Co.  
Address.....Box 277  
Tel.: GR 2-3921.....Independent  
Gen., Comm. Manager.....Cecil F. Clifton

## WNCC—Barnsboro—1950

Frequency: 950 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....No. Cambria Bcstrs.  
Address.....803 Maple Ave.  
Tel.: Williams 8-9200.....KBS-MBS  
General Mgr.....W. J. Thomas  
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  
President.....Frank R. Smith  
General, Comm. Mgr.....Thomas B. Price

Program Director.....Charles H. Wilson  
Sales Prom. Mgr.....E. A. Sekeres  
Publicity Dir.....Gene Sekeres  
Chief Engineer.....Andy Sivak

## WBFD—Bedford—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....The Inquirer Printing Co.  
Address.....P.O. Box 572  
Tel.: 863.....KBS  
President.....John Biddle  
General Manager.....Hugo K. Frear  
Station Manager.....Robert S. Harrison, Jr.  
Chief Engineer.....W. H. Smith

## WBLF—Bellefonte—1958

Frequency: 1330 Kc.....Power: 500 Watts d.  
Owned By.....Allegheny Mt. Network  
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 Dir.....G. Cone, L. Johnson  
Chief Engineer.....Robert Cook

## WBRX—Berwick—1957

Frequency: 1280 Kc.....Power: 5 Watts d.  
Owned.....Columbia County Bcstrs., Inc.  
Address.....Jackson Bldg.  
Tel.: 4546.....Independent  
President, Gen. Mgr.....John S. Booth

## 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.....CBS  
Newspaper Affil.....Bethlehem Globe Times  
Station Representative.....Cooke  
President.....Rolland L. Adams  
General Manager.....Ellis Service  
Station Mgr., Pub. Dir.....Arthur C. McCracken  
Comm., Sales Prom. Mgr.....Frank Collier  
Prog. Dir.....Robert Wolken  
Chief Engineer.....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, Sta. Manager...**Robert R. Williams**  
 Sales Prom., Publicity Mgr.....**Roy Calabrese**  
 Commercial Mgr.....**Pat Campbell**  
 Program Dir.....**Dale Fulmer**  
 Chief Engineer.....**Anthony Hogg**

**Address** ..... Box 480  
 Tel.: **SH** 5-5400.....Independent  
**President**.....**Lowell W. Williams**  
**General Mgr.**.....**Richard E. Burg**  
 Sta. Program Mgr.....**James Psihoulis**  
 Chief Engineer.....**Anthony Goffi**

**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.....Independent  
**Station Representative**.....**Good Music Bcstrs.**  
**Pres., Gen., Sta. Mgr.**.....**William G. Matta**  
**Commercial Manager**.....**George Matta**  
**Sls. Prom. Mgr.**.....**William W. Martin**  
**Program Director**.....**W. Jennings Brown**  
**Publicity Director**.....**Jas. Fitzgerald**  
**Chief Engineer**.....**Frederick Sand**

**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**.....**Marjorie Zapotosky**  
**Commercial Mgr.**.....**P. J. Oles**  
**Pub. Dir.**.....**Robert Meredith**  
**Prog. Dir.**.....**Paul Elbrecht**  
**Chief Engineer**.....**Walter Rude**

**WESB—Bradford—1947**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By** .....**WESB**  
**Address** .....**43 Main St.**  
 Tel.: 2-4545 .....Independent  
**Representative** .....**Burn-Smith**  
**General Manager**.....**J. M. Cleary**  
**Sls. Prom. Mgrs.**.....**J. M. Cleary, R. E. Feit**  
**Prog. Dir., Chief Eng.**.....**William Winn**

**WHYL—Carlisle—1948**

**Frequency:** 960 Kc.....**Power:** 5000 Watts d.  
**Owned-Oper.**.....**R. F. Lewis, Jr.**  
**Business Address**.....**Mt. Holly Pike**  
 Tel.: **1785**.....Independent  
**Representative** .....**Forjoe**  
**President**.....**Marion P. Lewis**  
**Gen., Sta. Mgr.**.....**James B. Holder**  
**Prog. Dir.**.....**Bill Mahoney**  
**Publicity Director**.....**Edward Maddon**  
**Commercial Manager**.....**Jack Simmons**  
**Sales Promotion Mgr.**.....**Leonard Waité**  
**Chief Engineer**.....**William Lace**

**WBUT—Butler—1949**

**Frequency:** 1050 Kc.....**Power:** 250 W., d.  
**Owned-Operated By**.....**WBUT, Inc.**  
**Address** .....**Box 1048**  
 Tel.: **75-778** .....Independent  
**Station Representative** .....**Gill-Perna, Inc.**  
**President** .....**James Beattie**  
**General, Comm. Mgr.**.....**Richard Hanna**  
**Prog. Director**.....**Dick Kutun**  
**Sales Prom. Mgr.**.....**Gertrude Baker**  
**Publicity Dir.**.....**Jim Lockhaiser**  
**Chief Engineer**.....**Norman Gour**

**WCBG—Chambersburg—1956**

**Frequency:** 1590 Kc.....**Power:** 5 Kw., d.  
**Owned**.....**James R. Reese, Jr.**  
**Address** .....**944 Lincoln Way West**  
 Tel.: **CO** 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**

**WISR—Butler—1941**

**Frequency:** 680 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By** ..**The Butler Bcstg. Co., Inc.**  
**Address** .....**357 N. Main St.**  
 Tel.: **7-4701** .....Independent  
**President** .....**Jcel W. Rosenblum**  
**General Mgr.**.....**Robert L. Kaufman**  
**Comm. Manager**.....**J. Victor O'Brien**  
**Program Director**.....**Warren Ihlenfeld**  
**Sales Prom. Mgr.**.....**Jerald Coleman**  
**Publicity Dir.**.....**Jim Martin**  
**Chief Engineer**.....**Paul Rex**

**WCHA—Chambersburg—1946**

**Frequency:** 880 Kc.....**Power:** 1000 Watts  
**Owned**.....**Chambersburg Bcstg. Co.**  
**Address** .....**Professional Arts 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**.....**Charles Boyle**  
**Chief Engineer**.....**James McCurdy**

**WCNG—Canonsburg—1947**

**Freq.:** 540 Kc.....**Power:** 250 W. d.  
**Owned By**.....**Colonial Bcstg. Co., Inc.**

**WESA—Charleroi—1947**

**Frequency:** 940 Kc.....**Power:** 250 Watts d.

# PENNSYLVANIA

**Owned-Oper. By** Monongahela Valley Bcstg.  
**Address** Recreation Park  
**Tel.** HU 3-6551 **KBS**  
**Representative** Clark  
**President** Dr. A. S. Sickman  
**General Manager** George D. Goiley  
**Prog., Pub. Dir.** William Richards  
**Chief Engineer** Stanley Crawford

## WDRF—Chester—1947

**Frequency:** 1590 Kc. **Power:** 1000 Watts  
**Owned-Oper. By** WDRF, Inc.  
**Business Address** 3500 Edgmont Ave.  
**Tel.** TRemont 4-4321 **Independent**  
**Station Representative** Weed  
**President** Ogden Davies  
**General Manager** Del Parks  
**Commercial Manager** John M. Talley  
**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.** TRemont 2-8861 **Independent**  
**Station Rep.** Webb  
**General Manager** James M. Tisdale  
**Station Mgr.** Robert A. Hibbert, Jr.  
**Comm. Manager** Martin Peltz  
**Chief Engineer** Don Baron

## WCPA—Clearfield—1947

**Frequency:** 900 Kc. **Power:** 1000 Watts d  
**Owned-Oper. By** Clearfield Bcsters, Inc  
**Address** 215 Church St.  
**Tel.** POplar 5-5541 **MBS**  
**Newspaper Affil.** Progress; Danville News  
**President** W. K. Ulerich  
**General Manager** Milton J. Bergstein  
**Sta. Mgr.** Joseph Milsop  
**Program Director** George Mastrian  
**Commercial Manager** Albert Dame  
**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.** DUdley 4-2100 **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. Etter  
**Gen. Mgr., Ch. Engr.** M. Leonard Savage  
**Comm., Sales Prom. Mgr.** John P. Weis  
**Program, Publicity Dir.** Joseph I. 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** J. J. Wellenhoffer  
**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., d.  
**Owned** WBUX Broadcasting Co.  
**Address** 30 E. Oakland Ave.  
**Tel.:** FI 8-3583 **Independent**  
**President** George Steiner  
**General Mgr.** James Stolcz  
**Station Manager** George Pleasants  
**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** Devney  
**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 ..... Chestnut Hill  
 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.: Blackburn 8-6131.....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. Numan, Jr.

**WEZN—Elizabethtown—1958**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned By.....Colonial Bcstg. Co. Inc.  
 Address.....Box 192  
 Tel.: EMpire 7-1511.....KBS  
 Station Representative.....Best  
 President.....Lowell W. Williams  
 V.P., Gen. Mgr.....Richard E. Burg  
 Commercial Manager.....Arthur K. Greiner  
 Program Director.....George Morgan  
 Chief Engineer.....Jack B. Cupper

**WLEM—Emporium—1958**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned By.....Emporium Broadcasting Co.  
 Business Address.....1 West Fourth St.  
 Tel.: EMporium 712.....Independent  
 General Mgr.....James A. Spotts  
 Station Manager.....Dean L. Close  
 Chief Engineer.....William D. Murphy

**WGSA—Ephrata—1955**

Frequency: 1310 Kc.....Power: 1000 Watts, d.  
 Owned.....Garden Spot Broodcasters, Inc.  
 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.....David A. May  
 Comm. Mgr.....George D. Ribble  
 Chief Engineer.....Ralph Haneman

**WERC—Erie—1941**

Frequency: 1260 Kc.....Power: 5 Kw.  
 Owned By.....Cleveland Bcstg. Inc.  
 Address.....RD. No. 4 Robison Rd.  
 Tel.: UN 4-3017.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Ray T. Miller, Jr.  
 General Mgr.....Art Arkalian  
 Program Director.....Robert Miller  
 Publicity Director.....Jim Dewart  
 Chief Eng.....Ken Hestor

**WICU—Erie—1949**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned.....Dispatch Div. of Airways Inc.  
 Bus. Studio Address.....3514 State St.  
 Tel.: 2-3248.....ABC  
 Representative ..... Weed  
 President .....Edward Lamb  
 General, Sta. Mgr.....Art Ingram  
 Sales Promotion Mgr.....P. Wittingham  
 Program Director.....Cliff Shilling  
 Chief Engineer.....Ken Husband

**WJET—Erie—1951**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Jet Broadcasting Co. Inc.  
 Address.....1635 Ash St.  
 Tel.: GL 2-6741.....MBS  
 Sta. Representative ..... Hollingbery  
 President, Gen. Mgr.....Myron Jones  
 Comm. Mgr.....Peter Cotichia  
 Chief Engineer.....Richard Zahniser

**WLEU—Erie—1935**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned .....WESB Broadcasting  
 Address.....212 Commerce Bldg.  
 Tel.: GLendale 6-7078.....Independent  
 Station Rep.....Radio TV Reps  
 Managing Partner.....T. R. Bromley  
 Station, Commercial Mgr.....R. H. Elliott  
 Program Director.....William E. Clark, Jr.  
 Publicity Director.....Mary Barnhart  
 Sales Promotion Mgr.....Ed Bollinger  
 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.: Diamond 6-4171.....Independent  
 President.....Sanford A. Schafitz  
 General Mgr.....A. Zippy  
 Chief Engineer.....Milton Wills

**WFRA—Franklin—1957**

Frequency: 1430 Kc.....Power: 500 Watts, d.  
 Owned.....N.W. Penna. Bcstg. Co.  
 Address.....P.O. Box 908  
 Tel.: ID 2-2188.....MBS  
 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.: 850 .....Independent  
 Newspaper Affil.....Times & News Pub. Co.  
 Gen. Mgr.....P. H. Cunningham  
 Prog. Dir., Ch. Eng.....Lester Blair



# PENNSYLVANIA

## WHJB—Greensburg—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.  
Owned ..... WHJB, Inc.  
Business-Studio Address...128 N. Penn Ave.  
Tel.: TEmple 4-0600 ..... Independent  
President.....H. K. Brennen  
General, Sta. Mgr.....Hugh J. Brennen  
Comm., Prom. Mgr.....Russell Graeff  
Program, Publicity Dir.....Tom Johnson  
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  
President, Gen. Mgr.....John D. Bare  
Sales Prom. Mgr.....Edward John  
Chief Engineer.....Phillip Rohrbaugh

## WCMB—Harrisburg—1948

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By.....Rossmoyne Corp.  
Business-Studio Address.228 Popular Church Rd.  
Tel.: CE 4-3005 ..... MBS  
Representative ..... Weed  
General Manager.....Ed K. Smith  
Comm. Manager.....Henry Traugh  
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  
Pres., Gen. Mgr.....H. Kendrick  
Program Director.....Bob Yanich  
Station, 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.: CEdar 4-3211 ..... CBS  
Representative ..... Bolling  
President.....E. J. Stackpole  
General Manager.....Cecil M. Sansbury  
Operations Director.....Harry Hinkley  
Sales, Promotion Director.....John V. Grove  
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 Garman

Gen. Sales Mgr.....J. Robert Gulick  
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
Technical Director.....J. E. Mathiot

## WAZL—Hazleton—1932

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Hazleton Bcstg. Co.  
Address.....704-11 Hazleton Natl. Bank Bldg.  
Tel.: GL 4-3531 ..... NBC-MBS  
Representative ..... Raymer  
Pres., Gen. Mgr.....Victor C. Diehm  
Administrative Asst.....Kathryn E. Kahler  
Commercial Manager.....Robert J. Sacco  
Sales Manager.....Thomas A. Tito  
Program Director.....Don Murray  
Publicity Director.....Paul Cerula  
Chief Engineer.....Elwood Tito

## 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 ..... Howard  
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 ..... Independent  
President.....John H. Biddle  
General Manager.....William E. Germann  
Chief Engineer.....E. Craig

## WDAD—Indiana—1945

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....WDAD Inc.  
Address ..... 632 Philadelphia St.  
Tel.: HO 5-5511 ..... Independent  
Newspaper Affil.....The Progress  
President.....W. K. Ulerich  
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  
President.....G. D. Garland  
General Mgr.....Rich Wilee

## 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; Reilly; Moore  
**President**.....W. W. Krebs  
**General Manager**.....Edward J. Klym  
**Chief Engineer**.....Theodore E. Campbell

**WADP—Kane—1954**

**Frequency:** 960 Kc.....**Power:** 1000 Watts, d.  
**Owned By**.....Kane Broadcasting Corp.  
**Address**.....Penn-Kane Hotel  
**Tel.:** 1520 .....KBS  
**President**.....Stewart J. Myers  
**General Mgr.**.....Gordon Hanks  
**Comm. Sta. Mgr.**.....George A. Larson  
**Program Dir.**.....Patrick Bickel  
**Chief Engineer**.....John Nordine

**WACB—Kittanning—1948**

**Frequency:** 1380 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....WACB, Inc.  
**Bus.-Studio Address**.....325 Market St.  
**Tel.:** LI 3-1381.....Independent  
**President**.....Joel R. Rosenbloom  
**General Mgr.**.....Warren A. Koerbel  
**Station Mgr.**.....Harold H. Stoops  
**Program Dir.**.....J. W. Hunter  
**Chief Engineer**.....Rowland Claypool

**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

**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

**Representative**.....**Headley-Reed**  
**President, General Mgr.**.....Frank H. Altdoerffer  
**Sta. Mgr., Prog. Dir.**.....Samuel M. Altdoerffer  
**Commercial Manager**.....J. Stanley Baker  
**Publicity Dir., Sls. Prom. Mgr.**.....R. Beach  
**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  
**Gen. Manager**.....John W. Angst

**WAKU—Latrobe—1951**

**Frequency:** 1570 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Joel W. Rosenblum  
**Address**.....200 Depot St.  
**Tel.:** KEystone 7-7744.....MBS, KBS  
**President**.....Harry P. Reed  
**Gen. Mgr., Prog. Dir.**.....W. J. Thomas  
**Station. 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**.....Lowenstein  
**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**.....P.O. Box 222  
**Tel.:** CRestview 2-7651.....Independent  
**Representative**.....Burn-Smith  
**President**.....H. Raymond Stadiem  
**Managing Director**.....Lester P. Etter  
**Comm. Manager**.....Phillip J. Reilly  
**Program Director**.....H. P. Van Voorhis  
**Chief Engineer**.....William Zehring

**WBCB—Levittown-Fairless Hills—1957**

**Frequency:** 1490 Kc.....**Power:** 250 W.  
**Owned**.....O'Keefe Bcstg. Co.  
**Address**.....Box 1490  
**Tel.:** Windsor 9-1490.....Independent  
**Station Representative**.....Dore  
**Pres., Gen. Mgr.**.....William F. Waterbury  
**Commercial Mgr.**.....Jack Wellington  
**Program Director**.....Dick Harvey  
**Chief Engineer**.....Howard Leyland

**WITT—Lewisburg—1957**

**Frequency:** 1010 Kc.....**Power:** 250 Watts, d.

## PENNSYLVANIA

Owned.....Wireline Radio, Inc.  
Address.....34 South 8th St.  
Tel.: JA 3-1222.....KBS  
President.....Donald Bechtel  
General Station Mgr.....William T. Dyer  
Sales Promotion Mgr.....Peter E. Farrell  
Publicity Director.....Gloria M. Bailey  
Commercial Manager.....Carl E. Miller  
Chief Engineer.....James A. Herb

### 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-Perma  
Pres., Sta., Gen. Mgr.....Robert L. Wilson  
Sales Promotion Manager.....Bob Hyle  
Program Director.....Robert Hughes  
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

### WBPZ—Lock Haven—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lock Haven Bcstg. Corp.  
Address.....132½ Main St.  
Tel.: 4038.....MBS  
Representative.....Devney  
President.....Donald C. Welch  
Gen. Sta. Mgr.....Harris Lipetz  
Chief Engineer.....Al Stratmoen

### WEDO—McKeesport—1946

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. Hirschberg  
Sta. Mgr.....Robert E. Badger  
Comm. Mgr.....Wally I. Davids, Jr.  
Sales Promotion Manager.....Grace Garbett  
Program Director.....Keeve Berman  
Publicity Director.....James F. Rice  
Chief Engineer.....Silvio Garofolo

### WMCK—McKeesport—1946

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Mon-Yough Bcstg. Co.  
Business-Studio Address.....516 Market St.  
Tel.: OR 8-8888.....MBS  
Station Representative.....Masla

President.....Robert M. Cox  
General Sta. Mgr.....Charles E. Denny  
Commercial Mgr.....Arthur H. Simmers  
Program Dir.....Henry Brach  
Sales Prom. Mgr.....Joe Singer  
Publicity Dir.....Cathy Maddox  
Chief Engineer.....Wilkes Hurley

### WMGW—Meadville—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Regional Bcstrs.  
Address.....964 Park Ave.  
Tel.: 6-1111.....Independent  
President.....William H. Rich  
General Station Mgr.....F. P. Tascone  
Commercial Manager.....James R. Nicholson  
Program Director.....Paul J. Brown  
Publicity Director.....Eric Johnson  
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.: 295.....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

### WMLP—Milton—1955

Frequency: 1570 Kc.....Power: 1 Watt d.  
Owned By.....WMLP, Inc.  
Address.....42 Broadway  
Tel.: 1594.....Independent  
President.....John S. Booth  
General Comm. Mgr.....J. P. Foster  
Chief Engineer.....Ronald Stoops

### WARC—Milton—1958

Frequency: 1380 Kc.....Power: 1 Kw. d.  
Owned By.....Williamsport Bcstg. Assoc. Inc.  
Business Address.....YMCA Bldg.  
Gen. Manager.....Woodrow W. Ott

### WPCL—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  
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  
 Station Representative: Weed  
 President, General Mgr.: S. W. Townsend  
 Station, Sls. Prom. Mgr.: Harry Reith  
 Commercial Manager: Byron McConnell  
 Chief Engineer: Ernest Retz

**WKPA—New Kensington—1940**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address: 810 Fifth St.  
 Tel.: ED 7-3588  
 President: C. R. Cooper  
 Gen., Comm. Mgr.: Melvin A. Goldberger  
 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  
 Representative: Weed  
 President: N. Joe Rahall  
 Gen. Mgr.: Ogden R. Davies  
 Sta. Manager: John M. Banzhoff  
 Comm. Mgr.: Buddy Brode  
 Program Dir.: Anthony Bekas  
 Chief Engineer: C. Frank Cordaro  
 OWNERS OF: WKAP, ALLENTOWN, PA.; WLCY, ST. PETERSBURG, FLA.; WNNR, BECKLEY, W. VA.

**WKRZ—Oil City—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: WKRZ, Inc.  
 Business Address: Broadcast Hill; Box 868  
 Tel.: 4-1269  
 Pres., Gen. Mgr.: Kenneth E. Rennekamp  
 Commercial Manager: Jack Duncan  
 Program Director: Mrs. Marian Timlin  
 Chief Engineer: Robert Harmon

**WCAU—Philadelphia—1922**

Frequency: 1210 Kc. Power: 50,000 Watts  
 Owned-Oper. By: CBS Radio, Inc.  
 Address: City Line & Monument Ave.  
 Tel.: GR 7-8300  
 Representative: CBS Radio Spot Sales  
 V.P., General Mgr.: Thomas J. Swafford  
 Gen. Sales Manager: Jack Kline  
 Sales Promotion Manager: Fred Birnbaum  
 Program Director: Mike Grant  
 Chief Engineer: J. G. Leitch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc. Power: 5 Kw. d., 1 Wt., n.

Owned-Oper. By: Max M. Leon, Inc.  
 Address: Belmont Ave. & Edgely Rd.  
 Tel.: TR 8-2000  
 Independent Sta. Representative: Bernard Howard  
 President: Max M. Leon  
 General Sta. Mgr.: Robert A. Klein  
 Comm. Mgr.: William H. Vogt  
 Chief Engineer: Frank W. Unterberger

**WFLN—Philadelphia—1958**

Frequency: 900 Kc. Power: 1 Kw. d.  
 Owned By: Franklin Bcstg. Co.  
 Address: 8200 Ridge Ave.  
 Tel.: Ivyridge 2-6000  
 Independent Station Representative: Good Music Bcsts.  
 President: Lawrence M. C. Smith  
 General Manager: R. S. Green  
 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 9-1500  
 Independent Representative: Pearson  
 H. s., Gen. Mgr.: William A. Banks  
 Station Manager: Dolly Banks  
 Commercial Manager: Paul Abrams  
 Comm. Director: Randy Gretes  
 Publicity Director: Marsha Greenbaum  
 Chief Engineer: Charles Lehmann

**WIBG—Philadelphia—1925**

Freq.: 990 Kc. Power: 50,000 Wts. d., 10,000 n.  
 Owned: Storer Bcstg. Co.  
 Address: Suburban Star Bldg.  
 Tel.: LOcust 3-2300  
 Independent Representative: Katz  
 President: George Storer, Jr.  
 Man. Dir.: John C. Moler  
 National Sales Mgr.: James P. Storer  
 Prog., Promotion Manager: Roy M. Schwartz  
 Local Sales Mgr.: David Bolton  
 Chief Engineer: John H. Henninger  
 OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; KPPO, LOS ANGELES; WITI-TV, MILWAUKEE.

**WFIL—Philadelphia—1922**

Frequency: 580 Kc. Power 5000 Watts  
 Owned: Triangle Publications, Inc.  
 Business-Studio Address: 46th & Market  
 Tel.: EV 2-4700  
 ABC Newspaper Affil. Phila. Inquirer, Phila. D. News  
 Representative: Blair  
 General Manager: Roger W. Clipp  
 Station Manager: George A. Koehler  
 Gen. Sales Manager: Kenneth W. Stowman  
 Dir. of Programming & Sls.: Clyde R. Spitzner  
 Dir. of Operations: Jack Steck  
 Program Director: L. Klein  
 Chief Engineer: Henry E. Rhea

AGAIN THIS YEAR\*

In Philadelphia  
WIP radio is  
used exclusively  
by more  
advertisers than  
any other station

**WIP**

PHILADELPHIA'S PIONEER VOICE

For **MORE** Information—Ask Petry!

\*See Page 592, Radio Annual — Television Year Book, 1959

A Station of the Metropolitan Broadcasting Corporation

**WIP—Philadelphia—1922**

Frequency: 810 Kc. Power: 5000 Watts  
 Owned By.....Metropolitan Bcstg.  
 Business-Studio Address.....35 S. 9th St.  
 Tel.: WA 2-6800.....MBS  
 Representative.....Edward Petry  
 President.....Benedict Gimbel, Jr.  
 V.P., Gen. Mgr.....Harvey L. Glascock  
 Nat. Sales Mgr.....Paul B. Evans  
 Program Director.....Varner Paulsen  
 Sales Prom. Mgr.....Marie Christie  
 Publicity Dir.....Florence Love  
 Chief Engineer.....Clifford C. Harris

**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  
 Natl. Sales Mgr., Pub. Dir.....James Rubenstone  
 Prog. Dir.....Michael Deegan  
 Chief Engineer.....Christopher McAteer

**WPEN—Philadelphia—1929**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned By.....Consolidated Sun Ray, Inc.  
 Business-Studio Address.....2212 Walnut St.  
 Tel.: LO 4-6000.....Independent  
 Representative.....Gill-Perna  
 President.....William Sylk  
 Exec. Vice President.....William B. Caskey  
 Station Mgr.....Murray Arnold  
 Program Dir.....Jerry White  
 Comm. Manager.....Erwin Rosner  
 Prom. Mgr., Pub. Director.....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  
 V.P., General Mgr.....Raymond W. Welpott  
 Comm/ Sta. Mgr.....Thomas E. Paisley  
 Program Director.....Bob Benson  
 Sales Prom., Publicity Dir.....Jack Wiley  
 Chief Engineer.....William A. Howard

**WTEL—Philadelphia—1925**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned By.....WTEL, Inc.  
 Business-Studio Address.....4310 N. Broad St.  
 Tel.: GLadstone 5-9200.....Independent  
 Station Representative.....Dore  
 President.....John Hopkinson  
 V.P.s.....Q. C. Strum, G. Hopkinson  
 V.P., Comm. Mgr.....Alexander S. Klein, Jr.

**WPHB—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

**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  
 Station Representative.....AM Radio Sales  
 President.....Donald H. McGannon  
 General, Station Manager.....L. R. Rawlins  
 Asst. Gen. Mgr., Comm. Mgr.....Donald Trageser  
 Program Manager.....Dominic Quinn  
 Sales Prom. Mgr.....June L. Buzzell  
 Publicity Manager.....Owen Simon  
 Chief Engineer.....Theodore C. Kenney  
 OWNERS OF: KP1X, SAN FRANCISCO, CALIF.; WOWO,  
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-SPRING-  
 FIELD, MASS.; WBZ-TV, BOSTON, MASS.; KYW,  
 CLEVELAND, O.; KYW-TV, CLEVELAND, O.; KEX,  
 PORTLAND, ORE.; KDKA-TV, PITTSBURGH, PA.;  
 WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE, MD.;  
 WBX-FM, BOSTON, MASS.; KDKA-FM, PITTS-  
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM,  
 PORTLAND ORE.

**KQV—Pittsburgh—1922**

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  
 Sales Co-ord.....Frank Maruca  
 Commercial Manager.....Robert N. Thompson  
 Program Dir.....John Gibbs  
 Chief Engineer.....Fred L. Zellner, Jr.

**WAMP—Pittsburgh—1924**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By.....NBC  
 Address.....1459 Crane Ave.  
 Tel.: LOcust 3-5238.....NBC  
 Representative.....NBC Spot Sales  
 Gen. Mgr.....Stephen J. Rooney  
 Commercial Manager.....Ruth C. Armstrong  
 Chief Engineer.....Matthew Brack

**WCAE—Pittsburgh—1922**

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Business Address.....Carlton House  
 Tel.: AT 1-6900.....Independent  
 Newspaper Affil.....Sun-Telegraph  
 Representative.....Katz  
 Pres., General Manager.....Leonard Kapner  
 Station, Commercial Mgr.....F. Geer Parkinson  
 Program Director.....Paul Ruhle  
 Chief Engineer.....James Greenwood

**WEPP—Pittsburgh—1957**

Frequency: 1080 Kc. Power: 1 Kw.

## PENNSYLVANIA

Owned By.....Golden Triangle Bcstg. Corp.  
Address.....220 N. Highland Ave.  
Tel.: EM 1-5000.....Independent  
Station Representatives.....Eastman  
President.....Myron Jones  
General Mgr.....John A. Pieper  
Commercial Mgr.....Howard Fried  
Program Dir.....Jack D. Bailey  
Chief Engineer.....Walter McCoy

### WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....WPIT, Inc.  
Business-Studio Address.....213 Smithfield St.  
Tel.: AT 1-1900.....Independent  
President.....John J. Laux  
Gen., Comm. Mgr.....Don Ioset  
Sales Mgr., Prog., Pub. Dir.....Clifford Charles  
Chief Engineer.....Michael Komtchak

### WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WWSW, Inc.  
Bus.-Studio Address.....Hotel Sherwyn  
Tel.: Gr 1-5200.....Independent  
Newspaper Affiliation.....Post Gazette  
Representative.....John Blair  
President.....O. M. Schloss  
Gen. Mgr., Prog. Dir.....Ben W. Muros

### 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.....KBS  
Pres., Gen. Manager.....Angelo W. Fiorani  
Commercial Mgr.....R. E. Florey  
Program Director.....J. Fiore  
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.: Faculty 6-4000.....Independent  
Representative.....Indie Sales  
Pres., Gen. Mgr.....Herbert Scott  
Chief Engineer.....R. Mellon

### 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. Anqst  
Station Manager.....James K. Stock

### 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.....Ed Romance  
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.: 1221.....KBS  
President.....Sheridan W. Pruett  
General Station Mgr.....C. M. Erhard, Jr.  
Comm. Mgr.....W. Clem Murray  
Program Director, Ch. Eng.....Gilbert Carney

### 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.....Berkshire Hotel  
Tel.: Franklin 6-3987.....CBS  
Representative.....Weed  
Pres., Gen. Mgr.....Robert G. Magee  
Comm. Sta. Mgr.....Warren Ruffner  
Prog. Dir.....Alan Lane  
Chief Engineer.....Daniel Donohue

### WRWA—Reading—1922

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....WRWA, Inc.  
Business-Studio Address.....19 N. Fifth St.  
Tel.: FR 6-7173.....NBC  
Representative.....Robert Meeker  
President, General Mgr.....Robert S. Reider  
Commercial Manager.....Ben Varishone  
Program Director.....Frank Roth  
Chief Engineer.....Ed. Gurtowski

### WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....J. M. Norris



Address.....P.O. Box 88  
 Tel.: 3-3471.....Independent  
 Pres., Gen. Sta. Mgr.....John H. Norris

**WKMC—Roaring Spring—1955**

Frequency: 1370 Kc....Power: 1000 Watts d.  
 Owned By.....Cove Bcstg. Co., Inc.  
 Address.....Woodbury Pike  
 Tel.: 690.....Independent  
 President.....Carl W. Kensinger  
 General Comm. Mgr.....Walter O. Kramp  
 Station Mgr.....Julia M. Gerhart  
 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  
 General Manager.....C. H. Simpson  
 Commercial Manager.....John J. Kain  
 Prog. Director.....Beatrice B. Smith  
 Pub. Dir.....A. Kuhn

**WATS—Sayre—1950**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio WATS  
 Business Address.....110 N. Elmer Ave.  
 Tel.: TU 2-2401.....KBS  
 Representative.....Indie 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.....George Gilbert  
 Sales Manager.....Luther Strittmatter  
 Program Director.....Don Stevens  
 Chief Engineer.....Nicholas Hudak

**WEJL—Scranton—1950**

Frequency: 630 Kc. ....Power: 500 Watts d.  
 Owned-Operated By.....Edward J. Lynett  
 Business Address.....149 Penn Ave.  
 Tel.: DI 2-9151.....Independent  
 Newspaper Affil.....Times  
 Station Rep.....Meeker  
 General Station Mgr.....Cecil Woodland  
 Sales, Program Manager.....Hugh J. Connor  
 Pub. Dir.....Bill Pierce  
 Chief Eng.....Guy Rauer

**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  
 Representative.....H-R Reps  
 President.....Mrs. M. E. Mcgarces  
 Gen. Comm. Mgr.....Mrs. M. A. Holcomb  
 Station Manager.....Robert E. McDowell  
 Prom. Dir., Pub. Dir.....Doug Holcomb  
 Program Director.....Frank Monaghan  
 Chief Engineer.....Kenneth R. Cooke

**WICK—Scranton—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Scranton Radio Corp.  
 Address.....221 N. Washington Ave.  
 Tel.: DI 6-1202.....Independent  
 Pres., Gen. Mgr.....Joe Dobbs  
 Chief Engineer.....James D. Pettinato

**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  
 Station Manager.....Joseph B. Gries  
 Publicity Dir., Sls. Prom. Mgr.....R. Paul  
 Comm. Mgr.....Joseph P. Kimble  
 Program Dir.....David L. Griffiths  
 Chief Engineer.....Willard Shimski

**WISL—Shamokin—1948**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Business Address.....Rock & Sunbury Sts.  
 Tel.: 8-6831.....Independent  
 Representative.....ForJoe  
 President.....Henry W. Lark  
 Station Manager.....Bernard Friedman  
 Commercial Manager.....Bernard Saks  
 Sales Prom. Mgr.....W. C. MacElwee  
 Chief Engineer.....Al Donovan

**WPIC—Sharon—1938**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned By.....Sharon Bcstg. Co., Inc.  
 Address.....P. O. Box 211  
 Tel.: Diamond 6-4113.....Independent  
 Station Representative.....Reilly; O'Connell  
 Nat. Sales Mgr.....Lee D. Morehouse  
 Program Director.....Jack Sandstrom  
 Chief Engineer.....Francis L. O'Dell

**WVSC—Somerset—1950**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Somerset Bcstg. Co.  
 Address.....P. O. Box 231  
 Tel.: 4186.....Independent

# PENNSYLVANIA

Gen., Sta. Mgr. . . . . T. H. Oppegard  
Comm. Mgr. . . . . C. R. Taylor  
Prog. Dir., Chief Engineer . . . . . R. L. French

## WMPT—S. Williamsport—1957

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned . . . . . Will-Mont Bcstg. Co.  
Business Address . . . . . 301 Percy St.  
Tel.: 3-3609 . . . . . ABC  
Station Representative . . . . . Hopewell  
Pres., Ch. Eng. . . . . Galen D. Castlebury, Jr.  
Comm., Sales Prom. Mgr. . . . . H. O. Hallman  
Program Director . . . . . Fred Plankenhorn

## 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 . . . . . MBS-KBS  
President . . . . . W. K. Ulerich  
Gen. Sta. Mgr. . . . . M. J. Bergstein  
Program Director . . . . . Stephen Fiskhein  
Chief Engineer . . . . . W. D. Files

## WPPO—Stroudsburg—1947

Frequency: 840 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Pocono Bcstg., Inc.  
Business Address . . . . . 22 S. Sixth St.  
Tel.: HAmilton 1-2100 . . . . . Independent  
Newspaper Affiliation . . . . . Record  
President . . . . . James H. Ottaway  
General Manager . . . . . Chester S. Miller  
Managing Director . . . . . Francis Brinkley  
Commercial Manager . . . . . 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 Station 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  
Gen. Sta. Mgr. . . . . Robert H. Sauber  
Comm. Sales Prom. Mgr. . . . . Paul R. Ruttan  
Program Director . . . . . Marlene Burchfield  
Chief Engineer . . . . . W. A. Lowrie

## 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  
Program Director . . . . . John W. Eschbach

## WMBS—Uniontown—1936

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Fayette Bdcstg. Corp.  
Address . . . . . Fayette Nat. Bank Bldg.  
Tel.: GE 8-3900 . . . . . CBS  
Representative . . . . . Burn-Smith  
President, General Mgr. . . . . Harry C. Burwell  
Commercial Manager . . . . . Amayl Canton  
Sales Promotion Mgr. . . . . Peggy Thompson  
Program Director . . . . . Charles Underwood  
Publicity Director . . . . . Hester Nagy  
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.  
Tel.: Randolph 3-1310 . . . . . Independent  
Pres., Gen. Mgr. . . . . David Patter  
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 . . . . . Independent  
Managing Director . . . . . A. Boyd Siegel  
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. . . . . John Beinhardt  
Chief Engineer . . . . . R. N. Shank

## WAYZ—Waynesboro—1953

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Waynesboro Bcstg. Co., Inc.  
Address . . . . . 21 W. Main St.  
Tel.: 1900 . . . . . Independent  
Station Representative . . . . . Forjoe Lowenstein  
President . . . . . Mrs. Marian P. Lewis  
General Station Mgr. . . . . Jay Hanshaw  
Program Director . . . . . Pete Coolbaugh  
Publicity Director . . . . . Ted Harding  
Chief Engineer . . . . . Ron Stoops

**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  
 General Mgr.....John 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.

**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  
 Sales Manager.....Lee Vincent  
 Promotion, Publicity Manager.....Jim Ward  
 Program Director.....Tom Bigler  
 Chief Engineer.....Theodore French

**WNAK—Wilkes-Barre—1947**

Frequency: 730 Kc.....Power: 1000 Watts  
 Owned By.....Wyoming Radio, Inc.  
 Address.....70 S. Main St.  
 Tel.: Valley 2-6108.....Independent  
 Representative.....Forjoe  
 President.....Martin H. Phillip  
 General Mgr.....Lee Small  
 Commercial Mgr.....Milton Laughlin  
 Program Dir.....Bill Jones  
 Chief Engineer.....B. Bailey

**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  
 Sta. Representative.....Donald Cooke  
 President.....John T. Keliher  
 General, Station Mgr.....W. Richard Carlson  
 Commercial Mgr.....Vince Campana  
 Sls. Prom. Manager.....Edward Kirchman  
 Program Director.....Vernon Hester  
 Publicity Director.....William J. Deuel  
 Chief Engineer.....James Stowe

**WRAC—Williamsport—1929**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WGAL, 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.

**WWPA—Williamsport—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned..Williamsport Radio Bcstg. Assoc., Inc.  
 Address.....330 Government Pl.  
 Tel.: 7119 .....CBS  
 Representative.....Burn-Smith

**THE BRIGHT SOUND**

*Has Arrived in N.E. Penna.*

730 **WNAK RADIO** 730

**GOES MODERN**

*Tune in Daily for*  
**MODERN RADIO**

**WNAK**

Offices

70 S. MAIN ST.  
 WILKES-BARRE, PA.

WOOLWORTH BUILDING  
 NANTICOKE, PA.

## PENNSYLVANIA-RHODE ISLAND

President.....Harry J. W. Klessling  
 Gen. Sta. Manager.....Woodrow W. Ott  
 Program Director.....John H. Archer  
 Comm. Mgr.....Phil Lane  
 Sales Prom. Mgr.....William S. Lawson  
 Publicity Director.....Albert Decker  
 Chief Engineer.....Carl Steinbacher

Business-Studio Address.....13 S. Beaver St.  
 Tel.: 3-5558.....NBC  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Elwood C. Anderson  
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
 Gen. Sales Mgr.....J. Robert Gulick  
 Chief Engineer.....J. E. Mathiot

### 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  
 Chief Engineer.....Jack Schuster

### WSBA—York—1942

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Susquehanna Bctstg. Co.  
 Address.....Box 910  
 Tel.: YOrk 2-5521.....ABC  
 Representative.....Easman  
 President.....Louis J. Appell, Jr.  
 Comm., Sales Prom. Mgr.....P. K. Eberly  
 Prog. Dir.....Robert Shipley  
 Operations Mgr.....Allen Saunders  
 Chief Engineer.....Glenn Winter

### WORK—York—1932

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.  
 Owned-Oper. By.....Associated Bcstrs

Pop.: 915,000	<b>RHODE ISLAND</b>	TV Homes: 247,000
Families: 269,000		AM Stas. in State: 13
Radio Homes: 251,000		TV Stas. in State: 2

### 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 McKianey  
 Pres., Gen. Mgr.....Millon E. Miller  
 Comm. Mgr.....Frank Booth  
 Sales Prom. Mgr.....George McNamara  
 Chief Engineer.....Allan Bowen

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.....Capital Cities TV Corp.  
 Bus-Stud. Add. ....24 Mason St., WPRO Bldg.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair  
 President.....Frank M. Smith  
 General Manager.....Daniel P. Weinig  
 Commercial Mgr.....F. J. Boynton  
 Sales Promotion Mgr.....Tony Visk  
 Program Director.....Joseph Somerset  
 Chief Engineer.....John V. Ferri

### WPAW—Pawtucket—1950

Frequency: 550 Kc....Power: 1 Wts. d.; 500 n.  
 Owned-Oper. By.....Roger Williams Bcstg.  
 Address.....P.O. Box 55, Cumberland. R. I.  
 Tel.: PA 5-9000.....ABC  
 Pres., Gen. Mgr.....Dominick A. Hysko  
 Commercial Mgr.....Rose Morris  
 Station, Program Dir.....Donald R. Hysko  
 Chief Engineer.....John T. Costa

### WRIB—Providence—1947

Frequency: 1220 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....R. I. Bcstg. Co.  
 Address.....Water St.  
 Tel.: GE 4-2223.....MBS  
 Representative.....Indie  
 President.....Frank Rao  
 Gen. Sta. Mgr.....Harold A. Pace  
 Comm., Sales Prom. Mgr.....Earl Castleman  
 Program Director.....Jeff Krimm  
 Chief Engineer.....Fred Weiss

### WEAN—Providence—1922

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned.....Providence Journal Co.  
 Address.....75 Fountain St.  
 Tel.: DE 1-0600.....Independent  
 News. Affil.....Providence Journal  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Henry S. Chafee

**WICE—Providence—1947**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned Providence Radio, Inc.  
 Address Crown Hotel  
 Tel.: JA 1-6565. Independent  
 Rep. Avery-Knodel  
 President Tim Elliot  
 V.P., Gen. Mgr. John F. Crohan  
 Program Director Sherman A. Strickhouser  
 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 Peters, Griffin Woodward  
 Pres., Gen. Mgr. Richard Gerken  
 V.P., 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  
 Station Mgr. David J. Shurtleff  
 Commercial Mgr. David B. Scaeton  
 Sales Prom., Publicity Dir. John C. Burpee  
 Program Director James Gleason  
 Chief Engineer Thomas C. J. Prior

**WYNG—Warwick—1959**

Frequency: 1590 Kc. Power: 1 Kw., d.  
 Owned West Shore Bcstg. Co.  
 Address 19 Luther Ave.  
 Tel.: REgent 7-5015. Independent  
 Station Representative Good Music Bcstrs.  
 President, General Mgr. Milton E. Miller  
 Station Manager Nameen Wendler  
 Commercial Manager M. David Bell  
 Sales Promotion Mgr. Vivanne Fallon  
 Program Director Warren Greenwood  
 Chief Engineer Robert Pearson

**WERI—Westerly—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By R. I. Conn. Radio Corp.  
 Address 11 Railroad Ave.  
 Tel.: LYric 6-7729-9. Independent  
 Representative Walker-Rawalt  
 Pres., Gen. Mgr. Aug. L. Cavallaro  
 Commercial Manager Tom Shafer  
 Program Director Tom Thomas  
 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. KBS  
 Station Representative Nona Kirby  
 Pres., Gen. Mgr. Melvin C. Green  
 Comm. Mgr. William J. Gallagher, Jr.  
 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  
 Sales Prom. Mgr. Robert Landry  
 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  
 Chief Engineer Harold M. Belknap

in Providence

**wice**  
 the sound that sells

**NOW**  
 5000 WATTS

serving the nation's 15th market

**NOW**  
 24 HOURS

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 Southern New Englanders

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 one of the nation's  
 great independents

•

Tim Elliot, President  
 John Crohan, V.P., Gen. Mgr.

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 in town

**wice**  
 in Providence

National Representative—Avery-Knodel  
 New England—Harry Wheeler & Co., Boston

Pop.: 2,675,000  
Families: 638,000  
Radio Homes: 620,000

# SOUTH CAROLINA

TV Homes: 479,000  
AM Stas. in State: 73  
TV Stas. in State: 9

## WABV—Abbeville—1956

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned By: G & R Settles  
Business Address: Highway 28  
Tel.: GLadstone 7-3155  
Representative: ABC  
Gen. Mgr., Ch. Eng.: Best; Cannon  
Commercial Manager: Geo. W. Settles, Jr.  
Program Director: Polly Newell  
Chief Engineer: Bob Latham

## 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  
President: John Mare  
General Station Manager: J. A. Warren  
Publicity Director: Lamar Rush  
Program Director: Earl Brodie  
Chief Engineer, Comm. Mgr.: 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  
Newspaper Affil.: CBS-KBS  
Representative: Independent, Daily Mail  
Gen. Sta. Mgr.: Dora Cloyton  
Commercial Mgr.: Glenn P. Warnock  
Program Director: G. P. Browne  
Chief Engineer: Marshall Gailliard  
W. D. Sneed

## WANS—Anderson—1949

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By: Radio Anderson, Inc.  
Address: Clemson Highway  
Tel.: CA 4-3424  
Pres., Gen. Mgr.: MBS  
Program Director: W. Ennis Bray  
Station Manager: Ken Allison  
Publicity Director: John C. Amick  
Commercial Manager: Dick Howard  
Sales Promotion Manager: Al Robinson  
Chief Engineers: Carolyn Turner  
B. Arkel, T. Coleman

## WWBD—Bamberg—1957

Frequency: 790 Kc. Power: 1 Kw., d.  
Owned: County Bcstg. Corp.  
Address: Rt. 601 South  
Tel.: CH 5-2411  
Representative: Independent  
President: Walker, Dora-Cloyton  
Chief Engineer: Joe Speidoll III  
H. D. Steedley

## WBAW—Barnwell—1953

Frequency: 740 Kc. Power: 500 Watts d.  
Owned-Oper. By: WBAW, Inc.  
Address: 2001 Jackson St.  
Tel.: 3507  
Representative: KBS  
President: Hil F. Best  
General Mgr.: J. A. Gallimore  
Comm. Mgr.: Joe Wilder  
Program Director: Bill Hollingsworth  
Chief Engineer: Vic Whetstone  
Tony Gross

## WBLR—Batesburg—1956

Frequency: 1430 Kc. Power: 5 Kw., d.  
Owned: Ridge Bcstg. Corp.  
Address: East Church St.  
Tel.: KE 2-4001  
Station Representative: KBS  
President: Webb  
General Station Manager: H. Edward Crapps  
Commercial Manager: Redd Reynolds  
Sales Promotion Manager: Ray Walters  
Program Director: Jack McCartha  
Chief Engineer: Paul Brigman  
N. H. Lewis

## WBEU—Beaufort—1954

Frequency: 960 Kc. Power: 1 Kw., d.  
Owned: Beaufort Bcstg. Co.  
Address: P.O. Box 951  
Tel.: Jackson 4-3050  
Ch. Eng.: Louis M. Neale  
Program Director: W. Peters

## 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

## WBSC—Bennettsville—1947

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By: Atl. Coast Ins. Co.  
Address: Box 639  
Tel.: GR 9-4051  
Representative: MES  
President: Indie Sales  
General Manager: Y. W. Scarbo, cugh, Jr.  
Commercial Manager: R. L. Brown  
Program Director: Bruce Zieball  
Chief Engineer: Tommy Herndon  
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.  
**Chief Engineer**.....Dan Mellette

**WACA—Camden—1948**

**Frequency**: 1590 Kc....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Camden Bcstg. Corp.  
**Address** .....Camden  
**Tel.**: Hemlock 2-2311.....KBS  
**Rep.** .....Continental  
**President**.....Haygood S. Bowden  
**General Manager**.....Tom Richards  
**Program Director**.....A. A. Amodio  
**Chief Engineer** .....Joe Toher

**WCAY—Cayce—1958**

**Frequency**: 620 Kc.....**Power**: 500 Watts  
**Owned By**.....Lexington Cty Bcstg., Inc.  
**Address**.....1303 State St.  
**Tel.**: ALpine 6-2000.....CBS  
**Station Representative**.....Cooke  
**President**.....J. Olin Tice, Jr.  
**General Manager**.....Randy Davidson  
**Program Director**.....J. Nagel, Jr.  
**Publicity Director**.....Gary Kanin  
**Chief Engineer**.....Clarence Jackson

**WCSC—Charleston—1930**

**Frequency**: 1390 Kc.....**Power**: 5000 Watts  
**Owned-Oper. By**.....John M. Rivers  
**Address**.....485 East Bay St.  
**Tel.**: RAYmond 2-7611.....CBS  
**Rep.**.....Peters, Griffin, Woodward, Inc.  
**President, Gen. Mgr.**.....John M. Rivers  
**Commercial Mgr.**.....James K. Whitaker  
**Station Mgr.**.....John B. Hearne  
**Program Dir.**.....Stewart Spencer  
**Sales Prom., Publicity Dir.**.....Mrs. Lois Marshall  
**Chief Engineer**.....Rudy Hughes

**WOKE—Charleston—1946**

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Weaver Bcstg. Co.  
**Business Address**.....152-B Market St.  
**Tel.**: RA 3-1643.....ABC-MBS-KBS  
**Representative**.....Clark  
**Pres., Gen. Manager**.....H. C. Weaver  
**Station Mgr., Ch. Eng.**.....William P. Birchfield  
**Commercial Manager**.....Eugene P. Corrigan

**WPAL—Charelston—1948**

**Frequency**: 730 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Speidel Bcstng. Corp.  
**Business Address**.....1717 Edgewater Pk. Rd.  
**Tel.**: SO 6-5584.....Independent  
**Representative**.....Dore, Dora-Clayton  
**President**.....Joseph Speidel III  
**Station Manager**.....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**.....Branham  
**President**.....Charles E. Smith  
**General, Station Manager**.....Vincent French  
**Sales Prom. Mgr.**.....Joe Blair  
**Program Dir.**.....Bill Walton  
**Chief Engineer**.....David W. Jefferies

**WQSN—Charleston—1948**

**Frequency**: 1450 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Low Country Bcstg. Co.  
**Address**.....42 10th Ave.  
**Tel.**: RA 2-2652.....Independent  
**Gen., Sta. Manager**.....E. H. Keown

**WCRE—Cheraw—1953**

**Frequency**: 1420 Kc....**Power**: 1000 Watts d.  
**Owned-Operated By**.....Radio Cheraw  
**Address** .....Box 631  
**Tel.**: Lenox 7-7887.....KBS  
**Sta. Representative**.....Hil F. Best  
**President, Gen. Mgr.**.....Ben Akerman  
**Program Dir.**.....Lucille Akerman

**WGCD—Chester—1948**

**Frequency**: 1490 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Dispatch Pub. Co.  
**Address** .....Box 302  
**Tel.** 2171.....KBS  
**Newspaper Affil.**.....Dispatch Publ. Co.  
**President**.....C. V. Sink  
**Gen., Sta., Comm. Mgr.**.....John T. Cashlon  
**Chief Engineer**.....Bill Taylor

**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, Station Manager**.....Ted Y. Prevatte  
**Commercial Manager**.....Lewis Bagwell, Jr.  
**Program Director**.....Bettie Hendrix  
**Chief Engineer**.....Kyle Best

**WCOS—Columbia—1939**

**Frequency**: 1400 Kc.. **Power** 1 Kw. d., 250 W. n.  
**Owned-Operated By**.....WCOS, Inc.  
**Address**.....Box 748  
**Tel.**: AL 2-2177.....Independent  
**Representative**.....Meeker  
**Pres., Gen. Mgr.**.....George H. Buck, Jr.  
**Station Manager**.....David M. Campbell  
**Prog. Dir.**.....Pete Noce  
**Sales Prom. Mgr.**.....Jack Grant



## **SOUTH CAROLINA**

Publicity Director.....Robert Fulton  
Chfcl 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  
General Manager.....G. Richard Shafto  
Managing Director.....W. Frank Harden  
Commercial Manager.....John Wrisley  
Prog. Dir.....Howard Hamrick  
Chief Engineer.....Paul Welcome

### **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.....Independent  
Representative.....H.R. Ayer  
Pres., Gen., Sta., Comm. Mgr.....C. W. Martin  
Prog. Dir.....Gray Olive  
Chief Engineer.....Thurston Squires

### **WNOK—Columbia—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Palmetto Radio Corp.  
Address.....P.O. Box 5307  
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 Broadcasting Corp.  
Address.....3300<sup>1</sup>/<sub>2</sub> Main St.  
Tel.: AL 6-1551.....Independent  
Representative.....Dore, Dora-Clayton  
President.....Joe Speidel III  
Gen., Sta. 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  
Sta. Rep.....Devney  
President.....L. M. Hawley  
Commercial Manager.....P. W. Smith  
Program Director.....C. B. Brazzell  
Ch. Eng.....Jack E. Hawley

### **WDAR—Darlington—1955**

Frequency: 1350 Kc.....Power: 1 Kw., d.  
Owned By.....Walter Peace  
Address.....Box 277  
Tel.: Express 3-4081.....Independent  
Gen. Mgr., Ch. Eng.....Ralph W. Hoffman  
Sta. Mgr.....Emily G. Hoffman

### **WDSC—Dillon—1946**

Frequency: 800 Kc.....Power: 1000 Watts a.  
Owned-Oper. By.....Border Bcstg. Co., Inc.  
Address.....U. S. Highway 301  
Tel.: 470.....ABC-KBS  
Station Representative.....Gill-Perna  
Pres., Gen. Mgr.....Joseph Martin  
Station Manager.....John Quick  
Comm. Mgr. Prog. Director.....Lee Lumpkin  
Sales Prom. Mgr.....Dick Jones  
Chief Engineer.....Ray Allen

### **WELP—Easley—1951**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned By.....Dickens County Bcstg. Co.  
Address.....Box 522  
Tel.: Ulysses 9388.....KBS  
Representative.....Indie Sales  
Pres., Gen. Mgr.....Cleatus Brazzell  
Comm. Mgr.....Jack Moore  
Chief Engineer.....Henry McDonald

### **WJMX—Florence—1947**

Frequency: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
Address.....P. O. Box 1211  
Tel.: MO 9-6351.....ABC  
Representative.....Walker-Rawall  
President.....Eugene E. Stone  
Gen. 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  
President, Gen. Mgr.....Melvin Purvis  
Station, Comm. Mgr.....A. P. Skinner  
Chief Engineer.....Charles Sligh

### **WYNN—Florence—1958**

Frequency: 540 Kc.....Power: 250 Watts d.  
Owned By.....Speidel Broadcasting Corp.  
Address.....163 N. Coit St.  
Tel.: MOhawk 2-1416.....Independent  
Station Representative.....Dore  
President.....Joe Speidel III  
General, Station Manager.....Don Ferguson

### **WFIS—Fountain Inn—1956**

Frequency: 1600 Kc.....Power: 1 Kw., d.

## SOUTH CAROLINA

Owned.....Fountain Inn-Simpsonville Entp.  
Address.....Box 271  
Tel.: WO 3-5991.....Independent  
Representative.....Hopewell  
President.....L. Wayne Davis  
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 79  
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.....Mary Hodge  
Publicity Director.....Jo Hambright

### WGTV—Georgetown—1949

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Georgetown Bcstg. Co.  
Address.....216 S. Fraser St.  
Tel.: 3-3421.....MBS-KBS  
Station Rep.....Donald Cooke  
Pres., Gen. Manager.....J. B. Dezell

### WESC—Greenville—1946

Frequency: 660 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Bcstg. Co. of Carolinas  
Business-Studio Address.....College St.  
Tel.: Cedar 2-8241.....Independent  
Representative.....Headley-Reed  
President.....Robert A. Schmid  
General, Station Mgr.....J. Davenport  
Commercial Manager.....W. A. Mullinax  
Program Director.....Alan Riddle  
Publicity Director.....Marianne Taylor  
Chief Engineer.....J. Harold White

### WFBC—Greenville—1933

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WMRC, Inc.  
Address.....P.O. Box 1140  
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-MBS  
Station Representative.....Burn-Smith  
Pres., Gen. Mgr.....C. F. Cope

Comm. Mgr.....Ben Greer  
Station Mgr., Prog. Dir.....William Arington  
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 Ryerson  
Comm. Manager.....David Yeartick  
Program Director.....Jack Buttram  
Chief Engineer.....William Greaver

### WQOK—Greenville—1950

Frequency: 1440 Kc.....Power: 5 Kw.  
Owned-Oper. By.....Dick Bcstg.  
Address.....Box 298  
Tel.: Cedar 5-7406.....Independent  
Representative.....Howard; Dora Clayton  
President.....James A. Dick  
General, Station Manager.....T. C. Hooper  
Commercial Manager.....C. A. Dick  
Program Director.....Jerry Mosteller

### WCBS—Greenwood—1941

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Grenco, Inc.  
Address.....P. O. Box 868  
Tel.: Orchard 9-1300.....NBC  
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.: Orchard 9-3144.....KBS  
Representative.....Indie Sales; Dora-Clayton  
President.....W. C. Woodall, Jr.  
Manager.....George B. Cook, Jr.  
Chief Engineer.....Eddie Rose

### WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw., d.  
Owned.....Vernon T. Fox  
Address.....Box 431  
Tel.: Trinity 7-4451.....Independent  
Gen. Mgr.....Vernon T. Fox  
Station Manager.....James L. Massey  
Chief Engineer.....B. Anderson

### WEAB—Greer—1949

Frequency: 800 Kc.....Power: 250 Watts d.

## **SOUTH CAROLINA**

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

Owned-Oper. By...Laurens-Clinton Bcstg. Co.  
Business Address..... Radio Center  
Tel.: 2-5212.....Independent  
Representative..... Indie Sales  
Pres., Gen. Mgr.....C. W. Hogan  
Commercial Manager.....Paul Wynn, Jr.  
Chief Engineer..... O. P. Haynes

### **WBHC—Hampton—1957**

Frequency: 1270 Kc.....Power: 1 Kw., d.  
Owned.....Hampton County Bcstg. Co.  
Business Address.....Highway 601  
Tel.: 2831.....KBS  
Station Representative.....Best  
President.....J. A. Gallimore  
Station Manager, Ch. Eng.....J. E. Harvelson

### **WLSC—Loris—1958**

Frequency: 1570 Kc.....Power: 1 Kw., d.  
Owned By.....Pee Dee Bcstg. Co.  
Address.....P.O. Box 1677  
Pres. Gen. Mgr.....T. J. Rozier  
Comm. Mgr. Ch. Eng.....A. D. Nix

### **WHSC—Hartsville—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Hartsville Bcstg. Co., Inc.  
Address.....P. O. Box 349  
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. Porker

### **WYMB—Manning—1957**

Frequency: 1410 Kc.....Power: 1 Kw.  
Owned.....Clarendon County Bcstg. Co.  
Address.....Box 262  
Tel.: 7880.....KBS  
Pres.....I. M. Soles, Jr.  
Gen. Mgr.....Harry Hymán  
Comm. Mgr.....Phil Rice  
Chief Engineer, Prog. Dir.....Dan Mellette

### **WDKD—Kingstree—1949**

Frequency: 1310 Kc.....Power: 5 Kw., d.  
Owned By.....Palmetto Bcstg. Co.  
Address.....P. O. Box 450  
Tel.: 6761.....Independent  
Owner, General Mgr.....E. G. Robinson, Jr.  
Program Dir.....Ashby Ward  
Chief Engineer.....Tommy Joye

### **WATP—Marion—1957**

Frequency: 1430 Kc.....Power: 1 Kw., d.  
Owned By.....Pee Dee Bcstg. Co.  
Business Address.....324 N. Main St.  
Tel.: 1430.....Independent  
President.....James J. Harpring  
General Manager.....Joe E. Cole  
Station Manager, Ch. Eng.....Wolter Molic  
Commercial Manager.....Walter Pearce  
Sales Promotion Manager.....Glenn Roberts  
Program Director.....M. A. Green  
Publicity Director.....Miss Jackie Thomas

### **WJOT—Lake City—1953**

Frequency: 1260 Kc.....Power: 1 Kw., d.  
Owned.....Lake Bcstg. Corp.  
Address.....Box 656  
Tel.: 7631.....Independent  
President.....Russ George  
General Station Manager.....Hub Terry  
Chief Engineer, Prog. Dir.....J. O. Roper

### **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

### **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

### **WMYB—Myrtle Beach—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Coastal Carolina Bcstg. Corp.  
Address.....28th Ave. N.  
Tel.: Hillcrest 8-3180.....KBS  
Representative.....Donald Cooke  
President.....James Olin Tice, Jr.  
General Manager.....J. G. Kenworthy  
Station Sls. Prom. Mgr.....James L. Baine  
Chief Engineer.....Paul Epps

### **WLBG—Laurens—1948**

Frequency: 860 Kc.....Power: 1 Kw.

### **WKDK—Newberry—1946**

Frequency: 1240 Kc.....Power: 250 Watts

## SOUTH CAROLINA

**Owned-Oper. By**...Newberry Bcstg. Co., Inc.  
**Address**.....P.O. Box 211  
**Tel.:** 143.....KBS  
**Station Representative**.....Cannon  
**Pres. Gen. Mgr.**.....James F. Coggins  
**Program Director**.....Marcia P. Coggins  
**Sales Prom. Mgr.**.....Bill Fields  
**Chief Engineer**.....E. R. Gilliang

### WGUS—N. Augusta—1958

**Frequency:** 1600 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Brdcg. Associates of Am.  
**Address**.....Box 6278  
**Tel.:** Taylor 2-3576.....Independent  
**Station Representative**.....Clark  
**President**.....Hal Edwards  
**Managing Director**.....Joe Morris  
**Chief Engineer**.....Cater Gwynn

### 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  
**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.....ABC  
**Station Rep.**.....Devney, Forjoe  
**President**.....Charles S. Heneroy  
**General Manager**.....Frank B. Best  
**Comm., Sls. Prom. Mgr.**.....Norman M. Matthews  
**Program Director**.....Mrs. J. C. Hydrick, Jr.  
**Chief Engineer**.....P. Herrington

### WTND—Orangeburg—1948

**Frequency:** 920 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....WTND, Inc.  
**Address**.....1 Memorial Plaza  
**Tel.:** JE 4-1301.....KBS  
**Representative**.....Thos. F. Clark  
**President**.....J. L. Sims  
**Gen. Mgr., Prog. Dir.**.....L. Richard Rhame  
**Commercial Manager**.....Ed Paulling  
**Chief Engineer**.....Larry Styles

### WRHI—Rock Hill—1944

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....York Cty. Brdcg. Co.  
**Business Address**.....Natl Bank Bldg.  
**Tel.:** 2085.....MBS-KBS  
**Station Representative**.....Oaks  
**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**.....Tri-County Bcstg Co., Inc.  
**Address**.....P. O. Box 1091  
**Tel.:** 3175.....Independent  
**Station Representative**.....Cannon  
**President**.....T. Lamar Simmons  
**General. Station Manager**.....Ted Burwell  
**Comm. Mgr.**.....W. A. Warner, Sr.  
**Program Director**.....Bill Belk  
**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.:** 2388.....ABC  
**Representative**.....Best  
**Pres., Gen. Mgr.**.....J. A. Gallimore  
**Treasurer**.....Virginia Gallimore  
**Chief Engineer**.....Herb Hosea

### WORD—Spartanburg—1940

**Frequency:** 910 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Word, Inc.  
**Address**.....Box 1808  
**Tel.:** 3-2711.....NBC  
**Newspaper Affil.**.....Greenville News-Piedmont  
**Station Representative**.....Avery-Knodel  
**President**.....Robert Jolley  
**General Manager**.....Tom Thuman  
**Program Director**.....Buddy Womick  
**Chief Engineer**.....James L. Tate

### 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  
**Chief Engineer**.....Clyde J. McClure

### WSPA—Spartanburg—1929

**Frequency:** 950 Kc.....**Power:** 5000 Watts  
**Owned**.....Spartan Radiocasting Co.  
**Business-Studio Address**.....224 E. Main St.  
**Tel.:** 3-3621.....CBS  
**Representative**.....Hollingbery  
**President**.....Walter J. Brown  
**Publicity Director**.....Bill Adams  
**Station, Commercial Mgr.**.....Ross M. Holmes  
**Program Director**.....Charles Newcomb  
**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. Sta. Mgr.**.....T. Doug Youngblood  
**Comm. Manager**.....Fulton B. Creech, Jr.  
**Program Director**.....Katheryn Gaillard  
**Chief Engineer**.....Richard Elam

**SOUTH CAROLINA-SOUTH DAKOTA** 

**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.: Hazel 7-2411  
 KBS Pres., Gen. Mgr.: Edward C. B. Osborne  
 Chief Engineer: Walker Carver

**WGOG—Walhalla—1959**

Frequency: 1460 Kc. Power: 590 Watts, d.  
 Owned By: Oconee Bcstg. Co.  
 Address: P. O. Box 285

Tel.: NEWton 8-3616  
 Independent General Manager: Dorothy Friend  
 Commercial Manager: Edith Mooneyhan  
 Program Director: Maurice O'Dell  
 Sales Prom. Mgr.: Reginald Pressley  
 Publicity Director: Marvin Hill  
 Chief Engineer: Bill Collins

**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: York-Clover Broadcasting Co.  
 Address: P.O. Box 398  
 Tel.: MU 4-4241  
 Independent President: C. B. Sigmon  
 Gen. Mgr. Prog. Dir.: Harvey Laughter  
 Chief Engineer: Alonzo Miller

Pop.: 793,000	<b>SOUTH DAKOTA</b>	TV Homes: 140,000
Families: 212,000		AM Stas. in State: 20
Radio Homes: 204,000		TV Stas. in State: 4

**KABR—Aberdeen—1952**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Transmedia, Inc.  
 Business Address: 117 1/2 S. Main  
 Tel.: BA 5-1420  
 KBS Representative: Bob Dore  
 President, General Mgr.: F. E. Fitzsimonds  
 Commercial Manager: James O'Leary  
 Program Director: Jeff Solem  
 Chief Engineer: Jerry Zastrow

**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: 1340 Kc. Power: 1 Kw.  
 Owned-Oper. By: Brookings Bcstg. Co.  
 Address: Northwest Bank Bldg.  
 Tel.: MYrtle 2-6233  
 KBS Station Representative: Pearson

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 President: John Daniels  
 General, Station Manager: Harry Daniels  
 Sales Promotion Manager: Ralph Canary  
 Program Director: Doug Friend  
 Chief Engineer: Roy Hicks

**KOBH—Hot Springs—1958**

Frequency: 580 Kc. Power: 500 Watts, d.  
 Owned By: Fall River Bcstg. Corp.  
 Address: Box 292  
 Tel.: 698  
 ABC Representative: Holman  
 President: Russell M. Stewart  
 Gen. Mgr. Ch. Eng.: Frederick M. Walgren  
 Comm. Sales Prom. Mgr.: H. Del Brandt  
 Program, Publicity Director: Johnny Rowe

**KIJV—Huron—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: James Valley Bcstg. Co., Inc.  
 Address: P.O. Box 1366  
 Tel.: ELgin 2-8621  
 Independent Manager: Max F. Staley

**KORN—Mitchell—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Mitchell Bcstg. Assn.  
 Address 217 Main St.  
 Tel.: Wyman 6-5621 Independent  
 Pres., Gen., Sta. Mgr., Prog. Dir. R. V. Eppel  
 Chief Engineer J. R. Doherty

**KOLY—Mobridge—1956**

Frequency: 1300 Kc. Power: 1 Kw., d.  
 Owned Mobridge Bcstg. Corp.  
 Address 114 Third St. East  
 Tel.: 654 KBS  
 Newspaper Affil. Weekly Tribune  
 Pres., Gen. Mgr. L. L. Coleman  
 Comm. Sta. Mgr. Q. P. Coleman  
 Chief Engineer Charles Delperdang

**KGFY—Pierre—1927**

Frequency: 630 Kc. Power: 200 Watts d.  
 Owned-Oper. By Estate of Dana McNeil  
 Bus. Studio Address 203 W. Summit Ave.  
 Tel.: Capital 4-2351 KBS  
 Pres., Gen. Mgr. Ida A. McNeil  
 Chief Engineer Hugo Conrath, Jr.

**KCCR—Pierre—1959**

Frequency: 1590 Kc. Power: 1 Watt, d.  
 Owned By Leroy Okerlund  
 Address P. O. Box 327  
 Tel.: Capital 4-7381 Independent  
 President, Ch. Eng. Edward Davenport  
 Promotion Dir. B. Binkley

**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 J. Norman Heffron  
 Publicity Director Betty Twining  
 Chief Engineer Elmer Nelson

**KRSB—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  
 Program Director Paul Crouch  
 Chief Engineer Lyle Benson

**KELO—Sioux Falls—1937**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By Midcontinent Bcstg. Co.  
 Bus. Studio Address Phillips Ave.—8th St.  
 Tel.: 4-5841 Independent  
 President Joe Floyd  
 Gen., Comm. Manager Evans Nord  
 Chief Engineer Lester Froke

**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 James Saunders  
 Sta. Sales Prom. Mgr. Leroy Okerlund  
 Program Director Don Birn  
 Chief Eng. L. R. Sterkenburg

**KISD—Sioux Falls—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By KISD, Inc.  
 Bus. Studio Address 3631 W. 12 St.  
 Tel.: EDison 4-5571 KBS  
 Station Representative Cooke  
 Pres., Gen. Mgr. Verl Thompson  
 Comm. Manager Vince Casey  
 Program Director Bob Henderson  
 Publicity Director Agnes Tufte  
 Chief Engineer John Vick

**KSOO—Sioux Falls—1926**

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned By KSOO TV, Inc.  
 Address 317 S. Phillips Ave.  
 Tel.: Edison 4-5601 ABC  
 Station Representative Avery-Knodel, Inc.  
 President, Gen. Mgr. Morton H. Henkin  
 Comm. Prom. Mgr. Orrin Melton  
 Prog. Dir. Ray Loftness  
 Chief Engineer Max E. Pierce

**KWAT—Watertown—1940**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Oper. By Midland Natl. Life Bcstg. Co.  
 Business Address Box 827  
 Tel.: Turner 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

**KWYR—Winner—1957**

Frequency: 1260 Kc. Power: 5 Kw., d.  
 Owned Midwest Radio Corp.  
 Business Address Winner  
 Tel.: 727 KBS  
 Pres., Gen. Mgr. Al Clark  
 Program Director Ben Vielt  
 Chief Engineer Dave Dodd

**KYNT—Yankton—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Yankton Bcstg. Co.  
 Address N. Highway 81  
 Tel.: North 5-7892 Independent  
 Representative Bob Dore  
 President William M. Smith  
 General, Station Mgr. William E. Johnson  
 Commercial Manager Harold Happe  
 Sales Promotion Manager D. Loecker  
 Chief Engineer John C. Briggs

## SOUTH DAKOTA-TENNESSEE

### WNAX—Yankton—1922

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Peoples Bcstg.  
 Bus.-Studio Address: WNAX Bldg.  
 Tel.: NO 5-7442  
 Representative: Katz

President: Herbert E. Evans  
 V.P. General Mgr.: Donald D. Sullivan  
 Resident Manager: Elmer Smith  
 Commercial Manager: Nick Bolton  
 Production Mgr.: Jack Vaughn  
 Sales Prom. Mgr.: Ronald Peterson  
 Chief Engineer: Clifton M. Todd

Pop.: 3,761,000

Families: 1,122,000

Radio Homes: 990,000

## TENNESSEE

TV Homes: 881,000

AM Stas. in State: 103

TV Stas. in State: 14

### WEAG—Alcoa—1957

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By: Blount County Bcstg. Co.  
 Address: 148 N. Jackson St.  
 Tel.: YUkon 3-0890  
 Station Representative: Keystone  
 Pres., Gen. Mgr.: Louis A. Chiles  
 Commercial Manager: Herman Petre  
 Program Dir.: Charles Pickel  
 Chief Engineer: Richard Madison

Owned-Operated By: Middle Ga. Bcstrs.  
 Address: Hotel Patten  
 Tel.: AM 7-1128  
 Station Rep.: Burn-Smith; Dora-Clayton  
 Pres.: P. F. Furlow  
 Gen., Comm. Mgr.: John Sanders  
 Chief Engineer: George McMurtrie

### WAPQ—Chattanooga—1934

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: WAPQ Bcstg. Service  
 Business-Studio Address: New Read House  
 Tel.: AM 6-6141  
 Representative: Gill-Perno  
 Pres.: Gordon Gambill  
 Comm. Mgr.: Walter Stamper  
 Chief Engineer: L. Reed

### WLAR—Athens—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Athens Bcstg. Co.  
 Address: 148 N. Jackson St.  
 Tel.: SHerwood 5-1314  
 Newspaper Affil.: Daily Post-Athenian  
 President: Dr. Helene Arterburn  
 General, Comm. Mgr.: William P. Atkins  
 Chief Engineer: Andrew Bates

### WDEF—Chattanooga—1941

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Oper. By: WDEF Bcstg. Co.  
 Business Address: 3300 Broad St.  
 Tel.: AM 7-3392  
 Representative: Branham  
 President: Carter M. Parham  
 General Manager: Ken Flenniken

### WOPI—Bristol—1929

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By: Pioneer Broadcasting Corp.  
 Address: Easley-Wright Bldg., 310 State St.  
 Tel.: South 4-5131  
 Representative: Burn-Smith  
 President: Donald W. Owen  
 General, Sta. Mgr.: Bill B. Stone  
 Commercial Mgr.: William B. Rowland  
 Chief Engineer: Ben T. Givaudan

### WDDO—Chattanooga—1925

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: WDDO Bcstg. Corp.  
 Address: Hamilton Natl. Bank Bldg.  
 Tel.: AM 6-5117  
 Station Representative: Jack Masla  
 President: H. C. E. Johnson  
 General Mgr.: H. F. Wehrmann  
 Commercial Mgr.: B. J. Bush  
 Program Dir.: E. Feagans  
 Chief Engineer: C. Stokely

### WFWL—Camden—1956

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned By: Camden Bcstg. Co.  
 Address: P.O. Box 178  
 Tel.: Ludlow 4-7570  
 President: M. R. Freeland  
 Gen. Mgr.: Irene Morgan

### WDXB—Chattanooga—1948

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: French, Inc.  
 Address: Dome Bldg.  
 Tel.: AM 6-1114  
 Station Rep.: H.R. Reps.  
 Pres., Gen. Mgr.: Stephen C. French  
 Commercial Manager: Luke Wilson  
 Program Director: Bill Sanders  
 Chief Engineer: Bill Robison

### WHLP—Centerville—1955

Frequency: 1570 Kc. Power: 1000 Watts, d.  
 Owned By: Trans-Air Bcstg. Corp.  
 Address: Centerville  
 Tel.: 3575  
 Owner: S. J. Simon  
 Chief Engineer: Jim Meadow

### WAGC—Chattanooga—1946

Frequency: 1450 Kc. Power: 250 Watts



**WMFS—Chattanooga—1951**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Leon S. Walton  
 Address..... 835 McCallie Ave.  
 Tel.: AM 6-4146..... Independent  
 Representative..... Pearson  
 President..... L. S. Walton  
 Gen., Comm. Mgr..... Fred J. Webb  
 Program Director..... Lorene Bell  
 Chief Engineer..... Glenn Channells

**WMCH—Church Hill—1954**

Frequency: 1260 Kc. 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  
 Chief Engineer..... R. Heath

**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..... Don Moore

**WJZM—Clarksville—1941**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... Campbell & Sheftall  
 Business-Studio Address..... 411 Madison St.  
 Tel.: MI 5-6414..... KBS-MBS  
 Representative..... Jack Masla  
 Pres., Gen. Manager..... J. Parry Sheftall  
 Sta. Mgr., Chief Eng..... John Bailey  
 Program Director..... Gary Jones  
 Publicity Director..... Neil Walker  
 Commercial Manager..... Charles Malone  
 Sls. Prom. Mgr..... John Berwind

**WBAC—Cleveland—1945**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... WBAC, Inc.  
 Business Address..... Radio Center, Central Ave.  
 Tel.: GR 6-7593..... MBS  
 Station Representative..... Ayers  
 President..... Charles B. Britt  
 Gen. Sta. Mgr..... Russell E. Othaus  
 Program Director..... Paul Kirksey  
 Chief Engineer..... William B. Stuart

**WCLE—Cleveland—1957**

Frequency: 1570 Kc. Power: 1 Kw., d.  
 Owned..... Southeastern Entp.  
 Address..... 33 Ocoee St.  
 Tel.: GR 2-6511..... KBS  
 President, General Mgr..... Carl Hoskins  
 Station Manager..... William Stamps  
 Commercial Manager..... Bland Sells

Sales Promotion Manager..... Coleman Crews  
 Program Director..... Marcine Bendtsen  
 Publicity Director..... Rose Patton  
 Chief Engineer..... Robert Carr

**WKRM—Columbia—1942**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned..... Middle Tenn. Bcstg. Co., Inc.  
 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..... Don Spain  
 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.: Evergreen 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.: Jackson 6-2131..... 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..... Tipton Cty. Bcstrs.  
 Business Address..... Roper Bldg.  
 Tel.: GR 6-9835..... KBS  
 Station Representative..... Beaver  
 Pres., Gen. Mgr., Ch. Eng..... Bob 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 By..... Guidon Bcstg. Co., Inc.  
 Address..... Pearson Bldg.  
 Tel.: West 2-7471..... Independent  
 Pres., Gen. Mgr..... Roy Morris  
 Vice Pres., Comm. Mgr..... Bill Claiborne  
 Program Dir..... Dave Ralston  
 Sales Prom. Mgr..... James Harper  
 Chief Engineer..... William Simmons

**WAEW—Crossville—1952**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By..... WAEW, Inc.  
 Address..... P. O. Box 278  
 Tel.: 333..... KBS  
 President..... H. F. Lawson  
 General Mgr..... J. V. Hamby

**TENNESSEE****WDNT—Dayton—1957**

Frequency: 1280 Kc. Power: 1 Kw., d.  
 Owned By.....Dayton Bcstg. Co.  
 Address.....Box 294  
 Tel.: 1540.....KBS  
 Representative.....Raymer  
 President.....Norman A. Thomas  
 Gen. Sta. Mgr.....Jack S. Pullin  
 Commercial Manager.....Vance A. Travis

**WDKN—Dickson—1955**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Dickson Cty Bcstg. Inc.  
 Address.....Box 71  
 Tel.: HI 6-2852.....KBS  
 Pres., Gen. Sta. Mgr.....W. Polts  
 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  
 Gen., Sta. Mgr.....Robert W. Ward  
 Sales Promotion Manager.....Jo Ann Ward

**WTRO—Dyersburg—1957**

Frequency: 1330 Kc. Power: 500 W., d.  
 Owned.....Southern Gen. Bcstg. Co.  
 Address.....Cordell Hull Hotel  
 Tel.: AT 5-4173.....Independent  
 Gen. Mgr. Ch. Eng.....John M. Latham

**WBEJ—Elizabethton—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned.....WBEJ, Inc.  
 Business-Studio Address.....Box 829  
 Tel.: Lincoln 2-2184.....Independent  
 Representative.....Dora-Clayton, Gill-Perna  
 Pres.....R. W. Turrentine, Jr.  
 Gen., Sta. Mgr.....William E. Hale  
 Comm. Mgr.....James P. Austin  
 Chief Engineer.....L. R. Williams

**WEMB—Erwin—1956**

Frequency: 1420 Kc. Power: 5 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.  
 Tel.: 3401.....Independent

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.  
 Address.....P. O. Box 1009  
 Tel.: HEmlock 3-3545.....MBS-KBS  
 President.....John R. Crowder  
 General Manager.....James Porter Clark  
 Station, Commercial Manager.....Jim Tate  
 Program Director.....Randy Towry  
 Publicity Director.....Emmett Ferguson  
 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.: SWitt 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  
 Chief Engineer.....Lee Raines

**WGRV—Greenville—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Radio Greenville, Inc  
 Address.....P.O. Box 243  
 Tel.: 4147.....Independent  
 Manager.....Paul Metcalfe

**WHBT—Harriman—1947**

Frequency: 1600 Kc. Power: 5 Kw.  
 Owned.....Folkways Bcstg. Co., Inc.  
 Address.....Devonia & Crescent  
 Tel.: 661.....KBS  
 President.....Hank Snow  
 General Station Mgr.....Ken Crosthwait  
 Program Director.....Charles Phillips  
 Chief Engineer.....Lonnie Mullins

**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.....James Welch  
 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.  
**Address**.....P.O. Box 391  
**Tel:** 7-9611.....KBS  
**Representative**..Venard, Rintoul & McConnell  
**Pres.**.....Aaron B. Robinson  
**Gen. Mgr.**.....Jack Cecil  
**Chief Engineer**.....James Thomas

**WJAK—Jackson—1954**

**Frequency:** 1460 Kc....**Power:** 1000 Watts, d.  
**Owned-Oper. By**...Jackson Broadcasting Co.  
**Address**.....416 Poplar St.  
**Tel:** 7-7436.....Independent  
**Representative**.....Pearson  
**Pres.**.....Dr. Alexander Leech  
**Gen. Mgr.**.....Robert Blow  
**Comm. Mgr.**.....Bill Winsett  
**Program Director**.....Jim Dandy  
**Chief Engineer**.....Henry S. Lesh

**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. Brooks  
**Sales Promotion Mgr.**.....Robert W. Emerson  
**Program Director**.....Vince Tapler  
**Chief Engineer**.....Jones Hale

**WCCLC—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  
**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 Affili.**.....Press-Chronicle  
**President**.....Carl A. Jones  
**Gen. Sta. Mgr.**.....Arthur Kelsey  
**Chief Engineer**.....E. B. Jones

**WJHL—Johnson City—1938**

**Frequency:** 910 Kc..**Power:** 5 Kw., d., 1 Kw., n.  
**Owned-Operated By**.....WJHL, Inc.  
**Business-Studio Address**.....145 W. Main St.  
**Tel:** Walnut 6-2151.....CBS  
**Representative**.....John E. Pearson  
**Pres., Gen. Mgr.**.....W. H. Lancaster, Jr.  
**Commercial Manager**.....Ken Marsh  
**Sales Promotion Manager**.....W. McDonald  
**Program Director**.....Terry Sams  
**Chief Engineer**.....William Hunter

**WKIN—Kingsport—1951**

**Frequency:** 1320 Kc....**Power:** 5000 Watts, d.

**Owned & Operated**.....Bahakel Stations, Inc.  
**Address**.....Market & Wexler Sts.  
**Tel:** CI 6-8131.....Independent  
**Pres., Gen. Mgr.**.....Cy N. Bahakel  
**Station Manager**.....Les Tackett  
**Commercial, Sales Prom. Mgr.**.....Dallas Broome  
**Program Director**.....Christina Brooks  
**Chief Engineer**.....Giles W. Brown

**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.  
**Sta. Manager**.....Paul L. Overbay  
**Commercial Mgr.**.....Phil Weaver  
**Program Dir.**.....Martin Karant  
**Chief Engineer**.....Harold Dougherty

**WATE—Knoxville—1927**

**Frequency:** 620 Kc....**Power:** 5000 Watts  
**Owned-Oper. By**.....WATE, Inc.  
**Business-Studio Address**.....812 Gay St. S.W.  
**Tel:** 4-4651.....NBC  
**Representative**.....Avery-Knodel  
**V.P., Gen. Mgr.**.....W. H. Linebaugh  
**Commercial Manager**.....J. T. McCloud  
**Chief Engineer**.....Fred Andrews

**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  
**Station, Comm. Mgr.**.....Leon Ridings  
**Program Director**.....W. R. Johnston  
**Publicity Dir., Sls. Prom. Mgr.**.....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**.....Howard; Clayton  
**President, General Mgr.**.....James A. Dick  
**Commercial Manager**.....W. P. Poole, Jr.  
**Sales Prom. Mgr., Pub. Dir.**.....Dorothy L. Rice  
**Program Director**.....Claude Tomlinson, Jr.  
**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.**.....Bolling  
**Pres., Gen. Mgr.**.....George P. Mooney  
**Sales Promotion Manager**.....James P. Hess  
**Commercial Manager**.....Robert Crenshaw  
**Program Publicity Director**.....Marty Lacker  
**Chief Engineer**.....Robert Goodman

# TENNESSEE

## WKXV—Knoxville—1953

Frequency: 900 Kc. Power: 1000 Watts. d.  
Owned-Oper. By.....Knoxville Ra-Tel  
Address.....P.O. Box 2269  
Tel.: 4-9866.....KBS-MBS  
Sta. Representative.....Chas. Bernard  
President, Gen. Mgr.....B. L. Boring  
Publicity Dir.....Willie C. Day  
Comm. Manager.....Marvin Thompson

## WNOX—Knoxville—1921

Frequency: 990 Kc. Power: 10,000 Watts  
Owned-Oper. By.....Scrpps-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

## WEEN—Lafayette—1958

Frequency: 1460 Kc. Power: 1 Wt. d.  
Owned By.....Lafayette Bcstg. Co.  
Address.....P. O. Box 79, Livingston, Tenn.  
President.....Marvin Leslie

## WLAF—LaFollette—1953

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....LaFollette Bcstg. Co.  
Business Address.....Fleet Oil Bldg.  
Tel.: 1060.....KBS  
President.....E. F. Wheeler  
General Manager.....John H. Carr  
Chief Engineer.....Phil Perdue

## WDXE—Lawrenceburg—1951

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Lawrenceburg Bcstg. Co.  
Bus. Address.....120½ 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.....Buddy Hall  
Publicity Director.....Milton D. Griffen  
Chief Engineer.....Phil Kemper

## WCOR—Lebanon—1949

Frequency: 900 Kc. Power 500 Watts d.  
Owned-Operated By.....Lebanon Bcstg. Co., Inc.  
Address.....Trousdale Ferry Pike  
Tel.: 1540.....Independent  
Pres., Sta. Mgr.....Theo. F. Ezell, Jr.  
Chief Engineer.....William Johnston

## WLIL—Lenoir City—1950

Frequency: 730 Kc. Power: 1000 Watts d.

Owner.....WJL, Inc.  
Business Address.....Wilkerson Bldg.  
Tel.: YU 6-7536.....KBS  
Pres., Gen. Sta. Mgr.....Arthur Wilkerson  
Chief Engineer.....Allen Breazeale

## WJJM—Lewisburg—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Louis D. Lingner  
Address.....East Hill, Box 20  
Tel.: Elmwood 9-4511.....MBS-KBS  
Representative.....Hil F. Best  
President, Gen. Mgr.....Louis D. Lingner  
Comm. Prom. Mgr.....R. A. Davidson  
Publicity Dir.....Denny Walker  
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  
President.....Guy B. Amis  
General, Station Manager.....Ben L. Enochs  
Prog. Dir.....Aubrey Booth  
Publicity Director.....Gordon Vestal

## WLIV—Livingston—1956

Frequency: 920 Kc. Power: 1 Kw. d.  
Owned By.....Audio Bcasters  
Address.....P. O. Box 131  
Tel.: Talbot 3-4438.....MBS  
General Manager.....R. H. McCain  
Chief Engineer.....D. Norris

## WMSR—Manchester—1957

Frequency: 1320 Kc. Power: 1 Kw. d.  
Owned.....Manchester Bcstg. Co.  
Address.....611 McArthur St.  
Tel.: PA 8-3526.....KBS  
Representative.....Best  
Gen. Mgr.....L. Murray Chumley  
Commercial, Sales Prom. Mgr.....Joe Hathcock  
Chief Engineer.....Eugene Covington

## WCMT—Martin—1957

Frequency: 1410 Kc. Power: 1 Kw.  
Owned By.....J. T. & H. Sudbury  
Address.....P. O. Box 483  
Tel.: 460.....Independent  
President.....J. T. Sudbury  
General Managers.....J. T. & H. Sudbury  
Sta. Mgr. Ch. Eng.....D. A. Drumm

## WGAP—Maryville—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Aluminum 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  
 Station Manager.....Lance Beard  
 Comm. Manager.....E. S. Nolting  
 Program Director.....Gail Burns  
 Chief Engineer.....Martin Dill

**WBMC—McMinnville—1955**

Frequency: 960 Kc.....Power: 500 W., d.  
 Owned-Oper.....Cumberland Valley Bcstg. Co.  
 Address.....On the Square  
 Tel.: 2104.....Independent  
 President.....Dr. C. H. Cope  
 Gen., Sta. Mgr.....Chick Brown  
 Sales Promotion Manager.....James R. Eastman  
 Program Director.....Hal Durham  
 Chief Engineer.....Alvin Byars

**WMMT—McMinnville—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Regional Broadcasting Corp.  
 Address.....Smithville Rd.  
 Tel.: 2223.....MBS-KBS  
 President.....William R. Vogel  
 General, Station Manager.....D. W. Martin  
 Program Director.....Richard K. Davis  
 Chief Engineer.....Hubert Beasley

**WHEY—Millington—1957**

Frequency: 1220 Kc.....Power: 250 Watts, d.  
 Owned By.....Latham & Whiteley, Jr.  
 Address.....4962 Navy Road  
 Tel.: Canal 3-3000.....Independent  
 Sta. Representative.....Hil F. Besi  
 General, Sta. Mgr.....John M. Latham  
 Commercial Mgr.....Robert C. Whiteley, Jr.  
 Program Director.....George Klein  
 Sales Prom. Mgr.....Richard Whitmore  
 Publicity Dir.....Bill Hyder  
 Chief Engineer.....Bill Patrick

**KWAM—Memphis—1946**

Frequency: 990 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....KWEM, Inc.  
 Address.....64 Flicker  
 Tel.: FAirfax 3-2679.....KBS  
 Representative.....Bernard  
 President.....E. D. Rivers, Jr.  
 General, Station Manager.....Don Kern  
 Program Director.....Dave Hill  
 Chief Engineer.....Jerry Scanlon

**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.....Bolling  
 President.....Egmont Sonderling  
 V.P., Gen., Sta. Mgr....E. R. "Bert" Ferguson  
 Commercial Manager.....Archie Grincalds  
 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 General  
 Bus-Studio Address.....Hotel Chisca  
 Tel.: BRoadway 2-3441.....Independent  
 Station Representative.....Eastman  
 President.....Thomas F. O'Neil  
 General Manager.....Boone Nevin  
 Nat. Sales Mgr.....Paul H. Martin  
 Local Sales.....Jim Bedwell  
 Sales Promotion Manager....Bea Armistead  
 Publicity, Program Director....Hugh Frizzell  
 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 5-8831.....Independent  
 Station Representative.....Dore  
 President.....Sam C. Phillips  
 Gen., Sta. Mgr.....William S. Decker, Jr.  
 Commercial Mgr., Prog. Dir....William Troiter  
 Sales Promotion Manager.....Larry Breneman  
 Publicity Director.....Jeanne A. Botto  
 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  
 President.....Cy Blumenthal  
 Gen., Sta. Mgr.....George Aubrey Crump  
 Program Director.....John Carr  
 Chief Engineer.....S. Hart

**WLOK—Memphis—1956**

Frequency: 1480 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....WLOK, Inc.  
 Business Address.....Box 2693  
 Tel.: JAckson 7-9565.....Independent  
 Station Representative.....Howard  
 Pres.....Jules Paglin  
 General Manager.....Stanley W. Ray, Jr.  
 Station Manager.....Robert Bartusch  
 Chief Engineer.....William Jones

**WMC—Memphis—1923**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Memphis Publishing Co.  
 Business Address.....P.O. Box 8325  
 Tel.: B'way 2-0552.....NBC  
 News. Affil.....Memphis Pub. Co.  
 Representative.....John Blair  
 General Manager.....H. W. Slavick

## TENNESSEE

Station Manager..... Stan Torgerson  
Sales Mgr..... Ray Gill  
Pub. Director..... Walter E. Frase  
Chief Engineer..... E. C. Frase, Jr.

### WMPS—Memphis—1924

Frequency: 680 Kc..... Power: 10 Kw. d.; 5 Kw. n.  
Owned By..... Plough, Inc.  
Address..... 3022 Jackson Ave.  
Tel.: GL 8-3361..... Independent  
Representative..... Radio-TV Representatives  
Pres..... Harold R. Krelstein  
Gen., Sta. Mgr..... Charles T. DeVois  
Commercial Manager..... Allan Avery  
Prom. Mgr., Pub. Dir..... Dick McClary  
Program Dir..... Don Stevens  
Chief Engineer..... J. G. Deaderick

### 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 Roney

### WKBJ—Milan—1955

Frequency: 1600 Kc..... Power: 1000 Watts  
Owned..... West Tennessee Bcstg. Co.  
Address..... Milan Hotel  
Tel.: MU 6-2481..... Independent  
President..... Ben Ivay 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.  
Address..... P.O. Box 304  
Tel.: JUniper 6-9101..... MBS  
Representative..... Hal Holman  
General Manager..... Howell Ashford  
Chief Engineer..... J. A. Redden

### 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  
Sta. Representative..... Continental  
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 3-5737..... MBS-KBS

President, Gen. Mgr..... Cecil Elrod, Jr.  
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  
Sta. Representative..... Hil F. Best  
Gen., Sta. Mgr..... Virgil Trimm  
Commercial Mgr..... Neil Lancaster  
Program Dir..... John Hood  
Sales Prom. Mgr..... Lewis Penuel  
Publicity Dir..... Mabel Brock  
Chief Engineer..... Alfred W. Parsons

### WENO—Nashville—1957

Frequency: 1430 Kc..... Power: 5 Kw., d.  
Owned..... Central Bcstg. Corp.  
Address..... Box 5236  
Tel.: TW 5-5401..... Independent  
President..... H. C. Young, Jr.  
Station Mgr..... Jerry Glaser  
Commercial Mgr..... Harry Sullivan  
Program Director..... Wallie Beecham  
Chief Engineer..... Walter Duke

### WKDA—Nashville—1947

Frequency: 1240 Kc..... Power: 250 Watts  
Owned By..... WKDA Broadcasting Co., Inc.  
Address..... Fourth & Union Sts.  
Tel.: AL 4-0511..... Independent  
Sta. Representative..... Bernard Howard  
President, Gen. Mgr..... Jack S. Stapp  
Prog. Director..... Charles F. Walker  
Sales Prom. Mgr..... Carl A. Babb  
Publicity Director..... Roger Schutt  
Chief Engineer..... W. M. Highfill

### WLAC—Nashville—1926

Frequency: 1510 Kc..... Power: 50,000 Watts  
Owned..... Life & Casualty Insurance Co., Tenn.  
Bus-Studio Address..... 161 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—1947

Frequency: 1300 Kc..... Power: 5000 Watts  
Owned-Oper. By..... WCMI Radio  
Address..... Church & 4th St.  
Tel.: AL 4-3411..... Independent  
Station Rep..... Broadcast Time Sales  
President..... Howard D. Steere  
Station Mgr..... Roland C. Wolle, Jr.  
Program Dir..... James Kent  
Sales Prom. Mgr..... Mrs. Victor Waite  
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  
 Chief Engineer.....Howard Woodard

**WSIX—Nashville—1927**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By.....WSIX, Inc.  
 Address.....Nashville Trust Building  
 Tel.: AL 5-5431.....ABC  
 Station Representative.....Woodward  
 President.....Louis R. Draughon  
 Sta., Gen. Mgr.....E. S. Tanner  
 Comm Mgr.....Clarence L. Waggoner  
 Assistant Radio Manager.....Charles Caldwell  
 Program Director.....Ed Shepard  
 Publicity Director.....Bill Jones  
 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.  
 General Station Manager.....Bob Cooper  
 Sales Promotion Manager.....Mrs. Trudy Stamper  
 Program Director.....Ott Devine  
 Chief Engineer.....Carl Jenkins

**WVOL—Nashville—1951**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned.....Rounsaville of Nashville  
 Address.....1320 Brick Church Pike  
 Tel.: CAnl 8-3421.....Independent  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Robert W. Rounsaville  
 V.P., Nat. Sales Mgr.....Harold F. Walker  
 Sta. Mgr., Pub. Dir.....Carter S. Jones  
 Program Director.....Morgan Babb  
 Chief Engineer.....Wayne B. 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

**WATO—Oak Ridge—1948**

Frequency: 1290 Kc., Power: 1 Kw. d. 500 W. n.  
 Owned-Operated By.....Radio-Active Bcstg., Inc.  
 Address.....253 E. Main St.  
 Tel.: 5-3535.....MBS  
 Representative.....Bob Dore  
 Pres. Gen. Mgr.....Samuel P. Thrower

Comm. Manager.....Leonard M. McCoig  
 Program Director.....Bob Yongue III  
 Chief Engineer.....Paul E. Lewis

**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.....John W. Lashee  
 Program Dir.....Verne A. Brooks  
 Chief Engineer.....Don Somerville

**WKSR—Pulaski—1947**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned By.....John R. Stephens  
 Address.....South First St.  
 Tel.: EMerson 3-2505.....ABC  
 Sta. Representative.....Thomas F. Clarke  
 Pres., Gen. Sta. Mgr.....John R. Stephens  
 Commercial Manager.....Mrs. Alene Cane  
 Sales Prom. Mgr.....Norris Hammond  
 Program Director.....George Martin  
 Publicity Director.....Alma Myers  
 Chief Engineer.....N. G. Morgan

**WTRB—Ripley—1954**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned.....W. Tenn. Bcstg. Co.  
 Address.....113 E. Washington St.  
 Tel.: 1060.....KBS  
 Gen. Mgr.....John Stewart  
 Chief Engr.....Don Paris

**WRKH—Rockwood—1957**

Frequency: 580 Kc. Power: 1000 W., d.  
 Owned.....Roane Bcstg. Co.  
 Address.....P. O. Box 239  
 Tel.: Elmwood 4-0911.....Independent  
 President.....Herman Spivey  
 Gen., Sta. Mgr.....Willard W. Wilson  
 Prog. Dir.....Hugh I. Allen  
 Publicity Dir.....Mary D. Stahl  
 Chief Engineer.....J. R. Blair

**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  
 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.



## TENNESSEE-TEXAS

Tel.: 4981  
 Station Representative..... Beaver  
 V.P., Gen. Mgr..... Neal B. Bunn  
 Commercial Manager..... Bill Schaff  
 Sales Promotion Manager..... Al Richter  
 Program Director..... Hal Harris  
 Chief Engineer..... Wesley Jackson

### WSEV—Sevierville—1955

Frequency: 930 Kc..... Power: 5 Kw., d.  
 Owned-Oper. By..... Smoky Mountain Bcstg. Co.  
 Business Address..... Middle Creek Rd.  
 Tel.: 2844  
 Independent  
 President..... Norman Burchfiel  
 General Manager..... Hugh E. Trotter  
 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.: Murry 4-1400..... Independent  
 V.P., Gen. Mgr..... Charles Christian

### WEPG—So. Pittsburgh—1954

Frequency: 910 Kc..... Power: 500 Watts, d.  
 Owned By..... Eaton P. Govan, Jr.  
 Address..... Box 8  
 Tel.: TE 7-6185..... KBS  
 General, Comm. Mgr..... Eaton P. Govan, Jr.  
 Program Dir..... Vnette 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  
 Station Representative..... MBS  
 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.: EV 4-5541..... KBS  
 President, General Manager..... W. N. Locke  
 Commercial, Sales Prom. Mgr..... Bill Gray  
 Program Director..... Joe Webb  
 Chief Engineer..... Jim Johnson

### WDEH—Sweetwater—1955

Frequency: 800 Kc..... Power: 1 Kw., d.  
 Owned By..... William M. Bryan  
 Address..... P.O. Box 182  
 Tel.: 5025..... Independent  
 Pres., Gen. Mgr., Ch. Eng..... W. M. Bryan

### WJIG—Tullahoma—1947

frequency: 740 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Radio Tullahoma  
 Business Address..... P.O. Box 1417  
 Tel.: GL 5-2607..... Independent  
 Gen. Comm. Mgr..... Henry Beam

### 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.: Turner 5-1240..... KBS  
 Station Rep..... Venard, Rintoul, McConnell  
 President..... Aaron B. Robinson  
 Gen., Sta. Mgr..... E. B. Fritts  
 Chief Engineer..... Charles Holland

### WCDT—Winchester—1948

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned..... Franklin County Radio & Bcstg. Co.  
 Address..... P. O. Box 1103  
 Tel.: WO 7-2201..... KBS  
 General Mgr..... Len M. Dawson  
 Chief Engineer..... E. C. Grover

Pop.: 9,710,000  
 Families: 2,800,000  
 Radio Homes: 2,759,000

## TEXAS

TV Homes: 2,239,000  
 AM Stas. in State: 238  
 TV Stas. in State: 43

### KNIT—Abilene—1957

Frequency: 1280 Kc..... Power: 500 W.  
 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

### KRBC—Abilene—1936

Freq.: 1470 Kc..... Power: 5Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Abilene Radio & TV Co.  
 Business Address..... P.O. Box 178  
 Tel.: OWen 2-4242..... ABC  
 Representative..... Paul H. Raymer  
 President, Gen. Mgr..... Dale Ackers  
 Sta., Comm. Mgr..... Bill Fox  
 Program Prom. Mgr..... Ken Knox  
 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  
 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 Howard  
 Pres. Gen. Mgr. Leon S. Walton  
 Chief Engineer W. Hillburn

**KVLF—Alpine—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Big Bend Bcstrs.  
 Business Address Box 779  
 Tel.: TE 7-2144 KBS-NBC  
 Pres., Gen., Sta. Mgr. Gene Hendryx  
 Program Director Phil Wayne  
 Commercial Manager Goldie Anderson  
 Chief Engineer Sherman Newsom

**KAMQ—Amarillo—1947**

Frequency: 1010 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned KAMQ Bcstg. Ltd.  
 Address 1301 Polk Street  
 Tel.: DR 26543 Independent  
 General Manager Robert Houck  
 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 3500 Tee Anchor Blvd.  
 Tel.: DR 4-1637 ABC  
 Representative Raymer  
 President Charlie Jordan  
 Gen. Manager Bob Zellermyer  
 Prog. Dir. Bill Rogers  
 Publicity Director Garry Mack  
 Chief Engineer Bill Denney

**KGNC—Amarillo—1922**

Frequency: 710 Kc. Power: 10,000 Watts  
 Owned-Oper. By Plains Radio Bdstg. 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  
 Commercial Manager William Dunn  
 Sta. Mgr., Prog. Dir. Bill Lane  
 Publicity Dir., Sls. Prom. Mgr. John Banasik  
 Chief Engineer W. H. Torrey

**KIXZ—Amarillo—1922**

Frequency: 940 Kc. Power: 500 Watts  
 Owned By Radio KIXZ, Inc.  
 Address 112 W. 5th Ave.

Tel.: DR 6-5654 Independent  
 Sta. Representative Bolling  
 President Giles F. Miller  
 Vice President Jay J. G. Schatz  
 General Mgr. Edd L. Routt  
 Program Dir. Joe Ramay  
 Chief Engineer Eugene Fennimore

**KRAY—Amarillo—1955**

Frequency: 1360 Kc. Power: 500 W.  
 Owned-Operated By R. D. Hollingsworth  
 Address 233 Paramount Bldg.  
 Tel.: DR 4-5235 Independent  
 Representative Grant  
 President Gen. Mgr. R. D. Hollingsworth  
 Comm. Mgr. John J. Mannix

**KZIP—Amarillo—1955**

Frequency: 1310 Kc. Power: 1 Kw.  
 Owned-Oper. By Panhandle Bcstg. Co.  
 Address 808 Charlotte St.  
 Tel.: DR 4-3796 Independent  
 Representative Pearson  
 President Gen. Mgr. Ray Winkler  
 Station Manager Ernie Thrasher  
 Commercial Manager Frank Benites  
 Sales Prom. Mgr. Bill McLaughlin  
 Program Director Bob Jackson  
 Publicity Director Jean Costly  
 Chief Engineer Tom Atkins

**KACT—Andrews—1955**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Clint Formby  
 Address P. O. Box 638  
 Tel.: LA 3-2845 Independent  
 Owner Clint Formby

**KBUD—Athens—1948**

Frequency: 1410 Kc. Power: 1 Kw., d.  
 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  
 Owned-Oper. By Ark-La-Tex Bcstg. Co.  
 Address Box 289  
 Tel.: SWift 6-2817 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

**KASE—Austin—1959**

Frequency: 970 Kc. Power: 1 Kw., d.  
 Owned-Operated By Austin Radio Co.  
 Address 303 Brazos Co.  
 Tel.: GReenwood 6-4341 Independent  
 President General Mgr. J. A. Newborn, Jr.  
 Program Director Charles L. Hardin  
 Chief Engineer Wendell E. Hearne

**KNOW—Austin—1927**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By: Pioneer Bcstg. Co.  
 Address: 520 Capital Nat. Bank Bldg.  
 Tel.: GR 2-6213  
 Station Rep.: ABC  
 President: Wendell Mayes  
 Gen., Sta. Mgr.: Louis R. Cook  
 Commercial Mgr.: M. H. Coleman  
 Program Dir.: Victor F. Robertson, Jr.  
 Chief Engineer: Willis Morter

**KTBC—Austin—1939**

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.  
 Owned-Oper. By: The LBJ Company  
 Address: P.O. Box 1155  
 Tel.: GR 2-2424  
 Representative: CBS  
 Pres., Gen. Mgr.: J. C. Kellam  
 Administrative Asst.: Elmo Brown  
 Vice President: Warren Woodward  
 Commercial Mgr.: O. P. Bobbitt  
 Program Dir.: Jim Morriss  
 Program Mgr.: Cactus Pryor  
 Chief Engineer: Ben Hearns

**KOKE—Austin—1947**

Frequency 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Radio KOKE Inc.  
 Address: 1211 E. 6th St.  
 Tel.: GR 8-6973  
 Representative: Independent  
 President: Bolling  
 Exec. V.P., Gen. Mgr.: Giles E. Miller  
 V.P.: Joe Roddy, Jr.  
 Program Director: Jay J. G. Schatz  
 Chief Engineer: Dick Laine  
 Buck C. Brown

**KVET—Austin—1946**

Frequency: 1300 Kc. Power: 1 Kw.  
 Owned By: Austin Bcstg. Corp.  
 Address: 113 West 8th St.  
 Tel.: GR 8-8521  
 Sta. Rep.: MBS  
 Pres., Gen., Sta. Mgr.: Venard, Rintoul, McConl; C. Brown  
 Commercial Mgr.: Willard Deason  
 Nat. Reg. Sales: H. W. Dunlop  
 Chief Engineer: Dave Smith  
 Willis Morter

**KRUN—Ballinger—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Central West Bcstg.  
 Address: Box 351  
 Tel.: 3151  
 Sta. Representative: KBS  
 President: Melville  
 General, Sta. Mgr.: M. M. Rochester  
 Program Dir.: R. F. McGarvey  
 Publicity Dir.: W. E. Boggess  
 Chief Engineer: V. D. Smith  
 Frank Jones

**KIOX—Bay City—1947**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Oper. By: Bay City Bcstg. Co.

Business Address: Box 131  
 Tel.: CI 5-4642  
 President: MBS  
 Gen., Station Manager: J. G. Long  
 Chief Eng.: Harry L. Becker  
 Robert H. Hemphill

**KWBA—Baytown—1947**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By: Bayshore Bcstg. Co.  
 Business Address: 4638 Decker Drive  
 Tel.: L O G A N 6-5531  
 President, Gen. Mgr.: KBS  
 V.P., Sls Prom. Mgr.: Bob H. Walker  
 Commercial Manager: Jay Walker  
 Program Director: Clyde Chesser  
 Publicity Director: Bob Ballard  
 Chief Engineer: Thelma Fitzwater  
 O. J. Cunningham, Jr.

**KFDM—Beaumont—1924**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Beaumont Bdcstg. Corp.  
 Address: 1420 Calder Ave.  
 Tel.: TE 8-4731  
 Representative: Peters, Griffin, Woodward, Inc.  
 President: D. A. Cannon  
 General Manager: C. B. Locke  
 Station, Comm. Mgr.: Ed E. Carroll  
 Program Director: Dick McAdoo  
 Publicity Director: H. F. Caldwell  
 Chief Engineer: Harold W. Bartlett

**KJET—Beaumont—1947**

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned By: Golden Triangle Bcstg.  
 Address: P. O. Box 2873  
 Tel.: T E R M I N A L 2-0201  
 Station Rep.: Independent  
 V. P., Gen., Comm. Mgr.: ForJoe  
 Chief Engineer: Walter L. Rubens  
 W. A. Carr

**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  
 Newspaper Affiliation: "Enterprise", "Journal"  
 Representative: Independent  
 President: Bramham  
 General Manager: E. C. Davis  
 Chief Engineer: Frank Dusenbury  
 Jack Easterwood

**KTRM—Beaumont—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By: KTRM, Inc.  
 Business-Studio Address: 4385 Crow Rd.  
 Tel.: T W 2-4990  
 Rep.: Independent  
 President: Clarke, Brown, O'Connell, Reilly  
 Station, Comm. Manager: Jack Neil  
 Sales Prom. Mgr.: Roy D. Shotts  
 Program, Pub. Dir.: Bonnie Cornwell  
 Chief Engineer: Jerry Boynton  
 Ben Hughes

**KIBL—Beeville—1949**

Frequency: 1490 Kc. Power: 250 Wts.  
 Owned-Oper. By Bee Bdcstg. Co.  
 Address P. O. Box 650  
 Tel: FL 8-2197 Independent  
 President John D. Rossi  
 Station, Prom. Mgr. James M. Goodman  
 Program Director William S. Bennett  
 Publicity Dir. J. Bruce Hathaway  
 Chief Engineer H. E. Bertram

**KBLT—Big Lake—1958**

Frequency: 1290 Kc. Power: 1 Kw.  
 Owned By Permain Basin Bcstrs.  
 Business Address 1st and Florida Sts.  
 Tel: 129 KBS  
 Station Representative Continental  
 Gen. Mgr., Ch. Eng. Don Renault

**KBST—Big Spring—1936**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Affiliated Newspapers  
 Address P. O. Box 1632  
 Tel: Amherst 4-6931 ABC  
 Representative Pearson  
 President R. W. Whipkey  
 General Mgr. H. Boots, Jr.  
 Comm. Mgr. R. V. Roger  
 Chief Engineer J. K. Connally

**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

**KHEM—Big Spring—1956**

Frequency: 1270 Kc. Power: 1 Kw., d.  
 Owned By Cobra Bcstg. Co.  
 Address Box 750  
 Tel: AM 4-2523 Independent  
 General, Sta. Manager Bob Bradbury  
 Commercial Manager Bill Birrell  
 Program Director Peggy Long  
 Chief Engineer Ace Ball

**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

**KBBB—Borger—1957**

Frequency: 1600 Kc. Power: 500 Watts, d.  
 Owned By Robert M. & D. D. Watson  
 Address Box 1478  
 Tel: Broadway 3-7575 KBS  
 Representative Pearson

Presidents... Robert M. & Dixie Dice Watson  
 General, Station Manager Ford Robertson  
 Chief Engineer Cecil Temple

**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  
 Chief Engineer Bostick Wester

**KNEL—Brady—1935**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By Brady Broadcasters, Inc.  
 Business-Studio Address 509 So. Bridge  
 Tel: LY 7-2616 KBS  
 President W. J. Harpole  
 General Mgr. Ed. Williams  
 Program Dir. Joe McMurry  
 Publicity Dir. Ken Harvison  
 Sales Prom., Ch. Eng. John Young

**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., Station Mgr. Hugh M. McBeath  
 Prog. Dir. Vern Maroney

**KWHI—Brenham—1947**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Tom S. Whitehead  
 Address Box 730  
 Tel: GR 6-3655 KBS  
 Newspaper Affiliation Banner Press  
 General Manager Tom S. Whitehead  
 Comm. Mgr. J. C. Price  
 Program Director Jackie Prigge  
 Chief Engineer L. R. Schlottman

**KTFY—Brownfield—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Terry Cty. Bdcstg. Co.  
 Address Drawer 1032  
 Tel: 2111 Independent  
 Representative Hil F. Best  
 Pres., Sta., Gen., Comm. Mgr. Mike A. Barrett  
 Assistant Manager E. Crawford Taylor  
 Chief Engineer C. McAdams

**KBOR—Brownsville—1948**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By Brownsville Bcstg. Co.  
 Address Box 472  
 Tel: LI 2-5677 ABC  
 Representative Best  
 Pres., Gen., Sta. Mgr. M. J. Wilson  
 Commercial Manager Vance C. Wilson  
 Sales Prom. Mgr., Pub. Dir. Bobby Reeder  
 Prog. Dir. Lula Ward  
 Chief Engineer Willis A. Wilson

**TEXAS** =====

**KBWD—Brownwood—1941**

Freq.: 1380 Kc. Power: 1 Kw., d.; 500 W., n.  
Owned-Oper. By.....Brown County Bcstg. Co.  
Address .....P.O. Box 513  
Tel.: MI 5-2401.....MBS  
Sta. Reprs.....Holman; Eastman  
Pres., Gen. Manager.....Wendell Mayes  
Comm. Prom. Mgr.....J. Fred Perry  
Sta. Mgr. Prog. Dir.....Bill Jamar  
Publicity Director.....Barbara Taylor  
Chief Engineer.....Richard Nix

**KEAN—Brownwood—1953**

Frequency: 1240 Kc. Power: 100 Watts  
Owned By.....KEAN Radio Corp.  
Address .....2220 Fisk Ave.  
Tel.: 4372.....Independent  
Representative .....Best  
President.....J. H. Childs  
Manager .....Eddy 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, Gen. Mgr.....David G. Haines  
Sales Promotion Mgr.....Roy Greer  
Program. Publicity Dir.....Bill Guthrie  
Chief Engineer.....David C. Jones, Jr.

**WTAW—Bryan—1922**

Frequency: 1150 Kc. Power: 1000 Watts d.

**SUPPORT  
YOUR LOCAL  
CHARITIES**

Owned-Oper. By.....WTAW Bcstg.  
Bus. Studio Address.....3703 S. College Ave.  
Tel.: VI 6-7788.....KBS  
President.....R. E. Lee Glasgow  
Gen. Mgr., Ch. Eng.....J. K. Lane

**KMIL—Cameron—1955**

Frequency: 1330 Kc. Power: 500 W., d.  
Owned.....Caperton & Smitherman  
Address .....Box 832  
Tel.: 456.....Independent  
Partners.....N. L. Caperton, W. E. Smitherman  
Sta. Mgr.....Esther Belle White

**KBEN—Carrizo Springs—1955**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Walter and Roy Herbolt  
Address .....104 S. 4th St.  
Tel.: TR 6-2210.....KBS  
General Manager.....Walter Herbolt

**KCAS—Carthage—1955**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned.....Carthage B'casting  
Address .....Box 955  
Tel.: Oxford 3-6668.....KBS  
Station Representative.....Hopewell  
General Station Manager.....Bev E. Brown  
Program Dir., Chief Eng.....Frank D. Battles

**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  
Commercial Mgr.....Jack Bell  
Program Dir.....Jack McLendon  
Chief Engineer.....Morris Stagner

**KCTX—Childress—1947**

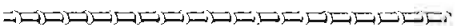
Frequency: 1510 Kc. Power: 250 Watts d.  
Owned By.....Goldenwest Bcstg. Co., Inc.  
Address .....200 N. Main St.  
Tel.: WE 7-2563.....Independent  
Representative .....Hil F. Best  
President.....R. Malone Hagan  
Gen. Comm. Mgr.....George Morey

**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.....Robert Sharp

**KCLE—Cleburne—1947**

Frequency: 1120 Kc. Power: 250 Watts d.



**Owned-Oper. By.....Marti, Inc.**  
**Address.....919 N. Main**  
**Tel.: Milton 5-8643.....Independent**  
**Representative.....Hil F. Best**  
**Pres., Gen. Mgr., Ch. Eng....George W. Marti**  
**Commercial Mgr.....John Marti**  
**Sales Prom. Mgr.....Frank H. Hardgrove**  
**Program Director.....Don Harris**

**KVLB—Cleveland—1954**

**Frequency: 1410 Kc.....Power: 500 Watts**  
**Owned-Oper. By.....Howard Bailes**  
**Address.....Box 487**  
**Tel.: Lyric 2-3535.....Independent**  
**General 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**  
**Chief Engineer.....J. D. Larson**

**KVMC—Colorado City—1950**

**Frequency: 1320 Kc.....Power:1000 Watts d.**  
**Owned.....Colo. City Bcstg. Co.**  
**Address.....Box 990**

**Tel.: RAndolph 8-3320.....KBS**  
**Representative.....Best; Melville**  
**General Manager.....Eldon Mahon**  
**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**

**KATR—Corpus Christi—1944**

**Frequency: 1030 Kc.....Power: 50 Kw. d.**  
**Owned.....Broadcasters, Inc.**  
**Address.....Box 898**  
**Tel.: TU 4-5258.....MBS**  
**Representative.....Weed**  
**Pres.....Glenn E. Alexander**  
**General Mgr.....W. L. Lightfoot**  
**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 4-2321.....Independent**  
**Sta. Reps.....NTS; Oakes**  
**President.....C. V. Guzman**

**OF COURSE — — —**

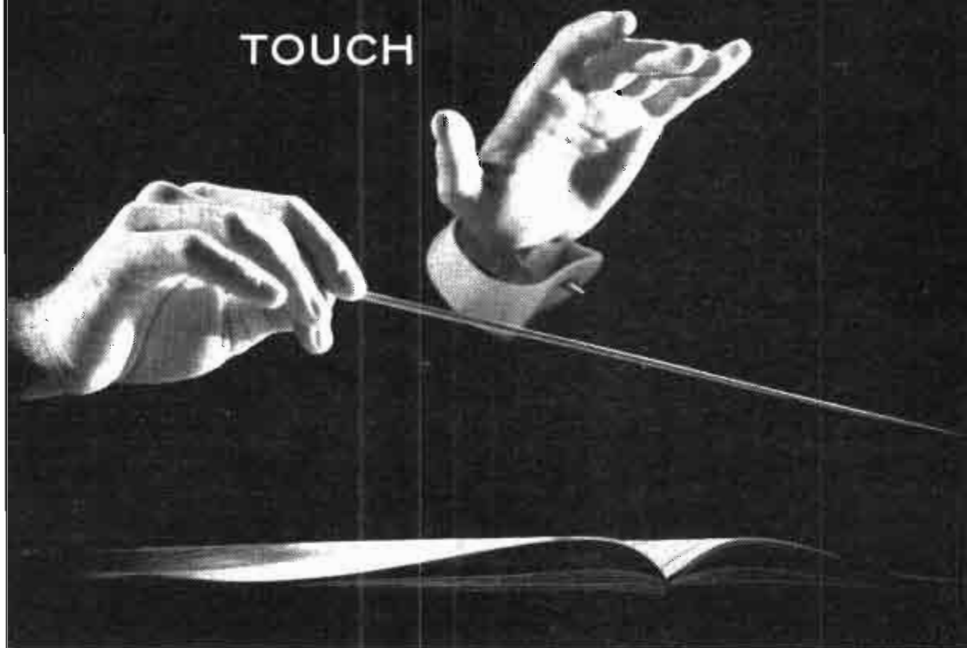
**YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?**

**OF COURSE — — —**

**the Best Is the Associated Press.**



THE  
QUALITY  
TOUCH



From *pianissimo* to resounding *crescendo*, every movement of the hands reflects a quality touch possessed by the maestro. Experience, dedication, desire — these are the elements which help to achieve such eminence. They are the same ingredients which make possible the quality touch found today in better radio and television station operations.

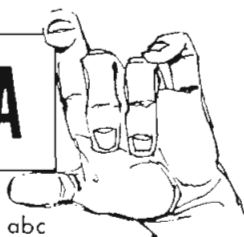
Represented by

Edward Petry & Co., Inc.

The Original Station Representative

WFAA

TELEVISION abc  
RADIO abc/nbc • DALLAS



Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS



General, Sta. Mgr.....Arthur Thomas  
 Program Dir.....Rafael A. Palafox  
 Chief Engineer.....Eliseo Reyes

**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  
 General Manager.....E. C. Hughes  
 Chief Engineer.....Harold Griffith

**KRYS—Corpus Christi—1927**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By...South Texas Broadcasting  
 Address.....4102 S. Staples  
 Tel.: UL 2-7341.....Independent  
 Representative.Peters, Griffin, Woodward, Inc.  
 Gen. Mgr.....A. C. Lloyd, Jr.  
 Station Mgr.....Harry H. Hayes  
 Program Director.....Gordon Clark  
 Publicity Dir.....Mary Ann Handley  
 Chief Engineer.....Leo Burch

**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  
 Pres., Gen. Mgr.....Vann M. Kennedy  
 Commercial Mgr.....Charles R. Manning  
 Program Director.....Eugene M. Looper  
 Chief Eng.....Eric Beals

**KUNO—Corpus Christi—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KUNO Radio  
 Address.....P.O. Box 4286  
 Tel.: TU 4-5203.....Independent  
 Representative.....O'Connell, Brown  
 V.P., Gen. Mgr.....Sterling Zimmerman  
 Station Mgr.....Herb Garrett  
 Prog. Dir.....Hector Barrera  
 Chief Engineer.....J. H. Mayberry

**KAND—Corsicana—1937**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alto, Inc  
 Bus.-Studio Address.....609 W. 7th Ave.  
 Tel.: TR 4-7421.....Independent  
 Representative.....Branham  
 President.....R. E. Lee Glasgow  
 General Manager.....Luther A. Johnson, Jr.

**KIVY—Crockett—1949**

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owner-Oper. By.....Pioneer Bcstg. Co.  
 Address.....Box 670  
 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, Ch. Eng....A. M. Respondek

**KXIT—Dalhart—1948**

Frequency: 1410 Kc....Power: 500 Watts, d.  
 Owned-Oper. By.....Dalhart Broadcasters  
 Address.....Box 1350  
 Tel.: CH 9-4747.....KBS  
 Representative.....Best  
 Manager, Ch. Eng.....R. J. Beller

**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.....Joseph M. Dealey  
 Commercial Mgr.....Norman H. Stewart  
 Director.....Alex Keese  
 Station Manager.....George K. Utely  
 Sls. Prom., Pub. Dir.....Winona Portwood  
 Prog. Dir.....William Crowdus  
 Chief Engineer.....Jim Webb Cooper

**TO BE SURE —  
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?



**TEXAS**

**KBOX—Dallas—1952**

Frequency: 1480 Kc.. Power: 5000 Watts, 500 wts  
 Owned By..... KBOX, Inc.  
 Address..... Radio Park  
 Tel.: Diamond 8-3800..... Independent  
 Station Representative..... Eastman  
 Exec. V.P. & Mgr. Dir..... John F. Box, Jr.  
 Asst. to Pres..... Stanley N. Kaplan  
 Dir. of Operations..... Bob Whitney  
 Station Mgr..... Earl Burnam  
 Commercial Mgr..... Lloyd George  
 Sales Co-ord..... J. Wollman  
 Publicity Dir..... Irene Runnels  
 Chief Engineer..... Earl Bodine  
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-  
 KEE; WTVO-TV, ROCKFORD, ILL.; WICS-TV,  
 SPRINGFIELD, ILL.; WHCU-TV, CHAMP, ILL.

**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  
 Commercial Manager..... Charles Frauman  
 Administration Ass't..... Richard Weeks

**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, Co.  
 Pres., Gen. Mgr..... Lee Segall  
 Station Manager..... Dan Hayslett  
 Prog. Dir. Ass't. Mgr..... Don Robinson  
 Chief Engineer..... Bob E. Tripp

**KKSN—Dallas—1957**

Frequency: 730 Kc..... Power: 500 Watts  
 Owned By..... Kissin' Radio, Inc.  
 Address..... Cliff Towers Hotel  
 Tel.: Whitehall 3-7331..... KBS  
 Sta. Representative..... John E. Pearson  
 President, Gen. Mgr..... John L. Buchanan  
 Program Dir..... Byron Harrison  
 Sales Prom., Publicity Dir..... Oscar Nace  
 Chief Engineer..... Jerry Marr

**KLIF—Dallas—1947**

Freq.: 1190 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... McLendon Investment Corp.  
 Business-Studio Address..... 2104 Jackson  
 Tel.: RI 7-9311..... 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..... Jack Sharp  
 Publicity Dir..... Cecil Hobbs  
 Chief Engineer..... Glenn Callison

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**BIG "D"**



**KBOX**

DALLAS, TEXAS  
 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

**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. Runyon  
 President.....Clyde W. Rembert  
 Sta. Mgr., Gen., Comm. Mgr....W. A. Roberts

**KSKY—Dallas—1941**

Frequency: 660 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....SKY Bcstg. Service  
 Address .....2927 Maple  
 Tel.: RI 2-6193.....Independent  
 President.....A. L. Chilton  
 General Comm. Mgr.....R. G. Terrill  
 Prog. Dir.....Andy Bell  
 Publicity Dir.....Carl E. McDaniel  
 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 1182  
 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 331, Denison  
 Tel.: HO 5-1600.....KBS  
 Sta. Rep.....Melville  
 President.....B. V. Hammond, Jr.  
 V.P. General 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.....Station KDNT  
 Address .....Radio Center Bldg.  
 Tel.: DU 2-4144.....Independent  
 Owner & Manager.....Harwell V. Shepard

**KSPL—Diboll—1957**

Frequency: 1260 Kc.....Power: 1 Kw., d.  
 Owner.....Arthur Temple, Jr.  
 Address .....Box 336  
 Tel.: MY 8-5533.....Independent  
 General & Sta. Mgr.....Tommy Ward Lanyon  
 Comm. Mgr.....Evelyn Lanyon  
 Program Dir.....Ruth Ruby  
 Chief Engineer.....Jay Campbell



**MAXIMUM IMPACT  
 LEAST COST.....**

**MORE LISTENERS THAN  
 ANY OTHER FULL-TIME  
 STATION IN TEXAS\***

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Represented by Branham.  
 KRLD Radio 1080, 50,000 watts.  
 Service of The Dallas Times  
 Herald . . . radio-twin to  
 KRLD-TV . . . CBS outlets for  
 Dallas-Fort Worth.

**KRLD**

Clyde W. Rembert, President

**TEXAS**

**KDDD—Dumas—1947**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By: Dumas Bcstrs., Inc.  
Address: Box 555  
Tel.: WE 5-4141  
Representative: Hil F. Best  
President, Gen. Mgr.: Ken Duke  
Commercial Mgr.: Al Tremble  
Program Dir.: Del Maurer  
Chief Engineer: Granville Murphey

**KEPS—Eagle Pass—1957**

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned: Uvalde Broadcasters  
Address: Box 198  
Tel.: PR 3-3729  
President: W. J. Harpole  
General Manager: Sidney King  
Commercial Manager: Franklin Lee Broake  
Sales Promotion Manager: Armando Lopez  
Program Director: Ron Cabe  
Publicity Director: Melva Travino  
Chief Engineer: Ken Riker

**KERC—Eastland—1953**

Frequency: 1590 Kc. Power: 500 Watts d.  
Owned: Circle-S, Inc.  
Address: P. O. Box 590  
Tel.: 102  
Representative: Hil F. Best  
General Manager: R. L. Spalding  
Commercial Manager: Ralph Ross  
Chief Eng.: B. J. Perkins

**KURV—Edinburg—1947**

Frequency: 710 Kc. Power: 250 Watts  
Owned-Oper. By: KURV, Inc.  
Address: North Highway 281  
Tel.: DU 3-2777  
President: Independent  
Gen. Mgr., Sta. Mgr.: Rogers Kelley  
J. M. McDonald  
Program Director: Hal Jeicoat  
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  
President: Independent  
Station, Comm. Manager: V. Frank Jones  
Chief Engineer: Joe H. Miller

**KELP—El Paso—1957**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By: KELP Radio Corp.  
Address: 4530 Delta St.  
Tel.: KE 3-5911  
Representative: Adam Young  
President: Norman Alexander  
General Mgr.: Gene Roth  
Comm. Manager: John Siqueros  
Program Director: Mike Hunter  
Chief Eng.: Mike Gaglio

**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  
President, Gen. Mgr.: Ray Odom  
Chief Engineer: Bill Hilbert

**KINT—El Paso—1959**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned By: Radio El Paso  
Address: Box 5347  
Tel.: PR 2-1486  
Station Representative: Independent  
Pearson  
President: Robert Howsam  
General Manager: Joe Thompson  
Sales Promotion Manager: Bob Presley  
Program Director: Jerry Jackson  
Publicity Director: Fred Carr  
Chief Engineer: W. Hilbey

**KOYE—El Paso—1958**

Frequency: 1150 Kc. Power: 1000 Watts, d.  
Owned By: Coronado Broadcasters  
Address: 470 S. Glenwood St.  
Tel.: Prospect 2-5211  
Representative: Independent  
Grant Webb  
Gen. Comm. Mgr.: John S. Chavez  
Chief Engineer: Ed Sullivan

**KROD—El Paso—1940**

Frequency: 600 Kc. Power: 5000 Watts  
Owned: Southwest States, Inc.  
Address: P.O. Box 1799  
Tel.: KE 2-6551  
Sta. Representative: CBS  
Bolling  
President: Cecil Trigg  
General Mgr.: Dave Scribner  
Comm. Mgr.: Audian Paxson  
Publicity Dir.: John Murray  
Chief Eng.: Ed Talbott

**KSET—El Paso—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Rio Grande Bcstg. Co.  
Address: 904 Magoffin  
Tel.: KE 2-4979  
MBS  
Sta. Reps.: Bob Dore; Robert Allen  
President: Fred Hervey  
General, Comm. Mgr.: Sam E. Pendleton  
Program Dir.: James A. Kiser  
Chief Engineer: H. N. Rand

**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. Hollingbery  
Pres., Gen. Mgr.: Karl O. Wyler, Sr.  
Station Mgr.: Jack B. Chapman  
Prog. Dir.: Rudy Tellez  
Chief Engineer: Racine Watkins

**KPSO—Falfurrias—1953**

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned & Oper. By: Hicks Enterp.  
 Address: Box 307  
 Tel.: FA 5-2112. Independent  
 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  
 Station Man.: Glen Amburn  
 Program Director: Pauline Webb  
 Chief Engineer: B. K. Barker, 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  
 General Mgr.: James Parr  
 Commercial Mgr.: Fran Parr  
 Program Dir.: Robert Baker

**KCUL—Fort Worth—1949**

Frequency: 1540 Kc. Power: 10,000 Watts  
 Owned: Dalworth Broadcasting Co.  
 Address: Box 2049  
 Tel.: ED 6-5641. KBS  
 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—1922**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Oper. By: Tarrant Bcstg. Co.  
 Address: 4008 W. Freeway  
 Tel.: PE 7-6631. Independent  
 Representative: John Blair  
 President: Gene Cagle  
 General Mgr.: Stan Wilson  
 Commercial Manager: Clyde D. Pemberton  
 Program Dir.: Dave Naugle  
 Station Mgr.: Wally Blanton  
 Sales Prom., Publicity Dir.: Bob Clayton  
 Chief Engineer: James T. Peterson

**KJIM—Fort Worth—1947**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Trinity Broadcasting Co.  
 Address: P.O. Box 7321  
 Tel.: ED 6-7175. Independent  
 Representative: Raymer

Pres. Gen. Mgr.: William D. Schueler  
 Station Manager: Dick Osburn  
 Prog., Dir.: R. E. Riggins  
 Chief Engineer, Ass't Mgr.: Chester Grubbs

**KNOK—Fort Worth—1946**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: KNOK Broadcasting Co.  
 Address: P.O. Box 7116  
 Tel.: TE 1-1278. Independent  
 Representative: Howard  
 President: Stewart J. Hepburn  
 Commercial Manager: Dean McClain  
 Chief Engineer: James Alford

**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

**WBAP—Fort Worth—1922**

Frequency: 820 Kc., 570 Kc.  
 Power: 50,000 W., 5,000 W.  
 Owned-Oper. By: Carter Publications, Inc.  
 Business Address: 3900 Barnett St.

**PRODUCTS and SERVICES . . . SOLD**

**TO A TREMENDOUS WESTERN  
& COUNTRY MUSIC AUDIENCE**

**BY TEXAS' MOST POWERFUL  
FULL TIME INDEPENDENT STATION**

**THROUGH the facilities  
of the ONLY**

**WESTERN & COUNTRY MUSIC STATION  
in the FORT WORTH-DALLAS MARKET**

**THE SELL BRAND . . . KCUL**

**1540 Kc . . . 10,000 Watts**

# TEXAS

Tel.: JE 6-1981.....NBC-ABC  
Newspaper Affiliation.....Star Telegram  
Representative. Peters, Griffin, Woodward, Inc.  
President.....Amon Carter, Jr.  
V.P. & Director.....Harold V. Hough  
Station Manager.....Roy Bacus  
Publicity Director.....Phil Wygant  
Program. Sls. Dir.....Herman K. Clark  
Chief Engineer.....Rupert Bogan

## KNAF—Fredericksburg—1947

Frequency: 910 Kc.....Power: 1 Kw.  
Owned-Oper. By.....Gillespie Bcatg. Co., Inc.  
Address.....P. O. Box 311  
Tel.: WY 7-2300.....Independent  
Representative.....Hil F. Best  
President.....Arthur Stehling  
Gen. Mgr. Ch. Eng.....Norbert Fritz  
Program Director.....Harold Carr

## KBRZ—Freeport—1952

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Radio Brazosport, Inc.  
Address.....Box 1077  
Tel.: BELmont 3-2655.....Independent  
President & Gen. Mgr.....Jim Hairgrove  
Chief Engineer.....Jim Slawson  
Program Director.....Sue Hairgrove

## KGAF—Gainesville—1947

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Gainesville Bcatg. Co.  
Address.....State School Road  
Tel.: HO 5-5546.....KBS  
Station Representative.....Melville  
President.....Joe M. Leonard, Sr.  
General Manager.....Joe M. Leonard, Jr.  
Comm. Mgr.....Earl Leonard  
Program Director.....Bob Couch  
Chief Eng.....J. O. Miller

## KGBC—Galveston—1947

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.  
Owned-Oper. By.....The Galveston Bcatg. Co.  
Business-Studio Address.....Pelican Island  
Tel.: SHerwood 4-4567.....Independent  
Station Representative.....John E. Pearson  
Owner.....James W. Brodner, Jr.  
Comm. Mgr.....Louis F. Johnson  
Prog. Dir.....Louis Jay  
Chief Engineer.....Luke Stripling

## KILE—Galveston—1922

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Island Bcatg. Co.  
Address.....Box 3117  
Tel.: SH 4-3666.....Independent  
Station Representative.....Brown  
President.....David Nathan  
General & Sta. Mgr.....Fred Kincaid  
Commercial Manager.....Jim Davis  
Sales Promotion Manager.....Matt Miller  
Program Director.....John Kunsak  
Publicity Director.....Carolyn Teichmann  
Chief Engineer.....Walt Andrus

## KSII—Gladewater—1949

Frequency: 1430 Kc....Power: 1000 Watts d.  
Owned By.....Frank O. Myers  
Address.....T. W. Lee Bldg.  
Tel.: 2181.....Independent  
Sta. Representative.....Melville  
President.....Frank O. Myers  
General Mgr.....Don H. Myers  
Chief Engineer.....Kenneth Swinford

## KCTI—Gonzales—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Gonzales Bcatg. Co.  
Business Address.....Box 158  
Tel.: 770.....KBS  
Gen. Mgr.....Lawrence M. Walshak  
Comm. Mgr., Chief Eng.....Frank Wilson, Jr.

## KSWA—Graham—1948

Frequency: 1330 Kc.....Power: 500 Watts d.  
Owned By.....Jones & Gilligan  
Address.....Box 1050  
Tel.: LI 9-1330.....KBS  
General Manager.....Burney Jones  
Commercial Manager.....Neil Gilligan, Jr.  
Chief Engineer.....James Jones

## 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.....Jim Brashears

## KCLW—Hamilton—1946

Frequency: 900 Kc.....Power: 250 Watts, d.  
Owned.....Coy Perry  
Address.....Box 592  
Tel.: 500.....Independent  
Newspaper Affiliation.....Dublin Progress  
Station Representative.....Keystone  
President.....Coy Perry  
Gen., Station Mgr.....Dick Meehan  
Prog. Dir., Chief Eng.....Carl Knelly

## KGBT—Harlingen—1941

Freq.: 1530 Kc...Power: 50 Kw d., 10 Kw. n.  
Owned-Oper. By.....Harbenito Radio Co., Inc.  
Tel.: GA 3-3910.....ABC-CBS  
Sta. Reps.....O'Connell; Clarke Brown  
President.....McHenry Tichenor  
Gen. Mgr.....Troy McDaniell  
Sta. Mgr.....Otis Shumate  
Commercial Manager.....McHenry Tichenor, Jr.  
Program Director.....Jim Williams  
Chief Engineer.....Al Beck

**KGRI—Henderson—1947**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By Henderson Bcastg. Co.  
 Business-Studio Address P. O. Box 311  
 Tel.: 4528 Independent  
 Representative Best  
 President Jim Reeves  
 Gen. & Sta. Mgr. Tom Perryman  
 Chief Engineer John M. Bolin

**KWRD—Henderson—1956**

Frequency: 1470 Kc. Power: 500 W., d.  
 Owned Wes Dean & Co.  
 Address Highway 26  
 Tel.: 2324 KBS  
 Sta. Representative Hil F. Best  
 President, Gen. Mgr. Wes Dean  
 Program Dir. Pat Endsley  
 Publicity Dir. Helen Dean  
 Chief Engineer Lynn J. Roy

**KPAN—Hereford—1948**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Oper. By Hereford Broadcasters  
 Address Box 472  
 Tel.: EMerson 4-1860 Independent  
 General Manager Clint Formby  
 Program Director Steve Thompson  
 Commercial Manager Clayton Jay  
 Chief Engineer Clayton Fuchs

**KHBR—Hillsboro—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned By KHBR Radio, Inc.  
 Address Delmar Hotel  
 Tel.: JU 2-3431 KBS  
 Sta. Representative Melville  
 President, Gen. Mgr. Nelson W. Galie  
 Comm., Ch. Eng. J. K. Lane, Jr.  
 Program, Prom. Mgr. Gordon Guest  
 Publicity Dir. Dewey Beal

**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  
 Sta. Representative Meeker Co.  
 President, Gen. Mgr. Robert C. Meeker  
 Program Director Roger Wells  
 Chief Engineer Brian H. L. Byrne

**KILT—Houston—1948**

Frequency: 610 Kc. Power: 5 Kw.  
 Owned McLendon Corp.  
 Address 500-04 Lovett Blvd.  
 Tel.: JACKson 6-3461 Independent  
 Representative Blair  
 President Gordon B. McLendon  
 Gen. Mgr. Bill Weaver

Comm. Mgr. Bruno Leonardt  
 Sales Promotion Manager Dorothy Stahl  
 Program Director Red Jones  
 Chief Engineer Glenn Cook

**KPRC—Houston—1925**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By Houston Post Co.  
 Address 3014 Post Oak Road  
 Tel.: MA 3-9271 NBC  
 Newspaper Affil. Post  
 Representative Edw. Petry & Co.  
 Gen. Mgr. Jack Harris  
 Station Manager Frank Stewart  
 Commercial Manager Cleve Griffin  
 Sales Prom. Mgr. Howard Cannon  
 Program Director Glenn Kensinger  
 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  
 Sta. Representative Avery-Knodel  
 V.P., Gen. Mgr. Sam H. Bennett  
 Asst. Manager Grace M. Spanihel  
 Production Mgr. Jack London  
 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 Annex  
 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  
 Program Director Lew Lowry  
 Chief Engineer Lester Mullan

**KXYZ—Houston—1931**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By Crosby/Brown  
 Address Gulf Bldg.

**FOR AM RADIO  
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**TEXAS**

Tel.: CA 2-6151 ..... ABC  
 Sta. Representative ..... H-R  
 General, Comm. Mgr. .... William Z. Rozan  
 Nat. Sales Mgr. .... Chris Robinson  
 Program, Pub. Dir. .... Ken Collins  
 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  
 Representative ..... Howard  
 President ..... Jules J. Paglia  
 General Manager. .... Joseph R. Fife  
 Station Manager ..... Robert E. Mabry  
 Program Director ..... Clark Walser  
 Chief Engineer ..... James Hancock

**KSAM—Huntsville—1938**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... Est. of M. B. Cauthen  
 Address ..... Box 312  
 Tel.: GA 5-2651 ..... KBS  
 President ..... Verla Cauthen  
 Gen. Mgr., Ch. Eng. .... Jack Nichols  
 Comm., Prom. Mgr. .... C. C. Springfield

**KNUZ—Houston—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Veterans Bcstg. Co.  
 Address ..... Box 2135  
 Tel.: JA 3-2581 ..... Independent  
 Representative ..... Katz  
 Gen., Sta. Mgr. .... David Morris  
 Commercial Manager ..... Forrest Patton  
 Program Director ..... Ken Grant  
 Chief Engineer ..... Ed Martin

**KEBE—Jacksonville—1946**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... Wells, Waller & Ballard  
 Address ..... Box 1071  
 Tel.: 2211 ..... Independent  
 Commercial Manager. .... Jerry D. Spencer

**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

**LET'S TALK...**

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**KMBL—Junction—1950**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Junction Bcstg. Co.  
 Address: P.O. Box 346  
 Tel.: Hickman 6-2768. KBS  
 General Mgr.: C. W. Evans  
 Chief Engineer: J. W. Robertson

**KAML—Kenedy—1954**

Frequency: 990 Kc. Power: 250 W., d.  
 Owned: The Camel Co.  
 Address: Box 990  
 Tel.: OL 9-2990. KBS  
 President: Charles W. Balthrope  
 Station Manager: Ed C. Balthrope  
 Sales Promotion Manager: Herman Welsh  
 Program Director: Chuck Martin  
 Chief Engineer: Dayton Smith

**KERB—Kermit—1950**

Frequency: 600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: KERB, Inc.  
 Address: P.O. Box 456  
 Tel.: Juniper 6-3481. KBS  
 President: E. S. Walden

**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  
 President, Gen. Mgr.: Albert F. Mason, Jr.  
 Sls. Prom. & Comm. Mgr.: Kae Thomas Patrick  
 Chief Eng. & Prog. Dir.: Clyde Jones

**KOCA—Kilgore—1936**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Sta. KOCA, Inc.  
 Address: Box 989  
 Tel.: 2001. KBS  
 President: Roy G. Terry  
 General Mgr.: H. A. Degner  
 Commercial Mgr.: Bob Braziel  
 Program Dir.: Woody Van Dyke  
 Sales Prom. Mgr.: Ted Yockey  
 Publicity Dir.: Fran Holloway  
 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.: A. A. Stewart

**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  
 General Manager: Ben H. Glusing  
 Station Manager: Jerry Fullerton  
 Commercial Manager: Andy Cook  
 Chief Engineer: Troy Whitaker

**KPET—Lamesa—1946**

Frequency: 690 Kc. Power: 250 Watts  
 Owned: T. E. Conner & R. E. Bradbury  
 Address: 506 N. First  
 Tel.: 2404. KBS  
 President: R. O. Parker  
 General Comm. Mgr.: Hal Fees  
 Sales Prom. Mgr.: Louise Schmidt  
 Chief Engineer: Bill Mathis

**KCYL—Lampasas—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Lampasas Bcstg. Co.  
 Address: P.O. Box 149  
 Tel.: CH 2-3671. Independent  
 Representative: Best  
 Pres. Sta. Mgr.: V. Dean Turner  
 Chief Engineer: S. Witcher

**KVOZ—Laredo—1952**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Border Broadcasters, Inc.  
 Address: San Antonio Highway  
 Tel.: RA 3-4396. KBS  
 President: W. J. Harpole  
 General Manager: Bill Harrell  
 Comm. Mgr.: John Costello  
 Sales Promotion Manager: Pat Galvis  
 Program Director: Joe Pierce  
 Publicity Director: Patsy Moore  
 Chief Engineer: John Hennessy

**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, Gen. Mgr.: Forrest Weimhold  
 Comm. Sta. Mgr.: Aubrey Mays  
 Sales Prom. Mgr.: Richard Bailey  
 Chief Engineer: Al Hanna

**KVOW—Littlefield—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Maples-McAlister  
 Address: Box 192  
 Tel.: 400. KBS  
 President: J. C. Rothwell  
 Gen. Comm. Mgr.: J. B. McShan  
 Program Director: Joan Saunders  
 Chief Engineer: J. R. Potts

**TEXAS**

**KETX—Livingston—1957**

Frequency: 1440 Kc. Power: 1 Kw., d.  
 Owned..... Polk County Bstng. Co.  
 Business Address..... Box 111  
 Tel.: FA 7-8916..... Independent  
 Pres., Ch. Eng..... Harold J. Haley  
 Prog. Dir..... Marshall McQueen  
 Comm., Mgr..... Peggy Holey

**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

**KLUE—Longview—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Radio Longview, Inc.  
 Address..... P. O. Box 1866  
 Tel.: PL 8-4496..... Independent  
 Representative..... Melville  
 President..... E. W. Mahone, Jr.  
 V.P., Gen. Mgr..... H. A. Bridge, Jr.  
 Commercial Manager..... Vernon Hyles  
 Program Director..... Tom Richards  
 Chief Engineer..... Tig Williford

**KDAV—Lubbock—1953**

Frequency: 580 Kc. Power: 500 Watts d.  
 Owned..... Western Bstg.  
 Address..... Box 270  
 Tel.: POrter 3-2853..... Independent  
 Station Representative..... Pearson  
 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  
 Program Director..... Shirley Henne  
 Promotion Manager..... Ray Huffer  
 Chief Engineer..... Rudy Starnes

**KCBD—Lubbock—1946**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned..... Bryant Radio & Television, Inc.  
 Address..... 5600 Avenue A

**BLANKET INDUSTRIALIZED EAST TEXAS with the BIG-K STATIONS**

RADIO LONGVIEW

**KLUE**

Retail Trading Zone  
 Population — 453,700\*



RADIO MARSHALL

**KMHT**

Retail Trading Zone  
 Population — 106,135\*

In each market you get Greater Coverage, More Listeners  
 and Greater Sales Results with the BIG-K Stations.

\*SRDS

Tel.: SH 4-1414.....NBC  
 Representative.....Raymer  
 Pres., Sta. Mgr.....Joe H. Bryant  
 Assistant Manager.....Robert L. Snyder  
 Nat. Sales Mgr.....Ray Poindexter  
 Program Director.....Al Goodnight  
 Chief Engineer.....Frank Lee

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.....Bill Carter  
 Publicity Director.....Pat Mathews  
 Chief Engineer.....Fred C. Hill

**KFYO—Lubbock—1927**

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address.....914 Ave. J  
 Tel.: PO 5-5567.....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. Bledaoc

**KRIO—McAllen—1947**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Valley Bdcstg Co.  
 Business Address.....500 E. Beaumont St.  
 Tel.: MU 6-5454.....Independent  
 Station Representative.....Best  
 President.....Gene L. Cagle  
 Station Manager....."Chuck" McKasson  
 Commercial Manager.....Charlie Morrill  
 Program Director.....Ed Lionel  
 Chief Engineer.....Frank Manuel

**KLLL—Lubbock—1953**

Frequency: 1460 Kc.....Power 1000 Watts d.  
 Owned-Oper. By.....Corbin Broadcasting Co.  
 Address.....2001 Great Plains Life Bldg.  
 Tel.: POrter 3-1911.....KBS-MBS  
 Representative.....Indie  
 Gen. Manager.....Glenn Corbin  
 National Sales Mgr.....Larry Corbin  
 Comm. Mgr.....W. J. Duncan  
 Program Director.....Ray Corbin  
 Chief Eng.....Bob Purrington

**KCMR—McCamey—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Sapphire Broadcasting Co.  
 Address.....101 East Fifth St.  
 Tel.: OL 2-4693.....KBS  
 President, Gen. Mgr.....Joe Martin  
 Comm. Publicity Dir.....Claud Barnett  
 Program Dir.....Don McCarty

**KSEL—Lubbock—1946**

Freq: 950 Kc.....Power: 5 Kw.d., 500 W. n.  
 Owned-Operated By.....Lubbock Bcstg. Ltd.  
 Address.....Box 1524  
 Tel.: PO 3-0484.....ABC  
 Representative.....Weed  
 President.....David R. Worley  
 Gen. Mgr.....Gerald H. Sanders  
 Prog. Dir.....Max Molt  
 Commercial Manager.....Ray Bowen  
 Publicity Director.....Jim Spann  
 Sales Promotion Mgr.....Bob Hughes  
 Chief Engineer.....Roger V. Hively

**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.  
 Exec. V.P.....Tom Emerson

**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  
 Chief Engineer.....Jay Navarro

**KRBA—Lufkin—1938**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Darrell E. Yates  
 Address.....120 Cotton Square  
 Tel.: 36661.....KBS  
 Representative.....Continental Radio Sales  
 Owner, Prom. Mgr.....Darrel E. Yates

**KADO—Marshall—1957**

Frequency: 1410 Kc.....Power: 500 W., d.  
 Owned-Operated By...Marshall Bcstg. Corp.  
 Address.....Box 961  
 Tel.: WE 5-6789.....Independent  
 Station Representative.....Weed  
 President.....E. B. Germany  
 General Manager.....Virgil Stone  
 Commercial Mgr.....Lynn E. Williams  
 Chief Engineer.....Joe Granger

**KTRE—Lufkin—1947**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Forest Capitol Bcstg. Co.

**TEXAS**

**KMHT—Marshall—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Harrison Cty. Bcstg. 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

**KBUS—Mexia—1956**

Frequency: 1590 Kc. Power: 500 Watts, d.  
 Owned By: Mexia Broadcasting, Inc.  
 Business Address: 215-A E. Commerce St.  
 Tel.: GYpsy 6-3874. KBS  
 Station Representative: Melville  
 President, General Mgr.: Tom Elkins  
 Chief Engineer: Kenneth Brown

**KCRS—Midland—1935**

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned: Midland Bcstg.  
 Business-Studio Address: 3701 West Wall  
 Tel.: MU 2-4393. ABC  
 Station Representative: Holman; Eastman  
 President: Wendell Mayes  
 General Manager: Wendell Mayes, Jr.

Commercial Manager: Jerry Hahn  
 Program Director: Dee Wooten  
 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: George Vaught  
 Address: Petroleum Life Bldg.  
 Tel.: MU 2-4331. Independent  
 Station Representative: Gill-Perna  
 President & Publicity Dir.: George Vaught  
 General & Commercial Mgr.: Chuck Conner  
 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 108  
 Tel.: FA 5-3384. KBS  
 Representative: Melville

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 and Greater Sales Results with the BIG-K Stations.

\*SRDS

Gen., Sta. Mgr. .... Bill Stinson  
 Chief Engineer ..... Max Floyd

**KIRT—Mission—1957**

Frequency: 1580 Kc. .... Power: 1 Kw., d.  
 Owned ..... KIRT, Inc.  
 Address ..... Box 708  
 Tel.: JU 5-1629 ..... KBS  
 Representative ..... Melville  
 President ..... Ray V. Jensen  
 Comm. Mgr. .... James C. Shelley  
 Chief Engineer ..... Wilfrido Hinojosa

**KVKM—Monahans—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Monahans Bcstrs., Inc.  
 Address ..... Drawer K  
 Tel.: Wilson 3-3231 ..... MBS-KBS  
 Station Rep. .... Melville; Masla  
 Pres., Gen. Manager ..... J. R. Rucker  
 Sta. Manager ..... Ken Welch  
 Commercial Mgr. .... Bill Mitchell  
 Program, Publicity Dir. .... Vern Welch  
 Chief Engineer ..... Rubin Masters

**KIMP—Mount Pleasant—1948**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Mt. Pleasant Bcstg. Co.  
 Address ..... Box 990  
 Tel.: PA 4-4726 ..... KBS  
 Owner, Gen. Mgr. .... Winston O. Ward  
 Commercial Manager ..... Charles Monk  
 Program Director ..... Ruby Stanley  
 Chief Engineer ..... Clarence C. Taylor

**KMUL—Muleshoe—1956**

Frequency: 1380 Kc. .... Power: 500 Watts  
 Owned By ..... Radio Station KMUL  
 Address ..... P.O. Box 1058  
 Tel.: 2730 ..... Independent  
 Station Manager ..... Gil Lamb  
 Asst. Mgr., Ch. Eng. .... Bob Pittman

**KZOL—Muleshoe—1958**

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
 Owned By ..... KZOL Bcstg. Co.  
 Business Address ..... P.O. Box 1295  
 Tel.: 3050 ..... KBS  
 Gen., Sta. Mgr. .... Theodore Rozzell  
 Program Director ..... Eddy Rutledge  
 Publicity Director ..... Jimmy Rozzell  
 Chief Engineer ..... Bill McDonnel

**KEEE—Nacogdoches—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned By ..... J. C. Stallings  
 Address ..... 300 E. Main St.  
 Tel.: LOgan 4-4633 ..... ABC-KBS  
 Gen., Sta. Mgr., Pub. Dir. .... J. C. Stallings  
 Comm. Mgr., Program Dir. .... R. C. Atherton  
 Chief Engineer ..... B. Barbee

**KSFA—Nacogdoches—1947**

Frequency: 860 Kc. .... Power: 1000 Watts d.

Owned By ..... Texan Broadcasting Co. Inc.  
 Address ..... 2107 North St.  
 Tel.: LO 4-3723 ..... Independent  
 Station Representative ..... Dore  
 President ..... B. M. Raborn  
 V.P., Gen., Sta. Mgr. .... Bob Dunn  
 Commercial Mgr. .... Sarah Jane Moon  
 Chief Engineer ..... Basil Barbee

**KGNB—New Braunfels—1950**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Comal Broadcasting Co.  
 Address ..... 184 S. Castell  
 Tel.: MA 5-3443 ..... KBS  
 Newspaper Affiliation ..... Herald  
 President, Gen. Mgr. .... F. T. Wilson  
 Program Dir. .... Arlon E. Moeller, Jr.  
 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 ..... MBS  
 Representative ..... Forjoe  
 General Manager ..... Ben Nedow  
 Comm. Manager ..... Roy Elsner  
 Chief Engineer ..... C. Strauss

**KOSA—Odessa—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Odessa Bcstg. Corp.  
 Business Address ..... Box 2529  
 Tel.: FE 2-4301 ..... Independent  
 Representative ..... Bolling  
 President, Gen. Mgr. .... Cecil L. Trigg

**KOYL—Odessa—1957**

Frequency: 1310 Kc. .... Power: 500 Watts, d.  
 Owned By ..... Mid-Cities Bcstg. Co.  
 Business Address ..... 4000 Rasco Ave.  
 Tel.: Emerson 6-2801 ..... Independent  
 President, Gen. Mgr. .... Edward L. Roskelley  
 Commercial Manager ..... Robert Batson  
 Program Director ..... Weldon Rogers  
 Sales Promotion Mgr. .... Wanda Brodderick

**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 ..... Brown; Clark  
 Pres., Gen. Mgr. .... Carl S. Goodwin  
 Chief Engineer ..... William R. Mettler

**KOCT—Orange—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Sabine Area Brcstg. Corp.  
 Address ..... Newton Cty Rd.  
 Tel.: TU 3-4381 ..... KBS  
 President ..... M. L. Jacobs

# TEXAS

Exec. V.P., Gen. Manager.....Ed Lovelace

## KNET—Palestine—1935

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Palestine Bcastg. Corp.  
Business Address.....Box 649  
Tel.: 6077.....KBS  
Pres., Gen., Sta. Mgr.....Allen E. Vinson  
Comm. Mgr.....Austin Hotchkiss  
Program Director.....Marvin Crain  
Chief Engineer.....Ted Bryan

## KHHH—Pampa—1951

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Garrison-Huntley Enterprises  
Address.....P. O. Box 1779  
Tel.: MO 4-2551.....KBS  
Gen., Comm. Mgr.....Bob Garrison

## KPDN—Pampa—1936

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By....Top O' Texas Bcastg. 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 Bcastg. Co., Inc.  
Business Address...210 1st Natl. Bank Bldg.  
Tel.: SU 4-6676.....KBS  
Pres., Gen. Mgr.....James F. Hendrix  
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

## KLVL—Pasadena—1950

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Felix H. Morales  
Address.....P.O. Box 432  
Tel.: CApitol 5-3208 Houston.....Independent  
Representative....Oakes, National Time Sales  
General Manager.....Felix H. Morales  
Sales Manager.....Johnny P. Hernandez  
Program Director.....Joe Martinez Morales  
Chief Engineer.....D. Gouihur

## KRCT—Pasadena—1947

Frequency: 650 Kc.....Power: 250 Watts d.  
Owned By.....Industrial Bcastg. Co.  
Address.....Montague Hotel, Houston

Tel.: GR 3-4430.....MBS  
Sta. Representative.....Forjee  
President, Gen. Mgr.....Leroy J. Gloger  
Commercial Mgr.....Lee Wilder  
Program Dir.....Bob Clark  
Chief Engineer.....H. L. Davis

## KIUN—Pecos—1935

Frequency: 1400 Kc.....Power: 250 Watts d.  
Owned-Operated By.....KIUN, Inc.  
Business Address.....315 S. Cedar St.  
Tel.: Hickory 5-2497.....NBC-KBS  
Newspaper Affiliation.....Enterprise  
Representative.....Hil F. Best  
President, General, Mgr.....Billy H. Hubbs  
Sales Prom. Mgr., Pub. Dir.....B. L. Woodruff  
Station Manager.....David Martin  
Commercial Manager.....S. Clifford Sanderford  
Program Director.....Bill Boyd  
Chief Engineer.....Harry Boehnemann

## KEYE—Perryton—1948

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Great Plains Bcastg. Co.  
Address.....P. O. Box 917  
Tel.: 5771.....MBS  
President.....Carl Ellis  
Gen., Sta. Mgr.....Irving R. Buchanan  
Comm. Mgr.....Dean McLaire  
Program Director.....Kenneth Roller  
Chief Engineer.....Bill Day

## KVOP—Plainview—1944

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....KVOP, Inc.  
Address.....1100 W. 24th St.  
Tel.: CApitol 4-2771.....KBS  
President.....W. J. Harpole  
Gen., Sta. Manager.....Kermit Ashby  
Comm. Manager.....Tut Tawwater  
Sales Promotion Manager.....Girard Fox  
Program Director.....H. W. Carpenter III  
Publicity Director.....B. D. Perkins  
Chief Engineer.....Hugh V. Smith

## 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  
General, Sta. Mgr.....Ben L. Parker  
Comm. Prog. Mgr.....Tom Everitt  
Program Dir.....Jimmie Ray  
Chief Eng.....Mona Parker

## KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Radio Southwest Inc.  
Address.....Box 1126  
Tel.: YU 2-9436.....Independent  
Sta. Representative.....Branham  
President, Gen. Mgr.....John H. Hicks, Jr.  
Station Mgr.....Pat McFather  
Commercial Mgr.....George Crouchet  
Program Dir.....Steve Canyon



Publicity Dir.....Corinne Enos  
Chief Engineer.....Charles Shearer

**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  
Gen. Mgr.....Jay Elson  
Comm. Sta. Mgr.....Glenn Hewitt  
Chief Engineer.....Charles Segrest

**KUKO—Post—1955**

Frequency: 1370 Kc....Power: 500 Wts. d.  
Owned By.....Maples-McAlister Bcstg. Co.  
Address.....P. O. Box A  
Tel.: 550.....KBS  
Gen. Mgr., Chief Eng.....Ray Henderson  
Commercial Manager.....Garry Gregory  
Sales Promotion Manager.....Don Craig  
Program Director.....Stan Skelton

**KOLJ—Quanoh—1952**

Frequency: 1150 Kc....Power: 500 Watts d.  
Owned-Operated By.....Orville L. Jenkins  
Address.....P.O. Box 589  
Tel.: MO 3-2572.....KBS  
Owner.....Orville L. Jenkins

**KSOX—Raymondville—1956**

Frequency: 1240 Kc....Power: 250 Watts  
Owned By.....Bob Hicks Entl. Ltd.  
Address.....Box 1240  
Tel.: MU 9-3333.....Independent  
President, Gen. Mgr.....Bob Hicks  
Commercial Mgr.....Doc Chasten  
Station Mgr.....David Kaye  
Program Dir.....Don Read  
Chief Engineer.....Paul Wagenshein

**KFRD—Rosenberg—1949**

Frequency: 980 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Fort Bend Bcstg. Co.  
Business Adress.....Box 832  
Tel.: NO 2-3776.....Independent  
President.....Mart Cole, Sr.  
General Manager.....Bill Sloan  
Commercial Manager.....George Thompson  
Program Director.....Paul Collins  
Chief Engineer.....Frank Wood

**KTLU—Rusk—1955**

Frequency: 1580 Kc....Power: 500 W., d.  
Owned.....E. H. Whitehead  
Business Address.....P.O. Box 316  
Tel.: 533.....Independent  
Newspaper Affiliation.....Cherokeean  
Pres., Gen. Mgr.....E. H. Whitehead

**KGKL—San Angelo—1928**

Freq.: 960 Kc....Power: 5 Kw. d., 1 Kw. n.  
Owned.....Angelo Bcstg. Tcstg.  
Business Address.....St. Angelus Hotel  
Tel.: 6715.....ABC  
Representative.....John E. Pearson  
Pres., Gen. Mgr.....Lewis O. Seibert  
Station & Comm. Mgr.....Tom Mullins  
Chief Engineer.....Bill Potet

**KPEP—San Angelo—1954**

Frequency: 1420 Kc....Power: 1000 Watts, d.  
Owned.....Western Broadcasting Co.  
Address.....Box 1350  
Tel.: 8116.....Independent  
Representative.....Broadcast Time Sales  
Gen. Mgr., Chf. Eng.....Walt Lawson  
Commercial Manager.....Milton Dove  
Sales Promotion Manager.....Richard Fielder  
Program Director.....Bill Nicholson  
Publicity Director.....B. Crawford

**KTXL—San Angelo—1927**

Frequency: 1340 Kc....Power: 250 Watts  
Owned By.....Burkhart Broadcasting Corp.  
Address.....San Angelo  
Tel.: 3131.....Independent  
Representative.....Masla; Hobbs  
President, Gen. Mgr.....Kent Burkhart  
Commercial Manager.....Joe Watson, Jr.  
Chief Engineer.....Gene Williams

**KWFR—San Angelo—1955**

Frequency: 1260 Kc....Power: 1000 Watts d.  
Owned-Oper. By..Solar Broadcasting Co., Inc.  
Address.....P.O. Box 1269  
Tel.: 2-3388.....Independent  
Station Representative.....Thomas F. Clark  
President.....Arthur Foster  
General Mgr.....Walton A. Foster  
Commercial Mgr.....A. W. Peters  
Station Mgr.....D. R. Crow  
Program Dir.....Raymond G. McFarland  
Sales Prom. Mgr.....Milton Dove  
Publicity Dir.....Faye Hotis  
Chief Engineer.....Don Dickson

**KEXX—San Antonio—1953**

Frequency: 1250 Kc....Power: 500 Watts d.  
Owned-Oper. By.....Leal Bcstg. Co., Inc.  
Address.....501 W. Quincy  
Tel.: CA 5-5757.....Independent  
President, Gen. Mgr.....M. D. Leal  
Chief Engineer.....W. E. Edgerton

**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  
President.....Raoul A. Cortez, Sr.

# TEXAS

General Mgr. Nathan Safir  
Station Mgr. Emilio Nicolas  
Sls. Prom. Mgr. Raoul A. Cortez, Jr.  
Commercial Manager Ben Tamborello  
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.  
Station Mgr. Herb Carl Skoog  
Commercial Mgr. Chip Atkins  
Program Dir. Jim Seay  
Sales Prom. Mgr. Chester Maxwell  
Publicity Dir. Alpha Scheri  
Chief Engineer William J. Jackson

## KITE—San Antonio—1947

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By Connie B. Gay Inc.  
Business-Studio Address 310 Transit Tower  
Tel.: CA 6-0335 Independent  
Representative Young; Clark Brown  
Ch. of Bd. Connie B. Gay  
Exec. V.P. Jane Trimmer  
Manager Ed Winton  
Station Mgr. Kelly Wolford

## 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  
Sta. Representative Broadcast Time Sales  
President, Gen. Mgr. Howard W. Davis  
Program Director A. S. (Tony) Beasan  
Sales Prom. Mgr. M. G. McWhorter  
Pub. Dir. Ginger Hunt  
Chief Eng. Al Knight

## KONO—San Antonio—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.  
Owned-Operated By Mission Bdcstg. Co.  
Address 317 Arden Grove  
Tel.: CA 6-5171 Independent  
Representative Kaiz  
President Eugene J. Roth  
General Manager Jack Roth  
Promotion Manager Doug China  
Merchandising Director Harvey Jensen  
Commercial Manager Bill Miles  
Program Director Jerry Miller  
Dir. Engineering George Ing  
Chief Engineer Bill Kiley

## KTSA—San Antonio—1922

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By McLendon Corp.  
Business-Studio Address 1130 Broadway

Tel.: CA 7-1251 Independent  
Representative Blair  
Chairman of the Board B. R. McLendon  
President Gordon B. McLendon  
V.P. & General Mgr. Jack Fiedler  
Commercial Manager Jim Hamby  
Program Director Ron Baxley  
Chief Engineer Coleman Barber

## KUBO—San Antonio—1948

Frequency: 1310 Kc. Power: 5,000 Watts d.  
Owned-Oper. By Radio KIWV, Inc.  
Address 518 W. Houston St.  
Tel.: CA 6-5254 Independent  
Sta. Rep. Natl. Times Sales  
President Robert N. Pinkerton  
General Comm. Mgr. Hal Hughes  
Prog. Dir. Juan Gattas  
Chief Eng. William Ellis

## 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 Hallf, Jr.  
Pres., Gen. Mgr. James M. Gaines

## KCNY—San Marcos—1948

Frequency: 1470 Kc. Power: 250 Watts d.  
Owned-Oper. By Central Brcstg. Co.  
Address Box 32  
Tel.: EX 2-3545 Independent  
Representative Hil F. Best  
President Dr. Forest L. Whan  
Gen. Sta. Mgr. William Veidt  
Sales Promotion Manager Clyde Butter  
Program 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  
President Garfield Kiel  
General Mgr. Stan McKenzie  
Prog. Dir. Henry Lehnhoff  
Chief Engineer Loue Sowders

## KSML—Seminole—1955

Frequency: 1250 Kc. Power: 1000 Watts d  
Owned-Oper. By Woodson & Barbee  
Address 402 South Main St.

Tel.: Plaza 8-3798.....KBS  
 Owners ..... C. C. Woodson & F. Barbee, Jr.  
 General Manager.....Reed Harris

**KSEY—Seymour—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....W. C. Moss, Jr.  
 Address.....P.O. Box 1191  
 Tel.: TUXedo 8-2525.....KBS  
 Station Manager.....W. C. Moss, Jr.  
 Chief Engineer.....R. Dormier

**KEVA—Shamrock—1948**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Shamrock Tex. Bcstg. Co.  
 Address.....Box 21  
 .....KBS  
 President.....A. Cooper  
 Gen., Comm. Mgr.....C. 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.: TWinbrook 2-5115 (Sherman).....MBS  
 Representative.....Pearson  
 President.....A. Boyd Kelley  
 General Manager.....Tom E. Spellman  
 Chief Engineer.....T. John

**KTXO—Sherman—1947**

Frequency: 1500 Kc.....Power: 250 Watts d.  
 Owned-Operated By...O'Connor Bcstg. Corp.  
 Business Address.....P.O. Box 661  
 Tel.: TWinbrook 2-8188.....Independent  
 Station Rep.....Weed  
 Gen., Sta. Mgr.....Harry O'Connor  
 Commercial Manager.....Ray Lewis  
 Chief Engineer.....Paul Phillips

**KTOD—Sinton—1954**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned.....Southern Bcstg. Co.  
 Business Address.....Box 1366  
 Tel.: TU 4-1590.....Independent  
 Pres., Gen. Mgr.....Tom C. Fleet, Jr.  
 Prog. Dir., Ch. Engr.....Ernie Wood

**KSNY—Snyder—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Snyder Bcstg. Co.  
 Address.....Box 1468  
 Tel.: HI 3-9322.....MBS  
 Station Rep.....Melville  
 President.....Mrs. Flora Hughes  
 Gen. Sta. Mgr.....Mel Z. Gilbert  
 Commercial Mgr.....Frank Taylor  
 Program Dir.....Julie Sumerun  
 Chief Engineer.....Coy Thompson

**KDWT—Stamford—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....A. Boyd Kelley  
 Address.....Box 1205  
 Tel.: PR 3-3401.....KBS  
 President.....A. Boyd Kelley  
 Station Manager.....Robert A. Prichard  
 Program Director.....Bill C. Cole  
 Chief Engineer.....J. B. Cooper

**KSTV—Stephenville—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned.....Dixie Bcstrs.  
 Address.....P. O. Box 102  
 Tel.: LI 3141.....KBS  
 Comm. Mgr.....Mel Bennet  
 Chief Engineer.....D. Solmonson

**KSST—Sulphur Springs—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Hopkins County Bcstg. Co.  
 Business Address.....P.O. Box 284  
 Tel.: TU 5-3111.....KBS  
 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.....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  
 President, Gen. Mgr.....G. Gillis Conoley  
 Prog. Dir.....Fred Switzer  
 Commercial Manager.....John Wehby  
 Publicity Dir.....K. Gilstrap  
 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  
 President.....Frank W. Mayborn  
 General Manager.....Byron C. Peters  
 Program Director.....Phil M. Miller  
 Chief Engineer.....James T. Harris

**TEXAS****KTER—Terrell—1950**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Terrell Bcastg. Corp.  
 Address.....Box 431  
 Tel.: Jordan 3-4497.....Independent  
 President.....O. Pittle  
 Gen. Mgr.....Bill Pittle  
 Chief Engineer.....Martin Pitts

**KCMC—Texarkana—1932**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....KCMC, Inc.  
 Address.....P. O. Box 521  
 Tel.: 36151.....ABC  
 Representative.....Venard, Melville  
 President.....W. Hussman  
 Gen. Mgr.....B. L. Wood  
 Chief Engineer.....Ed Covington

**KTFS—Texarkana—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Aircrest Radio Sta. Inc.  
 Business-Studio Address.....4305 N. State Line  
 Tel.: 3-5123.....Independent  
 Sta. Representative.....Walker-Rawait  
 Pres., Gen. Manager.....W. R. McDaniel

**KTLW—Texas City—1947**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Texas City Bcastg. Ser.  
 Business-Studio Address.....Show Boat Bldg.  
 Tel.: 5-4418.....KBS  
 Station Mgr.....Roy E. Hanson

**KTUE—Tulia—1954**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Operated By.....KTUE Bcastg. Co.  
 Address.....110 N. Armstrong  
 Tel.: WYdown 5-3531.....KBS  
 Owners.....Clint and Marshall Formby  
 Manager.....D. L. McKinney

**KDOK—Tyler—1956**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....KDOK Bcastg. Co.  
 Address.....808 Peoples Bank Building  
 Tel.: LYric 3-2519.....Independent  
 Station Representative.....Weed  
 President, General Manager.....Dana W. Adams  
 V.P. Commercial Mgr.....Sam Matthews  
 Publicity Director.....Bob Lloyd  
 Chief Engineer.....Robie Morgan

**KGKB—Tyler—1930**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Oil Center Bcastg. Co.  
 Address.....Kilgore Hwy  
 Tel.: LY 2-3873.....Independent  
 Representative.....Reilly; Brown  
 Gen., Comm. Mgr.....Ed Smith  
 Chief Engineer.....L. Thiapen

**KTBB—Tyler—1947**

Freq.: 600 Kc. Power: 1000 Watts  
 Owned-Operated By.....Blackstone Bcastg. Co.  
 Business-Studio Address.....311 N. Broadway  
 Tel.: LYric 4-7278.....ABC  
 Newspaper 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 & R. T. Gibson  
 Address.....Lake Park Drive  
 Tel.: LYric 3-1744.....Independent  
 President.....R. Thos. Gibson  
 General Manager.....C. G. Condro  
 Commercial Manager.....Roger Morgan  
 Program Director.....Jean O. Bailey  
 Merchandising Dir.....D. Dee  
 Chief Engineer.....Alice Morgan

**KVOU—Uvalde—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Uvalde Broadcasters, Inc.  
 Bus. Address.....1400 Batesville Rd.  
 Tel.: BR 8-4555.....Independent  
 President & Gen. Mgr.....Edward J. Harpole  
 Station & Comm. Mgr.....Bill Woods  
 Program Director.....Jerry McKinney  
 Chief Engineer.....William Hensarling, Jr.

**KVWC—Vernon—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Johnson-Garrison Co.  
 Address.....P.O. Box 1419  
 Tel.: Linden 2-6221.....Independent  
 President.....Bobo Johnson  
 General Manager.....Joe Garrison

**KNAL—Victoria—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Operated By.....Victoria Bcastg. Co.  
 Address.....Box 718  
 Tel.: HI 3-9176.....Independent  
 Representative.....Hil F. Best  
 General Manager.....James A. Traber  
 Sales Promotion Manager.....Vernon Townsend  
 Program Director.....Bob Nance  
 Chief Engineer.....Douglas E. Smith

**KVIC—Victoria—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....J. C. Long  
 Address.....P.O. Box 725  
 Tel.: Hillcrest 3-8171.....MBS  
 President.....J. G. Long  
 General Mgr.....Harry L. Becker  
 Chief Engineer.....Victor Boldt

**KWTX—Waco—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Address.....P.O. Box 7128  
 Tel.: PL 6-4451.....MBS  
 Representative.....Raymer  
 President.....M. N. Bostick  
 General Manager.....Frank Fallon  
 Commercial Manager.....Mac Brinegar  
 Program Director.....Walter Vaughan  
 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  
 V. P., Gen. Mgr.....R. Lee Glasgow  
 Commercial Manager.....Richard Parker  
 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  
 Pres., Gen. Mgr.....Richard Tuck

**KZEE—Weatherford—1956**

Frequency: 1220 Kc. Power: 250 W., d.  
 Owned.....Bartlesville Bcstg. Co.  
 Address.....Box 306  
 Tel.: LYric 4-3826.....Independent  
 President.....R. Thomas Gibson

**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.....Bill Shomette  
 Sales Manager.....Jim Ahlgrimm  
 Chief Engineer.....Lewis Hartwig

**KSVD—Wichita Falls—1947**

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Grayson Enterprises  
 Address.....P.O. Box 2130  
 Tel.: 723-0791.....Independent  
 Rep.....Venard, Rintoul & McConnell  
 President.....Sydney A. Grayson

**KTRN—Wichita Falls—1948**

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Bcstg. Assoc.  
 Address.....917½ Scott St.  
 Tel.: 322-5214.....Independent  
 Representative.....Bolling  
 Pres., Gen. Mgr.....Raymond Ruff  
 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  
 Assistant Manager.....Lewis Dickensheets  
 Commercial Manager.....A. L. Pierce  
 Prog. Dir.....Homer Cunningham  
 Publicity Director.....Mrs. Owanah Shelton  
 Chief Engineer.....Melvin O. Harrison

Pop.: 884,000	<b>UTAH</b>	TV Homes: 213,500
Families: 242,500		AM Stas. in State: 27
Radio Homes: 234,000		TV Stas. in State: 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

**KSUB—Cedar City—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Granite District Radio  
 Business Address.....154 No. Main  
 Tel.: JU 6-6547.....NBC  
 President.....Howard Johnson  
 General Manager.....Louis T. Sayre  
 Commercial Manager.....Walter V. Lowe

Sta. Program Dir.....Donald E. 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.: AXtel 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.

# UTAH

Owned-Oper. By.....KLGN Radio, Inc.  
Business Address.....RFD #1 Box 231  
Tel.: 2600.....Independent  
Station Representative.....Hopewell  
President.....F. G. Ziser  
Commercial Manager.....Dee F. Jensen  
Chief Engineer.....A. Finchom

## KVNU—Logan—1938

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Cache Valley Bcstg. Co.  
Address.....P. O. Box 264  
Tel.: SK 2-5141.....ABC-KBS-MBS  
Representative.....Avery-Knodel  
President.....Herachel Bullen  
Gen. Sta. Mgr.....Reed Bullen  
Commercial Manager.....W. W. Kirkland  
Program Director.....Reid Andreassen  
Chief Engineer.....W. W. Jones

## KURA—Moab—1957

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....MOAB Bcstg. & TV Corp.  
Address.....P.O. Box 368  
Tel.: ALPINE 3-5001.....Independent  
Pres. Gen. Mgr.....Forrest L. Simpson  
Station Mgr.....Mrs. Ellen Brock  
Sales Prom. Mgr.....Richard S. McDonald  
Chief Engineer.....Calvin H. Widows

## KMUR—Murray—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Oral J. Wilkinson  
Address.....4646 S. State St., Salt Lake City  
Tel.: AM 6-4419.....Independent  
President.....O. J. Wilkinson  
General Manager.....Robert E. Buie  
Commercial Manager.....James K. Richey  
Station Prom. Mgr.....Bennie L. Williams  
Program Director.....F. William Houghtaling  
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  
Gen. Mgr.....Cecil Heftel  
Sta. Sales Prom. Mgr.....Kim Ward  
Commercial Manager.....Len Allen  
Prog. Dir.....Rex Wallgren  
Chief Eng.....Wayne Moss

## KSVN—Ogden—1947

Frequency: 730 Kc.....Power: 1000 Watts d.  
Owned By.....Down Beat Broadcasting Assoc.  
Address.....P.O. Box 107  
Tel.: EX 4-3476.....Independent  
General Mgr.....George Norman  
Oper. & Prod. Dir.....Jerry Faye  
Commercial Mgr.....Bill Dalton  
Prom. Mgr.....R. J. Mulligan  
Chief Engineer.....Robert Ferrell

## 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.....P.O. Box 591  
Tel.: ME 7-0407.....MBS-KBS-ABC  
Representative.....Avery-Knodel  
President.....Jack Richards

## KEYY—Provo—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mid Utah Bcstg. Co.  
Address.....P. O. Box 205  
Tel.: FR 3-2174.....KBS  
President.....D. Spencer Grow  
General Sta. Mgr.....Dave Weiser  
Commercial Mgr.....Donna Gosar  
Program Dir.....Joe Meier  
Chief Engineer.....Francis Boyer

## 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.....Independent  
Pres., Comm. Mgr.....F. A. Van Wagenen  
Chief Engineer.....F. O. Boyer

## KOVO—Provo—1937

Freq.: 960 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....KOVO, Inc.  
Business Address.....Box 99  
Tel.: FRanklin 3-8550.....Independent  
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.....Devern Perry  
Chief Engineer.....Elbert Brown

## K SVC—Richfield—1947

Freq.: 980 Kc.....Power: 5000 Wts. d.; 1000 n.  
Owned-Operated By.....Sevier Valley Bcstg. Co.  
Address.....Richfield  
Tel.: TW 6-4457.....ABC  
Representative.....Avery-Knodel  
President.....Homer Bandley  
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  
 Gen., Comm. Mgr.: Roy C. Winkelmann  
 Program Director: Ellen Winkelman

**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 4-3561  
 ABC Newspaper Affil.: Ogden Standard-Examiner  
 Representative: Avery-Knodel, Inc.  
 President: George C. Hatch  
 Sta., Comm. Mgr.: Homer K. Peterson  
 Program Director: Phil Nolan  
 Sales Prom. Mgr.: Donna Norton  
 Publicity Director: Dick Braun  
 Chief Engineer: W. D'Orr Cozens

**KCPX—Salt Lake City—1926**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned By: Columbia Pict. Electronics Corp.  
 Bus.-Studio Address: 130 Social Hall Ave.  
 Tel.: DA 2-5681  
 NBC Representative: Katz  
 General Mgr.: Norman Louvan  
 Station Mgr.: Carson Rennie  
 Commercial Mgr.: Joe Cooke  
 Program Dir.: Ed Kemp  
 Sales Prom. Publicity: Tom Wayman  
 Chief Engineer: A. L. Gunderson

**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  
 Independent Representative: Hollingbery  
 President, General Mgr.: Frank C. Carman  
 Commercial Mgr.: Allan Thomas  
 Operations Dir.: Frank C. McIntyre  
 Chief Eng.: Delbert Williams

**KNAK—Salt Lake City—1945**

Freq.: 1280 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned: Granite District Radio Bcstg. Co.  
 Business-Studio Address: 1042 So. 6th W.  
 Tel.: EM 4-3685  
 Independent Representative: Forjoe  
 President, Chief Eng.: Howard D. Johnson  
 Gen., Comm. Mgr.: William Wright  
 Program Director: Mildred Baker  
 Sales Prom Mgr.: Clyde Anderson

**KSL—Salt Lake City—1922**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Radio Service Corp. of Utah  
 Bus.-Studio Address: 145 Social Hall Ave.  
 Tel.: EL 5-4641  
 CBS Representative: CBS Radio Spot Sales  
 President: Jay W. Wright  
 Commercial Manager: Joseph A. Kjar  
 Pub. Dir.: Robert O. Pusey

Chief Engineer: Paul Evans

**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  
 Independent Representative: Oaks & Assoc., Bernard  
 President, Gen. Mgr.: M. H. Hilton  
 Commercial Mgr.: Henry Hilton  
 Station Mgr.: Ralph Winn  
 Sales Prom. Mgr.: Gil Hilton  
 Publicity Dir.: Robert Wooten  
 Program Director: Gart Wheeler  
 Chief Engineer: Lyle Wahlquist

**KSXX—Salt Lake City—1959**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned By: KSXX Corp.  
 Address: 364 S. State  
 Tel.: CR 7-3905  
 Independent General Mgr.: George Norman  
 Nat. Sales Dir.: Ralph Sachs  
 Commercial Mgr.: Norman Thomsen  
 Merch. & Prom. Dir.: Bob Hansen  
 Production Dir.: John Kruse  
 Chief Engineer: D. R. Hale

**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  
 Program Dir.: Robert B. Chambers  
 Publicity Dir.: Carol L. Williamsen  
 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.  
 Address: P. O. Box 449  
 Tel.: 990  
 KBS Sta. Representative: Hopewell  
 President: Sam Gillette  
 Gen., Sta. Mgr., Ch. Eng.: D. Ray Gardner  
 Program Director: Vernon L. Stevenson, Jr.

**KVEL—Vernal—1947**

Frequency: 1250 Kc. Power: 1 Kw., d.  
 Owned-Oper. By: Uintah Bcstg. Co.  
 Address: 120 E. Main St.  
 Tel.: 494  
 KBS-ABC Manager: Lee Walker  
 Chief Engineer: W. Raker



Pop.: 418,000  
Families: 115,000  
Radio Homes: 111,000

# VERMONT

TV Homes: 98,000  
AM Stas. in State: 15  
TV Stas. in State: 1

## WBTN—Bennington—1953

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By: Catamount Bcstrs. Inc.  
Address: P.O. Box 560  
Tel.: 6321 Independent  
Station Representative: Devney; Kirby  
Pres., Ch. Engr.: J. Gordon Keyworth  
Station Manager: Mrs. Belva C. Keyworth  
Comm., Prom. Mgr.: Roy M. Anderson

## WKVT—Brattleboro—1959

Frequency: 1490 Kc. Power: 250 Watts  
Owned: WKVT Corp.  
Address: 17 Dunbar St.  
Tel.: ALpine 4-2343 CBS  
Station Representative: Scmes  
President: Joseph K. Close  
General & Station Manager: Edward D. Scmes  
Program Director: Carl E. Hill  
Chief Engineer: Ernest Robarge

## 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-Rawall  
President: Theodore Feinstein  
Gen., Sta. Mgr.: Phillips Terhune  
Program Director: Loren C. Smith  
Chief Engineer: Hugh McKenny

## 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 CBS  
Representative: Weed  
President: C. P. Hasbrook  
Vice President: Stuart T. Martin  
General Mgr.: A. E. Spokes  
Commercial Mgr.: John Miller  
Program Director: William C. Dow  
Publicity Director: Charles S. Lewis  
Chief Engineer: James W. Tierney

## WDOT—Burlington—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Dot Broadcasting Corp.  
Address: 205 College St.  
Tel.: 25775 Independent  
Sta. Representative: Walker-Rawall  
President: Fortune Pope  
Station Manager: Val Carter  
Program Director: George Cameron  
Publicity Director: William Hobart  
Chief Engineer: John Carlini

## 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 ABC  
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

## WSKI—Montpelier—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Green Mt. Bcstg. Co.  
Bus. Address: 94 Main St.  
Tel.: CApitol 3-5275 ABC  
Station Representative: Walker-Rawall  
President: Eben Parsons  
Gen., Sta. Mgr.: Daniel B. Ruggles III  
Commercial Manager: Lawrence Shane  
Program Director: John Brunell  
Chief Eng.: Gera.d Marcott

## WIKE—Newport—1952

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Memphremagog Bcstg. Co.  
Business Address: Box 711  
Tel.: 832 Independent  
Sta. Rep.: Foster, Creed; Polts  
President: E. Dean Finney  
Gen. Mgr., Ch. Eng.: Donald A. Thurston

## WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts  
Owned: Central Vermont Broadcasting Corp.  
Address: Box 591  
Tel.: PR 3-3200 Independent  
Representative: Gill-Perna; Kirby  
President: John Carusone  
Station Manager: Francis McCormack  
Chief Engineer: Daneil Churchill

## 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 Independent  
Representative: Foster & Creed; Devney  
President: Philip Weiss  
Station Manager: J. H. Weiss

## WWSR—St. Albans—1941

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned By: R. I. Kimel & B. W. Grad  
Address: 75 North Main Street  
Tel.: LAkeview 4-2157 Independent  
Reps.: Webb; Kettel-Carter  
General Mgr.: Robert I. Kimel  
Commercial Mgr.: Cecil Fahll  
Program Dir.: Bruce Matthews  
Sales Prom. Mgr.: Robert Schmidt  
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...Douglas N. Drown  
 Ch. Eng...Ralph Dennis

**WCRF—Springfield—1954**

Frequency: 1480 Kc. Power: 1 Kw., d.  
 Owned-Operated By...Conn. Valley Bcstg. Co.  
 Address...106 Park St.  
 Tel.: T Turner 5-4555...Independent  
 President, Gen. Mgr...Carlo F. Zezza  
 Program Director...Howard Promer  
 Chief Eng...Gordon I. Stearns

**WDEV—Waterbury—1931**

Freq.: 550 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By...Lloyd E. Squier  
 Address...9 Stowe St.  
 Tel.: CApitol 3-5266, Montpelier...Independent  
 Station Rep...Everett-McKinney; Kettell-Carter  
 General Manager...Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir...Craig S. Parker  
 Chief Engineer...Warren Chase

**WVRJ—White River Junction  
1959**

Frequency: 910 Kc. Power: 1 Kw., d.  
 Owned...White River Enterprises  
 Address...Box 190  
 Tel.: 1590...Independent  
 Station Representative...Continental  
 President & General Mgr...Philip C. Smith  
 Commercial Manager...DuRay Smith, Jr.  
 Sales Promotion Manager...Philip P. Upton  
 Chief Engineer...Gordon I. Stearns

Pop.: 4,019,000	<b>VIRGINIA</b>	TV Homes: 818,000
Families: 1,020,000		AM Stas. in State: 93
Radio Homes: 969,000		TV Stas. in State: 12

**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

**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  
 Station Representative...Branham  
 President...Carl L. Lindberg  
 V.P., Gen. Mgr...Howard B. Hayes  
 Commercial Manager...John C. Moran  
 Sales Promotion Manager...R. E. L. Moore  
 Chief Engineer...Arthur McDougall

**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...Bernard  
 President...Cy Blumenthal  
 Executive V.P...George A. Crump  
 General Manager...Robert E. Cobbins  
 Comm. & Sls. Prom. Mgr...John F. Burgreen  
 Program Director...Warren M. Brill  
 Publicity Director...Norma Shaw  
 Chief Engineer...Stephen J. Hart

**WEAM—Arlington—1947**

Frequency: 1390 Kc. Power: 5000 Watts

Owned-Oper. By...Arlington-Fairfax Bcstg. Co.  
 Business Address...1515 N. Courthouse Rd.  
 Tel.: JA 7-7100...Independent  
 Rep...Bcst. Time Sales; Raymer  
 President...Harold H. Thoms  
 General Manager...Kenneth L. Wood  
 Local Sales Mgr...Peter A. Giordano  
 Program, Production Dir...Mark Holiday  
 Chief Engineer...Richard A. Johnson

**WBLT—Bedford—1950**

Frequency: 1350 Kc. Power: 1 Kw. d.  
 Owned-Oper. By...Bedford Bcstg. Corp.  
 Address...P. O. Box 406  
 Tel.: JJustice 6-8245...Independent  
 Pres., Gen., Sta. Mgr...J. E. Synan  
 Commercial Manager...Douglas B. Catlin  
 Chief Engineer...J. P. Laughlin

**WLSD—Big Stone Gap—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Gap Bcstg. Co.  
 Business Address...Box 224  
 Tel.: 800...Independent  
 Sta., Comm. Mgr...W. H. Wren  
 Chief Engineer...Gene Hopkins

**WKLV—Blackstone—1947**

Frequency: 1440 Kc. Power: 5 Kw., d.  
 Owned-Oper. By...Blackstone Bdcstg. Corp.  
 Address...Drawer 192  
 Tel.: 478...MBS-KBS  
 President, Gen. Mgr...H. L. Umstead

**WCYB—Bristol—1946**

Frequency: 690 Kc. Power: 10,000 Watts  
 Owned-Oper. By...Appalachian Bcstg. Corp.

## VIRGINIA

Address..... P. O. Box 1009  
Tel.: North 9-4161..... ABC  
Station Rep..... Headley-Reed  
President, Gen. Mgr..... Robert H. Smith  
Commercial Sales Prom. Mgr..... Fey Rogers  
Production Manager..... W. S. Kilgore  
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.: North 9-8112..... MBS-KBS  
Station Rep..... Walker-Rawalt  
Pres..... W. C. Nininger  
Gen., Sta. Mgr..... W. L. Nininger  
Comm. Mgr., Sales Prom. Mgr..... Jack Martin  
Chief Engineer..... John Hughlett, Jr.

### WCHV—Charlottesville—1933

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Eastern Bcstg.  
Bus.-Studio-Transmitter Address..... Rose Hill Dr.  
Tel.: 2-5121..... ABC-MBS  
Representative..... Clark  
Owner..... Charles Barham, Jr.  
General Mgr..... Robert C. Walker  
Sales Manager..... Charles Smith, Jr.  
Program & Publicity Director..... R. G. Sketchbey  
Chief Engineer..... Tom Cavanagh

### WELK—Charlottesville—1957

Frequency: 1010 Kc..... Power: 1 Kw., d.  
Owned By..... L. L. Kennedy  
Address..... Harris Rd.  
Tel.: 2-8080..... Independent  
Pres., Gen. Mgr., Ch. Eng..... Lawrence Kennedy

### WINA—Charlottesville—1949

Freq: 1400 Kc. Power: 1 Kw., d., 250 Watts, n.  
Owned-Oper. By..... Charlottesville Bcstg. Corp.  
Address..... P. O. Box 1230  
Tel.: 6-6177..... NBC  
Station Representative..... Dora-Clayton  
Pres., Gen. Mgr..... Donald G. Heyne  
Comm. Mgr..... Thomas M. Behrendt  
Prog. Dir..... Edward Desmond  
Chief Engineer..... Gene Bossieux, Jr.

### WBCR—Christiansburg—1954

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... WBCR, Inc.  
Address..... P.O. Box 1260  
Tel.: Evergreen 2-4291..... KBS  
Representative..... Cooke  
President, Gen. Mgr..... A. H. Griffith

### WCFV—Clifton Forge—1950

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... Radio WCFV  
Address..... Box 48  
Tel.: 2147..... MBS

General Manager, Ch. Eng..... Claude F. Jones  
Comm. Mgr..... N. Giebner

### WKEY—Covington—1941

Frequency: 1340 Kc..... Power: 250 Watts  
Owned..... Earl M. Key  
Business Address..... Lexington & 3rd St.  
Tel.: 8351..... ABC  
Representative..... Devney  
Station Mgr..... Earl M. Key  
Comm. Prom. Mgr..... Kenneth L. Bryant  
Program Director..... John L. Davis  
Chief Engineer..... Grover K. Fuuk

### WSVS—Crewe—1947

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  
Chief Engineer..... C. E. Wilson

### WCVA—Culpeper—1949

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Culpeper Bcstg. Corp.  
Address..... Hendricks Ave. & Radio Lane  
Tel.: Valley 5-8338..... MBS-KBS  
Representative..... Indie  
President..... Leonard T. Preston  
Gen., Sta. Mgr..... John T. Rogers  
Comm., Sales Prom. Mgr..... Tucker Butler  
Program Director..... Ed Gombos  
Publicity Director..... Ann W. Rogers  
Chief Engineer..... Gil Gildemann

### 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..... J. E. Allgood, Jr.  
Program Director..... Jim Crawford, Jr.  
Supervising Engineer..... Millard F. McKinsey

### WILA—Danville—1957

Frequency: 1580 Kc..... Power: 1 Kw.  
Owned By..... Eastern Broadcasting Corp.  
Business Address..... 560 Patton St.  
Tel.: SW 2-2133..... Independent  
President..... Roger Neuhoft  
General Manager..... Robert Walker  
Sales Prom. Mgr..... George Lund  
Station Manager..... Colin Rosse  
Chief Engineer..... Bill Purcell

### WDVA—Danville—1947

Freq.: 1250 Kc..... Power: 5 Kw. d., 1 Kw. n.

## VIRGINIA

Owned-Oper. By... Va.-Carolina Bcstg. Corp.  
 Address..... Lexington Ave.  
 Tel.: SW 2-9311..... MBS-KBS  
 Representative..... Robert S. Keller  
 Pres., Gen. Mgr..... Emerson J. Pryor  
 Commercial Mgr..... Stover Morris, Jr.  
 Program Director..... Richard Campbell  
 Chief Engineer..... Howard Clendenen

### WEVA—Emporia—1952

Frequency: 860 Kc..... Power: 1000 Watts, d.  
 Owned..... Stone Broadcasting Corp.  
 Bus. Ad..... Washington St.  
 Tel.: MEIrose 4-2133..... KBS  
 Pres., Gen., Sta. Mgr..... Willis L. Stone  
 Commercial Mgr..... Sallie J. Whitlock  
 Sales Promotion Manager..... Don Collins  
 Program Dir..... Eddie Anderson  
 Publicity Director..... Dick Phillips  
 Chief Engineer..... Elton A. Short, Jr.

### WEEL—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 Keller  
 Commercial Mgr..... I. T. Cohen  
 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..... Independent  
 Pres., Gen. Mgr., Ch. Eng., Lamar A. Newcomb

### WFLO—Farmville—1947

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Colonial Bcstg. Co.  
 Business Address..... Cumberland Rd.  
 Tel.: EX 2-4195..... Independent  
 Owner & General Manager..... Carla B. Keys  
 Station Comm. Manager..... John D. Wilson  
 Sales Promotion Manager..... T. J. Fulcher  
 Program Director..... Al Smith  
 Chief Engineer..... O. C. Covington

### WYSR—Franklin—1956

Frequency: 1250 Kc..... Power: 1 Kw., d.  
 Owned..... Franklin Broadcasting Corp.  
 Address..... 102 E. Fourth Ave.  
 Tel.: LO 2-3135..... KBS  
 V.P., Gen Mgr..... Thomas F. Clark  
 Commercial & Sales Mgr..... A. L. Drew  
 Program Director..... Ted Tater  
 Chief Engineer..... Richard Harris

### WFVA—Fredericksburg—1939

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Fredericksburg Bcstg. Corp.

Business Address..... 707 Princess Anne St.  
 Tel.: ESsex 3-7721..... ABC  
 Station Representative..... Forjoe  
 Exec. Vice-Pres..... Mrs. Marion Park Lewis  
 Gen., Sta., Comm. Mgr., Ch. Eng., J. C. Morgan  
 Program Director..... 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.: MEIrose 5-4121..... 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  
 President..... Robert V. Morris  
 Gen., Sta. Mgr..... Joe P. Crockett  
 Comm., Prom. Mgr..... Bruce Parks  
 Program Dir..... Muriel M. Bell  
 Publicity Dir..... Marguerite V. Neff  
 Chief Engineer..... Edward Boyer

### WGAT—Gate City—1959

Frequency: 1050 Kc..... Power: 250 Watts, d.  
 Owned..... Gate City Broadcasting Co.  
 Address..... Box 374  
 Tel.: FUlton 6-7025..... KBS  
 President, General Mgr..... W. V. Ramsey  
 Station Manager..... Charlie Doll  
 Commercial Manager..... James B. Roberts  
 Chief Engineer..... Richard Haselhurst

### 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..... Independent  
 Representative..... Webb  
 Pres., Gen. Mgr..... Arthur Lazarow  
 Asst. Station Manager..... Joan R. Lazarow  
 Commercial Manager..... Frank E. Cooke  
 Ch. Eng..... Kenneth S. Bradby

### WMNA—Gretna—1956

Frequency: 730 Kc..... Power: 1 Kw., d.  
 Owned..... Central Virginia Bcstg. Co.  
 Address..... Box 730  
 Tel.: 4730..... KBS  
 President..... James E. Parsons  
 General Manager..... Lyle C. Motley  
 Commercial Manager..... Edwin B. Wilson  
 Sales Promotion Manager..... Shirley Bailey  
 Program Director..... Dell Tyler  
 Publicity Director..... Charlotte Bosiger  
 Chief Engineer..... Charles Lingafelt

### WNRG—Grundy—1955

Frequency: 1250 Kc..... Power: 1 Kw., d.  
 Owned-Oper. By..... Va.-Ky. Bcstg. Co., Inc.  
 Address..... Box 245  
 Tel.: WEbster 5-7581..... Independent  
 President..... H. G. Dobson

## VIRGINIA

Gen. Mgr., Ch. 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.  
Address . . . . . P. O. Box 481  
Tel.: Park 2-6332 . . . . . NBC  
Representative . . . . . Avery-Knodel  
Pres., Gen. Mgr. . . . . Thomas P. Chisman  
V.P. & Dir. Sis. . . . . Harrol A. Brauer, Jr.  
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 . . . . . Weed  
President . . . . . J. A. Abel  
General Mgr. . . . . Chas. Dillon  
Chief Engineer . . . . . H. Richardson

### 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  
Newspaper Affil. . . . . Eve. Star; Sunday Star  
Sta. Representative . . . . . H.R. Reps  
Pres., Gen. Mgr. . . . . Hamilton Shea  
Asst. Gen. Mgr. . . . . Warren L. Braun  
Comm. Mgr. . . . . Richard Johnson  
Promotion Mgr. . . . . Andy McCaskey  
Program Director . . . . . James MacNeil  
Merch. & Publicity Dir. . . . . N. L. Royster  
Chief Engineer . . . . . J. MacFoley

### WHAP—Hopewell—1948

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . WYSR, Inc.  
Address . . . . . Box 621  
Tel.: Glenview 8-9301 . . . . . Independent  
President . . . . . S. L. Goodman  
V.P., Gen. Mgr. . . . . Charles E. Springer  
Commercial Mgr. . . . . Hollis L. Ines  
Chief Engineer . . . . . Norman Cannon, Jr.

### WAGE—Leesburg—1958

Frequency: 1290 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . WAGE, Inc.  
Business Address . . . . . Leesburg  
Tel.: Spring 7-1290 . . . . . Independent  
Station Representative . . . . . Forjoe  
President, General Mgr. . . . . W. T. Stubblefield  
Publicity Director . . . . . Worthy Caulk  
Program Director . . . . . Edward Ivory  
Chief Engineer . . . . . John Gill

### WREL—Lexington—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Rockbridge Bcstg. Co.

Address . . . . . Drawer 902  
Tel.: HCbart 3-2161 . . . . . NBC-KBS  
Representative . . . . . Indie Sales  
President . . . . . Marshall L. Wilmer  
Gen. Manager . . . . . Milton B. Henson  
Program Director . . . . . Joseph E. Lynn, Jr.  
Chief Engineer . . . . . James I. Bray, Jr.

### WBRG—Lynchburg—1956

Frequency: 1050 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Harry A. Epperson, Sr.  
Address . . . . . Box 1079  
Representative . . . . . Thomas F. Clark  
Tel.: Victor 6-6541 . . . . . KBS  
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 Uital  
Chief Engineer . . . . . John T. Orth

### WVOD—Lynchburg—1947

Freq.: 1390 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned . . . . . Lynchburg Independent Bcstrs., Inc.  
Address . . . . . P. O. Box 1300  
Tel.: VI 5-3441 . . . . . Independent  
Pres. . . . . Cy N. Bahakel  
General Sta. Mgr. . . . . Henry Hughes  
Program Dir. . . . . Frank Starling  
Sales Prom. Mgr. . . . . Carrol Seay  
Chief Engineer . . . . . Samuel Raymond

### 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 . . . . . Chas. Bernard  
President . . . . . Harold H. Hersch  
General Sta. Mgr. . . . . W. T. Merchant, Jr.  
Comm., Prom. Mgr. . . . . C. A. Sinclair, III  
Program, Publicity Dir. . . . . William D. Greenlee  
Chief Engineer . . . . . H. D. Vorhauer

### 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.  
**Address**.....P.O. Drawer 552  
**Tel.:** ME 2-9811.....Independent  
**Pres., Sta., Gen. Mgr.**.....John W. Shultz  
**Comm. Mgr.**.....Charles F. Adams  
**Program Director**.....Mrs. Grace P. Uram  
**Sales Prom. Mgr.**.....Thos. W. Patterson  
**Publicity Dir.**.....R. Lee Gilbert  
**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.....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**.....R. F. Lewis Jr., Estate  
**Address**.....Mt. Jackson  
**Tel.:** GRanite 7-3128.....Independent  
**Station Rep.**.....Forjoe  
**President**.....Marion P. Lewis  
**Gen. Comm. Mgr.**.....Philip J. Potter  
**Chief Engineer**.....Philip B. Whitney

**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

**WGH—Newport News—1928**

**Frequency:** 1310 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**...Hampton Roads Bcstg. Corp.  
**Address**.....P.O. Box 98  
**Tel.:** CHestnut 4-7333.....Independent  
**News. Affil.**.....Daily Press  
**Station Representative**.....Blair  
**President**.....Capt. W. R. Van Buren  
**General Mgr.**.....Daniel E. Hydrick  
**Asst. Mgr.**.....Ambert Dail  
**Sales Mgr.**.....Chuck Quillan  
**Program, Publicity Dir.**.....Gene Creasy  
**Chief Engineer**.....George Sokol

**WYOU—Newport News—1947**

**Frequency:** 1270 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Max Resnick  
**Business Address**.....114 24th St.  
**Tel.:** 6-1664.....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

**WAVY—Norfolk—1941**

**Frequency:** 1350 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**...Tidewater Teleradio, Inc.  
**Address**.....214 W. York St.  
**Tel.:** MA 7-2345.....Independent  
**Representative**.....H-R Reprs., Inc.  
**President**.....J. Glen Taylor  
**General Mgr.**.....Edward G. Sheridan  
**Commercial Manager**.....Clayton W. Eley  
**Program Director**.....Lee Leonard  
**Sales Promotion Manager**.....Mike Schaffer  
**Chief Engineer**.....Gilbert Hoffman

**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  
**Pres., Gen. Mgr.**.....Roy La Mere  
**Commercial Manager**.....Richard Powers  
**Program Director**.....Joe Huppel  
**Chief Engineer**.....Walter Adams

**WLOW—Norfolk—1946**

**Frequency:** 1400 Kc.....**Power:** 250 Watts d.  
**Owned By**.....James Bcstg. Corp.  
**Bus-Studio Addr.**.....731 Boush St.  
**Tel.:** MADison 7-5677.....MBS-ABC  
**Station Representative**.....Headley-Reed  
**General Manager**.....Michael Henry  
**Commercial Manager**.....Paul Enright  
**Prog. Dir.**.....Bruce M. Miller  
**Chief Engineer**.....R. Flaag

**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.**.....Jack H. Harris  
**Commercial Manager**.....Joshua Barry  
**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  
**President**.....O. Wayne Rollins  
**V.P. Gen. Mgr.**.....Paul von Hagel  
**Commercial Mgr.**.....Stu Baroness  
**Program Dir.**.....Sid Woods  
**Publicity Dir.**.....Leola Dyson  
**Chief Eng.**.....Glen Frazier

# VIRGINIA

## 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 Potry  
Bd. Chairman..... Campbell Arnoux  
President, Gen. Mgr..... Robert M. Lambe, Jr.  
V.P., Operations..... John C. Peffer  
Director of Radio..... John A. Black  
Commercial Manager..... Harry W. Moore, Jr.  
Promotion Manager..... James W. Evans  
Prog. Dir..... Boyd Harrier  
Publicity Director..... Joel Carlson  
Chief Eng..... R. L. Lindell

## WNVA—Norton—1946

Frequency: 1350 Kc. Power: 5000 Watts  
Owned..... Radio-Wise, Inc.  
Address..... Progress Bldg.  
Tel.: 700..... KBS  
President & General Mgr..... R. B. Helms  
Station Manager..... Jack Helms  
Program Dir. & Comm. Mgr..... Jack Darnell  
Chief Engineer..... John McMullen

## WJMA—Orange—1949

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Charlottesville Bcstg. Co.  
Address..... Box 271  
Tel.: 7263..... KBS  
President..... Donald G. Heyne

## WSWV—Pennington Gap—1959

Frequency: 1570 Kc. Power: 1 Watt d.  
Owned By..... Lee County Bcstg. Co.  
Address..... Pennington Gap  
Tel.: 520..... Independent  
Owners..... D. Gabriel & Cas Walker  
General Mgr..... Susan Gabriel  
Station Mgr..... Mrs. J. B. Cooke  
Chief Engineer..... C. Pennington

## WPVA—Petersburg—1955

Frequency: 1280 Kc. Power: 5000 Watts d.  
Owned-Operated By..... Harry A. Epperson, Jr.  
Business Address..... Box 87  
Tel.: RE 2-3478..... KBS  
Pres., Sta. Mgr..... Harry E. Epperson, Jr.

## 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  
Commercial Manager..... J. R. Speciale  
Program Director..... Richard Newman  
Publicity & Sls. Prom. Mgr..... Arthur Lane  
Chief Engineer..... Charles Lewis

## WPUV—Pulaski—1946

Frequency: 1580 Kc. Power: 5000 Watts. d.  
Owned-Oper. By..... WPUV, Inc.  
Business Address..... P.O. Box 351  
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..... P.O. Box 1207  
Tel.: NEptune 9-2461..... Independent  
General Mgr..... E. B. Evans  
Chief Engineer..... B. L. Bowman

## 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  
President..... J. Powell Royall  
Gen., Sta. Mgr..... J. H. Lee

## WANT—Richmond—1951

Frequency: 990 Kc. Power: 1000 Watts. d.  
Owned..... United Broadcasting Co.  
Address..... 513 N. Main Street  
Tel.: Milton 3-8368..... Independent  
President..... Richard Eaton  
General Manager, Chief Eng..... S. J. Bell

## WEET—Richmond—1955

Frequency: 1320 Kc. Power: 1000 Watts. d.  
Owned..... Radio Richmond, Inc.  
Address..... Broad-Grace Arcade  
Tel.: MI 9-1223..... Independent  
Station Representative..... Masla  
General, Sta. Mgr..... Mel Levine  
Program Dir..... Jess Du Boy  
Chief Engineer..... Kenneth Shelton

## 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..... Avery-Knodel  
President..... Ben Strouse  
General Manager..... Sid Magelof  
Vice President..... Sam Feldman  
Commercial Manager..... W. C. Pulley  
Program Director..... Earl Stogner  
Publicity Director..... Virginia Pie  
Chief Engineer..... Clifford Inmann

## WMBG—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  
Station Representative..... Bolling  
President, Sta. Mgr..... Wilbur M. Havens



Assistant & Comm. 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. . . . . CBS  
 Newspaper Affil. News Leader; Times Dispatch  
 Representative. . . . . Edward Petry  
 President. . . . . D. Tennant Bryan  
 Gen. Station Mgr. . . . . E. S. Whitlock  
 General Sales Manager. . . . . Frank Soden  
 Prog. Dir. . . . . Ray Schreiner  
 Pub., Prom. Director. . . . . Mrs. Jane Creasy  
 Chief Engineer. . . . . E. V. Wolstenholme, Jr.

**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. . . . . MBS  
 President. . . . . Thomas Tinsley  
 V.P., General Mgr. . . . . Harvey L. Hudson  
 V.P. . . . . I. G. Abeloff  
 Commercial Mgr. . . . . L. A. Kahn  
 Program Dir. . . . . David Lyman  
 Sales Prom. Mgr. . . . . Don P. Lee  
 Ch. Eng., Oper. Mgr. . . . . Tom Kita

**WRVA—Richmond—1925**

Frequency: 1140 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Larus & Brother Co.  
 Address. . . . . Box 1516  
 Tel.: MILton 3-5633. . . . . NBC  
 Representative. . . . . Peters, Griffin, Woodward  
 Vice President. . . . . C. T. Lucy  
 General Manager. . . . . John B. Tansey  
 Sales Manager. . . . . Harold Barre  
 Promotion Pub. Dir. . . . . Irby N. Hollans, Jr.  
 Program Manager. . . . . Jack B. Clements  
 Chief Engineer. . . . . Rudolph W. Raabe

**WXGI—Richmond—1947**

Frequency: 950 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Radio Virginia, Inc.  
 Bus-Studio Address. . . . . 300 German School Rd.  
 Tel.: BE 3-7666. . . . . Independent  
 President. . . . . Douglas H. Robertson  
 Gen. Comm. Mgr. . . . . David M. Wilburn  
 Chief Engineer. . . . . R. T. Coddington

**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

**1<sup>ST</sup>**

**IN RICHMOND!!!**

LISTENERS

PULSE — August 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 & General Manager—HARVEY HUDSON  
 Vice President—IRVIN G. ABELOFF

National Representatives

Select Station Representatives—New York, Philadelphia, Baltimore, Washington

McGavren-Daren—Chicago, Detroit, Los Angeles, San Francisco

Clarke Brown Company — Dallas, Houston, New Orleans, Atlanta

# VIRGINIA

V.P., Broadcasting Dir. . . . . Ray P. Jordan  
Sta., Comm. Mgr. . . . . Frank E. Koehler  
Sales Prom., Pub. Dir. . . . . Tom J. Morrison  
Program Director . . . . . J. Dexter Mills  
Chief Engineer . . . . . J. Robert Crowley

## WHYE—Roanoke—1957

Frequency: 910 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Roanoke Broadcasters, Inc.  
Business Address . . . . . American Theater Bldg.  
Tel.: Diamond 5-0988 . . . . . Independent  
Sta. Rep. . . . . O'Connell; Brown  
President . . . . . Joseph Mullen  
Exec. V.P., Gen. Mgr. . . . . Allan W. Roberts  
General & Station Mgr. . . . . Jon A. Holiday  
Program Director . . . . . Louis Farraye  
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  
General Mgr. . . . . Cy Bahakel

## WROV—Roanoke—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . WROV Bcstrs., Inc.  
Bus.-Studio Address . . . . . 15th & Cleveland Ave.  
Tel.: DI 3-4444 . . . . . ABC  
Representative . . . . . Masla  
Pres., Gen. Mgr. . . . . Burton L. Levine  
Chief Engineer . . . . . Michael Kavanaugh

## 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 4-9226 . . . . . NBC  
Representative . . . . . John Blair  
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.  
Publicity Director . . . . . Andrew Petersen  
Asst. Mgr. for Eng. . . . . J. P. Briggs

## WYTI—Rocky Mount—1956

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . WYTI, Inc.  
Business Address . . . . . Main St.  
Tel.: HU 3-9955 . . . . . KBS  
Station Representative . . . . . Webb  
President . . . . . S. L. Goodman  
General Station Mgr. . . . . Lester L. Williams  
Commercial Manager . . . . . William E. Jefferson  
Program Director . . . . . Fred W. Vopper  
Sales Promotion Mgr. . . . . Mrs. L. W. Frith  
Chief Engineer . . . . . William A. Farley

## WBLU—Salem—1956

Frequency: 1480 Kc. . . . . Power: 5 Kw., d.  
Owned By . . . . . Salem Bcstg. Co.  
Address . . . . . P. O. Box 408  
Tel.: DUpon 9-5443 . . . . . Independent  
Station Representative . . . . . Webb  
President Ch. Eng. . . . . M. C. Bowers, Jr.  
General & Station Manager . . . . . R. Bentley

## WHLF—South Boston—1947

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Halifax Bcstg. Co.  
Address . . . . . Webster St  
Tel.: 2-9988 . . . . . Independent  
Gen., Comm. Mgr. . . . . John L. Cole, Jr.

## WJWS—South Hill—1953

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Old Belt Bcstg. Corp.  
Address . . . . . P. O. Box 216  
Tel.: HI 7-4007 . . . . . Independent  
President, Gen. Mgr. . . . . W. B. Holler  
Station, Program Mgr. . . . . A. W. Wallhall  
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—1945

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Charles P. Blackley  
Business-Studio Address . . . . . Morrison Bldg.  
Tel.: TU 6-6666 . . . . . ABC  
General Manager . . . . . Charles P. Blackley  
Sta., Comm. Mgr. . . . . Charles E. Seebeck  
Program Director . . . . . Ray H. Honaker, Jr.  
Chief Engineer . . . . . Rex C. Houser

## WHEO—Stuart—1959

Freq: 1460 Kc. . . . . Power: 1 Kw., d. 500 W. n.  
Owned By . . . . . Patrick-Henry Broadcasting Corp.  
Address . . . . . Box 294  
Tel.: OWen 4-3114 . . . . . Independent  
President, General Mgr. . . . . John W. Shultz  
Station Manager, Pub. Dir. . . . . Henry Hill  
Commercial Manager . . . . . Charlie Adams  
Sales Promotion Manager . . . . . T. W. Patterson  
Program Director . . . . . Barbara Rakes  
Chief Engineer . . . . . Roy Russell

## WLPM—Suffolk—1940

Freq: 1460 Kc. . . . . Power: 1 Kw., d., 5 Watts. n.  
Owned-Operated By . . . . . Suffolk Bcstg. Corp.  
Address . . . . . Box 626

## VIRGINIA-WASHINGTON

Tel.: 2394.....MBS-KBS  
 President.....Fred L. Hart  
 General & Station Mgr.....L. Earl Hundley  
 Commercial Manager.....Bob Flanagan  
 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

### WBOF—Virginia Beach—1954

Frequency: 1550 Kc.....Power: 5 Kw. d.  
 Owned.....Va. Beach Bcstg. Corp.  
 Address.....Box 536  
 Tel.: GArden 8-3434.....KBS  
 Station Representative.....Forjoe  
 Pres., Gen. Mgr.....Leo Hoarty  
 Sta. Mgr., Prog. Dir.....Bob Gheza  
 Sales Promotion Manager.....Bill Rhyme  
 Publicity Director.....Wade Williams  
 Chief Engineer.....Jack Garrison

### WNNT—Warsaw—1949

Frequency: 690 Kc.....Power: 250 Watts d.  
 Owned.....Grayson Headley  
 Address.....Warsaw  
 Tel.: ED 3-6900.....KBS  
 General Mgr.....Grayson Headley  
 Commercial Mgr.....Ruth R. Rouzie  
 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, Chief Eng.....Thomas H. Strothman  
 General, Station Mgr.....Francis I. Lambert  
 Commercial Manager.....George G. Gately  
 Program Director.....Daniel B. Bradley

### WKTF—Warrenton—1957

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned By.....WKFT, Inc.  
 Business Address.....Warren Green Hotel  
 Tel.: 1420.....Independent  
 Gen., Sta. Mgr.....Bob Greiner  
 Chief Engineer.....Albert Moore

### WAYB—Waynesboro—1948

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Waynesboro Bcstg. Corp.  
 Business Address.....526 W. Main St.  
 Tel.: WH 3-6061.....MBS  
 Rep.....Donald Cooke  
 Pres., Gen., Sta. Mgr.....N. Wilbur Kidd  
 Comm., Sales Prom. Mgr.....Al Charles  
 Prog. Dir.....Robert V. Thomas  
 Chief Engineer.....William T. Gabbert

### WBCI—Williamsburg—1959

Frequency: 740 Kc.....Power: 500 Watts  
 Owned By.....Williamsburg Bcstg. Co., Inc.  
 Address.....3855 30th St., Arlington  
 Tel.: JAckson 5-7566.....Independent  
 President.....Richard S. Cobb  
 Commercial Manager.....Robert J. Phillips  
 Chief Engineer.....Kenneth S. Bradby

### WINC—Winchester—1941

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Richard F. Lewis, Jr., Inc.  
 Business Address.....Kerr St.  
 Tel.: MOhawk 2-4855.....ABC  
 Station Representative.....Forjoe  
 President.....Marion P. Lewis  
 Gen. Mgr., Chief Engineer.....Phil Whitney  
 Program Director.....John Lewis  
 Publicity Director.....Roy Nester

### WYVE—Wytheville—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wythe County Bcstg. Co.  
 Address.....195 S. 1st St.  
 Tel.: CApitol 8-3185.....Independent  
 General Manager.....Arthur M. Gates  
 Commercial Manager.....Edward A. Zuber  
 Program Director.....Frank Fox Lindamood  
 Chief Engineer.....W. Jack Fleming

Pop.: 2,975,000

Families: 888,000

Radio Homes: 869,000

## WASHINGTON

TV Homes: 736,000

AM Stas. in State: 80

TV Stas. in State: 12

### KBKW—Aberdeen—1949

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KBKW, Inc.  
 Address.....701 E. Heron St.  
 Tel.: LEnox 2-1450-1.....Independent  
 Station Rep.....Devney; Feltis  
 President.....Archie Taft, Jr.

Gen., Sta. Mgr.....Mahlon R. Taft  
 Program Director.....Gordy Dru  
 Publicity Director.....Gene Brookins  
 Chief Engineer.....Bob Smading

### KXRO—Aberdeen—1927

Frequency: 1320 Kc.....Power: 1000 Watts

## WASHINGTON

Owned-Oper. By ..... KXRO, Inc.  
Address ..... P.O. Box 1120  
Tel.: LEnox 3-1320 ..... Independent  
Sta. Representative ..... Weed  
President ..... Helen G. Spence  
General Manager ..... Fred G. Goddard  
Comm. Mgr. .... Roy Johnson  
Sales Prom. Manager ..... Monte Cook  
Station Mgr. .... Dale Gunderson  
Program Dir. .... Phil Wacker  
Chief Engineer ..... Robert Smadino

### KACT—Anacortes—1956

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned ..... Fidalgo Bcstg. Inc.  
Address ..... 2920 Commercial St.  
Tel.: CY 4-2345 ..... KES  
Sta. Representative ..... Wagner; Webb  
Pres., Gen. Mgr. .... James C. Frits  
Sales Promotion Mgr., Pro. Dir. .... J. Bailey  
Chief Engineer ..... Donald Knuteson

### KASY—Auburn—1958

Frequency: 1220 Kc. .... Power: 250 Watts, d  
Owned By ..... Auburn Broadcasters, Inc.  
Address ..... P.O. Box 459  
Tel.: TEMple 3-5220 ..... Independent  
Station Representative ..... Feltis  
President ..... Edward Garre  
Co-Owner, Prom. Mgr. .... Johnny Mowbray  
Program Director ..... Brian Calkins  
Publicity Dir. .... Joel P. Buffington  
Chief Engineer ..... Frank C. 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  
Station Representative ..... Pearson  
President General Mgr. .... Kemper Freeman  
Station Manager ..... Howard M. Shapiro  
Program Director ..... Dick Stokke  
Sales Promotion Manager ..... Mick Tacher  
Publicity Director ..... Jay Ward  
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 & Feltis  
Pres., Gen., Sta. Mgr. .... Donald T. Haveman  
Commercial, Sales Prom. Mgr. .... Edgar Marroy  
Program Director, Ch. Eng. .... Paul Schust  
Publicity Director ..... William G. Lehr

### KPUG—Bellingham—1947

Frequency: 1170 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... KPUG, Inc.  
Business Address ..... 2340 E. Sunset Dr.  
Tel.: REgent 4-1170 ..... Independent  
Newspaper Affil. .... Othell (Wa.) Outlook  
Station Representative ..... Pearson; Day

President ..... Jessica L. Longston  
Ex. V.P. .... Robert E. Pollock  
Gen. Manager ..... John DiMèo  
Comm. Mgr. .... James Tinker  
Sts. Prom. Mgr. .... Bernie Veleke  
Program Director ..... Lee White  
Publicity Director ..... Jim Hill  
Chief Engineer ..... Donald E. Pinney

### KVOS—Bellingham—1927

Frequency: 790 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... KVOS, Inc.  
Address ..... 1151 Ellis St.  
Tel.: REgent 3-4567 ..... ABC  
Sta. Reps. .... Moore; Weed  
President ..... Rogan Jones  
General Mgr. .... David Mintz  
Station, Comm. Mgr. .... Cal Marn  
Program Dir. .... Al Swift  
Publicity Dir. .... Marian Boylan  
Chief Engineer ..... John Price

### KARI—Blaine—1959

Frequency: 550 Kc. .... Power: 500 Watts, d.  
Owned ..... Birch Bay Bcstg. Co.  
Address ..... Lcomis Rd.  
Tel.: Blaine ..... Independent  
President ..... George A. Wilson  
General Manager, Ch. Eng. .... D. J. Bevilacqua

### KBRO—Bremerton—1947

Frequency: 550 Kc. .... Power: 500 Watts, d.  
Owned ..... Bruce Bartley  
Business Address ..... 205 Washington Ave.  
Tel.: ESsex 7-3995 ..... Independent  
Station Rep. .... Feltis; Pearson; Jacobson  
General Manager ..... Linc Perry  
Office Manager ..... Shirley Seid  
Sales Prom. Mgr. .... Bruce Perry  
Program Director ..... Dick Falk  
Chief Engineer ..... Bob Adams

### KPVA—Camas—1956

Frequency: 1480 Kc. .... Power: 1 Kw., d.  
Owned By ..... William B. & Cathryn C. Murphy  
Address ..... Washington Hotel, Portland, Ore.  
Tel.: CApiole 3-1977 (Portland) ..... Independent  
Representatives ..... Moore, Best  
President, Comm. Mgr. .... Wm. B. Murphy  
Station Mgr. .... Cathryn Murphy  
Sales Prom. Mgr. .... Clarence Hagerty  
Program Director ..... Lee Fiksdal  
Asst. Ch. Eng. .... Vincent N. Ast, Jr.

### 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 ..... ABC  
Rep., Walker, O'Connell, McGavren, Art Moore  
President ..... J. Elroy McCaw  
Gen., Sta. Mgr. .... Joe Chytil  
Commercial, Sales Prom. Mgr. .... Dick Dawson  
Program Director ..... Donald Younghans

Publicity Director.....Dick Nichols  
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.....Ed Kelley

**KOZI—Chelan—1957**

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned.....Lake Chelan Bcstg. Corp.  
Address.....P.O. Box 545  
Tel.: 440.....Independent  
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  
President, Gen. Mgr.....Adrian DeVries  
Program Director.....Betty DeVries  
Publicity Dir.....Brad Lowe  
Chief Engineer.....E. O. McVay

**KCVL—Colville—1955**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Colville Bcstg. Co.  
Bus. Address.....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.....N. 190th & Fremont Ave, Seattle  
Tel.: LI 3131.....Independent  
President.....A. B. Martin  
Station Manager.....Harry Hieber  
Commercial Manager.....Paul Cathey  
Chief Eng.....Walter Jamison

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Western Bcstrs, Inc.  
Address.....Box 600  
Tel.: WOODland 2-1488.....Independent  
President.....D. K. McBride

**KULE—Ephrata—1949**

Frequency: 730 Kc.....Power: 1000 Watts  
Owned By.....Coulee Bcstg. Corp.

Address.....118 B. N. W.  
Tel.: SK 4-4686.....Independent  
Representative.....Feltis; Jacobson; Allen  
President, General Mgr.....Donald R. Berry  
Program Director.....Weymuth Simpson  
Chief Engineer.....Lloyd C. Hannah

**KQTY—Everett—1957**

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned.....Cutie Radio, Inc.  
Address.....3021 Rockefeller  
Tel.: ALpine 9-6111.....Independent  
Representative.....Forjoe; Feltis; Jacobson  
President.....Wally Nelskog  
Gen. Mgr.....Warren R. Johnson  
Sales Promotion Manager.....Nick Lacy  
Prog. Dir.....Ray Courtmanch  
Chief Engineer.....Lee Hurley II

**KRKO—Everett—1920**

Frequency: 1380 Kc.....Power: 5 Kw.  
Owned.....Everett Bcstg. Co., Inc.  
Address.....P. O. Box 916  
Tel.: ALpine 9-1144.....Independent  
Station Representative.....Devney; Moore  
Pres., Gen. Mgr.....W. R. Tatt  
Program Director.....Bob Woldron  
Chief Engineer.....Dale Good

**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.....K-L Bcstg.  
Address.....P. O. Box 90  
Tel.: EX 3-4900.....Independent  
Station Rep.....Moore; Bolles; Allen  
President.....Margaret A. Nagle  
Gen., Sta. Mgr.....John F. Carlson  
Commercial Manager.....Warren Peterson  
Program Director.....Robert Van Roy  
Chief Engineer.....Byron Swanson

**KEPR—Kennewick—1949**

Frequency: 610.....Power: 5000 Watts  
Owned-Oper. By.....KEPR, Inc.  
Address.....P.O. Box 437  
Tel.: JUSTice 6-6184.....CBS  
Representative.....Hollingbery  
President.....Thomas C. Bostic  
General Mgr.....Monte Strohl  
Comm. Mgr.....W. Grogan

**KNBX—Kirkland—1947**

Frequency: 1050 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Eastside Bdcstg. Co.

## WASHINGTON

Business Address.....Box 338  
Tel.: VAndyke 2-1201.....K8S  
General Manager.....G. A. Wilson  
Program Director.....R. Ania Busek  
Chief Engineer.....A. W. Lehnhoff

### KFHA—Lakewood—1959

Frequency: 1480 Kc.....Power: 1000 Watts d.  
Owned By.....KFHA, Inc.  
Address.....Box 3309, Tacoma  
Tel.: JUNiper 8-1811.....Independent  
General Prom. Mgr.....Robert R. Smith  
Station Mgr.....David Tolle  
Program Dir.....Jerry Sweet  
Chief Engineer.....Jack Buss

### KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....K-BAM Bcstg. Co.  
Business Address.....Box 31  
Tel.: HA 3-1210.....Independent  
Station Rep.....Holman; Grant; Wagner  
President.....Paul D. Wickre  
General Mgr.....H. Shade  
Commercial Manager.....Al Weeks  
Program Director.....Charles Nelson  
Chief Engineer.....L. W. Pananen

### KEDO—Longview—1938

Frequency: 1400 Kc.....Power: 230 Watts  
Owned-Oper. By.....Triad Bcstg. Corp.  
Address.....P. O. Box 779  
Tel.: HA 5-1500.....ABC  
Representative.....Feltis; Pearson  
President.....William E. Boeing, Jr.  
General Sta. Mgr.....Don L. Veith  
Commercial Mgr.....Vern Eaton  
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.....MBS-KBS  
Station Representative.....Day; Pearson  
President.....Jessica L. Longston  
Gen. Manager.....James L. Hamstreet  
Station Manager.....Gene Wagner  
Program Director.....Bill Newland, Jr.  
Chief Engineer.....Walt Bjerke

### KWIQ—Moses Lake—1956

Frequency: 1260 Kc.....Power: 1000 Watts, d.  
Owned By.....Cascade Broadcasting Co.  
Business Address.....815 W. Broadway  
Tel.: ROCKwell 5-5678.....Independent  
Stations Reps.....Hollingbery; Moore  
President.....Thomas C. Bostie  
General Mgr.....Joe Kendall  
Station Mgr.....Larry Roberts  
Program Dir.....Ed Dahiin  
Sales Prom. Mgr.....Fred Linde  
Publicity Dir.....Allan J. Holzinger  
Chief Engineer.....Jim Bell

### KBRC—Mount Vernon—1946

Freq.: 1430 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By.....Beckley Radio Co.  
Address.....P. O. Box 240  
Tel.: GARfield 4-2430.....Independent  
Representative.....Art Moore  
Pres., Gen., Sta. Mgr.....Leo H. Beckley  
Commercial Mgr.....Ted Frayling  
Prog., Pub. Director.....Jerry Gibson  
Chief Engineer.....Burt McAllister

### KGY—Olympia—1922

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tom Olsen  
Address.....P.O. Box 710  
Tel.: WHITEhall 3-1240.....MBS-ABC  
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: 920 Kc.....Power: 1 Kw. d.  
Owned.....KITN Corp.  
Address.....610 S. Columbia Street  
Tel.: FL 7-7718.....Independent  
Representative.....Feltis; Grant; Jacobson  
Pres., Gen. Mgr.....D. Whitman  
Chief Engineer.....Dave Hubert

### KOMW—Omak—1947

Frequency: 680 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KOMW, Inc.  
Address.....Box 151  
Tel.: 20.....Independent  
Representative.....Feltis; Ayres  
President.....R. L. McNelt  
General Manager.....Dean Nichols  
Comm. Mgr.....Jerry Weaver  
Program Director.....Mrs. Betty Uht  
Chief Engineer.....W. Miltenberger

### KRSC—Othello—1958

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Othello Radio  
Address.....Box 1400  
Tel.: HU 8-2791.....KBS  
Station Representative.....Jacobson  
General Mgr.....R. E. Pollock  
Station Commercial Mgr.....C. Sheppard, Jr.  
Chief Engineer.....Donald Lockwood

### KORD—Pasco—1956

Frequency: 910 Kc.....Power: 1 Kw., d.  
Owned.....KORD, Inc.  
Address.....Box 485  
Tel.: LI 7-9791.....Independent  
Representative.....Pearson; Feltis; Jacobson  
Gen. Mgr.....Wally Reid

### KPKW—Pasco—1945

Frequency: 1340 Kc.....Power: 250 Watts

## WASHINGTON

Owned By.....KPKW Radio  
Address.....Chase at "A" St.  
Tel.: Pasco.....KBS  
General Mgr.....J. M. Wages  
Operations Mgr.....R. Hill

### 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 Procter  
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; Wagner  
President.....Ray Rockstrom  
General Station Mgr.....J. L. Quinn  
Comm. Prom. Mgr.....Lloyd Reiswig  
Program Director.....Verla Argo  
Chief Engineer.....D. Trostel

### KOFE—Pullman—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned By.....KOFEL Inc.  
Address.....P.O. Box 318  
Tel.: LOgan 4-5251.....ABC  
Sta. Reps.....Ayres; Continental  
President, General Mgr.....Herbert Everitt  
Commercial Mgr.....William Wippel  
Chief Engineer.....Merrill Price

### KAYE—Puyallup—1951

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Henry Perozzo  
Address.....P. O. Box 271  
Tel.: THornwall 5-1711.....Independent  
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 By.....Willapa Broadcasting Co.  
Address.....Willapa Hotel  
Tel.: 1010.....KBS  
Station Rep.....Art Moore

General Manager.....R. E. Claunch  
Comm. Mgr.....J. W. Reavley  
Chief Engineer.....Robert Sheetz

### KQDE—Renton—1946

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper By.....Cutie Radio Inc.  
Address.....P.O. Box 91  
Tel.: ALpine 5-8245.....Independent  
Gen. Mgr., Ch. Eng.....W. N. Nelskog  
Comm. Mgr.....Bill Love

### KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts  
Owned-Oper. By.....D & D Broadcasters, Inc.  
Address.....P. O. Box 767, Pasco, Wash.  
Tel.: LIBerty 7-3388.....Independent  
Rep.....Weed; Wagner; Walker-Rawalt  
President, General Mgr.....L. G. Dix  
Comm. Mgr.....Thomas Wood  
Chief Engineer.....Joseph Muench

### KAYO—Seattle—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Wash. Telecasters, Inc.  
Add., Trans. Loca.....2939 Fourth Ave. So.  
Tel.: MAin 3-2480.....MBS  
Station Representative.....Young  
President.....Jessica L. Longston  
General Station Mgr.....R. E. Pollock  
Comm. Mgr.....Gilbert C. Bond  
Prog. Dir.....Ray Golden  
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.....NBC  
Station Rep.....Blair  
President.....Mrs. A. Scott Bullitt  
V.P. Broad. Div.....Otto P. Brandt  
V.P. Business.....Henry B. Owen  
Comm., Sta. Mgr.....Earl F. Reilly  
Program Dir.....William L. Clark  
Sales Promotion.....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.: AT 3-9800.....CBS  
Representative, Peters, Griffin, Woodward, Inc.  
President, General Mgr.....Saul Haas  
Station, Commercial Mgr.....William F. Tucker  
Publicity Director.....Jack Sullivan  
Program Director.....Don Brice  
Chief Engineer.....Jim Upthegrove

### KJR—Seattle—1923

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Seattle-Portl. Radio  
Address.....P.O. Box 3726



*"The Alton Sound"*

*(the ones who buy!)*



5000 WATTS — TOP OF YOUR DIAL **MUSIC FOR ADULTS AND MATURE YOUNG PEOPLE**

**WASHINGTON**

Tel.: WEst 7-5160 Independent  
Representative Eastman  
Pres., Gen Mgr. Lester M. Smith  
Commercial Manager Gaylen S. Blackford  
Pgm. Director Homer Pope  
Chief Engineer George Newton

**KOL—Seattle—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By Seattle Bcstg. Co.  
Bus.-Studio Address 1100 W. Florida St.  
Tel.: MA 2-2312 Independent  
Representative Bolling  
President Marie S. Taft  
Gen., Sta. Mgr. Archie Taft, Jr.  
Nat. Sls. Mgr. Fred von Holen  
Commercial Manager W. L. Simpson  
Program Director Howard Hall  
Publicity Director Robert Ward  
Chief Engineer Dallas Barnard

**KOMO—Seattle—1927**

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 ABC  
Representative Katz  
President O. W. Fisher  
Gen. Mgr. W. W. Warren  
Comm. Manager John Bohne  
Station Manager Maitland Jordan  
Sls. Prom. Mgr. Bob Ryan  
Program Director David Robinson  
Publicity Mgr. Margaret Frey  
Chief Engineer C. E. Miller

**KTIX—Seattle—1956**

Frequency: 1590 Kc. Power: 5000 Watts d.  
Owned-Operated By KTIX, Inc.  
Business Address 101 Bellevue Ave. North  
Tel.: EAsT 3-1590 Independent  
Station Representative Gill-Perna; Allen  
Pres., Gen. Mgr. Hugh Ben LaRue  
Comm. Mgr. Gil Wellington  
Chief Engineer Robert Pigg

**KTW—Seattle—1920**

Frequency: 1250 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned The First Presbyterian Church  
Business Address 710 Madison  
Tel.: MUtual 2-1250 Independent  
Station Representative Pickens  
President Glenn T. Whitney  
Gen., Sta. Mgr. Don J. Bevilacqua  
Commercial Manager George W. Boucher  
Program Director John Sherman  
Ch. Eng. James S. Ross

**KVI—Seattle—1929**

Frequency: 570 Kc. Power: 5000 Watts  
Owned By Golden West Bcstrs., Inc.  
Address Tower Bldg.  
Tel.: MUtual 2-3100 Independent  
Sta. Representative AM Radio Sales  
President Robert O. Reynolds  
Comm. Prom. Mgr. Gibbs Lincoln

Program Dir.....Bob Cooper  
 Publicity Dir.....Tom Chaussee  
 Chief Engineer.....Joe D. Kolesar

**KXA—Seattle—1926**

Frequency: 770 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KXA, Inc.  
 Bus.-Studio Address.....320 Second Ave., W.  
 Tel.: ATwater 4-8600.....Independent  
 Representative.....Meeker  
 President.....Wesley I. Dumm  
 Vice President.....R. W. Wassenberg  
 Station Manager.....A. J. Stahmer  
 Program Director.....James Warren  
 Chief Engineer.....John Dubuque

**KGA—Spokane—1926**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gran Bcstg. Co.  
 Address.....6228 S. Regal  
 Tel.: KE 4-0631.....Independent  
 Representative.....Hollingbery  
 President.....L. F. Gran  
 General Mgr.....A. M. Vogel

**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

**KLYK—Spokane—1921**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KLYK, Inc.  
 Address, Trans. Loca.....Realty Bldg.  
 Tel.: Rlverside 7-8033.....Independent  
 Sta. Representative.....Bolling  
 President, Gen. Mgr.....Bill Simpson  
 Program Director.....Glenn Huston  
 Chief Engineer.....Ryder Chronic

**KNEW—Spokane—1947**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Operated By...Seattle-Portland Radio  
 Address.....P.O. Box 8033  
 Tel.: FA 5-2603.....Independent  
 Station Representative.....Eastman  
 President, Gen. Mgr.....Lester M. Smith  
 Comm. Sta. Mgr.....Hugh MacPherson  
 Program Dir.....Bob Adkins  
 Merchand. Dir.....Gene Ray  
 Chief Engineer.....Vince Hoffart

**KPEG—Spokane—1957**

Frequency: 1380 Kc.....Power: 5 Kw. d.  
 Owned.....Bellevue Bcstrs.

Address.....1527 W. 2nd Ave.  
 Tel.: MADison 4-0454.....Independent  
 President.....H. Kemper Freeman  
 Gen. Mgr., Ch. Engr.....Larry Lester

**KCFA—Spokane—1959**

Frequency: 1330 Kc.....Power: 5 Watt, d.  
 Owned By.....Christian Serv. Inc.  
 Address.....5408 Freya St.  
 Tel.: KEystone 5-3077.....Independent  
 President.....R. L. Stensland  
 General Mgr.....H. J. Chandler

**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  
 Sta. Representative.....Petry  
 President.....Louise Wasmer  
 General, Sta. Mgr.....Robert Temple  
 Comm. Prom. Mgr.....Peter Lyman  
 Program, Publicity Dir.....Bob Carmichael  
 Chief Engineer.....Ed Antosyn

**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.....H-R; Feltis; Jacobson  
 Pres.....Norman Alexander  
 General Manager.....James R. Agostino  
 Station, Commercial Mgr.....Al LaCom  
 Sales Promotion Manager.....Jack Lantry  
 Program Director.....Jerry Lange  
 Chief Engineer.....George Langford

**KZUN—Spokane—1955**

Frequency: 630 Kc.....Power: 500 Watts, d.  
 Owned.....KZUN, Inc.  
 Address.....Box 123  
 Tel.: WA 4-2400.....Independent  
 Representative.....Wagner  
 President, General Mgr.....Robert L. Swartz  
 Station Mgr., Pub. Dir.....Arthur R. MacKeivie  
 Sales, Commercial Mgr.....Dick Wright  
 Program Director.....Stanley G. Witter  
 Chief Engineer.....Jack Feldhausen

**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.....H. Spidle

**KMO—Tacoma—1926**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned.....Tacoma Radio Corp.

## WASHINGTON

Address..... P. O. Box 1651  
Tel.: WA 2-8733..... Independent  
Station Representative..... Avery-Knodel; Moore  
Pres., Gen. Sta. Mgr..... J. Archie Morton  
Nat. Sales Mgr..... Danny Dever  
Prom., Pub. Dir..... Win McCracken  
Chief Engineer..... Duane White

### KTAC—Tacoma—1941

Frequency: 850 Kc..... Power: 1000 Watts  
Owned-Operated By..... Tacoma Bcstrs., Inc.  
Address..... Winthrop Hotel  
Tel.: BR 2-2241..... Independent  
Sta. Reps..... Pearson; Felts; Jacobson  
President Gen. Mgr..... Jerry Geehan  
Assistant Manager..... John Condon  
Program Director..... Dick Weeks  
Chief Engineer..... R. C. Velo

### KTNT—Tacoma—1952

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Tribune Publ. Co.  
Address..... So. 11th & Grant Sts.  
Tel.: FU 3-2561..... Independent  
Newspaper Affil..... News Tribune  
Representative..... Weed  
Station Manager..... Max H. Bice  
National Sales Mgr..... John Upham  
Sales Prom. Mgr..... Ted Knightlinger  
Program Director..... Don St. Thomas  
Chief Engineer..... Dick F. Engh

### 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. Woodroffe  
Gen., Sta. Manager..... Robert A. Sumbardo  
Comm. Program Dir..... Don Downing  
Publicity Dir..... Fulton H. Travis  
Chief Engineer..... Andy Thompson

### 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

### 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; Felts  
Pres., Gen., Sta. Mgr..... Arch Le Roux  
Program Director..... Herb Kennedy  
Chief Engineer..... Lee Ashworth

### KTEL—Walla Walla—1946

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Walla Walla Bcstg. Co.  
Address..... Box 1028  
Tel.: JACKSON 5-4103..... ABC  
Sta. Rep..... Wagner  
Pres., Gen. Mgr..... Jack Keating  
Sales Prom. Mgr., Prog. Dir..... Al Buttolph  
Chief Engineer..... Beven Roth

### KUJ—Walla Walla—1927

Frequency: 1420 Kc..... Power: 5000 Watts  
Owned-Operated By..... KUJ, Inc.  
Business Address..... P.O. Box 276  
Tel.: JA 9-1230..... Independent  
Representative..... Forjoe  
President..... H. E. Studebaker  
General. Comm. Mgr..... Earle C. Ferguson  
Sales Prom. Mgr., Prog. Dir..... Ken Brooks

### KMEL—Wenatchee—1948

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Frontier Broadcasting Co.  
Address..... 119 N. Wenatchee Ave.  
Tel.: NO 2-7135..... Independent  
Representatives..... Pearson; Siegner  
President, Ch. Eng..... John Goslin  
Commercial, Sls. Prom. Mgr..... Phil Rather  
Program Director..... Don Bernier  
Publicity Director..... Craig Lawrence, Jr.

### KPQ—Wenatchee—1929

Frequency: 560 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Wescoast Bcstg. Co., Inc.  
Bus.-Studio Address..... 32 N. Mission  
Tel.: NO 3-5121..... ABC  
Representative..... Weed  
Pres., Sta., Gen. Mgr..... James W. Wallace  
Sales Promotion Manager..... Carl Fugitt  
Program Director..... James Bunch  
Chief Engineer..... Kenneth Hansen

### KUEN—Wenatchee—1956

Frequency: 900 Kc..... Power: 500 Watts d.  
Owned..... KUEN Bcstg.  
Address..... 209 Orondo Ave.  
Tel.: NORmandy 3-5186..... Independent  
Station Representative..... Grant; Felts  
Gen., Sta. Mgr..... Dale R. Woods  
Comm. Mgr..... W. G. Cannon  
Sales Prom. Mgr..... James Johnson  
Prog. Dir..... William Moeller

### KIMA—Yakima—1944

Frequency: 1460 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Cascade Bcstg. Co.  
Address..... P. O. Box 702  
Tel.: GLencourt 2-9111..... ABC-CBS-NBC  
Rep..... Hollingsbery; Art Moore  
President..... A. W. Talbot  
Gen. Manager..... Thomas C. Bostic  
Station Manager..... Gene Grischow  
Sales Promotion Manager..... Don DeVea

## WASHINGTON-WEST VIRGINIA

### 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; Feltis  
 President...Carl E. Hayward  
 Gen., Sta. Mgr...Jack H. Goetz  
 Commercial Manager...John Puckett  
 Publicity Director...Pete Wick  
 Sales Promotion Manager...V. Chartier  
 Program Director...Allen Bell  
 Chief Engineer...H. B. Murphy

### KLOQ—Yakima—1947

Freq.: 1390 Kc. Power: 1 Kw. d., 500 W. n.

Owned By...Yakima Broadcasting Corp.  
 Address...P. O. Box 172  
 Tel.: Chestnut 8-1390...Independent  
 Representative...Young; Masla; Siegner  
 President, General Mgr...Warren J. Durham  
 Station Manager...William E. Shela

### 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  
 Pres., Gen. Mgr...H. A. Roddick  
 Commercial Manager...Jack McMahan

Pop.: 2,125,000

Families: 572,000

Radio Homes: 546,000

## WEST VIRGINIA

TV Homes: 431,000

AM Stas. in State: 50

TV Stas. in State: 9

### WJLS—Beckley—1939

Freq.: 560 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By...Joe L. Smith, Jr., Inc.  
 Bus-Studio Address...N. Kanawha St.  
 Tel.: CL 3-7311...CBS  
 Representative...Burn-Stuart  
 President, Gen. Mgr...Joe L. Smith, Jr.  
 Station Manager...Gene Morehouse  
 Program Director...Gary Dent  
 Chief Engineer...Howard C. Williams

### WWNR—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  
 Program, Publicity Dir...Robert B. Harvit  
 Chief Engineer...Jack Slygh  
 OWNERS OF: WKAP, ALLENTOWN, PA.; WLCY, ST. PETERSBURG, FLA.; WNR, NORRISTOWN, PA.

### 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  
 President...Vernon Weber  
 Gen., Sta. Mgr...Thomas Butscher  
 Commercial Manager...Dale Brooks  
 Program Director...Kenneth Robertson  
 Chief Engineer...Gary Daniels

### WHIS—Bluefield—1929

Freq.: 1440 Kc. Power: 5 Kw., d.; 500 W., n.  
 Owned-Oper. By...Daily Telegraph Prtg. Co.  
 Business Address...Municipal Bldg.  
 Tel.: DA 7-7115...NBC

Newspaper Affil...Telegraph; News Observer  
 Representative...Katz  
 President...Hugh Ike Shott  
 General, Station Mgr...Melvin Barnett  
 Commercial Manager...George Hendricks  
 Pub. Director...Janie Marie Lambert  
 Chief Engineer...Kenneth Dick

### WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By...WKOY, Inc.  
 Address...Box 800  
 Tel.: DA 7-6124...Independent  
 Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Allen

### WBUC—Buckhannon—1959

Frequency: 1460 Kc. Power: 1 Kw. d.  
 Owned...Upshur County Bcstg. Co.  
 Address...Box 71  
 Tel.: 444...Independent  
 General Manager, Ch. Eng...Jesse D. Newman

### WCAW—Charleston—1946

Frequency: 880 Kc. Power: 250 Watts  
 Owned-Oper. By...Capitol Bcstg. Corp.  
 Address...Kanawha Hotel Bldg.  
 Tel.: DI 3-7503...Independent  
 General Mgr...P. N. Miles  
 Sales Prom. Mgr...Gloria Best

### WCBS—Charleston—1927

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Oper. By...The Tierney Co.  
 Address...1111 Virginia St.  
 Tel.: DI 2-8131...CBS  
 Representative...Peters, Griffin, Woodward  
 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

## WEST VIRGINIA

Program Director ..... Joe Farris  
Chief Engineer..... William E. Dixon

### WHMS—Charleston—1939

Frequency: 1490 Kc..... Power: 250 W.  
Owned..... Charleston Bcstg. Co.  
Business Address..... 315 Professional Bldg.  
Tel.: DI 3-9544..... ABC  
Station Representative ..... Weed  
President..... Joseph L. Brechner  
V.P., Gen. Comm. Mgr..... G. L. Sutherland  
Program, Prom. Mgr..... Charels Coleman

### WKAZ—Charleston—1957

Frequency: 950 Kc... Power: 5 Kw., d; 1 Kw. n.  
Owned By..... H. L. Samuels  
Address..... 210 Dickinson St.  
Tel.: Dickens 4-3521..... NBC  
News. Affil. Dispatch. Advertiser( Huntington)  
Station Rep..... Katz  
President..... Hartley L. Samuels  
General Mgr..... John L. Sinclair, Jr.  
Station Manager..... Don O. Hays  
Publicity Director..... Jack Williams  
Commercial Manager..... William Penhale  
Sales Promotion Manager..... William Kelly  
Program Director..... Bob Turley  
Chief Engineer..... William Ford

### WTIP—Charleston—1946

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By.... Chemical City Bcstg. Co.  
Bus. Address..... 415 Dickinson St.  
Tel.: Dickens 2-3136..... MBS  
Station Representative ..... Bernard  
Pres., Ch. Eng..... Gus Zaharais  
General Manager..... Mel S. Burka  
Commercial Manager..... Bud A. Burka  
Sales Promotcn Mgr., Pub. Dir... Bob Bower  
Program Director..... Shirley Wolfe Annard

### 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  
Representaitve ..... Walker-Rawalt  
President ..... Jack Berkman  
General, Station Mgr..... Roger Garrett  
Publicity Dir. Sls. Prom. Mgr..... Peter Lyman  
Program Dir., Comm. Mgr.... Robert Yoothman  
Chief Engineer..... Harry Brown

### WHAR—Clarksburg—1947

Frequency: 1340 Kc..... Power: 250 Watts  
Owned Oper. By..... Harrison Corp.  
Address..... P.O. Box 1111  
Tel.: MAin 4-5525..... ABC-MBS-KBS  
President..... Charles Gaylord  
General Sta. Mgr..... Mason C. Deaver  
Commercial Manager..... F. T. Gregg  
Program, Prom. Mgr..... Paul Ellison  
Publicity Dir..... Jennings Randolph, Jr.  
Chief Engineer..... Frank B. Snyder

### WPDX—Clarksburg—1946

Frequency: 750 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Clarksburg Bcstg. Corp.  
Business-Studio Address..... 339 W. Main St.  
Tel.: MA 4-6425..... Independent  
Station Representative ..... Pearson  
President..... G. B. Hamilton  
Sta. Mgr., Prog. Dir..... Dewitt H. Wyatt  
Executive V.P..... R. C. Warden  
Commercial Manager..... James Fawcett  
Chief Engineer..... Robert D. Hough

### WDNE—Elkins—1948

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By..... Mariaj Bcstg. Corp.  
Address..... Davis & Wash. Sts.  
Tel.: 1300..... KBS  
Pres., Gen. Mgr..... John Carr

### WMMN—Fairmont—1928

Frequency: 920 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Peoples Bcstg. Corp.  
Business Address..... 208 Adams St.  
Tel.: 3100..... CBS  
Representative ..... Hollingbery  
President..... Herbert E. Evans  
General Manager..... A. Garen Ferrise  
Program Director..... Frank Lee  
Chief Engineer..... Harry W. Jackson

### WTCS—Fairmont—1947

Frequency: 1490 Kc..... Power: 250 Watts  
Owned..... Fairmont Broadcasting Co.  
Address..... Leonard Ave.  
Tel.: 5000..... ABC KBS  
Representative ..... Keystone  
President ..... Paul Pitrolo  
General, Station 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.... South Branch Bcstg. Corp.  
Address..... Fisher  
Tel.: LE 8-6062..... ABC  
President..... Marian Park Lewis

### WVW—Grafton-Fairmont 1956

Frequency: 1260 Kc..... Power: 1 Kw. d.  
Owned..... Beacom Bcstg. Enterprises  
Address..... 400 Quincy Street, Fairmont  
Tel.: FAirmont 8000..... MBS  
Representative ..... Gill-Perna, Inc.  
President, Gen. Mgr..... J. Patrick Beacom  
Sta. Mgr..... Robert B. Frazier  
Comm. Prom. Mgr..... Robert Bolyard  
Program Dir..... Edward Stevens  
Chief Engineer..... Joseph Stralauski

**WKEE—Huntington—1947**

Frequency: 800 Kc. Power: 1000 Watts a.  
 Owned By: Geyer Broadcasting Co.  
 Address: 623 4th Ave.  
 Tel.: Jackson 5-7788 CBS  
 Sta. Representative: Gill-Perna  
 President: Wayne W. Geyer  
 General Mgr.: James J. Wychor  
 Commercial Mgr.: F. J. Evans

**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: Peters, Griffin, Woodward  
 President: Hawthorne D. Battle  
 General Manager: Jack Gelder  
 Station Mgr.: James F. McDonald, Jr.  
 Sales Promotion Manager: Harry Brawley  
 Program Director: Bob Grove  
 Chief Engineer: Bob Nixon

**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  
 V.P., Gen. Mgr.: C. Tom Garten  
 Station Manager: George Andrick  
 Publicity Dir., Sls. Prom. Mgr.: Jack M. Williams  
 Program Director: C. Bosworth Johnson  
 Chief Engineer: Carroll Kessell

**WKYR—Keyser—1953**

Freq.: 1270 Kc. Power: 5000 Kw. d.  
 Owned: WKYR Inc.  
 Address: Ft. Cumberland Hotel, Cumberland, Md.  
 Tel.: Sunset 8-3211 MBS  
 Station Rep.: Burn-Smith  
 President: Robert K. Richards  
 Gen., Sta. Mgr.: William W. Robinson  
 Publicity, Program Dir.: Jack R. Husson  
 Commercial, Sls. Prom. Mgr.: Richard Barrett  
 Chief Engineer: Lee Bruner

**WLOG—Logan—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: C. H. Frey, R. O. Greever  
 Address: 445 Stratton St.  
 Tel.: 540 MBS  
 Newspaper Affil.: Banner  
 Partners: Clarence H. Frey, R. O. Greever  
 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: 52 Water St.  
 Tel.: 3123 Independent  
 President: W. C. Browning

**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 Independent  
 Representative: Devney  
 General Mgr.: C. Leslie Golliday  
 Program Director: John E. Taylor  
 Station Manager: George N. O'Brien  
 Chief Engineer: Joseph Pelletier

**WHJC—Matewan—1951**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Three States Bcstg. Co.  
 Tel.: Williamson 4771 Independent  
 President, Gen. Mgr.: Fred Morningstar

**WMON—Montgomery—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: Fayette Associates, Inc.  
 Address: 1028 First Ave.  
 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—1940**

Freq.: 1440 Kc. Power: 5 Kw. d., 500 Watts, n.  
 Owned-Oper. By: West Virginia Radio Corp.  
 Business-Studio Address: 446 Spruce St.  
 Tel.: 9488 NBC  
 Newspaper Affil.: W. Va. Newspaper Pub. Co.  
 President: Agnes J. Reeves Greer  
 Gen., Sta. Mgr.: Malcolm A. Campbell, Jr.  
 Comm., Sales Prom. Mgr.: James Redmond  
 Program Director: Jack Tennant  
 Chief Engineer: Thomas Kloitz

**WCLG—Morgantown—1954**

Frequency: 1300 Kc. Power: 1000 Watts, d.  
 Owned: Morgantown Broadcasting Co.  
 Address: P. O. Box 885  
 Tel.: 2-2222 Independent  
 Pres., Gen. Mgr.: W. S. Freed

**WMOD—Moundsville—1950**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Miracle Valley Bcstg. Co.  
 Address: 505 Seventh St.  
 Tel.: Tilden 5-1230 Independent  
 Pres., Gen. Mgr.: Joseph M. LaRosa  
 Station Mgr., Prog. Dir.: W. G. Broadhurst  
 Commercial Manager: Judy Reager  
 Chief Engineer: Felice Regoli

**WETZ—New Martinsville  
1952**

Frequency: 1330 Kc. Power: 1000 Watts d.

## WEST VIRGINIA

**Owned-Oper. By**...Magnolia Broadcasting Co.  
Address.....Box 391  
Tel.: GLadstone 5-3030.....KBS  
President, Gen. Mgr.....Harry G. Bright  
Vice President.....C. R. Bright  
Comm. Manager.....George K. Eubanks  
Program Director.....Donald F. Hartline  
Chief Engineer.....J. W. Jones

### WOAY—Oak Hill—1947

Frequency: 860 Kc.....Power: 10 Kw. d.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel.: HO 9-3381.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Commercial Manager.....A. W. Vickers  
Chief Engineer.....Thomas Phillips

### WCEF—Parkersburg—1954

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned.....Franklin Broadcasting Co.  
Address.....219 Eighth St.  
Tel.: HU 5-4401-2.....Independent  
Gen. Mgr., Ch. Eng.....C. E. Franklin  
Commercial Mgr.....Mike Morris  
Sales Prom. Mgr.....Dorothy Leon  
Program Director.....Ronnie King

### WPAR—Parkersburg—1935

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....WPAR, Inc.  
Business-Studio Address.....211 5th St.  
Tel.: HUDson 5-5475.....CBS  
Sta. Representative.....Walker-Rawalt  
President.....Jack N. Berkman  
General. Sta. Mgr.....Robert E. Metcalfe  
Commercial Mgr.....Charles Long  
Prog. Dir.....Sherman Grimm  
Sales Prom. Mgr.....Frank Inslee  
Chief Engineer.....A. J. English

### WTAP—Parkersburg—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Zanesville Publish. Co.  
Address.....123 West Seventh St.  
Tel.: HUDson 5-4588.....ABC-MBS  
Sta. Representative.....Pearson  
President.....Clay Littuck  
General Mgr.....Allan Land  
Station Mgr.....Milton Komito  
Comm. Prom. Mgr.....Russell Starnor  
Program Director.....John A. See  
Chief Engineer.....William Hunt

### 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.....Rose Shuck  
Chief Engineer.....William D. Stone

### WLOH—Princeton—1947

Frequency: 1480 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Co.  
Address.....Box 1011  
Tel.: GA 5-2151.....Independent  
General Manager, Pub. Dir.....Robert L. Harrison  
Prog. Dir.....Bob Woodburn  
Chief Engineer.....Earle Graham

### WMOV—Ravenswood—1957

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned By.....Valley Broadcasters, Inc.  
Address.....Gibbs & Gallatine Sts.  
Tel.: BRowing 3-2544.....Independent  
President.....Joseph M. Handlan

### WMNF—Richwood—1957

Frequency: 1280 Kc.....Power: 1000 Watts  
Owned By.....Royal Bcstg. Co.  
Business Address.....P.O. Box 608  
Tel.: VIKing 6-0411.....Independent  
President.....W. Courtney Evans  
Gen., Comm. Mgr.....J. Mullens  
Program Director.....John Adams

### WRON—Ronceverte—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Blake Bcstg. Co.  
Address.....Box Z  
Tel.: MIDway 5-1327.....KBS  
Station Representative.....Devney  
Pres., Gen. Mgr.....James Venable  
Commercial Manager.....Betty Ann Venable  
Program Director.....Walter Cross

### WKLC—St. Albans—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.  
Owned By.....Kandel Corp.  
Business Address.....105 - 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. Hirschberg  
Station Manager.....Robert E. Badger  
Sales Prom. Mgr.....Geraldine Cohen  
Program Dir.....Steve Lladis  
Publicity Dir.....Lou Seria  
Chief Engineer.....James Mark

### WELC—Welch—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Pocahontas Bcstg. Co.  
Address.....Box 1032  
Tel.: HEmlock 6-2131-2.....KBS  
President, General Manager.....Sam Sidoti  
Program Director.....John Villani  
Chief Engineer.....Howard R. King



**WEST VIRGINIA-WISCONSIN****WOVE—Welch—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By..... McDowell Cty. Bcstg. Co.  
 Address..... Rhodes Realty Building  
 Tel.: HEmlock 6-2790..... Independent  
 President..... South C. Bevins  
 General Mgr., Ch. Eng..... Eddie Lane  
 Publicity Dir..... Ella Rae Gillespie

**WHAW—Weston—1948**

Frequency: 980 Kc. Power: 1 Kw., d.  
 Owned-Oper. By... Central W. Va. Serv. Corp.  
 Address..... P. O. Box 431  
 Tel.: 1555..... KBS  
 Newspaper Affil. Record, Buckhannon, W. Va.  
 President..... R. H. Ralston  
 Vice Pres..... Francis Andrew  
 Station Manager..... John J. Bobinski  
 Sales Prom. Mgr..... L. C. McMaster  
 Chief Engineer..... Edward Stark

**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..... Nick Corvello  
 Chief Engineer..... Fred Baker

**WKWK—Wheeling—1941**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... Community Bcstg., Inc.  
 Business Address..... 1600 Market St.  
 Tel.: CE 2-2250..... ABC  
 Station Representative..... Dore  
 Gen. Manager..... W. Johns  
 Commercial Manager..... Elsie M. Cook  
 Chief Engineer..... F. Baker

**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  
 Station Manager..... Paul J. Miller  
 Commercial Manager... Andrew F. Hofmann  
 Sales Prom. Mgr..... Howard W. Meagle  
 Program Director..... Paul A. Myers  
 Publicity Director..... Charles McNash  
 Chief Engineer..... Edwin L. Kelm  
 OWNERS OF: WJBK-AM-FM-TV, DETROIT; WSPD-  
 AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-  
 AM-FM-TV, CLEVELAND; WGBS-AM-FM, MIAMI,  
 FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS  
 ANGELES; WITI-TV, MILWAUKEE.

**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  
 Chief Engineer..... Clifton Branham

Pop.: 4,165,000

Families: 1,162,000

Radio Homes: 1,151,000

**WISCONSIN**

TV Homes: 1,032,000

AM Stas. in State: 75

TV Stas. in State: 13

**WATK—Antigo—1948**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Antigo Bcstg. Co.  
 Address..... Journal Bldg.  
 Tel.: MArket 3-4124-5..... Independent  
 Newspaper Affil..... Daily Journal  
 President..... A. F. Berner  
 General Manager..... W. F. Helms  
 Program Director..... Mrs. LaVonne Petroskey  
 Chief Engineer..... Hans Ehrlin

**WAPL—Appleton—1952**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... John Dixon  
 Address..... 124 W. Walsh St.  
 Tel.: RE 4-9226..... Independent  
 Station Representative..... Walker-Rawalt  
 Pres., Gen. Manager..... John Dixon  
 Chief Engineer..... James Markham

**WHBY—Appleton—1925**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Norbertine Fathers  
 Bus.-Studio Address..... 600 So. Lawe St.  
 Tel.: 3-6639..... MBS  
 Station Representative..... Burn Smith  
 President..... Abbot Killian  
 General Station Mgr..... Lewis J. Process  
 Program Director..... Tom Thompson  
 Publicity Dir., Sls. Prom. Mgr..... J. Berryman  
 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..... Independent  
 Representative..... Thomas F. Clark

## WISCONSIN

President, Gen. Mgr. .... Gene Halker  
Station Manager ..... Bud Huber  
Commercial Manager ..... Ethel Plucinski  
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. Wendl  
Chief Engineer ..... J. Bellman

### 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 ..... Independent  
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 By ..... Radio Beloit, Inc.  
Address ..... 416 College  
Tel.: EM 5-8865 ..... MBS  
Rep. .... Everett-McKinney  
President ..... Angus Plati  
General Mgr. .... Tom Anderson  
Commercial Mgr. .... Gene Steinhorst  
Program Director ..... Lou Wendlandt  
Chief Engineer ..... Dick Buags

### 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  
President ..... Hartley Samuels

### WAXX—Chippewa Falls—1958

Frequency: 1150 Kc. .... Power: 5 Kw. d.  
Owned ..... Radio Chippewa  
Address ..... Box 41  
Tel.: PArk 3-2242 ..... Independent  
General Manager ..... Stephen Bellinger

### WBIZ—Eau Claire—1944

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WBIZ, Inc.  
Address ..... 609 Cameron St.  
Tel.: TE 5-5111 ..... MBS  
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 ..... 2514 Hastings Way  
Tel.: TEmple 2-3474 ..... Independent  
President ..... W. C. Bridges  
General Mgr. .... Leo Howard

### 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 ..... Bolles; Riley  
President ..... Harry S. Hyott  
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 Bcstg. Co.  
Bus.-Studio-Transmitter Address ..... 18 W. First St.  
Tel.: WA 1-3770 ..... MBS  
Representative ..... Holman  
President ..... A. H. Lange  
General, Sta. Mgr. .... Emery W. Marlin  
Commercial Mgr. .... Clarence Goeser  
Program Dir. .... Ron Bothe  
Sales Prom. Mgr. .... Robert Carey  
Publicity Dir. .... Ron Harvey  
Chief Engineer ..... Wendell S. Meyers

### WBAY—Green Bay—1922

Frequency: 1360 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Norbertine Fathers  
Address ..... 115 South Jefferson  
Tel.: HE 2-3333 ..... CBS  
General Manager ..... Haydn R. Evans

### WDUZ—Green Bay—1950

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Green Bay Bcstg. Co.  
Business-Studio Address ..... 222 Nicolett Bldg.  
Tel.: HEMlock 5-5331 ..... ABC  
Station Representative ..... McGavren  
President ..... Ben A. Laird  
V.P., Station Manager ..... Allen H. Embury  
Program Director ..... Jack Gardiner  
Chief Engineer ..... Clifford Graff

### WJPG—Green Bay—1947

Freq.: 1440 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By ..... Green Bay Newspaper Co.  
Address ..... Box 766  
Tel.: HE 5-7575 ..... MBS  
Newspaper Affiliation ..... Press-Gazette  
Station Representative ..... Weed  
President ..... A. B. Turnbull

General Manager.....Joseph Horner, Jr.  
 Station Manager.....John M. Walter  
 Commercial Manager.....Glen R. Holznecht  
 Sales Prom. Mgr.....William McCarthy  
 Program Director.....Clair Stone  
 Publicity Director.....Jack Yuenger  
 Chief Engineer.....Elmo Reed

**WTKM—Hartford—1954**

Frequency: 1540 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Times Press Radio, Inc.  
 Address.....23 N. Main St.  
 Tel.: 600.....KBS  
 Newspaper Affiliation.....Times Press  
 President.....John J. Shinnors  
 General Manager, Chief Eng.....George Dodge

**WHSM—Hayward—1957**

Frequency: 910 Kc.....Power: 1000 Watts, d.  
 Owned By.....WJMC, Inc.  
 Address.....Hayward, Wisc.  
 Tel.: 303.....MBS  
 Station Rep.....Hollingbery  
 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  
 Chief Engineer.....Wayne Clay

**WLIP—Kenosha—1947**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Kenosha Bcstg., Inc.  
 Business Address.....625 57th St.  
 Tel.: OL 7-6162.....Independent  
 Pres., Gen. Mgr.....William L. Lipman

**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.....NBC  
 Newspaper Affiliation.....Tribune  
 Representative.....H.R.  
 President, Station Mgr.....Howard Dahl  
 Commercial Manager.....Richard Schueler  
 Program Director.....Berneice Callaway  
 Sales Manager.....Leonard Anderson  
 Chief Engineer.....Al Leeman

**WKTY—La Crosse—1948**

Frequency: 580 Kc.....Power: 5 Kw., d., 1 Kw., n.  
 Owned-Oper. By.....Lee & Associates, Inc.  
 Address.....Box 751

Tel.: 2-6042.....ABC  
 Rep.....Everett-McKinney; Evans  
 President, Gen. Mgr.....Herbert H. Lee  
 Station Manager.....George G. Sauer  
 Prog. Dir.....Marilyn J. Bahwell  
 Commercial, Sls. Prom. Mgr.....Philip A. Dyer  
 Publicity Dir.....Charlie Kearns  
 Chief Engineer.....Herbert H. Lee

**WLCX—La Crosse—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....La Crosse Radio Inc.  
 Address.....306 Rivoli Bldg.  
 Tel.: 4-4521.....KBS  
 Pres., Gen. Mgr., Ch. Eng.....Joe Rohrer  
 Comm. Prom. Mgr.....Glenn H. Pederson  
 Program, Publicity Dir.....Jean Gitz

**WLDY—Ladysmith—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Flambeau Bcstg. Co.  
 Address.....Hwy. 8  
 Tel.: 585.....KBS  
 Representative.....Thomas Clark  
 Sec'y Treas., Gen. Mgr.....Chas. H. Nelson  
 Gen. Mgr.....Chas. H. Nelson  
 Chief Engineer.....R. Bohnerl

**WIBA—Madison—1925**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Badger Bcstg. 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

**KKOW—Madison—1947**

Freq.: 1070 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Monona Bcstg. Co.  
 Address.....215 W. Washington Ave.  
 Tel.: AL 7-2261.....CBS  
 Representative.....Headley-Reed  
 President.....Stewart Watson  
 General Manager.....Ben Hovel  
 Asst. General Manager.....Frank Bignell  
 Prom. Mgr., Pub. Dir.....James Roy Miller  
 Chief Engineer.....Robert Wickhem

**WISM—Madison—1948**

Frequency: 1480 Kc.....Power: 5 Kw., d., 1 Kw., n.  
 Owned-Oper. By.....Heart O'Wisc. Bcstrs. Inc.  
 Address.....122 E. Main St.  
 Tel.: Alpine 3-6167.....MBS-ABC  
 Newspaper Affil.....Superior Evening Telegram  
 Representative.....Radio-TV Reps  
 President.....W. E. Walker  
 General Manager.....William R. Walker  
 Asst. Sales Prom. Mgr.....Chuck Mefford  
 Commercial Manager.....Phil Fisher  
 Prog., Pub. Dir.....Lee Wesner  
 Chief Engineer.....Walter Hariu

# WISCONSIN

## WCUB—Manitowoc—1950

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned By... WCUB Div. of Business Mgt. Inc.  
Address... 2500 N. Mirro Drive  
Tel.: MUrray 2-2481 Independent  
Representative... Radio-TV Reps.  
President... Joseph A. Clark  
Gen. Mgr... Christian Schneider  
Program Director... Bob Irish  
Commercial Mgr... Ross Knorr  
Sales Prom. Mgr... Dick Barrett  
Chief Engineer... Oran Bushman

## WOMT—Manitowoc—1926

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... Francis M. Kadow  
Address... Radio Building  
Tel.: MU 4-6015 MBS  
Representative... Hal Holman  
General Commercial Mgr... Francis M. Kadow  
Station Manager... Geo H. Erdman  
Program Dir... G. H. Todd  
Publicity Director... L. J. Splitt  
Sales Promotion Mgr... Wm. Holland  
Chief Eng... H. E. Willis

## WMAM—Marinette—1939

Freq.: 570 Kc. Power: 250 W. d., 100 W. n.  
Owned-Oper. By... M. & M. Bcstg. Co., Inc.  
Bus. Studio Address... 400 Wells St.  
Tel.: RE 5-6631 NBC  
Station Representative... Hollingbery  
President... Morgan Murphy  
General Manager... Joseph D. Mackin  
Sta., Comm. Mgr... Gene E. Pitrolf  
Program Director... Bill Liegeois  
Publicity Director... Yvonne Fronsee  
Chief Engineer... Al Alexander

## WDLB—Marshfield—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned... Clarkwood Broadcasting Corp.  
Address... 1710 N. Central Ave.  
Tel.: FUton 4-2191 KBS  
Representative... Grant Webb  
President, Gen. Mgr... Hartley L. Samuels  
Comm. Prom. Mgr... John R. Thornton  
Program Director... John Kal  
Chief Engineer... Richard Hanneman

## WIGM—Medford—1941

Frequency: 1490 Kc. Power: 250 Watts  
Owned... WIGM, Inc.  
Business Address... Box 59  
Tel.: 255 KBS  
Representative... Clark  
Pres., Gen. Mgr... Paul Allman  
Comm., Sales Prom. Mgr... Joe Dahlvig  
Prog., Pub. Dir... Don Seehater  
Chief Engineer... Ray Bohaert

## WMNE—Menomonie—1951

Frequency: 1360 Kc. Power: 1 Kw. d.  
Owned-Oper. By... Menomonie Bcstg. Co.  
Address... 603½ Broadway  
Tel.: 1156 KBS  
Station Representative... Hopewell  
President... C. A. Whitford  
General Station Manager... Don Mortwedt  
Commercial. Sls. Prom. Mgr... Thor Edgeberg  
Program Director, Ch. Eng... LaVern Garton  
Publicity Director... Gary Jacobsen

## WEMP—Milwaukee—1935

Frequency: 1250 Kc. Power: 5 Kw.  
Owned-Oper. By... Milwaukee Bcstg. Co.  
Bus. Address... 1701 W. Wisconsin Ave.  
Tel.: DI 2-4040 Independent  
Representative... Headley-Reed  
President... A. M. Spheeris  
General Mgr... Hugh K. Boice, Jr.  
Commercial Manager... John Gagliano  
Station, Program Dir... 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 MBS  
Station Representative... Pearson  
Pres., Gen. Mgr... Howard Miller  
Commercial Manager... Viola E. Wilson  
Program Director... Jim Lewis  
Chief Engineer... Robert Mayer

## WISN—Milwaukee—1922

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  
Vice President... D. L. Provost  
General Manager... R. E. Shireman  
Station Manager... James T. Butler  
Commercial Manager... Herman Schneider  
Pub. Dir., Sales Prom. Mgr... Arthur H. Barnes  
Program Director... Tom Lambert  
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... Bill Bramhall  
Publicity Director... Jacqueline Kowalski  
Chief Engineer... Gino Monaco

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Radio Milwaukee, Inc.  
 Address... 5407 W. Martin Dr.  
 Tel.: Glenview 3-4130 Independent  
 Representative... Eastman  
 Exec. V.P. & Mgr. Dir. John F. Box, Jr.  
 Gen. Mgr. Bernie Strachota  
 Gen. Sls. Mgr. Parker Daggett  
 Program Dir. Leland C. Rothman  
 Publicity Dir. Audrey B. Hansen  
 Chief Engineer. Ralph Ingraham  
 OWNERS OF WIL, ST. LOUIS, MO.; KBOX, DALLAS,  
 TEX.; WTVO-TV, ROCKFORD, ILL.; WICS-TV,  
 SPRINGFIELD, ILL.; WHCU-TV, CHAMP, ILL.

**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

**WOKY—Milwaukee—1947**

Frequency: 920 Kc. Power: 1 Kw.  
 Owned... Bartell Broadcasters, Inc.  
 Address... 522 W. Wisc. Ave.

Tel.: BR 1-8480 Independent  
 President... Gerald A. Bartell  
 Sta. Mgr. Len Schindler  
 Commercial Manager... James Jordan  
 Sales Prom., Pub. Dir. Miss Edith Hanson  
 Asst. Mgr. J. A. Reddy  
 Chief Engineer... Conrad Mangrum  
 Mgr., Engineering... Philip B. Laeser  
 Prom. Mgr. R. Bruce Wallace  
 Administrative Asst. Lewis W. Herzog  
 OWNERS OF WYDE, BIRMINGHAM, ALA.; KCBQ, SAN  
 DIEGO, CALIF.; WAKE, ATLANTA, GA.; KYA, SAN  
 FRANCISCO, CALIF.; WADO, NEW YORK, N. Y.

**WEKZ—Monroe—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Operated By... Green County Bcstg. Co.  
 Address... Box 460  
 Tel.: 1260 Independent  
 President... Kenneth Stuart  
 Station Manager... Joseph Urban  
 Comm. Mgr., Prog. Dir. Stanley Neuberger  
 Engineers... H. Bolliger, D. Martin

**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  
 Chief Engineer... Gordon Daily

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



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## WCCN—Neillsville—1957

Frequency: 1370 Kc. Power: 1000 Watts  
Owned.....Central Wisconsin Bcstg.  
Business Address.....140 W. 5th St.  
Tel.: Sherwood 3-3333.....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 Lulloff

## WOSH—Oshkosh—1941

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Oshkosh Bcstg. Co.  
Business Address.....2333 Bowen St.  
Tel.: Beverly 54-3150.....Independent  
General Manager.....Wm. L. McDonald

## WPFP—Park Falls—1953

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Northland Bcstg. Co., Inc.  
Address.....P.O. Box 309  
Tel.: 2-3959.....Independent  
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.....Independent  
General, Comm. Mgr.....R. J. Bodden  
Chief Engineer.....Lloyd Nowak

## WPLY—Plymouth—1954

Frequency: 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

## WPDR—Portage—1952

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Portage Bcstg. Co.  
Address.....P.O. Box 14  
Tel.: RI 2-2350.....Independent  
President.....W. T. Comstock  
General, Sta. Mgr.....Robert D. Hutchings  
Commercial Mgr.....Robert V. Hoffman  
Program Dir.....Del McLachlan  
Sales Prom. Mgr.....Carol Mork  
Publicity Dir.....Nancy Kinney  
Chief Engineer.....George Wuerch

## WIBU—Poynette—1925

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Radio Station WIBU  
Address.....Poynette  
Tel.: 98.....MBS-KBS  
Pres., Gen. Mgr.....William C. Forrest  
Program Director.....Sarah Forrest  
Chief Engineer.....Leonard Doese

## WPRE—Prairie Du Chien—1952

Frequency: 980 Kc. Power: 500 Watts, d.  
Owned.....WRAC, Inc.  
Address.....Prairie Bcstg. Co., Inc.  
Address.....P. O. Box 36  
Tel.: 637.....Independent  
Representative.....Holman  
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.

## 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

## WRJN—Racine—1926

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Racine Bcstg. Corp.  
Business Address.....Radio Park  
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  
Prom., Publicity Dir.....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  
President.....William C. Forrest  
Gen., Sta. Mgr.....Michael J. Flaherty  
Commercial Manager.....Lee Olson  
Prog. Dir.....Robert Sands  
Chief Engineer.....Charles Gill

## WOBT—Rhineland—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Onelda Bcstg. Co.  
Address.....P. O. Box 498  
Tel.: FO 2-6140.....Independent  
Station Representative.....Devney  
President.....James Cleary  
General Mgr.....Lee W. Allerton  
Commercial Mgr.....Lee Cahak  
Program Dir.....John Wadd  
Chief Engineer.....William Anderson

## WJMC—Rice Lake—1939

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....WJMC, Inc.  
Address.....Box 352  
Tel.: 550.....Independent  
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 Independent  
 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  
 Sta. Representative: Walker-Rawall  
 President: Miriam Monroe  
 Gen., Sta. Mgr.: Francis J. Stratman  
 Sales Prom. Mgr.: Roger Westlund  
 Prog. Dir.: Norman Clark  
 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 Independent  
 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 Witthuhn  
 Comm. Traffic Mgr.: Doris Donnie  
 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.: Bob Art  
 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  
 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

**WDOE—Sturgeon Bay—1951**

Frequency: 910 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Doer County Bcstg. Co. Inc.  
 Address: 212 N. Third Ave.  
 Tel.: Pioneer 3-4411 KBS  
 Pres., Gen. Mgr.: Edward Allen, Jr.  
 Commercial Manager: Leonad Koskabar  
 Program Director: William Kary  
 Publicity Director: Dolores Allen  
 Chief Engineer: Edward W. Jacker

**WDSM—Superior—1939**

Frequency: 710 Kc. Power: 5000 Watts  
 Owned-Oper. By: Northwest Pub., Inc.  
 Busi. Address: 230 E. Superior St., Duluth, Minn.  
 Tel.: RA 7-8484 Independent  
 News Affil.: St. Paul Pioneer & News Tribune  
 Representative: Peters, Griffin, Woodward, Inc.  
 President: Robert B. Ridder  
 General Manager: C. D. Tully  
 Asst. General Manager: Robert J. Rich  
 Station Manager, Prog. Dir.: D. Murphy  
 Commercial Manager: Mike Daley  
 Publicity Dir., Sls. Prom. Mgr.: M. Olson  
 Chief Engineer: George Carlson

**WTMB—Tomah—1959**

Frequency: 1390 Kc. Power 500 Wts. d.  
 Owned By: Tomah Mauston Bcstg. Co.  
 Address: P.O. Box 142  
 Tel.: 822 Independent  
 President: Hugh Dickie  
 General Mgr.: Tom Price  
 Comm. Mgr.: J. Rush  
 Program Dir.: E. Cary  
 Chief Engineer: B. Merritt

**WTRW—Two Rivers—1951**

Frequency: 1590 Kc. Power: 1000 W. d.  
 Owned By: WTRW, Inc.  
 Address: Washington St.  
 Tel.: TR 4-6555 Independent  
 Station Representative: Webb  
 President: Kenneth A. Daum  
 Gen., Sta. Mgr.: Ray F. Kessenich  
 Comm. Prom. Mgr.: James Harvey  
 Program Dir.: Craig McCoy  
 Publicity: Eleanore Daum

**WISV—Viroqua—1958**

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned By: Parks Robinson  
 Address: Box 191  
 Tel.: ME 7-7200 Independent  
 Gen. Mgr., Ch. Eng.: Parks Robinson



## WISCONSIN-WYOMING

Station Mgr., Prog. Dir. .... Dwain Munyon  
Publicity Director ..... Dorothy Geddes  
Commercial Manager ..... Clair Melghen

### 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 ..... Sheridan Campbell

### WAUX—Waukesha—1947

Frequency: 1510 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Waukesha Bcstg. Co.  
Business-Studio Address ..... 319 W. Main St.  
Tel.: Liberty 2-6636 ..... KBS  
Representative ..... Holman  
Gen. Mgr., Prog. Dir. .... Mig Figi  
Commercial Manager ..... Charles E. Williams  
Chief Engineer ..... Adin Randall

### WDUX—Waupaca—1956

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned ..... Laird Broadcasting Co.  
Address ..... 204½ S. Main  
Tel.: 83 ..... ABC  
Representative ..... McGavren  
President ..... Ben A. Laird  
General Mgr. .... Allen Embury  
Station. Commercial Mgr. .... Tom Karavakis  
Chief Engineer ..... James Markham

### WHVF—Wausau—1953

Freq.: 1230 Kc. .... Power: 250 Watts  
Owned ..... Lakeland Bcstg. Corp.  
Address ..... 1110 Wausau Ave.  
Tel.: 2-1188 ..... Independent  
President, Ch. Eng. .... Hilding V. Foreen  
General Manager ..... Arthur N. Lynn  
Commercial Manager ..... George Wiesman  
Program Director ..... Roger Johnson

### WRIG—Wausau—1958

Frequency: 1400 Kc. .... Power: 250 Watts

Owned By ..... WRIG, Inc.  
Address ..... 531 Third St.  
Tel.: 2-1921 ..... CBS  
Sta. Representative ..... Devney  
President ..... Duey E. Wright, Sr.  
Station Mgr. .... Marvin G. Nelles  
Program Dir. .... Duey E. Wright, Jr.  
Chief Engineer ..... Richard Hoskey

### 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  
President ..... George T. Frechette  
Gen. Mgr. .... Richard D. Dudley  
Station Manager ..... George Bundner  
Commercial Manager ..... James Frey  
Sales Prom., Pub. Dir. .... Thomas E. Bolger  
Prog. Dir. .... Rudy Topinka  
Chief Engineer ..... Roland W. Richardt

### WBKV—West Bend—1950

Frequency: 1470 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... West Bend Bcstg. 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: 1320 Kc. .... 5 Kw., d., 500 Watts, n.  
Owned-Oper. By ..... William F. Huffman Radio  
Business Address ..... 230 First Ave. South  
Tel.: HARISON 3-1340 ..... MBS  
Newspaper Affil. .... Daily Tribune  
Representative ..... Devney & Co.  
President ..... Louise F. Huffman  
Gen., Sta. Mgr. .... George T. Frechette  
Commercial Manager ..... L. J. Zurawski  
Program Director ..... Arnie Strope  
Chief Engineer ..... Gordon Miller

Pop.: 354,000  
Families: 110,000  
Radio Homes: 105,000

## WYOMING

TV Homes: 63,900  
AM Stas. in State: 23  
TV Stas. in State: 3

### KBBS—Buffalo—1956

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned ..... Northern Wyoming Bcstg. Corp.  
Address ..... 98 S. Main Street  
Tel.: MU 4-7169 ..... KBS  
Gen. Mgr. .... Jack Rosenthal  
Chief Engineer ..... R. P. Burger

### KATI—Casper—1956

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... KATI Corp.  
Address ..... P. O. Box 2006  
Tel.: 3-7994 ..... KBS  
Station Representative ..... Pearson  
Pres., Gen. Mgr. .... Kenneth G. Prather

Sales Prom. Mgr. . . . . Mishar S. Prather

**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

**KVOC—Casper—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KVOC Bcstg. Co.  
Address . . . . . Box 2090  
Tel.: 2-4511 . . . . . ABC-MBS  
Station Representative . . . . . Devney  
Sta., Sales Prom. Mgr. . . . . William F. Shutts  
Comm. Mgr., Ch. Eng. . . . . Duane W. Simons  
Program Director . . . . . Robert P. Turner

**KCHY—Cheyenne—1959**

Frequency: 1590 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . KCHY Broadcasting Corp.  
Address . . . . . 309 W. 18 St.  
Tel.: 7-7975 . . . . . Independent  
General Manager . . . . . George I. Norman  
Station Manager . . . . . Lou Torok  
Program Director . . . . . Hal Buckner  
Prom. Mgr. . . . . Richard Cable  
Chief Engineer . . . . . B. Roberts

**KFBC—Cheyenne—1940**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Frontier Bcstg. Co.  
Bus. Studio Address . . . . . 2923 East Lincolnway  
Tel.: 4-4461 . . . . . ABC  
Representative . . . . . Intermountain Net.  
News, Affil. . . . . Wyoming Eagle, State Tribune  
President . . . . . Robert S. McCracken  
General Mgr., Chief Eng. . . . . William C. Grove  
Station, Commercial Mgr. . . . . Larry Birleffi  
Program Director . . . . . Linda Preston

**KVWO—Cheyenne—1952**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Great West Co.  
Address . . . . . Box 926  
Tel.: 2-6433 . . . . . MBS-KBS  
General Mgr. . . . . W. T. Brack

**KODI—Cody—1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Park Broadcasters  
Address . . . . . P. O. Box 1222  
Tel.: 1400 . . . . . Independent  
Station Representative . . . . . Devney  
President, Station Mgr. . . . . R. B. Beall  
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 . . . . . H. L. Albers

**KLUK—Evanston—1954**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Morgan County Bcstg. Co.  
Address . . . . . P. O. Box 198  
Tel.: 700 . . . . . ABC-KBS  
Sta. Representative . . . . . Ayres, Allen & Smith  
President . . . . . Robert Dolph  
General, Station Mgr. . . . . James Belcher  
Program Director . . . . . M. C. Bennett  
Publicity Director . . . . . M. R. Patterson  
Chief Engineer . . . . . Harry Albers

**KIML—Gillette—1957**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Gillette Bcstg Co.  
Address . . . . . Box 277  
Tel.: MUtual 2-4747 . . . . . KBS  
President . . . . . W. H. Edelman, Jr.  
Station Manager, Ch. Eng. . . . . Robert H. Larson  
Program Dir. . . . . R. Allen

**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 . . . . . ABC-MBS-KBS  
Sta. Representative . . . . . Gill-Perna  
President . . . . . John C. Hunter  
Gen., Sales Prom. Mgr. . . . . Charles R. Bell  
Station Manager . . . . . W. Britt Davis  
Commercial Manager . . . . . Colleen Ralston  
Chief Engineer . . . . . R. Strock

**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  
Prog. Dir. . . . . Dorothy Accola  
Sales., Prom., Pub. Dir. . . . . Denny Hawkins  
Chief Engineer . . . . . Ben Rinehardt

**KPOW—Powell—1941**

Freq. . . . . 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . A. J. Meyer  
Address . . . . . P.O. Box 879  
Tel.: Skyline 4-2421 . . . . . ABC-MBS  
Representative . . . . . Avery-Knodel  
President, Sta. Manager . . . . . Al Meyer

## WYOMING-GUAM

Comm. Manager.....K. Meyer  
Program Director.....Agnes Fields  
Chief Engineer.....J. S. Kilness

### 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-ABC  
Gen. Mgr.....W. C. Grove  
Chief Engineer.....R. E. Williams

### KWRL—Riverton—1948

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Joseph P. Ernst  
Business Address.....Box 393  
Tel.: UL 6-2251.....Independent  
Station Representative.....Devney  
President.....Joseph P. Ernst  
General Manager.....William G. Stewart  
Chief Engineer.....Dave Griesel

### KVRS—Rock Springs—1938

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Watts n.  
Owned.....Wyoming Broadcasting Co.  
Address.....Box 1067  
Tel.: Empire 2-3799.....ABC-KBS  
Representative.....Avery-Knodel  
President.....D. G. Richardson  
Gen., Sta. Mgr.....Dwight A. Fisher  
Comm., Sales Prom. Mgr.....Laurel H. Moskey

### KWYO—Sheridan—1934

Frequency: 1410 Kc. Power: 1 Kw. d., 500 W n.  
Owned-Operated By.....Blghorn Bcstg. Co.  
Business-Studio Address.....21 N. Main  
Tel.: ORchard 4-4461.....ABC-MBS  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Jim Carroll  
Commercial Mgr.....Zeke Taggart

Program Director.....Don Hargis  
Chief Engineer.....Bob Crosthwaite

### KRTR—Thermopolis—1955

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Mildred V. Ernst  
Address.....500 Broadway  
Tel.: 800.....KBS  
Gen., Comm. Mgr.....Mildred V. Ernst  
Sta. Mgr.....Karl V. Kerstan  
Chief Engineer.....Joseph P. Ernst

### KTHE—Thermopolis—1958

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Big Horn Basin Bcstg. Co.  
Address.....320 N. Railroad Ave.  
Tel.: UNion 4-2119.....Independent  
Pres., Gen. Mgr.....Hugh R. Graham  
Comm., Sales Prom. Mgr.....Fred Hobbs  
Program, Publicity Dir.....Phyllis Harrison  
Chief Engineer.....Gayle Robinson

### KGOS—Torrington—1950

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Kermit G. Kath  
Address.....Box 271  
Tel.: JEFFerson 2-2158.....Independent  
Gen., Sta. Mgr.....Kerm Kath  
Commercial Manager.....Bob Kath  
Publicity Director.....Jack Jolly  
Chief Engineer.....Wayne McFarland

### KWOR—Worland—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Joseph P. Ernst  
Address.....Route 20 West  
Tel.: 303.....KBS  
Gen. Ccm. Mgr.....Mildred V. Ernst

## Territories and Possessions

### GUAM

### KUAM—Agana—1954

Frequency: 610 Kc.....Power: 1000 Waits  
Owned By.....Radio Guam, Inc.  
Address.....P. O. Box 368  
Tel.: 7961.....NBC  
Station Rep.....Intercont. Services Ltd.

Pres., Gen. Mgr.....Harry M. Engel  
Station Mgr.....John P. Barton  
Commercial Mgr.....Mary Chapelle  
Program Dir.....Gil Bahr  
Publicity Dir.....Dick Williams  
Chief Engineer.....Ted Coltrin

# 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  
 Chief Engineer Ted Coltrin  
 Program Dir. Hector M. Somohano

## WCMN—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By Caribbean Bdcstg Corp.  
 Address P. O. Box 7  
 Tel.: 589 Independent  
 President Antonio E. Vidal  
 General Manager Nabal Barreto  
 Commercial Mgr. Frank L. Oronoz  
 Program Dir. Hector M. Somohano  
 Chief Engineer Jose Soler

## WMIA—Arecibo—1957

Frequency: 1070 Kc. Power: 500 Watts  
 Owned Abacoa Radio Corp.  
 Address Box 126  
 Tel.: 463 Independent  
 Station Representative Pan-American  
 President Carlos M. Pirallo-Lopez  
 General Comm. Mgr. Epifanio Rodriguez-Velez  
 Program Director Tommy Acevedo  
 Sales Prom. Mgr. Manuel Pirallo  
 Chief Engineer Jose E. Medina

## WNIK—Arecibo—1957

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Arecido Radio Corp.  
 Address P.O. Box 1075  
 Tel.: Arecibo Independent  
 General Manager H. A. Mena

## WENA—Bayamon—1947

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By Gustavo Diaz Atilles  
 Business Address Box 157  
 Tel.: 539 Independent  
 President, Gen. Mgr. Gustavo Diaz Atilles  
 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 Bascóechea  
 Station Mgr. Emilia P. Bascóechea  
 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 387  
 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  
 Tel.: 132 Independent  
 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  
 General Mgr. Gumersindo Cordero, Jr.  
 Program Director Maria Belen Rivera  
 Publicity Director Jose Gilberto Morales  
 Chief Engineer Johnny Ortiz

## WAEL—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 Pirallo

## 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  
 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  
 Tel.: 869 Independent  
 President Andres Camara  
 Gen. Mgr. E. Camara de Ramos

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FACT!**

**In  
Puerto Rico**

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10 Kws

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TOPS**

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New York 36, N. Y.  
LOngacre 5-7840

**PUERTO RICO**

**WTIL—Mayaguez—1950**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Operated By... Mayaguez Radio Corp.  
Address... P. O. Box 1346  
Tel.: 1290 Independent  
Station Representative... Continental  
President... William G. Mamary  
Gen., Comm. Mgr... Gilbert Mamary  
Station Mgr... P. R. Fermaintt  
Program Dir... Rafael Colon Diaz  
Chief Engineer... Aristides Zapata, Jr.

**WISO—Ponce—1953**

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Oper. By... South P. R. Bcstg. Corp.  
Tel.: 2-1257 Independent  
President... Andrea Grillasca  
Gen. Mgr., Ch. Eng... Luis E. Freyre  
Program Dir... A. L. Ramos  
Sta. Manager... Nilda P. Freyre

**WLEO—Ponce—1956**

Frequency: 1170 Kc. Power: 250 Watts  
Owned By... Ponce Broadcasting Corp.  
Business Address... P.O. Box 1526  
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 Kw. d., 1 Kw. n.  
Owned By... Portorican Am. Bcstg. Co., Inc.  
Address... P.O. Box 786  
Tel.: 2-3260 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 Bcstg. Corp.  
Address... Box 335, Hato Rey, Rio Piedras  
Tel.: 6-2491 Independent  
President... Isldoro Quinones Vidal  
Sta. Mgr., V.P... Julio Morates Ortiz

**WWW—Rio Piedras—1949**

Frequency: 1520 Kc. Power: 250 Watts  
Owned-Oper. By... Abacoa Radio Corp.  
Address... P. O. Box 935  
Tel.: 6-5000 Independent  
Pres., Gen. Mgr... Carlos M. Pirallo

**PUERTO RICO-VIRGIN ISLANDS**

**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. Jose Ramon Quinones  
General Mgr. Segismundo Quinones  
Program Dir. Francisco Aranzamendi, Jr.  
Publicity Dir. Antonio Velez  
Chief Engineer Jose Arzuaga

**WHOA—San Juan—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned. Continental Broadcasting Corp.  
Address Box 168 Hato Rey  
Tel.: 6-3182 Independent  
Representative Pan-American Broadcasting  
Pres., Gen. Mgr. Carmina Mendez

**WIAC—San Juan—1947**

Frequency: 740 Kc. Power: 10 Kw.  
Owned-Oper. By. Radio Station WIBS, Inc.  
Address Box 4504  
General Manager Tomas Muniz  
Asst. Mgr. B. P. Rios

**WITA—San Juan—1947**

Frequency: 1140 Kc. Power: 500 Watts  
Owned-Oper. By. Electronic Enterprises, Inc.  
Address P.O. Box 2732  
Tel.: 3-3594 Independent  
General Mgr. Mariano A. Suarez  
Station Mgr. Osvaldo T. Velazquez  
Chief Engineer Luis Prado Martorell

**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

**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



**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

**WSTA—St. Thomas—1950**

Frequency: 1340 Kc. Power: 250 Kc.  
Owned-Oper. By. Island Bcstg. Co. Inc.  
Address Box 538  
Tel.: 489 MBS-NBC  
Station Representative Intercontinental  
President Harry Engel, Jr.  
General, Sta. Mgr. Len Stein  
Program, Pub. Dir. John Nash  
Chief Engineer Les Miner

**COMPLETE ALPHABETICAL LISTING**

**OF U. S. AM RADIO STATIONS BY**

**CALL LETTERS START ON PAGE 261**

# END OF MONOPOLY TV

## ...Hearings Under Way In Canada



By T. J. ALLARD  
Executive Vice President, CAB

THE Canadian Association of Broadcasters entered the '60's with 157 radio members (compared to 147 members as of December 31, 1958) and 41 TV members (compared with 37 TV members at the end of the previous year).

Much of Canadian broadcasting history this past year has been concerned with the activities of the Board of Broadcast Governors, the independent regulatory tribunal, for whose appointment the private broadcasters had campaigned for many years.

The BBG held its first public hearing in Ottawa in January of 1959, and has since held seven other hearings to consider license applications and power boosts. At all of these hearings, the Board has given applicants full opportunity to state their case, and decisions have been given promptly. The BBG also held a public meeting to consider its proposed regulations for radio broadcasting, and a separate one to consider its television regulations.

Although the C.A.B. believed that the radio regulations were a considerable improvement over the former CBC regulations, it felt the wording of some of the proposed regulations could be changed, and this was done, in some cases.

The draft regulations for television stations were especially interesting since TV stations had not had separate regulations.

Here again, the Board's procedure of holding a public hearing on its draft proposals paid dividends. Both

private and government-owned stations submitted their views on the regulations, with most of the attention focusing on the BBG proposals for a 55 per cent Canadian broadcasting content and the proposed ban on morning telecasting.

As a result of these submissions, the Canadian content clause of the regulation was changed so that the 55 per cent Canadian content regulation provided "there shall be no specified minimum percentage of broadcast time of stations or networks devoted to programs that are basically Canadian in content and character prior to April 1st, 1961; and from April 1st, 1961 to March 31st, 1962 inclusive, the minimum percentage of broadcast time so devoted shall be 45 per cent."

The meaning of the words "Canadian content" was defined: the ban on morning TV was substantially modified and a regulation which would have given the BBG empirical control of the prime evening viewing time was dropped completely.

Hearings have been taking place across Canada in the early months of 1960 to determine which companies will be okayed by the BBG as holders of second television licenses in major cities across Canada.

In ending monopoly television in Canada, the BBG has proceeded carefully. In each case the Board went carefully into the applicants' financial stability; technical arrangements (including facilities for transmitting color TV) and their plans for Canadian content.



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**TELEVISION DAILY**

presents

# CANADA

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KEY PERSONNEL OF  
CBC — CAB — AND ALL  
MAJOR AM STATIONS  
LISTED BY PROVINCES

**1960**

# *You needn't advertise on radio or TV, if...*

... you can do without the business of Canada's daily TV audience of more than 3,400,000 homes;

... you don't need to sell to the audience reached by more than 1,780,000 car radios, or that reached by millions of home radios during their average four hours per day of operation.

If, on the other hand, the market for your product is found within the above potential, you can't afford *not* to advertise on radio or TV. When that's the case, you'll get best assistance, and best value for your advertising dollar, from the members of

## **THE CANADIAN ASSOCIATION OF BROADCASTERS L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS**

Head Office:  
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Ottawa 4, Canada

Toronto Office:  
200 St. Clair Ave. W.,  
Toronto 7, Canada



# CANADIAN BROADCASTING CORP.

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

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C. R. Delafield, Dir. of CBC Intern. Services

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Director, J. R. Finlay  
Regional Program Dir., D. E. Cameron

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Morrow

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Regional Program Dir., Roger Rolland

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Director, Capt. W. E. S. Briggs  
Regional Program Dir., S. R. Kennedy

#### NEWFOUNDLAND REGION

T. A. Building, St. John's, Newfoundland  
Director, William F. Galgay  
Area Engineer, E. D. Witherstone

# CANADIAN ASSOCIATION OF BROADCASTERS

Head Office—108 Sparks St., Ottawa, Ont.  
Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.  
Phone: Walnut 2-3334



## Officers

President .....	Murray Brown
Immediate Past President.....	D. M. Neill
Executive Vice-President.....	T. J. Allard
Vice-President, TV.....	T. Burham



## Directors

- Atlantic Region—D. M. Neill, CFNB, Fredericton and R. F. Large, CFCY, Charlottetown, Radio. G. Stirling, CJON-TV, St. John's TV.
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- French Language—D. A. Gourd, CKRN, Rouyn; Roland Couture, CKSB, St. Boniface and M. Dansereau, CHLN, Three Rivers, Radio. T. Burham, CKRS-TV, Jonquiere, TV.



## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organizations of 156 privately owned (independent) radio broadcasting stations, and 41 television stations in Canada.

# U. S. AND CANADIAN INTERNATIONAL STATIONS

Station Operator and Location	Call Letters	Power
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Bethany, 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:

Call Letters	Frequency (kc.)	Call Letters	Frequency (kc.)
CHAC .....	6160	CKNA .....	5970
CHLA .....	21710	CKNC .....	17820
CHLS .....	9610	CKNK .....	11945
CHOL .....	11720	CKOB .....	6090
CKCS .....	15320	CKRA .....	11760
CKCX .....	15190	CKRP .....	21600
CKEX .....	11900	CKRZ .....	6060
CKLO .....	9630	CKXA .....	11705
CKLP .....	9585	CHYS .....	17885
CHAY .....	5990	CKUS .....	15105
CHLR .....	9710	CKSR .....	15255
CHFO .....	9740	CKBR .....	15275
CHRX .....	17735	CHSB .....	17710

CBC—Mar. 1960.

# CANADIAN AM STATIONS

## Listed Alphabetically By Call Letters

Call Letters	City	Page	Call Letters	City	Page
CBA	Sackville, N. B.	631	CFPL	London, Ont.	635
CBAF	Moncton, N.B.	630	CFPR	Prince Rupert, B. C.	628
CBE	Windsor, Ont.	638	CFQC	Saskatoon, Sask.	643
CBF	Montreal, Que.	639	CFRA	Ottawa, Ont.	636
CBG	Gander, Nfld.	631	CFRB	Toronto, Ont.	638
CBH	Halifax, N. S.	632	CFRG	Gravelbourg, Sask.	642
CBI	Sydney, N. S.	632	CFRN	Edmonton, Alta.	626
CBJ	Chicoutimi, Que.	639	CFRS	Simcoe, Ont.	637
CBK	Regina, Sask.	642	CFRY	Portage La Prairie, Man.	629
CBL	Toronto, Ont.	637	CFSL	Weyburn, Sask.	643
CBM	Montreal, Que.	639	CFTJ	Galt, Ont.	634
CBN	St. John's, Nfld.	631	CFUN	Vancouver, B. C.	628
CBO	Ottawa, Ont.	636	CHAB	Moose Jaw, Sask.	642
CBT	Grand Falls, Nfld.	631	CHAD	Amos, Que.	639
CBU	Vancouver, B. C.	628	CHAT	Medicine Hat, Alta.	627
CBV	Quebec City, Que.	640	CHED	Edmonton, Alta.	626
CBW	Winnipeg, Man.	630	CHEF	Granby, Que.	639
CBX	Edmonton, Alta.	626	CHEX	Peterborough, Ont.	636
CBY	Corner Brook, Nfld.	631	CHFA	Edmonton, Alta.	626
CFAB	Windsor, N. S.	633	CHGB	Rouyn, Que.	641
CFAC	Calgary, Alta.	626	CHLN	Three Rivers, Que.	642
CFAM	Altona, Man.	629	CHLO	St. Thomas, Ont.	636
CFAR	Flin Flon, Man.	629	CHLT	Sherbrooke, Que.	641
CFAX	Victoria, B. C.	629	CHML	Hamilton, Ont.	634
CFBC	Saint John, N. B.	631	CHNC	New Carlisle, Que.	640
CFBR	Sudbury, Ont.	637	CHNO	Sudbury, Ont.	637
CFCF	Montreal, Que.	640	CHNS	Halifax, N. S.	632
CFCH	North Bay, Ont.	635	CHOK	Sarnia, Ont.	636
CFCL	Timmins, Ont.	637	CHOV	Pembroke, Ont.	636
CFCN	Calgary, Alta.	626	CHRC	Quebec City, Que.	640
CFCO	Chatham, Ont.	633	CHRD	Drummondville, Que.	639
CFCW	Camrose, Alta.	626	CHRL	Roberval, Que.	641
CFCY	Charlottetown, P. E. I.	638	CHSJ	Saint John, N. B.	631
CFDA	Victoriaville, Que.	642	CHUB	Nanaimo, B. C.	627
CFGP	Grande Prairie, Alta.	626	CHUM	Toronto, Ont.	638
CFGT	Alma, Que.	639	CHVC	Niagara Falls, Ont.	635
CFJB	Brampton, Ont.	633	CHWK	Chilliwack, B. C.	627
CFJC	Kamloops, B. C.	627	CHWO	Oakville, Ont.	635
CFJR	Brockville, Ont.	633	CJAD	Montreal, Que.	640
CFNB	Frederickton, N. B.	630	CJAT	Trail, B. C.	628
CFNS	Saskatoon, Sask.	643	CJAV	Port Alberni, B. C.	628
CFOB	Fort Frances, Ont.	634	CJBC	Toronto, Ont.	638
CFOR	Orillia, Ont.	635	CJBQ	Belleville, Ont.	633
CFOS	Owen Sound, Ont.	636	CJBR	Rimouski, Que.	640
CFPA	Port Arthur, Ont.	636	CJCA	Edmonton, Alta.	626

## CANADIAN AM STATIONS

Call Letters	City	Page	Call Letters	City	Page
CJCB . . .	Sydney, N. S. . . . .	632	CKEY . . .	Toronto, Ont. . . . .	638
CJCH . . .	Halifax, N. S. . . . .	632	CKFH . . .	Toronto, Ont. . . . .	638
CJCS . . .	Stratford, Ont. . . . .	637	CKGB . . .	Timmons, Ont. . . . .	637
CJDC . . .	Dawson Creek, B. C. . . . .	627	CKJL . . .	St. Jerome, Que. . . . .	641
CJDV . . .	Drumheller, Alta. . . . .	626	CKLB . . .	Oshawa, Ont. . . . .	635
CJEM . . .	Edmundston, N. B. . . . .	630	CKLC . . .	Kingston, Ont. . . . .	634
CJET . . .	Smith Falls, Ont. . . . .	637	CKLD . . .	Thetford Mines, Que. . . . .	641
CJFP . . .	Riviere-Du-Loup, Que. . . . .	641	CKLG . . .	No. Vancouver, B. C. . . . .	628
CJFX . . .	Antigonish, N. S. . . . .	632	CKLN . . .	Nelson, B. C. . . . .	627
CJGX . . .	Yorkton, Sask. . . . .	643	CKLS . . .	La Sarre, Que. . . . .	639
CJIB . . .	Vernon, B. C. . . . .	629	CKLY . . .	Lindsay, Ont. . . . .	635
CJIC . . .	Sault Ste. Marie, Ont. . . . .	636	CKMR . . .	Newcastle, N. B. . . . .	631
CJKL . . .	Kirkland Lake, Ont. . . . .	634	CKNB . . .	Campbellton, N. B. . . . .	630
CJLS . . .	Yarmouth, N. S. . . . .	633	CKNW . . .	New Westminster, B. C. . . . .	628
CJMS . . .	Montreal, Que. . . . .	640	CKNX . . .	Wingham, Ont. . . . .	638
CJMT . . .	Chicoutimi, Que. . . . .	639	CKOC . . .	Hamilton, Ont. . . . .	634
CJNB . . .	North Battleford, Sask. . . . .	642	CKOK . . .	Penticton, B. C. . . . .	628
CJNR . . .	Blind River, Ont. . . . .	633	CKOM . . .	Saskatoon, Sask. . . . .	643
CJOB . . .	Winnipeg, Man. . . . .	630	CKOT . . .	Tillsonburg, Ont. . . . .	637
CJOC . . .	Lethbridge, Alta. . . . .	626	CKOV . . .	Kelowna, B. C. . . . .	627
CJON . . .	St. John's, Nfld. . . . .	631	CKOX . . .	Woodstock, Ont. . . . .	638
CJOR . . .	Vancouver, B. C. . . . .	628	CKOY . . .	Ottawa, Ont. . . . .	636
CJOY . . .	Guelph, Ont. . . . .	634	CKPC . . .	Brantford, Ont. . . . .	633
CJQC . . .	Quebec City, Que. . . . .	640	CKPG . . .	Prince George, B. C. . . . .	628
CJRH . . .	Richmond Hill, Ont. . . . .	636	CKPR . . .	Fort William, Ont. . . . .	634
CJRL . . .	Kenora, Ont. . . . .	634	CKRB . . .	St. Georges, Que. . . . .	641
CJRW . . .	Summerside, P. E. I. . . . .	638	CKRC . . .	Winnipeg, Man. . . . .	630
CJSO . . .	Sorel, Que. . . . .	641	CKRD . . .	Red Deer, Alta. . . . .	627
CJSP . . .	Leamington, Ont. . . . .	635	CKRM . . .	Regina, Sask. . . . .	643
CJSS . . .	Cornwall, Ont. . . . .	633	CKRN . . .	Rouyn, Que. . . . .	641
CJVI . . .	Victoria, B. C. . . . .	629	CKRS . . .	Jonquiere, Que. . . . .	639
CKAC . . .	Montreal, Que. . . . .	640	CKSA . . .	Lloydminster, Alta. . . . .	627
CKAR . . .	Huntsville, Ont. . . . .	634	CKSB . . .	St. Boniface, Man. . . . .	630
CKBB . . .	Barrie, Ont. . . . .	633	CKSL . . .	London, Ont. . . . .	635
CKBC . . .	Bathurst, N. B. . . . .	630	CKSM . . .	Shawinigan Falls, Que. . . . .	641
CKBI . . .	Prince Albert, Sask. . . . .	642	CKSO . . .	Sudbury, Ont. . . . .	637
CKBL . . .	Matane, Que. . . . .	639	CKSW . . .	Swift Current, Sask. . . . .	643
CKBM . . .	Montmagny, Que. . . . .	639	CKTB . . .	St. Catharines, Ont. . . . .	636
CKBW . . .	Bridgewater, N. S. . . . .	632	CKTR . . .	Trois-Rivieres, Que. . . . .	642
CKCH . . .	Hull, Que. . . . .	639	CKTS . . .	Sherbrooke, Que. . . . .	641
CKCK . . .	Regina, Sask. . . . .	643	CKVD . . .	Val D'Or, Que. . . . .	642
CKCL . . .	Truro, N. S. . . . .	633	CKVL . . .	Montreal, Que. . . . .	640
CKCQ . . .	Quessnel, B. C. . . . .	628	CKVM . . .	Ville-Marie, Que. . . . .	642
CKCR . . .	Kitchener, Ont. . . . .	635	CKWS . . .	Kingston, Ont. . . . .	634
CKCV . . .	Quebec City, Que. . . . .	640	CKWX . . .	Vancouver, B. C. . . . .	629
CKCW . . .	Moncton, N. B. . . . .	630	CKX . . .	Brandon, Man. . . . .	629
CKCY . . .	Sault Ste. Marie, Ont. . . . .	637	CKXL . . .	Calgary, Alta. . . . .	626
CKDA . . .	Victoria, B. C. . . . .	629	CKY . . .	Winnipeg, Man. . . . .	630
CKDH . . .	Amherst, N. S. . . . .	632	CKYL . . .	Peace River, Alta. . . . .	627
CKDM . . .	Dauphin, Man. . . . .	629	VOAR . . .	St. John's, Nfld. . . . .	631
CKEC . . .	New Glasgow, N. S. . . . .	632	VOCM . . .	St. John's, Nfld. . . . .	632
CKEK . . .	Cranbrook, B. C. . . . .	627			



# 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... CBC  
 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... CBC  
 Sta. Reps... Young Canadian; Harlan Oakes  
 President, Gen. Mgr... H. Gordon Love  
 Commercial Mgr... Gordon L. Carter  
 Program Dir... Ned B. Corrigan  
 Publicity Dir... James A. Love  
 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... Independent  
 Representative... H. C. Stovin, Forjoe  
 President, Gen. Mgr... A. R. Mackenzie  
 Gen. Sales Mgr... Allan J. Barker  
 Chief Engineer... G. R. Morrison

## CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Camrose Bcstg. Co.  
 Address... Smith Bldg.  
 Tel.: 3044... Independent  
 Representative... Lorite Potts  
 Pres., Gen. Mgr... H. J. Yerxa  
 Sta. Mgr., Pub. Dir... Gene Ross  
 Chief Engineer... Kenneth Anholt

## CJDV—Drumheller—1958

Frequency: 910 Kc. Power: 1000 Watts  
 Owned By... Dinosaur Bcstg. Corp.  
 Address... Broadcast Bldg.  
 Station Rep... Trans Ocean; Forjoe  
 President... Gordon Purnell  
 General Mgr... Tony Mayer  
 Chief Engineer... John Jonkmun

## CBX—Edmonton—1948

Frequency: 1010 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Canadian Bcstg. Corp.  
 Bus-Studio Address... 713 MacDonald Hotel  
 Tel.: 4-8221... CBC  
 Director... J. R. Finkly  
 Sta. Mgr... D. C. Claringbull  
 Commercial Manager... Ralph Horley

## CFRN—Edmonton—1934

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.  
 Address... 102 C.P.R. Bldg.  
 Tel.: GArden 2-2101... CBC  
 Radio Reps... Young Canadian; Oakes Assoc.  
 Pres., Gen Mgr... G. R. A. Rice  
 Station Manager... A. J. Hopps  
 Commercial Manager... R. L. McGhee  
 Sales Prom., Pub. Dir... Glenn O'Reilly  
 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.: GArden 4-2111... Independent  
 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.: GA 4-2157... CBC  
 President... Andre M. Dechene  
 Comm. Sta. Mgr... B. J. Gagnon  
 Chief Engineer... Larry Leclair

## CJCA—Edmonton—1922

Frequency: 930 Kc. Power: 500 Watts  
 Owned-Oper. By... Edmonton Bcstg. Co., Ltd.  
 Business Address... 413 Birks Bldg.  
 Tel.: GArden 4-4131... CBC  
 Representative... All-Canada, Weed  
 Sta. Manager... Gerry Gaetz  
 Commercial Manager... Rolfe Barnes  
 Program Director... Dall 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... CBC  
 Representative... All-Canada, Weed  
 President... Hugh E. Pearson  
 Station Manager... Cameron A. Perry  
 Comm. Mgr... G. Percy  
 Program Director... Colin Fraser  
 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... CBC

## ALBERTA-BRITISH COLUMBIA

Station Representative.....All-Canada; Weed  
Station Manager.....A. J. Balfour  
Commercial Manager.....B. J. O'Grady  
Program Director.....Wally Stambuck  
Chief Engineer.....Doug Card

### CKSA—Lloydminster—1957

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned By.....Sask-Alta Bcstg. Ltd.  
Address.....Lloydminster  
Station Rep.....Natl. Bcstg. Sales  
President.....A. F. Shortell  
General Mgr.....P. J. Edwards  
Chief Engineer.....Howard Simmonds

### 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. Yuill  
Gen., Sta. Mgr.....R. J. Buss  
Commercial, Prom. Mgr.....Orv Kope

Program Director.....Bill Saviak  
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  
President.....Oscar Moro  
General Mgr.....W. C. Gliege  
Engineer.....Bob Guy

### CKRD—Red Deer—1949

Freq.: 850 Kc.....Power: 1000 Watts  
Owned By.....Central Alberta Bcstg. Co. Ltd.  
Bus. Address.....5203 Gaetz Ave., Foster Block  
Tel.: 2083.....CBC  
Sta. Reps.....Trans-Ocean; Young Can.; Rad Reps  
President.....Leonard Purnell  
Station Mgr.....Gordon Purnell  
Comm. Mgr.....W. R. Scott  
Program, Prom. Mgr.....J. M. Younie  
Chief Engineer.....Ken Martin

## BRITISH COLUMBIA

### CHWK—Chilliwack—1927

Frequency: 1270 Kc.....Power 10,000 Watts  
Owned-Oper. By.....Fraser Valley Bcstrs., Ltd.  
Address.....50 Yale Rd., E.  
Tel.: SYcamore 3-7226.....CBC  
Representative.....All-Canada, Weed  
President, Ch. Eng.....Jack Pilling  
General Manager.....Mudro MacLachlan  
Commercial Manager.....Bill Teetzel  
Program, Publicity Dir.....Bill Wolfe

### CKEK—Cranbrook—1957

Frequency: 570 Kc.....Power: 1 Watt  
Owned By.....Kootenay Bcstg. Ltd.  
Address.....P.O. Box 570  
Tel.: JUNiper 6-2224.....Independent  
Sta. Reps.....Messner, Radio Reps  
President, Gen. Mgr., Ch. Eng.....R. A. Reagh  
Commercial Mgr.....Ed Zirk

### 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.....Independent  
Representative.....Radio Representative, Cooke  
President.....H. Michaud  
Gen. Mgr., Comm. Mgr.....Mike Lavern  
Chief Engineer.....Mel Lang

### CFJC—Kamloops—1927

Frequency: 910 Kc.....Power: 10 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  
Commercial Mgr.....Bev Foot  
Station Mgr.....Arthur Hall  
Chief Engineer.....Kurt Reisenac

### 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  
Chief Engineer.....E. R. McIntyre

### CKLN—Nelson—1939

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Oper. By.....News Publishing Co., Ltd.  
Address.....P. O. Box 250  
Tel.: 10.....CBC

## BRITISH COLUMBIA

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  
Sta. Reps. . . . . Adam Young; R. Reps., B'cast. Reps  
President . . . . . Frank A. Griffiths  
Gen., Station Mgr. . . . . W. J. Hughes  
Prog. Dir. . . . . Hal Davis  
Natl. Sales Mgr. . . . . Mel Cooper  
Chief Engineer . . . . . Jack Gordon

### CKLG—No. Vancouver—1954

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 Cooke  
President . . . . . A. Earson Gibson  
Business Mgr. . . . . Miss Eileen Fox  
Station Mgr. . . . . Sid Boyling  
Commercial Mgr. . . . . John N. Hunt  
Publicity Dir. . . . . Jack Thomas  
Chief Engineer . . . . . Peter Mackintosh

### 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.: HYatt 2-2800 . . . . . CBC  
Representative . . . . . All Canada; Weed  
Pres., Gen., Mgr. . . . . Maurice P. Finnerty  
Station Manager . . . . . Ralph J. Robinson  
Sales Mgr. . . . . Ken Compton  
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  
Chief Engineer . . . . . R. McIntyre

### 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. Ecst  
Chief Engineer . . . . . L. Fraser

### CFPR—Prince Rupert—1938

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Canadian Broadcasting Corp.  
Address . . . . . 343 W. 2nd Ave.  
Tel.: 2161 . . . . . CBC  
Sta. Mgr. . . . . W. C. Hankinson  
Comm. Mgr. . . . . M. Munro

### CKCQ—Quesnel—1957

Frequency: 570 Kc. . . . . Power: 1 Kw.  
Owned . . . . . Cariboo Bcstrs. Ltd.  
Address . . . . . Box 699  
Tel.: 485 . . . . . Independent  
Representative . . . . . Radio Rep., Cooke  
President . . . . . James H. Ritchie  
Gen'l. Sta. Mgr. . . . . Dennis Reid  
Comm. Prom. Mgr. . . . . John V. Boates  
Program Director . . . . . Robert R. Leckie  
Chief Engineer . . . . . J. Fred Weber

### CJAT—Trail—1931

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Kootenay Bcstg. Co., Ltd.  
Address . . . . . 1300 Cedar Ave.  
Tel.: 3000 . . . . . 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 . . . . . Gordon Fairweather

### CBU—Vancouver—1947

Frequency: 690 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
Address . . . . . 701 Hornby St.  
Tel.: MU 4-0246 . . . . . CBC  
Dir. for Brit. Col. . . . . Kenneth Caples  
Commercial Rep. . . . . M. L. Munro

### CFUN—Vancouver—1922

Freq.: 1410 Kc. . . . . Power: 10 Wts. d., 1 Wts. n.  
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 . . . . . Doug Greig  
Program Director . . . . . T. J. Garner  
Chief Engineer . . . . . Stan Davis

### 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 Chandler

**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.....William A. Speers  
 Commercial Mgr.....Clare G. Copeland  
 Program Manager.....John Ansell  
 Sales Prom. Director.....T. Action Kilby  
 Publicity Dir.....Phil Baldwin  
 Chief Engineer.....Charles Smith

**CJIB—Vernon—1947**

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Operated By.....Interior Bcstrs., Ltd.  
 Business Address.....3315 B. Barnard Ave.  
 Tel.: Lnden 2-3900.....CBC  
 Rep.....All Canada; Weed  
 President.....Richard Peters  
 Sta. Manager.....A. G. Seabrook  
 Commercial Mgr.....Ann Gaustin  
 Sales Prom. Mgr.....David Gamble  
 Publicity Dir.....Jack Pollard  
 Chief Engineer.....Laurie Wright

**CJVI—Victoria—1941**

Frequency: 900 Kc. Power: 10,000 Watts

Owned-Oper. By.....Island Bcstg. Co.  
 Business-Studio Address.....817 Fort Street  
 Tel.: EV 2-8221.....CBC  
 Sta. Rep.....All-Canada; Weed  
 President, Gen. Mgr.....William 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 Reps., Forjoe  
 President.....David M. Armstrong  
 Station Manager.....David G. Hill  
 Program, Publicity Dir.....Phil Barter  
 Chief Engineer.....Norman Bergquist

**CFAX—Victoria—1959**

Frequency: 810 Kc. Power: 1000 Watts  
 Owned By.....Swanick Bcstg. Ltd.  
 Address.....Central Bldg.  
 Tel.: EVERgreen 6-2441.....Independent  
 Sta. Reps.....Radio Rep; Cooke  
 President.....E. Queale  
 General Mgr.....Roy V. Parrett  
 Program Dir.....D. Wilson

**MANITOBA**

**CFAM—Altona—1957**

Freq.: 1290 Kc. Power: 10 Watts, d., 5 Wts., n.  
 Owned.....Southern Manitoba Bcstg. Co.  
 Address.....P.O. Box 1000  
 Tel.: 285.....Independent  
 Sta. Reps.....Cooke; Natl. Bcst. Sales  
 President.....Walter E. Kroeker  
 Station Manager.....Dennis Barkman  
 Publicity Dir.....D. 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  
 Sta. Reps.....Radio Reps.; 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**

Freq.: 730 Kc. Power 10 Watts, d., 5 W., n.  
 Owned.....Dauphin Bcstg. Co., Ltd.  
 Address.....3rd Ave., N. E.  
 Tel.: 3230.....Independent

Reps.....Hunt; Young Canadian  
 President.....A. T. Warnock  
 General, Sta. Mgr.....Jack Henderson  
 Comm., Prom. Mgr.....Mrs. Martha Fidler  
 Program Director.....Gary Kirton  
 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  
 Sta. Reps.....Young Can.; Messner  
 President.....Grey Mundie  
 Station Mgr.....J. E. Smallwood  
 Commercial Mgr.....Alex Cobban  
 Program Asst.....Bernie Pascall

**CFRY—Portage La Prairie  
1956**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned.....Portage-Delta Bcstg. Co.  
 Address.....Hotel Portage  
 Tel.: 7-6447.....Independent  
 Representative.....Lorrie Potts  
 Pres., Gen. Mgr., Ch. Eng.....R. D. Hughes  
 Comm. Mgr.....Dolores Kustra

# MANITOBA-NEW BRUNSWICK

Commercial Manager.....J. G. McCrory  
Sales Promotion Manager.....Gordon Walker  
Program Director.....Robert Bye  
Chief Engineer.....Burt Hooper

## CKY—Winnipeg—1949

Frequency: 580 Kc.....Power: 50 Kw.  
Owned-Oper. By.....Station CKY, Ltd.  
Business Address.....432 Main St., N.  
Tel.: Whitehall 3-1531.....Independent  
Representative.....Stovin, Forjoe  
President.....Lloyd E. Moffat  
General Sta. Mgr.....Jack M. Davidson  
Comm. Manager.....D. McDermid  
Program Director.....Jack R. Stewart  
Sales Prom. Mgr.....Donn Kirton  
Chief Engineer.....Andy Malowanchuk

## 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  
Sta. Reps.....Devney; Interprovincial Sales  
President.....Auguste Dansereau  
Gen. Sta. Mgr.....Roland Couture  
Commercial Mgr.....Raoul Normandeau  
Program Co-ord.....Flore Toupin  
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  
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: 10 Kw. d., 2500 W. n.  
Owned By.....Blick Bcstg. Ltd.  
Business Address.....10th Fl., Lindsay Bldg.  
Tel.: WH 2-6374.....Independent  
Pres., Gen. Mgr.....John O. Blick  
Commercial Manager.....R. M. MacLennan  
Program Dir.....George McCloy  
Sales Prom., Publicity Dir.....Richard R. Moody  
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  
Station Manager.....J. A. Hammond

# 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.....CBC  
Sta. Reps.....Radio Reps; Young Canadian  
President.....J. Leo Hachey  
Station Manager.....W. A. Winton  
Comm., Sales Prom. Mgr.....R. J. Gallagher  
Program Dir.....Ray J. Bourque  
Chief Engineer.....Phil Pacquet

## 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.....CBC  
President.....John Alexander  
General Mgr.....Dr. Charles Houde  
Sta., Comm. Mgr.....Robert D. Richards  
Program Dir....."Buck" Richards  
Publicity Dir.....Ernestine Bourque  
Chief Engineer.....William Freeman

## 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  
Chief Engineer.....M. Vallee

## CFNB—Fredericton—1923

Frequency: 550 Kc.....Power: 50 Kw.  
Owned.....James S. Neill & Son, Ltd.  
Address.....67 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  
Promotion Mgr.....Mrs. Joan Watson  
Chief Engineer.....Glenn D. Love

## CBAF—Moncton—1953

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....232 St. George St.  
Tel.: EV 4-3366.....CBC  
President.....A. Ouimet  
Station Manager.....P. E. Czrier  
Program Dir.....Guy Theriault  
Chief Engineer.....Yvon Roy

## CKCW—Moncton—1934

Frequency: 1220 Kc.....Power: 10,000 Watts

## NEW BRUNSWICK-NEWFOUNDLAND

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. Lynds  
Sta., Comm. Mgr.....Tom H. Tonner  
Sales Prom. Mgr., Prog. Dir.....Bob Reid  
Chief Engineer.....Keith MacConnell

### CKMR—Newcastle—1949

Frequency: 790 Kc.....Power: 1000 Watts  
Owned.....Miramichi Bcstg. Co. Ltd.  
Address.....129 Castle St.  
Tel.: MAdison 2-3311.....CBC  
Sta. Rep.....Radio Time Sales; Hunt  
President.....L. W. Flett  
General, Comm. Mgr., Ch. Eng., R. J. Wallace  
Publicity Director.....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.  
Tel.: 152.....CBC  
Regional Director.....W. E. S. Briggs

Regional Prog. Dir.....S. R. Kennedy  
Comm. Rep.....W. Tracy

### CFBC—Saint John—1946

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By.....Fundy Bcstg. Co., Ltd.  
Business Address.....68 Carleton St.  
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 McNulty  
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.....85 Germain St.  
Tel.: OX 3-3304.....CBC  
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.  
Address.....Cobb Lane  
Tel.: NEptune 4-5127.....CBC  
Dir. for Prov.....W. F. Galgay  
Station Mgr.....C. V. Hierlihy

### CBG—Gander—1949

Frequency: 1450 Kc.....Power: 1000 Watts  
Owned-Operated By.....Canadian Bcstg. Corp.  
Address.....P. O. Drawer 790  
Tel.: 4311.....CBC  
Station Manager.....Charles Mardel  
Commercial Mgr.....G. D. Halley  
Program Dir.....R. G. O'Brien  
Chief Engineer.....E. D. Witherstone

### 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  
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  
Tel.: 7181.....CBC  
Dir. for NFLD.....W. F. Galgay  
Comm. Mgr.....G. D. Halley  
Area Eng.....E. D. Witherstone

### 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  
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.....Desmond E. Tinkler  
Chief Engineer.....George Rabbits

# NEWFOUNDLAND-NOVA SCOTIA

## VOCM—St. John's—1936

Frequency: 590 Kc. Power: 10,000 Watts  
Owned-Operated By: Colonial Bcstg. System  
Address: McBride's Hill & Water Sts.  
Tel.: 3149 Independent

Rep.: Radio TV Sales: Young Canadian  
Pres., Ch. Eng.: W. B. Williams  
Managing Director: H. N. Butler  
Commercial Mgr.: Denys Ferry  
Sales Prom. Mgr.: Bill Squires  
Publicity Dir.: Bob Lockhart

# NOVA SCOTIA

## CKDH—Amherst—1958

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Amherst Bcstg. Ltd.  
Address: 32 Church St.  
Tel.: 3875 Independent  
Station Rep.: Hardy  
President: J. A. Langille  
General Mgr.: T. A. Giles  
Commercial Mgr.: L. A. McKim  
Chief Engineer: Geo. Lewis

## 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. Ginivan  
Gen., Sta. Mgr.: J. Clyde Nunn  
Commercial Manager: Pauline MacIntosh  
Program Director: W. F. MacKinnon  
Sales Prom., Publicity Dir.: Al Graham  
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  
Program Director: A. Maxwell Ramsay  
Sales Prom. Mgr.: Lester L. Rogers  
Publicity Dir.: Hugh A. Godfrey  
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.: S. R. Kennedy  
Comm. Rep.: W. Tracy

## CHNS—Halifax—1926

Frequency: 960 Kc. Power: 10 Kw.  
Owned-Oper. By: Maritime Bcstg. Corp., Ltd.  
Bus.-Studio Address: 10 Tobin St.  
Tel.: 3-8318 CBC  
Representative: All-Canada, Weed

P. resident: Graham W. Dennis  
Gen., Station Manager: Gerald Redmond  
Commercial Manager: Douglas Grant  
Program Manager: Fred W. Arenburg  
Promotion Mgr.: John Holden  
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: Gerald E. Martin  
General Sta. Mgr.: E. Finlay MacDonald  
Program Director: Robert M. Bambury  
Comm. Manager: Howard E. Gerard  
Chief Engineer: A. Reginald MacWilliams

## 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: 247 Charlotte St.  
Tel.: 4495 CBC  
President: J. A. Ouimet  
Station Manager: F. G. Cooke  
Comm. Mgr.: Al Redden  
Sales Prom. Mgr.: Chris Meisner  
Publicity Dir.: D. G. LeBlanc  
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  
President: Nathaniel Nathanson  
Station Manager: Norris L. Nathanson  
Commercial Manager: M. Grant  
Sales Promotion Manager: Lloyd W. Taylor  
Publicity Director: Florence MacLeod  
Chief Engineer: A. E. Vernon



## NOVA SCOTIA-ONTARIO

### CKCL—Truro—1947

Frequency: 600 Kc. . . . . Power: 1,000 Watts  
Owned-Operated By Colchester Bcstg. Co. Ltd.  
Address . . . . . 840 Prince 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, Ch. Eng. . . . . A. M. Bishop  
General Manager . . . . . J. A. C. Lewis  
Comm. Mgr. . . . . Mrs. E. J. MacMillan  
Program Director . . . . . Willard Bishop

### CJLS—Yarmouth—1934

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Gateway Bcstg. Co., Ltd.  
Address . . . . . 222 W. Main St.  
Tel.: 500 . . . . . Independent  
Representative . . . . . All-Canada, Weed  
Gen., Comm. Mgr. . . . . D. L. Smith  
Chief Engineer . . . . . W. Singer

## 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 . . . . . Dr. G. A. Morton  
Station Mgr. . . . . Frank C. Murray  
Commercial Manager . . . . . J. H. MacDonald  
Program Director . . . . . L. Jourard  
Sls. Prom. Manager . . . . . Lu Ferguson  
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  
Pres., Gen. Mgr., Ch. Eng. . . . . Thomas C. Nash  
Sta., Comm. Mgr. . . . . C. McKnight  
Program Dir. . . . . William L. Smith

### 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 . . . . . Gordon F. Keelbe  
General, Program Dir. . . . . John Fox  
Chief Eng. . . . . Robert McBean

### CKPC—Brantford—1923

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Telephone City Bcst., Ltd.  
Address . . . . . 525 Colborne St.  
Tel.: Plaza 3-2664 . . . . . CBC  
Station Representative . . . . . Potts  
President . . . . . Mrs. Florence M. Buchanan  
Station Manager . . . . . R. Buchanan  
Comm., Prom. Mgr. . . . . Russ Waters  
Prog. Dir. . . . . Arnold Anderson  
Chief Engineer . . . . . J. Featherston

### CFJR—Brockville—1943

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Eastern Ontario Bcstg. Co., Ltd.  
Business-Studio Address . . . . . Revere Hotel Bldg.  
Tel.: Diamond 2-4628 . . . . . CBC  
Station Rep. . . . . Jes A. Hardy; Young Canadian  
Pres., Gen. Mgr. . . . . Jack R. Radford  
Asst. Sta. Mgr. . . . . Thomas Statham  
Comm. Mgr. . . . . Keith Pelton  
Prog., Pub. Dir. . . . . Jim Chapman  
Chief Engineer . . . . . Peter Paczynsky

### CFCO—Chatham—1926

Frequency: 630 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . John Beardall  
Business Address . . . . . 42 King St. W—Box 550  
Tel.: EL 2-3000 . . . . . CBC  
Owner, Gen. Mgr. . . . . John Beardall  
Comm., Prog. Mgr. . . . . Arch Ferrie  
Program Director . . . . . Bob Anakin  
Chief Engineer . . . . . Gordon Brooks

### CJSS—Cornwall—1945

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Cornwall Broadcasting, Ltd.

# ONTARIO

Address ..... Box 969  
Tel.: Wellington 3-2030 ..... CBC  
Station Reps. .... Trans-Ocean; Weed  
President, Gen. Mgr. .... E. W. Miller  
Station, Comm. Mgr. .... Bob Aiken  
Sales Prom., Publicity Dir. .... Robert McGuigan  
Chief Engineer. .... James Mitchell

## **CFOB**—Fort Frances—1944

Frequency: 800 Kc. .... Power: 1000 Watts  
Owned By ..... Border Bcstg., Ltd.  
Business-Studio Address ..... 242 Scott St.  
Tel.: Atlas 3-3311 ..... CBC  
Rep. .... Cooke, Radio Reps  
Manager ..... Don Fawcett  
Chief Engineer. .... O. Petsnick

## **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  
Sto., Comm. Mgr. .... George Jeffrey  
Program Director. .... J. P. Friesen  
Sales Prom., Publicity Dir. .... I. Masters  
Chief Engineer. .... W. T. Ross

## **CFTJ**—Galt—1954

Frequency: 1110 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Galt B'casting Co., Ltd.  
Address ..... 3 Ainslie St.  
Tel.: 4318 ..... Independent  
Representative ..... Rodio Time Sales  
Pres., Gen. Mgr. .... John V. Evans  
Chief Eng. .... Paul Kemper

## **CJOY**—Guelph—1948

Frequency: 1460 Kc. .... Power: 10 W., d., 5 W., n.  
Owned-Operated By ..... CJOY, Ltd.  
Business Address ..... Bond Bldg.  
Tel.: TA 4-0670 ..... Independent  
Representative ..... Rodio 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 Bcstg. Co., Ltd.  
Business-Studio Address ..... 848 Main St., E.  
Tel.: LI 9-2411 ..... CBC  
Rep. .... Stephens & Towndrow  
President. .... Kenneth D. Soble  
General Manager. .... Tom Darling  
Commercial Manager. .... W. D. Whitaker  
Prog. Dir. .... William E. Hall  
Chief Engineer. .... Hugh Potter

## **CKOC**—Hamilton—1922

Frequency: 1150 Kc. .... Power: 5000 Watts

Owned ..... Wentworth Radio Bcstg. 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

## **CKAR**—Huntsville—1958

Frequency: 590 Kc. .... Power: 1 Watt  
Owned By ..... Muskoka-Parry Bcstg. Ltd.  
Address ..... P.O. Box 1016  
Tel.: 934 ..... Independent  
Station Rep. .... Radio Reps.  
President ..... L. Olan  
General Mgr. .... Jim Gibson  
Chief Engineer. .... M. Shields

## **CJRL**—Kenora—1938

Frequency: 1220 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Lake of Woods B'cast, Ltd.  
Business Address ..... Johnson Block  
Tel.: 7850 ..... CBC  
Representative ..... Stovin-Byles  
President ..... Stuart King  
Station Manager. .... William Wylie  
Program Director. .... Jack Thomson  
Chief Engineer. .... Dick Queen

## **CKLC**—Kingston—1953

Frequency: 1380 Kc. .... Power: 5 Kw.  
Owned-Oper. By. St. Lawrence Bcstg. Co., Ltd.  
Address ..... 99 Brock St.  
Tel.: 2-4927 ..... Independent  
Representative ..... Stovin, Forjoe  
Sta., Gen. Manager. .... T. D. French  
Comm. Manager. .... J. F. French  
Chief Engineer. .... W. W. Grant

## **CKWS**—Kingston—1942

Frequency: 960 Kc. .... Power: 5000 Watts  
Owned-Oper. By. Frontenac Bcstg. Co., Ltd.  
Address ..... 170 Queen St.  
Tel.: Liberty 2-4977 ..... CBC  
Newspaper Affil. .... Kingston Whig Standard  
Rep. .... Natl. Bcst. Sales, Weed  
President. .... Senator W. R. Davies  
Gen. Manager. .... Don Lawrie  
Station Manager. .... Wally Rewegan  
Commercial Manager. .... Bill King  
Prog. Director. .... Carl Cogan  
Sales Prom. Mgr. .... Mrs. Rita Lloyd  
Pub. Director. .... Bryan Olney  
Chief Engineer. .... Bert Cobb

## **CJKL**—Kirkland Lake—1934

Frequency: 560 Kc. .... Power: 5000 Watts  
Owned ..... Kirkland Lake Bcstg., Ltd.  
Address ..... P.O. Box 430  
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.....Nat. Bcst. Sales; Devney  
 Pres., Gen. Mgr.....James C. Mitchell  
 Comm. Mgr.....Jack G. Liddle  
 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.: FA 6-6171.....Independent  
 Representative.....Radio-TV Sales; Best  
 President, Gen. Mgr.....Al A. Bruner  
 Program Dir.....Lou Tomasi  
 Sale Prom., Publicity Dir...Mrs. Eleanor Carder  
 Production Mgr.....Stu Brandy  
 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. Robtaille

**CKSL—London—1956**

Frequency: 1290 Kc.....Power: 5 Kw.  
 Owned.....London Bcstrs. Ltd.  
 Address.....343 Richmond St.  
 Tel.: GEneral 2-4181.....Independent  
 Representative.....Young Canadian  
 President.....F. Vincent Regan  
 General Mgr.....Don M. E. Hamilton  
 Commercial Mgr.....Alex Snider  
 Sales Prom. Mgr.....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  
 Commercial Mgr.....Michael Mezo, Jr.  
 Station Manager.....A. W. Blakely  
 Program Director.....Mrs. Emily Lamb  
 Chief Engineer.....Joseph Spicer

**CFCH—North Bay—1931**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Northern Bcstg.  
 Address.....581 Fraser St.  
 Tel.: GR 4-2000.....CBC  
 Sta. Rep.....Natl. Bcst. Sls.; Weed  
 President.....Mrs. A. P. Campbell  
 Commercial Manager.....Clarence Houston  
 Station Manager.....Harvey C. Freeman  
 Program Director.....Bill O'Halloran  
 Sales Prom. Mgr.....Doug Scanlan  
 Publicity Dir.....Bruce Ruggles  
 Chief Engineer.....Jack Barnaby

**CHWO—Oakville—1957**

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned.....CHWO Radio  
 Address.....34A Colborne St. W.  
 Tel.: VI 5-2821.....Independent  
 Representative.....Radio & TV Sales Inc.  
 Pres., Gen. Mgr.....Howard C. Caine  
 Commercial Manager.....Victor Tipple  
 Program Director.....Hartley Hubbs  
 Chief Engineer.....Albert Aufleger

**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  
 Newspaper Affiliation.....Beaverton Express  
 Rep.....Stephens & Towndrow  
 Pres., Gen. Mgr.....Gordon E. Smith  
 Comm., Sales Prom. Mgr.....Don McLeod  
 Program, Publicity Dir.....Pete McGarvey  
 Chief Engineer.....Peter Rowe

**CKLB—Oshawa—1946**

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Lakeland Bcstg. Co., Ltd.  
 Business-Studio Address.....360 King St. W.  
 Tel.: RA 3-3415.....Independent  
 Rep.....Lorrie Potts, John N. Hunt, Devney  
 Station Mgr.....Gordon G. Garrison  
 Commercial Mgr.....R. P. MacGowan  
 Program Director.....Fred M. Oliver  
 Chief Engineer.....W. C. Marchand

## ONTARIO

### CBO—Ottawa—1924

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By Canadian Bcstg. Corp.  
Address P.O. Box 1045  
Tel.: CEntral 6-9541 CBC  
Dir. for Prov. H. G. Walker  
Station Mgr. P. A. Meggs  
Comm. Mgr. L. O'Neil

### 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 Kielty  
Program Manager Tom Foley  
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.: PArkway 2-6501 CBC  
Station Rep. Cooke, Natl. Bcst. Sales  
President Irving Cameron  
General Manager Jack Turrall  
Station Mgr. Jack Daly  
Commercial Manager Don Hamilton  
Prog. Dir. Keith Sterling  
Pub. Dir. Ann Hammell  
Chief Engineer Ken Pollock

### CFOS—Owen Sound—1940

Frequency: 560 Kc. Power: 1000 Watts  
Owned Grey & Bruce Bcstg. Co., Ltd.  
Address 270 9th St. E.  
Tel.: 1940 CBC  
Newspaper Affiliation Sun-Times  
Station Rep. Stovin-Byles; Young Canadian  
President C. J. McTavish  
Station Manager William N. Hawkins  
Commercial Manager Russ Tomlinson  
Program Director Stan Latham  
Chief Engineer Stan Switzer

### CHOV—Pembroke—1942

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Oper. By Ottawa Valley Bcstg. Co.  
Business Address 319 Pembroke St. W.  
Tel.: RE 2-3657 CBC  
Representative Stovin  
President E. Gordon Archibald  
Commercial Manager Ramsay F. Garrow  
Sales Promotion Manager J. B. Scott  
Chief Engineer W. Edwin Schmidt

### CHEX—Peterborough—1942

Frequency: 980 Kc. Power: 5000 Watts  
Owned Kawartha Bcstg. Co., Ltd.  
Business-Studio Address Box 657  
Tel.: RI 2-7708 CBC  
News. Afil. The Examiner

Representative Natl. Bcst. Sales, Weed  
President W. R. Davies  
General Manager N. J. Weatherwax  
Chief Engineer A. Crump

### CFPA—Port Arthur—1944

Freq.: 1230 Kc. Power: 1 Kw. d., 250 Wts. n.  
Owned-Operated By Ralph H. Parker  
Bus. Address 87 N. Hill St.; Box 747  
Tel.: 4-2404 CBC  
Sta. Rep. Mulvihill; Messner; Weed  
President, Gen. Mgr. Ralph H. Parker  
Commercial Manager John Garbutt  
Program Director Don Seath  
Station Manager Margaret McGregor

### 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  
Commercial Manager Stanley L. Larke  
Chief Engineer F. Owen

### CKTB—St. Catharines—1930

Frequency: 610 Kc. Power: 5000 Watts  
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  
Mgr. Dir., Gen. Mgr. Miss M. 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  
Owned Scuwesto Broadcasters Ltd.  
Address 133 Curtis St.  
Tel.: ME 1-3910 CBC  
Representative Radio-TV Sales; Cooke  
President, Gen. Mgr. John L. Mooe  
Comm. Mgr. George Harper  
Program. Publicity Dir. Don Lumley  
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.:** ALgoma 3-1121.....CBC  
**Representative**.....Lorrie Potts, McGillvra  
**President**.....Mrs. Eileen Hyland  
**General, Sta. Mgr.**.....E. G. Vance  
**Comm. Mgr.**.....Wilf Belec  
**Program Director**.....George Jonecu  
**Publicity Dir.**.....Mrs. Grace Pitt  
**Chief Engineer**.....David Irwin

**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  
**Station, Comm. Mgr.**.....Al Bestall  
**Program, Publicity Dir.**.....John Meadows  
**Chief Engineer**.....Joseph Marinelli

**CFRS—Simcoe—1956**

**Frequency:** 1560 Kc.....**Power:** 250 W., d.  
**Owned**.....Simcoe Bcstg. Co.  
**Business Address**.....John & Grove Sts.  
**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**.....Richard Gray  
**Chief Engineer**.....Robert Watmough

**CJET—Smith Falls—1955**

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned**.....Rideau Broadcasting Ltd.  
**Address**.....Box 1070  
**Tel.:** 1070.....Independent  
**Representative**.....Lorrie Potts, Devney  
**President, Gen. Mgr.**.....Jack Pollie  
**Program Director**.....Ron McKee  
**Chief Engineer**.....Kurt Mayer

**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:** 100 Watts, d.  
**Owned**.....Sudbury Bcstg. Co.  
**Bus. Address**.....166 Elm St., W.  
**Tel.:** OSborne 4-6401.....CBC  
**Sta. Rep.**.....Potts; Hunt; Young  
**Pres., Gen. Mgr.**.....F. Baxter Ricard  
**Sta., Comm. Mgr.**.....Rene Riel  
**Publicity Director**.....Robert Grandmaison  
**Chief Engineer**.....Henry Albert

**CHNO—Sudbury—1947**

**Frequency:** 900 Kc.....**Power:** 10 Kw. d., 1 Kw. n.  
**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.  
**Address**.....336 Ash St.  
**Tel.:** OS 4-1711.....CBC  
**Representative**.....All-Canada, Weed  
**President, Gen. Mgr.**.....W. J. Woodill  
**Nat. Comm. Mgr.**.....Ralph Connor  
**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.:** Victor 2-4281.....Independent  
**Representative**.....Radio Reps.  
**General Manager**.....John Lamers  
**Comm. Mgr.**.....Jack Campbell  
**Prog. Dir., Chief Eng.**.....A. Ken Orton

**CFCL—Timmins—1951**

**Freq.:** 620 Kc.....**Power:** 10 Wts., d., 2500 Wts., n.  
**Owned**.....J. Conrad Lavigne Ent. Ltd.  
**Address**.....Box 620  
**Tel.:** AMherst 4-4211.....CBC  
**Representative**.....Mulvihill; Hunt; Devney  
**President**.....J. Conrad Lavigne  
**Gen. Mgr.**.....Rene Barrette  
**Comm. Mgr.**.....Jean Legault  
**Program Dir.**.....Gerald Lefebvre  
**Chief Engineer**.....Rudy Fauteux

**CKGB—Timmins—1933**

**Freq.:** 680 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Timmins Bcstg. Ltd.  
**Bus.-Studio Address**.....Thomson Bldg.  
**Tel.:** AM 4-3251.....CBC  
**Newspaper Affiliation**.....Daily Press  
**Rep.**.....Natl. Bcst. Sales, Weed, All-Canada  
**President**.....K. R. Thomson  
**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.  
**Tel.:** WALnut 5-3311.....CBC  
**General Manager (CBC)**.....J. Alphonse Oulmet  
**Dir. for Ont.**.....H. G. Walker  
**Station Mgr.**.....A. Maitland  
**Comm. Mgr.**.....R. S. Joynt

## ONTARIO-PRINCE EDWARD ISLAND

### 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: W. C. Thornton Cran  
Commercial Mgr.: Waldo Holden  
Program Dir.: Bill Baker  
Station Mgr.: Wes McKnight  
Production Mgr.: Ken Marsden  
Publicity Dir.: Jack Dawson  
Chief Engineer: Clive Eastwood

### CHUM—Toronto—1945

Freq.: 1050 Kc. Power: 5000 Wts. d., 2500 n.  
Owned-Oper. By: Radio CHUM, Ltd.  
Address: 1331 Yonge St.  
Tel.: WALnut 5-6666. Independent  
Station Rep.: Stephens & Towndrow  
President, Gen. Mgr.: Allan F. Waters  
Comm. Mgr.: Wes Armstrong  
Program. Prom. Dir.: Allan Slaight  
Pub. Dir.: Phil Stone  
Chief Engineer: George Jones

### CJBC—Toronto—1943

Frequency: 860 Kc. Power: 50 Kw.  
Owned: Canadian Broadcasting Corp.  
Address: P.O. Box 500  
Tel.: WALnut 5-3311. CBC  
Representative: Horace N. Stovin; McGovern  
Dir. for Ont.: H. G. Walker  
Station Mgr.: A. Maitland  
Comm. Mgr.: R. S. Joynl

### 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: 1430 Kc. Power: 5000 Watts  
Owned: Foster Hewitt Bcstg., Ltd.  
Address: 1 Grenville St.  
Tel.: WA 3-0921. Independent  
Sta. Reps.: Potts; Weed  
President: Foster Hewitt  
General Sta. Mgr.: Bill 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  
Station Manager: K. A. Murray  
Commercial Manager: Em Saunders

### 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  
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  
Sta. Rep.: Lorrie Potts  
President, Gen. Station Mgr.: Monty J. Werry  
Program Director: William Tonner  
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. CBC  
Representative: All-Canada; Weed  
President: Mrs. K. S. Rogers  
Sta. Mgr., Comm. Mgr.: R. F. Large  
Chief Engineer: J. G. Gay

### CJRW—Summerside—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Gulf Bcstg. Co., Ltd.  
Business-Studio Address: 218 Water St.  
Tel.: 2201. Independent  
Representative: Radio Reps.  
V.P., General Manager: R. C. Schurman  
Program Director: L. E. Huëstis  
Sales Prom., Publicity Dir.: P. H. Schurman  
Chief Engineer: Angus MacKle

# QUEBEC

## CFGT—Alma—1953

Frequency: 1270 Kc. Power: 1 Kw.  
Owned-Oper. By. Radio Lac. St. John Ltd.  
Address. 200 DuPont Ave.  
Tel.: NO 2-3461. Independent  
General Manager. Jean Jacques Fortin  
Commercial Mgr. Jacques Cote  
Program Dir. Rosaire Pelletier  
Chief Engineer. Y. Champagne

## CHAD—Amos—1942

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. Northern Radio Inc.  
Business Address. P. O. Box 70  
Tel.: 313. CBC  
Rep. Weed  
Pres., Gen. Mgr. David A. Gourd  
Chief Eng. Jean G. Langevin

## CBJ—Chicoutimi—1933

Frequency: 1580 Kc. Power: 10,000 Watts  
Owned-Oper. By. Canadian Bcstg. Corp.  
Tel.: Liberty 3-7747. CBC  
Address. 121 Racine St., E.  
Station Manager. V. Fortin

## CJMT—Chicoutimi—1954

Frequency: 1420 Kc. Power: 1000 Watts  
Owned. CJMT Ltd.  
Business Address. 365 Racine St.  
Tel.: LI 3-1517. 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. Achille Soucy  
Chief Engineer. Lucien Simard

## CHR—Drummondville—1954

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. Radio Drummond Ltée.  
Address. 248 Lindsay St.  
Tel.: 2-5458. Independent  
Mgr., Comm. Dir. Benoit Vanier  
Chief Engineer. G. Paul

## CHEF—Granby—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By. La Voix de l'Est Ltée.  
Business Address. 13 Rue Center  
Tel.: FRontenac 2-3301. Independent  
Station Representative. Hardy  
Pres., Gen. Mgr. Aime Laurion  
Comm. Mgr., Pub. Dir. R. M. Dube

## 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. CBC  
Representative. Weed

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. 175 Sir Wilfrid Laurier St.  
Tel.: LI 2-4551. CBC  
Representative. Hardy, Young  
President. Henri Lepage  
Gen., Comm. Mgr. Tom Burham  
Program Director. Yvon Lavoie  
Sta. Mgr. 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. CBC  
Sta. Rep. Weed; Trans-Ocean; Hunt  
Pres., Gen. Mgr. David Armand Gourd  
Chief Engineer. J. G. Langevin

## CKBL—Matane—1948

Frequency: 1250 Kc. Power: 5000 Watts  
Owned By. La Co. De Radiodiffusion De Matane  
Address. P.O. Box 1090  
Tel.: 1100. CBC  
Representative. Hardy  
Pres., Gen. Mgr. Rene Lapointe  
Station Mgr. Octave Lapointe  
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  
Dir. of Que. Prov. J. Lamarche  
Comm. Mgr. M. Valiquette  
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. CBC  
Dir. of Prov. J. Lamarche



## QUEBEC

Commercial Manager.....Maurice Valiquette  
Station Mgr.....Kenneth Withers

### CFCF—Montreal—1919

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Canadian Marconi Co.  
Bus.-Studio Address.....600 Dominion Sq. Bldg  
Tel.: UNiversity 1-9471.....ABC-CBC  
Representative.....Weed, All-Canada  
General Manager.....R. E. Misener  
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  
Chief Engineer.....Aurele Boisvert

### CJMS—Montreal—1954

Freq.: 1280 Kc.....Power: 10 Kw., d. 5 Kw., n.  
Owned.....CJMS Radio, Inc.  
Address.....188 E. Dorchester Blvd.  
Tel.: UN 1-3456.....Independent  
Station Representative.....Stephens; Forjoe  
President.....Fernand Guay  
General. Comm. Mgr.....J. Nadon  
Station. Program Dir.....R. Demers  
Chief Engineer.....Jean Provost

### 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.....Devney, 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 Gelinias  
Chief Engineer.....Leonard Spencer

### CKVL—Montreal—1946

Freq.: 850 Kc.....Power: 50 Wts., d., 10 Wts. n.  
Owned By.....CKVL, Ltd.  
Address.....211 Gordon Ave.  
Tel.: PO 6-2311.....Independent  
Newspaper Affil.....Radiomonde Ltd.  
Rep.....Radio & TV Sls., Inc., Cooke  
President.....Jack Tietolman  
Commercial Mgr.....Judah Tietolman  
Program Dir.....Marcel Provost  
Station. Prom. Mgr.....Corey Thomson  
Chief Engineer.....Maurice Rousseau

### 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  
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  
Station Manager.....Rene Dussault  
Program Dir.....R. Rolland

### CHRC—Quebec City—1922

Frequency: 800 Kc.....Power: 10,000 Watts  
Owned-Operated By.....CHRC, Limitée  
Business Address.....1143 St. John St.  
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  
Chief Engineer.....C. Roberge

### 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.....Independent  
Rep.....Interprov.  
Gen. Mgr.....Paul Lepage  
Sta., Comm. Mgr.....Marcel Leboeuf  
Sales Prom., Pub. Dir.....Jean-Gay Bernier  
Prog. Dir.....Michel Garipey  
Chief Engineer.....Lucien Gobeil

### CJBR—Rimouski—1937

Frequency: 900 Kc.....Power: 10,000 Watts  
Owned.....La Radio du Bas St. Laurent Inc.  
Business Address.....6 St. Jean St.  
Tel.: RA 3-2217.....CBC  
Newspaper Affil.....Le Progres Du Golfe  
Station Representative.....I.B.S., Ltd.; Weed  
President.....Jacques Brillant  
Gen., Sta. Mgr.....Andre Lecomte  
Sls. Prom., Prog. Dir.....S. Burgess

Publicity Director.....Harry A. Willisie  
Chief Engineer.....Marcel Vallee

**CJFP—Riviere-Du-Loup—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio CJFP, Ltd.  
Address.....1 Christophe Colomb  
Tel.: UN 2-2727.....CBC  
Representative.....IBS, Young  
President, Prom. Mgr.....Lue Simard  
General, Program Dir.....Rene Viel  
Comm. Sta. Mgr.....Raoul Savard  
Chief Engineer.....Raymond Lavoie

**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  
President.....Rodolphe Lefebvre  
Station Mgr.....J. C. Bordeleau  
Commercial Mgr.....N. Gagnon  
Program Dir.....Harvey Paradis  
Chief Engineer.....Yvon Souchon

**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  
Comm. Mgr.....G. Chartrand  
Chief Engineer.....Guy Langevin

**CHGB—Rouyn—1938**

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned.....CHGB, Ltd.  
Address.....Main St.  
Tel.: 101.....Independent  
General Mgr.....G. Thomas Desjardins  
Station Mgr.....P. E. Hudon  
Sales Prom. Mgr.....M. Levesque

**CKRB—St. Georges—1953**

Freq.: 1460 Kc.....Power: 10 Wts., d., 5 Wts., n.  
Owned-Oper. By.....Radio-Beauce, Inc.  
Address.....St. Georges de Beauce  
Tel.: 751.....CBC  
Station Rep.....IBS  
President.....Yvon Thibaudeau  
General, Sta. Mgr.....C. A. Thibaudeau  
Comm., Prom Mgr.....Jean Barbeau  
Program, Dir.....Gilles Bernier  
Chief Engineer.....Armand Catellier

**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  
Station Mgr.....Roger Lopez

Commercial Mgr.....Blaise Gouin  
Program, Dir.....Jacques Tremblay  
Sales Prom. Mgr.....Paul Watson  
Publicity Dir.....Susy Rochon  
Chief Engineer.....Gilles Comeau

**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—1937**

Freq.: 630 Kc.....Power: 10 Wts., d., 5 Wts., n.  
Owned By.....La Tribune Ltd.  
Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
Representative.....Trans. Ocean; Young  
President.....Paul Desruisseaux  
General Manager.....J. Alphee Gauthier  
Station, Program Dir.....V. Bernard  
Comm. Sales Prom. Mgr.....Jean Louis Gauthier  
Chief Engineer.....Leo Gilbeau

**CKTS—Sherbrooke—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper.....Telegram Printing & Pub. Co.  
Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
Representative.....Young, Canadian  
President.....C. B. Howard  
General Manager.....A. Gauthier  
Commercial Mgr., Prog. Dir.....Morris C. Austin  
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.....Jos A. Hardy  
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

## QUEBEC-SASKATCHEWAN

Sls. Prom. Manager.....Raymond Cusson  
Prog. Director.....R. Furi  
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  
Station Mgr.....J. F. Rufinange  
Commercial Manager.....Charles Couture  
Program Director.....Jean Denys  
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.....G. A. Chartrand  
Chief Engineer.....Jean Guy Langevin

### CFDA—Victoriaville—1951

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Victoriaville Limitee  
Address.....Victoriaville  
Tel.: PL 2-5545.....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.....Ville-Marie  
Tel.: 710.....CBC  
Representative.....Young Canadian, Hardy  
President.....Herve LeBlanc  
General, Sta. Mgr.....Guy Burelle  
Commercial Mgr.....Roger Loiseau  
Program Dir.....Yvon Lariviere  
Publicity Dir.....Marcel Ladouceur  
Chief Engineer.....Gaston Tasset

## SASKATCHEWAN

### CFRG—Gravelbourg—1952

Frequency: 710 Kc.....Power: 5 W. 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.....R. Lizee

### 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  
Commercial Manager.....Nev Skingle  
Sales Prom. Mgr.....Bill Smith  
Program Director.....Bill Falkner  
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.....Stovln  
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.  
Tel.: LAkeside 3-6641.....CBC  
Sta. Mgr.....R. H. Roberts

**CKCK—Regina—1922**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned.....Transcanada 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 Manger.....Donald R. Dawson  
 Commercial Manager.....Jim Grisenthwaite  
 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.....CBC  
 Representative.....Young Canadian  
 President.....Dr. E. A. McCusker  
 Gen. Manager.....W. E. Collier  
 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. Hosle  
 Sta., Comm. Mgr.....W. H. Stovin  
 Sales Prom., Pub. Dir.....Patricia Baudru  
 Program Director.....G. E. Walburn  
 Chief Engineer.....Maynard Greer

**CKSW—Swift Current—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Frontier City Bcstg. Co. Ltd.  
 Address.....134 Central Ave.  
 Tel.: PR 3-4605.....Independent  
 Representative.....Radio Reps.  
 Pres., Gen. Mgr.....Douglas Scott  
 Sta. Mgr., Prog. Dir.....Wilf 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.: Victor 2-4666.....Independent  
 Sta. Rep.....Stovin-Byles; Natl. Bcst. Sales  
 President.....Gordon H. Russell  
 Gen. Mgr.....Keith D. Baker

**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.....F. K. Tully  
 Station Manager.....G. G. Gallagher  
 Commercial Manager.....M. G. Phillips  
 P'om. Mgr., Pub. Dir.....J. C. Goodman  
 Program Director.....E. A. Laurence  
 Chief Engineer.....H. F. McRae

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Asst. Chief  
TV Branch  
Marie W. Warren, Chief  
AM & FM Branch  
Quentin S. Proctor, Chief

Miscellaneous Services Branch  
David Tau, Jr., Chief  
Records & Files  
Lillian T. Ricker, Chief  
Public Reference Room  
George N. Simcoe, Chief  
OFFICE OF NETWORK STUDY  
Ashbrook P. Bryant, Acting Chief

## Field Engineering and Monitoring Bureau

GEORGE S. TURNER, Chief  
Frank M. Kratokvil, Assistant Chief  
John H. McAllister, Attorney-Advisor  
Francis Keafe, Adm. Asst.

### FIELD OPERATING DIVISION

Frank M. Kratokvil, Chief

### INSPECTION & EXAMINATION DIVISION

Paul H. Herndon, Jr., Chief

### ENGINEERING DIVISION

Floyd W. Wickenkamp, Chief

### MONITORING DIVISION

Irving L. Weston, Chief

## District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN  
1600 Customhouse  
Boston 10, Massachusetts  
CApitol 3-6608
2. WILLIAM D. JOHNSON (Acting)  
748 Federal Building  
New York 14, New York  
WATkins 4-1000
3. ROGER E. PHELPS  
1005 U. S. Customhouse  
Philadelphia 6, Pennsylvania  
MARket 7-6000
4. HYMAN A. COHEN  
400 McCawley Bldg.  
Baltimore 2, Maryland  
PLaza 2-8460
5. EDWARD BENNETT  
Room 402, Federal Building  
Norfolk 10, Virginia  
MADison 2-4963
6. ARTHUR T. CLINE, JR.  
718 Atlanta Nat'l Bldg.  
Atlanta 3, Georgia  
WALnut 4121
- Sub-Office  
JAMES H. MOREN  
214 P. O. Building  
Savannah, Georgia  
SAVannah 2-7602
7. ARTHUR G. GILBERT  
312 Federal Building  
Miami 1, Florida  
MIAMI 9-3900
- Marine Office  
ALFRED L. RITTER  
409-410 P. O. Building  
Tampa 2, Florida  
TAMpa 2-1773
8. WALTER M. HAMMOND  
608 Federal Building  
New Orleans 12, Louisiana  
EXpress 2411
- Sub Office  
LEWIS E. TERRY  
419 U. S. Court House & Customhouse Bldg.  
Mobile 10, Alabama  
MOBILE 2-3641
9. EVERETT H. MARSHALL  
326 U. S. Appraisers Building  
Houston 11, Texas  
Woodcrest 1906
- Sub-Office  
ERIC D. COBURN  
301 P. O. Building  
Beaumont, Texas  
TERminal 2-8141
10. GERALD M. HOWARD  
708 Jackson St.  
Dallas 22, Texas  
RIVERSide 8-5611
11. BERNARD H. LINDEN  
849 S. Broadway  
Los Angeles 14, California  
RICHmond 9-4711
- Sub-Office  
JOHN W. CREWS  
1245 Seventh Ave.  
San Diego 1, California  
BElmont 4-6211
- Marine Office  
WILLIAM E. CLYNE  
356 W. 5th St.  
San Pedro, California  
TERminal 2-2389
12. FRANCIS V. SLOAN  
323-A Customhouse  
San Francisco 26, California  
YUKon 6-4141
13. JOSEPH H. HALLOCK  
New U. S. Courthouse  
Portland 5, Oregon  
CApital 6-3361
14. HERBERT H. ARLOWE  
806 Federal Office Building  
Seattle 4, Washington  
Mutual 3300



===== **FEDERAL COMMUNICATIONS COMMISSION** =====

- |  |   |
|--|---|
| 15. <b>ANDREW BAHLEY</b><br>521 Customhouse<br>Denver 2, Colorado<br>KEystone 4-4151                         | 20. <b>GEORGE E. FRANKLIN</b><br>328 P. O. Building<br>Buffalo 3, New York<br>Washington 1744                   |
| 16. <b>DONALD A. MURRAY</b><br>208 Uptown P. O. and Federal Bldg.<br>St. Paul 2, Minnesota<br>CApital 2-8011 | 21. <b>PAUL R. FENNER</b><br>502 Federal Bldg.<br>Honolulu 13, Hawaii<br>HONolulu 5-2931                        |
| 17. <b>HAROLD W. BOURELL</b><br>3100 Federal Office Bldg.<br>Kansas City 6E, Missouri<br>BAaltimore 1-7000   | 22. <b>EUGENE W. KLEIN</b><br>322 Federal Bldg.<br>San Juan 13, P. R.<br>SAn Juan 2-4562                        |
| 18. <b>HAROLD D. HAYES</b><br>826 U. S. Court House<br>Chicago 4, Illinois<br>HArrison 7-4700                | 23. <b>HAROLD D. DeVOE</b><br>Room 53, U. S. P. O. and Court House<br>Anchorage, Alaska<br>ANchorage 3-6464     |
| 19. <b>VACANCY</b><br>1029 New Federal Building<br>Detroit 26, Michigan<br>WOOdward 3-9330                   | 24. <b>ALFRED H. KLEIST</b><br>718 Jackson Place, N. W.<br>Washington, D. C.<br>EXecutive 3-3620, ext. 229, 230 |

**Safety and Special Radio Services Bureau**

**CURTIS B. PLUMMER, Chief**  
Marshall S. Orr, *Assistant Chief*  
Kenneth L. Bergeron, *Acting Admin. Asst.*

**LAW, ENFORCEMENT AND PROCEDURES  
OFFICE**  
Irving Brownstein, *Chief*

**AVIATION DIVISION**  
John R. Evans, *Chief*

**INDUSTRIAL DIVISION**  
Daniel H. Arnold, *Chief*

**MARINE DIVISION**  
William N. Krebs, *Chief*

**PUBLIC SAFETY AND AMATEUR DIVISION**  
John McCue, *Chief*

**LAND TRANSPORTATION DIVISION**  
Glen E. Nielsen, *Chief*

**Office of General Counsel**

**JOHN L. FITZGERALD, General Counsel**  
**EDGAR W. HOLTZ, Associate General Counsel**  
Hilburt Slosberg, *Asst. to General Counsel*

**LITIGATION DIVISION**  
Max D. Paglin, *Asst. General Counsel*

**REGULATORY DIVISION**  
Dee W. Pincock, *Asst. General Counsel*

**LEGISLATION DIVISION**  
Charles E. Smoot, *Asst. General Counsel*

**ADMINISTRATIVE LAW & TREATIES**  
Charles R. Escola, *Asst. General Counsel*

**Common Carrier Bureau**

**JOHN J. NORDBERG, Chief**  
**BERNARD STRASSBURG, Assistant Chief**  
Irene M. Durgin, *Administrative Assistant*  
Charles R. Makela, *Office of Field Coordinator*  
Robert E. Stromberg, *Chief, Office of Accounting Systems*  
Betty Ferro, *Chief, License Branch*

**TELEPHONE DIVISION**  
Sidney L. O'Guin, *Chief*

**TELEGRAPH DIVISION**  
John R. Lambert, *Chief*

**INTERNATIONAL DIVISION**  
Marion H. Woodward, *Chief*

**DOMESTIC RADIO FACILITIES DIVISION**  
Arthur A. Gladstone, *Chief*

**COMMON CARRIER FIELD OFFICES**

New York, N. Y., Rm. 604, 90 Church St.—**Jack E. Buckley, Chief**  
St. Louis, Mo., Room 334, 815 Olive St.—**Henry G. Gothard, Chief**  
San Francisco, Calif., 180 New Montgomery St.—**Paul Summerhays, Chief**

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois

Empire 7-6611, Ext. 3394

## OFFICERS FOR 1960 YEAR

### *President*

Dr. Harry J. Skornia, 14 Gregory Hall,  
Urbana, Ill.

### *Administrative Vice President*

Harold E. Hill, 14 Gregory Hall, Urbana,  
Ill.

## DIRECTORS

### Television Board

#### *Region I*

Richard S. Burdick, Metrop. Phila. Educ.  
Radio-TV Corp., Station WHYY-TV,  
1622 Chestnut Street, Phila., Pa.

#### *Region II*

Raymond D. Hurlbert, Ala. ETV Comm.,  
807 Protective Life Bldg., Birmingham,  
Ala.

#### *Region III*

William G. Harley, Stations WHA-AM-  
FM-TV, Univ. of Wis., Madison.

#### *Region IV*

Dr. John C. Schwarzwald, Twin City  
Area ETV Corp., Station KTCA-TV, St.  
Paul, Minn.

#### *Region V*

Howard L. Johnson, Station KRMA-TV,  
Denver Public Schools, 12th & Welton  
Sts., Denver, Colo.

#### *Region VI*

Loren B. Stone, Station KCTS-TV, Univ.  
of Wash., Seattle, Wash.

### Radio Board

#### *Region I*

Seymour N. Siegel, Municipal Bestg. Sys.,  
Station WNYC, 2500 Municipal Bldg.,  
New York, N. Y.

#### *Region II*

Roy Flynn, University Bestg. Services,  
Florida State Univ., Graduate Bldg.,  
Tallahassee, Fla.

#### *Region III*

James S. Miles, Station WBAA, Purdue  
University, Lafayette, Ind.

#### *Region IV*

Edward J. Slack, Station KUSD, Univer-  
sity of South Dakota, Vermillion, South  
Dakota.

#### *Region V*

R. Edwin Browne, Station KANU and  
KFKU, University of Kansas. Law-  
rence, Kan.

#### *Region VI*

Kenneth Harwood, Dept. of Telecomm.,  
Univ. of So. California, Station KUSC,  
Los Angeles, Calif.

Directors At Large—Dr. Leslie P. Greenhill, Div. of Academic Research and Services,  
405 Old Main Bldg., Penn State Univ., University Park, Pa., Dr. Kenneth Christian-  
sen, Dir. of TV., School of Journalism and Comm. Univ. of Florida, Gainesville, Fla.

Individual Membership Director—Mrs. Gertrude Broderick, Radio-TV Specialist, Office  
of Education, Department of Health, Education and Welfare, Washington 25, D. C.

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>ALABAMA</b>			
Andalusia	WAIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Munford	WBIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director
<b>ARIZONA</b>			
Tucson	KUAT (TV)	Univ. of Arizona	Ben C. Markland, Director
<b>CALIFORNIA</b>			
Berkeley	KPFA-KPFB (FM)	Pacifica Foundation	Harold Winkler, President
Los Angeles	KPEK (FM)	Pacifica Founda.	Harold Winkler, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
San Bernardino	KVCR (FM)	San Bernardino Valley College	William D. Britton, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College	Chas. H. Parker, Station Mgr.
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, Director
Colo. Springs	KSHS (FM)	C. S. Public Schools	Robert L. Card, 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, Director
Tampa	WTUN (FM)	University of Tampa	John Von Szeftski, Dir.
Tampa	WEDU (TV)	Fla. West Coast ETV	R. LeRoy Lastinger, Gen. Mgr.
Winter Park	WPRK (FM)	Rollins College	M. P. Frutcher, Director
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
<b>HAWAII</b>			
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Director
<b>ILLINOIS</b>			
Carbondale	WSRV (FM)	Southern Ill. Univ.	B. C. Robbins, Director
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois Univ.	Robert Esmond, Dir.
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir.
Evanston	WNUR (FM)	Northwestern Univ.	Donley Feddersen, Chairman
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Park Ridge	WMTH (FM)	Maine Township H. S.	Keith A. Honn, Prog. 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	WFU (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WPSR (FM)	School City of Evansville	C. B. Smith, Dir.
Gary	WGVE (FM)	School City of Gary	Edwin Carmon, Supervisor
Goshen	WGCS (FM)	Goshen College	J. F. Swartzendruber, Sect.-Treas.
Greencastle	WGRE (FM)	De Paul University	Harold Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Arthur R. Van Allen, Prog. Dir.
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Sch.	Vernon McKown, Director
South Bend	WETL (FM)	City of So. Bend	John W. Finster, Program Dir.
Wabash	WSEK (FM)	School City of Wabash	James R. Oliver, Director
<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, Manager
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Waverly	KWAR (FM)	Wartburg College	Dennis Q. Thurow, Sta. Mgr.
<b>KANSAS</b>			
Emporia	KSTE (FM)	Kansas State Teachers College	Delmar Hilyard, Director
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensor	Executive
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne, Director
Manhattan	KSAC (AM-TV)	Kansas State College	Jack M. Burke, Acting Dir.
Manhattan	KSDB (FM)	Kansas State College	Jack M. Burke, Acting Dir.
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	Norwin H. Allen, Director
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Fross, Director
Louisville	WFPK (FM-TV)	Louisville Free Public Library	Dorothy L. Day, Manager
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Manager
<b>LOUISIANA</b>			
New Orleans	WVES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Winge, Coordinator
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, General Mgr.
<b>MASSACHUSETTS</b>			
Amherst	WAMF (FM)	Amherst College	John Kneisly H. Sta. Mgr.
Amherst	WAMU (FM)	Univ. of Mass.	Harold Dutton, Station Mgr.
Boston	WBUR (FM)	Boston University	Dr. D. Hugh Gibbs, Chairman
Boston	WEKS (FM)	Emerson College	Charles Dudley, Chrmn.
Boston	WGBH (FM)	Lowell Insit. Co-op Broadcasting Council	Harford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Insit. Co-op	Harford N. Gunn, Jr., Gen. Mgr.
Springfield	WEDK (FM)	Sch. of Spfld.	Chris M. Manisias, Program Dir.
<b>MICHIGAN</b>			
Ann Arbor	WLOM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Larille, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Lee Dreyfus, Ass. Mgr.
Detroit	WTYS (TV)	Detroit Ed. TV Found.	Franklin Bouwisma, Executive Secretary
East Lansing	WKAR (AM)	Michigan State Univ.	Lawrence Frymire, Manager
East Lansing	WKAR (FM)	Michigan State Univ.	Lawrence Frymire, Mgr.
East Lansing	WMSB (TV)	Mich. State Univ.	Brice Howard, Station Mgr.
Flint	WEFE (FM)	Board of Education	Miss Ola Hiller, Admin. Asst.
Highland Park	WHPB (FM)	School District of H. P.	Robert A. Stevens, Station Mgr.
Kalamazoo	WACK (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>			
Duluth	KUMD (FM)	Univ. of Minn.	Richard Gottschald
Minneapolis	KLOM (AM)	Univ. of Minnesota	Barton Paulu, Director
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCB (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
<b>MISSOURI</b>			
Kansas City	KCUR (FM)	Univ. of Kansas City	Sam Scott, Mgr. Dir.
St. Louis	KETC (FM)	St. Louis Ed. TV Commission	Henry T. Chadeayne, Exec. Director
St. Louis	KSLB (FM)	Board of Education	Miss Marguerite Fleming, Manager
<b>NEBRASKA</b>			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Director
<b>NEW HAMPSHIRE</b>			
Durham	WENH (TV)	Univ. of N. Hamp.	Keith J. Hightbert, Manager
<b>NEW JERSEY</b>			
East Orange	WFML (FM)	Cpsala College	Chas. G. Lundgren, Director
Newark	WBGD (FM)	Board of Education	Marie Scanton, Supervisor
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Station Manager
<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	Albert P. Fredette, Station Mgr.
Bronx	WFCU (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNVE (FM)	Board of Education	Dorothy Klock, Acting Dir.
Elmira	WECW (FM)	Elmira College	David M. Crossman, Director
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Hempstead	WYHC (FM)	Hofstra College	Frank Izzi, Exec. Dir.
Ithaca	WICB (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, Director
Springville	WSPE (FM)	Griffith Insit. & School	Henry Bartkowski, Director
Syracuse	WSPR (FM)	Syracuse University	Wallace W. Bradley, Sta. Mgr.
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
Troy	WRPT (FM)	Institute	Hiram D. Harris, Manager
<b>NORTH CAROLINA</b>			
Chapel Hill	WCNC (TV)	Consol. Univ. of North Carolina	Roy J. Johnson, Chairman
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Donald Knopfler, Director
Greensboro	WGPS (FM)	Greensboro Public Sch.	A. O. Medlin, Director
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Ranslow, Director
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>NORTH DAKOTA</b>			
Graud Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
<b>OHIO</b>			
Akron	WAPS (FM)	Akron Public Schools	Dorothy Kester, Coordinator
Athens	WOUB (AM-FM)	Ohio University	Archie Greer, Station Mgr.
Bowling Green	WBGU (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincinnati TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Lee Battin, Director
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WLSN (FM)	Ohio Wesleyan Univ.	A. William Bluem, Director
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM-TV)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools	Harry D. Lamb, Dir.
Yellow Springs	WYSO (FM)	Antioch College	Harold A. Roeth, Mgr.
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Director
Norman	WNAD (FM)	Univ. of Oklahoma	Rugh Mix
Oklahoma City	KOKH (FM-TV)	Board of Education	Dr. Charles Gray, Station Mgr.
Okla. City	KETA (TV)	Okla. ETV Autho.	John W. Dunn, Director
Stillwater	KOSU (FM)	Okla. State Univ.	L. H. van Landingham, Station Mgr.
Tulsa	KOED (TV)	Okla. ETV Autho.	John W. Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit,
<b>OREGON</b>			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Director
Eugene	KRYM (FM)	Eugene Pub. Schools	Roger J. Houghlum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Coordinator
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smoek, Chief Engineer
Havertown	WHHS (FM)	School Dist.	Frank Knorr, Director
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing, Director
Philadelphia	WHYY (FM-TV)	Metro. Phila. Educ. Radio & TV Corp.	Richard S. Burdick, Mgr.-Director
Philadelphia	WRTJ (FM)	Temple Univ.	John B. Roberts, Dir.
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Manager
Univ. Park	WDFM (FM)	Penn. St. Univ.	Harold E. Nelson, Gen. Mgr.
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Coordinator
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Mgr.
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir.
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
<b>TEXAS</b>			
Austin	KUT (FM)	Univ. of Texas	Robert Scheuckkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	M. Campbell, Exec. Dir.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	John Meaney, Dir.
Houston	KUHT (TV)	Univ. of Houston	John Meaney, Dir.
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State University	Burrel F. Hausen, Chairman
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
<b>VIRGINIA</b>			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	J. Otis Yoder, Chairman
Norfolk	WMTI (FM)	William-Mary College	Conrad S. Wilson, Program Dir.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Williamsburg	WCWM (FM)	William & Mary	Charles M. Woodliff, Director
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	Wash. St. Univ.	Burt Harrison, Manager
Seattle	KCTS (TV)	Univ. of Wash.	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Mgr.
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
<b>WISCONSIN</b>			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, General Mgr.
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty
West Salem	WHLA (FM)	Wisc. St. Counce.	H. B. McCarty
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Paul K. Taff, Station Mgr.
<b>PUERTO RICO</b>			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager
San Juan	WIPR (TV)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

# NEW AM STATIONS EXPECTED ON THE AIR THIS YEAR

## ALABAMA

Dadeville WDVH  
Mobile WCJQ

## ARIZONA

Page KGPE  
Phoenix KINK  
Tempe KTMP  
Wilcox KWCX

## ARKANSAS

Nashville KBHC  
Prescott KTPA

## CALIFORNIA

Mojave KDOL  
San Luis Obispo KCJH  
Weed KDAD

## COLORADO

Fort Collins KZIX

## CONNECTICUT

Hamden WDEE

## FLORIDA

East Palatka WREA  
Fort Lauderdale WFLM  
Panama City WSCM

## GEORGIA

Blakely WBBK  
Lawrenceville WLAW

## HAWAII

Honolulu KNDI  
Honolulu KOOD

## INDIANA

Brazil WITE  
Lafayette WAZY

## IOWA

Cedar Rapids KHAK

## KENTUCKY

Grayson WGOH

## MICHIGAN

Clare WCRM  
St. Helen WNIC  
St. John WJUD

## MINNESOTA

International Falls KGHS  
Long Prairie KEYL

## MISSISSIPPI

Belzoni WELZ  
Lexington WXTH

## NEW MEXICO

Albuquerque KARA  
Ruidoso KYAP  
Santa Rosa KSYX

## NORTH CAROLINA

Dallas WCFT  
Farmville WBTL  
Scotland Neck WCRC  
S. Gastonia WGAS  
Wilson WLSN

## NORTH DAKOTA

Fargo KUTT

## OREGON

Bend KGRL  
Portland KBEV  
St. Helens KSTH  
Toledo KLUU

## PENNSYLVANIA

Clarion WWCH  
Greenville WGRP

## SOUTH CAROLINA

N. Augusta WJVV

## SOUTH DAKOTA

Belle Fourche KBFS  
Rapid City KEZU

## TENNESSEE

Carthage WRKM  
Oneida WBNT  
Shelbyville WHJA

## TEXAS

La Grange KVLG  
Plainview KPLA

## VIRGINIA

Danville WDTI

## WASHINGTON

Bellingham KOQT

# MANAGEMENT CONTROL

## ... Solution To Prime Problems

By MORTON J. WAGNER

Exec. Vice Pres. & Gen. Mgr., Bartell Broadcasters, Inc.



"FROM Madison, Wisconsin, to Madison Avenue, and soon one of the industries most unique management control structures . . ." This is how Jerry, Lee and Mel Bartell sum up the latest step in the growth of Bartell Broadcasters, Inc.

Our Group is comprised of seven radio and television stations—domestic and international and real estate interests from Coast to Coast. Recently we've also gone "over the counter" on the Stock Exchange and are preparing for a major issue.

On April 15, we took over facilities in the Newsweek Building at 444 Madison Avenue. Half a floor is devoted to WADO, New York, executive offices and to coordinating facilities for all far-flung interests. The new offices also contain two broadcasting studios.

For 13 years we have been building toward our current position and as we establish Bartell Central in New York, we are dedicated to utilizing our management and operating experience in pursuing solutions to the prime problems of our industry—issues that have been discussed pro and con by thinkers in our profession for years. To that end, we are delighted to announce the formulation of a special division. This we feel is the challenge, the privilege, the obligation of a group of our size and experience.

The situations inherent in the development of a group of radio and television properties are but a small scale version of the growing pains of an entire industry. For 13 years,

we have pioneered independent or so-called modern radio and its myriad ramifications. Now with stations in major markets across the country and with our international interests, we believe its time to apply our intra-group problem solving procedures to our industry for whatever good they might do.

We propose weekly seminars to which we will invite industry apprentices and professionals. Our suite is surrounded by a patio. Throughout the summer over sandwiches we hope to pursue shirt sleeve sessions designed to treat subjects of industry import. We propose to evolve plans and solutions.

All we hope to do is focus a penetrating and persistent spotlight on each area causing consternation throughout the industry. One by one and working together, we'll chip away each of our flaws. The second to second attention given to individual station management will be advocated on an industry scale.

If enough top station operators contribute time and talent, we will further shape a brilliant, exciting and lucrative profession into the smooth functioning machine that is now the pride of many individual station operators.

We hope to form a Control Council of industry leaders to assist in the accomplishment of our plans . . . twelve people—each from a different phase of the business will be asked to meet to expand upon or pare down subjects to be treated. Now is the time.



# NEGRO RADIO MARKET

## ... Only Media With Boom Potential

By HARRY NOVIK  
General Manager, WLIB, N. Y.



NEGRO radio is the one communications media today that has the basic potential for an expanded growth of boom proportions. A potential that is fast being recognized by advertisers of national products. The reasons for the interest in the Negro market as an area of rapid expansion are numerous, probably the most important however, is the fact that in no other media is there still a virtually untouched consumer market as in the Negro radio field.

For years national advertisers have been completely neglecting these markets with the rationalization that their investments in general radio stations "covered" these areas. Only when a few pioneering national advertisers experimented with campaigns designed specifically for the Negro market and found them successful beyond their expectations did agencies begin to realize that they had a fabulously fertile new market for their products. The success of these early national advertisers became so apparent in this specialized Negro market, that other manufacturers began to raise the question of whether or not they also should be in these specialized markets with specialized campaigns designed for the Negro audiences.

In the past few short years nearly every national advertiser of a major product has utilized Negro radio with continuing successful results. The effectiveness of this approach has been due to the sweeping change in programming concepts of Negro stations during the past ten years. Typical of this new concept is that followed by

WLIB, and now used by the majority of successful stations programming to a specialized market.

The concept follows the pattern of true community service. It differs in its presentation and appeal only insofar as its specific audience interest is concerned. It offers a well-rounded, versatile and interesting program schedule aimed specifically at the Negro audience.

But this is only part of the up-beat approach Negro radio stations have inaugurated in their programming plans. Mr. and Mrs. service programs are just as popular as those on "general" radio. The stations have developed musical programs ranging from the best in jazz and classical to the smoothest in pop music and with the plentitude of outstanding Negro artists, they are never lacking in either talent or material.

Occupying an increasing position of importance in Negro stations broadcasting is the public service field. The majority of Negro stations throughout the country are making special efforts to provide a broad assortment of special public service programming for their Negro audiences. At WLIB for instance we have special coverage on the fight against segregation in the New York City schools and at present we are presenting a series on Negro life in America "The Last Citizen."

The change in some agency thinking is slow but fortunately they are being forced, by the successes of their more perceptive competitors in this area to look into the "possibilities" of the Negro market.

# STATIONS FEATURING NEGRO PROGRAMS

## ALABAMA

(100% Programming)

WEDR—Birmingham  
WENN—Birmingham  
WJLD—Birmingham  
WEUP—Huntsville  
WGOK—Mobile  
WMOZ—Mobile  
WRMA—Montgomery  
WTUG—Tuscaloosa

(8 or more hours per week)

WRFS—Alexander City  
WATM—Atmore  
WAUD—Auburn  
WXAL—Demopolis  
WDIG—Dothan  
WOOF—Dothan  
WBLO—Evergreen  
WOWL—Florence  
WJOI—Florence  
WETO—Gadsden  
WMFC—Monroeville  
WJHO—Opelika  
WROS—Scottsboro  
WHBB—Selma  
WJDB—Thomasville  
WABT—Tuskegee  
WVNA—Tuscumbia

## 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  
KALI—Pasadena  
KSN—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

WUST—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

## STATIONS FEATURING NEGRO PROGRAMS

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  
WERD—Atlanta  
WAUG—Augusta  
WBIA—Augusta  
WGIG—Brunswick  
WMOG—Brunswick  
WGRA—Cairo  
WCLA—Claxton  
WDAK—Columbus  
WMJM—Cordele  
WDWD—Dawson  
WBHB—Fitzgerald  
WFPM—Fort Valley  
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)

WIBV—Belleville  
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  
WNOE—New Orleans  
WYLD—New Orleans  
KOKA—Shreveport  
(8 or more hours per week)

KDBS—Alexandria  
KEUH—Eunice  
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

══════════════════ **STATIONS FEATURING NEGRO PROGRAMS**

(8 or more hours per week)

**WITH—Baltimore**  
**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**  
**VSJC—Magee**  
**NHNY—McComb**  
**NNAT—Natchez**  
**NSSO—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**  
**WNJR—Newark**  
**WBUD—Trenton**

**NEW MEXICO**

(8 or more hours per week)

**KFUN—Las Vegas**

**NEW YORK**

(8 or more hours per week)

**WINE—Buffalo**  
**WLIB—New York**  
**WEVD—New York**  
**WADO—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)  
**WVCO—Columbus**

**OKLAHOMA**

(8 or more hours per week)

**KWPR—Claremore**

## STATIONS FEATURING NEGRO PROGRAMS

KBIX—Muskogee  
KOKL—Okmulgee

WDIA—Memphis  
WHEY—Millington  
WLAC—Nashville

### 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  
WFBC—Greenville  
WEAB—Greer  
WJOT—Lake City  
WLCM—Lancaster  
WLBG—Laurens  
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  
WAGG—Franklin  
KWAM—Memphis

### TEXAS

(8 or more hours per week)

KJET—Beaumont  
KRIC—Beaumont  
KNOK—Fort Worth  
KGBC—Galveston  
KOCH—Houston  
KYOK—Houston  
KSEL—Lubbock  
KMHT—Marshall  
KSFA—Nacogdoches  
KLVL—Pasadena  
KFTV—Paris  
KOLE—Port Arthur  
KCOR—San Antonio  
KDOK—Tyler  
KZEY—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

### WEST VIRGINIA

(8 or more hours per week)

WWNR—Beckley

# STATE BROADCASTERS ASSOCIATIONS

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama

Meetings: March and October  
 Elections: March meeting  
 Members: 68 Active, 18 Assoc.  
 President.....John C. Cooper, WJRD,  
 Tuscaloosa  
 V.P. Radio.....Jess L. Jordan, WTBF, Troy  
 WKRG, Mobile  
 V.P. TV...Ray Furr, WAPI-TV, Birmingham  
 Secy.-Treas. (Act.).....Beri Moore, WAMI,  
 Opp  
 Exec. Secy.....Mrs. Angie M. Youngson

## **Arizona Broadcasters Association**

c/o President or Exec. Secy.

Meetings: November  
 Elections: November  
 Members: 41  
 Pres.....Tom Chauncey, KOOL, Phoenix  
 Vice Pres.....John Hogg, KOY, Phoenix  
 Secy., Treas.....Fred Vance, KVOA-TV,  
 Tucson  
 Exec. Secy.....Lucy Krug, KPHO, Phoenix

## **Arkansas Broadcasters Association**

c/o Secy., KAGH, Crossett

Meetings: March and August  
 Elections: August  
 Members: 50  
 President.....Kermit Richardson, KBOK,  
 Malvern  
 Vice Pres...C. R. Horne, KXRJ, Russellville  
 Secy., Treas....Julian Haas, KAGH, Crossett

## **California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28, Cal.

Meetings: November (and on special call)  
 Elections: November  
 Members: 100  
 President.....William E. Goetze, KFSD,  
 San Diego  
 Vice Pres. (Radio).....Ernest L. Spencer,  
 KWIZ, Santa Ana  
 Vice Pres. (TV).....Richard P. Hogue,  
 KXTV, Sacramento

Sec.-Treas.....Alan Lisser, KBIG, Avalon  
 Exec. Secy.....Eleanor Henshaw,  
 6047 Hollywood Blvd., Hollywood 28  
 Directors.....Goetze, Spencer, Hogue &  
 Lisser; Louis S. Simon, KPIX-TV, San  
 Francisco; Hale Bondurant, KWG, Stock-  
 ton; John T. Reynolds, KHJ-TV, Los An-  
 geles; William D. Pabst, KTVU, San Fran-  
 cisco-Oakland; M. F. Woodling, KHSL,  
 Chico; Art Westlund, KRE, Berkeley; Joe  
 Drilling, KJEO-TV, Fresno

## **Colorado Broadcasters Association**

c/o President

Meetings: Semi-annual  
 Elections: June  
 Members: 49  
 Chairman...Harry W. Hoth, KRDO-AM-TV,  
 Colo. Springs  
 President.....Al Ross, KGEK, Sterling  
 Vice Pres....Abbott Tessman, KEXO, Grand  
 Junction  
 Treas.....Ed Koepke, KDEN, Denver  
 Secy.....Clayton Brace, KLZ, Denver  
 Exec. Secy.....Mrs. Isabell Prien,  
 RFD No. 3, Box 518, Golden  
 Directors...Dennis Behand, KLMR, Lamar;  
 Robt. D. Ellis, KGHF, Pueblo.

## **Connecticut Broadcasters Association**

c/o Sec. Treas., 991 Broad St., Bridgeport

Meetings: Periodically  
 Elections: May  
 Members: 30  
 Pres....Walter C. Johnson, WTIC, Hartford  
 Secy., Treas.....John L. Ellinger, WNAB,  
 Bridgeport

## **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

# STATE BROADCASTERS ASSOCIATIONS

## **Florida Association of Broadcasters**

c/o Exec. Secy., 214 Center Bldg., Tallahassee

Meetings: Annually, plus regional

Elections: Annual

Members: 90

Pres....Lawrence A. Rollins, WSJR, Winter Haven

1st Vice Pres....Robert R. Feagin, WPDQ, Jacksonville

2nd Vice Pres....Lee Ruwitch, WTVJ, Miami

Secy.-Treas....Fred P. Shawn, WSUN, St. Petersburg

Exec. Secy., Gen. Counsel.....J. Kenneth Ballinger

## **Georgia Association of Broadcasters**

c/o President, P.O. Box 34, Tifton

Meetings: August and January

Elections: August

Members: 70

Pres.....Ralph N. Edwards, WWCS, Tifton

1st Vice Pres.....Geo. Patton, WBML, Macon

2nd Vice Pres.....Paul Reid, WBHB, Fitzgerald

Secy.-Treas.....Jim Hicks, WRDW, Augusta

## **Hawaiian Association of Broadcasters**

c/o Pres., P.O. Box 1007, Waipahu

Meetings: First Fri. each month

Elections: December

Members: 10

President...Harry En Chu, KAHU, Waipahu

Vice Pres....Perry Carle, KPOA, Honolulu

Secy.-Treas...Wm. O. Paine, KGU, Honolulu

## **Idaho Broadcasters Association**

c/o President

Meetings: Annual (Sept.)

Elections: Annual

Members: 34 Radio; 6 TV

President...Gene Shumate, KRXX, Rexburg

Vice Pres...."Gub" Mix, KRPL, Moscow

Secy. Treas....Duane Wolfe, KCID, Caldwell

## **Illinois Broadcasters Association**

c/o Pres., 441 N. Michigan Ave., Chicago, Ill.

Meetings: May & October

Elections: October

Members: 70 Active; 10 Assoc.

President.....Bruce Dennis, WGN, Chicago

Vice Pres....William Holm, WLPO, La Salle  
Secy.-Treas.....M. H. Stuckwisch, WSOY, Decatur

## **Indiana Broadcasters Association**

c/o Executive Secretary

307 N. Pennsylvania, Indianapolis

Meetings: 3 times a year

Elections: March

Members: 62 Radio; 16 TV

President.....Joseph Higgins, WTHI, Terre Haute

Vice Pres. (AM)....Dee Coe, WWCA, Gary

Vice Pres. (FM)....Elmer Sulzer, WFIU, Bloomington

Vice Pres. (TV)....Neal Welch, WSBT-TV, South Bend

Secy., Treas.....E. Berry Smith, WFIE-TV, Evansville

Exec. Secy.....Mrs. Helen B. Huber, WIRE, Indianapolis

Asst. Treas....Ron Ross, WPTA, Fort Wayne

Directors.....Eldon Campbell, WFBM, Indianapolis; Robert McConnell, WISH, Indianapolis; John Atkinson, WHBU, Anderson; Jack Douglas, WCSI, Columbus; E. M. Jackson, WCNB, Connorsville; Wm. C. Fowler, WBAT, Marion; Joseph Edwards, WAMW, Washington

## **Iowa Broadcasters Association**

c/o President or Secy.-Treas.

Meeting: Annual

Elections: Annual

Members: 46

President..Paul A. Loyet, WHO & WHO-TV, Des Moines

Vice Pres.....Kenneth L. Hastie, WMT, Cedar Rapids

Exec. Secy.....James Duncan, Drake University, Des Moines

Sect. Treas....Robert W. Erickson, KOKX, Keokuk

Directors.....Ernie Sanders, WOC, Davenport; Gene Claussen, KXIC, Iowa City; Oscar Grau, KAYL, Storm Lake; Don Sullivan, KVTV, Sioux City; George Volger, KWPC, Muscatine

## **Kansas Association of Radio Broadcasters**

c/o President

Meetings: May

Elections: May

Members: 45

President.....Tom Bashaw, KFH, Wichita

Vice Pres.....Thad Sandstrom, WIBW, Topeka

Secy. Treas....Jim Platt, KBTO, El Dorado



**STATE BROADCASTERS ASSOCIATIONS**

**Kentucky Broadcasters Association**

c/o J. W. Betts, Sec.-Treas.  
WFTM, Maysville

Meetings: October and March  
Elections: October  
Members: 55

President. . . . J. Francke Fox, WHLN, Harlan  
First Vice Pres. . . . Donald J. Horton, WVLK,  
Lexington  
2nd Vice Pres. . . . . Jim Caldwell, WAVE,  
Louisville  
Secy. Treas. . . . J. W. Betts, WFTM, Maysville  
Exec. Comm. . . . Al Temple, WKET, Bowling  
Green; Bill Whitaker, WMOR, Morehead;  
Katherine Peden, WHOP, Hopkinsville

**Louisiana Association of Broadcasters**

608 Fidelity Bldg., Baton Rouge, La.

Meetings: September  
Elections: September  
Members: 75

President. . . . Tom Pears, KVOL, Lafayette  
Radio Vice Pres. . . . Hillman Bailey, KNOC,  
Natchitoches  
TV Vice Pres. . . . Tom Gibbens, WAFB-TV,  
Baton Rouge  
Treasurer. . . . Si Willing, KMAR, Winnsboro  
Exec. Secy. . . . Rolfe McCollister, 608 Fidelity  
Bank Bldg., Baton Rouge.

**Maine Assoc. of Broadcasters**

c/o Secretary-Treasurer

Meetings: Annual (November)  
Elections: November  
Members: 28 Radio; 6 TV

President. . . . Elby Stevens, WFST, Caribou  
Vice Pres. . . . Walter Dixon, WABI, Bangor  
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. . . . . Jason Pate, WASA,  
Have de Grace  
Vice Pres. . . . . Lloyd Dennis, WTOP,  
Washington, D. C.  
Secy. Treas. . . . Robert B. Jones, Jr., WFBR,  
Baltimore

**Massachusetts Broadcasters Association, Inc.**

c/o President

Meetings: Annual  
Elections: Annual  
Members: 36  
President. . . . . Herbert L. Krueger, WTAG,  
Worcester  
Vice Pres. . . . . Thomas Y. Gorman, WEEL,  
Boston  
Treasurer. . . . . Richard Adams, WKOX,  
Framingham  
Secretary. Otto Arnold, WBSM, New Bedford

**Michigan Association of Broadcasters**

c/o Executive Secretary

Meetings: February-September  
Elections: September  
Members: 79 Active, 22 Associate  
President. . . . Elmer A. Knopf, WFDF, Flint  
Vice Pres. . . . . John Pomeroy, WILX-TV,  
Jackson  
Secy. Treas. . . . James R. Sumbler, WMTE,  
Mahistee  
Exec. Secy. . . . . Robt. J. Coleman, 453  
Rosewood, E. Lansing  
Directors. . . . . James Sumbler, WMTE,  
Manistee, Don DeGroot, WWJ, Detroit,  
Gene Ellerman, WWTV, Cadillac, Paul J.  
Haller, WELL, Battle Creek

**Minnesota Broadcasters Association**

c/o Secretary-Treasurer  
50 South Ninth St., Minneapolis

Meetings: Board, bi-annually; spec. mtgs.  
subj. to call by President  
Elections: Annually  
Members: 53 Active, 4 Associate  
President. . . Robt. DeHaven, KYSM, Mankato  
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. . . . Joe Carson, WOKK, Meridian  
Vice Pres. . . . . Harold B. McCarley, WBLE,  
Batesville  
Secy. Treas. . . . . C. H. Quick, WSUH, Oxford  
Exec. Secy. . . . . Duncan Whiteside, Box 5,  
University

# STATE BROADCASTERS ASSOCIATIONS

## **Missouri Broadcasters Association**

c/o Executive Secretary

Meetings: Spring & Fall  
Elections: Fall  
Members: 76  
President.....Clarence Breazeal, KCMO, Kansas City  
Vice Pres.....Robert Hyland, KMOX, St. Louis  
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: May  
Elections: Annual  
Members: 25  
President.... Mrs. Charlotte Brader, KOJL, Havre  
Vice Pres.....Robert Warner, KMOX, Great Falls  
Secy. Treas.....Dale Moore, KCAP, Helena

## **Nebraska Broadcasters Association**

c/o Secy. Treas.

c/o KFOR, Lincoln, Nebraska

Mtg., Election: May 14-15  
Members: 34  
President...Jack Gilbert, KHOL-TV, Kearney  
Vice Pres.....Harry Peck, KODY, North Platte  
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, WCIR, Manchester  
Secy., Treas.....Bill Visser, WLNH, Laconia

## **New Jersey Broadcasters Association**

c/o Secy. Treas.

Meetings: Semi-annually  
Elections: October  
Members: 28

President.....Frank Matrangola, WCMC, Wildwood  
Vice Pres....Robert Gessner, WNNJ, Newton  
Secy. Treas.....Howard Green, WOND, Pleasantville  
Exec. Committee....Gordon Giffen, WKDN, Camden; Everett Rudloff, WJKL, Asbury Park; Paul Alger, WSNJ, Bridgeton; Richard Hardin, WBUD, Trenton, N. J.

## **New Mexico Broadcasters Association**

c/o President

Meetings: April & August  
Elections: April  
Members: 28 Active; 4 Assoc.  
Pres.....Ivan Head, KVSF, Santa Fe  
Vice Pres. Virgil Parker, KRSN, Los Alamos  
Secy. Treas.....Dave Button, KMIN, Grants

## **New York State Association of Radio and Television Broadcasters**

Address: c/o President or Secretary

Meetings: March  
Elections: March  
Members: 100  
President.....George Dunham, WNEF, Binghamton  
1st Vice-Pres.....Paul Adanti, WHEN-AM-TV, Syracuse  
2nd Vice Pres.....Gunnar Wiig, WROC, Rochester  
Secretary.....Elliott Stewart, WIBX, Utica  
Treasurer.....Harry Trenner, WBNY, Buffalo

## **North Carolina Association of Broadcasters Inc.**

c/o Secretary-Treasurer

Meetings: Spring & Fall  
Elections: October  
Members: 117  
Pres.....Robert R. Hilker, WGGC, Belmont  
V.P., Radio...Richard H. Dunlea, Jr., WMFD, Wilmington  
V.P., TV....Floyd Fletcher, WTVD, Durham  
Secy., Treas.....Cecil B. Hoskins, WWNC, Asheville

## **North Dakota Broadcasters Association**

c/o Secretary-Treasurer, Box 232, Minot

Meetings: September  
Elections: September  
Members: 19 Radio, 10 TV, 5 Associate  
President.....John W. Boler, KXGO, Fargo  
Vice Pres....Dick Johnson, KBOM, Bismarck  
Secy.-Treas.....Les Maupin, KPLM, Minot

STATE BROADCASTERS ASSOCIATIONS

Ohio Association of Broadcasters

c/o Secy. Treas.

Meetings: Spring & Fall
Elections: Fall meeting
Members: 86
Pres... Tom Rogers, WCLT, Newark
Vice Pres. (Radio)... Gene Trace, WBBW, Youngstown
Vice Pres. (TV)... Bob Mack, WIMA, Lima
Secy., Treas... Carlton Dargusch, Jr.
218 E. State St., Columbus

Oklahoma Broadcasters' Association

Box 542, Norman, Okla.

Meetings: January and August
Elections: January
Members: 49
President... Tom Johnson, KTOK, Oklahoma City
Vice Pres... Ray Van Hooser, KNED, McAlester
Secy., Treas... Wm. S. Morgan, KNOR, Norman
Board of Directors... Pat Murphy, KCRC, Enid, J. R. Bellatti, KSPI, Stillwater, John Mahoney, KVIN, Vinita, Jack Pink, KWCO, Chickasha, Ron Wheeler, KTAT, Frederick, Bob Hoth, KAKC, Tulsa, John Gray, KGYN, Guymon

Oregon Association of Broadcasters

c/o Robert Monaghan, Box 5025, Eugene

Meetings: November & April
Elections: April
Members: 47 Radio; 7 TV; 4 Assoc.
President... Ray Johnson, KMED, Medford
Vice Pres... Gordon Capps, KSRV, Ontario
Secy. Treas... Frank Coffin, KOIN-TV, Portland
General Mgr... Robert Monaghan

Pennsylvania Association of Broadcasters

c/o President

Meetings: May
Elections: May
Members: 110 Active; 30 Assoc.
Pres... Cecil Woodland, WEJL, Scranton
1st Vice Pres... Milton Bergstein, WMAJ, State College
2nd V.P.. Thomas Metzger, WMRF, Lewiston
Exec. Secy... Miss Kaye Witmer, Box 606, Harrisburg
Treas... J. Robt. Gulick, WGAL, Lancaster
Sect... Robert R. Williams, WHLM, Bloomsburg

Puerto Rican Association of Broadcasters

c/o President

Meetings: July & as called
Elections: July
Members: 20
President... Ventura Lamas, Jr., WKAQ, San Juan
Vice Pres... Nabal Barreto, WCMN, Arecibo
Secretary... Charlie Cordero, WLEO, Ponce
Treasurer... Julio Morales, WKYN, Rio Piedras
Exec. Secy... Roberto Bocanegra, P. O. Box 10144, Santruce

Rhode Island Broadcasters Association

c/o WADK, Newport, R. I.

Meetings: Quarterly
Elections: June
Members: 15
Pres... Milton E. Mittler, 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: 59 Radio; 6 TV
President... Edward L. B. Osborne, WBCU, Union
Vice Pres... Louis M. Neale, Jr., WBEU, Beaufort
Secy.-Treas... T. Doug Youngblood, WFIG, Sumter
Directors... John T. Cashion, WGCD, Chester; Frank Harden, WIS, Columbia; H. M. McElveen, WNOK-TV, Columbia; John Davenport, WESC, Greenville; and Osborne, Neale and Youngblood.

South Dakota Broadcasters Association

c/o President or Secy.-Treas.

Meetings: Annual
Elections: Annual
Members: 15
President... Donald D. Sullivan, WNAX, Yankton
Vice Pres... Bill Johnson, KYNT, Yankton
Secy., Treas... Jas. Slack, KUSD, Vermillion

Tennessee Association of Broadcasters

c/o Exec. Secy.

# STATE BROADCASTERS ASSOCIATIONS

Univ. Tennessee, Knoxville, Tenn.  
Meetings: November  
Elections: November  
Members: 68 Active; 3 Assoc.  
President.... Charles B. Brakefield, WREC,  
Memphis  
Vice Pres..... Charles W. Brewer, WHIN,  
Gallatin  
Secy., Treas..... Stan Torgerson, WMC,  
Memphis  
Exec. Secy..... Kenneth Wright, 14 Ayres  
Hall, University of Tenn., Knoxville

## **Texas Association of Broadcasters**

c/o Exce. Secy.  
1004 International Life Bldg., Austin, Tex.  
Meetings: Semi-annual  
Elections: Fall  
Members: 173  
President... Joe Leonard, KGAF, Gainesville  
Vice Pres.... Jim Hairgrove, KBRZ, Freeport  
Secy. Treas.... Gene Hendryx, KVLV, Alpine  
Exec. Secy..... Bonner McLane  
Directors..... Al Johnson, Leo Hackney,  
Marshall Formby, Charles Jordan, Wendell  
Mayes, Jack Roth

## **Utah Broadcasters Association**

c/o President  
1393 N. Main St., Logan, Utah  
Meetings: Annual  
Elections: Annual  
Members: 15  
President..... Reed Bullen, KYNU, Logan  
Vice Pres..... Kenneth J. Hanni, KCPX,  
Salt Lake City  
Secy.-Treas.... Arch G. Webb, KVOG, Ogden

## **Vermont Association of Broadcasters**

c/o President  
Meetings: June  
Elections: June  
Members: 14  
President..... Carlo F. Zezza, WCFR,  
Springfield  
Vice Pres..... Craig S. Parker, WDEV,  
Waterbury  
Treas..... Daniel B. Ruggles, WSKI,  
Montpelier  
Sect..... Andrew S. Ball, WCAX, Burlington

## **Virginia Association of Broadcasters**

c/o Secretary-Treasurer  
Meetings: June  
Elections: June  
Members: 64 Active; 9 Assoc.

President..... Thomas P. Chisman,  
WVEC AM-TV, Hampton  
Vice Pres..... Robert C. Walker, WCHV,  
Charlottesville  
Secy. Treas..... N. Wilber Kidd, WAYB,  
Waynesboro  
Leg. Chairman..... C. T. Lucy, WRVA,  
Richmond

## **Washington State Association of Broadcasters**

c/o Mgr. Dir.  
White-Henry-Stuart Bldg., Seattle  
Meetings: April and October  
Elections: April  
Members: 53 Radio; 11 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..... C. Leslie Golliday, WEPM,  
Martinsburg  
Vice Pres..... John Shott, WHIS, Bluefield  
Secy. Treas..... A. W. Vickers, WOAY,  
Oak Hill  
Exec. Secy..... Mrs. Mary Sonis, 3615  
Kanawha S. E., Charleston

## **Wisconsin Broadcasters Association**

c/o President  
Meetings: Jan-June  
Elections: January  
Members: 48  
President..... Mig Figi, WAUX, Waukesha  
Vice-Pres.... Donald Wirth, WNAM, Neenah  
Sect..... Carl Kolata, WTTN,  
Watertown  
Treas.... Richard Dudley, WSAU-TV, Wausau  
Attorney..... Henry Buslee, 202 Monona  
Ave., Madison

## **Wyoming Association of Broadcasters**

c/o Secretary-Treasurer  
Meetings: Annually  
Elections: Annually  
Members: 18  
President..... Roy Marsh, KRAL, Rawlins  
Vice Pres..... Mildred Ernest, KWRB-TV,  
Thermopolis  
Secy. Treas.... Bob Berger, KTWO-TV, Casper



# BROADCASTERS' PROMOTION ASSOCIATION, INC.

815 Superior Ave. N.E., Cleveland 14, Ohio

Phone: CH 1-0942

## OFFICERS

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KYW-TV, Cleveland, O.

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John Hurlbut  
WFBM-TV, Indianapolis, Ind.

### *2nd Vice-President*

Don Curran  
KTVI, St. Louis, Mo.

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Cedar Rapids, Ia.

Dean Faulkner  
KOA-TV, Denver, Colo.

Robert Freeland  
KOTV, Tulsa, Okla.

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WITI-TV, Milwaukee, Wisc.

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CFPL Radio  
London, Ont.

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KNXT, Los Angeles, Calif.

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WROC-TV, Rochester, N. Y.

Robert B. Cheyne  
WHDH, Boston, Mass.

Ken McClure  
KFSD-TV, San Diego, Calif.

Dorothy Sanders  
WLW-D, Dayton, O.

Mike Schaffer  
WAVY-TV, Portsmouth, Va.

Charles Wilson  
WGN, Inc., Chicago, Ill.

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Chenoweth, James B.  
WAPI & WABT,  
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Hill, Milt Dean  
KOOL AM-TV, Phoenix

### ARKANSAS

Huey, Harry  
Box 825, Ft. Smith

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KERO-TV, Bakersfield  
Hovore, Franklin T.  
KRCA, Hollywood

### Heywood, Austin

KNXT, Los Angeles  
Hillman, Philmour B.  
KNX-CBS, Los Angeles  
Nashick, E. Robert  
KTLA-TV, Los Angeles  
Nelson, Robert L.  
KHJ-TV, Los Angeles  
Bachman, Monas S.  
KXTV, Sacramento  
Jackson, Parker H.  
KFMB-TV, San Diego  
Christensen, A. H.  
KPIX, San Francisco  
Clark Evelyn  
KCBS, San Francisco  
Rodman, George T.  
KGO-TV, San Francisco  
Norton, Mrs. Margaret  
KNTV, San Jose

### COLORADO

Taft, Harold  
KBTB, Denver  
Faulkner, Dean  
KOA-TV, Denver  
Atteberry, Ellis  
KCOL, Fort Collins  
Seaney, Jim  
KLZ-TV, Denver

### CONNECTICUT

Gallagher, Peter F.  
WNHC-TV, New Haven  
Wry, Howard V.  
WKNB, W. Hartford

### DISTRICT OF COLUMBIA

Adams, Robert M.  
WTOP-TV, Washington

**BROADCASTERS' PROMOTION ASSOCIATION, INC.** 

Meeks, Haywood  
WMAL-TV,  
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McCawley, Ralph R.  
WRC-TV, Washington  
Roberts, Edwin A.  
WTOP, Washington  
Wilson, Jo, Miss  
WWDC, Inc.,  
Washington 6, D. C.

**FLORIDA**

Maitlen, D. J.  
WESH-TV,  
Daytona Beach  
Amyx, Andy  
WFGA-TV, Jacksonville  
Mahaffey, Tom W.  
WJXT, Jacksonville  
Arden, Jon E.  
WCKT, Miami  
Kelly, John J.  
Storer Bcstg  
Miami Beach  
Elber, Samuel  
WGBS, Miami Beach  
Toppan, Burt  
WTVJ, Miami  
Taggart, Byron  
WFLA & WFLA-TV  
Tampa

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Paschall, Walter G.  
WSB, WSB-TV, Atlanta  
Ned Jay  
WAGA-TV, Atlanta  
Gewinner, Holt, Jr.  
WSB-TV, Atlanta  
Andrews, Joe  
WMAZ-TV, Macon  
Jenkins, George  
WRBL, Columbus  
Cook, George B.  
WGAF, Valdosta

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Winters, Evelyn  
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Hanlon, James G.  
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Haviland, Thomas E.  
WCFL, Chicago  
Peterson, Edwin R.  
Keystone Bcstg Co.,  
Chicago  
Wiedenkiller, L. O.  
WTVP, Decatur  
Biggar, Geo. C.  
WLBK, De Kalb  
Henry, Elliott, W., Jr.  
ABC-WBKB, Chicago  
Hohmann, William R.  
WBBM-TV, Chicago

Keys, John M.  
WMAQ-WNBQ, Chicago  
Sack, Ronald L.  
WLS, Inc., Chicago  
Holland, John  
WIND, Chicago  
Hollembaek, Loren  
WBBM, Chicago  
Wilson, Charles A.  
WGN, WGN-TV,  
Chicago  
Knapp, Albert E.  
WEEK, WEEK-TV,  
East Peoria  
Sebastian, Charles  
WTAQ, La Grange  
Noyes, Stan  
WOPA, Oak Park  
Johnston, James  
WMBD-TV, Peoria  
Means, William  
WICS, Springfield  
Olson, Chuck  
WREX-TV, Rockford  
Darton, Heber E.  
WHBF, WHBF-TV,  
Rock Island

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Lindsay, Paul A.  
WOWO, Ft. Wayne  
Frenk, Laurence  
WPTA, Ft. Wayne  
Keefe, Robert  
WANE-TV, Fort Wayne  
Schroeder, Wilson  
WKJG-AM & TV,  
Fort Wayne  
Bidcox, Robert W.  
WIBC, Indianapolis  
March, Thomas B.  
WWCA, Gary  
Hurlbut, John F.  
WFBM, WFBM-TV,  
Indianapolis  
Wilson, H. Keith  
WTFV, Indianapolis  
Reisinger, Ray  
WISH, WISH-TV,  
Indianapolis  
Gassensmith, Skip  
WSBT-TV, South Bend

**IOWA**

Bowermaster, James H.  
WMT Stations,  
Cedar Rapids  
Upp, Richard W.  
WOC-TV, Davenport  
Cornils, Wayne C.  
KPIG, Cedar Rapids  
De Vine, Ric  
KRNT-TV, Des Moines  
Schambow, John L.  
KVTU, Sioux City

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Larsen, M. Dale  
KTVH, Wichita

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WHAS, Inc., Louisville

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Lyte, Box  
WWL-TV, New Orleans  
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KSLA-TV, Shreveport  
Briggs, James T.  
KWKH, Shreveport

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WCOV, Lewiston  
Joyce, Robert M.  
WMTW, Poland Spgs.  
Pitman, Linwood T.  
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Portland  
Stone, Melvin L.  
WLOB, Portland

**MARYLAND**

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Tinsley, Thomas G. Jr.  
WITH, Baltimore  
Vaden, H. Taylor  
WJZ-TV, Baltimore  
Werling, Rupe  
WMAL, Bethesda  
Hines, Henry F.  
WBAL, WBAL-TV,  
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Roeder, Charles A.  
WCBM, Baltimore

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Colvin, W. B.  
WBZ-TV, Boston  
Williams, Jack  
WBZ, Boston

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Kirvan, Bud  
WXYZ, Inc., Detroit  
Kyker, A. Glenn  
WWJ, WWJ-TV, Detroit  
Levinson, H. Y.  
WCAR, Detroit

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Le Masurier, Don  
KDAL-TV, Duluth  
Kaufman, Clayton  
WCCO, Minneapolis  
Cousins, Tom  
WCCO-TV, Minneapolis  
Ficker, William A.  
WLWL, Minneapolis  
Van Roo, Robert H.  
WTCN-WTCH-TV  
Minneapolis  
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KODE, KODE-TV,  
Joplin  
Redmond, Joe  
KMBC-KMBC-TV  
Kansas City  
Strawn, F. C.  
KCMO, Kansas City  
Woods, Jud  
WDAF-WDAF-TV  
Kansas City  
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Curran, Don  
KTVI, St. Louis  
Koch, Alice, Mrs.  
KMOX, St. Louis  
Mueller, Fred J.  
KSD, KSD-TV, St. Louis  
Stanton, Tom  
KMOX-TV, St. Louis  
McKibben, William T.  
Balaban Station,  
St. Louis  
Ruppe, Michael, Jr.  
KWK, St. Louis  
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May, Conna G.  
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Billings  
Nyberg, Gertrude C.  
KGHL-TV, Billings  
Craney, E. B.  
KXLF, Butte  
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Meier, Evans  
WJAG, Norfolk  
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Schweitzer, William A.  
WEBR, Inc., Buffalo  
Hellman, Gordon A.  
Transcontinent TV  
Corp., New York  
Lannon, Mike  
WRCA-TV, New York  
Stahlberger, R. L.  
WCBS, New York  
Sullivan, R. J.  
Corinthian Bcstg., N. Y.  
Linger, Dean D.  
ABC TV, New York  
Partridge, David E.  
Westinghouse Bcstg.,  
New York  
Patt, Robert  
WCBS-TV, New York  
Roberts, Martin  
NTA, New York  
Smith, L. Walton  
WROC-TV, Rochester  
Garland, Arthur R.  
WGY, Schenectady  
Peel, Robert G.  
WHEN-AM & TV,  
Syracuse  
Schlanger, Ruth  
WKTV, Utica  
**NORTH CAROLINA**  
Ellis, Bill  
WLOS-WLOS-TV  
Asheville  
Covington, J. Robert  
WBT-WBT-TV, Charlotte  
Scruggs, William M., Jr.  
WSOC-WSOC-TV  
Charlotte  
Witherspoon, David H.  
WRAL-TV, Raleigh  
Mosier, David W.  
WNCT, Greenville  
White, Worth  
WPTF-Radio, Raleigh  
Barron, Richard  
WSJS-TV,  
Winston-Salem.  
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Pedersen, Roy C.  
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Fargo  
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Fleming, R. M.  
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Schulte, Vera  
WCPO-TV, Cincinnati  
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Davis, W. Gray  
WHK, Cleveland  
Mertens, Bud  
WJW-TV, Cleveland  
Roper, Peter  
WERE, Cleveland  
Godt, Gene  
KYW-TV, Cleveland  
Dorr, Jack  
WBNS-TV, Columbus  
Gay, Chuck  
WHIO-TV & AM,  
Dayton  
Sanders, Dorothy  
WLW-D, Dayton  
Wilson, George  
WSTV, Steubenville  
Osborne, Deane D.  
WSPD, Toledo  
Fayer, Steve  
WTOL-TV, Toledo  
**OKLAHOMA**  
Larkins, Charles E.  
P.O. Box 1637  
Muskogee  
Sherry, Jack  
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Oklahoma City  
Tjaden, Montez  
KWTW, Oklahoma City  
Freeland, Robert V.  
KOTV, Tulsa  
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Newton, Dick  
KEX, Portland  
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Lancaster  
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Birnbaum, Fred  
WCAU, Philadelphia  
Pryor, Robert N.  
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Dunne, John  
WFBG-WFBG-TV  
Philadelphia  
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WRCV, WRCV-TV,  
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WIIIC, Pittsburgh  
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KDKA, Pittsburgh  
Lewis, David N.  
KDKA-TV, Pittsburgh  
Chernin, Kenneth  
Triangle Public.  
Philadelphia



# BROADCASTERS' PROMOTION ASSOCIATION, INC.

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WBRE-WBRE-TV  
Wilkes-Barre  
Holcomb, Douglas  
WGBI & WDAU-TV,  
Scranton

## RHODE ISLAND

Kavanagh, Jack  
WPRO-TV, Providence  
Morton, Don  
WEAN, Providence

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Cureton, Thomas G.  
WIS-TV, Columbia  
Davenport, J.  
WESE, Greenville  
Adams, William A.  
WSPA-TV  
Spartanburg

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KELO, KELO-TV,  
Sioux Falls

## TENNESSEE

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Cash, Charles H., Jr.  
WSM-TV, Nashville  
Jones, W. A.  
WSIX, Nashville

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Cohlma, Casey  
WFAA-TV, Dallas  
Sullivan, Edward A.  
KSET, El Paso

Wygant, Phil  
WBAP-WBAP-TV  
Fort Worth  
Collins, Ken  
KXYZ, Houston  
Harriss, Kirt  
KPRC, KPRC-TV,  
Houston  
Shipley, W. H.  
KDUB, Lubbock  
McClure, Ken  
KENS-TV, San Antonio  
Yancy, Bill N.  
WOAI-TV, San Antonio

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WINA, Charlottesville  
Hydrick, Daniel E., Jr.  
WGH, Norfolk, Va.  
Schaffer, Mike  
WAVY, WAVY-TV,  
Portsmouth  
Stone, John L., Jr.  
WRVA-TV, Richmond  
Evans, James W.  
WTAR-WTAR-TV  
Norfolk  
McCollum, Thomas F.  
WXEX-TV, Richmond

## WASHINGTON

Blosl, Thomas L.  
KIRO-KIRO-TV  
Seattle  
Devon, Don  
KIMA, KIMA-TV,  
Yakima

## WEST VIRGINIA

Greenwood, George  
WSAZ, Inc., Huntington  
Knight, James H.  
WTRF-TV, Wheeling  
Meagle, Howard W.  
WVVA, Wheeling

## WISCONSIN

Moran, Robert O.  
WBEL, Beloit

Meister, Robert  
WBAY, WBAY-TV,  
Green Bay  
Anderson, Leonard G.  
WKBH-WKBT,  
La Crosse  
Barnes, Art  
WISN, WISN-TV,  
Milwaukee  
Bolger, Thomas E.  
WSAU-WSAU-TV  
Wausau  
Cohen, Joella Miss  
WFRV, Green Bay  
Olson, Chuck  
WITI-TV, Milwaukee  
Turet, Lawrence  
WXIX, Milwaukee  
Wallace, Bruce  
WTMJ-WTMJ-TV,  
Milwaukee

## CANADA

Mannix B.  
CFAC, Calgary, Alberta  
Love, Jas. A.  
CFCN, Calgary  
Kilby, T. Acton  
CKWX, Vancouver  
Allen, William S.  
CJVI, Victoria, B. C.  
Walker, Gordon N.  
CKRC, Winnipeg, Man.  
Clark, Harvey M.  
CFPL, London, Ontario  
Freeman, Marvin M.  
CKX, Brandon, Man.  
Tweedie, P. A.  
CFCF, Montreal  
Wall, Don  
CKGM, Montreal  
Gardi, Frank J.  
CJIC-TV,  
Sault Ste. Marie, Ont.  
Goodman, J. C.  
CJGX, Yorkton, Sask.  
Marsden, Kenneth C.  
CFRB, Toronto, Ontario.

## ROSTER OF AFFILIATE MEMBERS

Anthony, Ted  
WJW-TV, Cleveland  
Daly, Thomas  
CFPL-TV, London, Ont.  
Lurie, Louise  
WBBM-TV, Chicago  
Paradis, George  
WECH-TV,  
Portland, Me.  
Downing, Bert  
KYW, Cleveland  
Gerity, James, Jr.  
WNEM-TV, Flint, Mich.  
Hansen, Bob  
WCCO-TV, Minneapolis

Henderson, C. George  
WSOC, Charlotte, N. C.  
Rogers, John  
WBBM-CBS, Chicago  
Gohring, R. A.  
WNEM, Flint, Mich.  
Box, John F., Jr.  
Balaban Stations  
St. Louis, Mo.  
Pinney, Richard D.  
WMT, WMT-TV, Cedar  
Rapids, Iowa  
Marx, Dorothy Mrs.  
Balaban Stations  
St. Louis, Mo.

Gallagher, Robert R.  
WCBS, New York  
Vitale, Raymond  
WCBS, New York  
Larrison, Hovey  
WHEN-WHEN-TV  
Syracuse  
Dillon, John P.  
WBTB, Charlotte  
Duperrault, Doug  
WTAR-WTAR-TV  
Norfolk, Va.  
Curran, Don  
KTVI, St. Louis, Mo.  
Gzebb, L.  
CKRC, Winnipeg

# Stations In Major Markets Offering Advertisers In-Store Displays

This compilation, a four-month project, has been completed by the media merchandising division of BBDO's marketing department. It is the third annual survey of Radio and Television stations which offer in-store display space to their advertisers. The full report lists 185 Radio and 81 Television stations in major markets whose merchandising plans include supermarket display space for their advertisers. The survey was organized and executed under the direction of Louis Kruh, head of the media merchandising division, and Paul Freyd, vice president in charge of marketing at BBDO.

## Radio Stations

### ALABAMA

\*WJLD—Birmingham  
WBRC—Birmingham

### ARIZONA

KOOL—Phoenix  
KOY—Phoenix  
KCNA—Tucson

### CALIFORNIA

KAFY—Bakersfield  
KMAP—Bakersfield  
KPAY—Chico  
KARM—Fresno  
KFRE—Fresno  
KDAY—Hollywood  
KABC—Los Angeles  
KHJ—Los Angeles  
KNX—Los Angeles  
KRCA—Los Angeles  
KFIV—Modesto  
KIDD—Monterey  
KVIP—Redding  
KPAY—Sacramento  
KCRA—Sacramento  
KROY—Sacramento  
KITO—San Bernardino  
KCBQ—San Diego  
KSF—San Diego  
KCBS—San Francisco  
KFRC—San Francisco  
KGO—San Francisco  
KJBS—San Francisco  
KNBC—San Francisco  
KOBV—San Francisco  
KYA—San Francisco  
KXRX—San Jose

\* Negro Programming

KSRO—Santa Rosa  
KWG—Stockton

### COLORADO

KMYR—Denver

### CONNECTICUT

WNHC—New Haven

### DIST. OF COLUMBIA

WTOP—Washington  
WWDC-FM—Washington

### FLORIDA

\*WOBS—Jacksonville  
WGBS—Miami  
WINZ—Miami  
WALT—Tampa

### GEORGIA

WPLO—Atlanta  
WAKE—Atlanta  
WAOK—Atlanta  
\*WERD—Atlanta  
WQXI—Atlanta

### HAWAII

KGU—Honolulu

### ILLINOIS

WBBM—Chicago  
WGN—Chicago  
WMAQ—Chicago

### INDIANA

WANE—Fort Wayne  
WIBC—Indianapolis  
WJVA—South Bend

## **IN-STORE DISPLAYS**

### **IOWA**

WHO—Des Moines

### **KENTUCKY**

WFKY—Frankfort

WVLK—Lexington

WAKY—Louisville

### **LOUISIANA**

WLCS—Baton Rouge

\*WXOK—Baton Rouge

\*KAOK—Lake Charles

WBOK—New Orleans

WNOE—New Orleans

WSMB—New Orleans

WWL—New Orleans

KJOE—Shreveport

### **MAINE**

WPOR—Portland

WAGM—Presque Isle

### **MARYLAND**

WBAL—Baltimore

\*WEBB—Baltimore

WITH—Baltimore

### **MASSACHUSETTS**

WEEL—Boston

WAAB—Worcester

### **MICHIGAN**

WKMH—Dearborn

WJBK—Detroit

WXYZ—Detroit

WOOD—Grand Rapids

### **MINNESOTA**

WMFG—Hibbing

KSTP—Minneapolis

WCCO—Minn.-St. Paul

WHLB—Virginia

### **MISSISSIPPI**

WDJX—Jackson

WLBT—Jackson

WOKJ—Jackson

### **MISSOURI**

KCMO—Kansas City

KMBC—Kansas City

KPRS—Kansas City

KMOX—St. Louis

KSW—St. Louis

KWK—St. Louis

KXOK—St. Louis

### **MONTANA**

KBOW—Butte

KFBB—Great Falls

### **NEW JERSEY**

WTTM—Trenton

### **NEW YORK**

WROW—Albany

WNBF—Binghamton

WBNY—Buffalo

WGR—Buffalo

WTKO—Ithaca

WABC—New York

WCBS—New York

WLIB—New York

WINS—New York

WMGM—New York

WOR—New York

WADO—New York

WRCA—New York

\*WWRL—New York

WBBF—Rochester

WHEC—Rochester

WHEN—Syracuse

WSYR—Syracuse

### **NORTH CAROLINA**

WBT—Charlotte

WPET—Greensboro

WKIX—Raleigh

WTOB—Winston-Salem

### **NORTH DAKOTA**

WDAY—Fargo

### **OHIO**

WCUE—Akron

WCMW—Canton

WKRC—Cincinnati

WLW—Cincinnati

KYW—Cleveland

WERE—Cleveland

WGAR—Cleveland

WJW—Cleveland

WTVN—Columbus

WSPD—Toledo

WBBW—Youngstown

WFMJ—Youngstown

WKBN—Youngstown

**OREGON**

KGW—Portland  
KWJ—Portland

**PENNSYLVANIA**

WFBG—Altoona  
WEST—Easton  
WJET—Erie  
WCMB—Harrisburg  
WHGB—Harrisburg  
WKBO—Harrisburg  
WGAL—Lancaster  
WLAN—Lancaster  
WCAU—Philadelphia  
\*WDAS—Philadelphia  
WFIL—Philadelphia  
\*WHAT—Philadelphia  
WIBG—Philadelphia  
WIBG-FM—Philadelphia  
WIP—Philadelphia  
WPEN—Philadelphia  
WPEN-FM—Philadelphia  
WRCV—Philadelphia  
WCAI—Pittsburgh  
WHUM—Redding  
WRAW—Redding  
WORK—York

**RHODE ISLAND**

WEAN—Providence  
WJAR—Providence

**SOUTH CAROLINA**

WIS—Columbia  
WMSC—Columbia

**TENNESSEE**

\*WMFS—Chattanooga  
\*WLOK—Memphis

**TEXAS**

KGNC—Amarillo  
KLIF—Dallas  
WFAA—Dallas  
KROD—El Paso  
KSET—El Paso  
XELO—El Paso  
KTHT—Houston  
KTRH—Houston  
\*KYOK—Houston  
KDAV—Lubbock  
KFYO—Lubbock  
KCOR—San Antonio

**UTAH**

KSL—Salt Lake City

**VIRGINIA**

WSVA—Harrisonburg  
WAVY—Norfolk  
WGH—Norfolk  
WLEE—Richmond  
WRVA—Richmond  
WDBJ—Roanoke

**WASHINGTON**

KWIQ—Moses Lake  
KAYO—Seattle  
KXLY—Spokane

**WEST VIRGINIA**

WCHS—Charleston  
WHLL—Wheeling

**WISCONSIN**

WOKY—Milwaukee

**TELEVISION**

**ARIZONA**

KOOL-TV—Phoenix

**CALIFORNIA**

KMJ-TV—Fresno  
KCOP-TV—Hollywood  
KABC-TV—Los Angeles  
KHJ-TV—Los Angeles  
KRCA-TV—Los Angeles  
KTTV—Los Angeles  
KGO-TV—San Francisco  
KRON-TV—San Francisco

**COLORADO**

KBT—Denver

**CONNECTICUT**


WHNC-TV—New Haven  
WATR-TV—Waterbury

**FLORIDA**

WESH-TV—Daytona Beach

**GEORGIA**

WLW-A-TV—Atlanta

**IN-STORE DISPLAYS** 

**IDAHO**

KIDO-TV—Boise

**ILLINOIS**

WBKB-TV—Chicago

WGN-TV—Chicago

**INDIANA**

WEHT-TV—Evansville

WTVW-TV—Evansville

WANE-TV—Fort Wayne

WLW-1—Indianapolis

**LOUISIANA**

KNOE-TV—Monroe

WDSU-TV—New Orleans

KTBS-TV—Shreveport

**MAINE**

WAGM-TV—Presque Isle

**MASSACHUSETTS**

WWRP-TV—Greenfield

WHYN-TV—Springfield

WWLP-TV—Springfield

**MICHIGAN**

CKLW-TV—Detroit

WJBK-TV—Detroit

WXYZ-TV—Detroit

**MINNESOTA**

WDSM-TV—Duluth

KSTP-TV—Minneapolis

WCCO-TV—Minneapolis

**MISSISSIPPI**

WLBT-TV—Jackson

**MISSOURI**

KODE-TV—Joplin

KCMO-TV—Kansas City

KMBC-TV—Kansas City

**NEVADA**

KLAS-TV—Las Vegas

**NEW MEXICO**

KOAT-TV—Albuquerque

**NEW YORK**

WNBF-TV—Binghamton

WGR-TV—Buffalo

WABD-TV—New York

WNTA-TV—New York

WOR-TV—New York

WHEN-TV—Syracuse

**NORTH CAROLINA**

WSOC-TV—Charlotte

WTOB-TV—Winston-Salem

**NORTH DAKOTA**

KFYR-TV—Bismarck

WDAY-TV—Fargo

**OHIO**

WKRC-TV—Cincinnati

WLW-TV—Cincinnati

WSTV—Steubenville

WKBN-TV—Youngstown

**OREGON**

KPTV-TV—Portland

**PENNSYLVANIA**

WFBG-TV—Altoona

WCMB-TV—Harrisburg

WTPA-TV—Harrisburg

WFIL-TV—Philadelphia

WNEP-TV—Scranton

WILK-TV—Wilkes-Barre

WSBA-TV—York

**RHODE ISLAND**

WJAR-TV—Providence

**SOUTH CAROLINA**

WUSN-TV—Charleston

WIS-TV—Columbia

**TEXAS**

KFDA-TV—Amarillo

KTRK-TV—Houston

KCOR-TV—San Antonio

**UTAH**

KUTV-TV—Salt Lake City

**VIRGINIA**

WAVY-TV—Norfolk

WXEX-TV—Richmond

WDBJ-TV—Roanoke

**WASHINGTON**

KING-TV—Seattle

KXLY-TV—Spokane

**WEST VIRGINIA**

WCHS-TV—Charleston

WBOY-TV—Clarksburg

WTRF-TV—Wheeling

**WISCONSIN**

WDSM-TV—Superior

WFRV-TV—Green Bay

WISN-TV—Milwaukee

**PUERTO RICO**

WAPA-TV—San Juan



**INDUSTRY**  
**TELEVISION DAILY**

presents

**REGIONAL  
NETWORKS  
GROUP OWNED  
STATIONS**

☆ ☆ ☆ ☆ ☆

**BRANCH OFFICES  
EXECUTIVE PERSONNEL  
STATIONS COMPRISING GROUP**

**1960**

# REGIONAL NETWORKS AND GROUP OWNED STATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div. . . . . James G. Riddell  
Sales Mgr., Western Div. . . . . Vince Francis

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KLYD-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.; KPTV, Portland, Ore.; KNDO-TV, Yakima, Wash.; KOMO-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KERP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KRDO, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KTVB-TV, Boise, Idaho; KXLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Mon-

tana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWQ, Casper, Wyo.; KVIP, Redding, Calif.; KVIQ-TV, Eureka, Calif.; KOTI-TV, Klamath Falls, Ore.; KLIX-TV, Twin Falls, Id.; KWRB-TV, Riverton, Wyo.; KHVH-TV, Honolulu; KENI-TV, Anchorage, KFAR-TV, Fairbanks, Alaska.

## 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  
Chief Engineer . . . . . Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KTIP, Porterville; KIBS, Bishop; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCKC, San Bernardino; KGB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KOMO, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, KEDO, Long-

**ONLY**

The **Herald Tribune** Radio Network

Delivers Exclusively

**The Buying Power**

of All New York Suburbia

1310 on your dial

**WVIP**

MT KIBCO, N. Y.

1520

**WFYI**

MINNEOLA-GARDEN CITY, L. I.



1460 on your dial

**WVOX**

NEW ROCHELLE, N. Y.

920

**WGHQ**

KINGSTON SAUGERITES, N. Y.

GUSTAVE NATHAN, Gen. Mgr.

General Offices: 595 Madison Avenue, New York, N. Y.

Represented by The Bolling Co.



## REGIONAL NETWORKS

view, all Wash.; KASH, Eugene; KWJJ, Portland; KBND, Bend; KSLM, Salem; KUMA, Pendleton, KRXL, all Oregon; KBAR, Burley; KOZE, Lewiston, both Idaho; KENO, Las Vegas, Nev.; KFUN, Las Vegas; KHSN, Las Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KALL, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.; KOY, Phoenix; KTUC, Tucson, KSUN, Bisbee; KNOT, Prescott, KAAA, Kingman; KGLU, Safford; KVOY, Yuma; KVNA, Flagstaff; KVNC, Winslow; KNOG, Nogales; KWJB, Globe; KHFH, Sierra Vista, all Ariz.

### SUPPLEMENTARY GROUP

..KXO, El Centro; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KRDG, Redding; KSBW, Salinas; KVEC, San Luis Obispo; all Calif.; KWIN, Ashland; KAST, Astoria; KOOS, Coos Bay; KAJO, Grants Pass; KFJL, Klamath Falls, all Ore.; KELA, Centralia; KGY, Olympia, both Wash.; KBET, Reno, Nev.

### A-Buy in California Group

2171 Ralph Ave., Stockton, Calif  
STATIONS

KIEM, Eureka; KITO, San Bernardino; KLVD, Bakersfield; KPAY, Chico; KVIP, Redding; KARM, Fresno; KEEN, San Jose; KFIV, Modesto; KIST, Santa Barbara; KIDD, Monterey; KROY, Sacramento; KSTN, Stockton; KSRO, Santa Rosa.

### Air Trails Network

121 N. Main St., Dayton 2, Ohio  
Phone: Baldwin 2-3773

President .....Charles Sawyer  
Exec. V.P. ....J. P. Williams  
Vice Presidents .....Alex Buchan,  
Ernest A. Gudridge, Victor Bushong  
STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZL, Louisville, Ky.

### 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; KLAM, Cordova, Alaska.

### Allegheny Mountain Network

P. O. Box 88, c/o WBLF, Bellefonte, Pa.  
Gen. Mgr. ....Cary H. Simpson  
STATIONS

WKBI, St. Marys; WNBT, Wellsboro; WTRN, Tyrone; WFRM, Coudersport; WBLF, Bellefonte.

### W. Gordon Allen Stations

c/o KGAY, P. O. Box 768, Salem, Ore.  
STATIONS

KGAY, Salem; KGAL, Lebanon, both Ore.; KMAR, Winnsboro, La.

### All Islands Radio Network

c/o Advertisers Bldg.  
Station KGU, Honolulu, Hawaii  
Manager.....William O. Paine  
STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KHBC, Hilo.

### American Colonial Broadcasting Stations

c/o WSUR-TV, 1000 Ponce de Leon Ave.,  
Santurce, P.R.

President.....Ralph P. Perry  
STATIONS

WSUR-TV, Ponce; WKBM-TV, Caguas; WKVM, San Juan, all Puerto Rico.

### George Basil Anderson Stations

c/o KLIR, 6535 W. Jewell, Denver, Colo.

President.....G. B. Anderson  
STATIONS

KLIR, Denver, Colo.; KJSK, Columbus, Neb.; KCLO, Leavenworth; KJRG, Newton, both Kan.

### 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 Network

840 N. Central Ave., Phoenix, Ariz.  
Phone: ALpine 8-8181

Pres., Gen. Mgr.....John L. Hogg  
Comm. Mgr.....James W. Ross  
Pro. Dir.....Jack Williams  
Chief. Eng.....Edward R. Janney  
STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KOY, Phoenix; KVOY, Yuma; KNOT, Prescott; KNOG, Nogales; KHFH, Sierra Vista; KAAA, Kingman; KWJB, Globe; KGLU, Safford.

### Arkansas Network

1001 Spring St., Little Rock, Ark.  
General Manager.....T. K. Barton  
Commercial Mgr.....Lee Bryant  
STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

### Arrowhead Network

WEBC Bldg., Duluth 2, Minn.  
Manager.....Walter C. Bridges  
STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,

## REGIONAL NETWORKS

Minn.: WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

### James D. Asher Stations

c/o WESX, Box 710, Salem, Mass.  
President.....J. D. Asher  
STATIONS  
WESX, Salem; WGAW, Gardner, WIDA, Quincy.

### Gene Antry Stations

c/o KOOL, 511 W. Adams, Phoenix, Ariz.  
President.....Tom Chauncey  
STATIONS  
KOOL, Phoenix; KOLD, Tucson, both Ariz.; KVI, Seattle, Wash.; KMPC, Los Angeles; KSFO, San Francisco.

### Cy N. Bahakel Stations

c/o KXEL, P. O. Box 2395, Waterloo, Iowa  
President.....Cy N. Bahakel  
STATIONS  
KXEL, Waterloo, Iowa; WABG-AM-TV, Greenwood, Miss.; WKOZ, Kosciusko, Miss.; WKIN, Kingsport, Tenn.; WRIS, Roanoke, Va.; WLBj, Bowling Green, Ky.; WWOD, Lynchburg, Va.

### Balaban Stations

Broadcast House, St. Louis 8, Mo.  
Phone: OLIVE 2-4500  
Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
Asst. to V.P.: Sales.....Stanley N. Kapien  
Administration.....William T. McKibben  
Admin. Asst.....Harriet Baker  
Program Director.....John Carney, Jr.  
Publicity Director.....Dorothy Marx  
Group Engineer.....David Sandine  
BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800.  
Irene Runnels, Mgr.; Radio Park, Milwaukee 8, Wisc., Phone: GL 3-4130, Parker Daggett; Broadcast House, St. Louis 8, Mo., Phone: OL 2-4500, Harriet Baker; 190 N. State St., Chicago, Ill., Phone: FR 2-2262, Richard Balaban; 527 Madison Ave., N. Y. 22; Phone: PL 9-7760, Lee Lahey; Leland Office Bldg., Springfield, Ill., Phone: LA 8-0465, Milton Friedland; Inman Hotel, Campaign, Ill., Phone: FL 2-7673, Milton Friedland; WTVO-TV, N. Meridian Rd., Phone: 3-5413, Harold Froelich.

#### STATIONS

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.; KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.; WICS-TV, Springfield, Ill.; WCHU-TV, Champion, Ill.

### W. W. Bankhead Stations

c/o WWWF, 505 Temple Ave., Fayette, Ala.  
President.....W. W. Bankhead  
STATIONS  
WWWF, Fayette; WWWB, Jasper, WWWR, Russellville, all Ala.

### The Bartell Family Radio Group

Box 105, Madison 1, Wisconsin  
Phone: CEDar 3-0733  
President.....Gerald A. Bartell  
Managing Dir.....Lee Bartell

Chief Engineer.....Ralph Evans  
Program Director.....Al Heacock  
Publicity Director.....George Goldman

#### BRANCH OFFICES

Number One Nob Hill Circle, San Francisco 2, 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; 3500 N. Sherman Blvd., Milwaukee 16, Wis. (WOKY) Len Schindler, Mgr., Phone: Hilltop 2-0150; 730 Fifth Ave., New York 19, N. Y., (WADO) Mel Bartell, Pres., Gen. Mgr., Phone: Circle 5-7979.

#### STATIONS

WYDE, Birmingham, Ala.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WOKY, Milwaukee, Wis.; KYA, San Francisco, California; WADO, New York, N. Y.

### Bellinger-Townsend-Kemper Stations

c/o WVMC, P. O. Box 450, Mt. Carmel, Ill.  
President.....S. P. Bellinger  
STATIONS  
WVMC, Mt. Carmel; WRAM, Monmouth; WIZZ, Streator, all Ill.; WAXX, Chippewa Falls, Wisc.

### Better Music Broadcasters

c/o Broadcast Time Sales  
509 Madison Ave., New York, N. Y.  
STATIONS  
WAYE, Baltimore; WVNJ, Newark; WJMj, Philadelphia; WCRB, Boston; KIXL, Dallas; KGON, Portland, Me.; KADY, St. Louis, WZIP, Cincinnati; WVCG, Miami; WKYW, Louisville; KBUZ, Phoenix; WDOK, Cleveland.

### BFR Stations

c/o KSO, 1910 Ingersoll Ave., Des Moines, Ia.  
President.....Larry Bentson  
STATIONS  
KSO, Des Moines, Ia.; WLol, Minneapolis, Minn.; KDLO-TV, Florence; KPLO-TV, Reliance; KELO-AM-TV, Sioux Falls, all S. D.

### George W. Bingham Stations

c/o WGNy, Old Little Britain Rd., Newburgh, N. Y.  
STATIONS  
WGNy, Newburgh; WSLB, Ogdensburg; WKIP, Poughkeepsie, all N. Y.

### Black Hawk Broadcasting Stations

c/o KWWL, Insurance Bldg., Waterloo, Ia.  
President.....Ralph McElroy  
STATIONS  
KWWL-AM-TV, Waterloo, Ia.; KMMT, Austin, Minn.

### Blue Ridge Network

c/o WBAW, Jackson St., Barnwell, S. C.  
Representative.....Cannon  
STATIONS  
WBAW, Barnwell; WSNW, Seneca; WABU,

Abbeville; WSSC, Sumter; WBHC, Hampton, all South Carolina; WLFA, Lafayette, Ga.

**Booth Broadcasting Co.**

700 Buhl Bldg., Detroit 26, Mich.  
Phone: WOODWARD 2-0220

Bd. Chmn., Pres. .... John L. Booth  
Vice President. .... Thomas J. Warner  
Gen. Managers. .... R. W. Phillips (WSGW),  
J. R. Fife (WBBC), G. Lasley (WIBM), J. Jeffrey  
(WIOU), M. G. Creel (WJVA), S. Miller  
(WIOD).  
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, Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD, Toledo, O.; WMZK-FM, Detroit, Mich.; WMKZ-FM, Jackson, Mich.; WTRT-FM, Toledo, O.

**Charles B. Britt Stations**

c/o WIRY, 301-03 Cornelia St., Plattsburgh, N. Y.

**STATIONS**

WIRY, Plattsburgh; WBAC, Cleveland, Tenn.; WJBS, Deland; WDSR, Lake City, both Fla.

**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.

**Broadcasting Co. of the South Stations**

c/o WSFA-TV, 10 E. Delano, Montgomery, Ala.  
President. .... B. C. Hipp

**STATIONS**

WSFA-TV, Montgomery; WIST, Charlotte, N. C.; WIS-AM-TV, Columbia, S. C.

**Kenyon Brown Stations**

Miami Hotel Bldg., Miami, Okla.  
Phone: KI 2-3303

KGLC, Miami, Okla.

**Paul Bunyan Network**

Paul Bunyon Bldg., Traverse City, Mich.  
Phone: Windsor 7-7675

Pres., Gen. Mgr. .... Les Biederman  
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; WTOM-TV, Cheboygan, all Mich.

**Burroughs-Randolph Stations**

c/o KMUL, P. O. Box 1058, Muleshoe, Tex.  
President. .... J. Burroughs

**STATIONS**

KMUL, Muleshoe; KZUM, Farmington; KENM, Portales, both N. M.

**Cactus Network**

K.I.U.N. Radio & TV, Pecos, Tex.  
Phone: PEcos 5-2497-8

President. .... Barney Hubbs  
Gen. Mgr., Pub. Dir. .... Bill Hubbs  
Commercial Mgr. .... Cliff Sanderford  
Sales Prom. Mgr. .... Dave Martin  
Chief Engr. .... Harry Boehnemann  
Program Dir. .... Bill Woodruff

**BRANCH OFFICES**

Alpine, Tex., Gene Hendrix; Ft. Stockton, Tex., James Parr; Cortez, Colo., Jack Hawkins.

**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**

KFL, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KAFP, Petaluma; KLOK, San Jose, all Calif.

**California Northern Group**

c/o Station KSYC, Yreka, Calif.  
Phone: Victor 2-4158

President. .... D. M. Comstock

**STATIONS**

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville.

**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.

**STATIONS**

KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.

**Capital Cities Television Corp.**

65 East 55th St., New York 22, N. Y.  
Phone: PLaza 2-1750

President. .... Frank M. Smith  
Gen. Mgrs., Radio. .... R. Peebles, D. Weinig  
V.P., Gen. Mgr. TV. .... J. P. Dougherty

## REGIONAL NETWORKS

V.P. Charge of Radio.....Michael Joseph  
V.P., Chief Eng.....Daniel H. Smith

### BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: ALbany 3-2225, Thomas S. Murphy, V.P.; 24 Mason St., Providence, R. I., Phone: PLantations 1-9776, J. P. Dougherty, Gen. Mgr.; Box 2009, Durham, N. C.; Phone: 2-2111, Harmon L. Duncan, Floyd Fletcher, V.P.'s.

### STATIONS

WTEN-TV, WROW, both Albany, N. Y.; WPRO-TV, AM, Providence, R. I.; WTVD Raleigh-Durham, N. C.

## Carolina Radio Group

Box 609, Durham, North Carolina  
Phone: Durham 8-6129

General Manager.....H. Tom Morris  
Representative.....Pearson

### STATIONS

WTIK, Durham; WFLB, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WGBG, Greensboro; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N. C.

## Carolina Radio Network

c/o WVOT, P. O. Box 170, Wilson, N. C.

### STATIONS

WVOT, Wilson; WIAM, Williamston; WCPS, Tarboro; WEEE, Rocky Mount; WRCS, Ahoskie; WELS, Kinston; WRRZ, Clinton; WGBR, Goldsboro; WGTC, Greenville; WRRF, Washington; WHNC, Henderson; WMPM, Smithfield.

## Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington  
Phone: GLencourt 2-9111

Board Chmn.....A. W. Talbot  
President.....Thomas C. Bostic  
V.P. & Gen. Mgr.....Jack Reber  
V.P. in Chg. of TV Prog.....Jim Nolan  
V.P., TV Sales.....Bill Grogan  
V.P. Radio.....Joe Kendall  
Promotion Mgr.....Ed Morrissey  
Engineering Director.....M. E. Burrill

### STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV, Yakima; KWIQ, Moses Lake, all Wash.

## Cassel Stations

c/o WBRX, Jackson Bldg., Berwick, Pa.

### STATIONS

WBRX, Berwick; WCHA, Chambersburg; WATS, Sayre, all Pa.

## CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California  
Phone: Hollywood 9-1212

V.P. & Gen. Manager.....Fred Ruegg  
Commercial Mgr.....Gordon Mason  
Sales Promotion Mgr.....Arthur Wittum  
Program Director.....Robert P. Sutton

Publicity Dir.....Lloyd Brownfield  
Chief Engineer.....Ted Deaton

### BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Milton Allison, V.P.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000, Byron Nelson, Sales Mgr.; 932 Fisher Bldg., Detroit, Mich., TR 2-5550, 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 Crumbley, Jr., 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 Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KERN, Bakersfield, Calif.; KINS, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

## 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, Fairbanks, Alaska; 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, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KGMB-TV, Honolulu, Hawaii; KLEW-TV, Lewiston, Idaho; KMSO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KEY-T, Santa Barbara, Calif.; KBAS-TV, Ephrata, Wash.

## Central South Carolina Radio Network

P. O. Box 748, c/o WCOS, Columbia, S. C.  
General Manager.....G. H. Buck, Jr.

### STATIONS

WCOS, Columbia; WKDK, Newberry; WDIX,

## REGIONAL NETWORKS

Orangeburg; WFIG, Sumter.

### Clearfield Broadcasters Stations

c/o WCPA, 215 Church St., Clearfield, Pa.  
President.....W. K. Ulerich

#### STATIONS

WCPA, Clearfield; WDAD, Indiana, both Pa.;  
WJCM, Sebring, Fla.

### John C. Cohan Stations

c/o KVEC, P. O. Box 787, San Luis Obispo, Calif.  
President.....J. C. Cohan

#### STATIONS

KVEC, KSBY-TV, San Luis Obispo; KSBW-TV,  
Salinas, all Calif.

### 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.; WHYN, Springfield-  
Holyoke, Mass.; WDRG, Hartford; WERY,  
Waterbury, Conn.; WPRO, Providence, R. I.;  
WGAN, Portland, Maine; WCAX, Burlington, Vt.

### Community Broadcasting Service Stations

c/o WAGM, 499 Main St., Presque Isle, Me.  
President.....H. H. Hildreth

#### STATIONS

WAGM-AM-TV, Presque Isle; WABI, Bangor;  
WPOR, Portland, all Me.

### Concert Network, Inc.

171 Newbury St., Boston 16, Mass.  
Phone: Copley 7-6020

President.....T. Mitchell Hastings  
General Manager.....John R. Thornton  
Program Director.....John Q. Adams  
Chief Engineer.....David Passell

#### BRANCH OFFICES

11 E. 47th St., New York, N. Y.  
Phone: PL 2-0870

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.; WMTW, Poland Springs, Me.

### The Connecticut State Network

440 Meadow St., Waterbury, Conn.  
Phone: PLaza 5-1121

President.....Samuel R. Elman  
Vice President.....Edward Obrist  
Secretary.....Paul Baumgartel  
Directors.....Ed Waller,  
Julian Schwartz, John Ellinger, Donald Las-  
ser, R. L. Chalmers.

#### STATIONS

WATR, Waterbury; WHAY, New Britain,  
WNHC, New Haven; WTOR, Torrington;  
WSTC, Stamford; WNAB, Bridgeport; WICH,  
Norwich.

### Consolidated Sun Ray Stations

c/o WPEN, 2212 Walnut St., Philadelphia, Pa.  
President.....W. Sylik

#### STATIONS

WPEN, Phila.; WALT, Tampa, Fla.; WSAI,  
Cincinnati, O.

### Continental Broadcasters Stations

c/o KCKN, 4121 Minnesota, Kansas City, Kan.  
President.....C. Blumenthal

#### STATIONS

KCKN, Kansas City; WARL, Washington,  
D. C.; WROV, Roanoke, Va.; WCMS, Norfolk,  
Va.

### Continental Broadcasting

Box 1389, Wilmington, Del.  
Phone: OLYmpia 4-8881

Pres.....O. Wayne Rollins  
V.P.'s.....Mrs. M. P. Copley, H. B. Tippie  
V.P., Dir. of Sales.....Albert R. Lanphear  
Dir. of Pub. Rel.....Tim Crow  
Eng. Dir.....G. Russell Chambers

#### BRANCH OFFICES

565 Fifth Ave., New York, N. Y., Phone  
OXford 7-7040, Graeme Zimmer, Nat'l. Sales  
Mgr.; 75 E. Wacker Dr., Chicago 1, Ill., Phone:  
Fl 6-8611, John Wilson, Midwest Sales Mgr.

#### STATIONS

WNJR, Newark, N. J.; WBEE, Chicago, Ill.;  
WRAP, Norfolk, Va.

### Cook, Paint & Varnish Stations

c/o KFRM, KBBC Bldg., Concordia, Kan.  
President.....D. Davis

#### STATIONS

KFRM, Concordia; KMOS-TV, Sedalia; KMBC-  
AM-TV, Kansas City, both Mo.

### Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y.  
Phone: PLaza 7-0500

President.....C. Wrede Petersmeyer  
Sec.-Treas.....Robert F. Bryan  
Admin. V.P. Treas.....Johnston F. Northrop  
Dir. Sales.....Don L. Kearney  
Dir. Programming, Sec.....Robert H. Salk

## REGIONAL NETWORKS

Dir. Research.....Charles H. Smith  
 Dir. Engineering.....George G. Jacobs  
 Dir. Pub. Rel. & Sp. Events...Herman W. Land

### BRANCH OFFICES

302 S. Frankfort, Tulsa 20, Okla., Phone:  
 LUther 2-9233, George Stevens, Exec.-in-Charge;  
 1900 Prudential Bldg., Houston 25, Tex., Phone:  
 JACKson 9-4811, James C. Richdale, Jr., Exec-  
 in-Charge; 601 Seventh Ave., Sacramento 18,  
 Calif., Phone: GilberT 1-4041, Richard P. Hogue,  
 Exec.-in-Charge; West Slate Blvd. at Broadcast,  
 Ft. Wayne 15, Ind., Phone: ANthony 9411,  
 Reid G. Chapman, Exec.-in-Charge; 1440 N.  
 Meridan St., Indianapolis 2, Ind., Phone: MEL-  
 rose 4-6411, Robert G. McConnell, Exec-in-  
 Charge.

### STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-  
 AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;  
 KHOU-TV, Houston, Tex.; KXTV, Sacramento,  
 Calif.

### Sherrill Corwin Stations

c/o KAKE P. O. Box 1240, Wichita, Kan.

### STATIONS

KAKE-AM-TV, Wichita; KBAY-FM-TV, San  
 Francisco; KFMW-FM, San Bernardino; KFMX-  
 FM-TV, San Diego; KFMU-FM, Los Angeles.

### Country Music Network

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

Phone: Circle 6-7242

President.....Charles "Chuck" Bernard  
 Asst. to President.....Rita Hughes  
 Promotion Director.....Leonard Kessler  
 Sales Dir.....Dick Buchbinder

### BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.

Baltimore 1, Md.

Phone: LE 9-1680

Exec. in Chg.....Miss L. Wentworth  
 672 S. Lafayette Park, Los Angeles 5, Calif.  
 Phone: DUNkirk 2-3200

Exec. in Chg.....Harlan Oakes  
 260 Kearny St., San Francisco 8, Calif.  
 Phone: EXbrook 7-4827

Exec. in Chg.....Ed Gamrin

### STATIONS

KIKK, Bakersfield, Cal.; KPIK, Colorado  
 Springs; KLAQ, Denver; WARL, Washington,  
 D. C.; WOOO, DeLand-Daytona Beach; WMIE,  
 Miami; WHBO, Tampa; KCKN, Kansas City;  
 WBMD, Baltimore; KEVE, Minneapolis-St. Paul;  
 KWAM, Memphis; KCVL, Fort Worth-Dallas;  
 KRCT, Houston; KSOP, Salt Lake City; WCMS,  
 Norfolk, Va.; WEXL, Detroit; KOOO, Omaha;  
 WQIK, Jacksonville; WPPA, Pensacola; KDAV,  
 Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,  
 Nashville, Tenn.; WKXY, Knoxville, Tenn.;  
 WQSN, Charleston, S. C.; WPNX, Columbus,  
 Ga.; WTJH, Atlanta, Ga.; WABB, Mobile, Ala.;  
 KHAT, Phoenix; KMOP, Tucson; WHIY, Or-  
 lando; WRFB, Tallahassee; KCKN, Kansas  
 City, Kan.; WCBG, Chambersburg, Pa.; WLDB,  
 Atlantic City, N. J.; WTAQ, LaGrange, Ill.;  
 WREM, Remsen-Utica-Rome, N. Y.; WWCC,  
 Bremen, WJIV, Savannah, both Ga.; WOCH,  
 N. Vernon, Ind.; WCTT, Corbin, WMTT, Louis-

ville, both Ky.; WYNK, Baton Rouge, WIKC,  
 Bogalusa, KCIJ, Shreveport, all La.; WABW,  
 Annapolis, Md.; WESO, Southbridge, Mass.;  
 WHGR, Houghton Lake, Mich.; WEW, St.  
 Louis; KCLV, Clovis, N. M.; WAGY, Forest  
 City, WFSC, Franklin, WPNC, Plymouth,  
 WMPM, Smithfield, all N. C.; WWIZ, Lorain,  
 O.; KLPR, Okla. City; KKEY, Portland, Ore.;  
 WAVL, Apollo, WPTS, Pittston, WPAZ, Potts-  
 town, WKMC, Roaring Spgs., all Pa.; WBLR,  
 Batesburg, WDKD, Kingstree, all S. C.; KHEM,  
 Big Spring, KGRI, Henderson, KETX, Livingston,  
 all Tex.; WPRW, Manassas, WJWS, S. Hill,  
 WKCW, Warrenton, all Va.; WTIP, Charleston,  
 W. Va.

### Cowles Stations

c/o KRNT, 9th & Pleasant Sts.,

Des Moines, Iowa

### STATIONS

KRNT-AM-TV, Des Moines; KTVH, Hutchin-  
 son, Kan.; WCCO-AM-TV, Minneapolis, Minn.

### James M. Cox Stations

c/o WSB, 1601 W. Peachtree N.E. Atlanta, Ga.  
 President.....J. M. Cox, Jr.

### STATIONS

WSB-AM-TV, Atlanta; WCKT, Miami; WHIO-  
 AM-TV, Dayton, O.; WSOC-AM-TV, Charlotte,  
 N. C.

### Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio

Phone: CHerry 1-1822

Chrmn. of Board.....James D. Shouse  
 Pres., Gen. Mgr.....Robert E. Dunville  
 V.P., Television.....John T. Murphy  
 V.P., Sales.....H. P. Lasker

### BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone  
 Plaza 1-5353, H. P. Lasker, V.P. Sales; 360  
 N. Michigan Ave., Chicago 1, Ill., STate 2-6693,  
 H. Albrecht, V.P. Central Div.

### STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV),  
 Indianapolis, Ind.; WLWT (TV), WLW (Radio),  
 Cincinnati; WLW-D (TV), Dayton; WLW-C (TV),  
 Columbus, all Ohio.

### Crowell-Collier Publishing

#### Stations

c/o KEWB, 2150 Franklin St., Oakland, Calif.  
 President.....R. M. Purcell

### STATIONS

KEWB, Oakland; KFWB, Los Angeles; WISK,  
 St. Paul, Minn.

### Dandy Broadcasting Stations

c/o KDEO, 3911 Pacific Hwy., San Diego, Calif.  
 President.....R. E. Sharon

### STATIONS

KDEO, El Cajon; KQEO, Albuquerque; KLEO,  
 Wichita, Kan.

### Denver Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah

Sales Mgr.....L. L. Meyer

### STATIONS

KYSN, Colorado Springs; KIMN, Denver;  
 KGHF, Pueblo.

**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  
 Sales Prom. Manager.....Willard Camperson

**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: HENlock 4-4801;  
 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 Zalnosi  
 Prog., Pub. Dir.....Connie I. Holt  
 Chief Engineer.....Charles Sharpling

**BRANCH OFFICES**

Montgomery, Ala. (WHHY) Robert N. Robin-  
 son; Tulsa, Okla. (KOME) Stan Hagan; Mc-  
 Comb, Miss. (WHNY) Carroll Hines.

**STATIONS**

WHSY, Hattiesburg, Miss.; WNSL, Laurel,  
 Miss.; WHNY, McComb, Miss.; WBOX, Boga-  
 lusa, La.; WARB, Covington, La.; WHHY,  
 Montgomery, Ala.; WQBC, Vicksburg, WGVM,  
 Greenville; WABG, Greenwood; WCLE, Cleve-  
 land, all Miss.; WFUN, Huntsville; WAGF,  
 Dothan, both Ala.; WMEN, Tallahassee, Fla.;  
 WROX, Clarksdale; WNAT, Natchez, both Miss.

**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; WPTR,  
 Paris; WDXE Lawrenceburg; WDXL Lexing-  
 ton; WDXN Clarkesville, all Tennessee;  
 WCMA Corinth, Miss.

**Dolph-Petty Stations**

c/o KJBS, 1470 Pine St., San Francisco, Calif.

President.....H. L. Petty

**STATIONS**

KJBS, San Francisco; KUDE, Oceanside, both  
 Calif.; WPEO, Peoria, Ill.; WMT-TV, Cedar  
 Rapids, Ia.

**Dixie Radio Stations**

c/o WDLF, 323 W. Beach Dr., Panama City, Fla.

President.....D. Brannen

**STATIONS**

WDLF, Panama City, WCOA, Pensacola;  
 KCLP, Rayville; KCIL, Houma, La.

**Donrey Media Group**

Southwestern House, Las Vegas, Nev.

Phone: DU 4-4660

President.....Donald W. Reynolds

Vice President.....William D. Stiles

**STATIONS**

KFSA-AM-TV, Ft. Smith, Ark.; KLRJ-TV, Las  
 Vegas; KOLO-AM-TV, Reno, both Nev.; KOKL,  
 Okmulgee, Okla.; KGNS-TV, Laredo, Tex.

**R. H. Drewry Stations**

c/o KGWA, 115½ E. Broadway, Enid, Okla.

**STATIONS**

KGWA, Enid; KSWO-AM-TV, Lawton; KRHD,  
 Duncan, all Okla.; KMID-TV, Midland, Tex.

**Duhamel Enterprises Stations**

c/o KOTA, 524½ 6th St., Rapid City, S. D.

President.....Helen Duhamel

**STATIONS**

KOTA-AM-TV, Rapid City; KDUH-TV, Hay  
 Springs, Neb.

**East Coast Network**

Box 509, Edenton, N. C.

Phone: Edenton 2178

President .....E. M. Schuman

**STATIONS**

WCDJ, Edenton, N. C.; WMBL, Morehead  
 City; WTAB, Tabor City; WOOW, Washington;  
 all N. Car.

**East Texas Network**

205 Austin St., Center, Tex.

Phone: LYric 8-3304

Pres., Gen. & Coml. Mgr.....Tom E. Foster

Chief Eng. ....Harlan Riley

**STATIONS**

KRBA, Lufkin; KDET, Center; KEEE, Nacog-  
 doches; KTXJ, Jasper; KIVY, Crockett; KNET,  
 Palestine; KEBE, Jacksonville; KWRD, Hender-  
 son; all Texas.

**Ellman-Morici Stations**

c/o KIST, Balboa Bldg., Santa Barbara, Calif.

**STATIONS**

KIST, Santa Barbara; KRAM, Las Vegas,  
 Nev.; KGMS, Sacramento.

**Erdman Stations**

c/o WTKO, 113 S. Cayuga St., Ithaca, N. Y.

President.....E. E. Erdman

**STATIONS**

WTKO, Ithaca; WOLF, Syracuse; WACK,  
 Newark, all N. Y.



## REGIONAL NETWORKS

### Epperson Stations

c/o WPVA, Box 87, Petersburg, Va.  
President.....H. E. Epperson, Jr.  
STATIONS

WPVA, Petersburg; WBRG, Lynchburg, both Va.; WPAQ, Mt. Airy; WPNC, Plymouth; WLSN, Wilson, all N. C.

### Ernst Stations

c/o KRTR, 500 B'way., Thermopolis, Wyo  
Gen. Manager.....Mildred V. Ernst  
STATIONS

KRTR, Thermopolis; KWOR, Worland; KWRB-TV & KWRL, Riverton, all Wyo.

### Evening Star Stations

c/o WSVA, Rawley Pike, Harrisonburg, Va.  
President.....J. W. Thompson, Jr.  
STATIONS

WSVA-AM-TV, Harrisonburg; WMAL-AM-TV, Washington, D. C.

### Farm & Home Radio

Cedar & Division, Grand Island, Nebr.  
Phone: DU 2-2800

President.....Don Searle  
Exec. V.P.....Bill Martin  
Commercial Mgr.....Bill Moore  
Business Mgr.....Willard Morton  
Program Dir.....Bill Delzell  
Chief Engineer.....U. L. Lynch

#### STATIONS

KMMJ, Grand Island, Neb.; KXXX, Colby, Kans.

### Theodore Feinstein Stations

c/o WNBP, Traffic Circle, Newburyport, Mass.  
STATIONS

WNBP, Newburyport; WLYN, Lynn, both Mass.; WTSA, Brattleboro, Vt.; WOTW, Nashua, N. H.

### Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.  
Phone: FI 5-2101

President.....John E. Fetzer  
Executive V.P. & Gen. Mgr.....Carl E. Lee  
Treasurer.....E. L. Tait  
Secretary.....Robt. C. Van Horn

#### STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTV, Cadillac, Mich.; WMBD AM-FM-TV, Peoria, Ill.

### Fisher Stations

c/o KBZY, 369 High St., N.E. Salem, Ore.  
President.....C. O. Fisher  
STATIONS

KBZY, Salem; KUMA, Pendleton; KUGN, Eugene, all Ore.

### Formby Stations

c/o KACT, P. O. Box 638, Andrews, Tex.  
STATIONS

KACT, Andrews; KPAN, Hereford; KFLD, Floydada; KSML, Seminole; KTUE, Tulia, all Tex.

### Founders Corp. Stations

c/o WFBL, P. O. Box 1390, E. Syracuse, N. Y.  
President.....H. E. Anderson  
STATIONS

WFBL, Syracuse; KPOA, Honolulu; WSBM, New Orleans.

### French Program Network of New England

10 Center St., Chicopee, Mass.  
Vice President.....Leon Alarie  
STATIONS

WPAW, Pawtucket; WNRL, Woonsocket, both R. I.; WREB, Holyoke; WNBH, New Bedford; WALE & WSAR, Fall River; WORC, Worcester; WESO, Southbridge-Webster, all Mass.; WPCT, Putnam; WILI, Willimantic, both Conn.; WIDE, Biddeford; WLAM, Lewiston, both Me.; WKCB, Berlin; WFEA, WGIR, & WKBR, Manchester, all N. H.

### Friendly Group

Exchange Realty Bldg., Steubenville, O.  
Phone: ATLantic 2-6265

President.....Jack N. Berkman  
Exec. V.P., Gen. Mgr.....John J. Laux  
Commercial Mgr.....Joseph M. Troesch  
Sales Prom. Mgr. & Pub. Dir.....George H. Wilson  
National Sales-Radio.....Lee Gaynor  
Chief Engineer.....Charles Shepherd

#### BRANCH OFFICES

60 E. 42nd St., New York 17, N. Y., Phone: OX 7-0306, Lee Gaynor, Nat'l. Sales Mgr.; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, C. H. McFarland.

#### 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.; WSOL, Tampa, Fla.

### Frontier Broadcasting Stations

c/o KFBC, 2923 E. Lincolnway, Cheyenne, Wyo.  
President.....R. S. McCracken  
STATIONS

KFBC-AM-TV, Cheyenne; KQRS, Rock Springs, both Wyo.; KSTF, Scottsbluff, Neb.

### J. A. Gallimore Stations

c/o WABV, Highway 28, Abbeville, S. C.  
President.....J. A. Gallimore  
STATIONS

WABV, Abbeville; WBAW, Barnwell; KHBC, Hampton; WSNW, Seneca; WSSC, Sumpter, all S. C.

### Gamble-Lane Stations

140 S.W. Columbia, Portland, Ore.  
Phone: CA 8-3333

President.....Ted R. Gamble  
Executive V.P.....C. Howard Lane  
STATIONS

KOIN TV-AM-FM, Portland, Ore.; KAST, Astoria, Ore.

**Gannett Stations**

40 Franklin St., Rochester, New York  
Phone: BAKER 5-6740

Exec. Vice-President ..... Paul Miller  
Gen. Business Mgr. .... L. N. Bitner  
Managing Dir., Radio Group... C. G. Delaney

**STATIONS**

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y.; WENY, Elmira, WHDL, Olean, both N. Y.; KOVR-TV, Stockton, Calif.

**Gila Broadcasting Stations**

c/o KVNC, Box 373, Winslow, Ariz.

President..... L. F. Long

**STATIONS**

KVNC, Winslow; KGLU, Safford; KWJB, Globe; KCKY, Coolidge; KCLF, Clifton, all Ariz.

**A. L. Glassmann Stations**

c/o KGEM, Box 4158, Boise, Idaho

President..... C. Hettel

**STATIONS**

KGEM, Boise; KLLX-AM-TV, Twin Falls, both Idaho; KLO, Ogden; KUTV, Salt Lake City, both Utah.

**Gold Seal Stations**

c/o WGTO, Box 123, Cypress Gardens, Fla.

President..... S. E. Hubbard

**STATIONS**

WGTO, Cypress Gardens; KOB-AM-TV, Albuquerque, N. M.; KSTP-AM-TV, St. Paul-Minn., Minn.

**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  
Pgm. Director..... Wm. Morrissey  
Chief Engineer..... Albert Davis

**BRANCH OFFICES**

Box 1747, York, Pa. (WNOW) W. F. Rust, Jr., Pres., Gen. Mgr., Phone: 2-7821; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr., Phone: HEMlock 4-9364; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: SHerwood 2-5951; 39 Mt. Vernon St., Keene, N. H. (WKBK) Robert Berry, Sta. Mgr., Phone: ELmwood 2-6113; 7 East 47th St., NYC, Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

**STATIONS**

WKBR, Manchester; WKBK, Keene; WTSN, Dover, all in New Hampshire; WNOW, York, Pa.; WAEB, Allentown, Pa.

**Cary L. Graham Stations**

c/o WANA, Box 509, Anniston, Ala.

**STATIONS**

WANA, Anniston; WETO, Gadsden; WPID, Piedmont, all Ala.

**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.; KLFM, 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.; KGCX, Sidney, Mont.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 11, Utah

Phone: DA 2-5681

General Mgr..... Norman Louvau  
Comm. Mgr..... Carson Rennie  
Sales Prom. Mgr..... Joe Cooke  
Publicity Dir..... Tom Wayman  
Program Dir..... Ed Kemp  
Chief Engineer..... A. L. Gunderson

**STATIONS**

KCPX, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFL, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXKL, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

**Green Valley Group**

c/o WINC, Kerr St., Winchester, Va.

President..... Marion P. Lewis

**STATIONS**

WINC, Winchester; WFVA, Fredericksburg; WAGE, Leesburg; WSIG, Mt. Jackson, all Va.; WELD, Fisher, W. Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.

**Agnes Jane Reeves Greer**

**Stations**

c/o WAND, 106 High Ave., N.W., Canton, O.

**STATIONS**

WAND, Canton; WJER, Dover; both O.; WAJR, Morgantown, W. Va.; WJKF-TV, Pittsburgh, Pa.

**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: Hlckory 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: Fllmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr., Phone: Vltor 3-6641.

**STATIONS**

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTV, Oklahoma City.

**D. Spencer Grow Stations**

c/o KEEP, P. O. Box 511, Twin Falls, Idaho

**STATIONS**

KEEP, Twin Falls; KEYY, Provo, Utah; KEXO, Grand Junction, Colo.

## REGIONAL NETWORKS

### Harpole Stations

c/o KVOZ, San Antonio Highway, Laredo, Tex.  
President.....W. J. Harpole  
STATIONS

KVOZ, Laredo; KEPS, Eagle Pass; KVOU,  
Uvalde; KVOP, Plainview, all Tex.

### Harris-Alexander-Jones Stations

c/o KELP, 4530 Delta St., El Paso, Tex.  
President.....N. Alexander  
STATIONS

KELP-AM-TV, El Paso; KXLY-AM-TV, Spo-  
kane, Wash.

### Hawaiian Broadcasting System, Ltd.

1534 Kapiolani Blvd., Honolulu 14, Hawaii  
Phone: 92-011

President.....Arthur Wood  
Gen. Manager.....M. Franklyn Warren  
Sales Mgr. TV.....Robert Sevey  
Sales Mgr. Radio.....Charles C. Crockett  
Sales Prom. Mgr., Pub. Dir.....Colleen L. Ng  
Chief Eng.....Ronald Miyahira  
STATIONS

KGMB, AM-TV, Honolulu; KMAU-TV, Wailuku;  
KHBC AM-TV, Hilo, all Hawaii.

### Hawkins-Hubbs Stations

c/o KVLf, P. O. Box 779, Alpine, Tex.  
STATIONS

KVLf, Alpine; KFST, Ft. Stockton; KIUN,  
Pecos, all Tex.; KVFC, Cortez, Colo.

### 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 Mil-  
waukee; WCAE, Pittsburgh; WTAE (TV), Pitts-  
burgh, Pa. (50% ownership).

### Heart of the Black Hills Stations

c/o KRSD, 1438 Mountain View Rd.,  
Rapid City, S. D.

President.....J. Daniels  
STATIONS

KRSD-AM-TV, Rapid City; KDSJ-AM-TV, Dead-  
wood, both S. D.

### Herald Tribune Radio Network Stations

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

Gen. Mgr.....Gustave Nathan  
STATIONS

WVOX, New Rochelle; WFYI, Mineola;  
WVIP, Mt. Kisco; WGHQ, Saugerties, all N. Y.

### Highland Stations

Box 460, Keene, N. H.  
Phone: Elmwood 2-9230

President.....Joseph K. Close  
STATIONS

WKNE, Keene, N. H.; WKNY, Klagston, N. Y.;  
WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

### The Hildreth Network

57 State St., Bangor, Maine  
Phone: Bangor 6446

President.....Horace A. Hildreth  
V.P., Gen. Mgr.....Walter L. Dickson  
Nat'l. Sales Mgr. Radio.....William J. Mullen  
Nat'l. Sales Mgr. TV.....Robert J. Gold  
BRANCH OFFICES

57 State St., Bangor, Me., Phone: 6446, WABI,  
John MacRae, Mgr., WABI-TV, Richard B. Bron-  
son, Mgr.; 489 Main St., Presque Isle, Me.,  
Phone: POrter 9-2461, Stanley A. Lyons, Mgr.;  
477 Congress St., Portland, Me., Phone: SPruce  
38111, Raymond Mercier, Mgr.

#### STATIONS

WABI-AM-TV, Bangor; WAGM-AM-TV, Pres-  
que Isle; WPOR, Portland, all Maine.

### Oscar C. Hirsch Stations

c/o KFVS, 324 Broadway, Cape Girardeau, Mo.  
General Manager.....O. C. Hirsch  
STATIONS

KFVS-AM-TV, Cape Girardeau; KFMO, Flat  
River, both Mo.; WHCO, Sparta, Ill.

### Holt Stations

c/o WHHY, P. O. Box 1841, Montgomery, Ala.  
President.....C. W. Holt  
STATIONS

WHHY, Montgomery; KOME, Tulsa, Okla.;  
WHNY, McComb; WHSY, Hattiesburg, both  
Miss.

### Hook Stations

c/o WKIZ, P. O. Box 1487, Key West, Fla.  
STATIONS

WKIZ, Key West; WELZ, Belzoni; WDOB,  
Canton; WMAG, Forest, all Miss.; WRUS,  
Russellville, Ky.

### Horton-Kincaid Stations

c/o WHOO, 311 N. Rosalind Ave., Orlando, Fla.  
Owner.....G. D. Kincaid  
STATIONS

WHOO, Orlando; WVLC, Lexington; WFKY,  
Frankfort, both Ky.

### Rex G. Howell Stations

c/o KREX, P. O. Box 30, Grand Junction, Colo.  
STATIONS

KREX-AM-TV, Grand Junction; EGLN, Glen-  
wood Springs; KREY-TV, Montrose, all Colo.

### Birney Imes Jr. Stations

c/o WCBL, P. O. Box 271, Columbus, Miss.  
President.....B. Imes, Jr.  
STATIONS

WCBL-AM-TV, Columbus; WROX, Clarksdale;  
WNAG, Granada; WMOX, Meridian; WELO,  
Tupelo.

**Imperial Broadcasting System, Inc.**

3401 Russell St., Riverside, Calif  
Phone: OVerland 6-0260

V.P. & Gen. Mgr.....Frank W. Crane  
Commercial Mgr.....Mal Ewing  
Production Mgr.....Bill Gebeau  
Publicity Dir.....Bill Warren  
Chief Eng.....David Matton

**STATIONS**

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

**Robert E. Ingsted Stations**

c/o KBMW, 519 Dakota Ave., Wahpeton, N. D.  
President.....R. E. Ingsted

**STATIONS**

KBMW, Breckenridge; KLOP, Long Prairie; KWAD, Wadena, all Minn.; KEYD, Cakes; KEYJ, Jamestown; KOVC, Valley City; all N. D.

**Intermountain Network, Inc.**

148 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  
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.; KWIK, Pocatello, Idaho; KIFL, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM, Boise, Idaho; KEMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KKLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, KOVO, Provo, Utah; KVNU, Logan, Utah; KSVC, Richfield, Utah; KVEL, Vernal, Utah; Great Falls, Mont.; KBTK, Missoula, Mont.; KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.; KOLR, Sterling, Colo.; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KURA, Moab, Utah; KVRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.

**Ivy Network of College Stations**

242-A Yale Station, New Haven, Conn.  
General Manager.....W. N. Frank, Jr.

**STATIONS**

..WBRU (Brown), Providence; WVBR (Cornell), Ithaca; WKCR (Columbia), New York; WHRB (Harvard), Cambridge; WXPN (Penn), Phila.; WPRB (Princeton), Princeton; WYBC (Yale), New Haven.

**James Broadcasting Stations**

c/o WDOE, Willow Rd., Dunkirk, N. Y.  
President.....S. Goldman

**STATIONS**

WDOE, Dunkirk; WJTN, Jamestown; WGGO, Salamanca, all N. Y.

**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, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG, Greenville, N. C.; WFMV-TV, Greensboro, N. C.

**William F. Johns Family Stations**

c/o WMIN, 611 Frontenac Pl., St. Paul, Minn.  
General Manager.....W. F. Johns, Jr.

**STATIONS**

WMIN, St. Paul; KRIB, Mason City, Ia.; WOSH, Oshkosh, Wisc.; KIHO, Sioux Falls, S. D.

**Myron Jones Stations**

c/o WHOT, 401 N. Blaine Ave., Youngstown, O.  
President.....M. Jones

**STATIONS**

WHOT, Youngstown; WUET, Erie; WEEP, Pittsburgh; WTIV, Titusville, all Pa.

**Kerr-McGee Stations**

c/o WEEK, 2907 Springfield Rd., Peoria, Ill.  
President.....R. S. Kerr

**STATIONS**

WEEK-AM-TV, Peoria; KVOO-TV, Tulsa, Okla.; WEEQ-TV, La Salle, Ill.

**King Broadcasting Co.**

c/o KING, 320 Aurora Ave., Seattle, Wash.  
President.....Mrs. A. S. Bullitt

**STATIONS**

KING-AM-TV, Seattle; KREM-AM-TV, Spokane, both Wash.; KGW-AM-TV, Portland.

**Norman Knight Stations**

c/o WTSL, P. O. Box 1031, Hanover, N. H.  
President.....N. Knight

**STATIONS**

WTSL, Hanover; WHEB, Portsmouth; WSTV, Claremont, all N. H.; WHEM, Fitchburg, Mass.

**Knorr Bestg. Corp. (Grp.)**

15001 Michigan Ave., Dearborn, Mich.  
Phone: Tiffany 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

# REGIONAL NETWORKS

## 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 9-7603; 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.

## KTAR Broadcasting Co.

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 Houghawout  
 V.P. Chg. of Prog. . . . . Paul Hughes  
 Commercial Mgr. . . . . Robert Nelson  
 Sls. Prom. Mgr., Pub. Dir. . . . . Ray Thompson

## 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: HI 5-2710; P. O. Box 352, Yuma, Ariz., Len Burkland, Mgr., Phone: SU 3-3305; P. O. Box 1543, Globe-Miami, Ariz., Willard Shoecraft, Mgr., Phone: GR 3-5571; Box 1118, Douglas, Ariz., Herb Newcomb, Owner, Mgr., Phone: EM 4-3484.

## STATIONS

KYUM, Yuma; KYCA, Prescott; KCLS, Flagstaff; KTAN, Tucson; KIKO, Globe; KAWT, Douglas, all Arizona.

## KWTX Stations

c/o KWTX, P. O. Box 7128, Waco, Tex.

President . . . . . M. N. Bostick

## STATIONS

KWTX-AM-TV, Waco; KBTX-TV, Bryan, both Tex.; KXII, Ardmore, Okla.

## Lackey Stations

c/o WRAJ, Anna Hotel, Anna, Ill.

President . . . . . P. E. Lackey

## STATIONS

WRAJ, Anna; WSON, Henderson; WHOP, Hopkinsville; WPAD, Paducah, all Ky.

## Laird Stations

c/o WDUZ, 222 Nicolett Bldg., Green Bay, Wisc.

President . . . . . B. A. Laird

## STATIONS

WDUZ, Green Bay; WDUX, Waupaca; both Wisc.; KHAK, Cedar Rapids, Ia.

## Edward Lamb Enterprises, Inc.

500 Edward Lamb Bldg., Toledo, O.

President . . . . . E. Lamb

## STATIONS

WMAC-TV, Massillon, O.; WICU-AM-TV, Erie, Pa.

## T. B. Lanford Stations

c/o KRMD, Jefferson Hotel Bldg., Shreveport, La.

President . . . . . T. B. Lanford

## STATIONS

KRMD, Shreveport; KPLC-AM-TV, Lake Charles; KALB-AM-TV, Alexandria; all La.; KRRV, Sherman, Tex.; WSLI, Jackson, Miss.

## LBJ Stations

c/o KWTX-TV, P. O. Box 7128, Triangle Sta., Waco, Tex.

President . . . . . J. C. Kellam

## STATIONS

KWTX-AM-TV, Waco; KRGV-AM-TV, Weslaco; KFBC-AM-TV, Austin, all Tex.

## Lee Stations

c/o WMTV, West Bellline, Madison, Wisc.

## STATIONS

WMTV, Madison; WKBT, LaCrosse, Wisc.; KHQA-TV, Hannibal, Mo.; KGLO-AM-TV, Mason City, Iowa; WTAD, Quincy, Ill.

## John J. Lewis Jr. Stations

c/o KTAR, 1101 N. Central, Phoenix, Ariz.

General Manager . . . . . R. O. Lewis

## STATIONS

KTAR, Phoenix; KYCA, Prescott; KYUM, Yuma; KVAR, Mesa, all Ariz.

## Richard Field Lewis Jr. Stations

c/o WSIG, Mt. Jackson, Va.

President . . . . . M. P. Lewis

## STATIONS

WSIG, Mt. Jackson; WFVA, Fredericksburg; WINC, Winchester, all Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.

## 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.

## Lindsay-Shaub Newspapers Stations

c/o WVLN, 302½ Main St., Olney, Ill.

President . . . . . F. W. Schaub

## STATIONS

WVLN, Olney; WCIA, Champaign; WSOT, Decatur, all Ill.

## Lobster Network of Maine

645 Congress 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.....Ralph Barnes  
 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; Crescent Hotel, Waterville, Me., Phone: TRinity 2-6345, Edward Connolly.

**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.....Harry L. Becker

**STATIONS**

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

**J. G. Long Stations**

c/o KVIC, Victoria Bank & Trust Bldg., Victoria, Tex.

President.....J. G. Long

**STATIONS**

KVIC, Victoria; KTLW, Texas City; KIOX, Bay City, all Tex.

**Jessica L. Longston Stations**

c/o KAYO, 2939 Fourth Ave., S. Seattle, Wash.  
 President.....J. L. Longston

**STATIONS**

KAYO, Seattle; KSEM, Moses Lake; KPUG, Bellingham, all Wash.; KBAR, Burley, Idaho.

**Magic Circle Network**

1718 Meadowmere, Springfield, Mo.  
 Phone: TU 1-4114

Gen., Comm. & Sales Prom. Mgr....M. R. Bradley  
 Pub. Director.....Janie Swanson  
 Chief Engineer.....Jack Jones

**BRANCH OFFICES**

101 Park Ave., New York 17, N. Y., Phone: LE 2-3783, Joe Cannon; Box 503, Carthage, Mo., Phone: FL 8-4496, L. C. McKenney; Station KWPM, West Plains, Mo., Phone: 400, Bob Neathery.

**STATIONS**

Missouri: KBHM, Branson; KGHM, Brookfield; KGMO, Cape Girardeau; KDMO, Carthage; KDKD, Clinton; KBLA, Columbia; KODE, Joplin; KWOS, Jefferson City; KLWT, Lebanon; KTCB, Malden; KNIM, Maryville; KRMO, Monett; KLRS, Mt. Grove; KBTN, Neosho; KNEM,

Nevada: KRMS, Osage Beach; KTRR, Rolla; KSGM, St. Genevieve; KRES, St. Joseph; KSMO, Salem; KICK, Springfield; KDRO, Sedalia; KALM, Thayer; KLPW, Union; KWRE, Warrenton; KWPM, West Plains; KUKU, Willow Springs. Arkansas: KBTA, Batesville; KTCN, Berryville; KCCB, Corning; KHOG, Fayetteville; KHOZ, Harrison; KNEA, Jonesboro; KTCA, Marked Tree; KENA, Mena; KTLO, Mt. Home; KBRB, Paragould; KPOC, Pocahontas; KAMO, Rogers; KWCB, Searcy; KUOA, Siloam Springs; KBRB, Springdale; KWAK, Stuttgart; KRLW, Walnut Ridge, Kansas; KCRB, Chanute; KMDO, Ft. Scott; KIND, Independence; KLMC, Parsons; KSEK, Pittsburg, Oklahoma; KGLC, Miami; KOLS, Pryor; KVIN, Vinita.

**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

**STATIONS**

WCSH, Portland; WLBS, Bangor; WRDO, Augusta; WLAM, Lewiston-Auburn, all Maine.

**Market Maker Stations**

4000 W. Maine Ave., Fargo, N. D.

President.....J. W. Boler

**STATIONS**

KBMB-TV, Bismarck; KXMC-TV, Minot; KXJB-TV, Valley City, all N. D.; KXAB-TV, Aberdeen, S. D.

**Matson Stations**

c/o WAML, Box 398, Laurel, Miss.

President.....H. Matison

**STATIONS**

WAML, Laurel; WXXX, WDAM-TV, Hattiesburg; WABO, Waynesboro, all Miss.

**Wendell Mayes Stations**

c/o KNOW, 520 Capital Nat. Bank Bldg., Austin, Tex.

President.....W. Mayes

**STATIONS**

KNOW, Austin; KBWD, Brownwood; KXOL, Ft. Worth; KCRS, Midland; KSNY, Snyder; WACO, Waco, all Tex.; KTOK, Oklahoma City, Okla.

**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.; KTVR (TV), Denver.

**McClatchy Beeline Stations**

21st & Q, Sacramento 4, Calif.  
 Phone: Gilbert 2-5011

President.....Eleanor McClatchy  
 Dir. of Sales.....Keith Collins

## REGIONAL NETWORKS

### STATIONS

KFBK, Sacramento; KERN, Bakersfield;  
KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.;  
KOH, Reno, Nev.

### C. A. McClure Stations

c/o WGBA, 1415 Wynnton Rd., Columbus, Ga.  
President.....C. A. McClure

### STATIONS

WGBA, Columbus; WCHK, Canton, both Ga.;  
WULA, Eufaula, Ala.

### Lloyd C. McKenney Stations

c/o KBHM, 111 W. Pacific, Branson, Mo.  
General Manager.....L. C. McKenney

### STATIONS

KBHM, Branson; KRM0, Monett, both Mo.;  
KMDO, Ft. Scott, Kan.

### McLendon Ebony Radio Corp.

509 Lamar Life Bldg., Jackson, Miss.  
Pres., Gen. Manager.....John McLendon

### STATIONS

WENN, Birmingham, Ala.; KOKY, Little Rock,  
Ark.; KOKA, Shreveport, La.; WOLK, Jackson,  
Miss.

### McLendon Stations

c/o KILT, 500-04 Lovett Blvd., Houston, Tex.  
President.....G. B. McLendon  
General Manager.....Bill Weaver

### STATIONS

KILT, Houston; KLIF, Dallas; KTSA, San An-  
tonio; all Tex.; KEEL, Shreveport, La.; WAKY,  
Louisville, Ky.; KABL, Oakland, Calif.

### Bob McRaney Stations

c/o WONA, P. O. Box 310, Winona, Miss.  
President.....B. McRaney

### STATIONS

WONA, Winona; WROB, West Point; WAMY,  
Amory, all Miss.

### Meredith Station Group

17th & Locust Sts., Des Moines, Iowa  
Phone: ATLantic 8-8511

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.

### Merriman-Gober-Tobey Stations

c/o KOBE, 940 N. Main St., Las Cruces, N. M.  
President.....J. Gober

### STATIONS

KOBE, Las Cruces; KWYK, Farmington;  
KOTS, Deming, all N. M.

## Metropolitan Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

Board Chairman & Pres.....John W. Kluge  
Vice President.....Jack G. Thayer  
V.P., TV Oper.....Bennet H. Korn  
Asst. to Pres.....H. D. Neuwirth  
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Adv. & Prom. Manager.....Hal Cranton  
Comptroller.....Joseph J. Madden  
Assistant Treasurer.....Clemens M. Weber  
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Research Dir.....Mary L. McKenna  
Dir. of Pub., Sp. Events.....Phil Cowan

### BRANCH OFFICES

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Washington 4, D. C. (WTTG) John E. McArdle,  
V.P. & Gen. Mgr.; 5000 Euclid Ave., Cleveland  
3, O. (WHK) Harvey A. Glascock, (WNEW) New  
York, John V. B. Sullivan, V.P. & Gen. Mgr.

### STATIONS

WNEW, NYC.; WTTG, Wash., D.C.; WHK,  
Cleveland, O.

### Metzger-Ax-Metzloff Stations

c/o WITY, P. O. Box 142, Danville, Ill.  
President.....G. E. Metzger

### STATIONS

WITY, Danville; WITE, Brazil, WITZ, Jasper,  
both Ind.

### Midnight Sun Broadcasting Co.

Box 910

c/o KFAR, Fairbanks, Alaska

### STATIONS

KFAR-AM-TV, Fairbanks; KENI-AM-TV, An-  
chorage; KTKN, Ketchikan, all Alaska.

### The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

General Manager.....Bob Evans

### STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX,  
Meridian; WROX, Clarksdale; WNAG, Gren-  
ada; WROB, West Point; WAMY, Amory, all  
Mississippi.

### Midwestern Bestg. Co. Stations

c/o WATT, U. S. 131 South Cadillac, Mich.  
President.....L. Biederman

### STATIONS

WATT, Cadillac; WTOM-TV, Cheboygan;  
WATZ, Alpena; WMBN, Petoskey; WPBN-TV,  
WTCM, Traverse City, all Mich.

### Miners Bestg. Stations

c/o WMBA, 304 Merchant St., Ambridge, Pa.  
President.....J. L. Maguire  
WMBA, Ambridge; WLSH, Lansford; WPAM,  
Pottsville, all Pa.

### Mining Journal Stations

c/o WMIQ, 211 E. Ludington St.,  
Iron Mountain, Mich.

## REGIONAL NETWORKS

President.....F. J. Russell

### STATIONS

WMIQ, Iron Mountain; WIRN, Wakefield;  
WLUC-TV, WDMJ, Marquette, all Mich.; WROD,  
Daytona Beach, Fla.

### 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.

### Carleton W. Morris Stations

c/o KHFH, Box 472, Sierra Vista, Ariz.

President.....C. W. Morris

### STATIONS

KHFH, Sierra Vista; KNOG, Nogales; KSUN,  
Bisbee, all Ariz.

### Morgan Murphy-Walter C. Bridges Stations

c/o WMAM, 400 Wells St., Marinette, Wisc.

President.....M. Murphy

### STATIONS

WMAM, Marinette, WLUK-TV, Green Bay,  
both Wisc.; KVOL, Lafayette, La.; WLUC-TV,  
Marquette.

### National Spanish Language Network

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

Phone: MUrray Hill 2-4500

General Manager.....Arthur Gordon

Sales Prom., Pub. Dir.....Al Alperton

### BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.

Phone: DUNkirk 2-3200, Ch. Exec., Harlan

Oakes; 260 Kearney St., San Francisco, Calif.

Phone: EXbrook 7-4827, Ch. Exec., Ed Gamrin;

1401 Peachtree St. N.E., Atlanta, Ga.; Phone:

TRinity 5-9403, Ch. Exec., Barney Ochs.

### STATIONS

KWKW, Los Angeles; KEXX, Tijuana-San

Diego; KGST, Fresno, all Calif.; KABQ, Albu-

querque, N. M.; KIFN, Phoenix; KEVI, Tucson;

both Ariz.; K-UBO, San Antonio; KCCT, Corpus

Christi; XEJ, El Paso; XEO, Brownsville; XEOR,

McAllen; KLVL, Houston; all Texas.

### National Theatres Stations

c/o WNIA-TV, 1020 Broad St., Newark, N. J.

President.....J. Bertero

### STATIONS

WNIA-AM-TV, Newark; WDAF-AM-TV, Kan-  
sas City, Mo.

### Robert R. Neathery Stations

c/o KBHM, 111 W. Pacific, Branson, Mo.

Co-owner.....R. R. Neathery

### STATIONS

KBHM, Branson; KALM, Thayer; KWPM, West  
Plains; KUKU, Willow Springs, all Mo.

### Nevada Network

c/o KOLO, El Cortez Hotel, Reno, Nev.

Manager.....B. Sanders

### STATIONS

KOLO, Reno; KELY, Ely; KORK, Las Vegas;  
KWNA, Winnemucca.

### Newhouse Newspaper Stations

1030 James St., Syracuse, N. Y.

Phone: 3-7111

### STATIONS

WSYR-AM-TV, Syracuse; WTPA-TV, Harris-  
burg; KOIN-AM-TV, Portland, Ore.; WAPI-AM-  
TV, Birmingham, Ala.; KTVI-TV, St. Louis.

### New South Broadcasting Stations

c/o WNSL, 116 Beacon St., Laurel, Miss.

President.....F. E. Holloday

### STATIONS

WNSL, Laurel; WLSM, Louisville; WOKK,  
Meridian; all Miss.; WACT, Tuscaloosa, Ala.

### New South Radio Network

c/o WOKK, P. O. Box 528, Meridian, Miss.

General Manager.....J. Carson

### STATIONS

WOKK, Meridian; WNSL, Laurel; WLSM,  
Louisville, all Miss.; WACT, Tuscaloosa, Ala.

### Norhentine Fathers Stations

c/o WHBY, 600 S. Lawe St., Appleton, Wisc.

### STATIONS

WHBY, Appleton; WBAY-AM-TV, Green Bay,  
Wisc.

### North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.

Phone: Pioneer 8-2345

Pres., Gen. Mgr.....E. Dean Finney

Assistant Manager.....Donald Thurston

Chief Eng.....Ralph H. Dennis

### BRANCH OFFICES

Concord Ave., St. Johnsbury, Vt., Phone: PI

8-2344, E. Dean Finney, Gen. Mgr.; Farrant St.,

Newport, Vt., Phone: NEwport 832, Donald A.

Thurston.

### STATIONS

WTWN, St. Johnsbury; WIKE, Newport;  
both Vt.

### North Dakota Bestg. Co. Stations

c/o KXMC-TV, Highway 83, S. Minot, N. D.

President.....J. W. Boler

### STATIONS

KXMC-TV, Minot, KXJB-TV, Valley City;

KBMB-TV, Bismarck; KXGO, Fargo; all N. D.;

KXAB-TV, Aberdeen, S. D.



## REGIONAL NETWORKS

### 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.; WRRL-FM, Weathersfield; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN-AM-FM, Jamestown; WMSA, Massena; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WHFM, Rochester; WGY, Schenectady; WHEN, Syracuse; WRUN-AM-FM, Utica-Rome; WDLA, Walton; WWNV, Watertown; WKOP-FM, Binghamton; WGNV, Newburgh; WKIP, Poughkeepsie; WHAM, Rochester, all New York; WEJL, Scranton, Pa.

### George W. Norton Stations

c/o WFIE-TV, 1115 Mt. Auburn Rd.,  
Evansville, Ind.

#### STATIONS

WFIE-TV, Evansville; WAVE-AM-TV, Louisville, Ky.

### The OK Group

505 Baronne St., New Orleans, La.  
Phone: TU 5363

President . . . . . Jules J. Paglin  
Exec. V.P., Gen. Mgr. . . . . Stanley Ray Jr.  
Representative . . . . . Bernard Howard & Co., Inc.

#### STATIONS

WBOK New Orleans; KYOK Houston;  
KAKO Lake Charles; WXOK Baton Rouge;  
WLOK, Memphis; WGOK, Mobile, Ala.

### Olean Bestg. Corp. Stations

c/o WSET, Queensbury Hotel,  
Glens Falls, N. Y.

President . . . . . D. W. Merriman

#### STATIONS

WSET, Glens Falls; WMNS, Olean; WIPS, Ticonderoga, all N. Y.

### Oregon Empire Group

c/o KFLY, P. O. Box 689, Corvallis, Ore.

General Manager . . . . . D. Hoss

#### STATIONS

KFLY, Corvallis; KORE, Eugene; KPOJ, Portland, KSLM, Salem.

### The Oregon Trail Network

2030 Auburn Ave.,

c/o Sta. KBKR, Baker, Oregon

General Manager . . . . . Gordon Capps

#### STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.;  
KLBM, LaGrande, Ore.

### James H. Ottaway Stations

c/o WDOS, 104 Chestnut St., Oneonta, N. Y.  
President . . . . . J. H. Ottaway

#### STATIONS

WDOS, Oneonta; WENE, Endicott; both N. Y.;  
WVPO, Stroudsburg, Pa.

### Ozark Network

(A Div. of Magic Circle Network)

1718 Meadowmere, Springfield, Mo.

General Manager . . . . . Richard Bradley  
Representative . . . . . Magic Circle

#### STATIONS

KICK, Springfield; KBTN, Neosho; KRMO,  
Monett; KWPM, West Plains; KALM Thayer;  
KLRS, Mountain Grove, KBHM, Branson, Mo.;  
KMDO, Fort Scott, Kans.; KUKU, Willow Springs.

### Paglin-Ray Stations

c/o WBOK, 505 Baronne St., New Orleans, La.  
President . . . . . J. J. Paglin

#### STATIONS

WBOK, New Orleans; WXOK, Baton Rouge;  
KAKO, Lake Charles; all La.; WGOK, Mobile,  
Ala.; WLOK, Memphis, Tenn.; KYOK, Houston,  
Tex.

### B. J. Palmer Stations

c/o WHO, 1100 Walnut St., Des Moines, Iowa  
President . . . . . Col. B. J. Palmer

#### STATIONS

WHO-AM-TV, Des Moines; WOC-AM-TV,  
Davenport; KMA, Shenandoah, all Iowa; KMTV,  
KFAB, Omaha, Neb.

### Peoples Bestg. Stations

c/o WGAR, Hotel Statler, Cleveland, O.

President . . . . . H. E. Evans

#### STATIONS

WGAR, Cleveland; WRFD, Worthington, both  
O.; WNAX, Yankton, S. D.; WTTM, Trenton,  
N. J.; WMMN, Fairmont, W. Va.

### Perry Stations

c/o WNDB, 128 Orange Ave.,  
Daytona Beach, Fla.

#### STATIONS

WNDB, Daytona Beach; WESH-TV, Daytona  
Beach; WJHP-TV, Jacksonville, all Fla.

### David P. Pinkston Stations

c/o KZIP, 808 Charlotte St., Amarillo, Tex.

#### STATIONS

KZIP, Amarillo; KDAV, Lubbock; KPEP, San  
Angelo; KPIK, Colorado Springs, Colo.

### The Plough Stations

112 Union Ave., Memphis, Tenn.

Phone: JACKSON 5-2663

President . . . . . Harold R. Krelstein  
V.P., Chg. of Sales . . . . . Rodger May  
V.P., Programming . . . . . E. M. Plumstead  
V.P., Engineering . . . . . Joseph G. Deaderick

## REGIONAL NETWORKS

### STATIONS

WMPS, Memphis, Tenn.; WJJD, Chicago, Ill.; WCOP AM-FM, Boston; WCAO AM-FM, Baltimore, Md.; WPLO, Atlanta, Ga.

### John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.

Phone: Hollywood 3-3205

President & Gen. Mgr. . . . . John H. Poole

### STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

### Norman O. Protsman Stations

c/o WMAF, Box 621, Madison, Fla.

General Manager. . . . . N. O. Protsman

### STATIONS

WMAF, Madison; WNER, Live Oak, both Fla.; WVLD, Valdosta, Ga.

### Puritan Network

156 Broad St., Lynn, Mass.

President. . . . . Theodore Feinstein

### STATIONS

WOTW, Nashua, N. H.; W TSA, Brattleboro, Vt.; WLYN, Lynn; WNB P, Newburyport, both Mass.

### QXR Network

229 West 43rd St., New York 36, N. Y.

Phone: LAckawanna 4-1100

Board Chairman . . . . . Arthur Hays Sulzberger

President . . . . . Orvil E. Dryfoos

Exec. V.P. . . . . Elliott M. Sanger

V.P. Sales . . . . . Norman S. McGee

General Manager . . . . . James Sondheim

Promotion Dir. . . . . Elliott M. Sanger, Jr.

Engineering Dir. . . . . Louis J. Kleinklaus

### STATIONS

WFLY-FM, Albany, Troy, Schenectady; W NBF, Binghamton; WGR-FM, Buffalo; WRR A-FM, Ithaca; WJTN-FM, Jamestown; WHDL-FM, Olean; WROC-FM, Rochester; WSYR-FM, Syracuse; WRUN-FM, Utica-Rome, all New York; WXHR, Boston; WTAG-FM, Worcester, both Mass.; WNHC-FM, New Haven, Conn.; WPFM, Providence, R. I.; WFMZ, Allentown; WFIL-FM, Phila., both Pa.; WITH-FM, Baltimore, Md.; WASH-FM, Washington, D. C.

### Radio Montana West

c/o KXLF, 1003 S. Mont St., Butte, Mont.

General Manager. . . . . E. B. Craney

### STATIONS

KXLF, Butte; KXLQ, Bozeman; KXLK, Great Falls; KXLJ, Helena; KXLL, Missoula.

### The Rahall Group

Box 689, Allentown, Pa.

Phone: HEMlock 3-3166

President. . . . . N. Joe Rahall

General Manager. . . . . Ogden R. Davies

Sales Prom. Mgr. . . . . Jerry Duckett

Program Director. . . . . Alan D. Raber

Chief Engineer. . . . . C. Frank Cordaro

### STATIONS

WKAP, Allentown, Pa.; WLCY, St. Petersburg, Fla.; W WNR, Beckley, W. Va.; W NAR, Norristown, Pa.

### Henry Rau Stations

c/o WOL, 2000 P St., N.W., Washington, D. C.

President. . . . . H. Rau

### STATIONS

WOL, Washington, D. C.; WNAV, Annapolis, Md.; WDOV, Dover, Del.

### Cyril W. Reddoch Stations

c/o KSTV, Box 102, Stephenville, Tex.

President. . . . . C. W. Reddoch

### STATIONS

KSTV, Stephenville; KREH, Oakdale; KDLA, DeRidder, both La.

### Rennekamp Stations

c/o WTRA, 202 Main St., Latrobe, Pa.

Owners. . . . . K. & E. Rennekamp

### STATIONS

WTRA, Latrobe; WKRZ, Oil City; WKBI, St. Mary's; WOTR, Corry, all Pa.

### Donald W. Reynolds Stations

c/o KNAC-TV, 101 N. 4th St., Fort Smith, Ark.

Owner. . . . . D. W. Reynolds

### STATIONS

KNAC-TV, KFSA, Ft. Smith; KBRS, Springdale, all Ark.; KLRJ-TV, Henderson; KOLO-AM-TV, Reno; KORK, Las Vegas, all Nev.; KGNS-TV, Laredo, Tex.; KHBG, Okmulgee, Okla.

### Maxwell E. Richmond Stations

c/o WMEX, 70 Brookline Ave., Boston, Mass.

President. . . . . M. E. Richmond

### STATIONS

WMEX, Boston; KBMI, Henderson, Nev.; WGPC, Morningside, Md.

### Ridder Publications

c/o WCCO, 625 Second Ave., S.

Minneapolis, Minn.

Owner. . . . . V. F. Ridder

### STATIONS

WCCO-AM-TV, Minneapolis; KSDN, Aberdeen, S. D.; WDSM-AM-TV, Superior, Wisc.; KIL O, Grand Forks, N. D.

### Rines Stations

c/o WCSH, 157 High St., Portland, Me.

President. . . . . W. H. Rines

### STATIONS

WCSH-AM-TV, Portland; WRDO, Augusta; WLBZ-AM-TV, Bangor, all Me.

### Dee Rivers Stations

c/o WSWN, P. O. Box 8, Belle Glade, Fla.

Board Chairman. . . . . E. D. Rivers, Jr.

### STATIONS

WSWN, Belle Glade; KWAM, Memphis, Tenn.; WEAS, Decatur; WJIV, Savannah, both Ga.

## REGIONAL NETWORKS

### James Rivers Stations

c/o WDOL, Box 429, Athens, Ga.

President..... J. S. Rivers

#### STATIONS

WDOL, Athens; WJAZ, Albany; WMJM, Cordele; WTJH, East Point; WKTG, Thomasville; WACL, Waycross, all Ga.

### RKO General

1440 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8000

Pres., Board Chrmn..... Thomas F. O'Neil  
V.P., Finance & Invest..... John B. Poor  
V.P., Best Op..... Hathaway Watson  
V.P., Standards & Prcts..... Patrick J. Winkler  
Vice-Presidents..... Robert Leder, Walter Branson, William McCormick, Burt Lambert, Robert Smith, Wm. H. Grumbles.

#### 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 Yankee Network.

### Cecil W. Roberts Stations

c/o KCHI, Farmington, Mo.

President..... C. W. Roberts

#### STATIONS

KCHI, Chillicothe; KBIA, Columbia; KREI, Farmington, all Mo.; KCRB, Chanute, Kan.

### Aaron B. Robinson Stations

c/o WDXN, Bailey Bldg., Clarksville, Tenn.

President..... A. B. Robinson

#### STATIONS

WDXN, Clarksville; WDXI-AM-TV, Jackson; WDXE, Lawrenceburg; WTPR, Paris; WENK, Union City, all Tenn.; WCMA, Corinth, Mass.

### E. O. Roden Stations

c/o WBOP, 431 W. Belmont, Pensacola, Fla.

President..... E. O. Roden

#### STATIONS

WBOP, Pensacola; KREL, Baytown, Tex.; WGCM, Gullport; WBIP, Booneville; WTUP, Tupelo, all Miss.; WTUG, Tuscaloosa, Ala.

### Rollins Broadcasting, Inc.

Box 1389, Wilmington 1, Del.

Phone: OLYmpia 4-8881

President..... O. Wayne Rollins  
Vice-Presidents..... Mrs. Madalyn Pruett Copley, Henry B. Tippie.  
V.P., 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.

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President.....J. H. Wood

### STATIONS

WPIX, N. Y. C.; WGN-AM-TV, Chicago.

### Trigg-Vaughn TV Stations

c/o KROD-TV, 2201 Wyoming St.  
El Paso, Tex.

President.....C. Trigg

### STATIONS

KROD-TV-AM, El Paso; KOSA, Odessa; KVIL, Amarillo, all Tex.

### Tri-Mart Radio Network

P. O. Box 889, Corvallis, Ore.  
Phone: EM 4-8433

Sales Manager.....Dave Hoss

### STATIONS

KSLM, Salem; KFLY, Corvallis; KORE, Eugene, Ore.

### Tri-W Network

Bankhead-Long Bldg.  
Station WWWW, Jasper, Ala.

President.....W. W. Bankhead  
Representative.....Keystone

### STATIONS

WWWB, Jasper; WWWF, Fayette; WWRW, Russellville, Ala.

### Truth Publishing Stations

c/o WKJG, 2633 W. State Blvd., Ft. Wayne, Ind.  
President.....J. F. Dille, Jr.

### STATIONS

WKJG-AM-TV, Ft. Wayne; WTRC, Elkhart; WSJV, South Bend-Elkhart, all Ind.

### United Broadcasting Network

Shoreham Hotel, Washington, D. C.  
Phone: CO 5-2958

President.....Richard Eaton  
Representative.....Devney; Dora-Clayton

### 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; WMUR-TV, Manchester, N. H.

### Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.  
Phone: FEderal 6-9631

President.....Louis M. Knopp  
Phone: PLaza 5-9145

### STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Faribault; KSUM, Fairmont; WEVE, Eveleth; KDLM, Detroit Lakes; KROX, Crookston; CKFI, International Falls; WSHB, Stillwater, all in Minnesota; KDLR, Devils Lake; KNDC, Hettinger, all in North Dakota and others.



## REGIONAL NETWORKS

### Walker Stations

c/o WISM, 122 E. Main St., Madison, Wisc.  
President..... W. E. Walker

#### STATIONS

WISM, Madison; WKTL, Sheboygan; WBEV,  
Beaver Dam, all Wisc.; WSJM, St. Joseph, Mich.;  
KCLN, Clinton, Iowa.

### Ware Broadcasting Group

c/o KNIM, S. Highway 71, Maryville, Mo.  
President..... L. P. Ware

#### STATIONS

KNIM, Maryville; KLPW, Union; KOKO,  
Warrensburg, all Mo.

### Washington Post Stations

c/o WTOP-TV, 40th & Brandywine Sts.  
Washington, D. C.

President..... J. S. Hayes

#### STATIONS

WTOP-AM-TV, Washington, D. C.; WJXT,  
Jacksonville, Fla.

### WDSU Broadcasting Corp. Stations

c/o WDSU, 520 Royal St., New Orleans, La.  
President..... E. B. Stern

#### STATIONS

WDSU-AM-TV, New Orleans; WAFB-TV,  
Baton Rouge, all La.

### West Texas Television Network

7400 College Ave., Lubbock, Texas  
Phone: SHerwood 4-2345

Pres., Gen. Mgr..... W. D. "Dub" Rogers  
General Sales Mgr..... R. S. Nielsen  
National Sales Mgr..... John Henry  
Promotion Mgr..... Ray Huffer  
Representative..... Branham

#### STATIONS

KDUB-TV, Lubbock; KPART-TV, Abilene-  
Sweetwater; KEDY-TV, Big Spring, all Texas;  
KICA-TV, Clovis, N. Mex.

### Westinghouse Broadcasting Co., Inc.

122 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 7-0808

President..... Donald H. McGannon  
Exec. V.P..... Roland V. Tooke  
V.P., 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  
Natl. Radio Sales Mgr..... R. M. McGredy  
Natl. TV Sales Mgr..... Perry Bascomb  
Controller..... Joseph Mikita  
Natl. Program Mgr..... William Kaland  
Natl. Adv., Sales Prom. Mgr..... D. E. Partridge  
Dir. of Research..... M. A. Goldberg  
Director of Pub. Rel. 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..... F. A. Tooke  
V.P., Chicago-Ft. Wayne..... Ralph Atlass  
V.P., West Coast..... P. G. Lasky

#### BRANCH OFFICE

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.

### D. Gene Williams Stations

c/o KQDI, 117½ N. 5th St., Bismarck, N. D.

#### STATIONS

KQDI, Bismarck; KQDY, Minot; KUTT, Fargo,  
all N. D.; KOYN, Billings; KUDI, Great Falls,  
both Mont.

### Winston-Salem Bestg. Stations

c/o WTOB, 300 S. Stratford Rd.  
Winston-Salem, N. C.

President..... J. W. Coan

#### STATIONS

WTOB-AM-TV, Winston-Salem; WSGN, Birm-  
ingham, Ala.; WAPA-TV, San Juan, P. R.

### Wisconsin Network

230 First Ave. S., Wisconsin Rapids, Wis.  
Phone: HA 3-7000

President..... John M. Walter  
Gen., Comm. Mgr..... George T. Frechette

#### STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,  
Poynette; WHBY, Appleton; WHBL, Sheboy-  
gan; WJPG, Green Bay; WFHR, Wisconsin  
Rapids; WWCF, Baraboo; WSAU, Wausau;  
WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ,  
Beloit, Wisc.

### WKY Television System

c/o WKY, 500 E. Britton Rd.  
Oklahoma City, Okla.

President..... E. K. Gaylord

#### STATIONS

WKY-AM-TV, Oklahoma City; WTVT, Tampa,  
Fla.

### Wometco Enterprises Stations

c/o WLOS, 288 Macon Ave., Asheville, N. C.  
STATIONS

WLOS-AM-TV, Asheville; WFGA-TV, Jack-  
sonville; WTVJ, Miami, both Fla.

### Allen M. Woodall Stations

c/o WMOG, Torras Causeway, Brunswick, Ga.  
President..... A. M. Woodall

**REGIONAL NETWORKS**

**STATIONS**

WMOG, Brunswick; WDAX, Columbus; WDAX, McRae, all Ga.

**W. C. Woodall Jr. Stations**

c/o WGRA, Bainbridge Rd., Cairo, Ga.  
President.....W. C. Woodall

**STATIONS**

WGRA, Cairo; WDWD, Dawson; WFPM, Ft. Valley; WIMO, Widner, all Ga.; WGSW, Greenwood, S. C.

**J. W. Woodruff Stations**

c/o WGPC, Stuart Ave., Albany, Ga.  
President.....J. W. Woodruff, Jr.

**STATIONS**

WGPC, Albany; WAZA, Bainbridge; WRBL-AM-TV, Columbus, all Ga.

**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, Greenfield, Mass.; WOGB, 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.; WWSSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.; WKXL, Concord, N. H.; WKNE, Keene, N. H.; WNHC, New Haven, Conn.; WHMP, Northampton, Mass.; WDEV, Waterbury, Vt.; WERI, Westerly, R. I.

**Zanesville Publishing Stations**

c/o WHIZ, Lind Arcade Bldg., Zanesville, O.  
President .....C. Littick

**STATIONS**

WHIZ-AM-TV, Zanesville; WTAP, Parkersburg, W. Va.

**Z Net Stations**

c/o KXLJ, Box 797, Helena, Mont.  
President.....E. B. Craney

**STATIONS**

KXLJ-AM-TV, Helena; KXLL, Missoula; KXLF AM-TV, Butte, all Mont.

**OF COURSE — — —**

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?

**OF COURSE — — —**

the Best Is the Associated Press.



**America's #1 "Encore Station"**

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**(92.7 mc)**

Covers the Largest Metropolitan-Suburban  
Audience in the U. S.

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**WLIR**

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Garden City, N. Y.

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**TELEVISION DAILY**

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# FM STATIONS

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FM FINANCIAL DATA  
MEMBERS OF FM ASSOC.  
FM STATIONS LISTED BY  
CITIES IN EACH STATE

**1960**

<i>Albuquerque</i>	<i>KHFM-fm</i>
<i>Austin</i>	<i>KHFI-fm</i>
<i>Denver</i>	<i>KTGM-fm</i>
<i>El Paso</i>	<i>KHMS-fm</i>
<i>Houston</i>	<i>KHGM-fm</i>
<i>Los Angeles</i>	<i>KHOF-fm</i>
<i>Los Angeles</i>	<i>KUTE-fm</i>
<i>Phoenix</i>	<i>KELE-fm</i>
<i>San Diego</i>	<i>KLRO-fm</i>
<i>San Fernando Valley</i>	<i>KVFM-fm</i>
<i>San Francisco</i>	<i>KPEN-fm</i>
<i>Seattle</i>	<i>KGFM-fm</i>

Quality FM stations devoted to programming good music, dedicated to producing good sound, and providing receptive listeners for quality advertisers. Represented by:

### **WESTERN FM BROADCASTING**

1615 Cherokee Avenue  
Hollywood, California  
HO 4-7497

# FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1960 were as follows. This list does not include CPs granted or non-commercial and educational stations.

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
<b>ALABAMA</b>					
Albertville	WAVU FM	105.1	4.7	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.
Athens	WJOF	104.3	1.5	260	Athens Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	780	Ala. Bcstg. System, Inc.
	WBRC-FM	106.9	15.5	900	WBRC, 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	102.1	7	30	N. Ala. Bcstg. Co.
Huntsville	WAHR	99.1	3.2	50	J. A. Hornbuckle
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	KBUZ-FM	104.7	16	140	Greater Phoenix Bcstg. Co.
Phoenix	KELE	95.5	18	115	ANJO Bcstrs. & Tlcstrs., Inc.
	KITH	101.3	4.56	1575	Voice of Arizona, 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	R. F. Neathery
Fine Bluff	KOTN-FM	92.3	3.2	285	Universal Bcstg. Corp.
Siloam Springs	KUOA-FM	105.7	2.6	450	KUOA Inc.

## CALIFORNIA

Alameda	KJAZ	92.7	1.0	60	Henry & Larsen
Atherton	KPEN	101.3	35	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	KCBH	98.7	75	1,218	A. A. Crawford
	KLFM	105.5	.30	435	Long Beach FM Bcstg. Co.
El Cajon	KUFM	93.3	3.4	160	Farwek & Co.
Eureka	KRED	96.3	5.6	1,500	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	2,000	Triangle Public. Inc.
	KJPO	94.5	17.5	350	J. H. Poole
	KMAK-FM	95.5	26	175	McMahan Bcstg. Co.
	KMER	102.7	2.85	195	Dean & Newman
Glendale	KUTE	101.9	82	620	R. P. Adams
Inglewood	KTYM-FM	103.9	39	375	A. J. Williams
La Habra	KDOG	95.9	48	350	Hi Fi Bcstrs. Inc.
Longcaster	KANT-FM	107.9	20.5	1520	C. W. Fray
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	3.4	670	Cerritos Bcstg. Co.
	KLFM	105.5	3	435	Long Beach FM Bcstg. Co.

(Continued on Next Page)

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee	
Los Angeles	KABC-FM	95.5	4.3	2,800	American Bestg. Co.	
	KBCA	105.1	6	2,900	Radio Beverly Hills	
	KBIQ	104.3	55	2,950	Poolle Bestg. Co.	
	KBMS	105.9	60	770	Planned Music, Inc.	
	KFAC-FM	92.3	59	2,810	L. A. Bestg. 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 Bestg. System	
	KPOL-FM	93.9	38	550	Coast Radio Bestg. Corp.	
	KRHM	94.7	58	2,835	KRHM Bestg. Co.	
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.	
	KFMU	97.1	58	750	Metropolitan Theatre Corp.	
	KMLA	100.3	60	1190	KMAL Bestg. Corp.	
	KBBI	107.5	19.5	175	Bible Institute of L. A.	
	KMYC-FM	99.9	4.9	150	Carlton Bestg. Corp.	
	Modesto	KBEE-FM	103.3	11.5	150	McClatchy Bestg. Co.
		KTRB-FM	104.1	4.7	283	KTRB Bestg. Co., Inc.
	National City	KEAX	99.3	.85	80	J. M. Harmon
	Newport Beach	KAJS	103.1	.86	41	A. J. Stone
Oakland	KAFF	98.1	1.5	1,080	Hal Cox	
Ontario	KASK-FM	93.5	1	—415	The Daily Report Co.	
Oxnard	KAAR	104.7	10.5	—	Oxnard Bestg. Corp.	
Palm Springs	KPSR	92.1	1	—600	KPSR, Inc.	
Redlands	KCAL-FM	96.7	1	—320	Southwest Bestg. Co.	
Redonda Beach	KAPP	93.5	1	82	South Bay Bestg. Co.	
Riverside	KACE-FM	92.7	.69	—50	KACE Radio Inc.	
	KDUO	97.5	72	1630	Western Bestg. Co.	
	KPLI	99.1	1.57	1625	Parker-Lee, Inc.	
Sacramento	KCRA-FM	96.1	11	380	KCRA, Inc.	
	KFBK-FM	92.5	1.9	—115	McClatchy Newspapers	
	KHIQ	105.1	17.3	—	Ericksson, Spaulding & Stilgenbauer	
	KJML	106.5	2.7	158	Town & Country Bcstrs.	
	KXOA-FM	107.9	12.5	200	Cal-Val Radio, Inc.	
	KSRM	96.9	3.5	250	Audiolab Co.	
	KXRQ	98.5	3.5	255	D. W. Flawelling	
	KGMS-FM	100.5	15	135	KGMS, Inc.	
	KROY-FM	102.5	18.2	165	J. T. Carey, Inc.	
	KSBW-FM	102.5	18.5	2270	Valley Bestg. Corp.	
	KFMW	99.9	31	1625	S. C. Corwin	
	KDWD	98.1	3.7	650	E. E. Jacobson	
	KFSD-FM	94.1	33	425	KFSD, Inc.	
	KITT	105.3	56	180	Music Unlimited	
	KFMB-FM	100.7	18.5	630	Marietta Bestg. Inc.	
Salinas	KFMX	96.5	29.5	590	S. C. Corwin	
	KGB-FM	101.5	36	120	KGB, Inc.	
	KLRO	94.9	7.5	73	E. F. Weerts	
	KLTT	102.5	2.4	305	Bible Inst. of L. A.	
	KPRI	106.5	3.5	240	Barbary Coast Records Inc	
	KSEA	97.3	29.5	95	L. Grayson	
	KSON	103.7	11.5	—	Kenyon Brown	
	San Bernardino	KFMW	99.9	31	1625	S. C. Corwin
	San Diego	KDWD	98.1	3.7	650	E. E. Jacobson
		KFSD-FM	94.1	33	425	KFSD, Inc.
		KITT	105.3	56	180	Music Unlimited
		KFMB-FM	100.7	18.5	630	Marietta Bestg. Inc.
	KFMX	96.5	29.5	590	S. C. Corwin	
	KGB-FM	101.5	36	120	KGB, Inc.	
	KLRO	94.9	7.5	73	E. F. Weerts	
	KLTT	102.5	2.4	305	Bible Inst. of L. A.	
	KPRI	106.5	3.5	240	Barbary Coast Records Inc	
	KSEA	97.3	29.5	95	L. Grayson	
	KSON	103.7	11.5	—	Kenyon Brown	
San Fernando	KVFM	94.3	.86	—130	San Fernando Valley Bestg. Co.	
San Francisco	KSFV	106.3	1	—110	San Fernando Bestg. Co.	
	KCBS-FM	98.9	35	640	Columbia Bestg. System, Inc	
	KEAR	97.3	82	1,100	Family Stations, Inc.	
	KGO-FM	103.7	23.6	930	Amer. Bestg.-Paramount Theatres	
	KNBC-FM	99.7	45	1,240	National Bestg. Co., Inc.	
	KSFR	94.9	9.5	1,170	KSFR, Inc.	
	KBAY-FM	104.5	29.92	870	S. C. Corwin	
	KBCO	105.3	17.5	810	Boy FM Bcstrs.	
	KDFC	102.1	33	1050	Sundial Bestg. Corp.	
	KFRC-FM	105.1	71	1160	RKO Teleradio	
	KOBY-FM	95.7	27	1,050	Mid-America Bcstrs. Inc.	
	KPUP	106.9	18	1140	F. Miculi	
	KRON-FM	96.5	13.5	1230	Chronicle Publ. Co.	
	KYA-FM	93.3	14.5	710	Golden State Bcstrs. Inc.	
	San Jose	KSJO-FM	92.3	1.4	—66	Santo Clara Broadcasting
		KEEN-FM	100.3	3	—	United Bestg.
		KRPM	98.5	3.3	—155	Audio House Inc.
	San Luis Obispo	KATY-FM	96.1	3.8	—510	Sweetheart of SLO Inc.
Santa Ana	KWIZ-FM	96.7	1	160	Voice of Orange Empire, Inc.	
	KFIL	106.3	1	145	P. E. Brostoff	
Santa Barbara	KRCW	97.5	17.5	2,890	Channel Bestg. Co.	
	KGUD-FM	107.9	29.5	—800	S. C. Corwin	
	KMUZ	99.9	3.1	3200	Tri-Counties Bestg. Co.	
Santa Maria	KSMA-FM	102.5	27	—57	Groom & Hagerman	
	KEYM-FM	99.1	3.2	—135	Santa Maria Bestg. Co.	
Stockton	KRAK-FM	92.9	1.5	300	Golden Valley Bestg. Co.	
	KSTN-FM	107.3	8.9	1570	San Joaquin Bestg. Co.	
	KWG-FM	105.7	3.5	130	KWG Bestg. Co.	
Ventura	KUDU-FM	95.1	24	—16	Tri-Counties Public Ser. Inc.	
	KVEN-FM	100.7	12	—180	Coast Ventura Co.	
Walnut Creek	KWME	92.1	.25	97	Walnut Creek Bcstrs.	
West Covina	KDWC	98.3	.81	250	Pacific-South Bestg. Co.	

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
<b>COLORADO</b>					
Colorado Springs	KFMH	96.5	5	1540	FM Colorado Co.
	KVOR-FM	92.9	1.35	—670	KVOR Inc.
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
	KLIR-FM	100.3	8.77	71	KLIR, Inc.
Grand Junction	KREX-FM	92.3	2.8	—10	Western Slope Bcstg. Co.
Manitou Springs	KCM5-FM	102.7	21.5	—780	Garden of Gods Bcstg. Co.

## CONNECTICUT

Bridgeport	WJZZ	99.9	9	870	Conn.-N. Y. Besters. Inc.
	WCCC-FM	106.9	6.6	740	Greater Hartford Bcstg. Co.
	WDRC-FM	102.9	7	750	Buckley-Jaeger Bcstg. Corp.
	WFNO	93.7	7	750	General Bcstg. Inc.
	WGHF	95.1	20	500	Easton Bcstg. System, Inc.
Brookfield	WLAD-FM	98.3	.34	280	Berkshire Bcstg. Corp.
Danbury	WHCN	105.9	7	750	Concert Network Inc.
Hartford	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp.
	WMMW-FM	95.7	20	1,100	Silver City Crystal Co.
Meriden	WNHC-FM	99.1	10	630	Triangle Publications, Inc.
New Haven	WSTC-FM	96.7	.65	305	Western Conn. Bcstg. Co.
Stamford					

## 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

## DIST. OF COLUMBIA

Washington	WASH	97.1	15	470	Camm'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	WDC, Inc.

## FLORIDA

Coral Gables	WYCG-FM	105.1	18.5	220	Peninsula Bcstg. Corp.
Daytona Beach	WND8-FM	94.5	8.5	330	News-Journal Corp.
Ft. Lauderdale	WWIL-FM	103.5	31	150	Florida Air Power 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	I. Glick
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
	WAFM	93.1	17.5	230	Bayfront Bcstg. Corp.
	WSJG	94.9	56	460	Hallandale Drive-In Theatre
Orlando	WDBO-FM	92.3	25	500	Orlando Bcstg. Co.
	WHOO-FM	96.5	59	460	WHOO Radio Inc.
	WKIS-FM	100.3	16.5	300	Central Fla. Bcstg. Co.
	WQXT-FM	97.9	22	235	Flame Radio-TV Corp.
Palm Beach	WTCX	99.5	31	190	Trans-Chord Co.
St. Petersburg	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	Frank Knorr, Jr.

## GEORGIA

Athens	WGAU-FM	102.5	4.4	365	Clark Bcstg. Corp.
Atlanto	WPLO-FM	103.3	36	960	Plough Radio
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
	WSB-FM	98.5	45.48	770	Atlanta Newspapers, Inc.
	WQXI-FM	94.1	76	140	Rounsaville of Atlanta

(Continued on Page 707)



# Music at its Best

**WFMQ / FM**



**107.5 FM  
RADIO**

The high spot  
on the FM dial  
Chicago, Illinois

**FOR STATE BROADCASTERS ASSOCIATION**

**SEE PAGE 659**

**FOR BROADCASTERS' PROMOTION ASSOCIATION**

**SEE PAGE 665**

**FOR STATIONS OFFERING IN-STORE DISPLAYS**

**SEE PAGE 669**

## FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
<i>(Continued from Page 705)</i>					
Augusta	WAUG-FM	105.7	5.5	100	Garden City Bcstg. Co.
	WBBQ-FM	103.7	19.3	682	Musiicast of the South, Inc.
Columbus	WRBL-FM	93.3	25	570	Columbus Bcstg. Co.
Gainesville	WDUN-FM	103.9	.34	175	Northeast Ga. Bcstg. Co.
LaGrange	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
Macon	WMAZ-FM	99.1	3	170	Southeastern Bcstg. Co.
	WNEX-FM	96.9	4.1	—	Macon Bcstg. Co.
Marietta	WBIE-FM	101.5	1.35	210	Marietta Bcstg.
Newnan	WCOH-FM	96.7	.33	240	Newnan Bcstg. Co.
Savannah	WTOC-FM	97.3	7.9	397	Savannah Bcstg. Co., Inc.
Toccoa	WLET-FM	106.1	.73	190	R. G. LeTourneau

## HAWAII

Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Assn.
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## ILLINOIS

Arlington Heights	WNWC	92.7	1	225	J. D. Morgan
Anna	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.
Chicago	WBBM-FM	96.3	10.5	560	Columbia Bcstg. System, Inc.
	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.
	WFMF	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

WFMQ	107.5	11	560	L. Vihon & Assoc., Inc.
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Cicero	WSBC-FM	93.1	27.5	260	WSBC Bcstg. Co.
Decatur	WEHS	97.9	21	200	WHFC, Inc.
Effingham	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
Elmwood Pk.	WSEI	95.7	20	295	Illinois Bcstg. Co.
Evanston	WXFM	105.9	32	250	E. R. C. Schoonfield
Harrisburg	WEAW-FM	105.1	36	300	North Shore Bcstg. Co., Inc.
Jacksonville	WBEQ-FM	99.9	1.65	305	First Trust Association
Mattoon	WLDS-FM	100.5	9	340	Jacksonville Radio & TV Bcstg.
Mt. Vernon	WLBH-FM	96.9	23	190	Mattoon Bcstg. Co.
Oak Park	WMIX-FM	94.1	15.2	550	Mt. Vernon Radio & TV Co.
Olney	WOPA-FM	102.7	3.6	260	Village Bcstg. Co.
Paris	WVLN-FM	92.9	18.5	338	Illinois Bcstg. Co.
Peoria	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Quincy	WMBD-FM	92.5	2.5	550	WMBD, Inc.
	WGEN-FM	105.1	8.3	640	Quincy Newspapers, Inc.
	WTAD-FM	99.5	27	770	Lee Bcstg. Inc.
Rockford	WROK-FM	97.5	16	300	Rockford Bcstrs. Inc.
Rock Island	WHBF-FM	98.9	3.7	380	Rock Island Bcstg. Co.
Springfield	WTAX-FM	103.7	6.7	315	WTAX Inc.

## INDIANA

Bloomington	WTTS-FM	92.3	31	1110	Sarkes Tarzian Inc.
Columbus	WCSI-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Co.
Elkhart	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WIKY-FM	104.1	19	450	South Central Bcstg. Corp.
Fort Wayne	WPTH	95.1	44	680	Sarkes Tarzian Inc.
Hammond	WJOB-FM	92.3	3.1	400	South Shore Bcstg. Corp.
Indianapolis	WFMS	95.5	4.5	110	Williams FM Service
	WFBM-FM	94.7	51.75	110	Time, Inc.
	WIBC-FM	93.1	2.8	170	WIBC, Inc.
Jasper	WITZ-FM	104.7	1.65	280	Jasper On The Air Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	WMRI, Inc.
Muncie	WMUN	104.1	7.4	286	Tri-City Radio Corp.
Newcastle	WCTW	102.5	4	250	Courier-Times Inc.
Terre Haute	WTHI-FM	99.9	7.4	365	Wabash Valley Bcstg. Corp.
Warsaw	WRSW-FM	107.3	34	230	Reub William & Son
Washington	WFML	106.5	14	365	Washington Radio Inc.

*(Continued on Next Page)*

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
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## IOWA

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	WDBQ Bcstg.
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

Kansas City	KCBM	98.1	59	155	F. W. Hurlbert
Newton	KJRG-FM	92.1	.25	225	KJRG, Inc.
Topcka	KTOP-FM	100.1	.75	100	C. B. Axton
Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.

## KENTUCKY

Ashland	WCMI-FM	93.7	2.75	200	WCMI Radio, Inc.
Central City	WNES-FM	101.9	21.5	215	Murhlenberg Bcstg. Co.
Fullton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Hazard	WKIC-FM	96.5	8.3	461	Mt. Bcstg. Serv. Inc.
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.
Louisville	WFMK	95.1	13.5	215	Jefferson Bcstg. Co.
	WLVL	97.5	17.5	345	Fidelity Radio Inc.
Madisonville	WFMW-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	Borington 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	WJBO-FM	98.1	7.6	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	WSTV, 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.
	KBCL-FM	86.5	11	265	Good Music Inc.

## MAINE

Caribou	WFST-FM	97.7	.22	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	13	250	Twin City Bcstg. Co., Inc.
Poland Springs	WMTW-FM	94.9	49	—	Mt. Washington TV Inc.
Portland	WLOV-FM	97.9	10	175	Casco Bcstg. Corp.

## MARYLAND

Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
	WANN-FM	107.9	4	200	Annapolis Bcstg. Corp.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WITH-FM	104.3	20	500	Md. Bcstg. Co.
	WSD-FM	92.3	11	185	United Bcstg. of E. Md.
	WFMM-FM	93.1	18	520	Commercial Radio Inst.
	WFDS-FM	97.9	15	220	Hearst Corp.
	WCBM-FM	106.5	.17	310	Baltimore Bcstg. Corp.
Bethesda	WUST-FM	106.3	.5	320	Broodcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	280	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	—4	Allagony Cty. Bcstg. Corp.
Frederick	WFMD-FM	99.9	2.1	1120	Monocacy Bcstg. 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.
Harve de Grace	WASA-FM	103.7	3.8	185	Chesapeake Bcstg. Corp.

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Silver Spring	WSHO	99.5	20	280	WGAY, Inc.
Towson	WYNS	101.9	20	280	WTOW, Inc.
Westminster	WTRR-FM	100.7	4.6	190	County Bcstg. Corp.

## MASSACHUSETTS

Boston	WBCN	104.1	20	490	Concert Network Inc.
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	Plough Bcstg. Corp.
	WEEI-FM	103.3	20	430	Columbia Bcstg. 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.
Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. Inc.
Cambridge	WHRB-FM	107.1	.96	44	Harvard Radio Bcstg. Co., Inc.
	WXHR	96.9	20	440	Middlesex Bcstg. Co.
Fitchburg	WFGM-FM	104.7	20	280	Wachusett Bcstg. Corp.
Framingham	WKOK-FM	106.7	15.5	120	WKOX, Inc.
Greenfield	WHAI-FM	98.3	1	—240	Haisig Bcstg. Corp.
Hoverhill	WHAV-FM	92.5	20	350	WHAV Bcstg. Co.
Lawrence	WGHJ-FM	93.7	1.35	210	Lawrence Bcstg. Co.
Lowell	WLLH-FM	99.5	12.2	600	Merrimac Bcstg. Co., Inc.
Medford	WHIL-FM	107.9	15	78	Conant Bcstg. Co.
New Bedford	WBSM-FM	97.3	2.5	330	Bay State Bcstg. Co.
	WNBH-FM	98.1	20	380	E. Anthony & Sons, Inc.
Springfield	WHYN-FM	93.1	3.2	970	Hampden-Hampshire Corp.
	WMAS-FM	94.7	1.35	175	WMAS Inc.
Waltham	WCRB-FM	102.5	20	180	Charles River Bcstg. Co.
West Yarmouth	WOCB-FM	94.3	1	155	E. Anthony & Sons
Worcester	WTAG-FM	96.1	10	640	WTAG Inc.

## MICHIGAN

Benton Harbor	WHFB-FM	99.9	9.2	230	Pallodium Publishing Co.
Coldwater	WTVB-FM	98.3	.26	230	Twin Valley Bcstrs. Inc.
Dearborn	WKMH-FM	100.3	7.1	190	Knorr Bcstg. Corp.
Detroit	WHFI	94.7	20.5	220	Meadowcroft Bcstg. Inc.
	WJBK-FM	93.1	30	440	Storer Bcstg. Co.
	WJR-FM	96.3	24	483	The Goodwill Station, Inc.
	WMUZ	103.5	19.5	180	Alpha Bcstg. Co.
	WMZK	97.9	10	430	Booth Bcstg. Co.
	WWJ-FM	97.1	50	480	Evening News Assn. Inc.
	WXYZ-FM	101.1	27	880	WXYZ Inc.
	WCHD	105.9	34	175	Bell Bcstg. Co.
E. Lansing	WJIM-FM	99.1	30	320	Mid-State Bcstg. Corp.
Grand Rapids	WJEF-FM	93.7	115	420	Fetzer Bcstg. Co.
	WLAV-FM	96.9	1.75	210	Stevens-Wismer Bcstg. Inc.
Jackson	WMKZ	94.1	5.4	310	Booth Bcstg. Co.
Lansing	WJIM-FM	97.5	46	340	Gross Telecasting Inc.
Oak Park	WLDM	95.5	20	430	Lincoln Bcstg. Co.
Royal Oak	WOMC	104.3	61	390	Sparks Bcstg. Co.
Saginaw	WSAM-FM	98.1	1.7	330	Knorr Bcstg. Corp.
Sturgis	WSTR-FM	103.1	.285	190	WSTR, Inc.

## MINNESOTA

Mankato	KYSM-FM	103.5	14	525	Southern Minnesota Supply Co
Minneapolis	KWFM	97.1	21	150	Fidelity Bcstg. Co.
	WLOL-FM	99.5	9.7	320	BFR Bcstg. Corp.
	WPBC-FM	101.3	5.2	180	Peoples Bcstg. Co.
St. Cloud	KFAM-FM	104.7	15	425	The Times Publishing Co

## MISSISSIPPI

Jackson	WJDX-FM	102.9	50	600	Lamar Life Ins. Co.
Laurel	WNSL-FM	100.3	4.8	—	Voice of New South

## MISSOURI

Kansas City	KCMK	93.3	35	300	FM Bcstrs. Inc.
	KCMO-FM	94.9	56	390	Meredith Engr. Co.
	KXTR	96.5	58	215	Telesound Bcstg. Corp.

(Continued on Next Page)

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Kennett	WDAF-FM	102.1	56	640	Nat. Mo. TV Inc.
Poplar Bluff	KBOA-FM	98.9	6.9	320	Kennett Bcstg. Corp.
St. Charles	KWOC-FM	94.5	14	215	Poplar Bluff Broadcasting Co.
St. Louis	KADY-FM	96.5	24.5	—	KADY, Inc.
Springfield	KCFM	93.7	60	450	Commercial Bcstg. Co.
West Plains	KTTS-FM	94.7	9.1	660	Independent Bcstg. Co.
	KWPM-FM	93.9	3.4	130	R. F. Neathery

## NEBRASKA

Holdrege	KHOL-FM	98.9	57	440	Bi-States Co.
Lincoln	KFMQ	95.3	.32	100	H. Burton
Omaha	KQAL-FM	94.3	1	220	Katz Enter.
	KCOM-FM	96.1	3.4	230	Delta Bcstg. Sys. Inc.
	KFAB-FM	99.9	8.2	500	KFAB Bcstg. Co.
	KSWI-FM	98.7	3.1	220	Nonpareil Bcstg. Co.

## NEVADA

Reno	KNEV	95.5	10.5	35	E. B. Cobb
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## NEW HAMPSHIRE

Berlin	WKCC	103.7	10	160	McKee Bcstg. Co., Inc.
Claremont	WTSV-FM	106.1	3.4	1,000	Radio Claremont, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Mt. Washington	WMTW-FM	94.9	49	3,850	Mt. Washington TV Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.

## NEW JERSEY

Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	98.9	9	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNTA-FM	94.7	13.5	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	20	310	WPAT, Inc.
Princeton	WPRB	103.9	.85	195	Princeton Bcstg. Service Inc.
Red Bank	WFHA-FM	106.3	1	105	F. H. Accorsi
Trenton	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Wildwood	WCMC-FM	100.7	3.5	98	F. J. Matrangola

## NEW MEXICO

Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Aztec	KNDE-FM	94.9	3.4	—95	I. E. Shahan
Los Alamos	KRSN-FM	98.5	4.6	—33	Parker & Burns
Rosewell	KBIM-FM	97.1	2.9	180	Taylor Bcstg. Co.
Tularosa	KMFM	97.9	13	—160	Tularosa Bcstg. Corp.

## NEW YORK

Albany	WROW-FM	95.5	20	280	Capital Cities TV Corp.
Auburn	WMBO-FM	96.1	18	520	WMBO, Inc.
Babylon	WTFM	103.5	15	120	WGLI, Inc.
	WBAB-FM	102.3	.67	110	Babylon Bayshore Bcstg.
Binghamton	WKOP-FM	95.3	.420	320	Binghamton Bcstrs., Inc.
	WNBF-FM	98.1	4.6	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	102.5	110	1,350	WBEN, Inc.
	WBNY-FM	92.9	48.5	500	Albertson Bcstg. Corp.
	WBUF-FM	92.9	100	570	Functional Bcstg. Inc.
	WWOL-FM	104.1	.250	310	Greater Erie Bcstg. Co.
	WEBR-FM	96.1	16	710	WEBR, Inc.
	WGR-FM	96.9	17.5	630	Transcontinent TV Corp.
Cherry Valley	WRRR	101.9	5.4	1,080	Ivy Bcstg.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	710	Radio Cortland, Inc.
DeRuyter	WRRD	105.1	5.3	560	Ivy Bcstg.
Garden City	WHLI-FM	98.3	1	250	FM Bcstg. Corp.
Hicksville	WLIR	92.7	1	175	Hi Fidelity Music Co.
Hornell	WWHG-FM	105.3	8.3	560	Ro-Tel Bcstrs. Inc.

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Ithaca	WRRR	103.7	5.6	890	Ivy Bcstg.
	WHCU-FM	97.3	40	730	Cornell Univ.
	WVBR-FM	93.5	.175	—110	Cornell Radio Guild, Inc.
	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
	WINE-FM	103.3	4.6	230	McClendon Corp.
	WMSA-FM	105.3	13	335	The Brockway Co.
	WVOX-FM	93.5	1	190	Suburban Bcstg. Co.
	WABC-FM	95.5	1.5	1,270	American Bcstg. Co.
	WBAJ	99.5	18	588	Pacifica Foundation
	WBFM	101.9	10.3	650	Muzak Corp.
	WCBS-FM	101.1	1.5	1,270	Columbia Bcstg. System, Inc.
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNCN	104.3	15	560	Concert Network Inc.
	WNEW-FM	102.7	1.3	1,360	Metropolitan Bcstg. Corp.
	WOR-FM	98.7	1.7	1,260	RKO Teleradio Pictures, Inc.
	WQXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WRCA-FM	97.1	1.1	1,445	National Bcstg. Co., Inc.
Niagara Falls	WHLD-FM	98.5	46	420	E. C. Hull
	WHDL-FM	95.7	43	830	WHDL, Inc.
	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.
Peekskill	WLNA-FM	100.7	20	500	Highland Bcstg. Corp.
Poughkeepsie	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
	WHFM	98.9	8.7	240	Genesee Bcstg. Corp.
Rochester	WRQC-FM	97.9	18	410	Transcontinent TV Corp.
Schenectady	WGFM	99.5	5	805	General Electric Co.
	WRRE	95.1	5.3	990	Ivy Bcstg.
	WDDS-FM	93.1	100	660	Functional Bcstg. Inc.
	WONO	100.9	.26	475	Sentinel Heights FM Bcstrs.
S. Bristol	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.
	WFLY	92.3	5.4	840	Troy Record Co.
Syracuse	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Troy	WRRL	107.7	5.4	460	Ivy Bcstg.
	WFAS-FM	103.9	.12	675	Westchester Bcstg. Corp.
	WRFM	105.1	20	235	Long Island Bcstg. Corp.
Utica					
Wethersfield					
White Plains					
Woodside					

## NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWK-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.
Charlotte	WFNS-FM	93.9	2.8	250	Burlington-Graham Bcstg. Co.
	WSOC-FM	103.5	35	415	Carolina Bcstg.
Durham	WDNC-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.
Gastonia	WGNC-FM	101.9	11.1	890	C. T. McSwain
Goldsporo	WEQR	96.9	16	360	Eastern Carolina Bcstg. Co., Inc.
Greensboro	WHDE	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
Hickory	WHKY-FM	102.9	15	325	Catawba Valley Bcstg.
High Point	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
Laurinburg	WMFR-FM	99.5	8	350	WMFR Inc.
	WNOS-FM	100.3	2.7	195	C. E. Doos
	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
	WLOE-FM	94.5	13.5	96	WLOE Inc.
	WBUY-FM	94.3	.3	210	Davidson County Bcstg. Co.
	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
	WPTF-FM	94.7	50	560	WPTF Radio Co.
	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.
	WREY-FM	102.1	1.6	330	Reidsville Bcstg. Co.
Reidsville	WEED-FM	92.1	.27	160	W. A. Wynne
	WFMA	100.7	33	400	Eastern Carolina Electronics
Rocky Mount	WRXO-FM	96.7	.6	280	Roxboro Bcstg. Co.
Roxboro	WSTP-FM	106.5	15	250	WSTP, Inc.
Salisbury	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Sanford	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Shelby	WFMX	105.7	2.4	335	Statesville Bcstg. Co., Inc.
Statesville	WCPS-FM	104.3	7	260	Coastal Plains Bcstg. Co.
Tarboro	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Thomasville	WAIR-FM	93.1	34	370	Forsyth Bcstg. Co.
Winston-Salem	WSJS-FM	104.1	12.5	160	Piedmont Publishing Co.
	WYF5	107.5	1.55	195	Winsonette Inc.

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# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw.)	Ant Hgt. in Ft.	Licensee
<b>OHIO</b>					
Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp
	WCUE-FM	96.5	14.5	105	WCUE Radio Inc.
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
Ashtabula	WICA-FM	97.1	118	380	WICA Inc.
Bellaire	WOMP-FM	100.5	9	500	Ohio Valley Bcstg. Corp.
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co
Cincinnati	WCPO-FM	105.1	16.5	590	Scripps-Howard Radio Inc.
	WKRC-FM	101.9	15.5	530	Radio Cincinnati Inc.
	WSAI-FM	102.7	14.7	550	Con. Sun Ray Inc.
	WAEF-FM	100.3	4.8	100	N. Cincinnati 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	Met. Bcsta. Corp
	WJW-FM	104.1	2.8	510	Storer Bcstg. Co.
	WABQ-FM	106.5	18.5	51	Tuschman Bcstg. Co
	WNOB	107.9	135	370	N. Ohio Bcstg. Co
Columbus	WJMO-FM	95.3	1	280	Friendly Bcstg. Co.
	WBNS-FM	97.1	54	315	RodiOhio, Inc.
	WCOL-FM	92.3	7.2	350	Air Trails, Inc.
	WVKO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
	WTVN-FM	96.3	26	570	Radio Columbus Inc.
Dayton	WHIO-FM	99.1	19	515	Miami Valley Bcstg. Corp.
	WIFE	104.7	24	370	Skyland Bcstg. Corp.
E. Liverpool	WOHI-FM	104.3	27	330	E. Liverpool Bcstg. Co.
Elyria	WECL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Findlay	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fostoria	WFOB-FM	56.7	1	215	Seneca Radio Corp.
Freemont	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.
Hamilton	WQMS	96.7	29	285	Community Bcstg. Co.
	WHOH	103.5	8.7	255	Port Hamilton Bcstg. Co.
Lancaster	WHOK-FM	95.5	15	140	Hocking Valley Bcstg. Corp.
Lima	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Marion	WMRN-FM	106.9	25	330	Marion Bcstg. Co.
Middletown	WPFB-FM	105.9	30	350	P. F. Braden
Mt. Vernon	WMVD-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co
Newark	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Northwestern	WPAY-FM	104.1	7	520	P. F. Braden
Paris	WSOM	105.1	100	400	Salem Bcstg. Co.
Salem	WLEC-FM	102.7	5.9	120	Lake Eric Bcstg. Co
Sandusky	WBLY-FM	103.9	1	62	Champion City Bcstg. Co.
Springfield	WSTV-FM	103.5	3.1	880	WSTV, Inc.
Steubenville	WMHE	92.5	10	135	Hillebrand Electronics
Toledo	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
	WTRT	99.9	8.8	170	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.
	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.
	WRED	101.1	24.6	110	M. Jones

## OKLAHOMA

Durant	KSEO-FM	107.3	2.9	345	Durant Publish Bcstg. Corp
Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
	KYFM	98.9	1.5	155	Capitol City Bcstg. Co
Stillwater	KSPI	93.9	3.9	300	Stillwater Publishing Co
Tulsa	KOCW	97.5	1.5	165	Groyhill Inc.

## OREGON

Eugene	KUGN-FM	99.1	3.9	60	KUGN, Inc.
	KFMY	97.9	3.6	—60	Music Inc.
Grants Pass	KGPO	96.9	1.3	—475	Southern Ore. Bcstg. Co.
Medford	KBOY-FM	95.3	.8	—275	KBOY Bcstrs.
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.
	KOFM	100.3	17	960	H. O. Cox
Springfield	KEED-FM	93.1	1.35	90	KEED, Inc.

# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Efp. (Kw).	Ant. Hgt. in Ft.	Licensee
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## PENNSYLVANIA

Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.
Altoona	WVAM-FM	100.1	.36	—345	General Broadcasting Corp.
	WFBG-FM	98.1	33	1020	Triangle Pub. Inc.
Beaver Falls	WBYF-FM	106.7	16.5	255	WBVF, Inc.
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co
Bloomsburg	WHLM-FM	106.5	8.8	600	Bloom Radio
Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Butler	WBUT-FM	97.7	.72	290	WBUT Radio
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr.
Chambersburg	YCHA-FM	95.1	2.8	240	Chambersburg Bcstg. Co., Inc.
DuBois	WCED-FM	102.1	3.2	660	Tri-County Bcstg. Co.
Easton	WEEF-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	Cleveland Bcstg. Co.
Glenside	WIFI	92.5	20	430	Hi Fidelity Bcstrs. Corp.
Harrisburg	WHP-FM	97.3	1.55	—35	WHP Inc.
Hazleton	WAZL-FM	97.9	2.6	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	940	WGAL, Inc.
	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.
	WDAC	94.5	20	135	P. B. Crawford
Lebanon	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.
Meadville	WMGW-FM	100.3	10	585	Regional Bcstrs. Inc.
Montrose	WPEL-FM	96.5	57	500	Montrose Bcstg. Corp.
Oil City	WDJR	98.5	3.4	300	WKRZ, Inc.
Palmyra	WJWR	92.1	.76	100	W. N. Reichard
Philadelphia	WCAU-FM	98.1	10	660	CBS, 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	96.5	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.
	WQAL	106.1	7.8	710	Geo. Varon & 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.
	WCAE-FM	96.1	31	295	WCAE, Inc.
	WILY	105.9	2.74	450	Dynamic Bcstg. Inc.
	WPIT-FM	101.5	19	510	WPIT, 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
Waynesboro	WAYZ-FM	101.5	3	21	R. F. Lewis, Jr. Inc.
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.
	WYZZ	103.3	3.1	975	R. G. Evans
Williamsport	WLYC-FM	105.1	.84	1,150	Lycoming Bcstg. Co.
	WRAC-FM	100.3	4	1,220	WGAL, Inc.
York	WNOW-FM	105.7	1.2	465	WNOW, Inc.

## RHODE ISLAND

Cranston	WLOV	99.9	3.4	225	Neighborly Bcstg. Co.
Providence	WPFM	95.5	3.2	170	Golden Gate Corp.
	WPJB-FM	105.1	20	500	Providence Journal Co.
	WPRO-FM	92.3	15	560	Capital Cities TV Corp.
	WXCN	101.5	20	500	Concert Network Inc.
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.
	WNOK-FM	104.7	3.4	450	Palmetto Radio Corp.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Bcstg. of Carolinas
	WFBC-FM	93.7	9.9	1,350	WMRC 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.

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# FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw)	Ant. Hgt. in Ft.	Licensee
<b>TENNESSEE</b>					
Bristol	WOPI-FM	96.9	9.7	260	Pioneer Bcstg. Corp.
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	WMCB	99.7	300	940	Memphis Publishing Co.
	WQMM	95.5	1.3	770	Quality Music
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.
	WSIX-FM	97.5	9	770	WSIX, Inc.

# TEXAS

Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
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
	WFAA-FM	97.9	38	300	A. H. Bello Corp.
	KQRO	102.9	7.6	200	E. F. Weerts
Denton	KDNT-FM	106.3	.76	270	H. V. Shepard
Diboll	KSPL-FM	95.5	6.5	295	A. Temple, Jr.
El Paso	KHMS	94.7	2.55	115	H & M Service Corp.
Fort Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
	KFJZ-FM	97.1	21.8	730	Tarrant Bcstg. Co.
Gainesville	KGAF-FM	94.5	2.5	250	Gainesville Bcstg. Co.
Harlingen	KELT	94.5	3.1	700	Harbenito Radio Corp.
Houston	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	99.1	48	550	Taft Bcstg. Co.
	KTRH-FM	101.1	29.5	485	KTRH Bcstg. Corp.
	KARO	94.5	7.6	245	E. F. Weerts
	KHUL	96.7	15.5	235	B-M-R Bcstg. Corp.
	KROW	100.3	16.5	215	McLendon Corp.
	KRBE	104.1	40	260	Texas Fine Music
Lubbock	KRKH-FM	93.7	9.6	195	Southwestern Bcstg. Co.
	KBFM	96.3	3.6	275	J. W. Blankenship
Marshall	KLUE	97.3	5.9	320	Marshall Nat. Bank
Midland	KNFM	92.3	4.8	400	FM Assoc.
Port Arthur	KFMP	93.3	3.2	190	Triangle Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	C. B. Gay, Inc.
	KISS	99.5	12.9	515	The Walmac Co.
	KONO-FM	92.9	3.8	475	Mission Bcstg. Co.
	KAKI	98.1	25	310	Sunshine Bcstg. Co.
Texarkana	KCMC-FM	98.1	1.4	275	KCMC, Inc.
Waco	KEFC	95.5	3.2	210	Music Unlimited Inc.
Waxahachie	KBEC-FM	93.5	.345	115	R. Tuck Enterp.

# 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.
	KLUB-FM	97.1	11	—190	LLUB Bcstg. Co.

# VIRGINIA

Arlington	WARL-FM	105.1	2.05	500	Northern Va. Bcstrs. Inc.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
	WCCV-FM	97.5	3.4	110	Eastern Bcstg. Corp.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Gretna	WMNA-FM	103.3	3	105	Central Va. Bcstg. Co.
Harrisonburg	WSVA-FM	100.7	7.2	345	Shenandoah Valley Bcstg. Corp.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs.

## FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Martinsville	WMVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
	WYFI-FM	99.7	11.5	70	Electronic Research
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.
Rocky Mt.	WSLS-FM	99.1	21	1,890	Shenandoah Stas. Inc.
Staunton	WAFC-FM	93.5	.5	350	American Home Bcstg. Corp.
Winchester	WRFL	92.5	13.4	1,390	R. F. Lewis, Jr., Inc.
Woodbridge	WBVA	105.8	9.5	305	S & W Enterpr. Inc.

## WASHINGTON

Bellingham	KGMI-FM	92.9	20	2330	International Good Music
Edmonds	KGFM	105.3	17.5	760	King's Garden Inc.
Opportunity	KZUN-FM	96.1	3.32	—205	KZUN, Inc.
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.
	KLSN	96.5	14.5	350	Sight & Sound
	KETO-FM	101.5	10	1100	Chem-Air Inc.
Spokane	KREM-FM	92.9	4.8	720	KREM Bcstg. Corp.
	KXLY-FM	99.9	2	490	Northern Pacific Radio
Tacoma	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.
	KTWR	103.9	.85	240	T. W. Read
	KLAY-FM	106.3	.83	240	C. F. Huntington

## 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	1	10	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	WSTV, Inc.
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.
Fort Atkinson	WFAW	107.3	2.96	160	Goetz & Meythaler
Green Bay	WBAY-FM	101.1	13.5	750	Norberttine Fathers
Glendale	WFMR	96.5	24.5	—	Hi Fidelity Bcstg. Corp.
Greenfield	WUCF	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
	WIBA-FM	101.5	45	1020	Badger Bcstg. Co.
	WRVB-FM	102.5	3.9	185	P. A. Stewart Enterpr.
Marinette	WMAN-FM	105.1	37	430	M & M Bcstg. Co.
Marshfield	WDLB-FM	103.9	.25	250	Clarkwood Bcstg. Corp.
Merrill	WLIN	100.7	9.3	348	Wis. Valley TV Corp.
Milwaukee	WFMR	96.5	15	215	High Fidelity Bcstg. Corp.
	WQFM	93.3	30	190	Koeth Bcstg. Corp.
	WTMJ-FM	94.1	2.8	980	Journal Company
	WMIL-FM	95.7	29	245	Cream City Bcstg. Co.
	WEMP-FM	99.1	25	—	Milwaukee Bcstg. Co.
	WISN-FM	87.3	25.5	920	Hearst Corp.
Monroe	WEKZ-FM	93.7	14.8	180	Green Company Bcstg. Co.
Racine	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.
Waukesha	WAUX-FM	106.1	3.3	180	Waukesha Bcstg. Co.

# NATIONAL ASSOCIATION OF FM BROADCASTER MEMBERS

## CALIFORNIA

Atherton	KPEN
Beverly Hills	KCBH
Hollywood	KGLA
Los Angeles	KFMU
Los Angeles	KRHM
Los Angeles	KMLA
Sacramento	KORA-FM
San Diego	KFMB-FM
San Diego	KGB-FM
San Diego	KITT
Santa Barbara	KRCW
Santa Barbara	KMUZ

## COLORADO

Denver	KDEN-FM
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## CONNECTICUT

Brookfield	WGHF
Meriden	WMMW-FM

## DELAWARE

Wilmington	WJBR
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## FLORIDA

Ft. Lauderdale	WFLM
Tampa	WPKM

## ILLINOIS

Bloomington	WJBC-FM
Chicago	WKFM
Chicago	WCLM
Chicago	WFMF
Decatur	WSOY
Rock Island	WHBF-FM

## INDIANA

Indianapolis	WFBM-FM
Indianapolis	WFMS

## KENTUCKY

Hopkinsville	WRLX
Louisville	WLVL

## MAINE

Portland	WMTW-FM
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## MASSACHUSETTS

Boston	WBCN
Springfield	WHYN-FM

## MICHIGAN

Detroit	WLDM
Detroit	WQRS
East Lansing	WSWN

## MINNESOTA

Minneapolis	KWFM
Minneapolis	WLOL-FM

## MISSISSIPPI

Jackson	WJDX-FM
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## MISSOURI

Kansas City	KCMK
St. Louis	WIL-FM

## NEBRASKA

Lincoln	KFMQ
Omaha	KFAB-FM
Omaha	KQAL

## NEW MEXICO

Albuquerque	KHFM
Roswell	KBIM-FM

## NEW YORK

Buffalo	WBUF
Ithaca	WHCU-FM
Woodside	WRFM

## NORTH CAROLINA

Charlotte	WMIT
Greensboro	WMDE

## OHIO

Cincinnati	WKRC-FM
Columbus	WENS-FM
Dayton	WHIO-FM
Toledo	WMHE

## OKLAHOMA

Tulsa	KOCW
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## OREGON

Eugene	KFMY
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## PENNSYLVANIA

Philadelphia	WPEN-FM
Philadelphia	WQAL
Pittsburgh	WKJF
Wilkes-Barre	WYZZ

## TENNESSEE

Memphis	WMCF
Nashville	WFMB
Nashville	WSIX-FM

## TEXAS

Amarillo	KGNC-FM
Austin	KHFI
Diboll	KSPL-FM
Houston	KFMK
Houston	KHGM
Houston	KHUL
Houston	KRBE
Houston	KTRH-FM

## VIRGINIA

Richmond	WRVA-FM
Staunton	WAFC-FM

## WASHINGTON

Seattle	KLSN
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# OFFICIAL FCC TV CHANNEL ALLOCATIONS

## CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
<b>ALABAMA</b>	
Andalusia .....	*2-, 29
Anniston .....	70+
Auburn .....	*50
Bessemer .....	54
Birmingham .....	6-, *10-, 13-, 42-, 48
Brewton .....	23+
Clanton .....	14
Cullman .....	60+
Decatur .....	23-
Demopolis .....	18
Dothan .....	2, 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+

	Channel No.
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 .....	66
Pittsburg .....	16
Port Chicago .....	70
Porterville .....	55
Red Bluff .....	15
Redding .....	7
Riverside .....	40, 48
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

(Continued on Next Page.)

# FCC TV CHANNEL ALLOCATIONS

	Channel 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	58

## DELAWARE

Dover	40
Wilmington	12, *59-, 83+

## DISTRICT OF COLUMBIA

Washington	4-, 5-, 7+, 9, 14-, 20+, *26-, 50-
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## FLORIDA

Belle Glade	27+
Bradenton	28-
Clearwater	32+, 50
Daytona Beach	2-, 53
De Land	44+
Fort Lauderdale	17-, 39-
Fort Myers	11+
Fort Pierce	19
Gainesville	*5-, 20+
Jacksonville	4+, *7, 12-, 30+, 36-
Key West	14+, 20
Lake City	35+
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
Tallahassee	7+, 13, *30, 36+
Tampa	3-, 15-, *21, 46
Quincy	54+
St. Augustine	25+
St. Petersburg. (See Tampa.)	
Sanford	35+

	Channel No.
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	3, 9, *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

## HAWAII

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

## 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
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 TV CHANNEL ALLOCATIONS

	Channel 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 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	23
El Dorado	55+
Emporia	39-
Ensign	6+
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	63
Mayfield	63
Maysville	24+
Middlesboro	57, 63+
Murray	33-
Owensboro	56-, 62
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	80
Somerset	29-
Winchester	37+

(Continued on Next Page)

# FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
<b>LOUISIANA</b>			
Abbeville	27 +	Ann Arbor	20 +, *26 -
Alexandria	5, 62 +, 74	Bad Axe	46 -
Bastrop	53 +	Battle Creek	58 -
Baton Rouge	2, 9, 18 - , 28 +, 34, 40 +	Bay City	5 - , 63 - , *73 -
Bogalusa	69, 78	Benton Harbor	40 +
Crowley	75	Big Rapids	39
De Ridder	70	Cadillac	13 - , 45
Eunice	64	Calumet	5
Franklin	46 +	Cheboygan	4 + , 36 +
Hammond	57	Coldwater	24 -
Houma	11, 30 +	Detroit	2 + , 4, 7 - , 50 - , *56, 62
Jackson	59	East Lansing	60 +
Jennings	48	East Tawas	25 -
Lafayette	10, 35 - , 67	Escanaba	3 + , *49
Lafayette-Lake Charles	3	Flint	12 - , 16 - , *22 - , 28
Lake Charles	7 - , *14, 25, 60 +	Gladstone	40
Minden	30	Grand Rapids	8 + , *17 + , 23 -
Monroe	8 + , *13, 43 +	Houghton	19 - , *25
Monroe-El Dorado	10	Iron Mountain	8 - , 27
Morgan City	33 +	Iron River	33 -
Natchitoches	17	Ironwood	12 + , 51 -
New Iberia	15 +	Jackson	48
New Orleans	4 + , 6 + , *8, 12, 20 - , 26, 32 + , 61	Kalamazoo	3 - , *74, 46
Oakdale	54 +	Lansing	8 - , 54
Opelousas	58	Ludington	33
Ruston	20	Manistee	15 -
Snreveport	3 - , 12	Manistique	14 +
Thibodaux	24	Marquette	6 - , 13 + , 17 - , *35
Winnfield	22 -	Midland	19 -
<b>MAINE</b>			
Auburn	23 +	Mount Pleasant	47 -
Augusta	10 - , 29 +	Muskegon	29 - , 35 +
Bangor	2 - , 5 + , *15	Parma-Onondago	10 -
Bar Harbor	22 -	Petoskey	31
Bath	65	Pontiac	44 +
Belfast	41 -	Port Huron	34 -
Biddeford	59	Rogers City	24
Calais	7 - , 20	Saginaw	51 - , 57 -
Dover-Foxcroft	18 +	Sault Ste. Marie	8, 10 + , 28 - , *34
Fort Kent	17 +	Traverse City	7 + , 20 - , *28 +
Foxcroft (See Dover)	24	West Branch	21
Houlton	17	<b>MINNESOTA</b>	
Lewiston	8 - , 17	Albert Lea	57 -
Milbrook	14	Alexandria	7, 36
Orono	*12	Austin	6 - , 51 +
Portland	6 - , 13 + , *47 - , 53 +	Bemidji	9, 24 -
Presque Isle	8, 10 + , 19	Bramerd	12 -
Rockland	25 -	Cloquet	44
Rumford	55 -	Crookston	21 -
Van Buren	15 -	Detroit Lakes	18 +
Waterville	35 -	Duluth-Superior, Wis.	3, 6 + , *8, 10 + , 32, 38
<b>MARYLAND</b>			
Annapolis	53 -	Ely	16
Baltimore	2 + , 11 - , 13 + , 18 - , *24 + , 72	Fairmont	40 +
Cambridge	22 +	Faribault	20
Cumberland	17 + , 30	Fergus Falls	16 -
Frederick	62	Grand Rapids	20 -
Hagerstown	52, 68 +	Hastings	29 -
Salisbury	16 +	Hibbing	13 -
<b>MASSACHUSETTS</b>			
Amherst	*82	International Falls	11
Barnstable	25 +	Little Falls	11 +
Boston	*2 + , 4 - , 5 - , 7 + , 38, 44 + , 56	Mankato	12, 15 -
Brockton	62	Marshall	22 +
Easthampton	61	Minneapolis-St. Paul	*2 - , 4, 5 - , 9 + , 11 - , 17, 23 +
Fall River	46 - , 68	Montevideo	19
Greenfield	32 + , 68	New Ulm	43 -
Holyoke (See Springfield.)	72	Northfield	26
Lawrence	78	Owatonna	45
Lowell	78	Red Wing	63 -
New Bedford	6 + , 28 - , 34 +	Rochester	10, 55 -
North Adams	19 - , *80 +	St. Cloud	33
Pittsfield	64 -	St. Paul (See Minneapolis.)	39 -
Springfield-Holyoke	22, 40	Stillwater	15
Worcester	14, 20	Thief River Falls	26 +
<b>MICHIGAN</b>			
Alma	41 +	Virginia	27 +
Alpena	9 + , *11, 30 -	Wadena	31 +
<b>MISSISSIPPI</b>			
		Willmar	61
		Winona	61
		Worthington	32
		Biloxi	13 + , *44 - , 50 -
		Brookhaven	37 +
		Canton	16

# FCC TV CHANNEL ALLOCATIONS

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4-, 28-
Corinth	41
Greenview	21-, 41
Greenwood	6, 24+
Grenada	44
Gulfport	58-
Hattiesburg	17-
Jackson	3+, 12+, *19+, 25-
Kosciusko	52-
Laurel	33-
Laurel-Pachuta	7
Louisville	46-
McComb	31-
Meridian	11-, 30-, *37-
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 Plains	20-

## MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22-
Butte	4, 6+, *7-, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18-
Great Falls	3+, 5+, *23
Hamilton	17+
Hardin	4
Havre	9+, 11+
Helena	10+, 12
Kalispell	9-
Laurel	14+
Lewiston	13
Livingston	16-
Miles City	3-, *6, 10
Missoula	8-, *11-, 13-, 21+
Polson	18
Red Lodge	18+
Shelby	14-
Sidney	14

	Channel 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+
Fallon	29-
Goldfield	5-
Hawthorne	31
Henderson	2-
Las Vegas	8-, *10+, 13-
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27-
Tonopah	9-
Winnemucca	7+
Yerington	33

## NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	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
Hammonton	*70
Montclair	*77
Newark	13-
New Brunswick	*19-, 47+
Paterson	37+
Trenton	41+
Wildwood	48-

## NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6-, 23

(Continued on Next Page)



# FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.		
Clayton	27-	Hickory	30-		
Clovis	12+, 35	High Point	15+		
Columbus	16-	Jacksonville	16		
Deming	14+	Kannapolis	59+		
Farmington	12+, 17-	Kinston	45		
Five Points (see Atrisco)		Laurinburg	41-		
Gallup	3, *8-, 10	Lumberton	21+		
Hobbs	46	Mount Airy	55		
Hot Springs	19	New Bern	12+		
Las Cruces	22-	Raleigh	5, *22-, 28		
Las Vegas	14-	Roanoke Rapids	30+		
Lordsburg	23+	Rocky Mount	50+		
Los Alamos	20-	Salisbury	80		
Lovington	27	Sanford	38		
Portales	22+	Shelby	39		
Raton	46-, *52	Southern Pines	49		
Roswell	*3-, 8, 10	Statesville	64-		
Santa Fe	2+, *9+, 11-	Washington	7		
Silver City	*10+, 12	Wilmington	3-, 6, 29-, *35+		
Socorro	15+	Wilson	56		
Truth or Consequences	19	Winston-Salem	12, 26+, *32-		
Tucumcari	25+				
<b>NEW YORK</b>					
Albany-Schenectady-Troy	6, 13, *17+, 23-, 35, 41	Bismarck	5, 12-, 18, *24		
Amsterdam	52-	Bottineau	16+		
Batavia	33-	Carrington	26-		
Binghamton	12-, 40-, *46+, 56+	Devils Lake	8+, 14-		
Buffalo	17, *23	Dickinson	2+, 4, *17		
Buffalo-Niagara Falls	2, 4-, 7+, 29+	Fargo	6, 11+, *34-, 40		
Carthage	7-	Grafton	17		
Clymer	37	Grand Forks	*2, 10		
Cortland	72	Harvey	22+		
Dunkirk	46	Jamestown	7-, 22		
Elmira	18+, 24-, 30	Lisbon	23		
Glens Falls	39+	Minot	*6+, 10-, 13+		
Gloversville	29-	New Rockford	20+		
Hagaman	29	Pembina	12		
Hornell	50	Rugby	38-		
Ithaca	*14+, 20-	Valley City	4-, 32-		
Jamestown	58+	Wahpeton	45+		
Kingston	66-	Williston	8-, 11-, *34+		
Lake Placid	5				
Malone	20+, *66	<b>OHIO</b>			
Massena	14-	Akron	49+, *55-, 61+		
Middletown	60	Ashtabula	15		
New York	2, 4, 5+, 7, 9+, 11+, *25, 31-	Athens	62-		
Niagara Falls. (See Buffalo-Niagara Falls.)		Bellefontaine	63		
Ogdensburg	24+	Bowling Green	*70		
Olean	54-	Cambridge	26		
Oneonta	62-	Canton	29		
Oswego	31	Chillicothe	56+		
Patchogue	75	Cincinnati	5-, 9, 12, *48-, 54-, 74-		
Plattsburgh	28+	Cleveland	3, 5+, 8, 19, *25+, 65+		
Poughkeepsie	21-, *83	Columbus	4-, 6+, 10+, *34, 40-		
Rochester	5-, 10+, 15-, *21, 27+	Coshocton	20		
Rome. (See Utica.)		Dayton	2, 7-, *16+, 22+		
Saranac Lake	18	Defiance	43		
Schenectady. (See Albany.)		Findlay	53		
Syracuse	3-, 8, *43+	Fremont	59+		
Troy. (See Albany.)		Gallipolis	72		
Utica-Rome	2-, *25+, 54-	Hamilton-Middletown	65		
Vail Mills	10-	Lancaster	28-		
Watertown	48	Lima	35-, 73		
<b>NORTH CAROLINA</b>				Lorain	31-
Ahoskie	53	Mansfield	36+		
Albemarle	53	Marion	17-		
Asheville	13-, *56-, 62+, 78	Massillon	23+		
Burlington	63	Middletown. (See Hamilton.)			
Burnsville	18	Mount Vernon	58		
Chapel Hill	*4+	Newark	60-		
Charlotte	3, 9+, 36+, *42+	Oxford	*14+, 44-		
Durham	11+, *40-, 46+, 73	Piqua	44-		
Elizabeth City	31+	Portsmouth	30		
Fayetteville	18-, 54-	Sandusky	42+		
Gastonia	48	Springfield	52-, 76		
Goldensboro	34, 72	Steubenville. (See Wheeling, W. Va.)			
Greensboro-High Point-Winston Salem	3-	Tiffin	47+		
Greensboro	2-, *51-, 57	Toledo	11-, 13, *30+, 79		
Greenville	9	Warren	67+		
Henderson	52-	Youngstown	21-, 27, 33, 73-		
Hendersonville	27	Youngstown, Ohio-New Castle, Pa.	45-		
		Zanesville	18-, 50+		

# FCC TV CHANNEL ALLOCATIONS

	Channel 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+, 26+
El Reno .....	56+
Enid .....	5, 21, *27+
Frederick .....	44
Guthrie .....	48
Guymon .....	20+
Hobart .....	23+
Holdenville .....	14
Hugo .....	21+
Lawton .....	7+, *28+, 34
McAlester .....	47
Miami .....	58+
Muskogee .....	*45+, 68+
Norman .....	31-, *37-
Oklahoma City .....	4-, 9-, *13, 19+, 25-
Okmulgee .....	26
Pauls Valley .....	61
Ponca City .....	40-
Pryor Creek .....	54
Sapulpa .....	42
Seminole .....	59
Shawnee .....	53
Stillwater .....	29-, *69
Tulsa .....	2+, 6, *11-, 17+, 23, 8-
Vinita .....	28
Woodward .....	35+

## OREGON

Albany .....	55+
Ashland .....	14-
Astoria .....	30-
Baker .....	37+
Bend .....	15-
Brookings .....	8+
Burns .....	16
Coos Bay .....	11
Corvallis .....	*7-, 49-
Eugene .....	9+, 13, 20+, 25
Grants Pass .....	30
Klamath Falls .....	2-, 17
La Grande .....	13+
Lebanon .....	43+
McMinnville .....	46
Medford .....	5, 10+
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

## PENNSYLVANIA

Allentown .....	39, 67
Altoona .....	10-, 25-
Bethlehem .....	51-
Bradford .....	80-
Butler .....	43-
Chambersburg .....	46-
Du Bois .....	31+
Easton .....	57-
Emporium .....	42-
Erle .....	12, 35+, *41-, 66+
Harrisburg .....	27-, 55+, 71+
Hazleton .....	63
Johnstown .....	6, 19+, 56-
Lancaster .....	8-, 21+
Lebanon .....	15+
Lewistown .....	75-
Lock Haven .....	32-

	Channel No.
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
Wilkes-Barre .....	28, 34
Williamsport .....	36-
York .....	43, 49

## RHODE ISLAND

Providence .....	10+, 12+, 16, *36+
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## SOUTH CAROLINA

Aiken .....	54
Anderson .....	40, 58-
Camden .....	14
Charleston .....	2+, 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-

## SOUTH DAKOTA

Aberdeen .....	9-, 17+
Belle Fourche .....	23+
Brookings .....	*8, 25
Hot Springs .....	17+
Huron .....	12+, 15+
Lead .....	5-, 26
Madison .....	46
Mitchell .....	5+, 20-
Mobridge .....	27-
Pierre .....	10+, *22+
Rapid City .....	3+, 7+, 15-
Reliance .....	6
Sioux Falls .....	11, 13+, 38+, *44
Sturgis .....	20
Vermillion .....	*2+, 41
Watertown .....	3-, 35+
Winner .....	18-
Yankton .....	17-

## TENNESSEE

Athens .....	14+
Bristol, Tenn.-Bristol, Va. ....	5+, 46-
Chattanooga .....	3+, 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+, 18+

(Continued on Next Page)

# FCC TV CHANNEL ALLOCATIONS

	Channel No.
Johnson City	11- 34+
Kingsport	28
Knoxville	6, 10+, *20+
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3-, 5+, *10+, 13+, 42-, 48-
Morristown	54+
Murfreesboro	18-
Nashville	*2-, 4+, 5, 8+, 30+, 36+
Oak Ridge	32+
Paris	51+
Putaski	44-
Shelbyville	56
Sneedville	*2+
Springfield	42
Tulahoma	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	4-, 6-, 12-, 31+, *37
Beeville	38-
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
Forl 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	56
Henderson	42+
Hereford	19-
Hillsboro	65-
Houston	2-, *8-, 11+, 13-, 23+, 29-, 29-

<sup>1</sup> These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco

	Channel No.
Huntsville	15
Jacksonville	36-
Jasper	49+
Kermit	14
Kilgore	59-
Kingsville	40
Lamesa	28
Lampasas	40-
Laredo	8, 13, *15+, 27-, 39
Leveland	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
Oran	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+
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+

# FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
Montpelier .....	57	Martinsburg .....	58-
Newport .....	46	Morgantown .....	*24
Rutland .....	49+	Parkersburg .....	15-
St. Albans .....	34-	Welch .....	25
St. Johnsbury .....	30	Weston .....	5, 32
		Wheeling .....	*57+
		Wheeling-Steubenville, Ohio .....	7, 9+, 51+
		Williamson .....	17
<b>VIRGINIA</b>			
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+		
<b>WASHINGTON</b>			
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		
<b>WEST VIRGINIA</b>			
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-		
		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-
<b>WYOMING</b>			
		Buffalo .....	29
		Casper .....	2+, 6+
		Cheyenne .....	5+
		Cody .....	24-
		Douglas .....	14
		Evanston .....	14-
		Gillette .....	40
		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
<b>U. S. TERRITORIES AND POSSESSIONS</b>			
<b>GUAM</b>			
Agana .....	3, 10		
<b>PUERTO RICO</b>			
Arecibo-Aguadilla .....	12+		
Caguas .....	11-		
Fajardo .....	13+		
Mayaguez .....	3+, 5-		
Ponce .....	7-, 9-		
San Juan .....	2+, 4-, *6+		
<b>VIRGIN ISLANDS</b>			
Charlotte Amalie .....	10-		
Christiansted .....	8+		

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Sprague, E. Stuart  
36 W. 44th St. . . . . MU 2-5321

Turner, George B.  
15 Broad St. . . . . HA 2-3000

Waters, John H.  
60 Hudson St. . . . . WO 2-7300

Webster, Bethuel M.  
40 Wall St. . . . . DI 4-3350

Wendt, William  
60 Hudson St. . . . . WO 2-7300

Werner, Robert L.  
30 Rockefeller Plaza . . . . . CO 5-5900

Zeller, Robert G.  
63 Wall St. . . . . WH 4-7400

## WASHINGTON

☆

Adams, Eva B.  
Senate Office Bldg. . . . . NA 8-3120

Albertson, Fred W.  
Munsey Bldg. . . . . ST 3-1000

Altman, Norman S.  
1001 15th N.W. . . . . EX 3-0900

Anderson, Howard C.  
725 13th St. . . . . ME 7-9900

Anello, Douglas A.  
1771 N St., N.W. . . . . DE 2-9300

Arnold, Thurman  
1229 19th St., N.W. . . . . EX 3-7300

Bader, Michael H.  
1735 De Sales, N.W. . . . . DI 7-2724

Balloy, Clyde S.  
Penn Bldg. . . . . NA 8-0512

Baker, Philip M.  
Penn Bldg. . . . . DI 7-8881

Baker, Warren E.  
Shorham Bldg. . . . . RE 7-8050

Ball, Frederic  
Ring Bldg. . . . . RE 7-2586

Bankson, John P., Jr.  
Munsey Bldg. . . . . ME 8-2193

Barker, Robert W.  
744 Jackson, N.W. . . . . NA 8-1114

Barlow, Joel  
Union Trust Bldg. . . . . RE 7-5000

Darnes, Maurice R.  
Munsey Bldg. . . . . ST 3-7670

Baron, Max G.  
Investment Bldg. . . . . ST 3-7122

Baron, Theodore  
National Press Bldg. . . . . ST 3-4115

Baskette, Jesse E.  
1625 K St., N.W. . . . . ST 3-0600

Bauer, William H.  
Washington Bldg. . . . . ST 3-3480

Beaty, Richard N.  
1000 VI Ave., N.W. . . . . DI 7-7480

Bechhoefer, Bernard G.  
National Press Bldg. . . . . ST 3-4115

Becker, Harry A.  
Penn Bldg. . . . . EX 3-3003

Becker, Ralph E.  
1700 K St., N.W. . . . . ST 3-1865

Bebo, Raymond N.  
1025 Conn Ave., N.W. . . . . ST 3-2252

Beelar, Donald C.  
World Center Bldg. . . . . ST 3-3200

Bergson, Philip  
Wyatt Bldg. . . . . ME 8-6900

Bilger, Donald E.  
710 14th St., N.W. . . . . EX 3-4600

Bingham, Herbert M.  
Tower Bldg. . . . . DI 7-2141

Blair, Forbes W.  
710 14th St., N.W. . . . . EX 3-4600

Blooston, Arthur  
908 20th St., N.W. . . . . ST 3-5551

Blum, William, Jr.  
1741 K St., N.W. . . . . RE 7-6333

Blume, Jack F.  
1012 K St., N.W. . . . . ME 8-0190

Booth, Robert M., Jr.  
815 15th St., N.W. . . . . RE 7-8159

## RADIO-TV ATTORNEYS

<b>Brady, John B.</b> McLachlin Bldg. ....	NA 8-4806	<b>Delaney, Frank J.</b> 1317 F St., N.W. ....	ST 3-1234
<b>Brooks, Leon</b> 1735 De Sales. ....	EM 2-9300	<b>Delaney, Paul L.</b> Union Trust Bldg. ....	DI 7-2282
<b>Brown, Darwin Charles</b> 1632 K St. ....	ST 3-5650	<b>Dempsey, William J.</b> Bowen Bldg. ....	RE 7-6363
<b>Brown, Russell M.</b> 1425 H St., N.W. ....	ST 3-7300	<b>Denslow, L. Alton</b> Washington Bldg. ....	RE 7-0727
<b>Brown, Thad H., Jr.</b> 1771 N St., N.W. ....	DE 2-9300	<b>Dobin, Paul</b> Cafritz Bldg. ....	ST 3-3580
<b>Bugay, Paul E.</b> Colorado Bldg. ....	ME 8-2027	<b>Donaldson, Ray S.</b> 1225 19th St., N.W. ....	EX 3-8476
<b>Bunn, George</b> 1229 19th St., N.W. ....	EX 3-7300	<b>Doty, Dwight David</b> 1735 De Sales. ....	DI 7-2724
<b>Burke, Eugene L.</b> Bowen Bldg. ....	ST 3-3717	<b>Dow, Fayette B.</b> Munsey Bldg. ....	ST 3-1000
<b>Burroughs, J. Edward</b> 1625 K St., N.W. ....	DI 7-0777	<b>Dowd, Thomas N.</b> Ring Bldg. ....	RE 7-2566
<b>Burt, William C.</b> Wyatt Bldg. ....	RE 7-5556	<b>DuCoer, Joseph</b> World Center Bldg. ....	ST 3-3200
<b>Butman, Carl H.</b> Natl Press Bldg. ....	NA 8-7846	<b>Duvall, Charles F.</b> Perpetual Bldg. ....	RE 7-1450
<b>Cahill, Robert V.</b> 1771 N St., N.W. ....	DE 2-9300	<b>Eagan, K. Russell</b> World Center Bldg. ....	ST 3-3200
<b>Carr, John P.</b> Munsey Bldg. ....	ST 3-1000	<b>Eden, Fred J., Jr.</b> 710 14th St., N.W. ....	EX 3-4600
<b>Carson, Byron G.</b> Tower Bldg. ....	NA 8-0080	<b>Emerson, Leonidas P. B.</b> 1735 De Sales. ....	NA 8-2931
<b>Case, Norman S.</b> Southern Bldg. ....	NA 8-1841	<b>Fanelli, Joseph A.</b> 1701 K St. ....	ST 3-5921
<b>Chase, Seymour M.</b> Wyatt Bldg. ....	EX 3-2299	<b>Fischer, Henry G.</b> 1735 De Sales. ....	ST 3-3660
<b>Clagett, John F.</b> 301 E. Capitol. ....	LI 4-8018	<b>Fisher, Ben C.</b> Perpetual Bldg. ....	RE 7-1450
<b>Clark, Robert M.</b> Shoreham Bldg. ....	DI 7-7987	<b>Fletcher, Frank U.</b> Munsey Bldg. ....	ME 8-0023
<b>Cohen, Harold D.</b> Ring Bldg. ....	RE 7-2566	<b>Forrest, Herbert E.</b> 710 14th St. ....	EX 3-4600
<b>Cohen, Lester</b> Colorado Bldg. ....	NA 8-2006	<b>Fortas, Abe</b> 1229 19th St. ....	EX 3-7300
<b>Cohen, Mareus</b> Cafritz Bldg. ....	ST 3-5880	<b>Foulls, Ronald J.</b> 1001 Conn. Ave. ....	NA 4-9900
<b>Cohen, Stanley B.</b> Cafritz Bldg. ....	ST 3-5880	<b>Freeman, Milton V.</b> 1229 19th St. ....	EX 3-7300
<b>Cohen, Wallace M.</b> 1832 Jefferson Pl., N.W. ....	ST 3-5905	<b>Freret, Julian B.</b> Continental Bldg. ....	NA 8-0032
<b>Colby, Lauren A.</b> 1612 K St., N.W. ....	ME 8-6190	<b>Fullerton, Hugh T.</b> 1001 Conn. Ave., N.W. ....	ME 8-1448
<b>Cole, John P., Jr.</b> 111 E St., N.W. ....	EX 3-8333	<b>Gaguine, Benito</b> 1612 K St., N.W. ....	ME 8-6190
<b>Coll, Robert W.</b> 1735 DeSales St. ....	NA 8-2931	<b>Granik, Theodore</b> 1627 K St. ....	NA 8-4600
<b>Collier, Robert A.</b> 1700 K St., N.W. ....	EX 3-7800	<b>Greeley, James E.</b> 815 15th St., N.W. ....	ME 8-1100
<b>Collins, Clayton B.</b> 433 N. J. Ave. ....	LI 4-4383	<b>Green, Robert N.</b> 710 14th St. ....	EX 3-4600
<b>Collins, Linton M.</b> Tower Bldg. ....	DI 7-2141	<b>Green, William S.</b> Ring Bldg. ....	RE 7-2566
<b>Colton, Herbert S.</b> 1625 K St., N.W. ....	RE 7-5062	<b>Griffith, Kelley E.</b> World Center Bldg. ....	ST 3-3200
<b>Cordon, Alfred C., Jr.</b> Munsey Bldg. ....	ST 3-1000	<b>Groner, Samuel B.</b> Warner Bldg. ....	RE 7-3300
<b>Cottone, Benedict P.</b> 1820 Jefferson Pl. ....	EX 3-4477	<b>Haley, Andrew G.</b> 1735 De Sales. ....	DI 7-2724
<b>Courtney, Jeremiah</b> 908 20th St., N.W. ....	ST 3-5551	<b>Hancock, Parker D.</b> Colorado Bldg. ....	NA 8-2006
<b>Cragun, John W.</b> 744 Jackson Pl., N.W. ....	NA 8-1114	<b>Hand, Frank B., Jr.</b> Transportation Bldg. ....	NA 8-6587
<b>Craig, Peter S.</b> Union Trust Bldg. ....	RE 7-5900	<b>Hardy, Russell, Sr.</b> Beacon Bldg. ....	RE 7-0437
<b>Crook, Omar L.</b> Shoreham Bldg. ....	RE 7-4123	<b>Harris, Abraham J.</b> Woodward Bldg. ....	RE 7-3028
<b>Cutler, Charles R.</b> World Center Bldg. ....	ST 3-3200	<b>Harris, Stanley S.</b> Colorado Bldg. ....	NA 8-2006
<b>Cutter, Mitchell S.</b> 710 14th St., N.W. ....	EX 3-4600	<b>Hawkins, Carl S.</b> 744 Jackson Pl. ....	NA 8-1114
<b>Czarra, Edgar F., Jr.</b> Union Trust Bldg. ....	RE 7-5900	<b>Hayes, John C.</b> Munsey Bldg. ....	DI 7-5376
<b>Daly, Harry J.</b> Penn Bldg. ....	DI 7-0700	<b>Heald, Robert L.</b> Munsey Bldg. ....	ME 8-0023
<b>Danhin, Meredith M.</b> Natl Press Bldg. ....	NA 8-7049	<b>Heckman, Jerome H.</b> Munsey Bldg. ....	ST 3-1000
<b>David, Nathan H.</b> 425 13th St., N.W. ....	NA 8-4736	<b>Hedrick, F. Cleveland, Jr.</b> 1001 Conn. Ave. ....	NA 8-5923
<b>Davis, Clarence A.</b> 1625 K St., N.W. ....	DI 7-1900	<b>Hennessey, Philip, Jr.</b> 1240 19th St., N.W. ....	EX 3-7242
<b>De Grazia, Edward</b> World Center Bldg. ....	ST 3-3200		

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# RADIO-TV ATTORNEYS

Henneck, Frieda B. 1025 Conn. Ave., N.W. .....	ST 3-1405
Hersch, Harold H. Munsey Bldg.....	ST 3-1000
Hildreth, Richard Munsey Bldg.....	ME 8-0023
Hodson, Robert E. Ring Bldg.....	RE 7-2588
Irwin, Robert L. Munsey Bldg.....	ST 3-1000
Jacobs, John B. Munsey Bldg.....	ST 3-1000
Jameson, Guilford 734 15th St. .....	NA 8-6232
Jansky, Maurice M. 1317 F St., N.W. .....	ST 3-4004
Jennes, Ernest W. Union Trust Bldg.....	RE 7-8900
Johnston, Everett D. 1012 14th St., N.W. .....	NA 8-0032
Jones, Robert F. Perpetual Bldg.....	ME 8-6632
Jorgensen, Norman E. Wyatt Bldg.....	EX 3-1836
Juntilla, James O. 1229 19th St.....	EX 3-7300
Kearney, William R. National Press Bldg.....	ST 3-2977
Keller, Joseph E. Munsey Bldg.....	ST 3-1000
Kenehan, Edward F. 1735 DeSales St. .....	DI 7-2724
Kenkel, John B. Munsey Bldg.....	ME 8-2193
Kertz, Harold 821 15th St., N.W. .....	DI 7-0558
Kessler, Sylvia D. Washington Bldg.....	ST 3-0116
Kieffer, Charles C. 1346 Conn. Ave.....	CO 6-7641
Kistler, H. Donald Tower Bldg.....	DI 7-2141
Kittner, Joseph M. 1735 DeSales St.....	NA 8-2931
Knowles, Miles H. Bowen Bldg.....	NA 8-0771
Kohlhaas, Vernon C. Ring Bldg.....	RE 7-2588
Koplovitz, William C. Bowen Bldg.....	RE 7-6363
Koteen, Bernard Wyatt Bldg.....	RE 7-5566
Kramer, Milton 1675 K St.....	NA 8-6926
Krieger, Seymour Wyatt Bldg.....	EX 3-1836
Krooth, David L. 1001 15th St., N.W. .....	EX 3-0900
Leahy, William E. Bowen Bldg.....	DI 7-0558
Leasure, C. Edward 1701 K St., N.W. .....	NA 8-7174
L'Hourenx, Robert D. Albee Bldg.....	ME 8-4575
Litschgl, A. Byrne 1001 Conn. Ave.....	NA 8-5923
Littlepage, James H. Investment Bldg.....	DI 7-3723
Littlepage, John M. Investment Bldg.....	DI 7-3723
Littlepage, Thomas P., Jr. Investment Bldg.....	DI 7-3723
Lockwood, Corwin R., Jr. Colorado Bldg.....	NA 8-2006
London, John M. Wyatt Bldg.....	ME 8-6900
Loneks, Philip G. 1317 F St.....	ST 3-4004
Lovett, Elliot C. 734 15th St. N.W. .....	ST 3-5108
Luxford, Ansel F. 1210 18th St.....	RE 7-7643
Lyon, Richard K. Wyatt Bldg.....	ME 8-6900
MacDonald, Donald P. 1111 E St., N.W. .....	EX 3-8333
Mallyck, E. Theodore Colorado Bldg.....	ST 3-7371
Marks, Leonard Cafritz Bldg.....	ST 3-5880
Marmet, Robert A. 816 Conn. Ave.....	DI 7-8797
May, Robert E. 1700 K St.....	RE 7-4123
Mayer, J. Gerald Wyatt Bldg.....	ME 8-3862
McCabe, Aloysius B. World Center Bldg.....	ST 3-3200
McDonnell, W. Barrett 1010 VI. Ave., N.W. .....	EX 3-3595
McDonough, Francis X. Munsey Bldg.....	ST 3-1000
McGovern, William L. 1229 19th St.....	EX 3-7300
McGrath, J. Howard 1000 Conn. Ave., N.W. .....	ST 3-1636
Melnis, Charles B. 1012 14th St.....	NA 8-0032
McKenna, Edward R. 1735 De Sales.....	NA 8-2931
McKenna, James A., Jr. 1735 De Sales.....	NA 8-2931
Middle, John Munsey Bldg.....	ME 8-0006
Miller, Neville Munsey Bldg.....	ME 8-2193
Miller, Keed 1229 19th St.....	EX 3-7300
Miller, Samuel Washington Bldg.....	ST 3-6811
Miller, William E. Shoreham Bldg.....	NA 8-8282
Mode, Douglas G. Ring Bldg.....	ST 3-5846
Morgan, Edward P. 710 14th St.....	EX 3-4600
Mott, Harold E. 710 14th St.....	EX 3-4600
Mullin, Eugene F., Jr. 839 17th St., N.W. .....	DI 7-1380
Murray, John M. 744 Jackson Pl. .....	NA 8-1114
Myse, Darryl A. 1411 Pa. Ave.....	RE 7-7040
Naftalin, Alan Y. Wyatt Bldg.....	RE 7-5566
Nail, Edwin S. 1240 19th St., N.W. .....	EX 3-7242
Neustadt, Stanley S. Cafritz Bldg.....	ST 3-5880
Newton, Blake T., Jr. 1001 Conn. Ave.....	NA 4-9900
Norvel, Robert J. Southern Bldg.....	ST 3-4636
O'Bryan, Paul A. Munsey Bldg.....	ST 3-1000
Oekershausen, Harry J. Bowen Bldg.....	RE 7-6363
O'Hare, Richard C. Cafritz Bldg.....	NA 8-6579
O'Laughlin, James P. 1025 Conn. Ave.....	RE 7-1522
Oliver, Robert W. Southern Bldg.....	EX 3-0440
Oppenheimer, Monroe Woodward Bldg.....	RE 7-3028
Panzer, Irving R. M. 1735 De Sales.....	ST 3-3860
Parkinson, Kenneth Wells Tower Bldg.....	DI 7-2141
Patriek, Duke M. Colorado Bldg.....	NA 8-2006
Pendelton, George C. 1701 K St., N.W. .....	NA 8-7174
Pepper, Vincent A. 1111 E St., N.W. .....	EX 3-8333
Peterson, Nad A. Ring Bldg.....	RE 7-2566
Pielips, Gerald L. Munsey Bldg.....	ST 3-1000
Pierson, W. Theodore Ring Bldg.....	RE 7-2566
Plunkin, Harry M. Ring Bldg.....	EX 3-7373
Pogue, L. Welch Southern Bldg.....	EX 3-0440

## RADIO-TV ATTORNEYS

Porter, Paul A. 1229 19th St.	EX 3-7300	Seward, P. W. Warner Bldg.	RE 7-7944
Porter, William Tower Bldg.	DI 7-2141	Shannon, Charles V. 1700 K St.	RE 7-4123
Powell, Walter R. 1771 N St.	DE 2-9300	Sharkey, James T. Perpetual Bldg.	ME 8-6632
Prather, Alfred V. J. Union Trust Bldg.	RE 7-5900	Sheble, Walter F. 1025 Conn. Ave., N.W.	ST 3-6628
Price, Robert N. Ring Bldg.	RE 7-2556	Sher, Robert E. Woodward Bldg.	RE 7-3028
Prinee, D. F. 815 15th St., N.W.	RE 7-8154	Shipley, Carl L. Nat'l. Press Bldg.	ST 3-1647
Quinstedt, Warren D. 1240 19th St., N.W.	EX 3-7242	Shore, Chester L. Woodward Bldg.	RE 7-8040
Rafter, John A. Munsey Bldg.	ST 3-1000	Simmons, Roy Munsey Bldg.	ST 3-1000
Randolph, John P. Cafritz Bldg.	NA 8-6244	Sims, William P. Jr. Munsey Bldg.	ST 3-1000
Rauh, Joseph L. Jr. 1631 K St.	RE 7-7795	Sirica, John J. Colorado Bldg.	NA 8-2006
Rea, Bryce Munsey Bldg.	DI 7-3551	Slaughter, Harrison T. Ring Bldg.	RE 7-2566
Reich, David Wyatt Bldg.	ME 8-6900	Smith, Donald K. Munsey Bldg.	ME 8-6006
Resnick, Leo 1420 Pa. Ave., N.W.	NA 8-9320	Smith, E. Stratford 714 Perpetual Bldg.	EX 3-8333
Roynolds, William L. 1721 DeSales St., N.W.	NA 8-3902	Smith, George S. 1240 19th St., N.W.	EX 3-7242
Rhyme, Brice W. 839 17th St., N.W.	DI 7-1380	Smith, Karl A. Colorado Bldg.	NA 8-2006
Rhyme, Charles S. 839 17th St., N.W.	DI 7-1380	Smith, Quayle B. 1818 Q St., N.W.	DE 2-6040
Richey, Charles R. 1001 15th St., N.W.	NA 8-3468	Smith, Sidney Tower Bldg.	DI 7-0016
Rigby, Scott G. Wyatt Bldg.	ME 8-3662	Smith, William P. Walker Bldg.	DI 7-1192
Robb, Roger Tower Bldg.	DI 7-2141	Southmayd, John P. Perpetual Bldg.	RE 7-1450
Roberson, Frank, Judge Munsey Bldg.	ME 8-0023	Spearman, Paul D. Jr. Munsey Bldg.	ME 8-0023
Roberts, William A. 1012 14th St., N.W.	NA 8-0032	Stambler, Arthur Nat'l. Press Bldg.	ST 3-4116
Rogers, Christian E. Jr. Tower Bldg.	RE 7-0797	Stanley, Earl R. Munsey Bldg.	ST 3-1000
Rogers, William 1229 19th St.	EX 3-7300	Stein, Abe L. Warner Bldg.	RE 7-7944
Rollo, Reed T. World Center Bldg.	ST 3-3200	Stevens, David S. 1735 De Sales.	NA 8-2931
Rorer, Dwight E. Washington Bldg.	RE 7-0727	Stollenwerk, Frank Nat'l. Press Bldg.	NA 8-7846
Ross, Bradford 725 15th St.	NA 8-2623	Stout, Clair L. Munsey Bldg.	ST 3-1000
Rowe, Frederick M. World Center Bldg.	ST 3-3200	Stuart, Harold C. 1001 Conn. Ave.	ST 3-1767
Rovell, Russell Munsey Bldg.	ME 8-0023	Sullivan, John P. Munsey Bldg.	ST 3-1000
Russell, Percy H. Jr. World Center Bldg.	ST 3-3200	Sutton, George O. Nat'l. Press Bldg.	NA 8-7949
Salisbury, Franklin C. 2922 45th St., N.W.	EM 2-1118	Thomson, William Nat'l. Press Bldg.	NA 8-0055
Sammuelson, Cyrus D. Washington Bldg.	ST 3-0498	Timberg, Sigmund 815 15th St., N.W.	EX 3-1074
Schafer, Edwin J. National Press Bldg.	NA 8-7949	Tower, Charles H. 1771 N St., N.W.	DE 2-9300
Scharfeld, Arthur W. Nat'l. Press Bldg.	ST 3-4116	Tumulty, Joseph P. Jr. 1317 F St.	NA 8-2121
Scheiner, Arthur 1820 Jefferson Pl.	EX 3-4477	Tyler, Lyon L., Jr. 1511 K St., N.W.	RE 7-3836
Schellenberg, Howard J. Jr. 1025 Conn. Ave.	RE 7-1552	Tyson, William S. Bowen Bldg.	RE 7-1717
Schneider, Edwin R. Tower Bldg.	DI 7-2141	Vance, Verne J. Union Trust Bldg.	RE 7-5900
Schroeder, Arthur H. Munsey Bldg.	ME 8-2193	Vieth, Duane 1229 19th St.	EX 3-7300
Schulkind, Herbert M. 1612 K St., N.W.	ME 8-6190	Walker, Ralph Ring Bldg.	RE 7-2566
Selawy, Leon L. 910 17th St., N.W.	RE 7-1464	Wall, Thomas H. Munsey Bldg.	ST 3-1000
Seaks, Robert G. Southern Bldg.	DI 7-7117	Walton, Frederick H. Jr. Bowen Bldg.	RE 7-6363
Seay, Temple W. Munsey Bldg.	ST 3-1000	Warner, Harry P. Evans Bldg.	NA 8-2150
Seeley, F. Hamilton Wyatt Bldg.	ME 8-3662	Wasilewski, Vincent T. 1771 N St., N.W.	DE 2-9300
Segal, Paul M. 816 Conn. Ave.	DI 7-8797	Woyland, Charles V. Perpetual Bldg.	RE 7-1450
Sells, Harry G. Munsey Bldg.	ST 3-1000	Weaver, Henry B. Jr. 1225 19th St.	EX 3-8476

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# RADIO-TV ATTORNEYS

Welch, Francis A.  
Munsey Bldg. . . . . NA 8-3080

Welch, Vincent B.  
710 14th St. . . . . EX 3-4000

Wells, John A.  
1000 Vermont . . . . . RE 7-8191

Werner, Jack  
Wyatt Bldg. . . . . RE 7-5102

Wheeler, Burton K.  
Southern Bldg. . . . . DI 7-7117

Wheeler, Edward K.  
Southern Bldg. . . . . DI 7-7117

Wilkinson, Eracost 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 8-0900

Wilson, James E.  
1111 E St., N.W. . . . . NA 8-2530

Wilson, Thomas  
Munsey Bldg. . . . . ST 3-1000

Wollenberg, J. Roger  
1735 De Sales. . . . . DI 7-2724

Woods, Warren  
1111 E St., N.W. . . . . NA 8-2530

Wozencroft, Frank W.  
Southern Bldg. . . . . EX 3-5363

Young, Verne R.  
1317 F St. . . . . ST 3-4004

Zlas, Joseph E.  
1317 F St. . . . . ST 3-4004

Zwleky, Warren G.  
1111 E St. . . . . ME 8-0032



## CHICAGO



Bloch, Roger S.  
77 W. Washington. . . . . AN 3 6400

Bluestein, 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

Davis, Philip R.  
1 N. LaSalle St  
Edes, Francis Davis  
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

Smith, Samuel B.  
30 W. Monroe St. . . . . FI 6-5750

Wolf, Sanford I.  
1 N. La Salle. . . . . FI 6-6677

Wood, Joseph G.  
100 W. Monroe St.  
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

Gingery, C. Arden  
453 S. Spring St.  
Hearne, John P.  
12515 Sunset Blvd  
Jencks, Richard  
CBS TV City. . . . . WE 8-3011

Miller, Justin  
15320 Earham St.  
Petty, Don E.  
523 W. 6th . . . . . MA 7-8104

Whitsett, William  
1313 N. Vine St.



## 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

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Adams-Leigh Associates Agency  
7 W. 46th St. (36).....JU 2-3223

Adler, Harry  
165 W. 46th St. (36).....PL 7-2535

Alexander Agency, Inc., Willard  
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Althoff, Hattie  
30 Rockefeller Plaza (20).....CO 5-3583

Amerling Agency, Joel  
119 W. 57th St. (19).....PL 7-4595

Appell, James S.  
400 Madison Ave. ....PL 3-7840

Arnold Agency, Laura  
545 Fifth Ave. ....MU 2-2795

Arnold Agency, Lillian  
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Arthur Associates Agency, Irvin  
853 Seventh Ave. ....JU 6-2660

Artist Management Associates  
200 W. 57th St. ....PL 7-2157

Ashley-Steiner Inc. Agency  
579 Fifth Ave. (17).....MU 8-8330

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Basch, Buddy  
17 E. 45th St. ....MU 7-8351

Baum-Newborn Associates Corp. Agency  
574 Fifth Ave. (36).....JU 2-7850

Beaudet, Ray  
15 E. 48th St. (17).....PL 5-1732

Becker Advertising Service, V. S.  
551 Fifth Ave. ....MU 2-0777

Beers Agency, Nathan T., Jr.  
55 W. 42nd St. (36).....LO 5-1383

Bel Canto Theatrical Agency  
55 W. 42nd St. (36).....PE 6-9787

Brandt & Brandt Dramatic Dept. Inc.  
101 Park Ave. ....MU 3-5890

Briscoe & Arthur, Inc.  
234 W. 44th St. ....PL 9-1344

Broder Agency, Jane  
40 E. 49th St. (17).....MU 8-0960

Brooks Inc. Model Agency, Emily  
515 Madison Ave. (22).....PL 8-0842

Brooks, Ted  
134 E. 57th St. ....PL 9-1344

Brown Agency, Henry C.  
75 E. 55th St. (22).....PL 9-7474

Burke, Bernard, & Roth, Max, Agency  
48 W. 48th St. (36).....PL 7-4540

Burnay Agency, Inc., Eva  
527 Madison Ave. (22).....PL 1-5750

Castile Artists Co. Agency  
562 Fifth Ave. ....JU 2-5729

Central Casting Corp.  
200 W. 57th St. ....CO 5-0756

Central Park South Associates  
36 Central Pk. S. (19).....PL 1-2180

Circle Artists Corp.  
48 W. 48th St. (36).....PL 7-7100

Claire, Billy  
1564 Broadway (36).....CI 6-7048

Cogan Agency, Inc., David J.  
350 Fifth Ave. ....OX 5-0076

Cohan, Louis W.  
1225 Broadway .....MU 6-4595

Cohn, Theatrical Agency, Dave  
165 W. 46th St. (36).....PL 7-7536

Coleman Agency, Deborah  
200 W. 57th St. (19).....PL 7-6272

Coleman Agency, Raymond  
30 W. 60th St. (23).....JU 2-7597

Collins Agency, Leroy  
1697 Broadway

Collins Corp. Agency, Ted  
500 Fifth Ave. ....CH 4-5036

Columbia Artists Management, Inc.  
113 W. 57th St. ....CI 7-6900

Conaway Agency, Charles  
157 W. 57th St. ....CI 7-4490

Concert Associates, Inc. Agency  
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Conran-Republic Agency  
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Consolidated Concerts  
30 Rockefeller Plaza (20).....CO 5-3580

Conway Agency, Julie  
160 W. 46th St. ....CO 5-8717

Cooper Associates Agency, Frank  
17 E. 54th St. (22).....PL 1-0725

Curtis, Mort  
221 W. 57th St. (19).....CI 7-4915

Davies Agency, Jack  
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Dency Agency, Jane  
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545 Fifth Ave. ....MU 7-6865

Dell, William  
1560 Broadway (36).....PL 7-2231

DeLorme, G. LeMay  
5 W. 46th St. (36).....JU 2-0447

Dentsch Agency, Inc., Milton  
200 W. 57th St. (19).....CI 7-1627

Dobritsch Agency, Alexander  
10 Rockefeller Plaza (20).....CO 5-4682

Doelling Agency, Mary G.  
730 Fifth Ave. (19).....JU 6-6915

Eastman Agency, Carl  
80 Park Ave. ....MU 2-4986

Entertainment Bureau of America  
127 W. 43rd St. (36).....JU 2-3267

Fadiman Associates, Ltd.  
1501 Broadway (36).....LA 4-3544

Famous Artists Corp.  
610 Fifth Ave. ....CI 7-6200

Flaum, Joe  
1697 Broadway (19).....CI 7-7276

Ford Model Agency, Inc.  
940 Second Ave. (22).....PL 5-1587

Foster-Ferguson Agency  
141 E. 44th St. (17).....YU 6-4330

Foy Model Agency, Inc.  
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Gabbe, Lutz, Heller & Loeb  
119 W. 57th St. ....CI 5-7998

Garber Agency, Maggie  
400 E. 57th St. ....PL 9-8872

Garrick Associates Agency, Dale  
117 W. 48th St. (36).....CI 6-8985

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Gewald Agency, Robert  
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Greshler, Abner J. 1250 Ave. of Amer.	CI 7-1925
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Herman Agency, Henry W. 1250 Ave. of Amer.	CI 6-3922
Hofmann Agency, Hans J. 516 Fifth Ave. (36)	CI 6-1537
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Kaplan-Feidt, Inc. 527 Madison Ave. (22)	PL 5-2214
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Klug Agency, Archer 119 E. 57th St. (22)	EL 5-6313
Kohler Agency, Bob 119 W. 57th St. (19)	JU 6-2888
Kroll Agency, Lucy 119 W. 57th St. (19)	PL 7-1250
Kuchuk Agency, Ben 160 W. 16th St. (36)	JU 2-1783
Lang, Lou 507 Fifth Ave. (17)	MU 2-7117
Lauer Agency, Kenneth 144 W. 54th St. (19)	PL 7-1940
Leddy Agency, Mark J. 18 W. 48th St. (36)	JU 6-2760
Lee-Draper Agency 113 W. 57th St. (19)	JU 6-1180
Lenny-Debin Agency 140 W. 58th St. (19)	JU 2-0270
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Lewis Associates Agency, Lester 11 E. 48th St. (17)	PL 7-5082
Lloyd's Theatrical Enterprises 1564 Broadway (36)	PL 7-0625
Lohman Agency, Dorothy 250 W. 57th St. (19)	PL 7-1990
Lucille's Theatrical Agency 160 W. 16th St. (36)	CI 5-5721
Lyons Agency, Grace 15 E. 18th St. (17)	PL 8-1960
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Marks Talent Agency Inc., Herbert 113 W. 57th St. (19)	JU 6-0331
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Morrow Agency, Marjorie 1501 Broadway (36)	PL 4-6614
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O'Connell 1561 Broadway (36)	JU 6-0917
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Rogers Theatrical Agency, Trixie  
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Rosen Agency, Lewis Maxwell  
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Ryan Agency, Charles V.  
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Saifer Agency, Gloria  
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Sanford Agency, Robert  
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Schuller Agency, William  
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Schwartz-Luskin Agency  
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White Agency, Mary Ellen  
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Wiese, Henry William  
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<b>McHugh Agency, James Jr.</b> 121 S. Beverly Dr., B.H.L. ....	CR 4-5167
<b>McMillan Agency, Hazel</b> 7471 Melrose Ave. (46) .....	WE 1-1171
<b>Middleton-Chiles Agency</b> 8272 Sunset Blvd. (46) .....	OL 6-4460
<b>Miles-Ritchie Agency</b> 9100 Sunset Blvd. (46) .....	CR 5-7883
<b>Mishkin Agency, The</b> 292 S. La Cienega Blvd., B.H.L. ....	OL 2-0944
<b>Mitchell Corp., Dune</b> 1155 Hartendy Pl. (46) .....	CR 6-0850
<b>Moore Agency, Lola D.</b> 9172 Sunset Blvd. (46) .....	CR 6-5401
<b>Morris Agency, Inc., William</b> 151 El Camino, B.H.L. ....	CR 4-7451
<b>Music Corp. of America (MCA) Artists</b> 9370 Santa Monica Blvd., B.H. ....	CR 4-7711
<b>Nayar Agency, Joe</b> 8820 Sunset Blvd. (46) .....	OL 2-7912
<b>Nugent Agency, Lucille</b> 8733 Sunset Blvd. (46) .....	
<b>Ochs Agency, Al</b> 1651 Cosmo St., Hlywd. (28) .....	HO 9-6470
<b>Oliver Agency, Maurine</b> 8218 Sunset Blvd. (46) .....	OL 6-3651
<b>Omega Artists Agency</b> 8721 Sunset Blvd. (46) .....	OL 5-7212
<b>Orsatti &amp; Co., Inc.</b> 300 S. Beverly Dr., B.H. ....	CR 6-6241
<b>Paxton Agency, Bob</b> 8272 Sunset Blvd. (46) .....	OL 6-1880
<b>Pearson Agency, Ben</b> 1046 N. Carol Dr. (46) .....	CR 4-5488
<b>Performers Management Corp. Agency</b> 9012 Sunset Blvd. (46) .....	CR 6-8552
<b>Pomeroy Agency, Jack</b> 7016 Sunset Blvd. (46) .....	HO 9-6306
<b>Premiere Artists &amp; Productions Agency</b> 1016 N. Carol Dr. (46) .....	CR 4-5488
<b>Preminger-Stuart Agency, Inc.</b> 8462 Sunset Blvd. (46) .....	OL 6-2360
<b>Raison Agency, The</b> 8749 Sunset Blvd. (46) .....	OL 2-1122
<b>Rhodes Theatrical Agency, Margaret</b> 1561 N. Western Ave., Hlywd. ....	
<b>Richards Agency, Danny</b> 1610 N. Wilcox Ave., Hlywd. (28) .....	CR 4-8551
<b>Roenmora Agency, Wynn</b> 8584 Sunset Blvd. (46) .....	OL 2-9710
<b>Rose Agency, Arnold</b> 9110 Sunset Blvd. (46) .....	CR 4-5459
<b>Rose Agency, Harold</b> 9441 Wilshire Blvd., B.H.L. ....	CR 6-2445
<b>Rosen Agency, Jerry</b> 468 N. Bedford Dr., B.H.L. ....	BR 2-2345

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**Rosenberg-Coryell Agency**  
404 N. Roxbury Dr., B.H. ....CR 4-7381

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**Ryan Agency, Frank**  
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**Salkow Agency, Lester**  
8741 Sunset Blvd. (46) .....OL 2-6750

**Saphier Agency, Inc., James L.**  
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**Schuller Agency, William**  
9121 Sunset Blvd. (46) .....CR 4-6949

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**Sennes Theatrical Agency**  
6205 Sunset Blvd. (28) .....HO 2-6581

**Sharpe Agency, Don W.**  
1048 Carol Dr. (46) .....CR 6-2044

**Shauer Agency, Melville**  
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**Shaw Agency, Glenn**  
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**Shiffrin Agency, William**  
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**Shipley Agency, Howard**  
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**Shurr Agency, Louis**  
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**Small-Josephy Agency, Inc.**  
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**Smyth, Philomena**  
8201 Santa Monica Blvd. (46) .....HO 5-6796

**Snitzer-Fritschl, Inc.**  
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**Weiner Agency, Jack**  
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**Weintraub Agency, Murray**  
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**White Agency, Thelma**  
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**Wilkins Agency, Paul**  
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**Willson Agency, Henry**  
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**Wookey Agency, Betty**  
8743 Sunset Blvd. (46) .....OL 2-3911

**Wormser Agency, Jack**  
7417 Sunset Blvd. (46) .....HO 4-4200

**Young Way Agency, The Loretta**  
609 S. Westmoreland (5) .....DU 7-2114

**Ziegler Hellman & Ross Agency**  
321 S. Beverly Dr., B.H. ....CR 4-5963

**Zimmerman Agency, Herman**  
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**Abbott, Merriel**  
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**Acc Attractions**  
203 N. Wabash Ave. (1) .....DE 2-4768

**Alexander, Inc., Willard**  
333 N. Michigan Ave. (1) .....CE 6-2395

**Associated Booking Corp.**  
203 N. Wabash Ave. (1) .....CE 6-9451

**Associated Music & Entertainment Svc.**  
6960 N. Sheridan Rd. (26) .....HO 5-1860

**Barnes-Carruthers Theatrical Enterprises**  
159 N. Dearborn St. (1) .....FR 2-1561

**Benn Theatrical Enterprises**  
64 W. Randolph St. ....DE 2-6850

**Breyr, Harry**  
203 N. Wabash Ave. (1) .....DE 2-7016

**Cohan & Associates, Goldie**  
203 N. Wabash Ave. (1) .....CE 6-9094

**Consolidated Radio Artists of Illinois**  
32 W. Randolph St. (1) .....FR 2-8300

**Elco Enterprises**  
109 N. Dearborn St. (1) .....ST 2-5505

**Ferguson Agency, George R.**  
1230 W. Washington Blvd. (7) .....MO 6-9700

**General Artists Corp.**  
8 S. Michigan Ave. (1) .....ST 2-6288

**Graham, Danny**  
203 N. Wabash Ave. (1) .....CE 6-8453

**Greben, Harry, Enterprises**  
203 N. Wabash Ave. (1) .....DE 2-0996

**Gumbiner Management Co.**  
500 S. Clinton .....HA 7-6363

**Hogan, Frank J.**  
203 N. Wabash Ave. (1) .....AN 3-6910

**Hurtig & Associates, Doris**  
307 N. Michigan Blvd. ....DE 2-2503

**Jack & Jill Players**  
218 S. Wabash Ave. ....WA 2-0317

**King, John**  
203 N. Wabash Ave. (1) .....ST 2-6682

**Marr Theatrical Agency, Paul**  
162 N. State .....DE 2-7415

**Morris Agency, Inc., William**  
435 N. Michigan Ave. ....WH 3-1744

**Music Corp of America (MCA) Artists**  
430 N. Michigan Ave. (1) .....DE 7-1100

**Mutual Entertainment Agency, Inc.**  
203 N. Wabash Ave. (1) .....RA 6-6990

**Nadel Orchestras & Amusements**  
203 N. Wabash Ave. (1) .....CE 6-6622

**O'Malley, Inc., David P.**  
203 N. Wabash Ave. (1) .....FR 2-5070

**Page, Sidney J.**  
203 N. Wabash Ave. (1) .....ST 2-7344

**Paramount Attractions**  
505 N. Michigan Ave. (1) .....WH 4-2050

**Prager Theatrical Agency, Estelle**  
616 Rush St. ....DE 7-6700

**Roberts Agency, James A.**  
307 N. Michigan Ave. (1) .....FR 2-9454

**Russell & Associates, Jack**  
203 N. Wabash Ave. (1) .....ST 2-2818

**Salkin Agency, Leo B.**  
203 N. Wabash Ave. (1) .....FR 2-4246

**Schultz Theatrical Agency, Howard W.**  
203 N. Wabash Ave. (1) .....ST 2-7418

**Schuster, Milton**  
127 N. Dearborn St. ....DE 2-2708

**Shapiro Agency, Seymour**  
32 W. Randolph St. (1) .....DE 2-6022

**Shaw Artists Corp.**  
203 N. Wabash Ave. (1) .....RA 6-0130

**Shaw, Floyd F.**  
203 N. Wabash Ave. (1) .....ST 2-6249

**Standard Entertainment Svc. Corp.**  
203 N. Wabash Ave. (1) .....FI 6-0438

**Stevens, Inc. Agency, Patricia**  
22 W. Madison St. (2) .....ST 2-9100

**Voorhees & Co., Inc., Reginald**  
32 W. Randolph St. (1) .....RA 6-1172

**Wee-Mac Productions**  
159 N. Dearborn St. (1) .....AN 3-7140

**Whyte Theatrical Agency, Marty**  
203 N. Wabash Ave. (1) .....CE 6-1087

**WLS Artists Bureau**  
1230 W. Washington Blvd. ....MO 6-9700

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**TELEVISION**

TWENTY-THIRD ANNUAL EDITION

**1960**

**CHARLES A. ALICOATE**

*Editor-In-Chief*

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## ...Importance Depends On Use

By **BOB FOREMAN**

Exec V.P. in Charge Creative Services, BBDO



S.I. is just as important today as it was yesterday—or a year ago. Also it is just as unimportant since the degree of vitality attached to it depends upon many different things. Things such as the particular product or products, service or services doing the sponsoring. Whether the particular corporation using the medium of TV is out to do a corporate job, and so on.

The degree of S.I. importance can be nil. For example—there's spot television which has often demonstrated itself to be a great salesman. Yet, of course, spots provide no Sponsor Identification.

So let's generalize with this: whenever exposure-to-viewers is all that is expected of a television commercial, Sponsor Identification is of little significance.

For this reason, many package-goods sponsors of television programs insert one-minute product commercials in their shows as if they were spot buyers instead of program sponsors. When three different products are included per half hour—perhaps six in two weeks' time—these advertisers usually decide to let sponsor identification be damned. Circulation is their sole criterion.

But there's another side to the coin.

Where a corporate image is to be fashioned and each product must be a reflection of that image, Sponsor Identification grows in status. Here

the main title of a program and perhaps a portion of every individual commercial can contribute to overall identification of the sponsor.

Where the entire commercial format is devoted, not to the selling of individual products, but to enhancing the viewing public's knowledge of the sponsor and his place in the American economy, Sponsor Identification, of course, is vital. One must be concerned about how many viewers know who is bringing them the show.

Today, there's a new facet to S.I. In the present climate I do think more advertisers than ever will be seeking television that will bring them things other than commercial exposure. They will try to create (or purchase) a new and more fitting climate with their programs. They will be more concerned with the public's opinion of the intent of their programming . . . with its qualities of good taste, artistic level, progressiveness. Therefore, they will also be concerned more than ever before with the S.I. they achieve.

Since television can build an emotional rapport with its audience it can also offer advertisers a big plus in high Sponsor Identification. More advertisers will realize the value of this in the months that lie ahead. And as they do they will be more concerned with the type of show they present to the public. To this, I say—Hallelujah!

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<b>CLEVELAND</b>	<b>WJW-TV</b>	<b>(CBS)</b>
<b>MILWAUKEE</b>	<b>WITI-TV</b>	<b>(CBS)</b>
<b>ATLANTA</b>	<b>WAGA-TV</b>	<b>(CBS)</b>
<b>TOLEDO</b>	<b>WSPD-TV</b>	<b>(ABC- NBC)</b>

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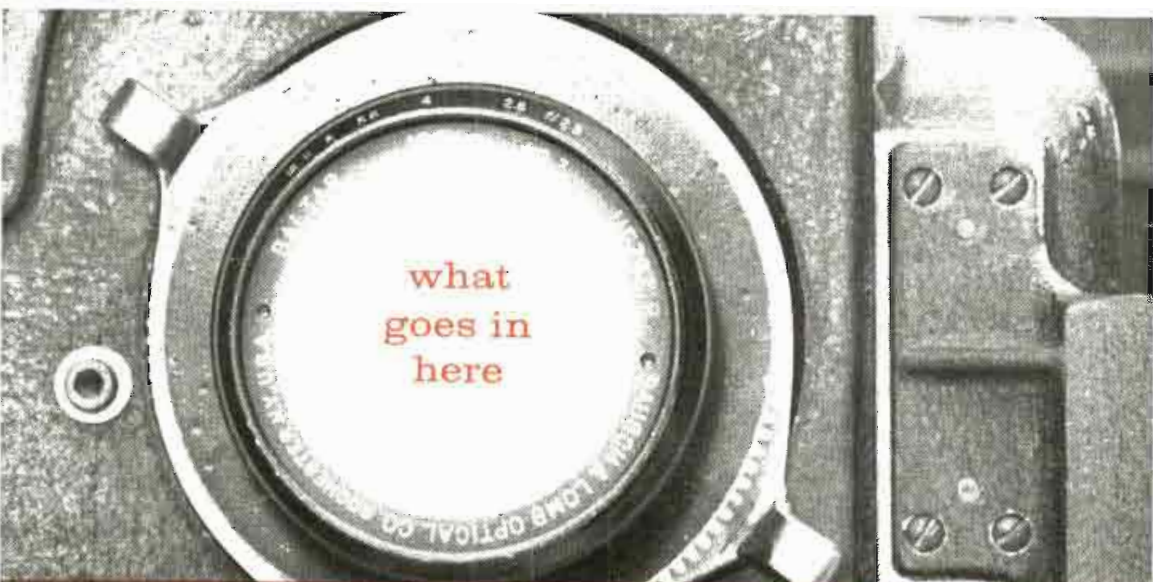
— ESTIMATED EXPENDITURES FOR 1959 —

(LNA-BAR: Gross Time Costs)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
164.	A. S. R. Products Corp. ....	\$ 362,071	149.	Congolemm Nairn, Inc. ....	460,639
190.	Academy of Mot. Pict. A & S. ....	221,498	110.	Consolidated Cigar Corp. ....	782,115
163.	Adolphs, Ltd. ....	363,037	278.	Consolidated Electronics Ind. Corp. ....	35,566
32.	Alberto Cutler Co. ....	5,140,407	202.	Consolidated Foods Corp. ....	177,808
187.	Allied Van Lines, Inc. ....	235,587	112.	Continental Baking Co. ....	776,135
197.	Aluminum, Ltd. ....	185,143	262.	Coopers, Inc. ....	53,448
42.	Aluminum Co. of America. ....	3,912,921	37.	Corn Products Co. ....	4,521,697
143.	Amama Refrigeration, Inc. ....	500,730	165.	Corning Glass Works ....	345,116
296.	American Agr. Chemical Co. ....	25,660	219.	Coty, Inc. ....	126,530
188.	American Can Co. ....	226,752	156.	Craeker Jaek Co. ....	434,721
242.	American Character Doll Corp. ....	83,275	305.	Culligan Inc. ....	19,440
46.	American Chicle Co. ....	3,331,580	261.	Diamond National Corp. ....	54,028
96.	American Dairy Ass'n. ....	1,209,127	233.	Disney, Walt, Productions ....	104,157
254.	American Express Co. ....	64,453	142.	Distillers Corp., Seagrams, Ltd. ....	503,350
69.	American Gas Ass'n. ....	1,949,286	151.	Dow Chemical Co. ....	454,075
3.	American Home Prods. Corp. ....	28,109,458	56.	Drackett Co. ....	2,474,780
295.	American Luggage Works, Inc. ....	25,897	57.	Drug Research Corp. ....	2,453,349
150.	American Mach. & Foundry Co. ....	454,950	35.	DuPont, de Nemours, E. I., & Co., Inc. ....	4,684,494
155.	American Marietta Co. ....	438,146	290.	Duquesne Brew. Co. of Pittsburgh ....	27,689
194.	American Petroleum Inst. ....	206,394	236.	Dusharme Products, Inc. ....	100,250
89.	American Tel. & Tel. Co. ....	1,406,190	154.	Eastco, Inc. ....	439,218
16.	American Tobacco Co. ....	9,881,440	29.	Eastman Kodak Co. ....	5,660,265
209.	Amity Leather Prods. Co. ....	151,440	126.	Edison Electric Institute. ....	607,219
166.	Anheuser Busch, Inc. ....	343,427	224.	Eleanor Roosevelt Inst. for Cancer Research. ....	114,735
36.	Armour and Co. ....	4,599,368	125.	Elgin National Watch Co. ....	624,725
51.	Armstrong Cork Co. ....	2,998,265	90.	Equitable Life Assur. Soc. of the U.S. ....	1,319,817
230.	Arnold Schwinn & Co. ....	108,492	153.	Eversharp, Inc. ....	451,553
313.	Artfield Creations, Inc. ....	8,000	239.	Ex-Lax, Inc. ....	92,900
281.	Arvida Corp. ....	32,084	315.	F and F Laboratories, Inc. ....	7,126
183.	Associated Products, Inc. ....	260,490	77.	Falstaff Brewing Corp. ....	1,634,569
94.	Atlantis Sales Corp. ....	1,255,175	64.	Firestone Tire & Rubber Co. ....	2,108,612
273.	Avco Corp. ....	43,625	102.	Florida Citrus Commission ....	1,022,992
222.	Ballantine, P. and Sons. ....	117,690	13.	Ford Motor Co. ....	12,048,187
280.	Barelay Mfg. Co., Inc. ....	33,758	286.	Forman, L. C. & Sons, Inc. ....	29,558
28.	Bayuk Cigars, Inc. ....	5,962,772	231.	Frito Co. ....	107,720
33.	Beech Nut Life Savers, Inc. ....	4,839,370	238.	Gaylord Products, Inc. ....	99,060
130.	Bell and Howell Co. ....	588,113	129.	General Aniline & Film Corp. ....	598,978
268.	Beltone Hearing Aid Co. ....	49,124	136.	General Cigar Co., Inc. ....	550,926
148.	Benns Watch Co., Inc. ....	466,123	304.	General Dynamics Corp. ....	20,475
203.	Berkshire Knitting Mills ....	172,737	27.	General Electric Co. ....	6,194,634
104.	Bishop, Hazel, Inc. ....	924,510	5.	General Foods Corp. ....	20,890,321
232.	Bissell, Inc. ....	105,503	10.	General Mills, Inc. ....	12,919,237
52.	Bloek Drug Co., Inc. ....	2,866,572	6.	General Motors Corp. ....	20,021,744
212.	Bon Ami Co. ....	136,870	175.	General Tel. & Electronics Corp. ....	327,700
78.	Borden Co. ....	1,626,436	122.	General Time Corp. ....	663,707
241.	Borg Warner Corp. ....	83,077	249.	General Tire & Rubber Co. ....	70,910
275.	Botany Industries, Inc. ....	42,610	272.	Genesee Brewing Co., Inc. ....	44,688
198.	Boyer Internat'l. Laboratories, Inc. ....	181,599	92.	Gerber Products Co. ....	1,282,149
98.	Breck, John H., Inc. ....	1,182,380	311.	Getty Oil Co. ....	14,275
116.	Brillo Mfg. Co., Inc. ....	734,612	8.	Gilette Co. ....	13,642,174
12.	Bristol Myers Co. ....	12,616,707	211.	Glamorcnc, Inc. ....	144,095
259.	Brown Shoe Co., Inc. ....	55,099	195.	Glidden Co. ....	196,487
19.	Brown & Williamson Tob. ....	8,592,953	284.	Goebel Brewing Co. ....	30,459
200.	Brunswick-Balke-Collender ....	179,223	111.	Gold Seal Co. ....	779,091
74.	Bulova Watch Co. ....	1,686,676	144.	Goodrich, B. F., Co. ....	495,160
270.	Burgemeister Brewing Corp. ....	46,417	82.	Gandyer, Tire & Rubber Co. ....	1,559,205
255.	Burgess Vibrocrafters, Inc. ....	63,835	167.	Graham, Billy, Evangelistic Ass'n. ....	341,200
297.	Burlington Industries, Inc. ....	24,444	101.	Greyhound Corp. ....	1,038,513
244.	California Prune Advis. Bd. ....	78,771	277.	Gulf Guaranty Land & Title Co. ....	35,771
31.	Campbell Soup Co. ....	4,766,675	85.	Gulf Oil Corp. ....	1,492,450
174.	Canada Dry Corp. ....	327,800	193.	Hagan Chemicals & Controls, Inc. ....	207,141
173.	Canadian Breweries, Ltd. ....	330,007	103.	Hallmark Cards, Inc. ....	1,018,794
283.	Capital Airlines, Inc. ....	30,766	128.	Hamn, Theodore, Brewing Co. ....	600,461
55.	Carnation Co. ....	2,640,848	265.	Hanes, P. H., Knitting Co. ....	52,100
30.	Carter Products, Inc. ....	5,468,065	168.	Hartz Mountain Products. ....	340,325
293.	Channel Master Corp. ....	26,808	276.	Hassenfeld Brothers, Inc. ....	40,000
97.	Chemstrand Corp. ....	1,190,561	53.	Heinz, H. J., Co. ....	2,847,490
62.	Chesbrough-Ponds, Inc. ....	2,271,639	72.	Helene Curtis Industries, Inc. ....	1,733,022
282.	Chicago Printed String Co. ....	31,698	215.	Hiekolt Mfg. Co., Inc. ....	133,850
17.	Chrysler Corp. ....	9,507,266	107.	Hills Brothers Coffee, Inc. ....	873,699
253.	Clark, J. R., Co. ....	64,554	121.	Hollywood Brands, Inc. ....	675,960
159.	Cluett, Peabody & Co., Inc. ....	418,648	132.	Hoover Co. ....	576,833
162.	Coca-Cola Co. ....	375,180	186.	Hudson Pulp & Paper Corp. ....	240,196
4.	Colgate-Palmolive Co. ....	22,478,524	263.	Hygrade Food Products Corp. ....	52,981
223.	Colorforms, Inc. ....	116,000	274.	Ideal Toy Corp. ....	42,996
218.	Columbia Bdcstg. Syst., Inc. ....	126,680			

(Continued on Page 741)





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(Continued from Page 739)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
199.	Insurance Co. of No. America	180,272	54.	Quaker Oats Co.	2,810,056
139.	International Parts Corp.	526,074	43.	Radio Corp. of America	3,841,836
279.	International Shoe Co.	35,510	289.	Rainbow Crafts, Inc.	28,000
299.	Jackson & Perkins Co.	23,950	38.	Ralston Purina Co.	4,414,520
300.	Jaymar-Ruby, Inc.	22,300	171.	Realemon-Puritan Co.	331,547
306.	Johas-Manville Corp.	19,440	185.	Reardon Co.	245,600
260.	Johnson, Howard, D. Co.	54,624	251.	Reddi-Wip, Inc.	66,244
50.	Johnson & Johnson	3,001,115	234.	Renaco Industries, Inc.	103,275
23.	Johnson, S. C., & Son, Inc.	7,125,705	86.	Renault, Inc.	1,431,689
45.	Kaiser Industries Corp.	3,672,894	40.	Revlon, Inc.	4,216,914
303.	Karoff, Inc.	20,821	127.	Rexall Drug & Chemical Co.	604,750
123.	Kaysers-Roth Corp.	645,821	49.	Reynolds Metals Co.	3,018,540
21.	Kellogg Co.	7,454,261	7.	Reynolds, R. J., Tob. Co.	16,123,827
120.	Kenper, James, S., & Co.	676,331	75.	Ritchie, Harold F., Inc.	1,684,020
152.	Kendall Co.	452,072	250.	Rock of Ages Corp.	70,569
47.	Kinberly-Clark Corp.	3,291,632	135.	Sandura Co., Inc.	551,814
140.	Kleinert, I. B., Rubber Co.	511,742	292.	Savings & Loan Found., Inc.	27,464
291.	Knapp-Monarch Co.	27,488	213.	Schenley Industries, Inc.	136,379
248.	Lanvin Parfums, Inc.	72,108	76.	Schick, Inc.	1,619,417
172.	Leeming, Thomas, & Co., Inc.	330,445	88.	Schlitz, Joseph, Brewing Co.	1,410,407
2.	Lever Brothers Co.	32,734,955	317.	Schoonbrunn, S. A. & Co., Inc.	6,375
201.	Lewis Howe Co.	179,070	41.	Scott Paper Co.	4,100,596
160.	Libbey-Owens-Ford Glass Co.	415,870	68.	Soars, Roebuck & Co.	1,964,691
131.	Libby, McNeil & Libby	585,063	87.	Seven-Up Co.	1,419,930
14.	Liggett & Myers Tob. Co.	11,591,507	221.	Shaefer, W. A., Pen Co.	119,960
246.	Lincoln Nat'l. Life Ins. Co.	73,176	298.	Shakespeare Co.	24,263
207.	Lionel Corp.	159,353	205.	Shattuck, Frank G., Co.	170,233
176.	Longines-Wittnauer Watch Co., Inc.	325,236	226.	Shell Oil Co.	112,185
11.	Lorillard, P., Co.	12,825,558	118.	Shulton, Inc.	699,514
124.	Ludens, Inc.	634,290	302.	Siegel, Henry I., Co.	21,080
146.	M & R Dietetic Labs, Inc.	482,483	217.	Sinclair Oil Corp.	127,050
271.	Magnus Organ Corp.	45,552	63.	Sluger Manufacturing Co.	2,114,355
145.	Manhattan Shirt Co.	487,504	257.	Smith, Kline & French Labs.	55,625
204.	Marcmont Automotive Prods. Inc.	170,294	100.	Socony Mobil Oil Co., Inc.	1,139,832
80.	Mars, Inc.	1,616,994	316.	South Penn Oil Co.	6,893
184.	Marx, Louis & Co.	249,845	106.	Spidel Corp.	898,870
71.	Massey, Ferguson, Ltd.	1,789,730	58.	Sperry Rand Corp.	2,427,951
109.	Mattel, Inc.	801,740	137.	Staley, A. E., Mfg. Co.	545,615
157.	Maybelline Co.	433,734	25.	Standard Brands, Inc.	6,251,610
256.	McGraw-Edison Co.	57,930	314.	Standard Oil Co. of Calif.	7,500
269.	McGregor-Doniger, Inc.	48,138	158.	Standard Oil Co. of Indiana	424,573
84.	Mennen Co.	1,500,051	108.	Standard Oil Co. of N. J.	839,069
99.	Mentholum Co.	1,466,418	320.	Standard Oil Co. of Ohio	3,118
301.	Merriam G. & Co.	21,332	309.	Stanley-Warner Corp.	14,570
22.	Miles Laboratories, Inc.	7,420,515	134.	State Farm Mut. Auto. Ins. Co.	562,429
114.	Miller Brewing Co.	752,840	9.	Sterling Drug, Inc.	12,975,463
147.	Minnesota Mining & Mfg. Co.	466,730	216.	Sterling Silvermiths' Guild of A.	131,182
235.	Minute Maid Corp.	101,531	189.	Sterns Nurseries, Inc.	225,658
119.	Mogeu David Wine Corp.	694,230	169.	Stokely-Van Camp, Inc.	333,086
214.	Monsanto Chemical Co.	134,491	247.	Stroh Brewery Co.	72,566
79.	Mut. Ben. Health & Acc. Ass'n.	1,622,120	264.	Structo Manufacturing Co.	52,280
20.	National Biscuit Co.	7,599,142	133.	Studebaker-Packard Corp.	568,524
181.	National Brewing Co.	298,481	65.	Sunbeam Corp.	2,050,161
21.	National Dairy Prods. Corp.	6,395,377	95.	Sunshine Biscuits, Inc.	1,223,966
177.	National Grape Coop Ass'n., Inc.	321,940	67.	Sweets Co. of America Inc.	1,969,350
180.	National Presto Industries, Inc.	306,296	61.	Swift & Co.	2,301,794
66.	Nestle Co., Inc.	1,980,761	245.	Syntex Chemical Co., Inc.	73,588
196.	Niagara Therapy Mfg. Corp.	189,938	26.	Texaco, Inc.	6,198,830
161.	North American Philips Co., Inc.	401,352	318.	Time, Inc.	5,261
206.	North American Van Lines, Inc.	169,220	252.	Travelers Insurance Co.	65,750
229.	Northam Warren Corp.	180,750	178.	U.S. Brewers Foundation, Inc.	311,325
81.	Noxema Chemicals Co.	1,599,594	48.	U.S. Steel Corp.	3,225,820
294.	Ohio Oil Co.	26,111	115.	U.S. Time Corp.	745,500
220.	Old London Foods, Inc.	123,820	105.	Union Carbide Corp.	941,291
83.	Olin Mathieson Chem. Corp.	1,549,932	240.	Union Oil Co. of Calif.	85,199
243.	Oster, John, Mfg. Co.	80,970	285.	United Air Lines, Inc.	30,156
170.	Outboard Marine Corp.	332,542	113.	Van Camp Sea Food Co., Inc.	767,704
208.	Palm Beach Co.	151,818	93.	Vick Chemical Co.	1,272,741
312.	Paper Novelty Mfg. Co.	12,990	192.	Vitamin Sales Co.	210,655
307.	Paramount Pictures Corp.	18,738	319.	Volkswagenwerk, G.M.B.H.	4,632
60.	Pet Milk Co.	2,327,620	258.	Wagner, E. R. Mfg. Co.	55,615
141.	Peter Paul, Inc.	510,582	266.	Wander Co.	52,000
15.	Pharmaceuticals, Inc.	10,658,987	227.	Ward Baking Co.	111,470
179.	Philco Corp.	306,348	59.	Warner Lambert Pharm. Co.	2,362,794
18.	Phillip Morris, Inc.	8,505,078	310.	Washington, State of	14,388
117.	Phillips-Van Heusen Corp.	723,512	225.	Watchmakers of Switzerland	113,085
39.	Pillsbury Co.	4,222,514	288.	Weather Proof Co.	28,157
287.	Pioneer Industries, Inc.	29,029	228.	Wembley, Inc.	110,964
70.	Pittsburgh Plate Glass Co.	1,871,109	31.	Westinghouse Electric Corp.	5,166,205
73.	Polaroid Corp.	1,716,474	191.	Whitman, Stephen F. & Son, Inc.	212,409
138.	Poff Miller Products Corp.	543,686	182.	Williamson Dickie Mfg. Co.	292,640
237.	Pond, A. H., Co., Inc.	99,560	267.	Wyler & Co.	52,000
1.	Proctor & Gamble Co.	50,293,552	210.	Young, W. F., Inc.	146,999
44.	Prudential Ins. Co. of America	3,776,169			
91.	Purex Corp., Ltd.	1,313,718			
308.	Puritron Corp.	16,084			

Score: LNA-BAR: Gross time costs released by TV-B.

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Wherever Films Are Used*

## **EASTMAN PROFESSIONAL MOTION PICTURE FILMS**

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.

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**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.

# Authorization of Different Classes of Broadcast Services

<i>Class</i>	<i>June 30, 1959</i>	<i>June 30, 1958</i>	<i>Increase or (Decrease)</i>
Commercial AM .....	3,500	3,353	147
Commercial TV .....	667	665	2
Educational TV .....	59	53	6
TV Translator .....	245	156	89
Auxiliary TV .....	991	861	130
Experimental TV .....	20	17	3
Commercial FM .....	769	634	135
Educational FM .....	165	157	8
International .....	3	2	1
Remote Pick-up .....	3,630	3,087	543
Studios-Transmitter Link.....	59	51	8
Developmental .....	0	1	(1)
<b>Total .....</b>	<b>10,108</b>	<b>9,037</b>	<b>1,070</b>

# STATUS OF BROADCAST AUTHORIZATIONS

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM .....	3,377	123
Commercial TV .....	566	101
TV Translator .....	158	187
Educational TV .....	43	46
Commercial FM .....	622	11
Educational FM .....	154	71
<b>Total .....</b>	<b>4,920</b>	<b>485</b>

Source: FCC.



# RESEARCH IN TELEVISION

## ...Emphasizes Positive Aspects

By MERLE S. JONES

President, CBS Television Stations Division



LAST summer, CBS Television Stations presented a major research study that put the viewer under the microscope. I might refer to this as breakthrough research in television. This project involved a major motivational research effort conducted by the Institute for Motivation Research and Market Planning Corporation. The presentation called "More Than Meets The Eye," measured and analyzed the viewer's preference for certain stations. I would like to review some findings of the study as it emphasizes the positive aspects of the medium.

The series of aptitude and depth interviews used in the study revealed some of the factors that go into the making of a channel personality or station image. The factors include the excitement of television, viewer enjoyment, worthwhile programming, anticipation, trust and confidence, commercial atmosphere, advertising and promotion plus the viewers general satisfaction with what he sees on the home screen.

The respect accumulated by a station can only be accomplished with a balance of programming—network and local. I would like to state here that the CBS Owned television stations came out even higher in qualitative preference than they do in normal quantitative audience measurements.

We believe the personality created by the CBS Owned stations is derived from three primary sources. First, strong balanced programming maintained by the CBS Television Network. Second, the personality

has been influenced by the contributions made by the stations through their local entertainment, news and public affairs programs. The third point is the adherence to the highest level of broadcasting operation. Indeed, the five CBS Owned stations not only follow the NAB code, but in addition, go beyond it with their own strict standards.

The CBS Television Network presents entertainment, information and cultural programs to satisfy the viewing habits of an entire family.

Each of the stations presents a group of locally produced programs which have become an important part of the program structure in each market.

In addition, three of the CBS Owned stations participated in a cultural program exchange during 1959 which we plan to repeat this year. The exchange called for thirteen half-hour public affairs programs to be produced on tape by each station, thus giving each market an hour and a half of additional diversified public affairs programming. All of these features go into creating a personality for a station. The image developed by the viewers affects the advertisers. A highly thought-of station is viewed in an aura of authority, prestige and confidence. A commercial on such a station assures maximum attention and respect.

The future will find the CBS Owned television stations undertaking individual and group efforts aimed at increasing and strengthening their image.

# TV INDUSTRY FINANCIAL REVENUES—INCOME AND EXPENSES FOR 1958

## TV Broadcast Revenues, Expenses and Income, 1958

<i>Items</i>	<i>3 Networks and Their 19 Owned and Operated TV Stations (Millions)</i>	<i>495 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 514 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$306.7	\$117.8	\$424.5
Non-network time sales to:			
National and regional advertisers.....	\$ 73.5	\$271.7	\$345.2
Local advertisers .....	24.6	156.7	181.3
Total non-network time sales.....	\$ 98.1	\$428.4	\$526.5
	<hr/>	<hr/>	<hr/>
Total time sales .....	\$404.8	\$546.2	\$951.0
Deduct—Commissions to agencies, representatives, etc. ....	83.4*	75.9	159.3
	<hr/>	<hr/>	<hr/>
Net Time Sales.....	\$321.4	\$470.3	\$791.7
Revenues from incidental broadcast activities:			
Talent .....	\$161.8	\$ 10.4	\$172.2
Sundry broadcast revenues.....	33.5	32.6	66.1
	<hr/>	<hr/>	<hr/>
Total incidental broadcast activities..	\$195.3	\$ 43.0	\$238.3
Total broadcast revenues.....	\$516.7	\$513.3	\$1,030.0
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations .....	\$439.7	\$418.4	\$858.1
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax \$ 77.0		\$ 94.9	\$171.9

\* Of this amount \$64.5 million is applicable to the total sales of network time.  
Source: FCC.



# BMI

## For SERVICE in TV

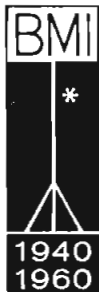
Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- 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.

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**TELEVISION DAILY**

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**TELEVISION  
NETWORKS**

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EXECUTIVE PERSONNEL  
U. S. MAP OF NETWORK  
LIST OF O & O STATIONS

**1960**



# LEGISLATE CREATIVITY?

*... People Determine Their Needs*

By OLIVER TREYZ

President, ABC Television



IT IS impossible to legislate excellence in legislative activity. In the recent flood of discussion about television, I have yet to see anyone explain why the American people—who have always been trusted with political and religious democracy—must somehow be regarded as children when it comes to cultural democracy and told what is “good” or “bad” for them.

In a dictatorship, the dictator believes that he can choose for the people better than they can for themselves. But who in America honestly believes he can set himself up as the sole judge of the people?

The basic question, I believe, is, what is a good television program—and how do we know we have it? In a dictatorship, a program is good which serves the interest of the state. The entire cultural product is imposed on the tastes of the people, not determined by them. By direct contrast this helps us define what we mean by a good program in America.

A good program is one which directly serves the interest and interests of the viewer rather than the government or an elite power group. And in a free society, these interests must be determined by the people, not for the people.

It is, I believe, impossible to legislate excellence in creative activity. Therefore we must be aware of and avoid any controls—whether in the form of legislation or regulation, or even in the form of pressure too heavily applied—which might cripple or retard television’s growth and its ability to experiment.

Can we believe that television should diminish its basic freedoms of thought and speech while our newspapers and schools do not, simply because of a purely technological difference which calls for the federal licensing of television and not of the press or our schools? If we are to actively believe and live the concepts of democratic freedom in America, I think not. Television is already regulated by the most demanding judge of all—the audience.

In television, if you do not please, the people do not watch. The viewer turns the dial off and television ceases to exist. Yet in some circles, an effort to please television’s audience is the equivalent of a crime.

The ABC-TV attitude here has been and always will be that we are convinced the people set the standards for programming. The people determine their needs.

The validity of this is amply demonstrated by the growth of ABC Television, youngest of the three networks; in seven years, ABC-TV has passed one network and is crowding on the heels of the other in the national ratings.

This was not accomplished by jamming preconceived programming concepts down the throats of the public. On the contrary, the public has gone to its voting booths, elected what it wants, and ABC-TV has made it available.

To keep the votes which the viewing audience has been giving to ABC Television in growing numbers, we have a fine slate of “candidates” for the 1960-61 season.

# ABC TELEVISION NETWORK

## 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.



## 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

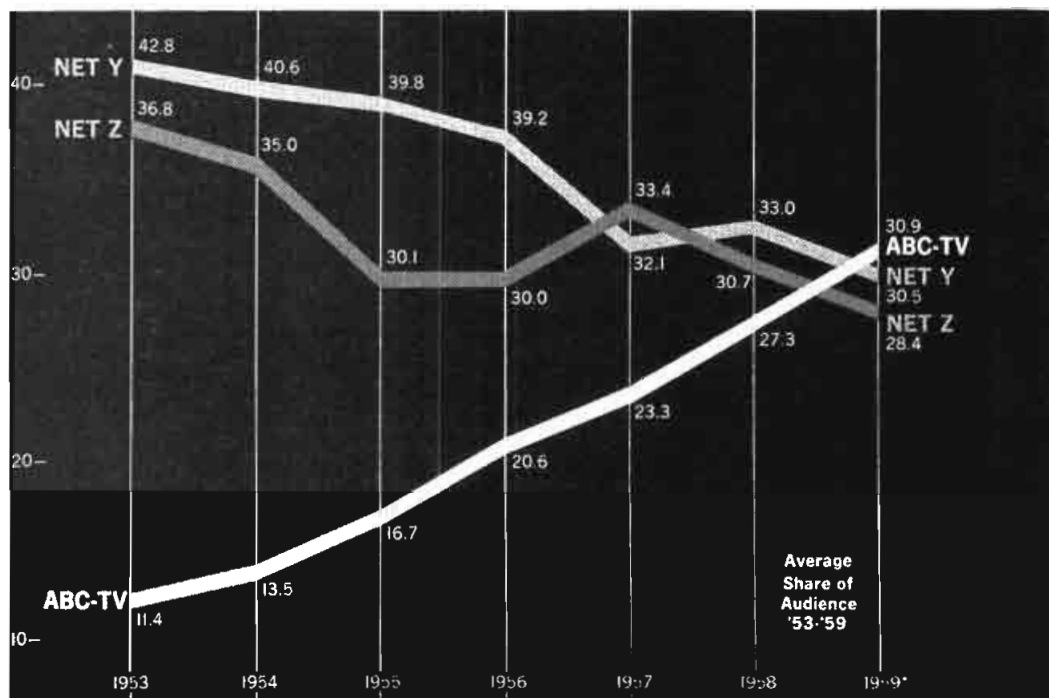
### Vice President in Charge of Sales

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.



# Dial Turning: a popular American sport

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50S)



SOURCE: \*SUNDAY-SATURDAY 8:10-30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. \*NIELSEN 24 MARKETS, DEC. 1 1959.

In the '50s television came of age. Its growing pains were necessarily marked by occasional dislocations and disenchantments as well as by many brilliant cultural achievements.

And in the '50s, as television emerged as the world's largest mass medium, it became clear that the television audience is actually *many* audiences, with widely diverse tastes.

The programming obligations of the broadcasters must therefore be based on a democratic concept of cultural freedom—that is, the rights of the people to want what they want when they want it.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph on the left worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience<sup>†</sup> over the peak viewing periods of seven Decembers.

Today, in a medium where cultural democracy supplies the most definitive of measurements, ABC has now gained the largest share of audience.\* This is an expression of popularity achieved, it would seem, by giving *more* people what they want when they want it. This will continue to be our goal for the *sixties*.

**ABC TELEVISION**



# AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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 Martin Brown... Asst. Treas. of AB-PT & V.P. Asst. Treas. of ABC  
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William L. Clark.....Vice-President &  
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Gilbert Cohen.....Film Supervisor  
Raymond Fox.....Comptroller  
Irving Paley.....Advertising & Prom. Manager  
Richard Hurley.....Mid-West. Div. Sls. Mgr.  
Edwin Smith.....Dir. of International Oper.  
Stanley Smith.....Eastern Sales Mgr.  
Ronald Willman.....Client Service Mgr.

**CHICAGO (WBKB)**

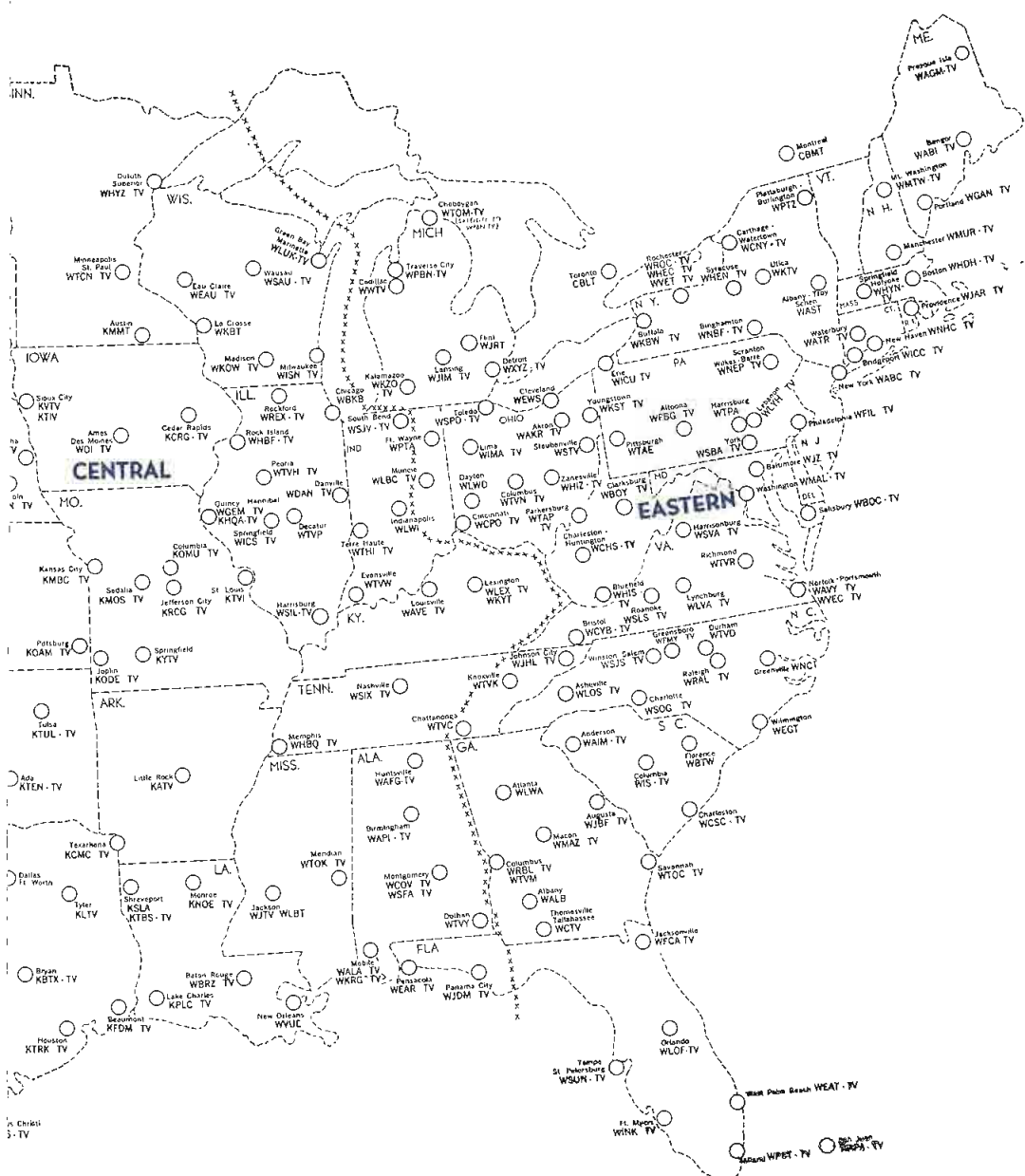
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Con O'Dea.....Manager, WBKB News &  
Special Events  
Daniel Schuffman.....Program Manager, WBKB  
Matthew Vieracker.....General Manager, WBKB  
(Continued on Page 756)

# ABC TELEVISION



# NETWORK



(Continued from Page 753)

**DETROIT (WXYZ)**

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager  
 Harold Christian.....V. P., in Charge of  
 Merchandising & Research  
 Ralph Dawson.....Television Sales Manager  
 Richard Femmel.....News Director  
 Charles Kocher.....Chief Engineer  
 John Lee.....Television Studio Manager  
 John Pival.....Vice-President for Television  
 John Reynolds.....Controller  
 Peter Strand.....TV Executive Producer  
 Hal Gordon.....Musical Director

**HOLLYWOOD (KABC-TV)**

ABC Television Center  
 Hollywood 27, Calif.

James G. Riddell....Vice-President, Western Div.  
 J. Clifford Anderson...Director of Special Servs.  
 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  
 Vincent Francis....Regional & TV Network  
 Sales Mgr., W. D.  
 Arthur Harvey.....Dir. Labor Relations  
 Courtney McLeod....Admin. Mgr., TV Progs.  
 Norma T. Olson.....Director TV Program  
 Operations  
 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....Controller, Western Division  
 Elliott Henry.....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.  
 Howard H. Lipstone...Mgr. Film Dept.  
 KABC-TV  
 Norman Sloane.....Sales Serv. Mgr. &  
 Office Mgr., KABC-TV

**SAN FRANCISCO (KGO)**

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of  
 San Francisco Office  
 George Rice.....Program Manager  
 George Rodman.....Dir. Public Adv.  
 Harry Jacobs.....Chief Engineer & Building  
 Maintenance Manager  
 Edith Kirby.....Traffic Manager  
 Robert Mitchell....Mgr., Film Dept.  
 Noel Pazdral.....Mgr., KGO TV Sales Serv.  
 Lorraine Pedersen..Continuity Acceptance Editor  
 David Sacks.....Sales Manager, KGO-TV  
 Henry Saroyan. Comptroller & Purchasing Agent  
 Yale Roe.....Nat. Spot Sales Mgr.

**WASHINGTON (WMAL-TV)**

4461 Connecticut Ave., N.W.  
 Washington, D. C.

Alfred Beckman.....V.P. in Chg.  
 Edgar Shelton.....Vice-President

**WABC-TV, NEW YORK**

7 West 66th St., New York 22, N. Y.

Joseph Stamler...V.P. & Gen. Mgr. of WABC-TV  
 Arthur Dorfner.....Business Mgr.  
 James Szabo.....Sales Mgr.  
 A. L. Hollander, Jr....Program Director  
 Takashi Kako.....Film Director  
 Gordon Kunz...Production Manager of WABC-TV  
 Lester Dinoff.....Publicity Director  
 Libby Calamia.....Art Director

**ABC-TV Station Affiliates Association  
 BOARD OF GOVERNORS**

Chairman—Joseph Hladky....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 Dille.....WSJV, Elkhart, Indiana  
 Joseph Drilling.....KJEO-TV, Fresno, Calif.  
 John Gelder.....WCHS-TV, Charleston, W. Va.  
 D. A. Noel.....WHBQ-TV, Memphis, Tenn.



# FUTURE IN NETWORK TV

... Will Advance In Days Ahead

By JAMES T. AUBREY, JR.  
President, CBS Television Network



WE live in a period of some of the most electrifying advances that mankind has ever known. We have seen the audience for entertainment, the desire for information and the interest in the cultured arts grow to unprecedented proportions.

The future of network television lies in its unique ability to meet and, indeed, to reflect the programming desires and interests of the ever-growing audience. The future of television derives, for example from efforts such as the CBS Reports series of prime time informational programs, which will be appearing twice as often next season on the CBS Television Network. It derives from the talents of entertainers like Harry Belafonte, producers like Leland Hayward, from recognition that true comedy, like true drama, is one of the great entertainment arts.

In 1960, we are seeing, too, that television can owe much to the intelligent advertiser. The fact that "Eyewitness to History" in its coverage of the journeys of President Eisenhower has enjoyed full commercial sponsorship, or that the CBS News reporting of the political conventions and presidential election is also under commercial sponsorship, is an indication of the exercise of exemplary responsibility by major American business concerns. By the same token, advertisers who use the CBS Television Network to bring the works of Hemingway and Cervantes and Beethoven and Mozart to the television audience of the nation are also providing examples of corporate

good citizenship and television in the public interest.

We are delighted also to be able to have regularly sponsored presentations of the only weekly historical documentary program and the outstanding science program in network television.

More and more advertisers are discovering the truly amazing impact of the television medium. In the next year, I anticipate that the roster of sponsors will include a number of companies not previously active in television. The variety of advertisers seems to bring with it a matching increase in the variety of program subjects.

One thing which the CBS Television Network intends to continue emphasizing is elasticity and adaptability in scheduling.

No attempt to outline what lies in the future for network television would be realistic if we did not also consider the past and present of the medium. It is interesting to note that even in a period which made newspaper headlines not too long ago there was sustained and continuous growth in the viewing audience. This, it seems to me, is strong proof of Dr. Frank Stanton's recent statement that "There is not a single problem we face, however complex and disturbing, that does not give broadcasters a heaven-sent opportunity for improving television and thus giving it another mighty shove forward toward its inherent—and as yet only partially realized — greatness as a medium of mass communication in a free society."

*Small measure*



1-8.125

1-4.250

3-8.375

1-2.500

5-8.625

3-4.750

7-8.875

16THS.

1 0625

To the CBS Owned television stations, dollar measure is but *small measure* of the value of their local community service activities.

The fact that in 1959 these five stations devoted better than *eleven million dollars* in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the *limitless* amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated programs that comprise the most varied and most widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which last year won for the CBS Owned stations more than *45 awards and citations* for public affairs programming. And which provides an indication of the immeasurable contribution to the communities they serve made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

#### CBS TELEVISION STATIONS

32 NDS.

1 .0312

3 .0937

5 .1562

7 .2187

9 .2812

11 .3437

13 .4062

15 .4687

17 .5312





# CBS TELEVISION NETWORK

## JAMES T. AUBREY, JR.

### President, CBS Television Network

James T. Aubrey, Jr. was named President of the CBS Television Network on December 8, 1959. He had been Executive Vice President of the CBS Television Network since June 1, 1959. Mr. Aubrey, 41 years old, rejoined CBS as Vice President—Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958. He had been with the ABC Television Network as Vice President in Charge of Programming and Talent since December, 1956. Previously, he had been with the CBS Television Network as Manager of Network Programs, Hollywood, since June, 1956. Mr. Aubrey was General Manager of KNXT, CBS-owned television station in Los Angeles, and the Columbia Pacific Network from October, 1952, until June, 1956. Prior to that he was Sales Manager of KNXT and account executive for KNXT and KNXT-Radio. He was also associated with Street & Smith Publications and Conde Nast Publications following World War II. During the war he served with the U. S. Air Force, being separated with the rank of Major. A graduate of Princeton University, cum laude, Mr. Aubrey is married to motion picture and television actress Phyllis Thaxler. They have two children, Susan 13 and James 6. Their home is in Bronxville, New York.



## OSCAR KATZ

### Vice President, Network Programs, CBS Television Network

Oscar Katz was named Vice President, Network Programs, for the CBS Television Network on August 10, 1959. Mr. Katz had been Vice President in Charge of Daytime Programs for the CBS Television Network since August 31, 1956. Mr. Katz joined CBS in the Research Department in 1938. In November 1942, he was named Assistant Director of the department. Subsequently, he became Associate Director, and in 1948 was named head of the department. In July, 1951, Mr. Katz was named Director of Research for the CBS Television Network, the post he held until his appointment in 1956 as Vice President in Charge of Daytime Programs. Over the last three years, Mr. Katz has been responsible for many important program developments and for program experimentation. He is concerned with plans for the whole program spectrum, daytime as well as nighttime, since 1951. He is a member of the Market Research Council and the Friars and The Players clubs. During World War II, Mr. Katz was on loan from CBS on a special assignment for the Office of War Information. Mr. Katz was born in New York City, and received his B.S. degree from the College of the City of New York.



## WILLIAM H. HYLAN

### CBS Television Network Vice President of Sales Administration

William H. Hylan has been CBS Television Network Vice President of Sales Administration since February, 1957. In this capacity, he directs all phases of network sales and services. Mr. Hylan previously had been Vice President in Charge of Network Sales since December, 1952. He joined CBS in 1937 and served as 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 elevated to a Vice Presidency in December, 1952. Mr. Hylan was born in New York City in 1915, and is a graduate of Yale University. He saw service with the Counter-Intelligence Corps OSS. He is married and has three children, a boy and two girls. His home is in Green Farms, Connecticut.



# **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**

James T. Aubrey, Jr. ....	President
Oscar Katz .....	Vice President in Charge of Network Programs
Michael Dann .....	Vice President in Charge of Network Programs, New York
Guy della Cioppa .....	Vice President, Programs, Hollywood
Joseph H. Ream .....	Vice Pres., Program Practices
Edward L. Saxe .....	V.P. in Charge of Operations
William H. Hylan .....	V.P. of Sales Administration
Thomas Dawson .....	Vice-President—Network Sales
John Karol .....	V.P., Special Prog. Netwk. Sales
William B. Lodge .....	Vice-President of Engineering and Affiliate Relations
Carl Ward .....	Vice Pres., Affiliate Relations
W. Spencer Harrison .....	Vice-President and Business Mgr. of Talent & Contract Properties
John P. Cowden .....	Vice Pres., Information Serv.
Charles S. Steinberg .....	Vice President, Public Information
Thomas K. Fisher .....	Vice President and General Attorney
James Geer .....	Controller

## **Network Sales**

William H. Hylan .....	V.P., Sales Administration
Thomas H. Dawson .....	Vice-President—Network Sales
John Karol .....	Vice President, Special Proj. Netwk. Sales
Sam K. Maxwell, Jr. ....	Gen. Sales Mgr., Netwk. Sales
Joseph Curl .....	Daytime Sales Mgr.
Roland Blair .....	Mid-Western Sales Manager
Robert Swats .....	Detroit Sales Manager
William J. Fagan .....	Business Manager
Theodore Shaker .....	Program Sales Mgr.
Alfred Harding .....	Mgr., Public Opinion Program Sales
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

## **Network Programs**

Oscar Katz .....	Vice Pres. in Chg. Netwk. Programs
Michael Dann .....	Vice-President in Charge of Network Programs, N. Y.
Guy della Cioppa .....	Vice-President, Netwk. Pgs., Hollywood
Robert D. Martin .....	Talent & Casting Director New York
Bert Berman .....	Dir. of Daytime Pgm., Hollywood
Richard Lewine .....	Director, Special Projects
Robert Milford .....	Director, Netwk. Progs., N. Y.
Jerry Leider .....	Director, Special Programs
Larry White .....	Director, Daytime Pgs., N. Y.
John Walsh .....	Coordinator, Special Programs

## **Operations**

Edward L. Saxe .....	Vice-President in Charge of Operations
R. G. Thompson .....	Director of Technical Staff Services
E. Carlton Winckler .....	Director, Design & Prod. Opera.
H. C. Meier .....	Manager, Studio Operations
Tom Judge .....	Dir. Production Sales
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 Production Delevop.
Orville Sather .....	Manager of Technical Operations
M. Clay Adams .....	Manager of Film Productions Operation
James Hesen .....	Director, West Coast Live Operations
Lester Bowman .....	Director, West Coast Technical Operations
Gordon Shadwick .....	Manager of Film Service Operations
George Lehmann .....	Manager of Scenery Construction

(Continued on Page 764)

# CBS TELEVISION



# NETWORK





(Continued from Page 761)

**Information Services**

John Cowden . . . . . Vice President  
**Advertising & Sales Promotion**  
 Louis Dorfman . . . . . Creative Director  
 George Bristol . . . . . Operations Director  
 Robert Strunsky . . . . . Copy Chief  
 Alex Kennedy . . . . . Director of Audience Promotion  
 Richard Golden . . . . . Director of Sales Presentations  
 and Market Planning  
 David Fuchs . . . . . Mgr., Sales Presentations  
 Leonard Broom . . . . . Promotion Mgr., N. Y.  
 Edward Side . . . . . Production Manager

**Press Information**

Charles Steinberg . . . . . Vice President  
 Public Information  
 Leonard Spinrad . . . . . Exec. Editor  
 Hank Warner . . . . . Director, Press Information  
 Harry Feeney . . . . . Manager of Trade &  
 Business News  
 Ernest Stern . . . . . Director, Hollywood  
 Dorothy Leffler . . . . . Director of Magazine Division  
 James Kane . . . . . Mgr., Affiliate Press Relations

**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  
 Richard O'Brien . . . . . Director, Audio-Video  
 Engineering

**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 Klingner . . . . . Budget Control Manager

**Accounting**

James Geer . . . . . Comptroller

**CBS News**

Sig Mickelson . . . . . President  
 John F. Day . . . . . Vice President  
 Irving Gitlin . . . . . Program Exec., Creative Products  
 Jack Bush . . . . . Manager of News Film Production  
 Pamela Hott . . . . . Director, Religious Programs  
 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  
 Bob Van Roo . . . . . Promotion Manager  
 William C. Lacey . . . . . Film Manager  
 John Horn . . . . . Publicity Manager

**WBBM-TV, 410 N. Michigan Ave.**

**Chicago, Ill.**

Clark George . . . . . Vice President & Gen'l Mgr.

**KNXT, 1313 North Vine St.**

**Los Angeles 28, Calif.**

Robert Wood . . . . . Vice President, Gen'l Mgr.

**WCAU-TV, City Line &**

**Monument Aves.; Phila., Pa**

John Schneider . . . . . Vice President, Gen'l Mgr.

**KMOX-TV, 12th & Cole Streets**

**St. Louis 4, Mo.**

Gene Wilkey . . . . . Vice President, Gen'l Mgr.

**CBS Television Spot Sales**

Bruce Bryant . . . . . Vice President, Gen'l Mgr.  
 Ben Margolis . . . . . Business Manager  
 Robert Schneider . . . . . Research Manager  
 Arthur Elliott, Jr. . . . . Eastern Sales Manager  
 Frank Elliott . . . . . Director Sales Development  
 William Hohmann . . . . . Director Sales Promotion

**Branch Offices**

Ted O'Connell . . . . . Midwestern Sales Manager  
 630 N. McClurg Ct., Chicago  
 H. H. Holtshouser . . . . . Atlanta Manager  
 805 Peachtree St., N.E., Atlanta, Ga.  
 John Logan . . . . . Detroit Manager  
 932 Fisher Bldg., Detroit 2, Mich.  
 Richard Loftus . . . . . San Francisco Manager  
 Palace Hotel, San Francisco  
 Sam Hill . . . . . Los Angeles Manager  
 1313 N. Vine St., Los Angeles

**CBS Films, Inc.**

Sam Cook Digges . . . . . Adm. Vice-President  
 Robert Lewine . . . . . Vice-President, Production  
 Fred Mahlstedt . . . . . Dir. Oper. & Prodn.  
 Eugene Moss . . . . . Sales Promotion Manager  
 Walter Scanlon . . . . . Merchandising Manager  
 Murray Benson . . . . . Dir. of Licensing  
 Robert Fuller . . . . . Dir. of Publicity  
 David Sontag . . . . . Mgr., Programs  
 Howard Kany . . . . . Dir. of Intern. Bus. Rel.

**Terrytoons Division**

Paul Terry, William Weiss

**Advertising & Sales Promotion**

Tom Means . . . . . Director

**Information Services**

Howard Berk . . . . . Director

**Legal**

Thomas K. Fisher . . . . . V.P. & Gen. Attorney

**Programming**

Hal Hough . . . . . Director

# SERIOUS PROGRAMMING

...Now Attracting Selling Message

By WALTER D. SCOTT

Executive Vice President, NBC-TV Network



ON A recent Sunday, Vice Admiral Hyman G. Rickover appeared on "Meet the Press" and delivered himself of a sharp and cogent criticism of American education. He declared that education is the most important problem facing this country in its competition with the Soviet Union, and he then called for some fundamental changes in the American public school system. Within the next few days, "Meet the Press" received more than 10,000 requests for copies of the interview—the largest viewer response in the 14-year history of the program.

When more than 10,000 viewers write in, not for a giveaway, but for the text of a program like "Meet the Press," it is time for a closer look at the program and its audience. It is time, I suggest, to reappraise the ability of television's cultural, public affairs and news program to excite real viewer interest and to serve as effective advertising vehicles. It may be that Admiral Rickover has unwittingly called our attention to some program values that are too often overlooked.

There is, for instance, the value of what I would call an active, rather than a passive audience. The viewers of these programs are not idle dial-twirlers who take what comes along. They are active participants in serious programming who study the schedule, select carefully and sit down to view their choice from the edge of their chair. I submit that when this audience tunes in it is in a receptive mood, not just for the program, but for the advertiser's mes-

sage as well.

Secondly, this hard core of viewers who watch public affairs and cultural programs are an audience worth aiming at. They are a minority, but a minority that numbers in the millions. They include the educated, high-income groups who are this country's opinion-formers and taste-makers, who set the patterns of public opinion and set the pace for consumption. They constitute the first and most important market for any advertiser with a new product or a new idea.

Finally, the influence of this kind of programming extends far beyond the actual telecast. These are not shows that fade from memory as quickly as they fade from the picture tube. They are discussed long afterward, are quoted in the newspapers, win awards and are often repeated by popular request. The cultural and public affairs programs give the advertiser a lot of mileage for his money.

These programs, in short, are a good buy, and they are being recognized as such by a growing list of advertisers.

It is evident that the product-selling message, as well as the institutional ad, is finding its place on serious programming.

I think that there is a deep popular concern for information and education in a world where these are becoming conditions of survival. I suggest that broadcasters and advertisers should make this concern their own.



a rose...



...is not



...is not a rose...



...is no





rose...



...is not a rose...



rose...

96% of all television homes today fall within the color coverage area. More than 300 stations in the United States have the facilities to carry network color.

At NBC alone, total hours of color programming have increased more than tenfold in the past six years; over 450 hours scheduled in the first six months of 1960.

Owners of color sets tend to be higher in income, better educated, more influential.

The proof is all around us. Proof that color — an integral part of living — is an integral part of living television. Proof that your advertising future is in color.

NBC TELEVISION NETWORK

...unless it's in color



# NBC TELEVISION NETWORK

## 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 20 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.



## DON DURGIN

### Vice President, Network Sales

Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.



## DAVID LEVY

### Vice President, Programs and Talent

David Levy, vice president, programs and talent, television network, was vice president and associate director of the radio and television department of Young & Rubicam, Inc., before he joined NBC in April, 1959. With more than 20 years of experience in creative programming, Mr. Levy is spearheading the network's expansion in the areas of talent and creativity. At Young & Rubicam, he wrote, directed and supervised many of the agency's radio shows, and in 1947 entered television, becoming the agency's first television supervisor. He became vice president in charge of talent and new programs in August, 1950, and in April, 1958, was named associate director of the radio and television department. He also served on the agency's plans board for several years. Mr. Levy is also a successful author of television plays and short stories. He was graduated from the University of Pennsylvania's Wharton School of Finance and Commerce.



# 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 223.*

## 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  
Anthony C. Krayer.....Dir., Business Affairs

### 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  
Wilbur Fromm.....Dir., New Bus. & Prom.  
Francis Mangan....Mgr., Central TV Spot Sales  
George S. Dietrich.....Dir., Radio Spot Sales  
Frank De Rosa..Mgr., Cent. Off. Radio Spt. Sls.  
William B. Buschgen....Mgr., Detroit Off. Radio  
Spot Sales  
Frederick T. Lyons, Jr.....Mgr., Eastern Office  
Radio Spot Sales  
Edward H. Macaulay.....Mgr., Western Office,  
Radio Spot Sales  
William D. Edouarde..Sales-Div. Mgr., Hollywood  
Office  
Dave Scott..Mgr., New England, Radio Spot Sls.  
Walter Davison..Mgr., Western Off. TV Spot Sls.

## NBC Owned Stations WRCA-TV, New York

William N. Davidson....V.P. & General Manager

## WRC-TV, Washington

Carleton 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

## KNBC—AM-FM, San Francisco

George Fuerst.....General Mgr.

## WAMP, WFMP, Pittsburgh

Stephen Rooney.....General Mgr.

## NEWS

William McAndrew.....Vice President, News  
Julian Goodman..Director, News & Public Affairs  
Joseph O. Meyers.....Director, News  
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

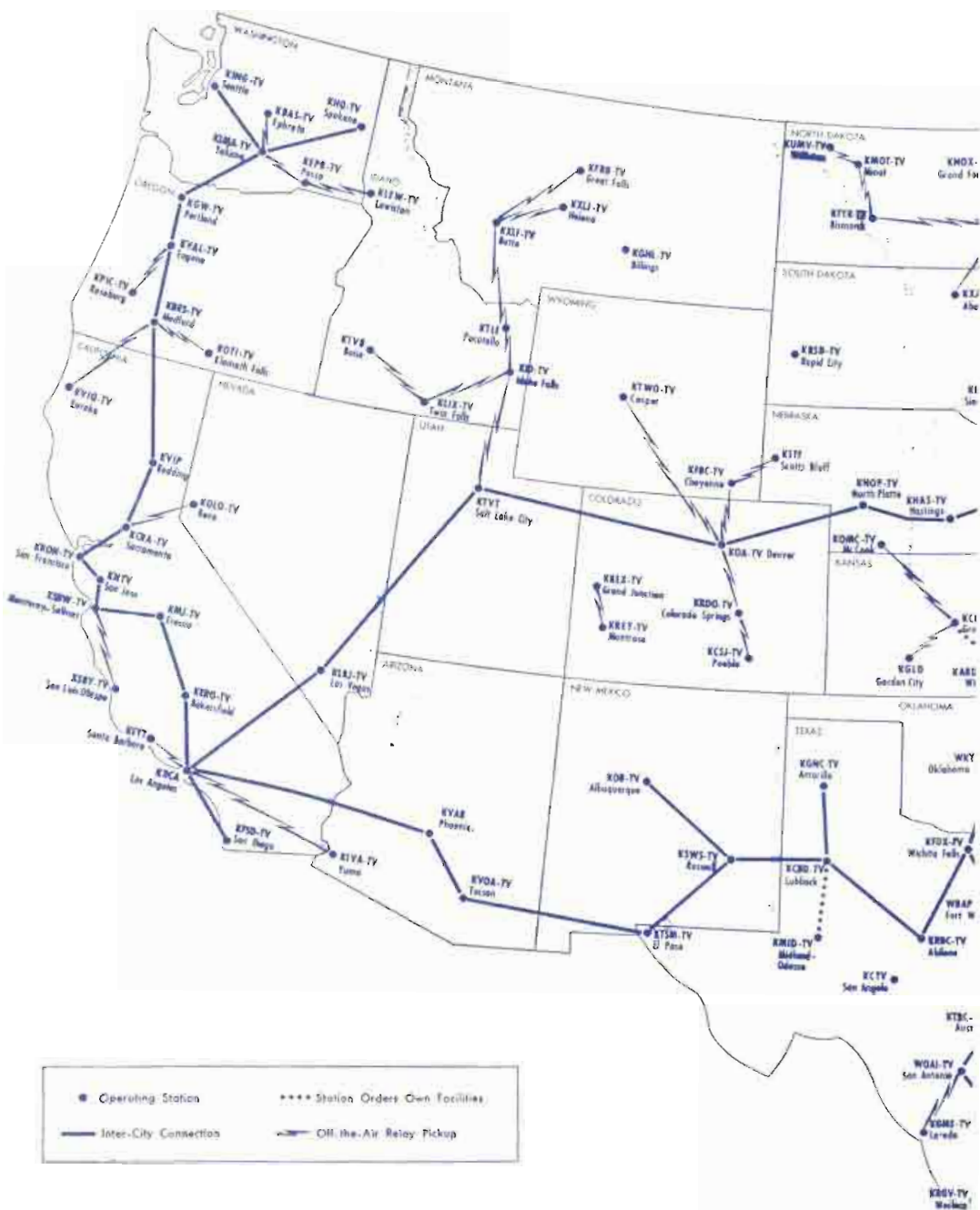
## TELEVISION NETWORK

### TV NETWORK ADMINISTRATION

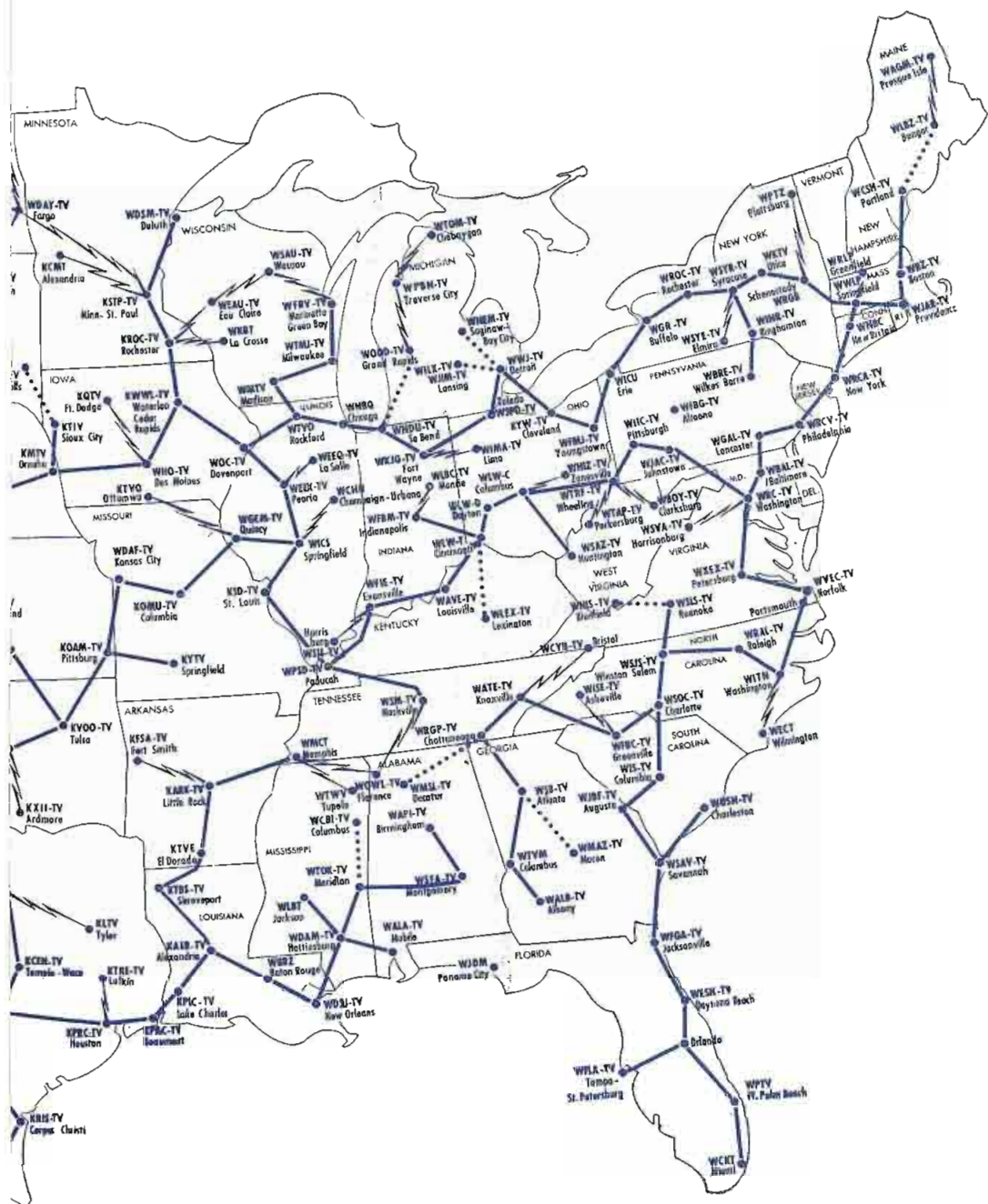
Walter D. Scott.....Exec. V.P., TV Network  
George D. Matson.....V.P., General Mgr.,  
TV Network

(Continued on Page 772)

# NBC TELEVISION



# NETWORK





(Continued from Page 769)

David Levy . . . . . V.P., Programs & Talent  
 Don Durgin . . . . . Vice President, Sales  
 Robert L. Stone . . . . . VP, Facilities Operations

**TV NETWORK BUSINESS AFFAIRS**

John J. Heywood . . . . . Director, Business Affairs

**SPORTS**

Thomas S. Gallery . . . . . Director, Sports

**TELEVISION NETWORK PROGRAMS**

Jerry Danzig . . . . . V.P., Participating Programs  
 Robert F. Aaron . . . . . Mgr., Daytime Prog. Admin.  
 Louis B. Ames . . . . . Mgr., NBC Opera Unit  
 Alan Courtney . . . . . V.P., 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 . . . . . Director, Special Projects  
 Carl Lindemann, Jr. . . . . V.P., Daytime Programs  
 Thomas Madigan . . . . . Mgr., Night Prog. Opera.  
 George M. Rogers, Jr. . . . . Mgr, Administ. Participating Programs  
 Richard Linkroum . . . . . V.P., Special Programs  
 David Tebet . . . . . V.P., Talent Relations  
 Ernest V. Theiss . . . . . Mgr., Night Prog. Admins.  
 Burton H. Hanft . . . . . V.P. in Charge Talent & Program Cont.

**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., General Sales Exec.  
 Thomas B. McFadden . . . . . V.P., National Sales  
 Charles R. Abry . . . . . Gen. Sales Exec.  
 Sidney P. Allen . . . . . Gen. Sales Exec.  
 Raymond F. Eichman . . . . . Dir. Sales Presentations & Promotion  
 Harry T. Floyd . . . . . Mgr., TV Sales, Western Div.  
 Stephen Flynn . . . . . Dir., TV Station Sales, Clearances & Sales Services  
 Walter W. Gross . . . . . Mgr., TV Sales, Detroit  
 David Hedley . . . . . Mgr., TV Sales Presentations  
 William Storke . . . . . Director, Sales Partic. Program  
 Arthur Johnson . . . . . Mgr., Station Sales

Edward Friendly . . . . . Dir., Spec. Pgm. Sales  
 Nicholas Gurdon . . . . . Dir., TV Sales Development  
 Hamilton Robinson . . . . . Mgr., Office Services  
 Robert Greenwell . . . . . 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

**Radio Network Facilities Operations**

Gerald M. Seller . . . . . Dir., Radio Net. Fac. Ops.  
 Paul Gallant . . . . . Mgr., Radio Technical Ops.  
 James Chenard . . . . . Business Mgr.  
 Charles Bennis . . . . . Mgr., Radio Recording

**Design, Art & Scenic Production**

Walter E. Giebelhaus . . . . . Dir., TV Net. Design, Art & Scenic Prodn.  
 Robert MacKichan . . . . . Mgr., Design & Art  
 Curtis Blank . . . . . Mgr., Prodn. Services  
 Peter Bonardi . . . . . Mgr., Scenic Const. & Painting  
 Thomas Tart . . . . . Business Mgr.  
 Bernard I. Paulson . . . . . Dir. Design, Art & Serv. Prod.

**Telesales**

Malcolm Madden . . . . . Director, TeleSales

**Color Coordination**

Norman H. Grant . . . . . Director, Color Coord.

**Television Network Operations**

William H. Trevarthen . . . . . Director, Television Network Operations  
 Peter M. Affe . . . . . Manager, Facilities Planning and Operations Control  
 Richard H. Edmondson . . . . . Manager, Technical and Operations Planning  
 Charles E. Corcoran . . . . . Manager, Video Tape, Film and Kinescope Operations  
 John A. Hilton . . . . . Manager, Traffic and Lines  
 Thomas H. Phelan . . . . . Manager, Plant Facilities and Maintenance  
 John B. Rogers . . . . . Manager, Studio-Field Technical Operations  
 H. Rodomista . . . . . Manager, Studio and Theatre Production Services

# STAR COOPERATION

## ... A Plus Value For Sponsors

By FREDERICK W. ZIV

Chairman of the Board, ZIV-United Artists, Inc.



"**H**AVE starring role in TV series . . . will travel."

In casting a series, Ziv looks for two separate—yet related—sets of qualifications in a star: (1) a perfect match between the role and an actor (or actress) capable of delivering a winning performance every time out . . . a man who is photogenic, able to "project" to the viewers and adept in all the acting skills . . . (2) proper "presence" to meet, attract and sell to people: executives, plant workers, the Press and to "the public." In order to meet the sponsor's expectations, he must be equal to the strain of whirlwind campaigns through large market areas and still be in top form every minute.

"Shop talk" for the series star is no longer confined to "the Method," characterization, script interpretation and so forth. When today's star "talks shop," he's talking someone "else's shop"—beer sales, milksheds, tobacco leaf, bakery routes, gasoline taxes . . . and he talks it with the men who know best: his sponsor and his sponsor's executive associates, plant managers and work force. Most important, he's talking to the sponsor's customers. He faces thousands of them at a time.

Sponsors reveal a lot of excitement about these tours, using them as the focal point of other big promotions.

The series producer, today, literally says, "be our guest." We, through our stars, are seeing to it that the sponsor gets many additional thousands of TV homes not reckoned in his film buy, which, presumably, he made on a cost-per-

thousand basis. Reason: we make it possible for his star frequently to appear in network dramas, make "guest shots" on variety shows and emcee special events.

It's money in the bank for the sponsor who has a star who gets these calls. This all enhances the prestige of his star and series.

Another plus—the star can pinpoint identification of series and sponsor's product by appearing in filmed commercials . . . another service of the major TV studios.

Our new industry has created a new brand of star performer and turned him into a unique and valuable natural resource for our customer.

Obviously, TV film stardom requires talents beyond the purely thespian. Primarily he's an actor before cameras but he's also a business representative, a hail-fellow-well-met, minister-without-portfolio, a salesman devoted to his sponsor's commercial success which, in the final analysis, determines his own success, ours and that of the whole TV industry.

In promotional activities, every sponsor of a series is the star's boss. The more successful the series, the more bosses he's likely to have—particularly in syndication. This calls for a high degree of adaptability, at least a reasonable amount of business sense and absolute "zero" of old-time "artistic temperament" (modern translation: bad manners). There's no place in our shop for a "prima donna." Our customers can't afford it.

# NATIONAL & REGIONAL SPOT TELEVISION ADVERTISERS

—Product Classification—4th Quarter 1959—

Product	Est. Expendit.
AGRICULTURE .....	\$ 385,000
Feeds, Meals .....	214,000
Miscellaneous .....	171,000
ALE, BEER & WINE.....	11,729,000
Beer & Ale. ....	9,716,000
Wine .....	2,013,000
AMUSEMENTS, ENTERTAINMENT	299,000
AUTOMOTIVE .....	5,435,000
Anti-Freeze .....	121,000
Batteries .....	230,000
Cars .....	3,938,000
Tires & Tubes .....	238,000
Trucks & Trailers.....	139,000
Misc. Accessories & Supplies....	769,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS .....	609,000

Product	Est. Expendit.
Fixtures, Plumbing, Supplies ...	121,000
Materials .....	196,000
Paints .....	87,000
Power Tools .....	141,000
Miscellaneous .....	64,000
<b>CLOTHING, FURNISHINGS,</b>	
ACCESSORIES .....	5,126,000
Clothing .....	4,110,000
Footwear .....	514,000
Hosiery .....	452,000
Miscellaneous .....	50,000
<b>CONFECTIONS &amp; SOFT DRINKS..</b>	6,696,000
Confections .....	3,792,000
Soft Drinks .....	2,904,000
<b>CONSUMER SERVICES .....</b>	4,601,000
Dry Cleaning & Laundries.....	10,000
Financial .....	898,000
Insurance .....	977,000
Medical & Dental.....	61,000
Moving, Hauling, Storage.....	111,000
Public Utilities .....	2,206,000
Religious, Political, Unions .....	238,000
Schools & Colleges.....	55,000
Miscellaneous Services .....	45,000
<b>COSMETICS &amp; TOILETRIES .....</b>	14,282,000
Cosmetics .....	3,781,000
Deodorants .....	930,000
Depilatories .....	31,000
Hair Tonics & Shampoos.....	1,936,000
Hand & Face Creams, Lotions..	1,063,000
Home Permanents & Coloring..	890,000
Perfumes, Toilet Waters, etc....	1,188,000
Razors, Blades .....	1,609,000
Shaving Creams, Lotions, etc....	291,000
Toilet Soaps .....	1,717,000
Miscellaneous .....	846,000
<b>DENTAL PRODUCTS .....</b>	3,337,000
Dentifrices .....	2,411,000
Mouthwashes .....	779,000
Miscellaneous .....	147,000
<b>DRUG PRODUCTS .....</b>	16,923,000
Cold Remedies .....	7,206,000
Headache Remedies .....	3,462,000
Indigestion Remedies .....	2,828,000
Laxatives .....	731,000
Vitamins .....	937,000
Weight Aids .....	285,000
Miscellaneous Drug Products....	1,249,000
Drug Stores .....	225,000

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## NATIONAL & REGIONAL SPOT TV ADVERTISERS

<i>Product</i>	<i>Est. Expendit.</i>	<i>Product</i>	<i>Est. Expendit.</i>
FOOD & GROCERY PRODUCTS..	47,744,000	HOUSEHOLD, GENERAL .....	1,180,000
Baked Goods .....	7,683,000	Brooms, Brushes, Mops, etc.....	196,000
Cereals .....	3,781,000	China, Glassware, Crockery,	
Coffee, Tea & Food Drinks.....	10,662,000	Containers .....	212,000
Condiments, Sauces, Appetizers.	2,396,000	Disinfectants, Deodorizers .....	335,000
Dairy Products .....	1,683,000	Fuels (Heating, etc.).....	119,000
Desserts .....	445,000	Insecticides, Rodenticides .....	105,000
Dry Foods (Flour, Mixes, Rice,		Kitchen Utensils .....	17,000
etc.) .....	7,558,000	Miscellaneous .....	196,000
Fruits & Vegetables, Juices.....	2,116,000	NOTIONS .....	47,000
Macaroni, Noodles, Chili, etc....	614,000	PET PRODUCTS .....	1,630,000
Margarine, Shortenings .....	2,753,000	PUBLICATIONS .....	79,000
Meat, Poultry & Fish.....	1,856,000	SPORTING GOODS, BICYCLES,	
Soups .....	447,000	TOYS .....	2,929,000
Miscellaneous Foods .....	2,820,000	Bicycles & Supplies.....	26,000
Miscellaneous Frozen Foods.....	718,000	Toys & Games.....	2,794,000
Food Stores .....	2,212,000	Miscellaneous .....	109,000
GARDEN SUPPLIES &		STATIONERY, OFFICE	
EQUIPMENT .....	67,000	EQUIPMENT .....	56,000
GASOLINE & LUBRICANTS.....	5,632,000	TELEVISION, RADIO,	
Gasoline & Oil.....	5,304,000	PHONOGRAPH, MUSICAL	
Oil Additives .....	295,000	INSTRUMENTS .....	269,000
Miscellaneous .....	33,000	Radio & Television Sets.....	71,000
HOTELS, RESORTS,		Records .....	92,000
RESTAURANTS .....	188,000	Miscellaneous .....	106,000
HOUSEHOLD CLEANERS,		TOBACCO PRODUCTS &	
CLEANSERS, POLISHES,		SUPPLIES .....	9,023,000
WAXES .....	9,204,000	Cigarettes .....	7,945,000
Cleaners, Cleansers .....	7,558,000	Cigars, Pipe Tobacco.....	923,000
Floor & Furniture Polishes, Waxes	493,000	Miscellaneous .....	155,000
Glass Cleaners .....	344,000	TRANSPORTATION & TRAVEL..	1,065,000
Home Dry Cleaners.....	35,000	Air .....	844,000
Shoe Polish .....	688,000	Bus .....	37,000
Miscellaneous Cleaners .....	86,000	Rail .....	166,000
HOUSEHOLD EQUIPMENT—		Miscellaneous .....	18,000
APPLIANCES .....	1,835,000	WATCHES, JEWELRY, CAMERAS	1,768,000
HOUSEHOLD FURNISHINGS ....	759,000	Cameras, Accessories, Supplies..	558,000
Beds, Mattresses, Springs.....	348,000	Clocks & Watches.....	14,000
Furniture & Other Furnishings..	411,000	Jewelry .....	94,000
HOUSEHOLD LAUNDRY		Pens & Pencils.....	970,000
PRODUCTS .....	9,114,000	Miscellaneous .....	132,000
Bleaches, Starches .....	1,902,000	MISCELLANEOUS .....	2,672,000
Packaged Soaps, Detergents ....	6,830,000	Trading Stamps .....	462,000
Miscellaneous .....	382,000	Miscellaneous Products .....	1,076,000
HOUSEHOLD PAPER PRODUCTS	1,049,000	Miscellaneous Stores .....	1,134,000
Cleansing Tissues .....	247,000	TOTAL .....	\$165,732,000
Food Wraps .....	326,000		
Napkins .....	22,000		
Toilet Tissue .....	277,000		
Miscellaneous .....	177,000		

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BY STATES AND CITIES

**1960**

# TELEVISION STATIONS

## Commercial Stations of U. S. Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich./Ont.	818	KGGM-TV	Albuquerque, N. M.	829
KABC-TV	Los Angeles, Calif.	787	KGHL-TV	Billings, Mont.	824
KAKE-TV	Wichita, Kan.	810	KGLO-TV	Mason City, Iowa	809
KALB-TV	Alexandria, La.	811	KGMB-TV	Honolulu, Hawaii	801
KARD-TV	Wichita, Kan.	810	KGNC-TV	Amarillo, Tex.	850
KARK-TV	Little Rock, Ark.	785	KGNS-TV	Laredo, Tex.	855
KATV	Little Rock, Ark.	786	KGO-TV	San Francisco, Calif.	788
KAVE-TV	Carlsbad, N. M.	829	KGUN	Tucson, Ariz.	785
KAYS-TV	Hays, Kan.	810	KGW-TV	Portland, Ore.	840
KBAK-TV	Bakersfield, Calif.	786	KHAS-TV	Hastings, Neb.	825
KBES-TV	Medford, Ore.	840	KHJ-TV	Los Angeles, Calif.	787
KBLR-TV	Goodland, Kan.	809	KHOL-TV	Kearney, Neb.	825
KBMB-TV	Bismarck, N. D.	835	KHOU-TV	Houston, Tex.	853
KBOI-TV	Boise, Ida.	803	KHQ-TV	Spokane, Wash.	860
KBTX	Denver, Colo.	791	KHQA-TV	Hannibal, Mo.	823
KBTX-TV	Bryan, Tex.	850	KHSL-TV	Chico, Calif.	786
KCBD-TV	Lubbock, Tex.	855	KHTV	Portland, Ore.	840
KCCC-TV	Sacramento, Calif.	788	KHVH-TV	Honolulu, Hawaii	801
KCEN-TV	Temple, Tex.	856	KID-TV	Idaho Falls, Ida.	803
KCIX-TV	Nampa, Ida.	803	KIEM-TV	Eureka, Calif.	786
KCKT-TV	Great Bend, Kan.	810	KIMA-TV	Yakima, Wash.	861
KCMC-TV	Texarkana, Tex.	857	KING-TV	Seattle, Wash.	860
KCMO-TV	Kansas City, Mo.	823	KINY-TV	Juneau, Alaska	784
KCMT	Alexandria, Minn.	820	KIRO-TV	Seattle, Wash.	860
KCOB	Los Angeles, Calif.	787	KIVA	Yuma, Ariz.	785
KCOR-TV	San Antonio, Tex.	856	KJEO	Fresno, Calif.	786
KCPX-TV	Salt Lake City, Utah	857	KKTU	Colorado Springs, Colo.	789
KCRV-TV	Sacramento, Calif.	788	KLAS-TV	Las Vegas, Nev.	827
KCRG-TV	Cedar Rapids, Iowa	808	KLFY-TV	Lafayette, La.	811
KCSJ-TV	Pueblo, Colo.	791	KLIX-TV	Twin Falls, Ida.	803
KCTV	San Angelo, Tex.	856	KLOR-TV	Provo, Utah	857
KDAL-TV	Duluth-Superior, Minn./Wisc.	820	KLRJ-TV	Las Vegas, Nev.	827
KDIX-TV	Dickinson, N. D.	835	KLTU	Tyler, Tex.	857
KDKA-TV	Pittsburgh, Pa.	844	KLZ-TV	Denver, Colo.	791
KDUB-TV	Lubbock, Tex.	855	KMBC-TV	Kansas City, Mo.	823
KEDY-TV	Big Spring, Tex.	850	KMID-TV	Midland, Tex.	856
KELO-TV	Sioux Falls, S. D.	846	KMJ-TV	Fresno, Calif.	787
KELP-TV	El Paso, Tex.	851	KMMT	Austin, Minn.	820
KENI-TV	Anchorage, Alaska	784	KMOS-TV	Sedalia, Mo.	823
KENS-TV	San Antonio, Tex.	856	KMOX-TV	St. Louis, Mo.	824
KERO-TV	Bakersfield, Calif.	786	KMSO-TV	Missoula, Mont.	825
KETV	Omaha, Neb.	825	KMSP-TV	Minneapolis-St. Paul, Minn.	820
KEYT	Santa Barbara, Calif.	789	KMTV	Omaha, Neb.	826
KFAR-TV	Fairbanks, Alaska	784	KMVI	Wailuku, Hawaii	803
KFBB-TV	Great Falls, Mont.	824	KNAC-TV	Fort Smith, Ark.	785
KFBC-TV	Cheyenne, Wyo.	864	KNBS	Walla Walla, Wash.	861
KFDA-TV	Amarillo, Tex.	849	KNDO	Yakima, Wash.	861
KFDM-TV	Beaumont, Tex.	850	KNOE-TV	Monroe, La.	813
KFDX-TV	Wichita Falls, Tex.	857	KNOP-TV	North Platte, Neb.	825
KFEQ-TV	St. Joseph, Mo.	824	KNOX-TV	Grand Forks, N. D.	835
KFJZ-TV	Fort Worth, Tex.	851	KNTV	San Jose, Calif.	789
KFMB-TV	San Diego, Calif.	788	KNXT	Los Angeles, Calif.	787
KFRE-TV	Fresno, Calif.	786	KOA-TV	Denver, Colo.	791
KFSD-TV	San Diego, Calif.	788	KOAM-TV	Pittsburgh, Kan.	810
KFVS-TV	Cape Girardeau, Mo.	821	KOAT-TV	Albuquerque, N. M.	829
KFYR-TV	Bismarck, N. D.	835	KOB-TV	Albuquerque, N. M.	829
KGBT-TV	Harlingen, Tex.	853	KOCO-TV	Enid, Okla.	839

Station	City—State	Page	Station	City—State	Page
KODE-TV	Joplin, Mo.	823	KRLD-TV	Dallas, Tex.	851
KOIN-TV	Portland, Ore.	840	KRNT-TV	Des Moines, Iowa	808
KOLD-TV	Tucson, Ariz.	785	KROC-TV	Rochester, Minn.	820
KOLN-TV	Lincoln, Neb.	825	KROD-TV	El Paso, Tex.	851
KOLO-TV	Reno, Nev.	827	KRON-TV	San Francisco, Calif.	789
KOMO-TV	Seattle, Wash.	860	KRSS-TV	Rapid City, S. D.	846
KOMU-TV	Columbia, Mo.	821	KRTV	Great Falls, Mont.	825
KONA-TV	Honolulu, Hawaii	801	KSBW-TV	Salinas, Calif.	788
KONO-TV	San Antonio, Tex.	856	KSBY-TV	San Luis Obispo, Calif.	789
KOOK-TV	Billings, Mont.	824	KSD-TV	St. Louis, Mo.	824
KOOL-TV	Phoenix, Ariz.	784	KSHO-TV	Las Vegas, Nev.	827
KOSA-TV	Odessa, Tex.	856	KSL-TV	Salt Lake City, Utah	858
KOTA-TV	Rapid City, S. D.	846	KSLA-TV	Shreveport, La.	815
KOTI-TV	Klamath Falls, Ore.	840	KSTP-TV	St. Paul-Minneapolis, Minn.	820
KOTV	Tulsa, Okla.	839	KSWO-TV	Lawton, Okla.	839
KOVR-TV	Stockton, Calif.	789	KSWS-TV	Roswell, N. M.	829
KPAC-TV	Port Arthur, Tex.	856	KSYD-TV	Wichita Falls, Tex.	857
KPAR-TV	Abilene-Sweetwater, Tex.	849	KTAG-TV	Lake Charles, La.	813
KPHO-TV	Phoenix, Ariz.	784	KTAK-TV	Houston, Tex.	853
KPIX	San Francisco, Calif.	788	KTBC-TV	Austin, Tex.	850
KPLC-TV	Lake Charles, La.	811	KTBS-TV	Shreveport, La.	815
KPLR-TV	St. Louis, Mo.	823	KTEN	Ada, Okla.	839
KPRC-TV	Houston, Tex.	855	KTES	Nacogdoches, Tex.	856
KPTV	Portland, Ore.	840	KTHV	Little Rock, Ark.	785
KQTV	Fort Dodge, Iowa	809	KTIV	Sioux City, Iowa	809
KRBC-TV	Abilene, Tex.	849	KTLA	Los Angeles, Calif.	787
KRCA	Los Angeles, Calif.	787	KTNT-TV	Tacoma-Seattle, Wash.	860
KRCG-TV	Jefferson City, Mo.	823	KTRE-TV	Lufkin, Tex.	855
KRDO-TV	Colorado Springs, Colo.	789	KTSM-TV	El Paso, Tex.	851
KREM-TV	Spokane, Wash.	860	KTTS-TV	Springfield, Mo.	823
KREX-TV	Grand Junction, Colo.	791	KTTV	Los Angeles, Calif.	787
KRGV-TV	Weslaco, Tex.	857	KTUL-TV	Tulsa, Okla.	839
KRIS-TV	Corpus Christi, Tex.	850	KTVA	Anchorage, Alaska	784

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Station	City—State	Page	Station	City—State	Page
KTVB	— Boise, Ida.	803	WBEN-TV	— Buffalo, N.Y.	830
KTVC-TV	— Ensign, Kan.	809	WBIR-TV	— Knoxville, Tenn.	847
KTVE	— El Dorado, Ark.	785	WBKB-TV	— Chicago, Ill.	804
KTVF	— Fairbanks, Alaska	784	WBNS-TV	— Columbus, O.	837
KTVH	— Hutchinson, Kan.	810	WBOC-TV	— Salisbury, Md.	817
KTVI	— St. Louis, Mo.	824	WBOY-TV	— Clarksburg, W. Va.	861
KTVK	— Phoenix, Ariz.	784	WBPZ-TV	— Lock Haven, Pa.	843
KTVO	— Ottumwa, Iowa	809	WBRC-TV	— Birmingham, Ala.	783
KTVR	— Denver, Colo.	791	WBRE-TV	— Wilkes-Barre, Pa.	844
KTVU	— San Francisco-Oakland, Calif.	789	WBRZ	— Baton Rouge, La.	811
KTVW	— Seattle, Wash.	860	WBTW	— Charlotte, N. C.	833
KTWO-TV	— Casper, Wyo.	864	WBTW	— Florence, S. C.	846
KUAM-TV	— Agana, Guam	865	WBZ-TV	— Boston, Mass.	817
KULR	— Kalispell, Mont.	825	WCAU-TV	— Philadelphia, Pa.	843
KUTV	— Salt Lake City, Utah	858	WCAX-TV	— Burlington, Vt.	858
KVAL-TV	— Eugene, Ore.	840	WCBI-TV	— Columbus, Miss.	821
KVAR	— Phoenix, Ariz.	785	WCBS-TV	— New York, N. Y.	831
KVER-TV	— Clovis, N.M.	829	WCCO-TV	— Minneapolis, Minn.	820
KVII-TV	— Amarillo, Tex.	850	WCHS-TV	— Charleston, W. Va.	861
KVIP	— Redding, Calif.	787	WCIA	— Champaign, Ill.	803
KVIQ-TV	— Eureka, Calif.	786	WCKT	— Miami, Fla.	796
KVKM-TV	— Monahans, Tex.	856	WCNY-TV	— Carthage, N. Y.	830
KVOA-TV	— Tucson, Ariz.	785	WCOV-TV	— Montgomery, Ala.	783
KVOG-TV	— Ogden, Utah	857	WCPO-TV	— Cincinnati, O.	836
KVOO-TV	— Tulsa, Okla.	839	WCSC-TV	— Charleston, S. C.	845
KVOS-TV	— Bellingham, Wash.	860	WCSH-TV	— Portland, Me.	815
KVTV	— Sioux City, Iowa	809	WCTV	— Thomasville, Ga.	801
KWRB-TV	— Riverton, Wyo.	864	WCYB-TV	— Bristol, Va.	858
KWTV	— Oklahoma City, Okla.	839	WDAF-TV	— Kansas City, Mo.	823
KWTX-TV	— Waco, Tex.	857	WDAM-TV	— Hattiesburg, Miss.	821
KWWL-TV	— Waterloo, Iowa	809	WDAN-TV	— Danville, Ill.	804
KXAB-TV	— Aberdeen, S.D.	846	WDAU-TV	— Scranton, Pa.	844
KXGN-TV	— Glendive, Mont.	824	WDAY-TV	— Fargo, N. D.	835
KXGO-TV	— Fargo, N.D.	835	WDBJ-TV	— Roanoke, Va.	859
KXII	— Ardmore, Okla.	839	WDBO-TV	— Orlando, Fla.	797
KXJB-TV	— Valley City, N.D.	835	WDEF-TV	— Chattanooga, Tenn.	847
KXLF-TV	— Butte, Mont.	824	WDSM-TV	— Duluth-Superior, Minn./Wisc.	820
KXLJ	— Helena, Mont.	825	WDSU-TV	— New Orleans, La.	815
KXLY-TV	— Spokane, Wash.	860	WDXI-TV	— Jackson, Tenn.	847
KXMC-TV	— Minot, N.D.	835	WEAR-TV	— Pensacola, Fla.	797
KXTV	— Sacramento, Calif.	788	WEAT-TV	— West Palm Beach, Fla.	799
KYTV	— Springfield, Mo.	823	WEAU-TV	— Eau Claire, Wisc.	863
KYW-TV	— Cleveland, O.	837	WECT	— Wilmington, N. C.	834
KZTV	— Corpus Christi, Tex.	850	WEEK-TV	— Peoria, Ill.	804
WABC-TV	— New York, N.Y.	831	WEHT	— Evansville, Ind.	805
WABI-TV	— Bangor, Me.	815	WESH-TV	— Daytona Beach, Fla.	795
WAFB-TV	— Baton Rouge, La.	811	WEWS	— Cleveland, O.	837
WAFG-TV	— Huntsville, Ala.	783	WFAA-TV	— Dallas, Tex.	850
WAGA-TV	— Atlanta, Ga.	799	WFAM-TV	— Lafayette, Ind.	807
WAGM-TV	— Presque Isle, Me.	816	WFBC-TV	— Greenville, S. C.	846
WAIM-TV	— Anderson, S. C.	845	WFBG-TV	— Altoona, Pa.	841
WAKR-TV	— Akron, O.	836	WFBM-TV	— Indianapolis, Ind.	807
WALA-TV	— Mobile, Ala.	783	WFGA-TV	— Jacksonville, Fla.	796
WALB-TV	— Albany, Ga.	799	WFIE-TV	— Evansville, Ind.	805
WANE-TV	— Fort Wayne, Ind.	807	WFIL-TV	— Philadelphia, Pa.	843
WAPA-TV	— San Juan, P.R.	865	WFLA-TV	— Tampa, Fla.	797
WAPI-TV	— Birmingham, Ala.	783	WFMJ-TV	— Youngstown, O.	838
WARD-TV	— Johnstown, Pa.	841	WFMV-TV	— Greensboro, N. C.	834
WAST	— Albany, N.Y.	830	WFRV-TV	— Green Bay, Wisc.	863
WATE-TV	— Knoxville, Tenn.	847	WGAL-TV	— Lancaster, Pa.	841
WATR-TV	— New Haven, Conn.	795	WGAN-TV	— Portland, Me.	815
WAVE-TV	— Louisville, Ky.	811	WGEM-TV	— Quincy, Ill.	805
WAVY-TV	— Norfolk, Va.	859	WGN-TV	— Chicago, Ill.	803
WBAL-TV	— Baltimore, Md.	817	WGR-TV	— Buffalo, N. Y.	830
WBAP-TV	— Fort Worth, Tex.	853	WHAS-TV	— Louisville, Ky.	811
WBAY-TV	— Green Bay, Wisc.	863	WHBF-TV	— Rock Island, Ill.	805
WBBM-TV	— Chicago, Ill.	804	WHBQ-TV	— Memphis, Tenn.	847



Station	City—State	Page
WHCT	— Hartford, Conn.	793
WHDH-TV	— Boston, Mass.	817
WHEC-TV	— Rochester, N. Y.	831
WHEN-TV	— Syracuse, N. Y.	833
WHIO-TV	— Dayton, O.	837
WHIS-TV	— Bluefield, W. Va.	861
WHIZ-TV	— Zanesville, O.	838
WHO-TV	— Des Moines, Iowa	809
WHP-TV	— Harrisburg, Pa.	841
WHTN-TV	— Huntington, W. Va.	862
WHYN	— Springfield, Mass.	817
WIBW-TV	— Topeka, Kan.	810
WICC-TV	— Bridgeport, Conn.	793
WICS	— Springfield, Ill.	805
WICU-TV	— Erie, Pa.	841
WIIC	— Pittsburgh, Pa.	843
WILX-TV	— Onondaga-Lansing, Mich.	819
WIMA-TV	— Lima, O.	838
WINK-TV	— Fort Myers, Fla.	796
WINR-TV	— Binghamton, N. Y.	830
WIS-TV	— Columbia, S. C.	845
WISC-TV	— Madison, Wisc.	863
WISE-TV	— Asheville, N. C.	833
WISH-TV	— Indianapolis, Ind.	807
WISN-TV	— Milwaukee, Wisc.	863
WITI-TV	— Milwaukee, Wisc.	864
WITN	— Washington, N. C.	834
WJAC-TV	— Johnstown, Pa.	841
WJAR-TV	— Providence, R. I.	845
WJBF-TV	— Augusta, Ga.	799
WJBK-TV	— Detroit, Mich.	818
WJDM	— Panama City, Fla.	797
WJHL-TV	— Johnson City, Tenn.	847

Station	City—State	Page
WJIM-TV	— Lansing, Mich.	819
WJMR-TV	— New Orleans, La.	813
WJPB-TV	— Fairmont, W. Va.	862
WJRT	— Flint, Mich.	819
WJTV	— Jackson, Miss.	821
WJW-TV	— Cleveland, O.	837
WJXT	— Jacksonville, Fla.	796
WJZ-TV	— Baltimore, Md.	816
WKAQ-TV	— San Juan, P. R.	865
WKBN-TV	— Youngstown, O.	838
WKBT	— La Crosse, Wisc.	863
WKBW-TV	— Buffalo, N. Y.	830
WKJG-TV	— Fort Wayne, Ind.	807
WKNX-TV	— Saginaw, Mich.	819
WKOW-TV	— Madison, Wisc.	863
WKRC-TV	— Cincinnati, O.	836
WKRQ-TV	— Mobile, Ala.	783
WKST-TV	— Youngstown, O.	838
WKTU	— Utica, N. Y.	833
WKY-TV	— Oklahoma City, Okla.	839
WKYT	— Lexington, Ky.	810
WKZO-TV	— Kalamazoo, Mich.	819
WLAC-TV	— Nashville, Tenn.	849
WLBC-TV	— Muncie, Ind.	807
WLBT	— Jackson, Miss.	821
WLBZ-TV	— Bangor, Me.	815
WLEX-TV	— Lexington, Ky.	810
WLOF-TV	— Orlando, Fla.	797
WLOS-TV	— Asheville, N. C.	833
WLUC-TV	— Marquette, Mich.	819
WLUK-TV	— Green Bay, Wisc.	863
WLVA-TV	— Lynchburg, Va.	859
WLW-A	— Atlanta, Ga.	799

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Station	City—State	Page	Station	City—State	Page
WLW-C	— Columbus, O.	837	WSEE	— Erie, Pa.	841
WLW-D	— Dayton, O.	838	WSFA-TV	— Montgomery, Ala.	783
WLW-I	— Indianapolis, Ind.	807	WSIL-TV	— Harrisburg, Ill.	804
WLWT	— Cincinnati, O.	837	WSIX-TV	— Nashville, Tenn.	849
WLYH-TV	— Lebanon, Pa.	841	WSJS-TV	— Winston-Salem, N. C.	834
WMAL-TV	— Washington, D. C.	795	WSJV	— South Bend-Elkhart, Ind.	808
WMAR-TV	— Baltimore, Md.	817	WSLS-TV	— Roanoke, Va.	859
WMAZ-TV	— Macon, Ga.	801	WSM-TV	— Nashville, Tenn.	849
WMBD-TV	— Peoria, Ill.	804	WSOC-TV	— Charlotte, N. C.	834
WMCT	— Memphis, Tenn.	849	WSPA-TV	— Spartanburg, S. C.	846
WMSL-TV	— Decatur, Ill.	783	WSPD-TV	— Toledo, O.	838
WMT-TV	— Cedar Rapids, Iowa	808	WSTV-TV	— Steubenville, O.	838
WMTV	— Madison, Wisc.	863	WSUN-TV	— St. Petersburg, Fla.	797
WMTW-TV	— Poland Spring, Me.	815	WSUR-TV	— Ponce, P. R.	865
WMUR-TV	— Manchester, N. H.	827	WSVA-TV	— Harrisonburg, Va.	858
WNAC-TV	— Boston, Mass.	817	WSYR-TV	— Syracuse, N. Y.	833
WNBC	— New Britain, Conn.	793	WTAE	— Pittsburgh, Pa.	843
WNB-TV	— Binghamton, N. Y.	830	WTAP-TV	— Parkersburg, W. Va.	862
WNBQ	— Chicago, Ill.	804	WTAR-TV	— Norfolk, Va.	859
WNCT	— Greenville, N. C.	834	WTCN-TV	— Minneapolis, Minn.	820
WNDU-TV	— South Bend, Ind.	807	WTEN	— Albany, N. Y.	830
WNEM-TV	— Bay City-Saginaw, Mich.	818	WTHI-TV	— Terre Haute, Ind.	808
WNEP-TV	— Scranton, Pa.	844	WTIC-TV	— Hartford, Conn.	793
WNEW-TV	— New York, N. Y.	831	WTMA	— Charleston, S. C.	845
WNHC-TV	— New Haven, Conn.	795	WTMJ-TV	— Milwaukee, Wisc.	863
WNOK-TV	— Columbia, S. C.	845	WTOC-TV	— Savannah, Ga.	801
WNTA-TV	— Newark, N. J.	829	WTOK-TV	— Meridian, Miss.	821
WOAI-TV	— San Antonio, Tex.	856	WTOL-TV	— Toledo, O.	838
WOAY-TV	— Oak Hill, W. Va.	862	WTOM-TV	— Cheboygan, Mich.	818
WOC-TV	— Davenport, Iowa	808	WTOPTV	— Washington, D. C.	795
WOI-TV	— Ames, Iowa	808	WTOV-TV	— Norfolk, Va.	859
WOOD-TV	— Grand Rapids, Mich.	819	WTPA	— Harrisburg, Pa.	841
WOR-TV	— New York, N. Y.	831	WTRF-TV	— Wheeling, W. Va.	862
WORA-TV	— Mayaguez, P. R.	865	WTTG	— Washington, D. C.	795
WOW-TV	— Omaha, Neb.	826	WTTV	— Bloomington, Ind.	805
WOWL-TV	— Florence, Ala.	783	WTVC	— Chattanooga, Tenn.	847
WPBN-TV	— Traverse City, Mich.	819	WTVD	— Durham, N. C.	834
WPIX	— New York, N. Y.	831	WTVH	— Peoria, Ill.	804
WPRO-TV	— Providence, R. I.	845	WTVJ	— Miami, Fla.	797
WPSD-TV	— Paducah, Ky.	811	WTVK	— Knoxville, Tenn.	847
WPST-TV	— Miami, Fla.	797	WTVM	— Columbus, Ga.	801
WPTA	— Fort Wayne, Ind.	807	WTVN-TV	— Columbus, O.	837
WPTV	— Palm Beach, Fla.	797	WTVO	— Rockford, Ill.	805
WPTZ-TV	— Plattsburgh, N. Y.	831	WTVP	— Decatur, Ill.	804
WRAL-TV	— Raleigh, N. C.	834	WTVR	— Richmond, Va.	859
WRBL-TV	— Columbus, Ga.	801	WTVT	— Tampa, Fla.	797
WRC-TV	— Washington, D. C.	795	WTVW	— Evansville, Ind.	807
WRCA-TV	— New York, N. Y.	831	WTVY	— Dothan, Ala.	783
WRCV-TV	— Philadelphia, Pa.	843	WTWV	— Tupelo, Miss.	821
WRDW-TV	— Augusta, Ga.	799	WUSN-TV	— Charleston, S. C.	845
WREC-TV	— Memphis, Tenn.	849	WVEC-TV	— Hampton-Norfolk, Va.	858
WREX-TV	— Rockford, Ill.	805	WVET-TV	— Rochester, N. Y.	833
WRGB	— Schenectady, N. Y.	833	WVUE-TV	— New Orleans, La.	813
WRGP-TV	— Chattanooga, Tenn.	847	WWJ-TV	— Detroit, Mich.	818
WRIK-TV	— Ponce, P. R.	865	WWL-TV	— New Orleans, La.	813
WROC-TV	— Rochester, N. Y.	831	WWLP	— Springfield, Mass.	817
WRVA-TV	— Richmond, Va.	859	WWOR	— Worcester, Mass.	818
WSAU-TV	— Wausau, Wisc.	864	WWTV	— Cadillac, Mich.	818
WSAV-TV	— Savannah, Ga.	801	WXEX-TV	— Petersburg, Va.	859
WSAZ-TV	— Huntington, W. Va.	862	WXIX-TV	— Milwaukee, Wisc.	864
WSB-TV	— Atlanta, Ga.	799	WXYZ-TV	— Detroit, Mich.	818
WSBA-TV	— York, Pa.	844	XETV	— San Diego, Calif.	788
WSBT-TV	— South Bend, Ind.	808			

Pop.: 3,461,000  
Families: 866,000  
Radio Homes: 821,000

# ALABAMA

TV Homes: 636,000  
AM Stas. in State: 108  
TV Stas. in State: 10

## 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. Furr  
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.....Taft Bcstg. Co.  
Address.....P.O. Box 6007  
Tel.: FA 2-4701.....CBS  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
Gen. Sta. Mgr.....R. T. Schlunkert  
Commercial Manager.....Oliver V. Naylor  
Program, Film Mgr.....Keith E. Barze  
Publicity, Prom. Dir.....C. C. Holmes  
Chief Engineer.....Hardy D. Carl

## WMSL-TV—Decatur—1954

Channel: 23 UHF..AP: 102 Kw..VP: 189 W.  
Owned By.....Tenn. Valley Radio & TV Corp.  
Address.....701 Banks St.  
Tel.: EL 3-0361.....ABC-CBS-NBC  
Rep.....Masia  
President.....Frank Whisenant  
Commercial Manager.....Bob Gleason  
Program, Prom. Mgr.....Alice A. Whisenant  
Film Manager.....Mort Hargrove  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955

Channel: 2 VHF..A.P.: 15 Kw..V.P.: 30 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Box 798  
Tel.: SY 2-3195.....ABC-CBS  
Sta. Reps.....Clarke Brown; McGavren  
President.....Charles Woods  
General Mgr.....F. E. Busby  
Commercial Manager.....Arthur Creamer  
Program Director.....Joe Holloway  
Film Manager.....Richard Girdner  
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.....P. O. Box 600  
Tel.: AT 2-7711.....CBS-NBC-ABC  
President.....Richard B. Biddle

Comm. Mgr.....Jack Worley  
Program Director.....Carl Biesang  
Prom. Dir.....Bill Wynne  
Publicity Director.....Ann White  
Film Manager.....Gwynn Richardson  
Chief Engineer.....Larry Rohling

## WAFG-TV—Huntsville—1959

Channel: 31 UHF..AP: 17.2 Kw..9.64 Kw.  
Owned By.....Rocket City TV Inc.  
Address.....1000 Monte Sano Bldg.  
Tel.: JE 9-1783.....ABC  
Sta. Representative.....Weed TV  
President.....James Cleary  
General Manager.....John A. Higdon  
Asst. Manager.....Fred Barton  
Chief Engineer.....John Abbott

## 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

## WKRQ-TV—Mobile—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....WKRQ-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....CBS  
Newspaper Affiliation.....Press-Register  
Representative.....Avery Knodel  
President.....Kenneth R. Giddens  
General, Comm. Mgr.....C. P. Persons, Jr.  
Program Dir.....George Layne  
Publicity Dir.....Mrs. Roselle Bettac  
Film Manager.....James Ellis  
Chief Engineer.....Donald B. Patton

## WCOV-TV—Montgomery—1953

Channel: 20 UHF..AP: 200 Kw..VP: 100 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
Tel.: AM 5-3561.....ABC-CBS  
Sta. Representative..Venard, Rintoul, McConnell  
President.....O. P. Covington  
General Manager.....Hugh M. Smith  
Commercial Manager.....Morris South  
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 By.....Broadcasting Co. of South  
Business Address.....10 East Delano  
Tel.: AM 5-1251.....NBC-ABC

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Birmingham

## ALABAMA

Sta. Rep. . . . . Peters, Griffith, Woodward  
President . . . . . B. Calhoun Hipp  
Exec. V.P. . . . . G. Richard Shalto  
Manag. Dir. . . . . Carter C. Hardwick  
Admin. Asst. . . . . Frank Ridolphi

Nat. Sales Mgr. . . . . Jack Long  
Production Mgr. . . . . Sam Spivey  
Program Director . . . . . Gene Jacobsen  
Prom. Manager . . . . . Burt Lydic  
Chief Engineer . . . . . Robert M. Hayward

Pop.: 233,000  
Families: 67,400  
Radio Homes: 66,400

## ALASKA

TV Homes: 46,000  
AM Stas. in State: 13  
TV Stas. in State: 5

### KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.  
Owned-Oper. By. . . . . All-Alaska Bcstg., Inc.  
Business Address . . . . . Box 1160  
Tel.: 5-2201 . . . . . NBC-ABC  
President . . . . . Harry I. Hill  
Sta., Gen. Mgr. . . . . Alvin O. Bramstedt  
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 . . . . . P.O. Box 2200  
Tel.: 5-4321 . . . . . CBS  
Representative . . . . . Weed; Alaska Radio-TV  
Pres., Gen. Sta. Mgr. . . . . A. G. Hiebert  
Prog. Dir. . . . . Paul West  
V.P., Tech. Dir. . . . . Jack Walden

### KFAR-TV—Fairbanks—1955

Channel: 2 VHF..AP: 2 Kw..VP: 5.4 Kw.  
Owned-Oper. By. . . . . All-Alaska Bcstg., Inc.  
Business Address . . . . . 516 Second Ave.  
Tel.: 2125 . . . . . ABC-NBC  
President . . . . . Harry C. Hill

General Manager . . . . . Alvin C. Bramstedt  
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: .14 Kw..VP: .28 Kw.  
Owned-Oper. By. . . . . Juneau Broadcasters, Inc.  
Address . . . . . 231 So. Franklin St.  
Tel.: JU 6-1800 . . . . . CBS  
Sta. Representative . . . . . Weed; Wagner  
Pres., Gen. Mgr. . . . . J. W. McKinley  
Program Director . . . . . Richard Peter

Pop.: 1,368,000  
Families: 351,000  
Radio Homes: 352,000

## ARIZONA

TV Homes: 293,000  
AM Stas. in State: 47  
TV Stas. in State: 8

### 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., Asst. Gen. Mgr. . . . . Homer Lane  
V.P., Station Mgr. . . . . Kenneth Morton  
Program Director . . . . . Jack Murphy  
Publicity Director . . . . . Milt Dean Hill  
Film Manager . . . . . William Hancharik  
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 . . . . . 631 N. 1st Ave.  
Tel.: Alpine 8-4511 . . . . . Independent  
Representative . . . . . Katz  
V.P., General Manager . . . . . Dick Rawls  
Sta., Comm. Mgr. . . . . Howard Stalnaker  
Program Director . . . . . Robert Martin  
Prom., Pub. Dir. . . . . Stephen Q. Shannon  
Film Manager . . . . . Thomas Sherlock  
Chief Engineer . . . . . George McClanathan

### 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 . . . . . Blair TV  
President . . . . . Ernest W. McFarland  
General Manager . . . . . Leon Nowell  
Sta., Comm. Manager . . . . . Burton B. LaDow

## ARIZONA-ARKANSAS

Program Director.....Don Tuckwood  
 Chief Engineer.....George McLouth

### KVAR—Phoenix—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.  
 Owned-Oper. By.....KTAR Broadcasting Co.  
 Address.....1101 No. Central Ave.  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Richard O. Lewis  
 V.P., Sales Mgr.....Ray C. Smucker  
 V.P., Program.....Paul J. Hughes  
 Commercial Mgr.....George Guyan  
 Program Director.....Robert Vache  
 Promotion Director.....Ray Thompson  
 Film Director.....Betty Campbell  
 Chief Engineer.....John Beck

### KGUN—Tucson—1956

Channel: 9 VHF..AP: 31.6 Kw..VP: 63.1 Kw.  
 Owned-Oper. By.....Tucson Television Co.  
 Address.....P. O. Box 5147  
 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: 15 Kw..VP: 30 Kw.  
 Owned-Oper. By.....Old Pueblo Bcstg. Co.

Business Address.....115 W. Drachman St.  
 Tel.: MA 4-2511.....CBS  
 Representative.....Hollingbery  
 President.....Tom Chauncey  
 V.P., General Manager.....E. S. Mittendorf  
 Commercial Manager.....Bernie Perlin  
 Program Director.....Budd Wiener  
 Prom., Publicity Dir.....E. R. McKane  
 Film Manager.....Jim Humphrey  
 Chief Engineer.....Howard Smith

### KVOA-TV—Tucson—1953

Channel: 4 VHF..AP: 2.69 Kw..VP: 5.37 Kw.  
 Owned-Oper. By.....Arizona Bcstg. Co.  
 Business Address.....209 West Elm St.  
 Tel.: MAin 3-2555.....NBC  
 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.....Electro Investors, Inc.  
 Business Address.....P. O. Bin 1671  
 Tel.: ST 6-8311.....NBC-CBS-ABC  
 President.....Harry C. Butcher  
 Gen. Mgr., Film Dir.....R. O. Van Duzer  
 Chief Engineer.....Leavenworth Wheeler  
 Program Director.....Russ Siner  
 Commercial Manager.....Patrick Carrick

Pop.: 1,950,000  
 Families: 560,000  
 Radio Homes: 554,000

## ARKANSAS

TV Homes: 386,000  
 AM Stas. in State: 65  
 TV Stas. in State: 5

### KTVE—El Dorado—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Ark., La. TV Co., Inc.  
 Address.....Randolph Hotel  
 Tel.: UN 3-8504.....ABC-NBC  
 Station Representative.....Weed  
 President.....Joe F. Rushton  
 General Manager.....Bill Bigley  
 Station Mgr.....W. C. Womack  
 Prog.....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-NBC  
 Newspaper Affil.....American Times Record  
 Representative...Venard, Rintoul & McConnell  
 President.....D. W. Reynolds

V.P., Gen. Mgr.....Harry Huey  
 Sales Manager.....Rex Hayes  
 Program Director.....Pat Porta  
 Prom. Director.....Charles Putman  
 Chief Engineer.....W. Matten

### 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  
 Exec. V. President.....T. K. Barton  
 V.P., Station Mgr.....Douglas J. Romine  
 Commercial Mgr.....H. Lee Bryant  
 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.

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Little Rock

## ARKANSAS-CALIFORNIA

Owned-Operated By.....Arkansas TV Co.  
Address.....Box 269  
Tel.: FR 4-3764.....CBS  
Newspaper Affil.....Arkansas Democrat  
Station Representative.....Branham  
President.....K. A. Enae  
Gen., Sta. Manager.....B. G. Robertson  
Comm. Manager.....W. V. Hutt  
Program Dir.....Douglas E. Wells, Jr.  
Film Manager.....Curtis Threlkeld  
Prom., Publicity, Adv. Mgr.....John Pounders  
Chief Engineer.....Cecil Sutt

### KATV—Little Rock—1953

Channel: 7 VHF.. AP: 91.2 Kw.. VP: 170 Kw.  
Owned-Oper. By.....Central South Sales Co.  
Address.....310 1/2 W. 3rd St.  
Tel.: FR 4-1691.....ABC  
Representative.....Avery-Knodel, Inc.  
President.....James C. Leake  
General Manager.....R. Doubleday  
Sales Prom. Mgr.....R. E. Draughon  
Chief Engineer.....A. R. Garrett

Pop.: 15,210,000  
Families: 4,875,000  
Radio Homes: 4,969,000

## CALIFORNIA

TV Homes: 4,330,000  
AM Stas. in State: 190  
TV Stas. in State: 31

### KBAK-TV—Bakersfield—1953

Channel: 29 UHF.. AP: 10.5 Kw.. VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bestg. Co.  
Business Address.....29 Woody Road  
Tel.: EX 9-1761.....CBS  
Newspaper Affil.....San Francisco Chronicle  
Representative.....Weed  
President.....Harold P. See  
Vice President.....Al Constant  
General Manager.....Edward R. Tabor  
Program Dir.....Matt Burak  
Chief Engineer.....James Garner

### 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. Wrathner  
Vice Pres.....George Whitney  
General Manager.....A. M. Mortensen  
Sales Mgr.....Roland T. Kay  
Program Mgr., Film Dir.....Kenneth R. Croes  
Prom. Public Dir.....Margaret Ireton  
Chief Engineer.....Edwin Address

### KHSL-TV—Chico—1953

Channel: 12 VHF.. AP: 156 Kw.. VP: 312 Kw.  
Owned-Oper. By.....Golden Empire Bestg. Co.  
Address.....703 Market St., San Francisco  
Tel.: SU 1-5576.....ABC-CBS  
Representative.....Avery-Knodel  
President, Gen. Mgr.....Mickey McClung  
Dir. of Operations.....Charles H. Kinsley, Jr.  
Director of Sales.....M. F. Woodling  
Program Director.....Bob Hoppough  
Promotion Director.....John Howe  
Publicity Director.....Don Miller  
Film Manager.....Jim Musselman  
Dir. of Engineering.....Russell Pope

### 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.....Hollingbery; Art Moore  
President.....William B. Smullin  
VP-Manager.....Donald H. Telford  
Comm. Mgr.....Robert Miller  
Station Manager.....W. Edwin Smith  
Chief Engineer.....Donald King

### KVIQ-TV—Eureka—1958

Channel: 6 VHF.. AP: 7.4 Kw.. VP: 14.8 Kw.  
Owned.....Calif. Northwest Bestg. Co.  
Address.....Box 1019  
Tel.: HI 3-3081.....ABC-NBC  
Representative.....McGavren  
Gen. Mgr., Sls., Mgr.....George C. Fleharty  
Station, Promotion Mgr.....Ted Dooley  
Commercial Mgr.....Sam Horel  
Promotion Mgr.....Edmund Bennett  
Film Manager.....Fred Zehnder  
Chief Engineer.....Bruce Joyner

### 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  
Newspaper Affil.....Phila. Inquirer, Phila. D. News  
Representative.....Blair-TV  
General Mgr.....Leslie H. Peard, Jr.  
Dir. of Sales.....Robert F. Klein  
Dir. of Engineering.....Keith L. Mealey  
Sales Manager.....Ian S. Robertson  
Program Director.....Hal O'Donnell  
Film Manager.....Fred Carbine

### KJEO—Fresno—1953

Channel 47 UHF.. AP: 222 Kw.. VP: 444 Kw.

#### BROADCAST ADVERTISERS REPORTS (BAR)

Monitored: Fresno, Los Angeles, Sacramento, San Diego, San Francisco, Stockton

Owned: O'Neill Broadcasting Co.  
 Address: Shaw at Cedar Sts.  
 Tel.: BA 7-4160. ABC  
 Representative: H-R TV  
 President: J. E. O'Neill  
 V.P., General Manager: Joseph C. Drilling  
 Comm. Manager: W. O. Edholm  
 Program Dir.: Don Webster  
 Promotion Dir.: Norman Murray  
 Chief Engineer: Jack McElwain

**KMJ-TV—Fresno—1953**

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
 Owned-Oper. By: McClatchy Newspapers  
 Address: 1544 Van Ness Ave.  
 Tel.: AM 8-6666. NBC  
 Representative: Katz  
 President: Eleanor McClatchy  
 Station Mgr.: John Edwards  
 Comm., Prom. Mgr.: Wilson Leffler  
 Program Director: Joseph Tomes  
 Film Manager: William Curtis  
 Chief Engineer: J. B. Hancock

**KABC-TV—Los Angeles—1949**

Channel: 7 VHF..AP: 82 Kw. VP: 165 kw.  
 Owned-Oper. By: ABC  
 Business Address: TV Center  
 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  
 Film Manager: Howard Lipstone  
 Chief Engineer: Theodore Grenier

**KCOP—Los Angeles—1953**

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.  
 Owned-Oper. By: NAFL, Inc.  
 Bus.-Studio Address: 1000 No. Cahuenga Blvd.  
 Tel.: HO 2-7311. Independent  
 Representative: Petry  
 President: Kenyon Brown  
 V.P. & Gen. Mgr.: Alvin G. Flanagan  
 Commercial Manager: Amos T. Baron  
 Sales Prom Dir.: Hal Biard  
 Program, Film Mgr.: Mary Warren  
 Publicity Dir.: Jerry Ross  
 Chief Engineer: Al Browdy

**KHJ-TV—Los Angeles—1948**

Channel: 9 VHF..AP: 81 Kw..VP: 162 Kw.  
 Owned-Oper. By: RKO General Station  
 Business-Studio Address: 1313 N. Vine St.  
 Tel.: HO 2-2133. Independent  
 Representative: H-R  
 President: Thomas F. O'Neil  
 V.P., Gen. Mgr.: Malcolm Klein  
 Commercial Manager: Howard Wheeler  
 Promotion Director: Richard L. Sinclair  
 Program Director: James D. Higson  
 Film Manager: Bill White  
 Publicity Director: Tony Arnone

**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.: HO 9-1212. CBS  
 Representative: CBS TV Spot Sales  
 General Manager: Clark B. George  
 Gen. Sales Mgr.: R. D. Wood  
 Program Director: Leon Drew  
 Prom., Publicity Director: Austin Heywood  
 Film Manager: Robert Hurlbut  
 Film Programming: Bill Alcine  
 Engineer in Chg.: Edwin Miller

**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  
 Publicity Super.: Dolores Finlay  
 Film Manager: George Burke  
 Chief Engineer: John Knight

**KTLA—Los Angeles—1947**

Channel: 5 VHF..AP: 15 Kw..VP: 30 Kw.  
 Owned-Oper.: Paramount TV Production, Inc.  
 Studio Address: 5800 Sunset Blvd., H'wood  
 Tel.: HO 9-3181. Independent  
 Representative: PGW  
 V.P. in Charge: James A. Schulke  
 General Sls. Manager: Richard Jolliffe  
 Nat. Sls. Mgr.: Jack Donahue  
 Program Dir.: Robert Quinlan  
 Promotion Dir.: Robert Nashick  
 Publicity Dir.: Robert Reagan  
 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., Gen. Mgr.: Robert Breckner  
 Dir. & Merch. & Prom.: Jack O'Mara  
 V.P., Program Dir.: Richard Woollen

**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: Hollingsbery  
 Pres., Gen. Mgr.: George C. Fleharty  
 Commercial Manager: Ray Grant

## CALIFORNIA

Program Director... Lee Arnold  
Chief Eng., Ass't Mgr. .... Russell K. Olsen

### KCCC-TV—Sacramento—1959

Channel: 40 UHF... AP: 158... VP: 20.4 Kw.  
Owned By... Capitol TV Co.  
Address... 3350 Fulton Ave.  
Tel.: Sacramento... Independent  
Station Reps... Gill-Perna; Ayers  
President, Gen. Comm. Mgr... Mel Lucas  
Program, Prom. Mgr... L. Holien  
Chief Engineer... H. Bartolomei

### 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... Ewing C. Kelly  
Asst. Gen. Mgr... Howard J. Smiley  
Comm., Sta. Mgr... Robert E. Kelly  
Program Mgr... David B. Hume  
Promotion Dir... Fred S. Wade  
Chief Engineer... W. Herbert Hartman

### KXTV—Sacramento—1955

Channel: 10 VHF... 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... C. Wrede Petersmeyer  
General Manager... Richard P. Hogue  
Sales Manager... James Osborn  
Program Director... Dean Borba  
Promotion Mgr... M. S. Bachman  
Chief Engineer... Don Ferguson

OWNERS OF WISH-AM-TV, INDIANAPOLIS, IND.;  
WANE-AM-TV, FORT WAYNE, IND.; KOTZ, TULSA,  
OKLA.; KHOU-TV, HOUSTON, TEX.

### KSBW-TV—Salinas—1953

Channel: 8 VHF... AP: 120 Kw... VP: 240 Kw.  
Owned By... P. Harron-G. Gray Group  
Address... 238 John St.  
Tel.: HA 2-6422... ABC-CBS-NBC  
Representative... H-R Television  
Pres., Gen. Mgr... John C. Cohan  
Comm. Mgr... Graham H. Moore  
Program Dir., Film Mgr... Gary Ferlisi  
Prom., Adv. Public Mgr... Clarke Bradley  
Chief Engineer... Wes Chaney

### KFMB-TV—San Diego—1949

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned... Transcontinent TV Corp.  
Business Address... 1405 Fifth Ave.  
Tel.: BE 2-2114... CBS  
Representative... Petry  
President... David C. Moore  
V.P., Gen. Mgr... George Whitney  
Station, Comm. Mgr... Bill Fox  
Prog. Mgr... George Stantis  
Prom., Adv. Public. Dir... P. H. Jackson

Film Manager... Del Gay  
Chief Engineer... Charles Abel

### 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  
Program, Film Mgr... Burke Ormsby  
Prom., Adv. Pub. Dir... Kenneth N. McClure  
Chief Engineer... LeRoy A. Bellwood

### XETV—San Diego—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... Radio Television S.A.  
Address... 7th & Ash. TV Hgths.  
Tel.: Belmont 4-8431... ABC  
Station Representative... Blair  
President... Frank Fouce  
V.P., Gen. Mgr... Julian M. Kaufman  
Business Mgr... Lou Meiers  
Prog., Prom. Dir... Harrison W. H. Eagles  
Film Manager... Wayne Feree  
Publicity Director... Bill Nietfeld  
Chief Engineer... Phil Fernandez

### 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... Bill 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... 2655 Van Ness Ave.  
Tel.: PR 6-5100... CBS  
Sta. Representative... TVAR  
Pres... Donald H. McGannon  
Exec. Director... Philip G. Lasky  
General Manager... Louis S. Simon  
Sales Manager... Wm. G. Hunsfeld, Jr.  
Pro. Dir., Film Mgr... Ray A. Hubbard  
Asst. Prog. Mgr... Robert Novak  
Sales Prom., Adv. Mgr... A. H. Christensen  
Publicity Mgr... A. M. Baccari, Jr.  
Chief Engineer... Thomas T. Ely  
OWNERS OF: WOWQ, FORT WAYNE, IND.; WBZ-  
WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV,  
BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-  
TV, CLEVELAND, O.; 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, PORT-  
LAND, ORE.



**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 de Young Thieriot  
 Gen. Manager...Harold P. See  
 Station Manager...A. H. Constant  
 Commercial Mgr...William A. Morrison  
 Program Dir...Douglas Ellson  
 Promotion Dir...Roland Irving  
 Sls. Prom., Mdsq. Dir...A. Richard Robertson  
 Film Buyer...Jim Bentley  
 Publicity Dir...Thomas Mullahey  
 Chief Engineer...J. L. Berryhill

**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  
 Pres., Gen. Sales Mgr...Ward D. Ingram  
 Gen. Mgr...William D. Pabst  
 Prom. Director...A. Richard Robertson  
 Publicity Director...Don Arlett  
 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...ABC-CBS-NBC  
 Sta. Representative...Young TV  
 President...A. T. Gilliland  
 Vice President...Allen T. Gilliland, Jr.  
 Operations Mgr...Frederic A. Naglestad

Sales Manager...Fram Conrad  
 Program Director...Jack Lavner  
 Chief Engineer...Robert A. Latham

**KSBY-TV—San Luis Obispo  
1953**

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.  
 Owned-Oper. By...P. Harron-G. Gray Group  
 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. Haggood  
 Publicity Director...Orval Brown  
 Chief Engineer...Charles Mitchell

**KEYT—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  
 V.P. Comm. Mgr...Bob Burris  
 Program. Film Mgr...Mary Ann Casey  
 Prom., Adv. Public. Dir...Carol E. Davis  
 Chief Engineer...Paul Williams

**KOVR-TV—Stockton—1954**

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Metropolitan Bcstg.  
 Address...225 E. Miner Ave.  
 Tel.: HO 6-6981...ABC  
 Representative...Blair  
 President...Paul Miller  
 Gen. Mgr...Glover DeLaney  
 Program Film Mgr...Bel Lange  
 Chief Engineer...Richard J. Anderson

Pop.: 1,809,000  
 Families: 526,000  
 Radio Homes: 486,000

**COLORADO**

TV Homes: 418,000  
 AM Stas. in State: 57  
 TV Stas. in State: 8

**KKTV—Colorado Springs—1952**

Channel: 11 VHF...AP: 54 Kw...VP: 107½ Kw.  
 Owned-Operated By...TV Colorado, Inc.  
 Address...512 S. Tejon St.  
 Tel.: ME 4-2844...CBS  
 Representative...Bolling  
 President, Gen. Mgr...James D. Russell  
 V.P. Commercial Manager...Robert D. Ellis  
 Program Dir...Carl Pehlman  
 Prom., Pub. Director...Hal Kennedy  
 Film Mgr...Jerry Mahanke  
 Chief Engineer...Chet Wallack

**KRDO-TV—Colorado Springs  
1953**

Channel: 13 VHF...AP: 112.5 Kw...VP: 225 Kw.  
 Owned-Oper. By...Pikes Peak Bcstg. Co.  
 Business Address...399 South Eighth St.  
 Tel.: ME 2-1515...ABC  
 Sta. Representative...Branham  
 President...Harry W. Hoth  
 Station Manager...Jay E. Gardner  
 Program Director...Sheldon Singer  
 Publicity Director...Jack Shippy  
 Chief Engineer...Herb Schubarth

# KTVR

Channel 2 Denver, Colorado

Station Representative

BLAIR TELEVISION ASSOCIATES

JAMES T. BRENNAN  
General Manager

**yes**, NO. 1  
in DENVER

**KBTV** a **9**  
CHANNEL

\* 13 of the Top Twenty programs are on KBTV!

Greatest share of audience from 3 P.M. to sign off!

Greatest number of homes reached from 3 P.M. to sign off!

The figures are in. They prove that great ABC-Television Network shows, powerful local programs, combine with KBTV's "Perpetual Promotion" to place Channel 9 in undisputed first place with Denver TV viewers.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?

\* Nielsen Station Index for Denver  
November, 1959



**KBTV** THE FAMILY STATION / CHANNEL **9**

Call your P G W Colonel

Denver, Colorado  
JOHN C. MULLINS  
President  
JOE HEROLD  
Station Manager

**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.....Hal Taft  
 Film Mgr. ....Don Mumford  
 Chief Engineer.....Jim Butts

**KLZ-TV—Denver—1953**

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Aladdin Bcstg. Corp.  
 Business Address.....131 Speer Blvd.  
 Tel.: MA 3-4271.....CBS  
 Representative.....Katz  
 Pres., Gen. Mgr.....Hugh B. Terry  
 Station Manager.....Jack Tipton  
 Program Director.....Paul Blue  
 Promotion Director.....Jimm Secney  
 Film Manager.....William Witt  
 Chief Engineer.....Eugene Jenkins

**KOA-TV—Denver—1953**

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By....Metropolitan TV Co.  
 Business Address.....1625 California  
 Tel.: Cherry 4-4141.....NBC  
 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  
 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  
 Sta. Representative.....Adam Young  
 President.....J. Elroy McCaw  
 General Manager.....James T. Brennan  
 Station Manager.....Ralph H. Davison, Jr.  
 Commercial Mgr.....Harold N. Michaels  
 Program. Prom. Mgr.....Chas C. Mulcahy  
 Film Manager.....Thomas J. Donhegan  
 Chief Engineer.....Lester J. Dunn

**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  
 Station Representative.....Holman  
 President, General Mgr. ....Rex Howell  
 Station Comm. Mgr.....Bob McMahan  
 Production Dir.....Joe Cope  
 Advertising Mgr.....Roy Adamson  
 Chief Engineer.....James Meyer

**KCSJ-TV—Pueblo—1952**

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Star Broadcasting Co.  
 Business Address.....2226 Television Lane  
 Tel.: LI 4-5782.....NBC  
 Station Representative.....Meeker Co.  
 Station Manager.....J. G. Croll  
 Film Manager.....Jackson Cravens  
 Promotion Dir.....Jack Sinclair  
 Publicity Dir.....Bob Ashby  
 Advertising Mgr.....Ken King  
 Chief Engineer.....Ken Renfrow

**OF COURSE — — —**

YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?

**OF COURSE — — —**

the Best Is the Associated Press.



**QUALITY TELEVISION\***  
**SELLS**  
**RICH, RICH**  
**SOUTHERN NEW ENGLAND**



**\*ASK YOUR  
HARRINGTON,  
RIGHTER &  
PARSONS MAN**

Pop.: 2,460,000  
 Families: 768,000  
 Radio Homes: 729,000

# CONNECTICUT

TV Homes: 706,000  
 AM Stas. in State: 31  
 TV Stas. in State: 6

## WICC-TV—Bridgeport—1952

Channel: 43 UHF.. AP: 91 Kw.. VP: 180 Kw.  
 Owned By.....Bridgeport Bcstg. Co.  
 Business Address.....Box 9140  
 Tel.: AM 8-1601.....ABC  
 Representative.....Adam Young  
 President, Gen. Mgr.....K. M. Cooper  
 Comm. Mgr.....Ray Colonari  
 Pgm. Dir.....Harry Downie  
 Chief Engineer.....Russell Adams

## WHCT—Hartford—1959

Channel: 18 UHF.. AP: 100 Kw.. VP: 186 Kw.  
 Owned-Oper. By.....RKO General  
 Business Address.....555 Asylum St.  
 Tel.: JACkson 5-2611.....Independent  
 Station Representatives.....Young; Nona Kirby  
 Pres., Gen. Mgr.....Edward D. Taddei  
 Exec. Asst. Gen. Mgr.....Charles Bell, Jr.  
 Program Director.....David K. Harris  
 Dir. of Sales.....Keith G. Dare  
 Film Manager.....C. Donald Woodman, Jr.  
 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  
 Publicity Director.....Paul E. Lucas  
 Dir. of Engineering.....Harold Dorschug  
 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 By.....Connecticut TV, Inc.  
 Address.....1422 New Britain Ave.  
 Tel.: ADAMS 3-8551.....NBC  
 Representative.....NBC Spot Sales  
 President.....Herbert Scheffei  
 General Mgr.....Robert W. Bray  
 Comm., Adv. Mgr.....Jack Fox  
 Program Dir.....Philip Corvo  
 Prom., Publicity Dir.....Howard Wry  
 Film Manager.....Phillip B. Hale  
 Chief Engineer.....Thomas Doody

• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •  
 Monitored: Hartford, New Haven

**FOR NETWORK TV ADVERTISERS**

**SEE PAGE 739**

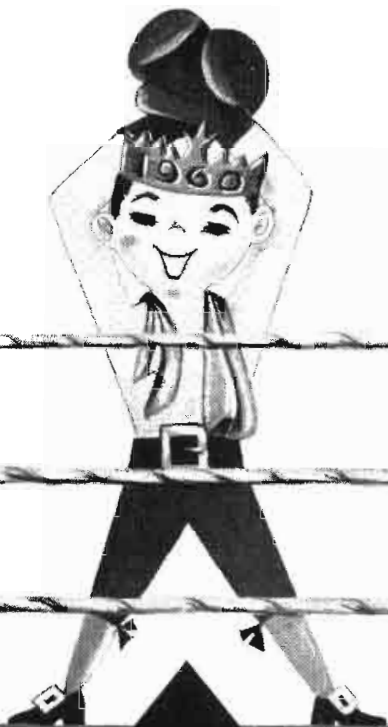


**FOR NATIONAL AND REGIONAL**

**TV SPOT ADVERTISERS**

**SEE PAGE 111**

**STILL  
THE  
CHAMP**



A TRIANGLE STATION

**WNHC-TV**

HARTFORD-NEW HAVEN, CONN

**Channel 8**

ABC-TV • BLAIR-TV

WNHC-TV, Hartford-New Haven, delivers the biggest audience throughout Connecticut. Power-packed programming, plus the great ABC-TV lineup, give WNHC-TV greater audience\* at 31% lower CPM\*\* than nearest challenger. To keepo competition from Massachusetts to Long Island, put your money on the champ . WNHC-TV

\*Averages 5500 more TV homes reached per 1/2 hour, Sunday-Saturday, 6 PM-Midnight

Averages 1200 more TV homes reached, per 1/4 hour, Monday-Friday, Noon-6 PM

\*\*Highest one time, 20 second rate, Monday-Friday, Noon-6 PM

Sources: ARR, New Haven/Hartford, Nov 1968 (Rev 1-29-69)  
SRDS, Jan 10, 1969

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WFIL-AM • FM • TV, Philadelphia, Pa. / WNEF-AM • FM • TV, Binghamton, N.Y. / 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

**CONNECTICUT****WNHC-TV—New Haven—1948**

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By ..Triangle Publications, Inc.  
 Business Address.....135 College St.  
 Tel.: SPruce 7-3611.....ABC  
 News. Affil.....Phila. Inquirer & Daily News  
 Station Representative.....Blair TV  
 General Manager.....Howard W. Maschmeier  
 Sales Mgr.....John F. Cundiff  
 Asst. Gen. Sls. Mgr.....William G. Mulvey  
 Program Dir.....James E. Kovach  
 Chief Engineer.....Howard W. Wessenberg

**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; Kirby  
 President.....Harold Thomas  
 Gen., Sta., Commercial Mgr.....Samuel Elman  
 Prog. Dir., Film Manager.....Astrid Curtis  
 Chief Engineer.....Andrew Torres

Pop.: 956,000  
 Families: 293,000  
 Radio Homes: 289,000

**DIST. OF COLUMBIA**

TV Homes: 267,000  
 AM Stas. in State: 9  
 TV Stas. in State: 4

**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  
 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  
 Representative.....CBS TV Spot Sales  
 President.....John S. Hayes  
 Vice-Pres., TV.....George F. Hartford  
 Comm. Mgr.....Robert A. J. Bordley  
 Pub. & Prom. Director.....Robert M. Adams  
 Program Director.....Jim Silman  
 Film Manager.....William Hedgpeth  
 Vice President for Engineering.....Clyde Hunt  
 Chief Engineer.....Donald Cooper

**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  
 VP, Gen. Mgr.....Carleton D. Smith  
 Sales Director.....William E. Coyle  
 Sales Manager.....Peter B. James  
 Program Dir.....Wes Harris  
 Adv. Prom. Mgr.....Ralph R. McCawley  
 Pub. Mgr.....Carl Bleiberg  
 Dir. of Oper.....Leferts 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.....Independent  
 Representative.....P. G. & W.  
 President.....John W. Kluge  
 V.P., Gen. Mgr.....John E. McArdle  
 Sales Mgr.....Peter A. Whipple  
 Production Mgr.....Ellis I. Shook  
 Publicity, Prom. Dir.....Symon Cowles  
 Chief Engineer.....Malcolm M. Burleson  
 OWNERS OF: WNEW AM-FM, NEW YORK; WHK AM-FM, CLEVELAND, O.

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: District of Columbia

Pop.: 4,321,000  
 Families: 1,355,060  
 Radio Homes: 1,529,000

**FLORIDA**

TV Homes: 1,082,000  
 AM Stas. in State: 152  
 TV Stas. in State: 16

**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.....NBC  
 Rep.....Avery Knodel  
 President.....John H. Perry, Jr.

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Jacksonville, Miami, St. Petersburg, Tampa



## FLORIDA

General Manager . . . . . Thomas S. Gilchrist, Jr.  
Station Mgr. . . . . Walter Strouse  
Program Dir. . . . . John Whitmore  
Gen. Sls. Mgr. . . . . Thomas B. Newsom  
Chief Engineer . . . . . B. Hayford

### WINK-TV—Fort Myers—1954

Channel: 11 VHF. AP: 35 Kw. . . . . VP: 65 Kw.  
Owned By . . . . . Ft. Myers Bcstg Co.  
Business Address . . . . . Palm Beach Blvd.  
Tel.: ED 4-1131 . . . . . ABC-CBS  
Representative . . . . . Walker-Rawall  
President . . . . . Edward McBride  
Gen. Sales Mgr. . . . . A. J. Bauer  
Program Dir. . . . . Frank Nodine  
Promotion Dir. . . . . D. Howell  
Film Manager . . . . . Bill McHan  
Chief Engineer . . . . . Bob Bachman

### WFGA-TV—Jacksonville—1957

Channel: 12 VHF. AP: 158 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 . . . . . Alexander Brest  
Gen. Sta. Film Mgr. . . . . Jesse H. Cripe  
Nat. Sls. Mgr. . . . . Clay E. Forker  
Program Dir. . . . . Rusty Bruton

Publicity Promo. Dir. . . . . Andy Amyx  
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.  
Commercial Manager . . . . . David Booher  
Prog. Dir., Film Mgr. . . . . Leonard L. Mosby, Jr.  
Prom., Pub. Dir. . . . . Tom Mahaffey  
Chief Engineer . . . . . Ernest Vordermark

### 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  
Program Director . . . . . Gene Walz  
Aud. Promotion Mgr. . . . . Donald Fischer  
Film Manager . . . . . Frank Struzziari  
Chief Engineer . . . . . Robert H. Paasch

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.



**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  
 V.P. Sales..... William Brazzil  
 Nat'l. Sales Dir..... Ken Bagwell  
 Program Director..... Lee Waller  
 Promotion Director..... Burt Toppan  
 Film Manager..... Robert J. Ross  
 Chief Engineer..... Earl W. Lewis

**WPST-TV—Miami—1957**

Channel: 10 VHF... AP: 195 Kw... VP: 316 Kw.  
 Owned..... Public Service TV, Inc.  
 Business Address..... 2075 Biscayne Blvd.  
 Tel.: FR 1-6501..... ABC  
 Representative..... Petry  
 Gen. Mgr..... Walter Koessler  
 Nat. Sales Mgr..... Bob Hanna  
 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.  
 Exec. V.P. Gen. Mgr..... Arnold F. Schoen, Jr.  
 Sales Co-ordinator..... A. V. Carlson  
 Prod. Dir..... Mark V. Barker, Jr.  
 Prog. Dir..... Walter E. Sickles  
 Dir. Sales Deve..... Leonard S. Davey, 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 Coconut Row  
 Tel.: TE 3-2471..... NBC  
 Representative..... Blair TV Assoc.  
 President..... John H. Phipps

General Manager..... Herschel Graves  
 Station, Prom. Mgr..... Chet Pike II  
 Production Mgr..... Clark Davis  
 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  
 General, Comm. Mgr..... Hugh Barclay  
 Program, Prom., Publicity..... James Tighe  
 Film Mgr..... Earl Hadaway  
 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..... P.O. Box 431  
 Tel.: GL 5-7311..... ABC  
 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  
 Film Managers..... Ribitzki, Shawn  
 Chief Engineer..... William J. Coddling

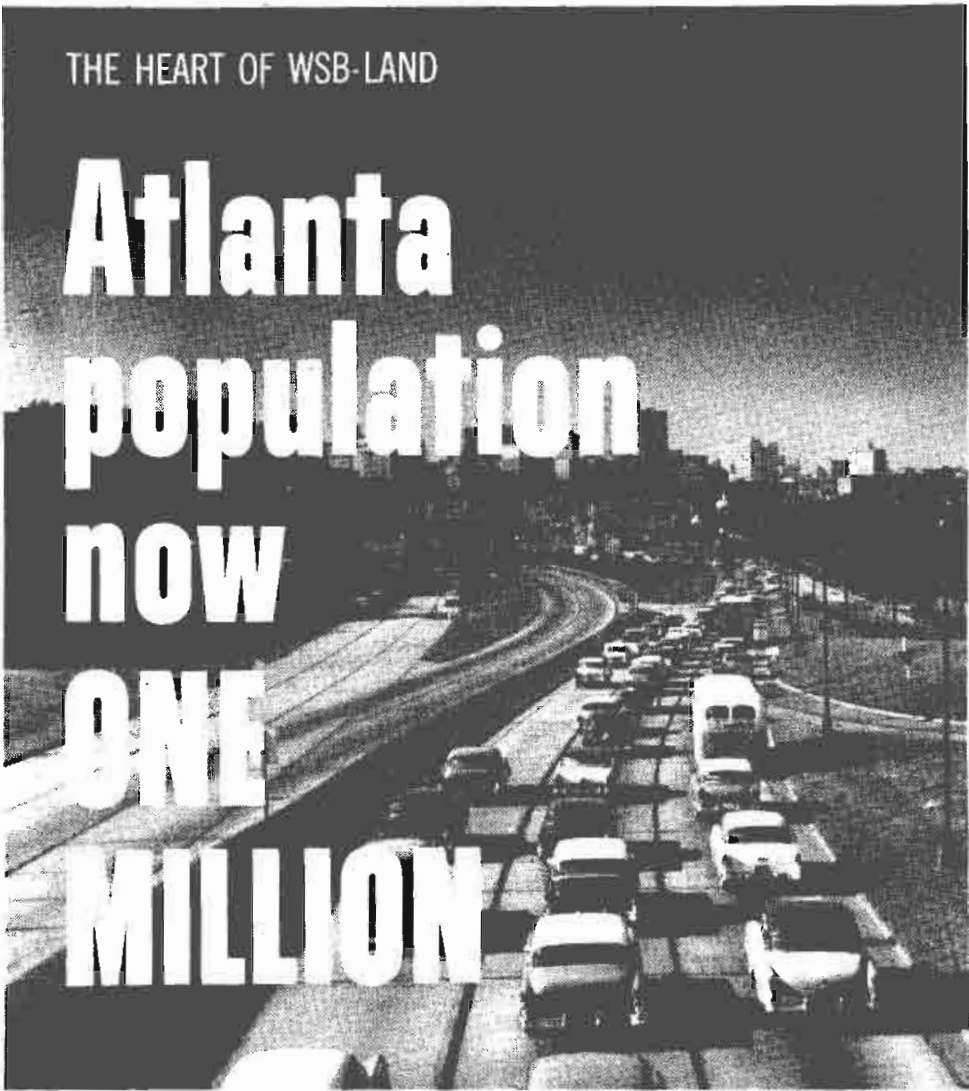
**WFLA-TV—Tampa—1955**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... Tribune Company  
 Address..... Box 1410  
 Tel.: 2-0131..... NBC  
 Newspaper Affiliation..... Tribune-Times  
 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 Geiger  
 Chief Engineer..... J. H. Mitchell

**WTVT—Tampa—1955**

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By..... WKY Television System, Inc.

THE HEART OF WSB-LAND



# Atlanta population now ONE MILLION

There now are one million men, women and children in Metropolitan Atlanta. Or by the time you read this, perhaps more. Newcomers are arriving by plane, train, car and stork at the rate of 516 per week.

Atlanta is the dynamic, hard-working, good living heart of that vast region served and sold by WSB Radio and WSB Television. We invite you to share the rewards of this great and growing market's present and future.

**WSB RADIO / WSB-TV**

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

## FLORIDA-GEORGIA

Bus. Ad. . . 3213 Grand Central Ave.; Box 1198  
 Tel.: RE 6-1313 . . . . . CBS  
 Representative . . . . . Katz  
 President . . . . . E. K. Gaylord  
 Station Manager . . . . . Eugene B. Dodson  
 Commercial Mgr. . . . . John Haberman  
 Film Mgr. . . . . Jayne Bowe  
 Program Dir. . . . . Kenneth Smith  
 Chief Engineer . . . . . William Witt

### WEAT-TV—West Palm Beach 1955

Channel: 12 VHF . . . AP: 110 Kw. . . VP: 250 Kw.

Owned-Oper. By . . . . . WEAT TV, Inc.  
 Business Address . . . . . Palm Beach Towers  
 Tel.: TE 3-9668 . . . . . ABC  
 Sta. Representative . . . . . Weed  
 President . . . . . Rex Rand  
 Gen. Mgr. . . . . Bertram Lebhear, Jr.  
 Commercial Mgr. . . . . Golf Lebhar  
 Station Mgr. . . . . Jack Poole  
 Program Dir. . . . . Barbara Hegler  
 Publicity Dir. . . . . Bob Wilson  
 Film Manager . . . . . Lillian Hackman  
 Chief Engineer . . . . . J. Ross McPherson

Pop.: 3,865,000  
 Families: 1,050,000  
 Radio Homes: 1,030,000

## GEORGIA

TV Homes: 809,000  
 AM Stas. in State: 130  
 TV Stas. in State: 12

### WAGA-TV—Atlanta—1949

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Operated By . . . . . Storer Bcstg. Co., Inc.  
 Business Address . . . . . 1018 W. Peachtree St.  
 Tel.: TRinity 5-5551 . . . . . CBS  
 Representative . . . . . Katz  
 President . . . . . George B. Storer  
 General Manager . . . . . Terry H. Lee  
 Commercial Manager . . . . . William Flynn  
 Program, Film Mgr. . . . . Horace W. Ray  
 Promotion Director . . . . . Ned Jay  
 Production Mgr. . . . . Stuart Armstrong  
 Chief Engineer . . . . . Hugo Bondy  
 OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD-AM-  
 FM-TV, TOLEDO; WJW-AM-FM-TV, CLEVELAND;  
 WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-  
 FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.;  
 KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

### 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 . . . . . Petry  
 Exec. Dir. . . . . J. Leonard Reinsch  
 General Manager . . . . . Marcus Bartlett  
 Comm. Mgr. . . . . Don E. Heald  
 Promotion Dir. . . . . Holt Gewinner, Jr.  
 Film Director . . . . . Jean Hendrix  
 Chief Engineer . . . . . R. A. Holbrook

### WALB-TV—Albany—1954

Channel: 10 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Herald Publishing Co.  
 Business Address . . . . . Stuart Ave.  
 Tel.: HE 5-8386 . . . . . ABC-CBS-NBC  
 Newspaper Affiliation . . . . . Herald  
 Representative . . . . . Venard, Rintoul & McConnell  
 President . . . . . James H. Gray  
 Gen., Comm. Manager . . . . . Raymond E. Carow

Program Director . . . . . Don Erickson  
 Prom., Dir., Film Mgr. . . . . Reba Hill  
 Publicity Dir. . . . . Pat Bethune  
 Adv. Mgr. . . . . Joseph Davis  
 Chief Engineer . . . . . Bruce Singleton

### 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  
 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: 100 Kw. . . VP: 50 Kw.  
 Owned-Oper. By . . . . . Georgia-Carolina Bcstg. Co.  
 Business Address . . . . . Television Park  
 Tel.: PA 2-6666 . . . . . ABC-NBC  
 Representative . . . . . Hollingbery  
 President, Gen. Mgr. . . . . J. B. Fuqua  
 Sales Manager . . . . . Thomas J. Hennesy  
 Film Manager . . . . . Gray Mayson  
 Program, Prom. Dir. . . . . John Radeck  
 Chief Engineer . . . . . John Jopling

### WRDW-TV—Augusta—1954

Channel: 12 VHF . . . AP: 60 Kw. . . VP: 102 Kw.  
 Owned-Oper. By . . . . . Southeastern Newspapers  
 Business Address . . . . . 1301 Georgia Ave.  
 Tel.: TA 4-5432 . . . . . ABC-CBS  
 Newspaper Affiliation . . . . . Chronicle, Herald  
 Representative . . . . . Branham Company  
 President . . . . . Pat H. Rice, Jr.

• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •  
 Monitored: Atlanta

In **ATLANTA**

you know where you're going

with **WAGA-TV**

with **WAGA-TV You're Capturing**

- A million population in Atlanta alone
- A billion dollar market
- 58 counties surrounding Atlanta
- The Heart of the South

*For Bigger Sales Tap the Bigger Audiences  
on the Big Movies on*

**WAGA-TV**

a **STORER** station

call KATZ

*National Sales Offices:*

625 Madison Ave., N. Y. 22

230 N. Michigan Ave., Chicago 1

General Manager.....J. W. Hicks  
 Sta., Comm. Mgr.....Lou Stratton  
 Program Dir. ....Richard A. Fennel  
 Chief Engineer.....Joseph P. Gill, Jr.

**WRBL-TV—Columbus—1953**

Channel: 3 VHF..AP: 50 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  
 President, Gen. Mgr.....J. W. Woodruff, Jr.  
 Sta. Mgr., Film Buyer.....Ridley Bell  
 Commercial Manager...George "Red" Jenkins  
 Program Director.....Robert H. Walton  
 Promotion Director.....Carrie Barry  
 Chief Engineer.....Joe A. Gamble

**WTVM—Columbus—1953**

Channel: 9 VHF..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  
 General Manager.....Frank Ragsdale  
 Station Manager, Ch. Eng.....Charley Parrott  
 Commercial Mgr.....Bill Dunaway

**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.: SHERwood 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  
 Film Manager.....Jim Arnold

**WSAV-TV—Savannah—1956**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WSAV, Inc.  
 Address.....East Victory Drive  
 Tel.: AD 6-0303.....ABC-NBC  
 Representative.....Blair TV  
 President, Gen. Mgr.....Harben Daniel  
 Ex. V.P.....Charles Bell  
 Operations Manager.....M. E. Thompson  
 Comm. Adv. Mgr.....Mack Humpidge  
 Program Director.....William E. Lucas  
 Prom., Pub. Dir.....Mrs. Shirley Slater  
 Film Manager.....Alyce Miller  
 Chief Engineer.....Byron Strong

**WTOC-TV—Savannah—1954**

Channel: 11 VHF..AP: 104 Kw..VP: 207.5 Kw.  
 Dir. Engineering.....Wm. A. Snowden  
 Chief Engineer.....Charles Clifton  
 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  
 Prom., Publicity Dir.....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.  
 Address.....P.O. Box 3547, Tallahassee, Fla.  
 Tel.: TALL 3-3666.....ABC-CBS  
 Station Representative.....Blair; Cummings  
 Owner.....John H. Phipps  
 Mng. Dir.....L. Herschel Graves  
 Station, Comm. Mgr.....Joseph E. Hosford  
 Program Dir.....H. E. Buck, Jr.  
 Chief Engineer.....Chas. Clifton

Pop.: 575,000	<b>HAWAII</b>	AM Stas. in State: 15
Families: 153,000		TV Homes: 110,500
Radio Homes: 132,500		TV Stas. in State: 4

**KGMB-TV—Honolulu—1952**

Channel: 9 VHF..AP: 79 Kw..VP: 132 Kw.  
 Owned-Oper...Hawaiian Broadcasting Sys. Ltd.  
 Business Address...1534 Kapiolani Boulevard  
 Tel.: 9-2011.....CBS  
 Newspaper Affil.....Star Bulletin  
 Representative.....Peters, Griffin, Woodward  
 President.....Arthur L. Wood  
 General Manager.....M. Franklyn Warren  
 Sales Manager.....Robert W. Sevey  
 Prom., Publicity Dir.....Colleen L. Ng  
 Film Director.....Lorraine Chun  
 Chief Engineer.....Ronald T. Miyamoto

Owned-Oper. By.....Radio Honolulu, Ltd.  
 Business Address.....1170 Auahi St.  
 Tel.: 6-2366.....NBC  
 Newspaper Affil.....Honolulu Advertiser  
 Representative.....NBC Spot Sales  
 Pres., Gen. Mgr.....John D. Keating  
 Sta., Gen. Sales Mgr.....Art Sprinkle  
 Nat'l Sales Mgr.....Jim Spencer  
 Program Director.....Cecil Seavey  
 Publicity Director.....Heyden Chigh  
 Film Manager.....Paul Yamanoto  
 Chief Engineer.....Alvin Chang

**KONA-TV—Honolulu—1952**

Channel: 2 VHF...AP: 30 Kw....VP: 60 Kw.

**KHVH-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.

*Owned and operated by Chicagoans and dedicated  
to providing the finest programming and quality  
community service to the great Chicago market.*



**WGN - Television—**  
*world's most*  
*colorful station*



## HAWAII-IDAHO-ILLINOIS

Tel.: 5-3991.....ABC  
 Representative ..... Young-TV  
 President..... Henry J. Kaiser, Jr.  
 General, Comm. Mgr..... Richard C. Block  
 Prom. Adv., Publicity Dir..... Lynn Morrow  
 Program Director..... Dan Kawakami  
 Chief Engineer..... Dan O. Hunter

### KMVI—Wailuku—1955

Channel: 12 VHF... AP: 15 Kw... VP: 30 Kw.

Owned-Oper..... Maui Publishing Co., Ltd.  
 Business Address..... Box 374  
 Tel.: 33-981.....ABC  
 Newspaper Affiliation..... Maui News  
 Sta. Reps..... Clark; Oakes, Dickens  
 President..... J. Walter Cameron  
 General Manager..... Ezra J. Crane  
 Station Manager..... Richard E. Mawson  
 Film Manager..... Nora I. Cooper  
 Chief Engineer..... Spencer Shirachi

Pop.: 774,000  
 Families: 210,000  
 Radio Homes: 203,000

## IDAHO

TV Homes: 157,000  
 AM Stas. in State: 34  
 TV Stas. in State: 5

### 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  
 Station, Comm. Mgr..... Earl Glade, Jr.  
 Production Director..... Vestal Baker  
 Film Manager..... Robert Howell  
 Promotion Mgr..... Louise Davis  
 Publicity Dir..... Rick Raphael  
 Chief Eng..... J. A. Johtnz, Jr.

### KTVB—Boise—1953

Channel: 7 VHF... AP: 87.1 Kw... VP: 213 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 Toedtemeyer

### KID-TV—Idaho Falls—1953

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Idaho Radio Corp.

Address..... Ammon Road  
 Tel.: JA 2-5100.....CBS-NEC-ABC  
 Sta. Reps..... Hollingsbery; Art Moore  
 President..... A. W. Schwieder  
 General, Sta. Mgr..... C. N. Layne  
 Comm., Adv. 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 ..... 315 N. 8th St.  
 Tel.: 4-8311.....Independent  
 Representative ..... Weed  
 President..... Roger L. Hagadone  
 Sales Manager..... R. F. Frazer  
 Program Dir..... Jesse B. Godfrey  
 Chief Engineer..... G. Rose

### 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  
 Vice President..... Cecil L. Hefel  
 General Mgr..... Gordon Glasmann  
 Chief Engineer..... Dennis Lowe

Pop.: 10,319,000  
 Families: 3,215,000  
 Radio Homes: 3,129,000

## ILLINOIS

TV Homes: 2,925,000  
 AM Stas. in State: 94  
 TV Stas. in State: 16

### 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 8-8333.....CBS  
 Representative ..... Hollingsbery  
 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

### 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.....Independent

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Chicago, Harrisburg, Peoria

# ILLINOIS

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  
Publicity Director.....James Hanlon  
Film Director.....Edward Warren  
Chief Engineer.....Carl J. Meyers

## 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  
Gen. Mgr.....Clark George  
General Sls. Mgr.....Edward Kenelick  
Program Dir.....Charles Hinds  
Promotion Director.....Virgil Mitchell  
Publicity Dir.....George Condon  
Film Manager.....Patricia Danneman  
Chief Engineer.....J. J. Beloungy

## 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  
Vice President.....Sterling C. Quinlan  
General Manager.....Mathew Vieracker  
Nat'l Spot Sales Mgr.....Clarence Heider  
Film Dir.....Ralph Andrews  
Prog. Dir.....Dan Schuffman  
Prom. Adv. Public Dir.....James Ascher  
Chief Engineer.....William P. Kusack

## WNBQ—Chicago—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....National Bcstg. Co.  
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  
Dir. of Sales.....William B. Decker  
Sales Manager.....Norman F. Cissna  
Program Dir.....Harry D. Trigg  
Adv. & Prom. Mgr.....John M. Keys  
Film Manager.....Stanley Brightwell  
Publicity Director.....Chet Campbell  
Chief Engineer.....Howard C. Luttgens

## 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.: Hickory 2-1700.....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.....Metropolitan Bcstg. Corp.  
Business Address.....Box 631-Southside Dr.  
Tel.: 8-4304.....ABC  
Representative.....Gill-Perma  
President.....Geo. A. Bolas  
Sta. 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.  
Address.....21½ W. Poplar St.  
Tel.: Clearbrook 3-7922.....ABC  
Representative.....Walker-Rawall  
Station Mgr.....Oscar L. Turner  
Chief Engineer.....Charles Gillham

## WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 186 Kw..VP: 371 Kw.  
Owned-Operated By.....West Central Bcstg. Co.  
Address.....2907 Springfield Rd., E. Peoria  
Tel.: 9-3961.....NBC  
Representative.....Headley-Reed  
President.....Robert S. Kerr  
V.P., Gen. Mgr.....Fred C. Mueller  
Comm. Manager.....John Leslie  
Program Director.....Victor Fletcher  
Promotion Director.....Al Knapp  
Chief Engineer.....Wayne Lovely

## WBBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.  
Owned.....WBBD, Inc.  
Business Address.....212 SW Jefferson Ave.  
Tel.: 6-0711.....CBS  
Representative.....Peters, Griffin, Woodward, Inc.  
President.....Charles C. Caley  
General Manager.....Robert O. Runnerstrom  
Commercial Mgr.....William S. Dallmann  
Promotion Mgr.....Clarence S. Mugge  
Prog. Dir.....Winthrop P. Baker  
Chief Engineer.....George Pyle

## WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.  
Owned By.....Metropolitan Bcstg. Corp.  
Business Address.....621 Main St.  
Tel.: 9-7211.....ABC  
Sta. Representative.....Blair TV  
President.....John W. Kluge  
V.P., Gen. Mgr.....Donn Colee  
Controller.....Gerald W. Swank  
Sales Mgr.....Lee Colee  
Program. Film Mgr.....Gene Dybvig  
Prom., Publicity Dir.....Gary Gresham  
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.: Woodland 8-1813.....ABC-CBS  
 Newspaper Affil.....Star & Republic  
 Representative.....H-R Representatives  
 President.....L. E. Caster  
 General Manager.....Joe M. Baisch  
 Program Director.....John Mazzie  
 Prom., Pub. Dir.....Charles Olson  
 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.: Woodland 3-5413.....NBC  
 Representative.....Headley-Reed  
 President.....Harry Balaban  
 Manager.....Harold Froelich  
 Sales Manager.....Gene Denari

Program Dir.....John W. Kelin  
 Chief Engineer.....H. H. Eckstein  
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-  
 KEE; KBOX, DALLAS, TEX.; WICS-TV, SPRING-  
 FIELD, 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. Jobnson  
 Director of Sales.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Promotion Dir.....Heber E. Darton  
 Publicity Dir.....Fern Hawks  
 Film Manager.....Joseph Gear  
 Chief Engineer.....Robert J. Sinnott

**WICS—Springfield—1953**

Channel: 20 UHF..AP: 204 Kw..VP: 406 Kw.  
 Owned-Oper. By.....Plains Television Corp.  
 Address.....523 E. Capitol Ave.  
 Tel.: Lakeside 8-0465.....NBC  
 Representative.....Adam Young  
 President.....Elmer Balaban  
 General Manager.....Milton D. Friedland  
 Comm. Manager.....Warren King  
 Program, Film Mgr.....H. J. Hoskins  
 Promo., Publicity Mgr.....Mildred Miller  
 Chief Engineer.....Jerrold Merritt  
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-  
 KEE; KBOX, DALLAS, TEX.; WTVO-TV, ROCKFORD,  
 ILL.

**INDIANA**

Pop.: 4,710,000  
 Families: 1,495,000  
 Radio Homes: 1,471,000

TV Homes: 1,411,000  
 AM Stas. in State: 60  
 TV Stas. in State: 16

**WTTV—Bloomington—1949**

Channel: 4 VHF..AP: 28.8 Kw..VP: 44.6 Kw.  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Business Address.....3490 Bluff Rd.  
 Tel.: ST 7-2211.....Independent  
 Sta. Representative.....Young TV  
 President.....Sarkes Tarzian  
 General, Comm. Mgr.....Robert G. Holben  
 Program, Prom., Adv. Mgr.....Arthur R. Hook  
 Chief Engineer.....Fred J. Molchin

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

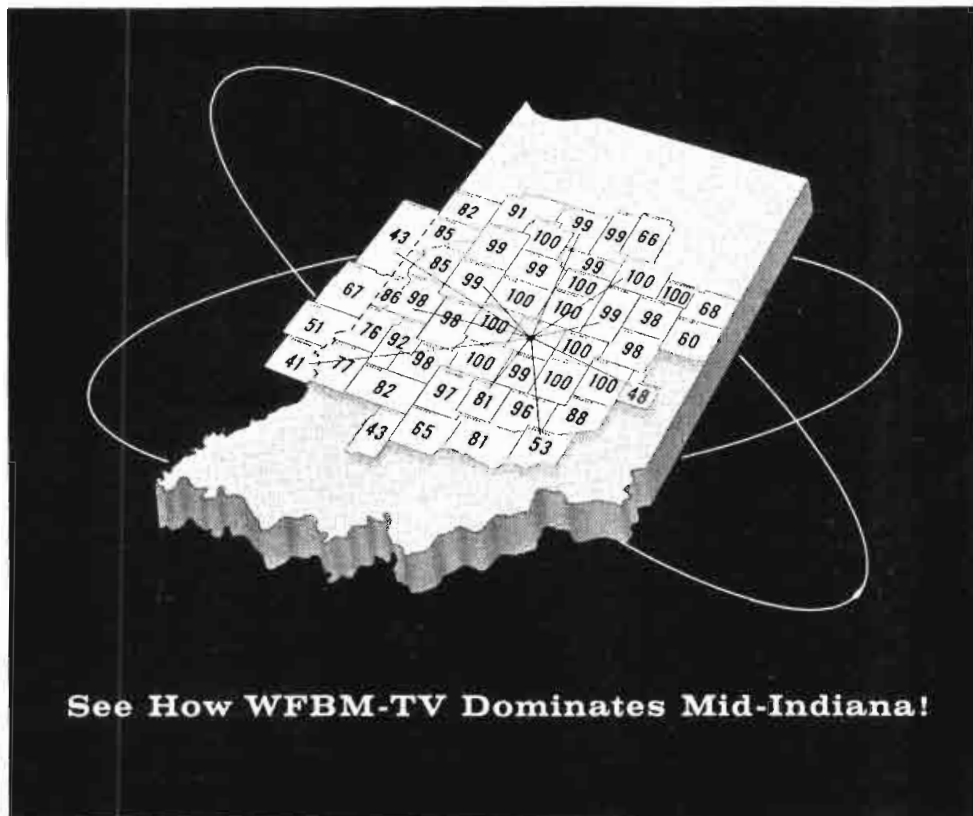
**WFIE-TV—Evansville—1953**

**WEHT—Evansville—1953**

Channel: 50 UHF..AP: 108 Kw..VP: 200 Kw.  
 Owned-Oper. By.....WEHT, Inc.  
 Business Address.....Box 395  
 Tel.: HA 4-9215.....CBS  
 Representative.....Young

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  
 General, Sta. Mgr.....Berry Smith  
 Comm. Manager.....Lee Browning  
 Program, Film Mgr.....Chester T. Behrman  
 Prom., Publicity Dir.....Jerry Wichser  
 Chief Engineer.....Paul Kelley

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Evansville, Fort Wayne, Indianapolis, South Bend, Elkhart



**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, because it is the only basic NBC outlet. (*N.C.S. #3*).

*where else . . .*

—will you find satellite markets that are 15% richer and 30% 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 reach them effectively!

*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. Let us show you how to test regional marketing ideas here with amazing results.

**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



149 OF NBC-TV AFFILIATES

**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  
 Sales Mgr.....Al McKelfresh  
 Program Dir.....William Hill  
 Prom. Dir.....Jack MacGregor  
 Film Manager .....S. J. Rusche  
 Chief Engineer.....John Schuta

**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  
 Sta. Representative .....H.R.  
 President .....C. Wrede Petersmeyer  
 General 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

**WKJG-TV—Fort Wayne—1953**

Channel: 33 UHF ..AP: 144 Kw... VP: 263 Kw.  
 Owned .....WKJG, Inc.  
 Address.....2633 W. State Blvd.  
 Tel.: AN 2295.....NBC  
 Newspaper Affiliation.....Elkhart Truth  
 Station Rep.....H R Television Inc.  
 President.....John F. Dille, Jr.  
 Vice President.....Paul Brynes  
 Gen., Sta. Mgr.....Edward G. Thoms  
 Commercial Mgr.....Carleton B. Evans  
 Program Director.....Calo Mahlock  
 Chief Engineer .....Eugene A. Chase

**WPTA—Fort Wayne—1957**

Channel: 21 UHF ..AP: 55 Kw... VP: 110 Kw.  
 Owned.....Sarkes Tarzian, Inc.  
 Business Address.....Butler Road  
 Tel.: A 5-5015.....ABC  
 Station Representative .....Young  
 President .....Sarkes Tarzian  
 Gen., Sta. Mgr.....Ronald R. Ross  
 Comm., Prog. Mgr.....Richard D. Morgan  
 Prom., Adv. Publicity Dir.....Larry Frerk  
 Film Manager .....Charles Smith  
 Chief Engineer.....Gerald Bower

**WFBM-TV—Indianapolis—1949**

Channel: 6 VHF ..AP: 50 Kw... VP: 100 Kw.  
 Owned By .....Time, Inc.  
 Bus.-Studio Address.....1330 N. Meridian St.  
 Tel.: MEIrose 4-8521.....NBC  
 Representative .....Katz  
 President.....W. C. Pullen, Jr.  
 V.P., Gen. Mgr.....Eldon Campbell  
 Station Manager.....Don Menke

Nat. Sales Mgr.....Hugh L. Kibbey  
 Prog. Dir.....Warren Wright  
 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.: MEIrose 4-6411.....CBS  
 Sta. Representative .....H.R.  
 President .....C. Wrede Petersmeyer  
 Gen., Sta. Manager.....Robert B. McConnell  
 Commercial Manager.....Joseph E. Lake  
 Program, Film Mgr.....Dave Smith  
 Prom., Pub. Director.....Ray Reisinger  
 Chief Engineer.....Stokes Gresham, Jr.

**WLW-I—Indianapolis—1957**

Channel: 13 VHF ..AP: 158 Kw... VP: 316 Kw.  
 Owned.....Crosley Bcstg. Corp.  
 Business Address.....1401 N. Meridian St.  
 Tel.: MEIrose 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  
 Prom., Merch. Dir.....Terry Simpson  
 Sales Serv. Dir.....Scott Cedarholm  
 Film Director.....Patty O'Neill  
 Chief Engineer.....Norman Nixon

**WFAM-TV—Lafayette—1953**

Channel: 59 UHF ..AP: 51 Kw... VP: 102 Kw.  
 Owned .....Sarkes Tarzian, Inc.  
 Business Address.....McCarty Lane  
 Tel.: Gibson, 7-2186.....CBS-NBC-ABC  
 President.....Sarkes Tarzian  
 Gen., Sta. Mgr.....Henry Rosenthal  
 Comm. Mgr.....Dick Pittenger  
 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.....William F. Craig  
 Chief Engineer .....Pat Finnegan

**WNDU-TV—South Bend—1955**

Channel: 16 UHF ..AP: 141 Kw... VP: 282 Kw.  
 Owned-Oper. By.....Michiana Telecasting  
 Address.....Box 989  
 Tel.: CE 3-7111.....NBC  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Rev. Theodore M. Hesburgh  
 Gen., Comm. Mgr.....Wm. Thomas Hamilton  
 Program Director.....Edward R. Doyle

## INDIANA-IOWA

Prom., Adv. Mgr. . . . . Walter Purcell  
 Publicity Dir. . . . . Paul A. Listek  
 Film Manager . . . . . Chet Perkins  
 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., Adv. Public. Dir. . . . . N. J. Gassensmith  
 Film Manager . . . . . Walter A. Sweitzer  
 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.: Central 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. Corp.  
 Business Address . . . . . 918 Ohio Street  
 Tel.: 9481 . . . . . CBS  
 Representative . . . . . Bolling  
 President . . . . . Anton Hulman, Jr.  
 V.P., Gen. Mgr. . . . . J. M. Higgins  
 Commercial Mgr. . . . . George Foulkes  
 Program, Film Mgr. . . . . Ben Falber, Jr.  
 Prom. Director . . . . . Bill Hawkins  
 Chief Engineer . . . . . Russ Arnold

Pop.: 3,069,000  
 Families: 889,000  
 Radio Homes: 883,000

## IOWA

TV Homes: 791,000  
 AM Stas. in State: 61  
 TV Stas. in State: 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 . . . . . ABC  
 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

### 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  
 Newspaper Affiliation . . . . . Cedar Rapids Gazette  
 Representative . . . . . Branham  
 President . . . . . Joseph F. Hladky, Jr.  
 General Manager . . . . . Redd Gardner  
 Commercial Manager . . . . . Gene McClure  
 Prom., Pub. Dir. . . . . Edna A. Herbst  
 Operation Mgr. . . . . Ralph D. Willey  
 Film Director . . . . . Ed Vosmek

### 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, Gen. Mgr. . . . . William B. Quarton  
 V.P. Operations . . . . . Douglas B. Grant  
 V.P., Sales . . . . . Lew Van Nostrand  
 Prom., Publicity Dir. . . . . Richard Pinney  
 Chief Engineer . . . . . George Hixenbaugh

### WOC-TV—Davenport—1949

Channel: 6 VHF. AP: 63.7 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 . . . . . Raymond Guth  
 Promotion Director . . . . . Richard W. Upp  
 Chief Engineer . . . . . Paul Arvidson

### 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. Hudgens  
 Sls. Mgr. . . . . Bill Hippee  
 Chief Engineer . . . . . Charles F. Quentin

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Cedar Rapids, Des Moines, Waterloo

**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 8-8511.....NBC  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....Col. B. J. Palmer  
 Exec. V.P.....Ralph Evans  
 V.P., Resident Manager.....Paul A. Loye  
 Sales Manager.....Robert H. Harter  
 Film Buyer, Prog. Director.....Jack Kerrigan  
 Prom. Manager.....Robert O. Link  
 Film Editor.....Robert P. Kress  
 Chief Engineer.....Roy W. Pratt

**KQTV—Fort Dodge—1953**

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.  
 Owned-Oper. By...Northwest Television Co.  
 Business Address.....Television Square  
 Tel.: 4-0311.....NBC-ABC-CBS  
 Sta. 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

**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.: GArden 3-2540.....Independent  
 Representative.....Branham  
 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

**KTVO—Ottumwa—1955**

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By...KTVO Television, Inc.  
 Address.....211 East 2nd St.

Tel.: MURray 2-4535.....ABC-CBS-NBC  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....James J. Conroy  
 Commercial Mgr.....L. William King  
 Promotion Dir.....Al Cunningham  
 Program Director.....James Frost  
 Film Manager.....Glen Proeschold  
 Chief Engineer.....Lloyd Hansen

**KTIV—Sioux City—1954**

Channel: 4 VHF...AP: 100 Kw...VP: 50 Kw.  
 Owned-Oper. By.....KTIV Television Corp.  
 Address.....Tenth & Grandview  
 Tel.: 8-0545.....NBC-ABC  
 Newspaper Affil.....Journal-Tribune  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Dietrich Dirks  
 V.P. Comm. Mgr.....Eugene T. Flaherty  
 Program, Film Mgr.....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  
 General Manager.....Donald D. Sullivan  
 Comm. Manager.....Robert B. Donovan  
 Prog. Director.....Clark Pollock  
 Promotion Director.....John Schambow  
 Sales Serv. Dir.....Gene Cuddebach  
 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  
 Program, Film Mgr.....Bill Baldwin  
 Publicity Director.....Warren Mead  
 Chief Engineer.....Edward M. Tink

Pop.: 2,359,000	<b>KANSAS</b>	TV Homes: 636,000
Families: 786,000		AM Stas. in State: 46
Radio Homes: 731,000		TV Stas. in State: 9

**KTVC-TV—Ensign—1957**

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 3-8668, Dodge City.....ABC  
 Representative.....Katz  
 President.....Leigh Warner  
 Gen., Sta. Mgr.....Wendell Elliott  
 Chief Engineer.....Kenneth Karr

**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  
 Sta. Representative.....Gill-Perna  
 General Manager.....Leslie E. Whittemore  
 Commercial Mgr.....Jack Kaufman  
 Station, Program Dir.....E. R. Jones



## KANSAS-KENTUCKY

Production Dir. . . . . Wade Hardwick  
 Film Director . . . . . John Perry  
 Technical Dir. . . . . Art Vogt  
 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 . . . . . Boiling  
 President . . . . . 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.  
 Tel.: Market 4-2578 . . . . . ABC  
 Representative . . . . . Holman, Katz  
 President . . . . . Ross Beach, Sr.  
 General Mgr. . . . . Robert E. Schmidt  
 Station Mgr. . . . . Gene Canfield  
 Production Dir. . . . . Richard A. McDaniel  
 Chief Engineer . . . . . James 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, Afil. . . . . Minneapolis Star & Tribune  
 Station Representative . . . . . Blair  
 President . . . . . Joyce A. Swan  
 General, Sta. Mgr. . . . . M. Oale Larsen  
 Comm., Adv. Mgr. . . . . Richard V. Fairbanks  
 Prom., Publicity Dir. . . . . Tom Leahy  
 Prog. Dir., Film Mgr. . . . . Robert D. Snyder  
 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 . . . . . Independent  
 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.: CR 2-3456 . . . . . ABC-CBS-NBC  
 Newspaper Affiliation . . . . . D. Capital; State Journal  
 Representative . . . . . Avery-Knodel  
 President . . . . . O. S. Stauffer  
 Gen. Mgr. . . . . Thad M. Sandstrom  
 Sales Manager . . . . . Bob Kearns  
 Sales Coordinator . . . . . Ray C. Senate  
 Prog. Dir., Film Mgr. . . . . Rush Evans  
 Technical Dir. . . . . Paul Winders

### 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  
 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  
 Chief Engineer . . . . . Russell V. Goyette

Pop.: 3,238,000  
 Families: 886,000  
 Radio Homes: 869,000

## KENTUCKY

TV Homes: 646,000  
 AM Stas. in State: 81  
 TV Stas. in State: 5

### WKYT—Lexington—1957

Channel: 27 UHF . AP: 8.7 Kw. . VP: 17.3 Kw.  
 Owned . . . . . Taft Bcstg. Co.  
 Business Address . . . . . 1087 New Circle Road  
 Tel.: 2-2533 . . . . . CBS-ABC  
 Representative . . . . . Young  
 President . . . . . Hulbert Taft, Jr.  
 General Manager . . . . . Robert C. Wiegand

Sales Manager . . . . . Ray Balsom  
 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

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Paducah

## KENTUCKY-LOUISIANA

Tel.: 4-8747 ..... ABC-NBC  
 Representative ..... Bolling  
 Exec. V.P., Gen. Mgr. .... Earl Boyles  
 Station Manager ..... Harry C. Barfield  
 Program Mgr. .... Alex B. Maccauley  
 Chief Engineer ..... Jim Robertson

### WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....WAVE, Inc.  
 Address ..... 725 S. Floyd  
 Tel.: JU 5-2201.....NBC  
 Representative ..... NBC Spot Sales  
 President.....George W. Norton, Jr.  
 General Manager ..... Natham 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  
 President.....Barry Bingham  
 Director ..... Victor A. Sholis  
 Sales Director.....George Johnson  
 Program Director.....Sam Gifford  
 Prom., Publicity Dir.....William Loader  
 Film Manager.....Charles McDaniel  
 Dir. Engineering.....O. W. Towner

### WPSD-TV—Paducah—1957

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Paducah Newspapers, Inc.  
 Business Address.....100 Television Lane  
 Tel.: 2-8214.....NBC  
 Newspaper Affil.....Sun Democrat  
 Representative ..... Pearson  
 President.....Edwin J. Paxton, Sr.  
 V.P., Mgr., Dir.....E. J. Paxton, Jr.  
 General Mgr.....Sam Livingston  
 Sales Mgr., Prom. Dir.....Charles M. Neel  
 Prog. Dir.....Wes Potter  
 Film Mgr.....Bill Watson  
 Technical Dir.....Ernest J. Pell  
 Chief Engineer.....William Mobley

<p>Pop.: 3,340,000          Families: 891,000          Radio Homes: 846,000</p>	<h2 style="margin: 0;">LOUISIANA</h2> <p>TV Homes: 686,000          AM Stas. in State: 75          TV Stas. in State: 13</p>
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### KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Lanford Telecast. Co., Inc.  
 Business Address.....605-11 Washington  
 Tel.: HI 5-2456.....ABC-CBS-NBC  
 Representative ..... Weed  
 President.....T. B. Lanford  
 General Manager.....Willard L. Cobb  
 Sales Manager.....Jesse R. Sexton  
 Oper., Prog. Mgr.....Larry McHale  
 Sales Serv. Mgr.....Franklin Whitehead  
 Merchandising Mgr.....Edward Wooten  
 Film Director.....Jim Norwood  
 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: 100 Kw.

Owned-Operated By.....La. TV Bcstg. Co.  
 Bus. Address.....1650 Highland Rd.; Box 2906  
 Tel.: DI 8-1491.....ABC-NBC  
 News. Affil...State-Times Morning Advocate  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr.....Douglas L. Manship  
 Sales Manager.....Jules L. Mayeux  
 Program. Prom. Mgr.....John Ferguson  
 Film Mgr.....Aubrey L. Moore  
 Chief Engineer.....Pat Weathersby

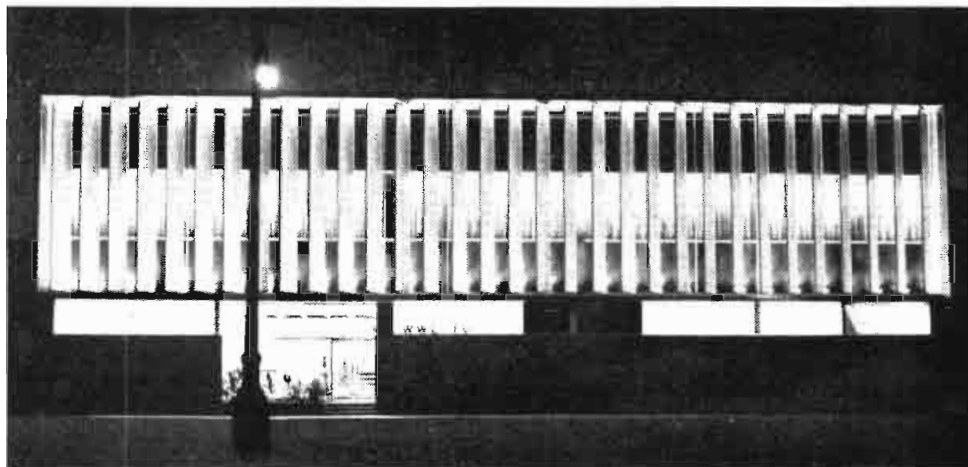
### KLfy-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned.....Camelia Bcstg. Co. Inc.  
 Address.....P.O. Box 398  
 Tel.: CE: 5-9494.....CBS-ABC  
 Representative.....O'Connell; Clarke Brown  
 President.....Paul H. DeClouet  
 Gen. Mgr.....Dierrell Hamm  
 Comm. Mgr.....Guy Corley  
 Prom. Dir.....Toni Coons  
 Chief Engineer.....Maurice Wynn

### KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Calcastle 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.

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: New Orleans



## WWL-TV ... *new* New Orleans Favorite And here's why:

**TOP-RATED PROGRAMS** — You'll find any list of New Orleans' favorite shows liberally studded with CBS and syndicated shows aired by WWL-TV. Take a look at the lineup of 10:00 p.m. strips as an example and judge for yourself why the viewing trend is toward WWL-TV. These syndicated shows earn *preferred* ratings from the New Orleans audience.

**LIVE PROGRAMMING** — Ranging in interest from Romper Room and Popeye to The Morgus Board (featured nationally in TV Guide) and authentic jungle adventure on Wild Cargo. WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

**ALERT PROMOTION** — Day in and day out WWL-TV saturates the local market with heavy newspaper advertising, spot radio, direct mail—uses the latest animated station breaks, countless on-air promos, contests and every form of market exploitation to build audience and sales for advertisers.

**FACILITIES AND PERSONNEL** — WWL-TV's studios are the product of 5 years of research extending to 64 TV stations; facilities are among the nation's finest. Two complete video tape units are now in operation. And WWL-TV personnel have the experience that counts — *competitive* experience gained in markets coast-to-coast.

*Want more? Ask your Katz representative  
about the new New Orleans television picture.*

 **WWL-TV**  
NEW ORLEANS

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 Vickair

**KNOE-TV—Monroe—1953**

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.  
 Owned-Oper. By.....Noe Enterprises, Inc.  
 Business Address.....KNOE Drive  
 Tel.: FA 2-8155.....ABC-CBS  
 Station Representative...H-R Representatives  
 Board Chair. & Owner.....James A. Noe, Sr.  
 President.....James A. Noe, Jr.  
 Vice-Pres., Gen. Mgr.....Paul H. Goldman  
 V.P. Sales Mgr.....Bob Powell  
 V.P. Operations Mgr.....Ansel Smith  
 V.P. Dir. Engineering.....Ray Boyd  
 V.P. Program Dir.....Harry Arthur  
 Prom., Publicity Dir.....Guy Popham  
 Film Manager.....Blanchard Reno

**WWL-TV—New Orleans—1957**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned .....Loyola University  
 Address.....1024 N. Rampart St.  
 Tel.: EX 4444.....CBS  
 Representative ..... Katz  
 General Manager.....Lawrence M. Carino  
 Sales Manager.....Maurice A. Guilleman  
 Program Director.....Robert I. Guy  
 Promotion Mgr.....Robert B. Lyte  
 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 5-9011.....ABC  
 Representative ..... Weed  
 Pres., Gen. Mgr.....Joseph A. Paretti  
 Comm. Mgr.....John H. Bone  
 Co-ordinator.....D. G. Neher

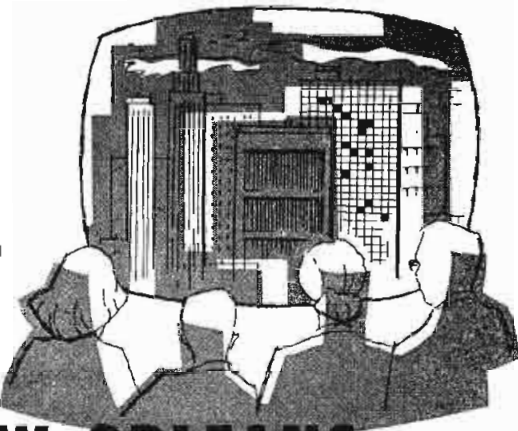
**WJMR-TV—New Orleans—1953**

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.  
 Owned-Oper. By.....Supreme Bcstg. Co. Inc.  
 Business Address.....Jung Hotel  
 Tel.: EX 3131.....ABC  
 Representative ..... Weed  
 Pres. .... Chester F. Owens  
 V.P., Mgr., Dir.....Geo. A. Mayoral

*the* **NEW**  
**WVUE**

*Coverage of the Nation's  
 twenty-third market*

- ★ **OWNERSHIP**
- ★ **MANAGEMENT**
- ★ **PERSONNEL**
- ★ **PROGRAMMING**



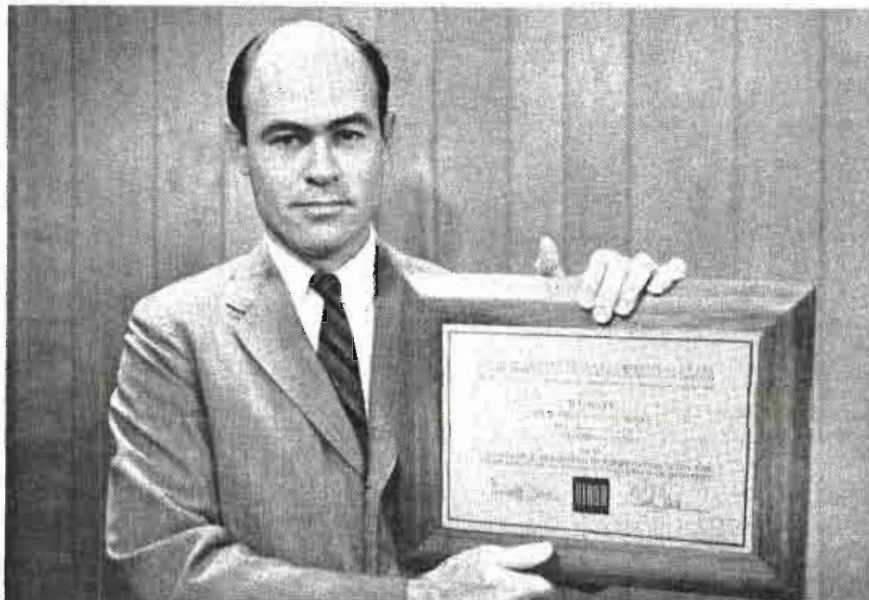
*To Better Serve the* **NEW ORLEANS** *Market*



**Channel 13**

OWNED AND OPERATED BY NEW ORLEANS TELEVISION CORPORATION  
 REPRESENTED NATIONALLY BY: WEED TELEVISION CORPORATION

# WDSU-TV Wins National Award for Editorials



(WDSU-TV News Director Bill Monroe receiving RTNDA award)

## Editorials cited for integrity, good taste, courage

NEW ORLEANS—Among all television stations in the United States, WDSU-TV was awarded First Prize by the Radio and Television News Directors Association for editorializing by a TV station. The opinion of the judges was stated as follows: "Our first choice in the TV competition is WDSU-TV, New Orleans.

We were all enormously pleased by the editorials submitted. They were professional, they were important, they were concrete, they were done with good taste and integrity, and they indicated a basic courage on the part of station management."

WDSU-TV, according to station management, will continue to maintain an editorial policy dedicated to the progress and betterment of the area served.

In New Orleans

# WDSU-TV

gives you the picture

V.P., Secy.-Treas.....Robert E Jeffers  
 General Mgr.....Mort Silverman  
 Station Mgr.....Dick Kepler

**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. Swezey  
 V.P., Comm. Mgr.....A. Louis Read  
 Sales Manager.....Robert S. Schultis  
 Program Director.....Jerry Romig  
 Film Dir.....Elaine Phillips  
 Prom., Pub. Dir.....Marion Annenberg  
 Chief Engineer.....Lindsey Riddle

**KSLA-TV—Shreveport—1954**

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Shreveport Journal

Business Address.....Box 92  
 Tel.: 4-8101.....ABC-CBS  
 Representative.....Harrington, Richter, Parsons  
 President.....Douglas F. Attaway  
 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: 60 Kw...VP: 100 Kw.  
 Owned-Oper. By.....KTBS, Inc.  
 Address.....312 E. Kings Hwy.  
 Tel.: 7-3644.....NBC  
 Representative.....Edward Petry  
 Pres., Gen. Mgr.....E. Newton Wray  
 Station Manager.....Patrick J. White  
 Commercial Manager.....Joe B. Foster  
 Production Mgr.....Don Moore  
 Promotion Director.....Dick Unterborn  
 Film Manager.....Marvin Perry  
 Chief Engineer.....Claude R. Scott

Pop.: 1,009,000  
 Families: 283,500  
 Radio Homes: 273,000

**MAINE**

TV Homes: 248,000  
 AM Stas. in State: 25  
 TV Stas. in State: 6

**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  
 Reprs.....Hollingbery, Kettel-Carter  
 President.....Horace Hildreth  
 General Manager.....Walter L. Dickson  
 Commercial Mgr.....Paul Quigg  
 Station Manager.....Richard B. Bronson  
 Program Director.....Leon H. Nelson  
 Promotion Director.....George Gonyar  
 Film Manager.....Ralph Libby  
 Chief Engineer.....Edward Winchester

**WLBZ-TV—Bangor—1954**

Channel: 2 VHF...AP: 25.7...VP: 51.3 Kw.  
 Owned-Operated By.....WLBZ Television Inc.  
 Business Address.....7 Main St.  
 Tel.: 2-4822.....ABC-NBC  
 Sta. Rep.....Weed  
 President.....William H. Rines  
 Asst. to President.....E. B. Lyford  
 General Mgr., Film Buyer.....R. O. Marcoux  
 Program Dir.....James A. Robinson, Jr.  
 Chief Engineer.....John Wibby

**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.: Poland Sp. 3-5665.....ABC  
 Rep.....Harrington, Richter & Parsons  
 Pres. & Gen. Mgr.....John W. Guider  
 Asst. Gen. Mgr., Comm. Mgr.....Rob. L. Maynard  
 Prog., Prom. Dir., Adv. Mgr.....Rob. M. Joyce  
 Publicity Director.....Richard Gove  
 Film Dir.....Brian Higgins  
 Chief Engineer.....Parker H. Vincent

**WCSH-TV—Portland—1953**

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Maine Radio & TV Co.  
 Address.....157 High Street  
 Tel.: SP 2-0181.....NBC  
 Representative.....Weed  
 President, Gen. Mgr.....William H. Rines  
 Station Manager.....Jack S. Atwood  
 Comm. Manager.....Bruce McGorlll  
 Program Director.....Burnell Poole, Jr.  
 Promotion Director.....Linwood T. Pitman  
 Film Manager.....George Bowler  
 Advertising Mgr.....Donald S. Powers  
 Chief Engineer.....Chas. Brown

**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

**MAINE-MARYLAND**

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  
 Chief Engineer.....Roger W. Hodgkins

Business Address.....489 Main St.  
 Tel.: PO 9-2461.....ABC-CBS-NBC  
 Station Rep.....Hollingbery; Kettell-Carter  
 President.....Horace A. Hildreth  
 Exec. V.P.....Walter Dickson  
 Station Manager.....Stanley A. Lyons  
 Commercial Manager.....Robert Gold  
 Program Director.....Keith Fowles  
 Film Manager.....Mrs. L. Joyce Gilbert  
 Advertising Mgr.....Keith Stine  
 Chief Engineer.....J. Richards

**WAGM-TV—Presque Isle—1956**

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Oper. By.....Aroostook Bcstg. Corp.

Pop.: 3,140,000  
 Families: 854,000  
 Radio Homes: 816,000

**MARYLAND**

TV Homes: 780,000  
 AM Stas. in State: 33  
 TV Stas. in State: 4

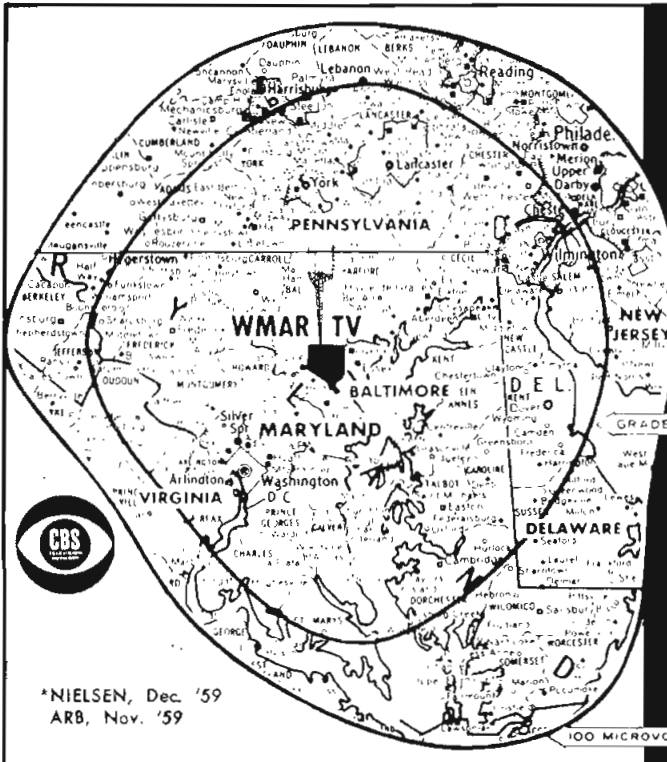
**WJZ-TV—Baltimore—1957**

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.....TvAR  
 President.....Donald H. McGannon  
 General Manager.....R. Earl Higgins  
 Sales Manager.....Bob Newsham  
 Prom. Mgr.....H. Taylor Vaden

Pub. Dir.....Tommy Dukehart  
 Prog. Mgr.....Joel Chaseman  
 Chief Engineer.....B. Wolfe

OWNERS OF: KPIX, SAN FRANCISCO, CALIF.; WOWO, FORT WAYNE, IND.; WBZ-WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.; WIND, CHICAGO, ILL.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Baltimore



In  
 Maryland  
 Most  
 People  
 Watch  
**WMAR-TV**  
 Channel 2

SUNPAPERS  
 TELEVISION



\*NIELSEN, Dec. '59  
 ARB, Nov. '59

100 MICROVOLTS



## MARYLAND-MASSACHUSETTS

### 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  
 Representative.....Edward Petry  
 President.....Richard Berlin  
 General Mgr.....Tony Provost  
 Commercial Mgr.....Willis K. Freiert  
 Station Mgr.....Brent O. Gunts  
 Program Dir.....John Frankenfield  
 Prom., Adv. Publicity Dir.....H. F. Hines  
 Film Mgr.....George Mance  
 Chief Engineer.....John Wilner

### 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  
 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, Sr.  
 Gen., Comm. Prom. Mgr.....Charles J. Truitt  
 Program, Film Mgr.....John W. Downing, Jr.  
 Chief Engineer.....Jack Ward

Pop.: 5,315,000  
 Families: 1,568,000  
 Radio Homes: 1,655,000

## MASSACHUSETTS

TV Homes: 1,441,000  
 AM Stas. in State: 57  
 TV Stas. in State: 6

### 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.....TvAR  
 President.....Donald H. McGannon  
 General Mgr.....J. E. Allen  
 Sales Manager.....K. T. MacDonald  
 Program Director.....H. B. Cahan  
 Prom. Adv. Mgr.....W. B. Colvin  
 Publicity Director.....Joe Ryan  
 Film Manager.....R. Jenkins  
 Chief Engineer.....W. H. Hauser  
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,  
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-  
 SPRINGFIELD, MASS.; KYW, CLEVELAND, O.; KYW-  
 TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA,  
 PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.;  
 WIND, CHICAGO, ILL.; KEX-FM, PORTLAND, ORE.

### 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  
 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  
 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 General  
 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  
 Chief Engineer.....B. Robinson

### WWLP—Springfield—1953

Channel: 22 UHF..AP: 107 Kw...VP: 219 Kw.  
 Owned By.....Springfield TV Bcstg. Corp.  
 Business Address.....P.O. Box 2210  
 Tel.: STATE 5-5311.....NBC  
 Sta. Rep.....Hollingbery; Kettell-Carter  
 Pres., Gen. Mgr.....William L. Putnam  
 V.P., Program Dir.....Jerry Barnes  
 Promotion Mgr.....Frank J. Doherty, Jr.  
 Film Mgr.....Wallace Sawyer  
 Chief Engineer.....Don Shaw

### 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  
 Representative.....Branham, Wheeler  
 President.....William Dwight  
 Gen., Sta. Manager.....Charles N. DeRose

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Boston

**MASSACHUSETTS-MICHIGAN**

Commercial, Adv. Mgr. .... Zack Land  
 Asst. Mgr., Program Mgr. .... Murray Tesser  
 Film Manager .... Gerald Loughman  
 Chief Engineer .... Harold Schumacker

**WWOR—Worcester—1953**

Channel: 14 UHF AP: 9.5 Kw. VP: 18.5 Kw.

Owned By .... Springfield TV Bcstg Co.  
 Business Address, P. O. Box 2210, Springfield  
 Tel.: SWift 9-9800 ..... NBC  
 Representative .... Hollingbery, Kettell-Carter  
 Pres. & Gen. Mgr. .... William L. Putnam  
 Station Mgr. .... Francis J. Doherty, Jr.  
 Program Dir. .... Jerry Barnes

Pop.: 8,246,000	<b>MICHIGAN</b>	TV Stas. in State: 15
Families: 2,375,000		AM Stas. in State: 95
Radio Homes: 2,368,000		TV Homes: 2,175,000

**WNEM-TV—Bay City—Saginaw—1954**

Channel: 5 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Operated By .... Gerity Bcstg. Co.  
 Business Address .... 5700 Becker Rd., Saginaw  
 Tel.: PL 5-8191; Saginaw ..... NBC  
 Newspaper Affiliation .. Bay City Valley Farmer  
 Representative ..... Petry  
 President, Gen. Mgr. .... James Gerity, Jr.  
 Commercial Mgr. .... Jack Berry  
 Station Mgr. .... Thomas Matthews  
 Program, Film Mgr. .... Vince Collins  
 Operations Dir. .... Harold Stone  
 Publicity Dir. .... Thomas Sumner  
 Chief Engineer. .... Leo Heisel

**WWTW—Cadillac—1953**

Channel: 13 VHF AP: 316 Kw. VP: 158 Kw.  
 Owned-Oper. By .... Fetzer TV, Inc.  
 Business Address .... 417 N. Mitchell St.  
 Tel.: PR 5-3478 ..... ABC-CBS  
 Sta. Representative .... Avery-Knodel  
 President. .... John E. Fetzer  
 Gen. Mgr. .... Gene Ellerman  
 Asst. Gen. Mgr. .... Daryl Sebastian  
 Prog. Dir. .... Paul Hill  
 Prom., Mdsq. Mgr. .... John Wheat  
 Chief Engineer .... George A. Wilson

**WTOM-TV—Cheboygan—1959**

Channel: 4 VHF AP: 11. Kw. VP: 21.3 Kw.  
 Owned By .... Midwestern Bcstg. Co.  
 Address .... P. O. Box 366  
 Tel.: MA 7-5683 ..... ABC-NBC  
 President. .... Les Biederman  
 Station Manager. .... M. C. Mills  
 Program Director. .... James Peyton  
 Film Manager. .... Ed Coddington  
 Chief Engineer. .... William Kiker

**CKLW-TV—Detroit-Windsor 1954**

Channel: 9 VHF AP: 180 Kw. VP: 325 Kw.  
 Owned-Oper. .... Western Ontario Brcdstng. 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. .... Stewart 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  
 Chief Engineer .... Joseph B. Haigh

**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  
 Station Mgr., Film Byr. .... James Schiavone  
 Business Manager. .... Henry C. Rogers  
 Natl. Sls. Mgr. .... Ray W. Collie  
 Local Sls. Mgr. .... John A. Wales  
 Prog. & Prod. Manager .... Ian Harrower  
 Sales Prom. Manager. .... Glenn Kyker  
 Sls. Development Mgr. .... Frank Stellenkamp  
 Gen. Eng. Manager. .... E. J. Love

**WXYZ-TV—Detroit—1958**

Channel: 7 VHF AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By .... American Broadcasting Co.  
 Business Address .... 20777 W. Ten Mile Rd.  
 Tel.: KENwood 4-7000 ..... ABC  
 Representative .... Blair-TV  
 V.P. .... John F. Pival

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Bay City, Detroit, Flint, Lansing

Sales Manager.....Ralph Dawson  
 Program Director.....Peter Strand  
 Merchandising Manager.....Harold Christian  
 Film Mgr.....Ken Sims  
 Prom., Publicity Director.....Bud Kirvan  
 Chief Engineer.....Charles Kocher

Program Dir.....Thomas B. Jones  
 Film, Traffic Mgr.....Phillip E. Sherck  
 Chief Engineer.....Carl Onken

**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. Patti  
 Exec. V.P., 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

**WLUC-TV—Marquette—1956**

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....North Central Bcstg. Co.  
 Address.....P.O. Box 546  
 Newspaper Affiliation.....Mining Journal  
 Tel.: Granite 5-4161.....ABC-CBS-NBC  
 Sta. Representative.....Hollingbery  
 President.....Frank J. Russell, Jr.  
 General Mgr.....John H. Borgen  
 Program Dir.....Ted Hansen  
 Promotion Dir.....Ruby Apostle  
 Film Mgr.....Kenneth Borst  
 Chief Engineer.....Mike Kirkas

**WOOD-TV—Grand Rapids—1949**

Channel: 8 VHF..AP: 158 Kw..AP: 316 Kw.  
 Owned By.....Wood Bcstg., Inc.  
 Address.....120 College S E  
 Tel.: Glendale 9-4125.....ABC-NBC  
 Representative.....Katz  
 Pres., Gen. Mgr.....Willard Schroeder  
 Sales Manager.....John S. Markward  
 Business Mgr.....Leonard Bridge  
 Promotion Director.....Clark Grant  
 Publicity Director.....John Burpee  
 Program, Film Mgr.....Robert Smith  
 Chief Engineer.....Charles Robison

**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 Giacino  
 Promotion Manager.....L. B. Fishout  
 Program Director.....David Froh  
 Chief Engineer.....Donald Wright

**WKZO-TV—Kalamazoo—1950**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....Fetzer Bcstg. Co.  
 Address.....590 West Maple  
 Tel.: FI 5-2101.....ABC-CBS  
 Representative.....Avery-Knodel, Inc.  
 President.....John E. Fetzer  
 V.P., Managing Director.....Carl E. Lee  
 Sales Manager.....Donald DeSmit  
 Program Director.....Charles Lynch  
 Promotion Director.....Wilfred Hunt  
 Film Mgr.....Mel Haavind  
 Chief Engineer.....Arthur Covell

**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  
 Chief Engineer.....Max W. Thomas

**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

**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.....ABC-NBC  
 Station Rep.....Venard, Rintoul & McConnell  
 President, Gen. Mgr.....Les Biederman  
 Station Mgr., Prog. Dir.....John Anderson  
 Commercial Mgr.....R. E. Detwiler  
 Chief Engineer.....William H. Kiker

Pop.: 3,350,000  
 Families: 974,000  
 Radio Homes: 955,000

# MINNESOTA

TV Homes: 835,000  
 AM Stas. in State: 61  
 TV Stas. in State: 9

## 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  
 Chief Engineer... K. Olson

## KMMT—Austin—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By... Minn.-Ia. TV Co.  
 Business Address... Hiway No. 105 S.  
 Tel.: HE 3-8836... ABC  
 Representative... Avery-Knodel, Inc.  
 President... R. J. McElroy  
 General Manager... Thomas L. Young  
 Commercial Manager... Don Jones  
 Program Dir... Stan Stydnicki  
 Promotion Director... Jan Adams  
 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 Deltman

## 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  
 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.

Sta. Rep... Peters, Griffin & Woodward  
 President... Robert B. Ridder  
 Exec. V.P... F. Van Konyenburg  
 Comm. Mgr... Robert N. Ekstrum  
 Film Manager... Harry C. Jones  
 Prom., Pub. Director... Tom Cousins  
 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... Independent  
 Sta. Rep... Young TV  
 Pres., Gen. Mgr... Donadd Swartz  
 Program Dir... Joseph Carney  
 Chief Engineer... Gordon Benson

## WTCN-TV—Minneapolis—1953

Channel: 11 VHF... AP: 191 Kw... VP: 316 Kw.  
 Owned-Operated By... TLF Broadcasters, Inc.  
 Business Address... 2925 Dean Blvd.  
 Tel.: WALnut 7-8881... ABC  
 Representative... Katz  
 President... Weston C. Pullen, Jr.  
 V.P., General Mgr... Phil Hoffman  
 Sales Mgr... Robert Fransen  
 Station Mgr... Arthur M. Swift  
 Program Dir... S. M. Rosenman  
 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 9-3924... NBC  
 Station Representative... Meeker; Hyett  
 President... Mrs. Gregory P. Gentling  
 General Manager... G. David Gentling  
 Station, Comm. Mgr... Willard Lampman  
 Prom., Pub. Director... Wait Bruzek  
 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  
 Prom., Pub. Director... William Davey

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Duluth, Minneapolis, St. Paul

Pop.: 2,380,000  
Families: 590,000  
Radio Homes: 573,000

# MISSISSIPPI

TV Homes: 360,000  
AM Stas. in State: 72  
TV Stas. in State: 6

## WCBI-TV—Columbus—1956

Channel: 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  
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  
Promotion Dir..... Barbara Moore  
Film Manager.....Edward Prescott  
Chief Engineer.....Tom McFerrin

## WDAM-TV—Hattiesburg 1958

Channel: 7 VHF...AP: 30.2 Kw...VP: 51.3 Kw.  
Owned-Oper. By.....So. Miss. TV Co.  
Business Address..... Box 1649  
Tel.: JU 4-8441.....ABC-NBC  
Sta. Representative.....Weed  
President.....William S. Smylie  
General Mgr..... Marvin Reuben  
Comm. Mgr..... Jerry P. Keith  
Program Director..... Dave L. Waite  
Promotion Director.....Ray Curtis  
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  
Newspaper Affil. Clarion Ledger; Daily News  
Station Representative ..Katz  
President.....T. M. Hederman, 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  
Film Manager.....Bruce Nicholson  
Chief Engineer.....Bob Smathers

## W TOK-TV—Meridian—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Southern Television Corp.  
Business Address.....Southern Bldg.  
Tel.: 3-1441.....ABC-CBS-NBC  
Representative ..Headly-Reed  
President, Gen. Mgr.....Robert F. Wright  
Sales Manager.....W. B. Crooks  
Prog., Prom. Dir.....Cecll Germany  
Film. Prod. Dir.....George Shannon  
Operations Dir.....Bob Holland  
Chief Engineer.....Joe Saxon

## WTWV—Tupelo—1957

Channel: 9 VHF...AP: 13.6 Kw...VP: 27.2 Kw.  
Owned-Oper. By.....WTWV, Inc.  
Bus. Address.....Beech Springs Rd.; Box 163  
Tel.: VI 2-7620.....NBC  
Representative ..Jack Masla  
Pres., Gen. Mgr., Ch. Eng.....Frank K. Spain  
Comm., Adv. Mgr.....Charles H. Hicks, Jr.  
Program Director.....William B. Landers  
Prom., Pub. Dir.....Perrin Purvis  
Opera. Superv.....Jimmie Steinberg  
Film Manager.....Gerald D. Stanford

Pop.: 4,739,000  
Families: 1,447,500  
Radio Homes: 1,399,000

# MISSOURI

TV Homes: 1,271,000  
AM Stas. in State: 77  
TV Stas. in State: 16

## 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 ..Headly-Reed Co.  
President.....Oscar C. Hirsch

Commercial Mgr.....Jack Ramey  
Station Mgr.....Robert O. Hirsch  
Program Dir.....Donald T. McNeely

## 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.: Glbson 2-1122.....ABC-NBC

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Cape Girardeau, Kansas City, St. Louis

channel **11** st. louis, mo.

**DESIGNED  
EQUIPPED  
STAFFED  
PROGRAMMED**

WITH THE CATALYST OF EXCITING TELEVISION

# IMAGINATION

from it's

**VIDEO CITY STUDIOS**



Chase / Park Plaza Hotels

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 GOLDSMITH *Director of Sales*

Representative ..... H.R.  
 Director of TV ..... Edward C. Lambert  
 Station Manager ..... Glenn G. Griswold  
 Commercial Manager ..... John O. Conwell  
 Program Director ..... Monte Corwitt  
 Promotion Director ..... Lois Todd  
 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.....WCU Bldg., Quincy, Ill.  
 Tel.: BA 2-6200.....ABC-CBS  
 Newspaper Affiliate.....Courier-Post  
 Sta. Representative.....Branham  
 President.....Lee P. Loomis  
 Exec. V. Pres.....Herbert R. Ohrt  
 Gen., Nat'l. Sls. Mgr.....Walter Rothschild  
 Admin. Asst.....Robert W. Eickmeyer  
 Program Dir.....Tom Robey  
 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.....Hills Farm  
 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  
 Representative.....Avery-Knodel  
 President.....Jack N. Berkman  
 General Manager.....Harry Burke  
 Commercial Mgr.....D. T. Knight  
 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  
 Station Mgr.....S. B. Tremble  
 Production Mgr.....Harry Francis  
 Program Dir.....Kenneth W. Heady  
 Prom., Pub. Director.....F. C. Strawn  
 Film Manager.....T. R. Thompson  
 Chief Engineer.....Karl Troeglen

**KMBC-TV—Kansas City—1953**

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....KMBC Bcastg. Co.  
 Business Address.....11th & Central Streets

Tel.: HA 1-2650.....ABC  
 Representative, Peters, Griffin, Woodward, Inc.  
 President ..... Donald Dwight Davis  
 Exec. V.P., Gen. Mgr.....John T. Schilling  
 V.P. & Sales Man.....George J. Higgins  
 Station Mgr.....Mori Greiner  
 Film Mgr.....Rose Marie Earp  
 Promotion Director.....Joe Redmond  
 Chief Engineer.....Henry Goldenberg

**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  
 V.P. General Manager.....William A. Bates  
 Admin. Asst. to Gen. Mgr.....Jay Barrington  
 Comm. Manager.....E. Manne Russo  
 Program Director.....Bob Wormington  
 Promotion Director.....Jud Woods  
 Chief Engineer.....James Schmidt

**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  
 Chief Engineer.....Bob Klein

**KTTS-TV—Springfield—1953**

Channel: 10 VHF..AP: 190.55 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Independent Bcastg. Co.  
 Business Address.....P.O. Box 1716 SSS  
 Tel.: UNiversity 2-7474.....CBS  
 Representative.....Weed  
 President.....J. H. G. Cooper  
 General Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Kevin McAndrews  
 Promotion Dir.....E. P. Thomas  
 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.: University 6-2766.....NBC-ABC  
 Representative.....Hollingbery  
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam  
 Co-Mgr., Prog. Dir.....Carl Fox  
 Chief Engineer.....E. Dennis White

**KPLR-TV—St. Louis—1959**

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned By.....220 TV, Inc.  
 Address.....4935 Lindell Bldg.  
 Tel.: Forest 7-7211.....Independent  
 Representative.....Peters, Griffin, Woodward  
 President.....Harold Koplur  
 V.P., Dir. Sales.....James Goldsmith  
 Film Mgr.....Jim Anians  
 Adv., Publicity Dir.....James M. Henneberry  
 Dir. of Engineering.....K. E. Hildebrand



**MISSOURI-MONTANA**

**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  
 Chief Engineer.....John Carroll

**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  
 V.P., Gen. Mgr.....Gene Wilkey  
 Sales Manager.....Charles McAbee  
 Prog. Dir., Film Mgr.....Leon Drew  
 Sales Prom., Adv. Mgr.....Tom Stanton  
 Publicity Dir.....Fred S. Heywood  
 Chief Engineer.....Harry Harvey

**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. Yeddell  
 Film Mgr.....Keith Gunther  
 Promotion Director.....Fred J. Mueller  
 Chief Engineer.....J. E. Risk

**KTVI—St. Louis—1957**

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.....Blat-TV  
 President.....Harry Tenenbaum  
 V.P., Gen. Mgr.....Joseph Bernard  
 Nat. Sales Mgr.....Shaun Murphy  
 Operations Mgr.....Francis W. Hunt  
 Production Dir.....Jack Murdock  
 Prog. Dir.....Frederick S. Buschmeyer  
 Promotion Director.....Don B. Curran  
 Film Manager.....William T. Cook  
 Chief Engineer.....Richard Trompeter

Pop.: 740,000	<b>MONTANA</b>	TV Homes: 136,000
Families: 214,000		AM Stas. in State: 34
Radio Homes: 206,000		TV Stas. in State: 9

**KGHL-TV—Billings—1958**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned.....Midland Empire Bcstg. Co.  
 Address.....214 N. 30th St.  
 Tel.: 2-4676.....NBC  
 Station Representative.....Devney  
 President.....P. N. Fortin  
 General Manager.....J. L. Robinson  
 Commercial Mgr.....Robert McCann  
 Prog. Prom. Dir.....Gertrude C. Kiichli  
 Chief Engineer.....D. Jansma

**KOOK-TV—Billings—1953**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By.....Montana Network  
 Business Address.....P. O. Box 2557  
 Tel.: ALpine 2-5611.....ABC-CBS  
 Station Representative.....Hollingbery; Moore  
 Pres., Gen. Mgr.....Joseph S. Sample  
 Station Manager.....Ed Peiss  
 Comm. Manager.....John Conner  
 Program Director.....Cliff Ewing  
 Promotion Director.....Conna G. May  
 Publicity Director.....C. Randall Philmp  
 Film Manager.....George McKinnon  
 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  
 Sta. Reps.....Hollingbery; Moore  
 Pres., Gen. Mgr.....E. B. Craney  
 Station Manager.....Jim Manning  
 Chief Engineer.....Tom Jenkins

**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.....CBS  
 President.....Lewis W. Moore  
 General Manager.....Daniel C. Palen  
 Commercial Director.....Bart Rockwell  
 Program Director.....Adeline Schmidt  
 Film Director.....Art Gehnert  
 Chief Engineer.....Donald J. Powers

**KFBB-TV—Great Falls—1953**

Channel: 5 VHF... AP: 12.7 Kw... VP: 25.4 Kw.  
 Owned-Oper. By.....KFBB Bcstg.  
 Business Address.....Box 1139  
 Tel.: GL 3-4377.....ABC-CBS-NBC  
 Station Representative.....Hollingbery; Moore  
 Pres., Gen. Mgr.....J. P. Wilkins  
 Comm., Sta. Manager.....W. C. Blanchette  
 Program Director.....Joe Wilkins, Jr.  
 Chief Engineer.....Anthony Lopuch

## MONTANA-NEBRASKA

### KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.  
 Owned By.....Snyder & Assoc.  
 Business Address.....Box 1453  
 Tel.: GL 2-2433.....NBC  
 Sta. Rep.....Forjoe  
 Pres., Gen., Sta. Mgr.....Dan Snyder  
 Program, Prom. Dir.....Don Bradley  
 Chief Engineer.....Jesse Waymire

### KXLJ—Helena—1959

Channel: 12 VHF..AP: 4.86 Kw..VP: .973 Kw.  
 Owned by.....Capital City Inc.  
 Address.....2433 N. Montana  
 Tel.: HI 2-6621.....ABC-CBS-NBC  
 Sta. Representative.....Gill-Perna  
 President, Gen. Mgr.....E. B. Craney  
 Sales, Promotion Mgr.....Walter Marshall  
 Station Mgr.....Barclay Craighead  
 Program Director.....Robert E. Carroll

Chief Engineer.....Donald H. Hoffman

### KULR—Kalispell—1957

Channel: 9 VHF..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

### KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 191 Kw..VP: .95 Kw.  
 Owned-Oper. By.....Mosby's Inc.  
 Business Address.....127 East Main St.  
 Tel.: Lincoln 3-5188.....ABC-CBS-NBC  
 Pres., Sta. Mgr.....A. J. Mosby  
 Commercial Mgr.....Bob Young  
 Program, Adv. Prom. Mgr.....Don Hayes  
 Publicity Dir.....Nancy Anschütz  
 Film Manager.....Mike Koetter  
 Chief Engineer.....Amos Hargarve

Pop.: 1,592,000  
 Families: 463,000  
 Radio Homes: 453,000

## NEBRASKA

TV Homes: 384,000  
 AM Stas. in State: 35  
 TV Stas. in State: 7

### 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-ABC  
 Newspaper Affilia.....Daily Tribune  
 Representative.....Weed  
 President.....Fred A. Seaton  
 General, Sta. Mgr.....Duane L. Watts  
 Comm., Program Dir.....Robert E. Schnuelle  
 Film Manager.....Paul Loebig  
 Chief Engineer.....Duane Allison

Comm. Adv. Mgr.....Lester C. Rau  
 Program Director.....Robert L. Johnson  
 Prom. Dir.....Ken Johnson  
 Publicity Dir.....Marie Stewart  
 Production Dir.....Bill Hemke  
 Film Manager.....Eli Modenstein  
 Chief Engineer.....D. R. Taylor

### KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.  
 Owned-Oper. By.....Bi-States Co.  
 Bus. Address...414 East Ave., Holdrege, Nebr.  
 Tel.: WY 5-5952.....ABC-CBS  
 Representative.....Meeker  
 President.....Wayne Brewster  
 Station Manager.....Jack Gilbert  
 Pub. Director.....Tom Nuss  
 Dir. of Eng.....Bob Leterly

### KNOP-TV—North Platte—1958

Channel: 2 VHF..AP: 15 Kw..VP: 25.9 Kw.  
 Owned By.....North Platte TV Inc.  
 Business Address.....Box 756  
 Tel.: LEnnox 2-2222.....NBC  
 Sta. Representative.....Holman  
 President.....Rush Clarke  
 Gen., Sta. Mgr.....Bob Riedy  
 Operations Mgr.....Bob Van Neste  
 Acting Mgr.....Bill Wood  
 Chief Engineer.....John Seide

### KOLN-TV—Lincoln—1943

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Cornhusker TV Corp.  
 Address.....40th and W Sts.  
 Tel.: 6-2367.....ABC-CBS  
 Representative.....Avery-Knodel  
 President.....John E. Fetzer  
 V.P., General Mgr.....A. James Ebel

### KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned.....Herald Corp.  
 Address.....27th & Douglas Sts.  
 Tel.: HARney 7777.....ABC  
 Newspaper Affil.....World-Herald  
 Station Representative...H-R Representatives  
 President.....Ben H. Cowdery  
 V.P., Gen. Mgr.....Eugene S. Thomas  
 Commercial Manager.....Robert O. Paxson  
 Program Director.....Ken James  
 Prom., Pub. Dir.....Robert F. Coats

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Frank P. Fogarty Vice President & General Manager

Fred Ebener Sales Manager

Represented by BLAIR-TV, Inc.

Film Manager Dewey Nelsen Chief Engineer J. S. Petrlik

KMTV—Omaha—1949

Channel: 3 VHF AP: 50 Kw VP: 100 Kw Owned-Oper. By: May Bcstg. Co. Bus. Trans. Address: 2615 Farnam St. Tel.: HA 3333. NBC President: Edward W. May Gen. Sta. Mgr.: Owen Saddler Sales Manager: Arden E. Swisher Program Director: Lew Jeffrey Promotion Director: Galen Lillethorup Film Manager: Ken Michaelsen Pub. Dir.: Floyd Kalber Merchandising Mgr.: Amos Eastridge Chief Engineer: R. J. Schroeder

WOW-TV—Omaha—1949

Channel: 6 VHF AP: 50 Kw VP: 100 Kw Owned-Oper. By: Meredith WOW, Inc. Address: 1716 Locust St., Des Moines Tel.: WE 3400. CBS Representative: Blair TV V.P., Gen. Manager: Frank P. Fogarty 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

FOR TV NETWORK PERSONNEL SEE PAGE 747 FOR REGIONAL NETS AND GROUP OWNED STATIONS SEE PAGE 673

Pop.: 296,000  
Families: 98,900  
Radio Homes: 88,000

# NEVADA

TV Homes: 89,000  
AM Stas. in State: 17  
TV Stas. in State: 4

## KLAS-TV—Las Vegas—1953

Channel: 8 VHF..AP: 27 Kw..VP: 55 Kw.  
Owned-Oper. By...Las Vegas Television Inc.  
Address.....P. O. Box 1230  
Tel.: DU 2-6138.....CBS  
Newspaper Affiliation.....Sun  
President.....Hermon M. Greenspun  
General Manager.....Howard A. Kalmenson  
Sales Mgr.....Richard N. Jacobson  
Program Director.....Andre Beggerly  
Film Director.....Eric A. Bock  
Chief Engineer.....Hurschel C. McKenzie

## KLRJ-TV—Las Vegas—1955

Channel: 2 VHF..AP: 6.3 Kw..VP: 12.2 Kw.  
Owned-Oper. By...So. Nevada Radio-TV Co.  
Bus. Address...4850 Henderson Hwy.; Box 550  
Tel.: DU 2-1760.....NBC  
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  
Chief Engineer.....David Rogers

## KSHO-TV—Las Vegas—1956

Channel: 13 VHF..AP: 5.5 Kw..VP: 11 Kw.  
Owned-Oper.....TV Co. of Amer., Inc.  
Business Address.....El Rancho Vegas Hotel  
Tel.: DU 2-8010.....ABC  
Representative.....Forjoe  
President.....Mervyn Adelsen  
General Mgr.....Alex Gold  
Commercial Mgr.....Walter Shull  
Opera., Program Dir.....Ted McKinstry  
Promotion Dir.....Bob Austin  
Chief Engineer.....Al Mehner

## KOLO-TV—Reno—1953

Channel: 8 VHF..AP: 83 Kw..VP: 166 Kw.  
Owned-Oper...Nevada Radio-Television Inc.  
Business Address.....770 East 5th St.  
Tel.: FA 3-0721.....ABC-CBS-NBC  
Sta. Representative.....Headley-Reed  
President.....Donald W. Reynolds  
General Manager.....Lee D. Hirshland  
Commercial Mgr.....Bob Lake  
Program Dir.....Jere Laird  
Prom. Mgr.....Helen Busscher  
Film Mgr.....Hugh Sangster  
Adv. Mgr.....Don S. Thompson  
Chief Engineer.....Tom Hughes

Pop.: 654,000  
Families: 187,900  
Radio Homes: 184,000

# NEW HAMPSHIRE

TV Homes: 169,000  
AM Stas. in State: 18  
TV Stas. in State: 1

## 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

Sta. Representative.....WRED-TV  
President.....Richard Eaton  
Station Mgr.....David O'Shea  
Prog. Dir.....Ray Harris  
Chief Engineer.....Ralph U. Nadeau

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7. .... Bishop Sheen

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Pop.: 6,008,000  
Families: 1,895,000  
Radio Homes: 1,859,000

## NEW JERSEY

TV Homes: 1,739,000  
AM Stas. in State: 26  
TV Stas. in State: 1

### WNTA-TV—Newark—1958

Channel: 13 VHF...AP: 89 Kw...VP: 158 Kw.  
Owned-Oper. By....National Telefilm Assoc.  
Business Address.....1020 Broad Street  
Tel.: BA 7-3260.....NTA  
Sta. Representative.....Young TV

Gen. Sls. Mgr.....Donald J. Quinn  
Program Dir.....Douglas Rodgers  
Film Manager.....Joseph Thomas  
Adv. Mgr.....Bob Harris  
Publicity Dir.....Phil Cowan  
Chief Engineer.....Henry L. Dabrowski

Pop.: 925,000  
Families: 252,000  
Radio Homes: 243,000

## NEW MEXICO

TV Homes: 182,000  
AM Stas. in State: 43  
TV Stas. in State: 6

### 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. Adv. Mgr.....Ralph C. Rhoads  
Prom. Dir.....Jim Laramore  
Program, Publicity Dir.....Robert Van Driel  
Film Manager.....Stretch Scherer  
Chief Engineer.....Leonard F. Dodds

### KAVE-TV—Carlsbad—1956

Channel: 6 VHF...AP: 5 Kw...VP: 10.7 Kw.  
Owned-Oper. By...Voice of the Caverns, Inc.  
Address.....2907 W. Church St.  
Tel.: TUxedo 5-4101.....CBS  
Representative.....Branham  
President.....Edward Talbot  
Gen., Comm. Mgr.....Tom Wiseheart  
Program Director.....Neal Jones  
Promotion Director.....Glenda Hargis  
Publicity Director.....Marjorie Winfield  
Film Manager.....Calvin Waters  
Chief Engineer.....Samford Brown

### KOAT-TV—Albuquerque—1953

Channel: 7 VHF...AP: 43.5 Kw...VP: 87.1 Kw.  
Owned-Oper. By.....Alvarado TV Co.  
Business Address.....122 S.E. Tulane Dr.  
Tel.: ALpine 5-8716.....ABC  
President, Gen. Mgr.....Clinton D. McKinnon  
Gen., Sta. Mgr.....Max A. Sklower  
Prom., Publicity Dir.....Evan F. Mahaney  
Film Manager.....Mrs. Evelene Wills  
Chief Engineer.....James Sharman

### KVER-TV—Clovis—1956

Channel: 12 VHF...AP: 16.2 Kw...VP: 30.2 Kw.  
Owned-Oper. By.....Tex., N. Mex. Bcstg. Co.  
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  
Film Manager.....Jim Martin  
Chief Engineer.....M. S. O'Dell

### KOB-TV—Albuquerque—1948

Channel: 4 VHF...AP: 13.5 Kw...VP: 27 Kw.  
Owned-Oper. By.....KSTP, Inc.  
Bus.-Studio Address.....1430 Coal Ave., S. W.  
Tel.: CH 3-4411.....NBC  
Representative.....Petry  
Pres.....Stanley Hubbard  
General Manager.....George S. Johnson  
Commercial Manager.....Robert D. Williams  
Opera., Dir., Film Mgr.....Jerry Danziger  
Prom., Pub. Dir.....Earl Ferson  
Chief Engineer.....Fern Bibeau

### 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  
Ch. Eng.....J. L. Reilly

Pop.: 17,390,000  
Families: 5,495,000  
Radio Homes: 5,370,000

# NEW YORK

TV Homes: 4,990,000  
AM Stas. in State: 131  
TV Stas. in State: 22

## WAST—Albany—1953

Channel: 13 VHF..AP: 76.5 Kw..VP: 152 Kw.  
Owned-Operated By..Van Curler Bcstg. Corp.  
Business Address.....15 N. Pearl St.  
Tel.: HO 5-5291.....ABC  
Sta. Rep.....H-R  
President.....S. H. Fabian  
General Mgr.....William A. Riple  
Asst. to Gen. Mgr.....E. David Rosen  
Commercial Mgr.....Dom Tovino  
Program Dir.....Fred Shavor  
Prom. Mgr.....Michael S. Artist  
Film Mgr.....Joel Levy  
Chief Engineer.....Elmer C. Snow

## WTEN—Albany—1953

Channel: 10 VHF..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.....Frank M. Smith  
General. Sta. Mgr.....Thomas S. Murphy  
Comm. Adv. Mgr.....William J. Lewis  
Program Dir.....Charles Pogan  
Prom., Publicity Dir.....Phil Beuth  
Film Manager.....Gene Collins  
Chief Engineer.....Len Lavendol  
OWNERS OF: WROW, ALBANY, N. Y.; WPRO-TV,  
AM, PROVIDENCE, R. I., WTVD, RALEIGH-DURHAM,  
N. C.

## WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw..VP: 1070 Kw.  
Owned.....Binghamton Press Co.  
Business Address.....70 Henry St.  
Tel.: RAYmond 3-8251.....ABC-CBS-NBC  
Station Representative.....Everett-McKinney  
General Manager.....David F. Milligan  
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.....Sheraton-Inn  
Tel.: RAYmond 3-7311.....ABC-CBS  
Newspaper Affil..Phila. Inquirer; Phila. D. News  
Representative.....Blair TV, Inc.  
General Manager.....George R. Dunham  
Sales Mgr.....Edward M. Scala  
Merchandise Mgr.....Ruth Hider  
Film Manager.....Betty Edwards  
Chief Engineer.....Lamar Cox

## WBEN-TV—Buffalo—1948

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.

Owned-Oper. By.....WBEN, Inc.  
Address.....2077 Elmwood Ave.  
Tel.: MO 0930.....CBS  
Newspaper Affiliation.....Evening News  
Sta. Rep.....Harrington, Righter, Parsons  
President.....Alfred H. Kirchofer  
General Manager.....C. Robert Thompson  
Comm. Manager.....Nicholas J. Maller  
Station Mgr.....George R. Torge  
Prom. Director.....Joseph A. Haeffner  
Film Director.....Quintin P. Renner  
Program Director.....Frederick W. Keller  
Chief Engineer.....Ralph J. Klagsley

## WGR-TV—Buffalo—1954

Channel: 2 VHF..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  
Chief Engineer.....R. M. Eames

## WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Operated By.....WKBW-TV, Inc.  
Business Address.....1420 Main St.  
Tel.: GARfield 0770.....ABC  
Sta. Rep.....Avery-Knodel  
Pres., Gen. Mgr.....Dr. Clinton H. Churchill  
Station Manager.....John H. Norton, Jr.  
Commercial Mgr.....Thomas E. Martin  
Program, Film Mgr.....Labe B. Mell  
Chief Engineer.....Floyd A. Timberlake

## 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. Yonkovic



**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  
 V.P., General Mgr.....Joseph Stamler  
 General Sales Mgr.....James E. Szabo  
 Nat. Sales Mgr.....Bill Scharton  
 Adv. Prom. Dir.....Murry Salberg  
 Program Dir.....Al Hollander  
 Dir., Res. & Sls. Dev.....Lawrence Pollock  
 Publicity Director.....Les Dinoff  
 Film Dir.....T. Kako  
 Chief Engineer.....G. Edward Hamilton

**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  
 V. P. Station Div.....Craig Lawrence  
 V. P. in Chg. Station.....Frank Shakespeare  
 General Sales Mgr.....Norman Walt Jr.  
 Program Director.....Dan Gallagher  
 Prom., Adv. Dir.....Robert H. Van Roo  
 Film Dept. Manager.....William C. Lacey  
 Operations Mgr.....Marion Lonsberry  
 Chief Engineer.....Robert G. Thompson

**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.....John W. Kluge  
 V.P., General Mgr.....Bennet H. Korn  
 Program Dir.....Jack Lynn  
 Adv., Prom. Dir.....Hal Cranton  
 Chief Engineer.....William Kelly

**WOR-TV—New York—1949**

Channel: 9 VHF..AP: 65 Kw..VP: 130 Kw.  
 Owned-Oper. By.....RKO General  
 Business Address.....1440 Broadway  
 Tel.: LO 4-8000.....Independent  
 Station Representative.....H.R.  
 President.....Thomas F. O'Neill  
 General Manager.....Robert J. Leder  
 V.P., Program Director.....Robert S. Smith  
 V.P., Commercial Mgr.....Bert Lambert  
 Prom., Adv. Mgr.....Robert B. Beusse  
 Film Manager.....Tom Reynolds  
 Publicity Dir.....Milton Robertson  
 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.....Independent  
 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  
 V. P. in Chg. Engineers.....Otis Freeman  
 Prog. Sls. Mgr.....Blaney Harris  
 Promotion Manager.....F. X. Tuoti  
 Live Program Manager.....W. D. Engels  
 Film Manager.....W. Cooper  
 Sales, Bus. Mgr.....T. P. Robinson

**WRCA-TV—New York—1941**

Channel: 4 VHF..AP: 14.8 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.  
 V.P., General Mgr.....William Davidson  
 Station Mgr.....Max E. Buck  
 Commercial Manager.....Jay Heitin  
 Production Superv.....Michael Gargiulo  
 Program Mgr.....Alvin H. Perlmutter  
 Program Director.....Ben Hudelson  
 Sales Prom. Mgr.....William Thompson  
 Publicity Dir.....Al Slep

**WPTZ-TV—Plattsburgh—1954**

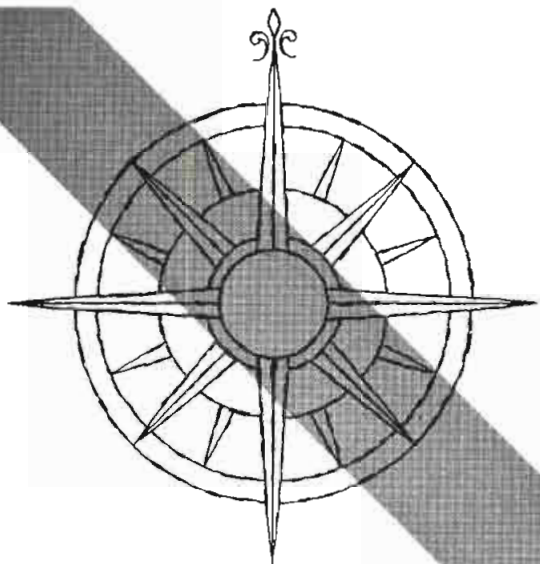
Channel: 5 VHF..AP: 12 Kw..VP: 20 Kw.  
 Owned-Oper. By.....Rollins Telecasting Inc.  
 Business Address.....357 Cornelia St.  
 Tel.: JO. 1-5555.....ABC-NBC  
 Station Representative.....Blair; McDermott  
 President.....O. Wayne Rollins  
 V.P., Gen. Mgr.....George BarenBregge  
 Commercial Manager.....Lincoln A. Mayo  
 Prog. Dir.....Al. Cahill  
 Film Manager.....Ray Werlinger  
 Advertising Mgr.....Tim Crow  
 Publicity Director.....Dick Ford  
 Chief Engineer.....Joseph Missick

**WHEC-TV—Rochester—1953**

Channel: 10 VHF..AP: 158 Kw..VP: 316 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  
 V.P., General Mgr.....Lowell MacMillan  
 Comm. Manager.....LeMoine C. Wheeler  
 Program, Film Mgr.....William J. Adams  
 Publicity Dir.....Dorothy Cotton  
 Chief Engineer.....Howard B. Movatt

**WROC-TV—Rochester—1949**

Channel: 5 VHF.....AP: 100 Kw., VP: 50 Kw.  
 Owned-Oper. By...Transcontinental TV Corp.  
 Business Address.....201 Humboldt St.  
 Tel.: BU 8-8400.....ABC-NBC  
 Station Rep.....Edward Petry  
 President.....David C. Moore



**CHARLOTTE-WBTV RULES ABSOLUTE  
AS FIRST TELEVISION MARKET  
IN ENTIRE SOUTHEAST  
AS MEASURED BY N.C.S. # 3**

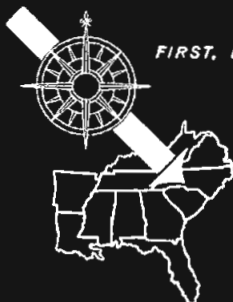
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

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	311,680



**FIRST, BIGGEST STEP  
TO TV COVERAGE  
IN THE  
SOUTHEAST**



JEFFERSON STANDARD  
BROADCASTING COMPANY

## NEW YORK-NORTH CAROLINA

Station Mgr. . . . . Gunnar O. Wiig  
 Sales Manager . . . . . John W. Kennedy, Jr.  
 Prod. Mgr. . . . . Herman Pease  
 Program, Film Mgr. . . . . Paul M. Sciandra  
 Advertising Mgr. . . . . L. Walton Smith  
 Engineering Dir. . . . . George Driscoll

### WVET-TV—Rochester—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By . . . . . Veterans Bcstg. Co., Inc.  
 Address . . . . . 17 Clinton Ave. S.  
 Tel.: HAmilton 6-4820 . . . . . ABC-CBS  
 Representative . . . . . Bolling  
 Pres., Gen. Mgr. . . . . Ervin F. Lyke  
 Comm. Manager . . . . . Arthur Murrellwright  
 Program Director . . . . . F. Chase Taylor  
 Publicity Director . . . . . Bill Schubert  
 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

### 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 . . . . . CBS  
 Representative . . . . . Katz  
 President . . . . . E. T. Meredith, Jr.  
 General Mgr. . . . . Paul Adanti  
 Comm. Manager . . . . . Frederick R. Menzies  
 Prog. Dir., Film Mgr. . . . . Gordon Alderman  
 Prom., Adv., Publicity Dir. . . . . Bob Peel  
 Chief Engineer . . . . . Albert Chismark

### WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By . . . . . Central Bcstg. Corp.  
 Business Address . . . . . 1030 James St.  
 Tel.: GRanite 4-3911 . . . . . NBC  
 News, Affil., Post & Standard, Herald-Journal  
 Representative . . . . . Harrington-Righter-Parsons  
 Pres., Gen. Mgr. . . . . E. R. Vadeboncoeur  
 Comm. Manager . . . . . William R. Alford, Jr.  
 Station Mgr. . . . . William V. Rothrum  
 Program Dir. . . . . James McDonald  
 Prom., Pub. Director . . . . . Louis Switzer  
 Film Manager . . . . . Francis Procopio  
 Chief Engineer . . . . . Albert Eicholzer

### WKTV—Utica—1949

Channel: 2 VHF..AP: 17.35 Kw..VP: 34.7 Kw.  
 Owned-Oper. By . . . . . Mid-N.Y. Bcstg. Corp.  
 Business Address . . . . . P.O. Box 386  
 Tel.: RE 3-0404 . . . . . ABC-CBS-NBC  
 Sta. Representative . . . . . H.R.  
 President, Gen. Mgr. . . . . Gordon Gray  
 Sales Mgr. . . . . David D. Kuyk  
 Program Dir. . . . . Daniel German  
 Prom., Merch. Dir. . . . . Stephen Purcell  
 Publicity, Adv. Mgr. . . . . Ruth Schlanger  
 Film Manager . . . . . Frank Guzzetti  
 Chief Engineer . . . . . De Forest T. Layton, Jr.

Pop.: 4,810,000  
 Families: 1,282,000  
 Radio Homes: 1,331,000

## NORTH CAROLINA

TV Homes: 991,000  
 AM Stas. in State: 139  
 TV Stas. in State: 11

### WISE-TV—Asheville—1953

Channel: 62 UHF..AP: 12 Kw..VP: 24 Kw.  
 Owned-Operated By . . . . . WISE-TV, Inc.  
 Address . . . . . 92 Haywood St.  
 Tel.: AL 3-5381 . . . . . NBC-CBS  
 Station Representative, Broadcast Time Sales  
 President, Gen. Mgr. . . . . Harold H. Thoms  
 Program Dir. . . . . Hugh McMillan  
 Chief Engineer . . . . . John Randolph

### 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  
 Station Representative . . . . . PGW; Ayers  
 V. P. Gen., Sta. Mgr. . . . . Theodore A. Eiland  
 V. P. Sales Mgr. . . . . Saul Rosenzweig  
 Program, Prod. Dir. . . . . Ash Dawes

Prom., Publicity Dir. . . . . Bill Ellis  
 Chief Engineer . . . . . George Sprague

### WBTW—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  
 Representative . . . . . CBS TV Spot Sales  
 President . . . . . Joseph M. Bryan  
 Exec. V.P., Gen. Mgr. . . . . Charles H. Crutchfield  
 V.P., Managing Dir. . . . . Kenneth I. Tredwell, Jr.  
 V.P. Dir. of Engineering . . . . . Thomas Howard  
 V.P.; Prom. Research . . . . . J. Robert Covington  
 Nat. Sales Mgr. . . . . Thomas Cookerly  
 Comm. Mgr. . . . . Wallace J. Jorgenson  
 Promotion Mgr. . . . . John Dillon  
 Program Superv. . . . . J. Nathan Tucker  
 Film Mgr. . . . . Charles Lineberger  
 Publicity Dir. . . . . Larry M. Harding

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Asheville, Charlotte

## NORTH CAROLINA

### WSOC-TV—Charlotte—1957

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned.....Carolina Bcstg. Co.  
Business Address.....Box 2538  
Tel.: FR 6-8401.....ABC-NBC  
Newspaper Affiliation.....Cox Newspapers  
Station Representative.....H-R Reps.: F-J  
President.....J. Leonard Rinsch  
General Sta. Mgr.....Larry Walker  
Commercial Mgr.....C. George Henderson  
Program Dir.....Sterling W. Wright  
Prom., Adv. Publicity Dir.....W. M. Scruggs, Jr.  
Film Manager.....Hall Houpe  
Chief Engineer.....L. L. Caudle

### WTVD—Durham—1954

Channel: 11 VHF...AP: 170 Kw...VP: 316 Kw.  
Owned-Oper.....Capital Cities TV Corp.  
Business Address.....1750 Newton Rd.  
Tel.: 2-2111.....ABC-CBS  
Representative.....Petry  
President.....F. M. Smit  
General Mgr.....Harmon L. Duncan  
Comm. Manager.....Mike Thompson  
Program Director.....Ernie Greup  
Prom., Pub. Dir.....Ken Corbitt  
Film Mgr.....Jack Preddy  
Chief Engineer.....Roy Fullen  
OWNERS OF: WTEN-TV, WROW, BOTH ALBANY,  
N. Y.; WPRO-TV, AM, PROVIDENCE, R. I.

### WFMY-TV—Greensboro—1949

Channel: 2 VHF...AP: 100 Kw...VP: 100 Kw.  
Owned-Operated 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.....Gaines Kelley  
Commercial Manager.....E. A. Hassett  
Prog., Pub. Dir.....Gomer R. Lesch  
Chief Engineer.....Doyle D. Thompson

### WNCT—Greenville—1953

Channel: 9 VHF...AP: 316 Kw...VP: 158 Kw.  
Owned-Oper. By.....Carolina Bcstg. System Inc.  
Business Address.....S. Evans St. Ext.: Box 898  
Tel.: PL 2-6181.....ABC-CBS  
Representative.....Hollingbery  
President.....Earl McD. Westbrook  
General Manager.....A. Hartwell Campbell  
Station, Program Dir.....Hank Tribbley  
Comm. Manager.....John G. Clark, Jr.  
Prom., Pub. Manager.....Dave Mosier  
Production Manager.....Mac Nicholson  
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.  
Exec. V.P.....T. H. Patterson  
Sales Manager.....G. Earle Broome  
Opera., Film Mgr.....Hal Wilson  
Promotion Director.....Peggy J. Cooper  
Production Mgr.....Bob McCoy  
Chief Engineer.....Harvey Mason

### WECT—Wilmington—1954

Channel: 6 VHF...AP: 62 Kw...VP: 100 Kw.  
Owned-Oper. By.....Atlantic Telecasting Corp.  
Address.....205 W. Shipyard Blvd.  
Tel.: RO 3-4666.....ABC-CBS-NBC  
Station Representative.....Weed; Ayers  
President.....Dan. D. Cameron  
General, Comm. Mgr.....Claud O'Shields  
Program Dir.....Wayne Jackson  
Film Manager.....Daniel G. Brinson  
Tech., Oper. Mgr.....Bill Elks  
Chief Engineer.....Ed Herring

### 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 Aff.....Journal & Twin City Sentinel  
Representative.....Headley-Reed  
President, Gen. Mgr.....Harold Essex  
V. President, Sales.....Harry Shaw  
V.P., Operations Mgr.....Phil Hedrick  
Program Manager.....John A. Comas  
Promotion Dir.....Richard Barton  
Publicity Dir.....Harold Carter  
Film Manager.....Carl Wiegold

FOR

TV STATION INDEX

SEE PAGE 778

Pop.: 726,000  
Families: 192,000  
Radio Homes: 186,000

# NORTH DAKOTA

TV Homes: 161,500  
AM Stas. in State: 19  
TV Stas. in State: 8

## **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-ABC  
Representative ..... Weed  
President.....John W. Boler  
General. Sta. Mgr.....Howard Morris  
Program, Publicity Dir.....Tom Kleckner  
Film Manager.....Bob Schuh  
Chief Engineer.....Tomas Ahner

## **KFYR-TV—Bismarck—1953**

Channel: 5 VHF...AP: 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  
Tel.: 5133 .....ABC-CBS  
Station Representative.....Holman; Hurley  
President.....Dr. P. J. Weir  
General Manager.....Stanley T. Deck  
Commercial Manager.....Mel Hallock  
Program Director.....Lauren Haacke  
Film Manager.....Donald Pearson  
Chief Engineer.....Benjamin Lockerd

## **KXGO-TV— Fargo—1959**

Channel: 11 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned By.....No. Dakota Bcstg. Co.  
Address.....4000 West Main  
Tel.: AD 5-4461.....ABC  
Sta. Representative.....Weed  
President, Gen. Mgr.....John W. Boler  
Commercial Mgr.....Orville Burda  
Program, Publicity Dir.....Connie Blackstead  
Film Mgr.....Dick McGrath  
Chief Engineer.....Ozzie Oren

## **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

## **KNOX-TV—Grand Forks 1955**

Channel: 10 VHF...AP: 14.1 Kw...VP: 28.2 Kw.  
Owned-Oper. By.....Community TV Corp.  
Business Address.....Box 1110  
Tel.: 4-4611 .....NBC  
Rep. ....Jack Masla  
President.....Arthur Tweet  
General Mgr.....R. C. Lukkason  
Dir. of Operations.....Charles K. Bundlie  
Commercial Mgr.....Jack French  
Promotion Dir.....Duane Eastvold  
Film Mgr.....Lance Fredericks  
Chief Engineer.....David L. Chumley

## **KXMC-TV—Minot—1953**

Channel: 13 VHF...AP: 245 Kw...VP: 120 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

## **KXJB-TV—Valley City—1954**

Channel: 4 VHF...AP: 57 Kw...VP: 100 Kw.  
Owned-Oper. By.....North Dakota Bcstg. Co.  
Bus. Ad.....400 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  
Chief Engineer.....Robert Ridgeway

Pop.: 9,890,000  
 Families: 2,997,500  
 Radio Homes: 2,879,000

# OHIO

TV Homes: 2,750,000  
 AM Stas. in State: 89  
 TV Stas. in State: 20

## 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  
 Sta. Representative: Daren McGavren  
 President: S. Bernard Berk  
 V.P. Gen. Sta. Mgr.: Roger G. Berk  
 Commercial Manager: Kenneth M. Keegan  
 Prog., Prom. Dir.: Robert I. Bostian  
 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.: University 1-9000. ABC  
 Newspaper Affil.: Cincinnati Post Times Star  
 Representative: Blair  
 President: Jack R. Howard  
 V.P., General Mgr.: M. C. Watters

Nat. Sales Mgr.: Marian Finney  
 Station Dir.: Glenn C. Miller  
 Commercial Mgr.: Earl Corbett  
 Program Dir.: John Clark  
 Prom. Dir.: 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: Taft Broadcasting Co.  
 Address: 1906 Highland Ave.  
 Tel.: GA 1-1750. CBS  
 Representative: Katz  
 President: Hubert Taft, Jr.  
 General Mgr.: J. W. McGough  
 Asst. Gen. Mgr.: Chas. Dwyer  
 Commercial Mgr.: Howard Burns  
 Program Director: Paul E. Shumate  
 Publicity Director: Shirley Dunham  
 Promotion Director: Lila Lambert  
 Film Manager: John Hill  
 Chief Engineer: Hugh D. LaCrosse

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Cincinnati, Cleveland, Columbus, Dayton, Steubenville, Toledo, Youngstown

**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**.



Storer Television

WJW-TV Cleveland    WSPD-TV Toledo    WAGA-TV Atlanta    WITI-TV Milwaukee    WJOK-TV Detroit

**WLW-T—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  
 Promotion Dir.....Jack Frazier  
 Program Dir.....Abe Cowan  
 Film Dir.....Tom Storey  
 Publicity Dir.....Marge Kemme  
 Tech. Adm. Ass't.....Howard Lepple

**WJW-TV—Cleveland—1954**

Channel: 8 VHF..AP: 191 Kw..VP: 302 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....1630 Euclid Ave.  
 Tel.: TO 1-6080.....CBS  
 Representative.....Katz  
 President.....George B. Storer  
 Managing Director.....Ben Wickham  
 Prog. Dir., Film Mgr.....Edward L. Herp  
 Chief Engineer.....H. A. Brinkman  
 OWNERS OF: WJBK, AM-FM-TV, DETROIT; WSPD-  
 AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA;  
 WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-  
 FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.;  
 KPQP, LOS ANGELES; WITI-TV, MILWAUKEE.

**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 1-0942.....NBC  
 Sta. Representative.....TvAR  
 President.....D. McGannon  
 General Mgr.....George H. Mathiesen  
 Sales Manager.....Albert Krivin  
 Program Manager.....Seymour Horowitz  
 Adv't Prom.....Gene Godt  
 Film Manager.....Dick McKinney  
 Publicity Dir.....Charles Ge'z  
 Chief Engineer.....Sidney V. Stadig  
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,  
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-  
 SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.;  
 KYW, CLEVELAND, O.; KEX, PORTLAND, ORE.;  
 KDKA, PITTSBURGH, PA.; KDKA-TV, PITTSBURGH,  
 PA.; WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE,  
 MD.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTS-  
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM,  
 PORTLAND, ORE.

**WEWS—Cleveland—1947**

Channel: 5 VHF..AP: 60.3 Kw..VP: 93.3 Kw.  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Address.....3001 Euclid Ave.  
 Tel.: HE 2-1500.....ABC  
 Newspaper Affiliation.....E. W. Scripps Co.  
 Representative.....Blair TV

President.....Jack R. Howard  
 General Manager.....James C. Hanrahan  
 Ass't Gen. Mgr.....Donald L. Ferris  
 Pub. Dir.....Robert K. Doerr  
 Pub. Service Dir.....John I. Moffitt  
 Nat'l Adv. Mgr.....Jay S. Kerekes  
 Film Director.....John J. Richards  
 Ohio Sales Mgr.....Peter Hlinka  
 Operations Dir.....Ernest E. Sindelar  
 Prod. Supervisor.....James E. Kirkey  
 Prog. Supervisor.....Earl W. Keyes  
 Chief Engineer.....Joseph B. Epperson

**WBNS-TV—Columbus—1949**

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned By.....Dispatch Printing Co.  
 Business Address.....33 N. High St.  
 Tel.: CA 8-4501.....CBS  
 Newspaper Affiliation.....Dispatch  
 Station Representative.....Blair TV  
 President.....H. Preston Wolfe  
 General, Sta. Mgr.....Richard A. Borel  
 Program Director.....John A. Haldi  
 Sales Director.....Robert D. Thomas  
 Prom., Publicity Dir.....Jack Dorr  
 Merchandising Dir.....Mel Grossman  
 Film Buyer.....Betty Dixon  
 Chief Engineer.....Lester H. Natfger

**WLW-C—Columbus—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By...Crosley Bcstg. Corp.  
 Business Address...3165 Olentangy River Rd.  
 Tel.: AM 3-5441.....NBC  
 Station Rep.....Crosley; NBC Spot Sls.  
 President.....Robert E. Dunville  
 General Manager.....James Leonard  
 Sales Manager.....Walter E. Bartlett  
 Program Director.....Bud Gillis  
 Commercial Mgr.....R. E. Goldfredrick  
 Promotion Dir.....Mervin A. Durea  
 Production Mgr.....Jack Anthony  
 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.....Taft Broadcasting Co.  
 Business Address.....753 Harmon Ave.  
 Tel.: CA 8-5801.....ABC  
 Representative.....Katz  
 President.....Hubert Taft, Jr.  
 General Manager.....Sam T. Johnston  
 Commercial Mgr.....Fred Von Stade  
 Prog. Dir.....Joseph A. Jenkins  
 Prom., Pub. Dir.....Harry Mohr  
 Film Manager.....Paul Lloyd  
 Chief Engineer.....Ray Owen

**WHIO-TV—Dayton—1949**

Channel 7 VHF..AP: 100 Kw..VP: 200 Kw.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.  
 Business Address.....1414 Wilmington Ave.  
 Tel.: CL 4-5311.....CBS  
 Newsp. Affili. ....News, Journal Herald  
 Representative.....Hollingsbery  
 President.....James M. Cox Jr.



## OHIO

General Manager.....Robert H. Moody  
Commercial Manager.....Stanley G. Mouse  
Prog., Prom. Director.....Charles Gay  
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  
President.....R. E. Dunville  
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  
Representative.....Avery-Knodel  
President, Gen. Mgr.....Jack N. Berkman  
Exec. Vice Pres.....John J. Laux  
Vice President.....Fred Weber  
Asst. Gen. Film Mgr.....Joseph M. Troesch  
Prom., Publicity Dir.....George H. Wilson  
Prod. Superv.....Clyde Higgins, Tom Arim  
Chief Engineer.....Charles S. Shepherd

### WSPD-TV—Toledo—1948

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Business-Studio Address.....136 Huron St.  
Tel.: CH 8-6201.....ABC-NBC  
Representative.....Katz  
President.....George B. Storer, Sr.  
Station Mgr.....Peter Storer  
Commercial Mgr.....Floyd E. Beaton  
Program, Film Mgr.....Ralph R. Rust  
Prom. Publicity Dir.....Deane D. Osborne  
Chief Engineer.....George Fulop  
OWNERS OF: WJBK, AM-FM-TV, DETROIT; WJW, AM-FM-TV, CLEVELAND; WAGA-TV, ATLANTA; WVVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

### WTOL-TV—Toledo—1958

Channel: 11 VHF...AP: 191 Kw...VP: 316 Kw.  
Owned By.....Community Bcstg. Co.  
Business Address.....604 Jackson St.

Tel.: Cherry 4-7411.....CBS  
Station Representative.....H.R.  
President.....Frazier Reams  
General Mgr.....Thomas S. Bretherton  
Gen. Sales Mgr.....George J. Kapel  
Program Dir.....Robert Kriehoif  
Production Mgr.....James Lynch  
Prom. Dir.....Steve Fayer  
Film Mgr.....Arthur Michaud  
Chief Engineer.....Harold Holmes

### WFMJ-TV—Youngstown 1953

Channel: 21 UHF...AP: 47 Kw...VP: 94 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: 218 Kw...VP: 430 Kw.  
Owned-Operated By.....WKBN Bcstg. Corp.  
Address.....3930 Sunset Blvd.  
Tel.: ST 2-1145.....CBS  
Representative.....Raymer  
President, Gen. Mgr.....W. P. Williamson  
Sales Manager.....David V. Stewart  
Program Director.....Paul Turner  
Prom., Pub. Dir.....W. P. Williamson, III  
Film Manager.....Jack Beatty  
Chief Engineer.....B. T. Wilkens

### WKST-TV—Youngstown—1957

Channel: 33 UHF...AP: 105 Kw...VP: 209 Kw.  
Owned By.....WKST, Inc.  
Address.....3800 Shady Run Road  
Tel.: STerling 8-2424.....ABC  
Sta. Representative.....Weed  
President, Gen. Mgr.....Sam W. Townsend  
Commercial Mgr.....Robert C. Harnack  
Promotion Dir.....Bill Harris  
Advertising Mgr.....Sam San Fillippo  
Chief Engineer.....Ernest Ray

### 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.  
Tel.: GL 2-5431.....NBC-ABC-CBS  
Representative.....Pearson  
President.....Clay Littick  
Gen., Station Mgr.....Allan Land  
Comm. Manager.....Nate Milder  
Program Director.....Reed Mellon  
Prom., Pub. Director.....Naomi Lorton  
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,395,000  
 Families: 753,000  
 Radio Homes: 734,000

# OKLAHOMA

TV Homes: 692,000  
 AM Stas. in State: 54  
 TV Stas. in State: 9

## 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  
 Rep....Venard, Rintoul & McConnell; Brown  
 Pres., Gen. Mgr.....Bill Hoover  
 V.P. & Station Mgr.....Brown Morris  
 Promotion Director.....Earl Miller  
 Chief Engineer.....Fred Smith

## KXII—Ardmore—1956

Channel: 12 VHF..AP: 45 Kw..VP: 91 Kw.  
 Owned-Oper. By.....Texoma Bcstrs., Inc.  
 Business Address.....114 N. Washington  
 Tel.: 946.....NBC  
 Representative.....Pearson  
 General Mgr.....C. L. Hinkle  
 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, Okla. City.....ABC  
 Representative.....Blair TV Assoc.  
 President.....L. E. Caster  
 General Mgr.....Ben West  
 Program Dir.....N. B. Chase  
 Chief Engineer.....B. Key

## KSWO-TV—Lawton—1953

Channel: 7 VHF...AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Oklahoma Quality Bcstg. Co.  
 Address.....Box 699  
 Tel.: ELgin 5-7000.....ABC  
 Sta. Reps.....McGavren, Clarke Brown  
 President, Gen. Mgr.....R. H. Drewry  
 Commercial Mgr.....R. H. Scott  
 Prog. Dir.....Tom Reddell  
 Promotion Mgr.....Jerry Yates  
 Film Mgr.....Cary Clanton  
 Chief Engineer.....Jim Lockerd

## KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...Oklahoma Television Corp.  
 Address.....7401 N. Kelley  
 Tel.: VI 3-6641.....CBS  
 Representative.....Petry  
 President.....John T. Griffin  
 Ex. V.P., General Manager.....Edgar T. Bell  
 Commercial Mgr.....Jack De Lier  
 Promotion, Pub. Dir.....Montez Tjaden  
 Program, Film Dir.....John Arville  
 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  
 V.P. General Mgr.....Norman P. Bagwell  
 Asst. Station Mgr.....James R. Terrell  
 Commercial Mgr.....Tom Parrington  
 Program Director.....Joe Jerkins  
 Sale Prom., Adv. Mgr.....W. J. Willis  
 Publicity Dir.....Jack Sherry  
 Film Mgr.....Keith 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.: LU 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 AM-TV, INDIANAPOLIS; WANE  
 AM-FM, FORT WAYNE, IND.; KHOU TV, HOUSTON,  
 TEX.; KXTV, SACRAMENTO, CALIF.

## 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  
 Representative.....Avery-Knodel  
 President.....James C. Leake  
 V.P. General Manager.....Bill Swanson  
 Commercial Manager.....Jim Black  
 Program Director.....Ben Hevel  
 Film Mgr.....John Rauser  
 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  
 Tel.: HI 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

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Enid, Oklahoma City, Tulsa

Pop.: 1,940,000  
Families: 596,000  
Radio Homes: 591,000

# OREGON

TV Homes: 466,000  
AM Stas. in State: 68  
TV Stas. in State: 7

## 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. McCreedy  
Comm. Adv. Mgr..... Glenn E. Nickell  
Prog. Dir..... Martin Jacobsen  
Prom., Pub. Director..... Arlene J. Richardson  
Film Manager..... Walt Young  
Chief Engineer..... Alvin H. Barnard

## 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  
Representative..... Hollingbery, Moore  
President..... William B. Smullin  
Gen. Mgr..... Waller R. Rihartz  
Program Director..... R. W. Green

## KBES-TV—Medford—1953

Channel: 5 VHF.. AP: 5 Kw.. VP: 29 Kw.  
Owned-Oper. By..... Calif.-Ore. TV Inc.  
Business Address..... Box 1189  
Tel.: SP 3-4581..... ABC-CBS-NBC  
Sta. Representatives..... Hollingbery; Moore  
President..... William B. Smullin  
Sta. Mgr..... Edward P. Barnett  
Commercial Mgr..... Bob Lindstrom  
Program, Prom. Dir..... Dave Allen  
Film Mgr..... Charlotte Nichaus  
Chief Engineer..... Paul White

## KHTV—Portland—1959

Channel: 27 UHF.. AP: 9.5 Kw.. VP: 19.2 Kw.  
Owned By..... KHTV Chn. 27, Inc.  
Address..... 1220 S. W. Stark  
Tel.: Capitol 6-4051..... Independent  
Station Rep..... Gill-Perna, Ayres  
General Mgr., Ch. Eng..... W. J. Matson  
Station Mgr..... J. B. Heald  
Commercial Mgr..... S. Nathanson  
Program Dir..... C. Shevlad  
Promotion Mgr..... M. Branagan

## 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..... NBC  
Representative..... Blair TV  
President..... Mrs. A. Scott Bullitt  
V.P. Broadcast Div..... Otto P. Brandt  
V.P. Business Div..... Henry B. Owen

Nat. Sls. Mgr..... Fred Eichhorn  
Merchand. Mgr..... Walt Hawithorne  
Station Manager..... Walter E. Wagstaff  
Comm. Manager..... John Pindell  
Sales Serv. Mgr..... Dean Woodring  
Program Director..... Tom Dargan  
Prom., Pub. Dir..... Robert Franklin  
Film Mgr..... Thomas Dargan  
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, Film Mgr..... Ted W. Cooke  
Promotion Director..... Robert McGill  
Chief Engineer..... Louis S. Bookwalter

## KPTV—Portland—1952

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... NAFI Corp.  
Address..... 735 S.W. 20th Pl.  
Tel.: CA 2-9921..... ABC  
Sta Representative..... Edward Petry  
President..... Kenyon Brown  
General Mgr..... Alvin G. Flanagan  
Station Mgr..... John Hansen  
Commercial Mgr..... Don Tykeson  
Program Dir..... George Sanders  
Publicity Dir..... Albert R. McLaughlin  
Chief Engineer..... Eugene Phelps

**TO BE SURE —  
YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?



BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Portland

Pop.: 11,985,000  
Families: 3,950,000  
Radio Homes: 3,859,000

# PENNSYLVANIA

TV Homes: 3,590,000  
AM Stas. in State: 147  
TV Stas. in State: 20

## WFBG-TV—Altoona—1953

Channel: 10 VHF...AP: 112 Kw...VP: 224 Kw.  
Owned-Oper. By...Triangle Publications, Inc.  
Address...Commerce Park  
Tel.: Windsor 4-2031...ABC-CBS  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Representative...Blair TV  
General Mgr...Frank Palmer  
Sales Manager...Robert E. Miller  
Program Director...Edward Andre  
Film Dir...Betty Adams  
Chief Engineer...Dick Kline  
OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;  
WNBF-AM-FM-TV, BINGHAMTON, N. Y.; WNBC-  
AM-FM-TV, NEW HAVEN, CONN.; WLYH-TV,  
LEBANON, PA.; KFRE-AM-FM-TV, FRESNO, CALIF.

## WICU-TV—Erie—1949

Channel: 12 VHF...AP: 185 Kw...VP: 316 Kw.  
Owned-Oper. By...Airway Branches, Inc.  
Bus.-Trans. Address...3514 State St.  
Tel.: GL 4-5201...ABC-NBC  
Sta. Representative...Blair TV  
President...Edward Lamb  
General Manager...Ben McLaughlin  
Comm. Manager...Bob Lundquist  
Prom Mgr...William Babcock  
Film Dir...John Cook  
Sales Dev. Mgr...Paul Whittingham  
Chief Engineer...Mike Csop

## 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.: Glendale 5-7575...CBS  
Newspaper Affiliation...Times-News  
Representative...Young TV Corp.  
President...George J. Mead  
Gen. Manager...Donald M. Boyce  
Promotion Director...Liz Gorton  
Program Dir...Brody Seymour  
Film Manager...Frank Herrick  
Chief Engineer...Edward Zellefrow

## 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-NBC  
Representative...Bolling  
President...E. J. Stackpole  
General Mgr...Cecil M. Sansbury  
Comm. Prom. Dir...Geo. Gottschalk  
Program Dir...Ed Gault  
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: 79 Kw...VP: 189 Kw.  
Owned-Oper. By...Rivoli Realty Co.  
Business Address...235 Franklin St.  
Tel.: 7-0761...CBS  
Representative...Weed  
President...W. M. Thomas  
Station Mgr...William D. Confer  
Program Director...William Santoro  
Film Manager...John Kabo  
Prom., Publicity Dir...James T. Malloy, Jr.

## WJAC-TV—Johnstown—1949

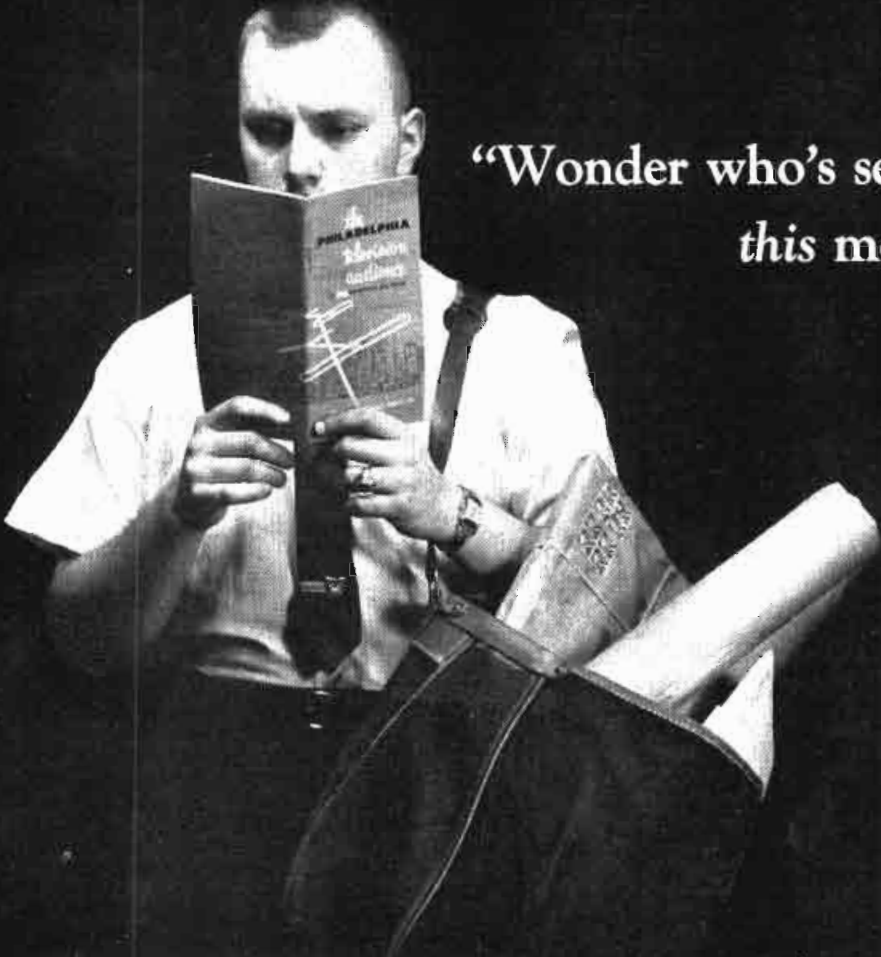
Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.  
Owned-Operated By...WJAC, Inc.  
Business Address...329 Main St.  
Tel.: 7-8711...NBC  
Newspaper Affil...The Tribune-Democrat  
Sta. Rep...Harrington Righter Parsons  
President...Walter W. Krebs  
General Mgr...Alvin D. Schrott  
Comm. Manager...John H. Hepburn  
Prog., Film Director...Frank P. Cummins  
Chief Engineer...Theodore Campbell

## WGAL-TV—Lancaster—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 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: 130 Kw.  
Owned...Triangle Publications, Inc.  
Bus. Address...R. D. #5, Television Hill



“Wonder who’s second  
this month?”

In Delaware Valley WFIL-TV makes a habit of being FIRST. For example, 20 of top 25 shows in latest survey.<sup>2</sup> Now in its third year as the area’s number ONE station, WFIL-TV is far and away your BEST buy. Check all ARBs for 1957-1960 before you buy.

<sup>2</sup>ARB, Philadelphia, January 1960



**WFIL-TV**  
PHILADELPHIA, PENNSYLVANIA  
ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-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

Tel.: CRestview 3-4551.....ABC  
 Newspaper Affil. Phila. Inquirer, Phila. D. News  
 Sta. Representative.....Blair TV  
 Gen. Mgr.....Joe Zimmermann  
 Dir. Nat. Sales.....Edward H. Benedict  
 OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;  
 WNBC-AM-FM-TV, BINGHAMPTON, N. Y.; WFBG-  
 AM-TV, ALTOONA, PA.; WNHC-AM-FM-TV, NEW  
 HAVEN, CONN.; KFRE-AM-FM-TV, FRESNO, CALIF.

**WBPZ-TV—Lock Haven—1958**

Channel: 32 UHF..AP: 11.9 Kw..VP: 18.2 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 Lipetz  
 Chief Engineer.....Albert Stratmoen

**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  
 General Mgr.....John A. Schneider  
 Gen. Sales Mgr.....James Conley  
 Reg. Sales Mgr.....E. Gordon Walls  
 Program Dir.....John O. Downey  
 Dir. Prom. & Info.....Harry R. Lapham  
 V.P. in chg. Engineering.....John G. Leitch

**WFIL-TV—Philadelphia—1947**

Channel: 6 VHF..AP: 37 Kw...VP: 74 Kw.  
 Owned-Oper. By...Triangle Publications Inc.  
 Business Address.....48th & Market Sts.  
 Tel.: EV 2-4700.....ABC  
 Newspaper Affil. Phila. Inquirer, Phila. D. News  
 Representative.....Blair TV  
 General Manager.....Roger W. Clipp  
 Station Mgr.....George A. Koehler  
 Gen. Sales Manager...Kenneth W. Stowman  
 Chief Engineer.....Henry Rhea  
 T.V. Sales Mgr.....Kenneth Curto  
 Program Director.....Lew Klein  
 Business Mgr.....John C. Harlan  
 Dir. Natl. Sales.....Edward H. Benedict  
 OWNERS OF: WNBC-AM-FM-TV, BINGHAMPTON,  
 N. Y.; WFBG-AM-TV, ALTOONA, PA.; WNHC-AM-  
 FM-TV, NEW HAVEN, CONN.; WLYH-TV, LEB-  
 ANON, PA.; KFRE-AM-FM-TV, FRESNO, CALIF.

**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.....Frank Harris  
 Prom., Adv. Mgr.....John P. Wiley  
 Publicity Dir.....William M. Smith  
 Film Co-ord.....Frank Hall  
 Mgr. Tech. Oper.....William A. Howard

**WIIC—Pittsburgh—1957**

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned.....WIIC, Inc.  
 Address.....341 Rising Main Ave.  
 Tel.: FAirfax 1-8700.....NBC  
 Newspaper Affil.....Post Gazette  
 Representative.....Blair TV  
 President.....H. K. Brennen  
 V.P. Gen. Mgr.....Robert A. Mortensen  
 Commercial Mgr.....Roger D. Rice  
 Program, Film Mgr.....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  
 Newspaper Affil.....Sun-Telegraph  
 Station Representative.....Katz  
 President.....Earl F. Reed  
 V.P. Gen. Mgr.....Franklin C. Snyder  
 Exec. Vice Pres.....Leonard Kapner  
 Commercial Mgr.....Alan Trench  
 Operations Mgr.....Preston Stover  
 Prom. Dir.....Gregory Van Camp  
 Film Mgr.....Howard Reser  
 Chief Engineer.....James Greenwood

FOR  
 FM STATIONS  
 IN OPERATION  
 SEE PAGE 703

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FOR  
 FCC ALLOCATIONS  
 SEE PAGE 717

### **KDKA-TV—Pittsburgh—1949**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Westinghouse Brcdstng. Co.  
 Business Address... Gateway Center  
 Tel.: EX 1-3000... CBS  
 Sta. Representative... TVAR  
 President... Donald H. McGannon  
 Vice President... Harold C. Lund  
 General Manager... Jerome R. Reeves  
 Comm. Manager... Henry V. Greene, Jr.  
 Promotion Director... David N. Lewis  
 Publicity Director... Peter Thornton  
 Chief Engineer... Raymond Rodgers

**OWNERS OF:** KPIX, SAN FRANCISCO, CALIF.; WWOV, FORT WAYNE, IND.; WBZ-WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA, 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.

### **WDAU-TV—Scranton—1953**

Channel: 22 UHF... AP: 544 Kw... VP: 1000 Kw.  
 Owned-Oper. By... Scranton Bcstrs., Inc.  
 Business Address... 1000 Wyoming Ave.  
 Tel.: DI 2-7634... CBS  
 Representative... H-R  
 President... M. E. Meqargee  
 Vice-Pres., Gen. Mgr. ... Vance L. Eckersley

General Sales Mgr. .... Francis H. Conway

### **WNEP-TV—Scranton—1954**

Channel: 16 UHF... AP 170 Kw... VP: 850 Kw.  
 Owned-Oper. By... Northeastern Pa. Bcstg. Inc.  
 Business Address... 333 Madison Ave.  
 Tel.: DI 3-1245... ABC  
 Sta. Representative... Edward Petry  
 President... Mitchell Jenkins  
 Exec. V.P. Gen. Mgr. .... Thomas P. Shelburne  
 Gen. Sales Mgr. .... Malcolm W. Dale

### **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

### **WSBA-TV—York—1952**

Channel: 43 UHF... AP: 66 Kw... VP: 132 Kw.  
 Owned-Operated By... Susquehanna Bcstg. Co.  
 Address... P. O. Box 1661  
 Tel.: YOrk 25-531... ABC-CBS-NBC  
 Representative... Jack Masla  
 President... Louis J. Appell, Jr.  
 Chief Engineer... Glenn W. Winter



*Roy Face, Pirate ace—big league hurler in a big league market, Pittsburgh.*

● ARB figures show KDKA-TV holds 45% share of audience in this three station market.

● Your message can reach 4.5 million TV viewers on Channel 2, in an area that includes 29 counties.

*Wayne Klotsky, construction man, one of the 4.5 million people in KDKA-TV's selling orbit.*



*This is Pittsburgh where...*

- In ratings, coverage, influence, KDKA-TV is the powerhouse in Pittsburgh.
- For sales leadership, put your money on the leader, KDKA-TV. In Pittsburgh, no selling campaign is complete without this powerful WBC station.

*Sterling Yates, Atlantic Weatherman, helps build big audiences on KDKA-TV.*



*your most powerful TV selling force is...*

**KDKA-TV**  
**© Pittsburgh**

WBC REPRESENTED BY TVAR WESTINGHOUSE BROADCASTING COMPANY, INC.



Pop.: 915,000  
Families: 269,000  
Radio Homes: 251,000

# RHODE ISLAND

TV Homes: 247,000  
AM Stas. in State: 13  
TV Stas. in State: 2

## 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  
Program Dir.....Frederick R. Griffiths  
Sales Manager.....Edward Boghosian  
Film Mgr.....Chester Dowling  
Chief Engineer.....Thomas Prior

## WPRO-TV—Providence—1955

Channel: 12 VHF..AP: 182 Kw..VP: 316 Kw.  
Owned By.....Capital Cities TV Corp.  
Address.....24 Mason St.  
Tel.: PL 1-9776.....CBS  
Representative .....Blair-TV  
General, Sta. Mgr.....Joseph P. Dougherty  
Comm. Mgr.....Eugene W. Wilkin  
Prog. Dir.....Raymond A. Gilvard  
Prom., Publicity Dir.....Jack Kavanagh  
Chief Engineer.....John V. Ferri  
OWNERS OF: WTEN-TV, WROW, BOTH ALBANY,  
N. Y.; WTVD, RALEIGH-DURHAM, N. C.

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Providence

Pop.: 2,675,000  
Families: 638,000  
Radio Homes: 620,000

# SOUTH CAROLINA

TV Homes: 479,000  
AM Stas. in State: 73  
TV Stas. in State: 9

## 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 6-1511.....ABC-CBS  
Newspaper Affil...Independent & Daily Mail  
Representative .....Headley-Reed  
Owner .....Wilton E. Hall  
General Mgr.....Glenn P. Warnock  
Chief Engineer.....Earl Cosend

## 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  
Nat. Sls. Mgr.....V. V. Evans  
Station Manager.....Roland Weeks  
Commercial Manager.....Ralph Thornley  
Program Director.....Charles Hall  
Prom., Pub. Director.....Mrs. Lois Marshall  
Film Manager.....Annie Laurie Quarterman  
Nat. Adv. Mgr.....Charles S. Cady  
Chief Engineer.....Rudy Hughes

## 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.....NBC  
Representative .....Bolling  
Pres., Gen. Mgr.....J. Drayton Hastie

Sec'y, Ass't Gen. Mgr.....Doug M. Bradham  
Comm. Mgr.....A. Cohen  
Prod. Director.....Bob Edwards  
Chief Engineer.....Walter M. Nelson

## WTMA—Charleston—1959

Channel: 4 VHF..AP: 31 Kw..VP: 57 Kw.  
Owned By.....Atlantic Coast Bcstg. Corp.  
Address.....P. O. Box 297  
Tel.: RAYmond 2-2961.....ABC  
President.....C. E. Smith  
Chief Engineer.....D. W. Jefferies

## 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.  
Exec. Vice President.....G. Richard Shafto  
Station Manager.....Charles A. Batson  
Comm. Manager.....Law Epps  
Program Director.....Dixon Lovvorn  
Prom. Dir.....Thomas Cureton  
Publicity Dir.....Martee Harden  
Film Manager.....Bob Humphries  
Chief Engineer.....Paul Welcome

## WNOK-TV—Columbia—1953

Channel: 67 UHF..AP: 47 Kw..VP: 74.1 Kw.  
Owned-Oper. By.....Palmetto Radio Corp.  
Business Address.....1881 Main St.  
Tel.: AL 2-7737.....CBS-ABC  
Representative .....Raymer

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Greenville, Spartanburg

## SOUTH CAROLINA-SOUTH DAKOTA

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

Business Address . . . . . 505 Rutherford St.  
 Tel.: CE 9-1321 . . . . . NBC  
 Newspaper Affiliation . . . . . News-Piedmont  
 Representative . . . . . Weed  
 President . . . . . R. A. Jolley  
 General Manager . . . . . Kenneth Beachboard  
 Comm. Adv. Mgr. . . . . Robert Q. Glass, Jr.  
 Program Director . . . . . Norvin C. Duncan  
 Prom., Pub. Dir. . . . . Edna Seaman  
 Film Director . . . . . Charles Howard  
 Chief Engineer . . . . . W. E. Garrison

### 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 . . . . . Whitefoord Smith  
 Chief Engineer . . . . . E. A. Sellars

### 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  
 Station Mgr. . . . . Jim Hobbs  
 Film Mgr. . . . . Larry Wilson  
 Prom. Adv. Public Dir. . . . . Bill Adams  
 Engineering Dir. . . . . Harold Beckholt

### WFBC-TV—Greenville—1953

Channel: 4 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . WMRC, Inc

Pop.: 793,000	<b>SOUTH DAKOTA</b>	TV Homes: 140,000
Families: 212,000		AM Stas. in State: 20
Radio Homes: 204,000		TV Stas. in State: 4

### KXAB-TV—Aberdeen—1958

Channel: 9 VHF . . . AP: 60 Kw. . . VP: 30 Kw.  
 Owned-Operated By . . . N. Dak. Bcstg. Co. Inc.  
 Address . . . . . Country Club Road  
 Tel.: BA 5-4350 . . . . . ABC-NBC  
 Representative . . . . . Weed  
 President . . . . . John W. Boler  
 Station, Comm. Mgr. . . . . Neal Edwards  
 Program Dir. . . . . Dick Dunne  
 Prom. Mgr. . . . . Bill Karl  
 Film Mgr. . . . . Hank Poggel  
 Chief Engineer . . . . . Comet Haroldsen

### KRSD-TV—Rapid City—1958

Channel: 7 VHF . . . AP: 12.9 Kw. . . VP: 25.7 Kw.  
 Owned . . . . . Heart of Black Hills Stations  
 Address . . . . . 1438 Mt. View Drive  
 Representative . . . . . Meeker  
 Gen. Mgr., Ch. Eng. . . . . Eli Daniels  
 Comm. Mgr. . . . . Bruce Tirrell  
 Station, Program Mgr. . . . . Truman Walrod  
 Prom. Dir. . . . . Audrey Young  
 Film Mgr. . . . . Charles Outland  
 Publicity Dir. . . . . Faith Walrod  
 Advertising Mgr. . . . . Lydia Slater

### 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  
 Program, Film Mgr. . . . . Julien A. Naber  
 Prom., Publicity Dir. . . . . Betty Twinins  
 Chief Engineer . . . . . Elmer Nelson

### KELO-TV—Sioux Falls—1953

Channel: 11 VHF . . . AP: 123 Kw. . . VP: 220 Kw.  
 Owned-Oper. By . . . . Midcontinent Bcstg. Co.  
 Business Address . . . . . Phillips Ave.  
 Tel.: 8-9631 . . . . . ABC-CBS-NBC  
 Station Representative . . . . . H-R; Evans  
 President . . . . . Joseph L. Floyd  
 Gen., Comm. Mgr. . . . . Evans A. Nord  
 General Sls. Mgr. . . . . Rex King  
 Sta. Mgr., Prog. Dir. . . . . Tom Sheeley  
 Prom., Pub. Director . . . . . Jack Townsend  
 Chief Engineer . . . . . Les Froke

Pop.: 3,761,000  
Families: 1,122,000  
Radio Homes: 990,000

# TENNESSEE

TV Homes: 881,000  
AM Stas. in State: 103  
TV Stas. in State: 14

## 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.....Jean Lindsey  
Film Manager.....John Bonney  
Chief Engineer.....Robert Briscoe

## WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Mountain City TV, Inc.  
Business Address.....1214 McCallee Ave.  
Tel.: OK 8-1505.....NBC  
Representative.....H.R.  
President.....Jack Berkman  
V.P., Manager.....Harry D. Burke  
Commercial Mgr.....George P. Moore  
Film Manager.....Art Belchel  
Chief Engineer.....B. B. Barns

## 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  
Sta. Representative.....Young TV  
Gen. Mgr., Film Buyer.....Reeve Owen  
Commercial Manager.....Joe Windsor  
Prog. Dir.....Jack Sausman  
Promotion Director.....Conrad Alexander  
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: 156 Kw...VP: 316 Kw.  
Owned-Oper. By.....WJHL, Inc.

Business Address.....145 W. Main St.  
Tel.: WALnut 6-2151.....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.....William C. Hunter

## WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. ....WATE, Inc.  
Business Address.....612 S. Gay St.  
Tel.: 4-4651.....NBC  
Representative.....Avery-Knodel  
V.P., Gen. Mgr.....W. Henry Linebrough  
Comm. Manager.....J. T. McCloud  
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.....Neel 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.: MUTual 7-2313.....ABC  
Representative.....Pearson  
President, Gen. Mgr.....J. Engelbrecht  
Comm. Program Dir.....W. E. 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 General, Inc.  
Business Address.....1381 Madison Ave.  
Tel.: BR 2-3441.....ABC  
Representative.....H.R.  
President.....Thomas F. O'Neil  
Gen. Mgr.....D. A. Noel  
V.P. Div. Director.....W. H. Grumbles  
Nat. Sales Mgr.....Gordon Lawhead  
Program. Prom. Mgr.....Gene Roper  
Film Mgr.....Freddie Burns  
Chief Engineer.....Welton Roy

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Chattanooga, Knoxville, Memphis, Nashville

IF YOU HAVE A QUALITY PRODUCT WHICH  
 APPEALS TO A QUALITY AUDIENCE YOU  
 ARE INVITED TO REACH YOUR CUSTOMERS  
 ON WBAP AM-FM-TV • FORT WORTH-DALLAS  
 THE 12TH U. S. MARKET

WBAP-820

51% OF LISTENERS  
 OF THE NATION



Radio Retined  
 WBAP-570

**WBAP**

Write WBAP Research Department for the complete market analysis

**AM / FM / TV**

FORT WORTH — 3900 BARNETT • DALLAS — 1900 NORTH AKARD

Services of the Fort Worth Star-Telegram — Amon Carter, founder  
 NATIONAL REPRESENTATIVES, PETERS, GRIFFIN, WOODWARD, INC.

**WMCT—Memphis—1948**

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw  
 Owned-Operated.....Memphis Publish Co.  
 Address.....Goodwyn Inst. Bldg.  
 Tel.: Jackson 6-7464.....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  
 President, Gen. Mgr.....Hoyt B. Wooten  
 Commercial Mgr.....Charles B. Brakefield  
 Program, Prom. Mgr.....Jack Michael  
 Publicity Dir.....Henry Clark  
 Film Mgr.....Bernard Cohn  
 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  
 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.....J. McMurray  
 Operations Director.....Robert L. Chaudoin  
 Prom., Pub. Dir.....W. A. Jones  
 Chief Engineer.....C. R. Duke

**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.  
 V.P., Gen. Mgr.....Irving Waugh  
 Comm. Manager.....Hi Bramham  
 Operations Mgr., Film Mgr.....Brad Crandall  
 Production Mgr.....Elmer Alley  
 Prom. Dir.....Charlie Cash  
 Chief Engineer.....Aaron Shelton

Pop.: 9,710,000  
 Families: 2,800,000  
 Radio Homes: 2,759,000

**TEXAS**

TV Homes: 2,239,000  
 AM Stas. in State: 238  
 TV Stas. in State: 43

**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  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 Vice President.....W. H. Shipley  
 V.P., Sta. Mgr.....Jimmie Isaacs  
 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

Tel.: OW 2-4242.....NBC  
 Representative.....Raymer  
 President.....Dale Ackers  
 Sta. Mgr.....George C. Breeding, Jr.  
 Commercial Manager.....Dan 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 1400  
 Tel.: EV 3-2226.....CBS  
 Representative.....Blair  
 President.....Gene L. Cagle  
 General, Comm. Mgr.....Ed Moore  
 Operations Director.....Bill Spiller  
 Promotion Director.....Beverly Murr  
 Film Mgr.....Dick Knerr  
 Publicity Dir.....Bill E. Cook  
 Chief Engineer.....Bill Smith

**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.

BROADCAST ADVERTISERS REPORTS (BAR)  
 Monitored: Amarillo, Dallas, El Paso, Fort Worth, Houston, San Antonio

## TEXAS

### 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  
Prom. Dir.....John Banasik  
Prod. Mgr.....Bud Pursley  
Chief Engineer.....W. H. Torrey

### KVII-TV—Amarillo—1957

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned.....Southwest States, Inc.  
Business Address.....P.O. Box 925  
Tel.: FL 6-5241.....ABC  
Station Representative.....Bolling  
V.P.....Dick Watts  
Gen. Mgr.....C. W. Keys  
Asst. Gen. Mgr.....Gordon R. Phillips  
Regional Sales Manager.....John Conboye  
Operations Manager.....Jerry Gardner  
Chief Engineer.....Don Daniels

### KTBC-TV—Austin—1952

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By.....The I-B-J Co.  
Address.....Box 1155  
Tel.: GR 2-2424.....ABC-CBS-NBC  
Representative.....Raymer  
Pres., Gen. Mgr.....J. C. Kellam  
Gen. Sales Manager.....O. P. (Bob) Bobbitt  
Program Director.....Dan Love  
V.P., Publicity Dir.....Warren Woodward  
Film Mgr.....David Swope  
Prom. Dir.....Mrs. Alice McElhinney  
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. Cannon  
General Manager.....C. B. Locke  
Station Comm. Mgr.....Mott M. Johnson  
Program Dir.....Bob McManus  
Prom., 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  
Station Mgr.....Jack Wallace  
Gen. Sales Mgr.....R. S. Nielsen  
Natl. Sales Mgr.....John Henry  
Program Mgr.....Ray Trent  
Prom. Mgr.....Ray Huffer  
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 6-7777.....ABC-CBS  
Representative.....Raymer  
President, 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  
Pres., Gen. Mgr.....T. Frank Smith  
V.P.-Sales.....W. M. Eikner  
V.P.-Programs.....Charles Nethery  
Promotion Dir.....Harry Abbott  
Chief Engineer.....Jerry E. Smith

### 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 3-5415.....ABC-CBS  
Station Representative.....Branham  
Pres., Gen. Mgr.....Vann M. Kennedy  
Commercial Manager.....Harry Mooradian  
Prom., Pub. Dir.....M. L. Kennedy  
Program Dir.....Gene Looper  
Chief Engineer.....D. Taylor

### 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  
Reoresentative.....Petry  
President.....Joseph M. Dealey  
General Mgr.....Alex Keese  
Station Manager.....Mike Shapiro  
Commercial Mgr.....Dick Drummy  
Program Director.....Bob King  
Prom., Pub. Dir.....Casey Cohlma  
Film Manager.....Dick Porter  
Chief Engineer.....George Krutilek

**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  
 Asst. Gen. Mgr.....Ves Box  
 Prom., Pub. Director.....Jack Saunders  
 Program Dir.....Fritz Kuler  
 Operations Dir.....Nevin Lyerly  
 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.....Gene Roth  
 Commercial Mgr.....Ira Hartsfield  
 Prom Dir.....Jack MacElrath  
 Program Dir.....Jerry Baker  
 Film Mgr.....Dub Hartline  
 Ch. Eng.....Michael Gaglio

**KROD-TV—El Paso—1952**

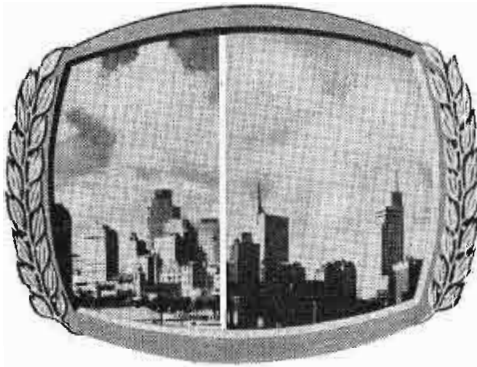
Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.  
 Owned-Oper. By.....Southwest States, Inc.  
 Address.....2201 Wyoming St.  
 Tel.: KE 2-6551.....CBS  
 Sta. Rep.....Branham Co.  
 President.....Dorrance D. Roderick  
 V.P., Gen. Mgr.....Val Lawrence  
 Program Dir.....Bernie Bracher  
 Prom. Dir.....Mary Davis  
 Film Manager.....Frank Jordan  
 Chief Engineer.....Edward P. Talbott

**KTSM-TV—El Paso—1953**

Channel: 9 VHF...AP: 42 Kw...VP: 85 Kw.  
 Owned-Operated By.....Tri-State Bcstg. Co.  
 Address.....801 N. Oregon St.  
 Tel.: KE 2-5423.....NBC  
 Representative.....Hollingbery  
 President, Sta. Mgr.....Karl O. Wyler  
 Commercial Manager.....Roy T. Chapman  
 Prog. Dir., Film Mgr.....Jack R. Rye  
 Publicity Director.....Mary Davis  
 Chief Engineer.....Kenneth J. Walton

**KFJZ-TV—Fort Worth—1955**

Channel: 11 VHF...AP: 210 Kw...VP: 105 Kw.  
 Owned-Oper. By...Texas State Network, Inc.  
 Address.....4801 W. Freeway  
 Tel.: PE 7-6631.....Independent  
 Representative.....Blair TV



The KRLD-TV Dallas-Fort Worth Market ranks 12th nationally in net weekly circulation . . . No. 1 in the entire South! It's a

*must* buy for any budget. Ask a Branham man.

(Source: ARB Market Reports, Oct. '59)

Low-band channel, maximum power, greatest coverage for more than 675,000 TV Homes!

**KRLD-TV channel**



Clyde W. Rembert, President

TV-Twin to KRLD Radio 1080, services of The Dallas Times Herald.



**13** covers  
**31** counties

**546,340**  
**TV HOMES**

**COMPLETE  
COVERAGE**

in Houston Metropolitan area  
and surrounding 31 Counties

in the Gulf Coast.



**CHANNEL 13**



**President**.....Gene L. Cagle  
**V.P. General Mgr.**.....Stan Wilson  
**Asst. Mgr., Sales Mgr.**.....John Hopkins  
**Program Mgr.**.....Arno W. Mueller  
**Prom. Mgr.**.....Susan Simpson  
**Production Mgr.**.....Olin Terry  
**Chief Engineer**.....Bill Kessell

**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.  
**V.P. & Director**.....Harold V. Hough  
**Gen., Sta. Mgr.**.....Roy Bacus  
**Commercial Manager**.....Jack Rogers  
**Program Director**.....Robert Gould  
**Prom., Pub. Dir.**.....Phil W. Wygant  
**Film Manager**.....Lynn Trammell  
**Chief Engineer**.....Rupert Bogam

**KGBT-TV—Harlingen—1953**

**Channel:** 4 VHF...**AP:** 50 Kw...**VP:** 100 Kw.  
**Owned-Oper. By**.....Harbenot Bestg. Co.  
**Business Address**.....1521 W. Harrison St.  
**Tel.:** GA 3-4880.....ABC-CBS  
**Representative**.....H-R Reps.  
**President**.....McHenry Tichenor  
**General Manager**.....Troy McDaniel  
**Promotion Dir.**.....Mal Kasanoff  
**Chief Engineer**.....Al Beck

**KHOU-TV—Houston—1953**

**Channel:** 11 VHF...**AP:** 158 Kw...**VP:** 316 Kw.  
**Owned-Oper. By**.....Gulf Television Corp.  
**Address**.....1945 Buffalo Drive  
**Tel.:** JA 9-4811.....CBS  
**Representative**.....CBS Television Spot Sales  
**President**.....C. Wrede Petersmeyer  
**General, Sta. Mgr.**.....James C. Richdale, Jr.  
**Comm. Manager**.....Robert S. Wilson  
**Program Director**.....B. Calvin Jones  
**Prom. Dir.**.....Roland Brazier  
**Publicity Dir.**.....James Everhart  
**Chief Engineer**.....Art Biggs  
**Film Manager**.....Bud Johnson  
**OWNERS OF:** WISH-AM-TV, INDIANAPOLIS, IND.;  
 WANE-AM-TV, FORT WAYNE, IND.; KOTZ, TULSA,  
 OKLA.; KXTV, SACRAMENTO, CALIF.

**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**.....Hollingbery  
**President**.....John T. Jones, Jr.  
**Exec. V.P., Gen. Mgr.**.....W. E. Walbridge  
**Program Director**.....John E. Hill  
**Comm. Manager**.....William F. Bennett  
**Production Mgr.**.....Bill Wagner  
**Film Mgr.**.....Hugh Pickett  
**Publicity Dir.**.....Lila Gordon  
**Advertising Dir.**.....John Chapman  
**Chief Engineer**.....Tom Hiner

**KROD-TV**  
**EL PASO, TEXAS**



Donor: D. Reddick, Pres. Mgr.  
 Val. Lowmire, V. Pres. and Gen. Mgr.  
 REPRESENTED NATIONALLY  
 BY THE BRANHAM COMPANY



More audience than all other  
 El Paso stations combined! That's  
 what the latest ARB gives KROD-TV  
 (\*February 1959.) And that's  
 why KROD-TV is the "must"  
 buy to reach the vast  
 West Texas-Southern New Mexico market.



3-STATION MARKET\*

SHARE OF AUDIENCE  
 IN A COMPETITIVE

**IMPACT!**  
**52.6%**

*Makes  
you feel  
like a king  
every day!*



# KPRC - TV

HOUSTON, TEXAS

*the best faces  
watch KPRC-TV  
Channel  
2*



Fresh up yourself  
and your day with  
KPRC-TV--known  
everywhere as the  
world's finest tele-  
vision. It's a habit  
you'll enjoy.

Courtesy of KING'S MEN

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**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.  
 Tel.: MA 3-9271.....NBC  
 Newspaper Affiliation .....Post  
 Representative .....Petty  
 V.P., Gen. Mgr.....Jack Harris  
 Sta., Comm. Mgr.....Jack McGrew  
 Operations Director.....Paul Huhndorff  
 Program Director.....Ridge Radney  
 Publicity Dir.....Edna Forester  
 Film Manager.....M. Damrel  
 Chief Engineer.....Paul Huhndorff

**KGNS-TV—Laredo—1956**

Channel: 8 VHF...AP: 3 Kw...VP: 6 Kw.  
 Owned By.....Southwestern Operating Co.  
 Business Address.....820 Convent St.  
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC  
 President.....Donald W. Reynolds, Sr.  
 Commercial Mgr.....Pat Miller  
 Station Mgr.....Roy Bowman  
 Prom. Dir.....Frisco Aguillar  
 Program Director.....Dave Leyendecker  
 Film Manager.....Ernie Ramirez  
 Chief Engineer.....Irving 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.  
 Tel.: SH 4-2345.....CBS  
 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. Dr., Film Mgr.....Ray Trent  
 Prom. Mgr.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

**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  
 Program Dir.....Bill Carter  
 Prom., Publicity Dir.....Pat Mathews  
 Chief Engineer.....Fred Clinton Hill

**HUGE, HOT SPOT AREA OF WEST TEXAS NOW 1 BUY!**

*SM "HOT SPOT" CITY FOR 12 STRAIGHT MONTHS!*

Four hot TV markets combined into one big regional network package deliver nearly 400,000 TV sets. With this one economical buy, you reach 1 1/2 million high-income customers.

\*Ref. SM Mag. Nov. 1958 to Nov. 1959



West Texas Television Network

**KDUB-TV**  
 LUBBOCK, TEXAS  
**KPAR-TV**  
 ABILENE - SWEETWATER

**KEDY-TV**  
 BIG SPRING, TEXAS  
**KVER-TV**  
 CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

# TEXAS

## KMID-TV—Midland—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Midessa Television Co., Inc.  
Business Address... P.O. Box 2758  
Tel.: MU 2-7321... ABC-NBC  
Rep... Venard, Rintoul & McConnell, Brown  
President... J. C. Dunagan  
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; Masla  
Pres., Gen. Mgr... J. Ross Rucker  
Commercial Mgr... R. W. Tamplen  
Film Mgr... Glenn White  
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

## KOSA-TV—Odessa—1956

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Odessa Television Co.  
Bus. Address... 1211 N. Whitaker  
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  
Chief Engineer... Bill Schock

## KPAC-TV—Port Arthur—1957

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned... Texas Goldcoast TV Inc.  
Address... Box 1059  
Tel.: YUkon 5-5557... NBC-ABC  
Sta. Representative... Headley-Reed  
Pres., Gen. Mgr... Julius Gordon  
Sls. Mgr... Mack Newberry  
Operations Mgr... John Stegall  
Film Mgr... Edith McMillian  
Publicity Dir... Adeline Salter  
Chief Engineer... Frank Leins

## KCTV—San Angelo—1953

Channel: 8 VHF... AP: 13.5 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  
Gen. Sta. Mgr... J. Harley Hubbard  
Prog. Dir... A. Cobb  
Advertising Mgr... John Fuller

Film Manager... Charles Cathey  
Chief Engineer... Ed Tolson

## KCOR-TV—San Antonio—1955

Channel: 41 UHF... AP: 6 Kw... VP: 11 Kw.  
Owned-Oper. By... KCOR, Inc.  
Business Address... 111 Martinez St.  
Tel.: CApitol 5-2751... Independent  
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.  
Publicity Dir... William Lamar  
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  
Representative... Peters, Griffin, Woodward  
Newspaper Affil... Express & News  
President... Frank G. Huntress, Jr.  
General Mgr... Wayne Kearl  
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  
Station Representative... Katz  
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  
Chief Engineer... Larry Beckmann

## 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 Hall, Jr.  
Pres., Gen. Mgr... James M. Gaines  
Manager... Edward V. Cheviot  
Prog. Director... Robert Reed  
Promotion Dir... Charles Larkins  
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  
 Asst. Manager.....Doug Thompson  
 Chief Engineer.....Curtis M. Casey

**KCMC-TV—Texarkana—1953**

Channel: 6 VHF...AP: 100 Kw...VP: 50 Kw.  
 Owned-Oper. By.....KCMC, Inc.  
 Address.....Summerhill Road  
 Tel.: 33-1133.....ABC-CBS  
 Newspaper Affil.....Gazette & Daily News  
 Rep.....V. R. McC; Ayers, Melville  
 President.....Walter E. Hussman  
 General Manager.....Walter M. Windsor  
 Sales Manager.....Jack Rollings  
 Program Dir.....Les Eugene  
 Promotion Director.....Cynthia LaFan  
 Film Manager.....Loretta Stroup  
 Chief Engineer.....Edward Covington

**KLTV—Tyler—1954**

Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Channel 7 Co.  
 Business Address.....Box 957  
 Tel.: LY 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, Gen. Mgr.....M. N. Bostick  
 Commercial Manager.....Pete McNeer  
 Prom. Dir.....Ralph G. Webb

Publicity, Adv. 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  
 Pres., Gen. Mgr.....J. C. Kellam  
 Station, Adv. Mgr.....Charles L. Brooks  
 Sales Manager.....T. Marshall Weaver  
 Prom., Pub. Dir.....Hank Page  
 Operations Director.....Fred Noble  
 Film Mgr.....Ed Cantrell  
 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.....NBC  
 Representative.....Raymer  
 President.....Darrold A. Cannan  
 V.P., Comm. Film Mgr.....Howard H. Fry  
 Program Dir.....Tom Crane  
 V.P., Prom., Pub. Dir.....D. A. Cannan, Jr.  
 Chief Engineer.....John Adams

**KSYD-TV—Wichita Falls—1956**

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.....Mrs. Billie Foreman  
 Prom., Pub. Dir.....Mrs. Mary K. Norwood  
 Film Manager.....Mrs. Ruth York  
 Chief Engineer.....Herb Willey

Pop.: 884,000	<b>UTAH</b>	TV Homes: 213,500
Families: 242,500		AM Stas. in State: 27
Radio Homes: 234,000		TV Stas. in State: 5

**KVOG-TV—Ogden—1959**

Channel: 9 VHF...AP: 3 Kw...VP: 29 Kw.  
 Owned By.....United Telecast R & TV Co.  
 Address.....P.O. Box 325  
 Tel.: EXport 2-7535.....Independent  
 Station Rep.....Grant Webb  
 President, Gen. Mgr.....D. B. Affleck  
 Program Dir.....E. Smith  
 Chief Engineer.....C. Ruthstrom

**KLOR-TV—Provo—1958**

Channel: 11 VHF...AP: 88 Kw...VP: 176 Kw.  
 Owned By.....Beehive Telecasting Corp.

Address.....P.O. Box 44  
 Tel.: FRanklin 3-2951.....Independent  
 Sta. Rep.....Forjoe  
 Pres., Gen. Mgr.....S. B. Nissley  
 Program Director.....G. B. Rowan  
 Production Dir.....Paul Carr  
 Film Mgr.....Wallace E. Broberg  
 Chief Engineer.....Kenneth J. Hacking

**KCPX-TV—Salt Lake City  
 1946**

Channel: 4 VHF...AP: 14.5 Kw...VP: 27.1 Kw.  
 Owned By.....Columbia Pict. Electronics Corp.

• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •  
 Monitored: Salt Lake City

## UTAH-VERMONT-VIRGINIA

Business Address.....130 Social Hall Ave.  
Tel.: DA 2-5681.....NBC  
Representative.....Katz  
General, Sta. Mgr.....Norman Louvan  
Commercial Mgr.....Harold Woolley  
Film, Program Dir.....Dan Rainger  
Prom. Dir.....Tom Wayman  
Publicity, Adv. Dir.....Ted Anderson  
Chief Engineer.....Allan Gunderson

Prom. & Pub. Dir.....Robert G. Murdock  
Film Mgr.....Richard V. Thriot  
Chief Engineer.....Vincent E. Clayton

### 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  
News, Affil.....Tribune; Ogden Standard

Examiner  
Representative.....Avery-Knodel  
President.....A. L. Glasmann  
Vice President.....George C. Hatch  
Sta. Gen., Sales Mgr.....Brent H. Kirk  
Program Dir.....Duane C. Hill  
Prom., Pub. Dir.....Keith Nicholas  
Production Manager.....LaMar Smith  
Film Buyer.....Sid Cohen  
Film Manager.....Jack Ivers  
Chief Engineer.....B. R. Carpenter

### KSL-TV—Salt Lake City—1949

Channel: 5 VHF...18.2 Kw...VP: 33.1 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  
President.....Jay W. Wright  
V.P. Gen. Mgr.....D. Lennox Murdock  
Gen. Sales Mgr.....Lloyd E. Cooney  
Dir. of Operations.....Wayne F. Richards

Pop.: 418,000	<b>VERMONT</b>	TV Homes: 98,000
Families: 115,000		AM Stas. in State: 15
Radio Homes: 111,000		TV Stas. in State: 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  
Publicity Dir.....Charles S. Lewis  
Film Manager.....A. Sherman Rutter  
Chief Engineer.....J. W. Tierney

Pop.: 4,019,000	<b>VIRGINIA</b>	TV Homes: 818,000
Families: 1,020,000		AM Stas. in State: 93
Radio Homes: 969,000		TV Stas. in State: 12

### 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  
Sta. Representative.....Headley-Reed  
Pres., Gen. Mgr.....Robert H. Smith  
Comm., Adv. Mgr.....J. Fey Rogers  
Program Dir.....Art Countiss  
Production Mgr.....James G. Evans  
Film Mgr.....Jim Carmack  
Chief Engineer.....Russell V. Robinson

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. Kiewer  
Chief Engineer.....William C. King, Jr.

### WSVA-TV—Harrisonburg—1953

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.  
Owned-Oper. By...Shenandoah Valley Bcstg.  
Address.....Rawley Pike  
Tel.: 4-4431.....ABC-CBS-NBC  
Newspaper Affil.....Wash. Eve. Star  
Sta. Representative.....H.R.  
Pres., Gen. Mgr.....Hamilton Shea  
Asst. Gen. Mgr.....Warren L. Braun  
Commercial Mgr.....Richard H. Johnson  
Prog. Director.....Robert E. Lee  
Promotion Director.....Andy McCaskey  
Pub., Merch. Mgr.....H. L. Royster  
Film Manager.....Earle Weakley  
Chief Engineer.....Tom Jones

### WVEC-TV—Hampton-Norfolk 1953

Channel: 13 VHF..AP: 110 Kw..VP: 214 Kw.  
Owned-Oper. By...Peninsula Bcstg. Corp.  
Bus. Address...1930 Pembroke Ave., Hampton  
Tel.: 6332.....NBC  
Representative.....Avery-Knodel

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Lynchburg, Norfolk, Richmond, Roanoke



**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.....Hollingbery  
Pres., Gen. Mgr.....Philip P. Allen  
Comm. Adv. Mgr.....Thomas L. Turner  
Prog., Film Mgr.....Warren Uttal  
Chief Engineer.....John T. Orth

**WAVY-TV—Norfolk—1957**

Channel: 10 VHF..AP: 192 Kw...VP: 316 Kw.  
Owned.....Tidewater Telradio, Inc.  
Address.....214 W. York St.  
Tel.: MA 7-2345.....NBC  
Representative.....H-R  
Pres., Sta. Mgr.....J. Glen Taylor  
General Sales Mgr.....Edward J. Hennessy  
Prom., Pub. Dir.....Macey Schaffer  
Prog. Film Mgr.....Richard Fraser  
Chief Engineer.....Andrew Jackson

**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  
Bd. Chairman.....Campbell Arnoux  
President, Gen. Mgr.....Robert M. Lambe  
V.P., Operations.....John C. Peffer  
Program Director.....Harold Soldingier  
Prom., Pub. Dir.....James W. Evans  
Film Manager.....Harry Nicholas  
Chief Engineer.....Richard Lindell

**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.)  
President.....Temus R. Bright  
General Manager.....Louis H. Peterson

**WXEX-TV—Petersburg—1955**

Channel: 9 VHF..AP: 159 Kw...VP: 316 Kw.  
Owned-Oper. By..Petersburg Television Corp.  
Address.....124 W. Tabb Street  
Tel.: RE 3-7876.....NBC  
Rep.....Brown  
President.....Thomas G. Tinsley, Jr.  
Gen., Sta. Mgr.....Irvin G. Abeloff  
Oper. Mgr.....Robert C. Currie, Jr.  
Comm. Mgr.....Lawrence Slon  
Prom., Pub. Dir.....Thos. F. McCollum, Jr.  
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 Ple  
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  
Commercial Mgr.....William Kemple  
Advertising Mgr.....Walter A. Bowry, Jr.  
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  
Newspaper Affiliation...Times; World-News  
Representative..Peters, Griffin, Woodward, Inc.  
President.....M. W. Armistead, III  
V.P., Managing Director.....Ray P. Jordan  
Asst. V.P. & Mgr.....John Harkrader  
TV Sales Manager.....Blake Brown  
Program, Film Buyer.....Paul E. Reynolds  
Prom., Pub. Dir.....Boone Boggs  
Program Mgr.....Charles A. 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.....Church Ave., at 3rd St.  
Tel.: DI 4-9226.....ABC-NBC  
Station Representative.....Blair  
President.....James H. Moore  
Station Mgr.....Horace S. Fitzpatrick  
Operations Mgr.....George Chernault  
Commercial Manager.....A. S. Trevilian, Jr.  
Promotion Director.....C. R. Garrison  
Publicity Dir.....Andrew Petersen  
Chief Engineer.....J. P. Briggs

Pop.: 2,975,000  
Families: 888,000  
Radio Homes: 869,000

# WASHINGTON

TV Homes: 736,000  
AM Stas. in State: 80  
TV Stas. in State: 12

## 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..... John Price

## 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..... NBC  
Representative..... Blair-TV  
President..... Mrs. A. Scott Bullitt  
V.P., Business Div..... Henry B. Owen  
V.P. Broad. Div..... Otto P. Brandt  
Commercial Mgr..... James D. Neidigh  
Program. Film Mgr..... Lee Schulman  
Prom., Pub. Director..... Mel Anderson  
Chief Engineer..... Robert A. Ferguson

## KIRO-TV—Seattle—1958

Channel: 7 VHF... 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  
Commercial Manager..... William A. Exline  
Prom., Pub. Dir..... Paul H. Smith  
Film Manager..... Eugene Wecker  
Chief Engineer..... C. R. Morris

## 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..... ABC  
Sta. Representative..... Katz  
President..... O. D. Fisher  
Exec. V.P. & Gen. Mgr..... W. W. Warren  
Nat. Sls. Mgr..... Reg Miller  
Mgr. Programming..... Dave Crockett  
Program Manager..... Tom Rogstad  
Film Editor..... Arden Skoog  
Sales Promotion Manager..... Edna Hanna  
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: 50 Kw... VP: 100 Kw.  
Owned..... J. C. McCaw  
Business Address..... 5534 N. 35 St., Tacoma  
Tel.: SKyline 2-3544, Tacoma..... Independent  
Representative..... O'Connell  
President..... J. Elroy McCaw  
General Manager..... James Hawkins  
Program Director..... John Jarstad  
Promotion Dir..... Jack Agnew  
Chief Engineer..... Ken Williams

## 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—1955

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned..... KREM Bcstg. Co.  
Address..... 4103 S. Regal  
Tel.: KE 4-0466..... ABC  
Representative..... Peiry  
Pres., Gen. Mgr..... Louis Wasmer  
Sta. Comm. Mgr..... Robert Temple  
Program, Film Mgr..... Walter Schaar  
Prom. Public. Dir..... Peter 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 4-1218..... CBS  
Representative..... H-R; Jackson  
President..... Norman Alexander  
General Manager..... James Agostino  
Station Manager..... Gene Roth  
Publicity Director..... Bob Weitz  
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..... Independent  
Newspaper Affil..... Tacoma News Tribune

## WASHINGTON-WEST VIRGINIA

**Representative** .....Weed  
**Station Mgr.**.....Max H. Bice  
**Commercial Mgr.**.....Herchel Cary  
**Program, Film Mgr.**.....Dell Spencer  
**Prom. Mgr.**.....Ross Swift  
**Pub. Dir.**.....Doris Curda  
**Chief Engineer**.....Dick F. Engh

### KNBS—Walla Walla—1959

**Channel:** 22 UHF..AP: 144.9 Kw..VP: 246.9 Kw.  
**Owned By**...Northwest Broadcasting Sys., Inc.  
**Address**.....P. O. Box 522  
**Tel.:** JA 5-8500.....ABC  
**President, Gen. Mgr.**.....Warren L. Gray  
**Exec. Vice Pres.**.....Chuck Connors  
**Commercial Mgr.**.....Rodney J. Holton  
**Station, Public. Dir.**.....Lyle Bond  
**Program, Film Mgr.**.....William R. Wallace  
**Chief Engineer**.....William F. Barclay

### 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.....CBS-NBC  
**Station Rep.**.....Hollingbery; Art Moore  
**President**.....A. W. Talbot  
**General Manager**.....Thomas C. Bostic  
**Asst. General Mgr.**.....Jack Reber  
**Commercial Mgr.**.....William F. Grogan  
**Program Director**.....James W. Nolan, Jr.  
**Promotion Director**.....Robert H. Horn  
**Film Manager**.....June Neel  
**Chief Engineer**.....M. E. Burrill

### KNDO—Yakima—1959

**Channel:** 23 UHF..AP: 19.9 Kw..VP: 11.6 Kw.  
**Owned By**.....Yakima Valley TV Co.  
**Address**.....23 S. First St.  
**Tel.:** CH 8-2300.....ABC  
**General Mgr.**.....Hugh Davis  
**Commercial Mgr.**.....Gene Adams  
**Program Dir.**.....Leo Lyon  
**Promotion Mgr.**.....Tom Ewing  
**Chief Engineer**.....Warren Brown

Pop.: 2,125,000  
 Families: 572,000  
 Radio Homes: 546,000

## WEST VIRGINIA

TV Homes: 431,000  
 AM Stas. in State: 50  
 TV Stas. in State: 9

### 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.....NBC  
**News, Afil.**...Daily Telegraph, Sunset News  
**Representative**.....Katz  
**President, Gen. Mgr.**.....H. I. Shott  
**Station Manager**.....John C. Shott  
**Prog. Dir.**.....Orland C. Young  
**Prom., Pub. Dir.**.....Janie M. Lambert  
**Film Manager**.....Cecil Surratt  
**Chief Engineer**.....Kenneth Dick

**Representative** .....H-R  
**President**.....Jack N. Berkman  
**General, Sta. Mgr.**.....Roger Garrett  
**Commercial Mgr.**.....Bob Connelly  
**Prom, Publicity Dir.**.....Peter Lyman  
**Film Mgr.**.....Sam De Maria  
**Chief Engineer**.....Harry Brown

### WCBS-TV—Charleston—1954

**Channel:** 8 VHF..AP: 94 Kw..VP: 158 Kw.  
**Owned & Oper. By**.....WCBS-TV Inc.  
**Address**.....1111 Virginia Street East  
**Tel.:** DI 2-8131.....ABC  
**Representative**.....P. G & W  
**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.  
**Technical Dir.**.....William E. Dixon

### WBOY-TV—Clarksburg—1957

**Channel:** 12 VHF..AP: 275 Kw..VP: 137 Kw.  
**Owned**.....WSTV, Inc.  
**Business Address**.....912 W. Pike St.  
**Tel.:** MA 4-7571.....ABC-CBS-NBC


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# DAY OUT

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• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •  
 Monitored: Charleston, Huntington, Wheeling

**WEST VIRGINIA**

**WJPB-TV—Fairmont—1954**

Channel: 5 VHF...AP: 100 Kw...VP: 50 Kw.  
 Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)  
 Address...400 Quincy St.  
 Tel.: Fairmont 8000...ABC-CBS  
 Newspaper Affiliation...Mannington Times  
 Station Rep...Gill Perna  
 President, Gen. Mgr...J. Patrick Beacom  
 Mgr. Dir., Comm. Mgr...Numba Fabre, Jr.

**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...CBS  
 Representative...Petry  
 President...Luther L. Hill  
 V.P., Gen. Mgr...Robert R. Tinchler  
 Comm. Manager...George Miller  
 Program Director...Norman L. Bacon  
 Chief Engineer...Chas. Prohaska

**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  
 Prom., Publicity Dir...Jack M. Williams  
 Film Manager...David S. Bond  
 Chief Engineer...John P. Clay

**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-CBS  
 Representative...Pearson  
 Pres., Gen. Mgr...Robert R. Thomas, Jr.  
 Comm Sta. Mgr...Robert R. Brown  
 Program, Prom. Mgr...Neil Swann  
 Chief Engineer...Thomas Phillips

**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.

**WTRF-TV—Wheeling—1953**

Channel: 7 VHF...AP: 156 Kw...VP: 316 Kw.  
 Owned-Oper. By...WTRF-TV, Inc.  
 Business Address...Ogden Bldg.  
 Tel.: CE 2-7777...NBC  
 Newspaper Affil...Dix Newspapers  
 Representative...Hollingbery  
 Exec. V.P., Gen. Mgr...Robert W. Ferguson  
 Comm. Mgr...H. Needham Smith  
 Prog. Director...Garry Vorhees  
 Promotion Director...James Knight  
 Publicity Director...Mary Neal  
 Film Manager...William Ney  
 Chief Engineer...Howard Daubenmeyer

**WJPB-TV**

Channel



**ABC—CBS**

Fairmont — Weston — Clarksburg

King Size Television

Serving 813,000 people in a  
 55 county market with  
 327,010 sets in West Va. — Ohio —  
 Pennsylvania — Maryland — Virginia



**WJPB-TV**

J. PATRICK BEACOM  
 President and General Manager

FOR

RADIO-TV DAILY

ALL-AMERICAN

TV SELECTIONS

SEE PAGE 75

Pop.: 4,165,000  
Families: 1,162,000  
Radio Homes: 1,151,000

# WISCONSIN

TV Homes: 1,032,000  
TV Stas. in State: 13  
AM Stas. in State: 75

## 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 2-3745.....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  
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  
Station Mgr.....Jack Gennard  
Program Director.....Eldon Anspach  
Commercial Mgr.....Roger Michlen  
Prom., Publicity Dir.....Joella Cohen  
Merch. Dir.....W. C. Porsow  
Film Manager.....Bill Campbell  
Chief Engineer.....Harry Hill

## WLUK-TV—Green Bay—1954

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper By..M & M Broadcasting Co., Inc.  
Address.....126 N. Madison  
Representative.....Hollingbery  
President.....Morgan Murphy  
General Mgr.....J. D. Mackin  
Commercial Mgr.....Forester Cooper  
Program Dir.....Pat Kehoe  
Prom. Dir.....Helen Day  
Film Mgr.....William Clark  
Chief Engineer.....Al S. Alexander

## 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  
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. Bellline Hwy.  
Tel.: CE 3-9891.....CBS  
News. Affiliation..Superior Evening Telegram  
Representative...Peters, Griffin, Woodward  
President.....Ralph M. Imnell  
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: 162 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  
Asst. Gen. Mgr.....Frank Bignell  
Prom., Pub. Dir.....James Roy Miller  
Tech. Supervisor.....Cloven Smith

## WMTV—Madison—1953

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.  
Owned-Oper. By.....Forward TV, Inc.  
Business Address.....West Bellline  
Tel.: CE 3-5381.....NBC  
Representative.....Branham  
President.....Herbert R. Ohrt  
General Mgr.....Merritt Mulligan  
Asst. Mgr.....Donald Harrer  
Film Mgr.....George Plenderleith  
Publicity Dir.....Wanda Monty  
Chief Engineer.....Stan Sadler

## 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  
Station Mgr.....William C. Goodnow  
Sales Mgr.....Richard D. Foerster  
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.

BROADCAST ADVERTISERS REPORTS (BAR)  
Monitored: Green Bay, Madison, Marinette, Milwaukee

## WISCONSIN-WYOMING

Owned-Oper. By.....The Journal Co.  
 Business-Trans. Address.....333 W. State St.  
 Tel.: BR 1-6000.....NBC  
 Newspaper Affiliation.....Journal  
 Sta. Rep.....Harrington, Righler & Parsons  
 General Manager.....George Comle  
 Station Manager.....Robert J. Heiss  
 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 Bestg. Co.  
 Address.....5445 N. 27th St.  
 Tel.: UP 3-1919.....CBS  
 Station Representative.....Blair  
 Managing Director.....Joe Evans  
 General Sales Mgr.....E. A. Hassett, Jr.  
 Dir. of Operations.....Glenn Boundy, Jr.  
 Prom. Publicity Dir.....Chuck Olson  
 Film Superv.....Dan Kunz  
 Chief Engineer.....Robert Truscott  
 OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD-  
 AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-

AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEEL-  
 ING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-  
 AM-FM, PHILA., PA.; KPOP, LOS ANGELES.

### WXIX-TV—Milwaukee—1959

Channel: 18 UHF...AP: 141 Kw...VP: 263 Kw.  
 Owned-Oper. By.....WXIX-TV, Inc.  
 Address.....509 W. Wisconsin Ave.  
 Tel.: BR 2-1818.....Independent  
 Sta. Representative.....Gill-Perna  
 President, Gen. Mgr.....Gene Posner  
 Station, Prom. Mgr.....Lawrence Turet  
 Film Mgr.....James Chladek  
 Chief Engineer.....Gino Monaco

### WSAU-TV—Wausau—1954

Channel: 7 VHF...AP: 177 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Wisconsin Valley TV Corp.  
 Address.....Box 29  
 Tel.: VI 2-1021.....ABC-CBS-NBC  
 Newspaper Affil.....Record-Herald  
 Representative.....Meeker Co.  
 President.....George T. Frechette  
 Gen. Comm. Mgr.....Richard D. Dudley  
 Prom., Pub. Dir.....Tom Bolger  
 Program Director.....Norbert Kellnhauser  
 Film Manager.....Dan Ziebell  
 Chief Engineer.....Roland W. Richard

Pop.: 354,000  
 Families: 110,000  
 Radio Homes: 105,000

## WYOMING

TV Homes: 63,900  
 AM Stas. in State: 23  
 TV Stas. in State: 3

### KTWO-TV—Casper—1957

Channel: 2 VHF...AP: 35 Kw...VP: 71 Kw.  
 Owned-Operated By...Rocky Mt. TeleStations  
 Business Address.....3900 E. Second St.  
 Tel.: 3-3771.....ABC-NBC-CBS  
 Station Representative.....Meeker  
 President.....Burt Harris  
 Gen., Sta. Mgr.....Lawrence Berger  
 Program, Prom. Dir.....Paul Wickre  
 Film Manager.....Hans Nohr  
 Chief Engineer.....Marion L. Cunningham

### KFBC-TV—Cheyenne—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Frontier Bestg. Co.  
 Business Address.....2923 East Lincolnway  
 Tel.: 4-4461.....ABC-CBS-NBC  
 Newspaper Affiliation.....Eagle, Tribune  
 Representative.....Hollingbery  
 President.....Robert S. McCracken  
 Gen., Sta. Mgr.....William C. Grove  
 Commercial Adv. Mgr.....C. P. Cahill  
 Program, Prog. Mgr.....William D. McCracken  
 Film Mgr.....Don Wich

### KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 32 Kw...VP: 64 Kw.  
 Owned.....M. & J. Ernst  
 Address.....500 B'way, Thermopolls, Wyo.  
 Tel.: TH 800.....CBS  
 Representative.....Gill-Perna  
 Gen. Mgr., Ch. Eng.....Joseph P. Ernst

## DAY IN and DAY OUT

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# 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.  
Address.....P. O. Box 368  
Tel.: 7961.....ABC-CBS-NBC

Representative.....Intercontinental Services  
Pres., Gen. Mgr.....Harry M. Engel  
Station, Film Mgr.....John P. Barton  
Commercial Manager.....Mary Chappelle  
Program Director.....Lee K. Radner  
Publicity Director.....Richard Williams  
Chief Engineer.....Ted Coltrin

## PUERTO RICO

### WORA-TV—Mayaguez—1955

Channel: 5 VHF...AP: 17.8 Kw...VP: 29.5 Kw.  
Owned-Oper By.....Supreme Bcstg. Co., Inc.  
Business Address.....Darlington Bldg.; Box 43  
Tel.: 1151.....ABC-CBS  
President, Gen. Mgr.....Alfredo R. de Arellano  
Station Mgr.....R. M. Dupont  
Chief Engineer.....John Prather

Newspaper Affiliation.....El Mundo  
Rep.....Inter-American Publications Inc.  
President.....Angel Ramos  
General Sta. Mgr.....Ventura Lamas, Jr.  
Commercial Mgr.....Carlos Vizcarrondo  
Prog. Dir.....José Luis Torregrosa  
Promotion Mgr.....Pete Mattina  
Film Mgr.....Jose Mercado  
Chief Engineer.....Robert Beurket

### 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 VHF...AP: .71 Kw...VP: 1.4 Kw.  
Owned-Operated By...Ponce Television Corp.  
Address.....Darlington Bldg.  
Tel.: 2-0280.....Independent  
Sta. Rep.....Inter-American Publ.  
Pres., Ch. Eng.....George A. Mayoral  
Gen., Sls. Mgr.....William Cortada  
Prom., Pub. Dir.....Armando L. Clavell  
Chief Engineer.....J. A. Prather

### 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.  
Tel.: 3-3800.....CBS

### 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.....P. Rodriguez

**For Officers of  
Puerto Rican Association of Broadcasters  
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# CANADIAN TV STATIONS

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# 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 . . . . . Independent  
 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 . . . . . Jasper Ave.  
 Tel.: HU 9-2572 . . . . . CBC  
 Sta. Reps. . . TV Reps.: Young Canadian; Oakes  
 Pres., Gen. Mgr. . . . . G. R. A. Rice  
 Station Mgr. . . . . S. S. Lancaster  
 Commercial Mgr. . . . . Bruce D. Alloway  
 Program Director . . . . . George Kidd  
 Film Manager . . . . . Keith Neale  
 Prom. Director . . . . . Gary Greenway  
 Production Mgr. . . . . Don C. Brinton  
 Client, Serv. Dir. . . . . Jack Sweeney  
 Chief Engineer . . . . . Ted Wadson

## CANADIAN TV STATIONS

### 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, Mgr. Dir.....N. Botterill  
Commercial Mgr.....L. Crittenden  
Production Mgr.....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.....520 First Ave., S. E.  
Tel: LI 8-3533.....CBC  
Sta. Rep.....Weed; All-Canada  
President.....J. H. Yuill  
Gen., Sta. Mgr.....R. J. Buss  
Program Director.....Mervin Stone  
Prom., Pub. Dir.....Dan McGuire  
Film Manager.....Cliff Dacre  
Chief Engineer.....Sid Gaffney

### CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 6.5 Kw... VP: 13 Kw.  
Owned.....CHCA TV Limited  
Business Address.....Box 668  
Tel: 5525.....CBC  
Representatives.....John N. Hunt; Trans Ocean  
President.....G. A. Bartley  
Asst. Mgr.....Mrs. A. Sole  
Commercial Mgr.....Doug Clarke  
Program Dir.....R. D. Neima  
Film Mgr.....Don Hoefling  
Chief Engineer.....John Jonkman

## BRITISH COLUMBIA

### CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: 206 Kw... VP: 212 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  
Program Director.....Frank Harris  
Sales Manager.....R. W. Michaud  
Chief Engineer.....Mel Lang

### CFCR-TV—Kamloops—1957

Channel: 4 VHF... AP: 3.5 Kw... VP: .7 Kw  
Owned.....Twin Cities TV Ltd.  
Business Address.....Radio-TV Bldg.  
Tel: 1021.....CBC  
Pres., Gen. Mgr.....Ian G. Clark  
Comm. Mgr., Prom. Dir.....Walter Harwood  
Prog. Dir.....Jean Ross  
Chief Engineer.....Fred Webber

### CHBC-TV—Kelowna—1957

Channel: 2 VHF... AP: 1.65 Kw... VP: 3.7 Kw.  
Owned.....Okanagan Valley TV Co.  
Business Address.....342 Leon Ave.  
Tel: PO 2-4535.....CBC  
Representative.....All-Canada TV; Weed  
President, Gen. 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: 25 Kw... VP: 47 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....701 Hornby St.  
Tel: MUtual 4-0246.....CBC  
Television Director.....Hugh Palmer  
Commercial Mgr.....Marce L. Munro  
Technical Director.....Ross L. Whiteside

### CHEK-TV—Victoria—1956

Channel: 6 VHF... AP: .9 Kw... VP: 1.8 Kw.  
Owned-Operated By.....CHEK-TV, Ltd.  
Address.....3693 Epsom Drive  
Tel: GRanite 7-1821.....CBC  
President.....David M. Armstrong  
General, Sta. Mgr.....Russell L. Furse  
Commercial Mgr.....Douglas Taylor  
Program Dir.....Geniveve Gamache  
Prom., Publicity Dir.....Dan Eckley  
Film Mgr.....Fred Crouch  
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.....Stuart Craig  
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. Carpenter  
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

# CANADIAN TV STATIONS

## NEW BRUNSWICK

### CKCW-TV—Moncton—1954

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.  
Owned-Oper. By..... Moncton Bcstg., Ltd.  
Address..... Halifax St.  
Tel.: EV 4-9601..... CBC  
Sta. Rep..... Stovin-Byles; Young Canadian  
Pres., Gen. Mgr..... F. A. Lynds  
Station Manager..... Murray Goldsbrough  
Commercial Manager..... W. W. Tingley  
Prog. Dir..... J. S. Irvine  
Prom., Publicity Dir..... Murray Turner  
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  
Station Rep..... All Canada TV; Weed  
Gen. Mgr..... George A. Cromwell  
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.: 7105..... CBC  
Newspaper Affiliation..... Nfld. Sunday Herald  
Station Rep..... Stovin-Byles; Weed  
President..... Geoff Stirling  
V.P., General Mgr..... Don Jamieson  
Sta. Mgr., Prog. Dir..... Colin Jamieson  
Commercial Mgr..... Jack Baird  
Promotion Director..... Mrs. Judith Curtis  
Chief Engineer..... Oscar Herlihey

## NOVA SCOTIA

### CBHT—Halifax—1954

Channel: 3 VHF... AP: 34 Kw... VP: 56 Kw.  
Owned By..... Canadian Bcstg. Corp.  
Address..... 27 College St.  
Tel.: 2-8311..... CBC  
Director..... G. F. Brickenden  
Comm. Representative..... Donald G. LeBlanc  
Technical Director..... J. Simonson  
Program Director..... Carl MacCaul

### CJCB-TV—Sydney—1954

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.  
Owned By..... Cape Breton Bcstrs., Ltd.

Business Address..... Mira Rd.  
Tel.: 2-5511..... CBC  
Station Representative..... All Canada; Weed  
Pres., Gen. Mgr..... J. Marven Nathanson  
Promotion Director..... J. C. McVicar  
Publicity Director..... C. M. Quinton  
Program Mgr..... Mrs. M. C. MacQuarrie  
Comm. Mgr..... Effie Williams  
Advertising Mgr..... J. A. MacDonald  
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 519  
Tel.: Parkway 6-6467..... CBC  
Station Rep..... Mulvihill; Young Canadian  
Pres., Gen. Manager..... Ralph T. Snelgrove  
Operations Manager..... Jack Mattenley  
Comm. Mgr..... Charles Tierney  
Production Director..... Joe Clark  
Program Director..... Ev Smith  
Chief Engineer..... Harold Atkinson

### CJSS-TV—Cornwall—1959

Channel: 8 VHF... AP: 130 Kw... VP: 260 Kw.  
Owned By..... Cornwall Bcstg. Ltd.  
Address..... P.O. Box 74  
Tel.: Wellington 3-2030..... CBC  
Station Rep..... Trans Ocean; TV Reps  
President, Gen. Mgr..... E. W. Miller

### 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; Adam Young  
President, Gen. Mgr..... Kenneth D. Soble  
Asst. Mgr..... S. J. Bibby  
Comm. Manager..... R. J. Peters  
Sales Manager..... R. M. Vansickle  
Prog. Manager..... J. S. Purvis  
Prom. Dir..... S. F. Habberfield  
Film Manager..... D. Gale  
Chief Engineer..... W. E. Jeynes

### 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  
Sta. Representative..... Weed; All Canada TV  
President..... W. R. Davies  
Gen. Mgr..... Don Lawrie  
Station Mgr..... R. W. Hofstetter  
Commercial Mgr..... Tom Tomkow  
Program, Prom. Mgr..... Don Naim  
Film Mgr..... Lois Scrutton  
Chief Engineer..... Bert Cobb

**CKCO-TV—Kitchener—1954**

Channel: 13 VHF... AP: 54.4 Kw... VP: 100 Kw.  
 Owned By... Central Ontario TV, Ltd.  
 Address... 864 King St. W.  
 Tel.: SH. 2-5288...  
 Station Representative... Hardy; Hunt; Weed  
 President... Carl Pollock  
 Exec. Director... Eugene E. Fitzgibbons  
 General Manager... W. D. McGregor  
 Program Manager... Don Martz  
 Prom., Publicity Dir... William Whiting  
 Chief Engineer... Paul Turchan

Tel.: RI 2-0451... CBC  
 Newspaper Affil... Examiner  
 Reps... All-Canada TV; Weed  
 President... Sen. Rupert Davies  
 General Mgr... Donald Lawrie  
 Station Mgr... Keith Parker  
 Commercial Mgr... Robert Kinsman  
 Program Director... Gordon Shale  
 Prom. Mgr... Donald Alexander  
 Publicity Dir... Eleanor McBrien  
 Advertising Mgr... Marnie McTeague  
 Film Mgr... Paul Devlin  
 Chief Engineer... Bert Crump

**CFPL-TV—London—1953**

Channel: 10 VHF... AP: 195 Kw... VP: 325 Kw.  
 Owned By... London Free Press Printing Co.  
 Address... Commissioners Rd.  
 Tel.: GE 4-2115... CBC  
 Newspaper Affil... London Free Press  
 President... W. J. Blackburn  
 General Mgr... M. T. Brown  
 Prom., Market Dir... W. T. Daley  
 Chief Engineer... G. Robitaille

**CFPJ-TV—Port Arthur—1954**

Channel: 2 VHF... AP: 28 Kw... VP: 15 Kw.  
 Owned By... Thunder Bay Electronics Ltd.  
 Business Address... 87 N. Hill St.  
 Tel.: 4-9685... CBC  
 Station Representative... Weed; All-Canada  
 President... H. F. Dougall  
 Gen., Sta. Mgr... Ralph H. Parker

**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. Dir... Tomkins; Bilenkey  
 Promotion Director... Miss Shirley Morin  
 Publicity Director... John Morton  
 Film Manager... Miss Eleanor Eady

**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 6-7494... ABC-CBC-CBS-NBC  
 Representatives... All-Canada TV; Weed  
 President... Mrs. J. G. Hyland  
 Gen., Sta. Mgr... R. H. Ramsay  
 Commercial Mgr... E. W. Plouffe  
 Program Director... P. Fockler  
 Prom. Director... F. Gardi  
 Film Mgr... Beverly Kovacs  
 Chief Engineer... Dave Irwin

**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 Mgr... Georges Huard  
 Comm. Manager... L. O'Neil  
 Chief Engineer... Maxted Gilbert

**CKSO-TV—Sudbury—1953**

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, Gen. Mgr... W. J. Woodill  
 Commercial Mgr... Mrs. Betty Sellars  
 Program, Prom. Mgr... Richard Madsen  
 Film, Adv. Mgr... Jim Boyd  
 Chief Engineer... Wally Robert

**CBOT—Ottawa—1953**

Channel: 4 VHF... AP: 27 Kw... VP: 50 Kw.  
 Owned By... Canadian Bcstg. Corp.  
 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

**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  
 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

## CANADIAN TV STATIONS

### 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 5-3311..... CBC  
Dir. Eng. Net..... A. K. Morrow  
Dir. TV Oper..... J. W. R. Graham  
Dir. Net. Prog..... E. S. Hallman  
Sup. TV Sales..... John Malloy  
Design Dir..... L. Crain Ford  
Film Services..... O. C. Wilson  
Dir. Info. Serv..... D. N. MacDonald  
Div. Engineer..... G. H. Jones

### CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

### CKNX-TV—Wingham—1955

Channel: 8 VHF... AP: 100 Kw... VP: 180 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..... C. R. Hamilton  
Program Director..... John Krug  
Promotion Director..... Helen Fleury  
Station, Film Mgr..... D. G. Hildebrand  
Advertising Mgr..... Jack Mitchell  
Chief Engineer..... Scott Reid

## 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  
Chief Engineer..... J. G. Jay

## QUEBEC

### CKRS-TV—Jonquiere—1955

Channel: 12 VHF... AP: 10 Kw... VP: 20 Kw.  
Owned-Oper. By..... Radio Saguenay Limited  
Address..... 175 Sir Wilfrid Laurier St.  
Tel.: LI 2-4551..... CBC  
Sta. Rep..... Hardy  
President..... Henri Lepage  
Gen. Mgr., Prom. Dir..... Tom Burham  
Sta., Comm. Mgr..... Paul J. Audette  
Film Manager..... Eugene Michaud  
Chief Engineer..... Gerard Lemieux

### CKBL-TV—Matane—1958

Channel: 9.. VHF.. AP: 95 Kw.. VP: 160 Kw.  
Owned By..... Radiodiffusion de Matane Ltd.  
Business Address..... 4 St. Sacrement St.  
Network Affiliation..... CBC  
Sta. Rep..... Young Canadian Ltd.  
Pres., Gen. Mgr..... Rene Lapointe  
V.P., Comm. Mgr..... Octave Lapointe  
Chief Engineer..... J. O. Thibeau

### 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..... CBC  
Program Director..... Fernand Guerard  
Comm. Manager..... Maurice Valliquette  
Press & Information..... J. J. Trudeau

### 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  
Comm. Manager..... Maurice Valliquette  
Press and Information..... J. J. Trudeau  
Tech. Dir..... C. Frenette

### CFCM-TV—Quebec City—1954

Channel: 4 VHF.. AP: 6.35 Kw.. VP: 12.7 Kw.  
Owned By..... Television De Quebec  
Address..... 200 St-Jean Bosco. Ste. Foy, Que.  
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..... J. P. Riopel  
Film Manager..... Gerald Ross  
Chief Engineer..... Gerard Fortin

### CKMI-TV—Quebec City—1957

Channel: 5 VHF.. AP: 2.8 Kw.. VP: 5.6 Kw.  
Owned..... TV de Quebec (Canada) Ltd  
Add..... 200 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..... Jacques Filteau  
Prom., Pub. Dir..... J. R. Riopel  
Film Manager..... Gerald Ross  
Chief Engineer..... Gerard Fortin

### CJBR-TV—Rimouski—1954

Channel: 3 VHF.. AP: 56.9 Kw.. VP: 100 Kw.  
Owned By..... Lower St. Lawrence Radio Inc.  
Address..... 6 St. Jean St.  
Tel.: RA 3-2217..... CBC  
Sta. Rep..... Stovin-Byles; Weed  
President..... Jacques Brillant  
Gen. Sta. Manager..... Andre Lecomte

Commercial Mgr. . . . . L. P. Cliche  
 Program Mgr. . . . . Francois Raymond  
 Promotion Dir. . . . . Jean Chabot  
 Publicity Dir. . . . . Harry A. Willisie  
 Film Mgr. . . . . Denis Malenfant  
 Chief Engineer. . . . . Marcel Vallee

**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 . . . . . Franco Capellari  
 Film Manager . . . . . Bob Montemurro  
 Chief Engineer . . . . . Jean-Guy Langevin

**CHLT-TV—Sherbrooke—1956**

Channel: 7 VHF . . . AP: 106 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . La Tribune, Ltd.  
 Business Address . . . . . 221 Dufferin St.  
 Tel.: LO 9-2525 . . . . . CBC  
 Sta. Reps. . . . . Trans-Ocean; Can. Sta. Rep.  
 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: 3.25 Kw. . . VP: 6.5 Kw.  
 Owned By . . . . . TV St. Maurice, Inc.  
 Address . . . . . P.O. Box 277  
 Tel.: FR 5-7311 . . . . . CBC  
 Sta. Reps. . . . . Hardy; Weed; Hunt  
 President, Gen. Mgr. . . . . Henki Audet  
 Commercial Mgr. . . . . Louis Beliveau  
 Program Dir. . . . . Claude Blain  
 Film Mgr. . . . . Albert Aubichon  
 Chief Engineer . . . . . Robert Bonneau

**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  
 Sta. Rep. . . . . TV Rep.; Young Canadian  
 President, Gen Mgr. . . . . Jack Moffat  
 Commercial Mgr. . . . . Joe Lawlor  
 Program Director . . . . . Terry McBurney  
 Promotion Dir. . . . . Bill Smith  
 Chief Engineer . . . . . Merv Pickford

**CKBI-TV—Prince Albert—1958**

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned By . . . . . Central Bcstg. Co., Ltd.  
 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. Cannon  
 Chief Engineer . . . . . Tom Van Nes

**CKCK-TV—Regina—1954**

Channel: 2. VHF . . . AP: 53.5 Kw. 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  
 General Mgr. . . . . H. A. Crittenden  
 Asst. Manager . . . . . Lloyd Westmoreland  
 Commercial Mgr. . . . . Don Tunnicliffe  
 Production Mgr. . . . . Doug Lee  
 Film Mgr. . . . . Gordon Grant  
 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 Kw.  
 Owned By . . . . . A. A. Murphy & Sons Ltd.  
 Address . . . . . 216 1st Ave. N.  
 Tel.: CH 2-6611 . . . . . CBC  
 Sales Rep. . . . . Adam Young TV Corp.; Oakes;  
 President . . . . . A. A. Murphy  
 General Mgr. . . . . G. Blair Nelson  
 Operations Mgr. . . . . Walter Romanow  
 Sales Manager . . . . . Will Klein  
 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 . . . . . Swift Current  
 Tel.: PR 3-7266 . . . . . CBC  
 Representative . . . . . ForJoe-TV  
 Pres., Gen. Mgr. . . . . William D. Forst  
 Comm. Adv. Mgr. . . . . Walter S. Buffam  
 Program, Prom. Mgr. . . . . 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  
 Chief Engineer . . . . . G. S. Skinner

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Nat'l Ass'n of Radio & Television Broadcasters Convention Daily



# PUBLIC SERVICE IN TV

## ... Truth Objectively Presented

By RODNEY C. CHALK  
Director, Radio-TV Division of BIS



**L**AST year, after what was probably the biggest and most publicized soul-searching experience in the history of radio-television, the words "public service" were rediscovered, dusted off and even put on a pedestal for solemn worship.

But what the headlines didn't spell out was that public service programming has been going on, especially on the local radio and television level, for a long time. And it is the local TV station's public affairs and news director who has needed program material more than anyone else.

It's been the function of the BIS Radio-TV Division to fill these needs with a variety of free program material—all of which can be credited to and accepted as public service programming.

Probably the most useful single service the BIS provides is the TV newsbriefs. These are free film clips sent to local TV news directors and newscasters at the rate of 2-3 per week for inclusion in newscasts or news-in-depth shows. They are features rather than hot news. This is a supplementary service that in no way intends to compete with the news services of TV reels or networks. As a matter of fact, we at BIS bend over backwards arranging for commercial news services to do their own coverage of British stories whenever they want to—and offer them any of the stories we release.

If you don't know who we are or what we do, seeing the phrase "an agency of the British Government"

after our name might make you feel inclined to raise a sceptical eyebrow and ask "what are they trying to sell me?"

The simple answer is facts based on truth, objectively presented — about some of the vital problems of our complex world. And for those of us who are privileged to live in democracies, it's a demanding world from which none of us can afford to retire to the rumpus room.

To illustrate how we try to do it; during the tense moments of the controversial Cyprus emergency we released a 15 minute TV documentary.

The film was called "Cyprus—Three Points of View;" it was independently produced by an American and then offered to us for distribution. Naturally, it presented the official British arguments, but for one-third of the film only. Equal time was given to Archbishop Makarios, whose speech was as free and unhampered as ever, and to Dr. Kutchuk, who spoke on behalf of the Turkish minority in Cyprus.

Other TV series are available, together with more than 100 individual documentary TV films covering just about everything from Wimbledon to Whitehall.

Besides programs distributed from New York, there are twelve Information Officers at British Consulates throughout the country who are ready and willing to help the broadcaster get the coverage, information or guest he wants for his show.

As always all your questions are welcome and so are your criticisms.



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Phone: PLaza 7-5800

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*Services Offered:* Production and packaging of TV programs.

## **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. Agneta

*Services Offered:* Recording, Production, Scripts, Talent, Radio & TV.

*Productions:* Broadway Musical Comedy, TV film.

## **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

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## **ASSOCIATED PRESS**

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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.

## **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.

## **IRENE BEASLEY RADIO PRODUCTION SERVICE**

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*Services Offered:* Production of package shows and commercials for Radio, Television programs, live, film & tape. Distributors of film.

## **WALTER BIDDICK CO.**

(Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.

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Office Manager.....Barbara McNey

Traveling Rep.....Burton Zoul

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## PROGRAM PRODUCERS

### BORDER BROADCASTERS, INC.

Sands Hotel, Hwy. 395 at Claremont-Mesa  
Blvds., San Diego, Calif.  
Phone: BRowning 8-0800

General Manager: Bill Ashby  
*Services Offered:* Produce Spanish & English programs.

### ROBERT A. BORIES CO.

501 Madison Ave., N. Y. C. 22  
Phone: PLaza 3-0800

President: Robert A. Bories  
General Manager: Richard P. O'Toole  
Office Manager: Lucille Camp  
*Services Offered:* Program production, radio & TV advertising, point of purchase merchandising.

*Production:* Kitchen Kapers.

### BRASS DOLPHIN, INC.

Biltmore Hotel, New York 17, N. Y.  
Phone: MU 4-1230

President: John M. Grogan  
Vice Pres.: Jeff Selden  
Sec. Treas.: Melvin Stack  
Exec. Prod.: Al Viola, Henry Trettin

*Services Offered:* Producers of programs, commercial, jingles, live, film and recorded product for radio and TV.

### BRITISH INFORMATION SERVICES,

45 Rockefeller Plaza, New York 20, N. Y.  
Phone: CRcle 6-5100

Director: Rodney C. Chalk  
*Services Offered:* Produce and distribute Radio-TV public service programs; film and tape news features

### BROADCASTING EDITORIAL REPORTS, INC.

252 East 50th Street, New York 22  
Phone: PLaza 9-1373

President: 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.

### 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.

### BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.  
Phone: WISconsin 7-9244

President: Bruce Chapman  
V.P.-Treas.: Edna Chapman  
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.

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500 Fifth Ave., New York, N. Y.

Phone: CH 4-5036

Manager .....Ted Collins  
*Services Offered:* Talent, Production.

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1501 Broadway, N.Y.C.

Phone: LOnacre 4-5592

President.....Jules B. Weil  
Vice President.....Carroll L. Puciato

### COMMODORE PRODUCTIONS & ARTISTS, INC.

6636 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-7502

Prod. Spvrs.....Walter White III  
Producer-Dir. ....Ed Woodworth  
*Services Offered:* Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

*Production:* Nobody's Children.

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575 Lexington Ave., N. Y. C. 22

Phone: PLaza 2-1700

President.....Lester L. Wolff  
Exec. V.P.....Irving I. Herz  
Vice President.....Arthur Peltz  
Promotion Dir.....Walter Reed

Creative Dir.....Morris M. Winer  
*Services Offered:* Producers of TV shows, advertising & marketing agency svcs., consultants to stations.

### FRANK COOPER ASSOCIATES

9145 Sunset Blvd., Los Angeles 46, Calif.

Phone: CRestview 4-5971

17 East 54th St., New York, N. Y.

Phone: PLaza 1-0725

President .....Frank Cooper  
V.P. Chge. of N. Y. Office.....Sy Fischer  
V.P. in Ch. Los Angeles Of.....Diek Hyland  
*Services Offered:* Packagers and sales representatives of radio and television programs. Representatives of writers and talent.  
*Productions:* Line-Up, Sez Who, Verdict Is Yours, Man From Blackhawk.

### COMMUNITY CLUB SERVICES, INC.

20 East 46th Street, New York 17

Phone: MUrray Hill 7-4466

President.....John C. Gilmore  
Exec. V.P.....William M. Carpenter  
Eastern Div. Mgr.....Phil Peterson

#### Branch Offices

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Phone: Dearborn 2-2097

Central Div. Mgr.....John Karr  
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Phone: EXbrook 7-3891

# FRANK COOPER ASSOCIATES

New York Office

17 EAST 54th STREET

PLaza 1-0725

Hollywood Office

9145 SUNSET BOULEVARD

CRestview 4-5971



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West Coast Div. Mgr. .... Russ Hudson  
*Services Offered:* Radio-TV Merchandising  
 Promotion Plan

**COMPASS PRODUCTIONS, INC.**

1811 Broadway, N. Y. C. 23  
 Phone: JU 6-3815

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 Assoc. Prod. .... Robert Hartung  
 Talent Consult. .... Sybul Trubin  
 Prod. Assoc. .... Joan H. Frank  
 Prod. Co-ord. .... Gordon R. Wynne, Jr.  
*Services Offered:* Producers of TV pro-  
 grams.

**FREDERIC DAMRAU, M. D.**

2 Tudor City Place, N.Y.C. 17  
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Director. .... Frederic Damrau, M. D.  
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 Business Manager. .... Mary L. Davis  
*Services Offered:* Educational and drama-  
 tized programs relating to health, for both  
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**MAC DAVIS FEATURES**

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*Services Offered:* Sport shows created,  
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*Productions:* Heartbeats in Sport Head-  
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 Prod. Mgr. .... Joe Rhodes  
 Copy Dir. .... E. C. Redding  
 Exec. Sect. .... Renee Strum  
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*Services Offered:* Musical consultants to  
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 position of original music and copy approach-  
 es for spot campaigns. Facilities to handle  
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 Client Relations. .... Rowena Pearl  
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Casting and production.....Lynn Masters

*Services Offered:* Radio, stage, film, TV productions.

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10 Rockefeller Plaza, New York 20, N. Y.

Phone: COlumbus 5-7035

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Barzie, Raymond Katz

Material Supvrs.....William Chambers

Office Manager.....Phyllis Hunt

*Services Offered:* Production & packaging of live & transcribed 1 & 5 minute syndicated radio programs, and live and filmed TV programs.

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405 Park Ave., New York 22, N. Y.

Phone: PLaza 1-7447

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Vice President.....Lester S. Becker

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Distribution Director.....Gerald Carrus

Sound Supervisor.....James Townsend, Jr.

Ed. Supvr.....Irving L. Oshman

Program Director.....Eileen Humeston

*Services Offered:* Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies —Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

*Productions:* Men Missiles— 500 Miles, From Sand to Speedway, A Matter of Fact, Pattern of a Profession, The Later Years, Science & Mrs. America, Driving With Champions, No Margin For Error, Auto U. S. A.

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**General Manager**.....Pierre Weis  
**National Sales Manager**.....Dick Lawrence  
**National Spot Sales Manager**.....Ken Joseph  
*Services Offered:* Distribution of TV Films.  
*Productions:* 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, Harbor Command, New Adventures of Martin Kane, Man Called X.

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Washington 6, D. C.  
Phone: STerling 3-2222

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**Exec. Vice-Pres.**.....Howard A. Enders  
**Editorial Supervisor**.....George Taylor  
**Prod. Mgr.**.....Les Miller  
*Services Offered:* Radio and television complete production; motion pictures, commercials, animation, program packagers for network or syndication.

**ENDORSEMENTS, INC.**

65 East 55th St., New York 22, N. Y.  
Phone: PLaza 1-0320  
1147 S. Beverly Dr., Los Angeles 35, Calif.

Phone: CRestview 4-5897

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**Exec. V.P., Chmm. Exec. Comm.** Tyler Davis  
**Sr. Vice President**....Robert L. Montgomery  
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Frederick G. Horan  
**Secretary-Treasurer** .....Hope Hills  
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**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.

**FAMOUS ARTISTS CORP.**

9441 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CR 4-7433



## PROGRAM PRODUCERS

N. Y. Address: 610 Fifth Ave.  
Phone: Circle 7-6200  
Exec. Vice Pres.....Frank I. Davis, Jr.

### 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  
Dir. of Sales & Prod.....R. M. Bradshaw  
Office Manager.....Eleanor Fogelson  
*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 22, 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

Executive Producer.....Walt Frammer  
Producer.....Sid Tamber  
Promotion & Publicity.....Mervyn Frammer  
Business Affairs.....Henry Schmerzler  
*Services Offered:* Package producers of radio & TV shows.  
*Productions:* Lady Luck, For Love or Money, Futures Unlimited, Two on a Match, Contact.

### 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

9025 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 1-8101  
8 S. Michigan Ave., Chicago, Ill.  
Phone: SState 2-6288

President.....Buddy Howe  
V.P. Dir. of Sales.....Jack Sobel  
V.P., W. Coast Oper.....Hillard Elkins  
Dir. Prog. Development.....Hank Colman  
West. Sls. Mgr.....Bill Weems  
East. Sls. Mgr.....Arthur Price  
Mid West TV Sls. Mgr.....Alan Hartman  
*Services Offered:* Program Production, development & sales rep. (film & live), Artists representatives.  
*Productions:* The Perry Como Show, The Pat Boone Show, The National Guard Show,

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\***DEAR SHIRLEY** — Shirley Eder answers letters from listeners and conducts a personal problem clinic. 20 weekly.

\***CAL TINNEY TIME**—Comments on people, places and things with the accent on humor. 20 weekly.

\***YOUR MONEY & YOU** — Don Rogers, Financial Editor of *New York Herald Tribune*, gives information on how to better manage personal money affairs. 10 weekly.

**PARDON MY BLOOPER** — The best of Kermit Schafer's hilarious collection of Radio-TV boners. 10 weekly.

**BOATING TIPS** — Bill McKeown, Editor of *Popular Boating Magazine*, with timely tips on maintenance, safety and how to have more fun with your boat. 10 weekly, 26 weeks.

**YOUR CHILD & YOU**—Written by Alan Sands, Medical advisor, Dr. Irving Schmierer, pediatrician, Ceil Dayton gives solutions to problems of baby and child care. 10 weekly.

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### GBA PRODUCTIONS (Gallucci Bros. & Assoc.)

Lake Rd., East Hampton, Conn.  
Phone: Andrew 7-9092

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..... Dick Felker  
*Services Offered:* Special feature program.

### HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.  
Phone: VI 8-9444

Owner-Manager..... Harold R. Gingrich  
Mus. Dir..... Jack Wonnell  
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).  
*Productions:* The George Gobel Show, Leave It To Beaver.

### HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 5-6131

President..... Harry S. Goodman  
Vice Pres., Sales..... Everett F. Goodman  
Office Manager..... William Baron  
Radio Director..... Frank Gehrecke  
TV Director..... Stuart Wilson  
*Services:* 1 & 5 minute radio features, jingles for stations & advertisers, open-end spots & kid shows for TV.

*Productions:* Your Money & You, Candid Mike, Young Hollywood, Pardon My Bloop, Dear Shirley, Cal Tinney Time, Have Fun With Your Boat, Personal Finances Show.

### 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.

## PROGRAM PRODUCERS

### GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-0600

Partner.....William S. Todman  
Partner.....Mark Goodson  
Vice Pres., Sales.....Bud Austin  
V.P., Bus. Affairs.....Howard F. Todman  
Executive Producer.....Gil Fates  
Vice Pres., West Coast.....Harris Katleman

#### Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-7357

**Services Offered:** Producing and packaging live and filmed TV programs for national, regional and spot sales.

**Productions:** Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth, Split Personality, Play Your Hunch, The Rebel, Philip Marlowe, Jefferson Drum.

### GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.  
Phone: JUdson 6-5577

President.....Herbert M. Moss  
Exec. Vice Pres.....Robert M. Volkell  
Vice Pres., Prod.....Fred Hertz  
Vice Pres., Sales.....Leonard Lawson

**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.

### PAUL HANCE PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.  
(See AM-TV Comm. Prod.)

### 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.

### HERTS-LION PRODUCTIONS

845 N. Seward St., Hollywood, Calif.

Phone: HO 4-7225

President.....Kenneth Herts  
Vice President.....Leo Guild  
Treasurer.....Sid Felson

**Services Offered:** Producers of TV series for network & syndication, & motion pictures.

**Productions:** What Are the Odds, 13 Demon Street.

### SANDY HOWARD PRODUCTIONS

8782 Sunset Blvd., Los Angeles 46, Calif.

Phone: OLYmpia 7-2430

President.....Sandy Howard

## MASQUERADE PARTY

NBC-TV — COLOR

9:30 P.M., E.S.T., Friday

LIVE FROM NEW YORK

## KEEP TALKING!

ABC-TV

10:30 P.M., E.S.T., Tuesday

LIVE FROM NEW YORK

## WOLF PRODUCTIONS — WOLF ENTERPRISES

420 Madison Ave., New York, N. Y.

PLaza 5-2050

## PROGRAM PRODUCERS

V.P. Chg. Production.....Harvey Bernhard  
V.P., Sales. Prom.....Jack T. Mulcahy  
*Services Offered:* TV film & motion picture production.  
*Productions:* Congressional Investigation, Police Station.

### HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.  
Phone: MIchigan 2-5877

Owner .....Bernard Howard

### H-R PRODUCTIONS, INC.

17 E. 45th St., N. Y. C. 17  
Phone: OXford 7-0725

President .....Herbert Rosen  
*Services Offered:* Producers of complete films to order, package shows, full-length feature films, mood & bridge music library svc. for TV & 16mm productions, sound effect records.

### IDEES GRANDES, INC.

524 West 57th St., New York, N. Y.  
Phone: Circle 5-1612

Owners.....Jackie Gleason, Jack Philbin  
*Services Offered:* Producers of TV packages and ideas.

### IMPA PRODUCTIONS, LTD.

660 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 2-9200

Producers, Owners.....Irving Mansfield, Peter Arnell  
*Services Offered:* TV & Radio Programs; Production, Package.  
*Productions:* Dick Clark's World of Talent, Take A Good Look.

### INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-2265

President-Treasurer...Patrick E. Shanahan  
Secretary .....George Blake

### THE JAFFE AGENCY, INC.

8535 Sunset Blvd., Los Angeles 46, Calif.  
Phone: OLYmpia 7-2711

New York Phone: Circle 6-5740

President .....Philip Gersh  
*Services Offered:* Representation of Artists, Actors, Actresses, Directors, Producers and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

### HENRY JAFFE ENTERPRISES, INC.

200 W. 57th St., New York 19, N. Y.  
Phone: Circle 5-2400

President .....Henry Jaffe  
Vice President.....Norman Lessing  
Secretary-Treasurer.....Marvin B. Meyer  
*Services Offered:* Creation & production of live & film TV Shows.

# FEN-KER-ADA\*

## "THE REBEL"

ABC-TV — SUNDAY — 9 P.M.

\*FENADY-KERSHNER-ADAMS



## PROGRAM PRODUCERS

*Productions:* The Chevy Show, Dinah Shore Chevy Show, Bell Telephone Hour.

### JEWELL RADIO AND TELEVISION PRODUCTIONS

612 N. Michigan, 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:* Produce industrial, educational & TV films; radio & TV programs, commercial spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

*Productions:* The Silver Eagle-Mounty, Pressure, Carnival of Youth, Starmaker Theater.

### J & L PRODUCTIONS, INC.

122 Edgewood Dr., Florham Pk., N. J.

Phone: WYman 2-3939

President.....Ted Johnson  
Vice President.....Gary Lesters  
Commercial Manager.....Martin Greene  
*Services Offered:* Production & packaging of Radio & TV spot commercials & full programs; consultants for agencies, independent packagers, Radio & TV stations & private industry.

### JIMMY PRODUCTION CO.

Biltmore Hotel, New York 17, N. Y.

(See Brass Dolphin, Inc.)

### 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: MUrray Hill 7-0890

Pres., Exec. Prod.....James Sonny Kendis  
*Services Offered:* TV-Radio programming; musical advisors to the industry.

### 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  
Vice Pres., Sales.....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. Program syndication.

### 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.

### JERRY LAYTON

1040 Park Ave., New York, N. Y.

*Services Offered:* Live & film production. TV.

*Productions:* "?", ABC Films; "True Story," NBC-TV Live; "Colonel Flack,"—CBS Films; "Brothers Brannigan," CBS Films.

## BUZZ KULIK

Producer-Director

## PROGRAM PRODUCERS

### 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:* TV packages.

### JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.

Phone: OLdfield 6-4607

Exec. Director ..... Jack Lloyd  
*Services Offered:* Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

### JACK LONDON PRODUCTIONS, INC.

245 W. 55th St., New York 19, N. Y.

Phone: JUDson 6-8920

President ..... Barnett Glassman  
Secretary ..... Herbert Friedman  
*Services Offered:* Producers of live and filmed TV packages.  
*Productions:* Smoke Below, owners of Jack London library-TV series Captain David Grief.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUnkirk 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.

60 E. 56th St., New York 22, N. Y.

Phone: PLaza 8-2780

President ..... Gerry Gross  
Vice-President, Treasurer .. Frank B. Sawdon  
Vice-Pres., Secy ..... Rita Fillet

*Services Offered:* Package & produce Radio & TV Shows, live & film commercials.

*Productions:* The Will to Win, Baseball Central, Football Scoreboard, The Bill Stern Show, Frontier Judge.

### MAGIC CIRCLE PRODUCTIONS (MAGIC CIRCLE THEATRE)

7027 Pacific View Dr., Hollywood 28, Calif.

Phone: HOLlywood 4-0818

Producers ..... Sam R. Sebby, Maryon Hall  
*Services Offered:* Live public svc. & commercial TV productions.

### 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 Friedland  
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. .... T. J. McManus

Branch Offices

258 Park Sq. Bldg., Boston 16, Mass.  
9370 Santa Monica Blvd., Beverly Hills, Calif.  
1371 Peachtree St., N.E., 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.  
1445 Northwestern Bank Bldg., Minn., Minn.  
530 Sixth Ave., Pittsburgh, Pa.  
721 Olive St., St. Louis 22, Mo.  
101 Jones Bldg., Seattle, Wash.  
106 N. Caldwell St., Charlotte, N. C.  
139 Piccadilly, London, W1, England  
49 bis Ave Hoche Paris, France  
180 University Ave., Toronto 1, Ontario, Can.  
Offices also in Rome, Munich, Mexico City.  
*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,

## PROGRAM PRODUCERS

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, Mickey Spillane's Mike Hammer, Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.

### 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  
Manager .....Marcia Dick  
Services Offered: U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, Speedy-Q, E.M.I. mood music & Standard jingles. Sound effect libraries.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

### WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.  
Phone: JUdson 6-5100

Exec-in-Chg. of TV-Radio. Wallace S. Jordan  
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

### MORTON PRODUCTIONS

64 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 Hymntime, Curt Massey & the Westerners.

### HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.  
Phone: JU 6-5577

Producer.....Herbert M. Moss  
Services Offered: Live and transcribed shows for Radio and TV.

### MUZAK CORPORATION

(See Transcription-Recording)

### NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.  
(See TV Prod.-Dist.)

### NTA TELESTUDIOS, LTD.

1481 Broadway, New York 36, N. Y.  
Phone: LO 3-1122

President.....George K. Gould  
Vice-President.....Alfred Markim  
Services Offered: Complete videotape & kinescope facilities & services for commercial & program production.

Productions: Kelloggs, Noxema, Newport, Reynolds Aluminum, Thom McAn, Sealtest, Westelox.

### 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.

### NATIONAL TIME SALES

(Subsidiary of Pan American Bestg. Co.)  
122 E. 42nd St., New York, N. Y.  
Phone: MU 2-4500

### OLIVER W. NICOLL PRODUCTIONS

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  
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.

380 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-4500

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.

### PATRICIAN PRODUCTIONS, INC.

14 E. 60th St., New York 22, N. Y.  
Phone: PLaza 2-4477

President.....Patricia B. Kurland  
Exec. Dir.....John F. Struthers, Jr.  
V.P., Sales.....Leonard J. Ostrow  
Prod. & Casting.....Clarice G. Levin  
Services Offered: Package producers of live & transcribed radio shows and live & film TV shows.

Productions: The Woman's Touch, Nitecap.

## PROGRAM PRODUCERS

### PHILIP J. PERLMAN ASSOCIATES

141 E. 55th St., New York 22, N. Y.  
Phone: MU 8-4831

Owner ..... Philip J. Perlman  
Radio-TV Dept. .... Roy Baxter  
*Services Offered:* Producers & packagers of radio & TV live & film programs.

### PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.  
Phone: JU 6-7633

President ..... David Cooper  
Vice President ..... Lillian Jones  
*Services Offered:* A creative, editorial, and production service for TV, theatrical and commercial motion pictures.

*Productions:* The Lonely Years, High Adventure, Arthur Godfrey Special.

### JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill  
Phone: ANdover 3-1422  
New York Address: 35 West 53rd St.  
Phone: LE 5-8580

President ..... Jules Power  
General Manager ..... Daniel Wilson  
*Services Offered:* Production of live local and network television programs and commercials.

*Production:* Time For Fun.

### 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.

### 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.

### PUBLIC AFFAIRS RADIO, INC.

150 Broadway, N. Y. C. 38  
Phone: BArrlay 7-6563

Board Chairman ..... Hyman L. Federman  
President ..... Guthrie E. Janssen  
Vice President ..... Justin J. Bayer  
Secretary-Treasurer ..... Philip R. Leeds  
*Services Offered:* Voiced program service of news & public affairs.

### PYRAMID PRODUCTIONS, INC.

221 West 57th St., New York 19, N. Y.  
Phone: JUdson 6-7040

President ..... S. F. Rubin  
*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.

### RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.  
Phone: LExington 2-1717

President ..... William Cayton  
Vice President ..... Fred Ladd  
Secretary ..... D. R. Roberts  
*Services Offered:* Packaging & production of TV film series, industrials, TV cartoons & commercials.

*Productions:* Jingle, Cartoon Classics.

### 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 & packagers of bus., med., indust., agric., science, educational & musical program drops & features.

*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, Farm & Home Show, Fun With Pop.

### RADIO CITY ASSOCIATES

580 Fifth Ave., New York, N. Y.  
Phone: PL 7-3913

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.

### RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

## PROGRAM PRODUCERS

### THE REBEL CO.

Fen-Ker-Ada  
(Goodson-Todman Enter.)  
9460 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CO 4-7357

President .....Mark Goodson  
V.P.'s.....William S. Todman, Harris  
Katlman

Treas. ....Howard Todman  
Producer.....Andrew J. Fenady  
Director.....Irving Kershner  
*Services Offered:* TV production.  
*Production:* The Rebel.

### REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 2402 New York 20, N. Y.  
Phone: CI 6-7300

President .....Lloyd Marx  
Vice-President .....Ted Mack  
*Services Offered:* Producers of "The Original Amateur Hour."

### RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.  
Phone: SP 7-2568

President .....R. S. Robbins  
Vice President.....Edward E. Finch  
*Services Offered:* Radio and Television merchandise prizes.

### HUBBELL ROBINSON PRODUCTIONS, INC.

48 E. 57th St., New York, N. Y.  
Phone: PLaza 1-4055

Pres. ....Hubbell Robinson  
Vice President.....Thomas H. Ryan  
*Branch Office*

Revue International Studios, Universal City, Calif.

Phone: TR 1-1211

*Services Offered:* Packagers & producers of TV shows.  
*Productions:* Ford Star Time, Thriller.

### 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: RIverside 9-3647

Bd. Chairman.....Maurice Roffman  
President .....Richard H. Roffman  
Vice Pres.....Sophie S. Roffman  
*Services Offered:* Radio and TV production, public relations, publicity, promotion.  
*Productions:* Co-producing Arnold's New Life.

### R-TV ENTERPRISES

225 W. 86th St., New York City 24  
Phone: SUsquehanna 7-2161

President .....Amy W. Muentz  
Executive Producer.....Jules Evan Baker  
Prom. Consultant.....Alan J. Levine  
*Services Offered:* Broadcast promotions & productions; live & filmed commercial & public service programs & spots.

### SANDE & GREENE, INC.

8400 Sunset Blvd., Los Angeles 46, Calif.  
(See Commercial Producers)

### JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

President.....James L. Saphier  
*Services Offered:* Radio and TV productions, sale of package programs and talent.  
*Productions:* The Bob Hope Show.

### ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.  
Phone: EL 5-1434

Owner .....Allen Savage  
Manager .....James Burke  
*Services Offered:* Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.  
*Productions:* Adequate Wiring in the Home, Home Selector Guide.

### BERNARD L. SCHUBERT, INC.

505 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-0940

Treasurer .....Leonard Bogdanoff  
*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 5-4616

President .....Walter Schwimmer  
Vice-Pres. in Chg. of Sales....Bernie Crost  
V.P. in Chg. of Prog.....Arthur Pickens, Jr.  
Assistant Program Director.....Nat Watson  
Sales Manager.....John Rohrs  
*Services Offered:* TV and radio package productions.

*Productions:* Championship Bowling, Championship Bridge, All Star Golf, Tello-Test, Tune-Test, Top Pro Golf, Championship Tennis.

### SCREEN GEMS, INC.

(See TV Film Prod.-Dist.)

### SESAC, INC.

The Coliseum Tower,  
10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 6-3450

President .....Paul Heinecke

## PROGRAM PRODUCERS

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 agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

### FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.  
Phone: MUrray Hill 5-9010

President.....Fletcher Smith  
Vice President.....Arthur J. Davis  
Secretary-Treasurer.....Peter Caldera

*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large animation staff.

### THE SOUVAINE 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-Treasurer.....Thomas J. Shilling  
V.P., Video Tape Op.....Anthony M. Hennig  
Vice Pres., Sales.....Jack D. Bozarth  
V.P., Engineering.....Charles A. Voso

*Services Offered:* Technical facilities include Mobile Camera units & Mobile video tape units available for commercials, programs & closed circuits.

### SPORTS PROGRAMS, INC.

11 W. 42nd St., N. Y. C. 36  
Phone: LOngaere 4-1191

President.....Edgar J. Scherick  
Exec. Producer.....Jack Lubell  
*Services Offered:* Producers of sports programming for TV.

*Productions:* Football & basketball series.

### STAR INTERNATIONAL, INC.

619 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOLLYwood 2-6027

President.....Peter Frank  
*Services Offered:* Big Sound radio production package.

### WILBUR STARK

25 West 54th St., New York, N. Y.

*Services Offered:* Live and filmed TV product.

### MIKE STOKEY ENTERPRISES

1202 Benedict Canyon Drive, Sherman Oaks, Calif.

Phone: STate 4-0458

President.....Mike Stokey  
Producers.....Arnold Kane, David Fein  
New York Office  
515 Madison Ave.  
Phone: PLaza 8-2072

Manager.....Frank Barone  
*Services Offered:* Package producers of live and filmed TV shows.

*Productions:* Pantomime Quiz, Author!-Author!

### 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  
*Services Offered:* Packaged radio shows; foreign language radio shows.

*Production:* Rendezvous in Vienna.

### 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.

### TELEVISION BROADCASTING SERVICE, INC.

91 Central Pk. W. New York 23  
Phone: TRafalgar 7-2372

President.....William R. Riddle  
*Services Offered:* Package producer of features, commercial and training films.

## PROGRAM PRODUCERS

### TRAND ASSOCIATES, INC.

13 E. 53rd St., New York, N. Y.  
Phone: PL 9-5250

President.....Dudley C. Andrews, Jr.  
Dir. of Sta. Opera.....Lucio Sorre  
Dir. of Prog. Sls.....Morton Catok  
Dir. of Pub. & Prom.....Larry Penzell  
Prod. Dir.....John Savage  
*Services Offered:* Packagers of radio & TV programs.

*Productions:* Ladies First, At Home with Virginia Graham, Teen Talk.

### 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.

### TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.  
Phone: Woodward 2-9184

President.....George Trendle  
V. Pres. & Gen. Mgr. ....H. Allen Campbell  
Secretary.....George W. Trendle, Jr.  
*Services Offered:* Radio-TV production,  
*Productions:* The Green Hornet, Under Secret Orders and others.

### RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.  
Phone: CL 2066

New York Address: 570 Fifth Ave.  
Phone: CIrcle 5-3111

President.....Richard H. Ullman  
Exec. Vice Pres.....Marvin A. Kempner  
Vice President.....Richard B. Ullman  
Treasurer.....Minna C. Thorn  
Secy.....Edward H. Kavinoky  
Production Manager.....R. D. Buchanan  
*Services Offered:* Animated jingles covering 75 weather changes. "Watch the Birdie" (360) animated quiz clips. "Ad-i-mation" 10" animated film clips.

*Productions:* "Colonel Bleep" cartoon stories & animated questions.

### VAVIN, INC.

(See TV Prod.-Dist.)

### THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.  
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino  
Vice-President.....Michael T. Valentino  
Secretary.....Elsie F. Valentino  
*Services Offered:* Sound effects records, transcriptions, background music for TV and radio.

### VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.  
Phone: OXford 7-6960

President & Sales Mgr.....Vic Lindeman, Jr.  
Producer-writer.....Alan Sands  
Station Relations.....Peggy Seager  
*Services Offered:* Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.  
*Productions:* Top 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.  
*Productions:* Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

### CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.  
Phone: EL 5-0734

Director Producer.....Chick Vincent  
Casting Director.....Eleanor Monroe  
*Services Offered:* Package producers, program production, TV programs, live and film.

### JACK M. WARNER PRODUCTIONS, INC.

846 N. Cahuenga Blvd., HOLLYWOOD 38, Calif.  
Phone: HOLLYwood 9-9061  
New York Address: 640 Fifth Ave.  
Phone: CIrcle 5-6165

President & Treasurer....Samuel Schneider  
Vice President.....Jack M. Warner  
Sec. & Asst. Treas.....David M. Richman  
*Services Offered:* Producers of motion pictures for theatrical release, films for industry & TV. Packaging of TV series & special film projects.

### WOLF PRODUCTIONS

420 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:* Masquerade Party, Keep Talking.

### THE WORLD OF FASHION

38 E. 57th St., N. Y. C. 22  
Phone: PLaza 5-0868

President.....Alfred Davidson, Jr.  
Executive Producer.....W. H. Bertenshaw  
*Services Offered:* Interviews, reviews, pre-views, & news about fashion.  
*Production:* The World of Fashion.



## **PROGRAM PRODUCERS**

### **ZIV UNITED ARTISTS TV CO.**

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

Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv  
President.....John L. Sinn  
V.P., Chg. of Sales.....Maurice J. Rifkin  
V.P., Chg. West Coast.....Maurice Unger  
Synd. Sales Manager.....Len Firestone  
Manager, Natl. Sales.....James Shaw  
Regional Sales Mgr.....Edward J. Broman  
*Services Offered:* Custom built and syndicated shows.

*Productions:* Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Men Into Space, 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, The Man & The Challenge, This Man

Dawson, Lock Up, Tombstone Territory, Dr. Christian, Adventures at Scott Island.

1529 Madison Rd., Cincinnati 6, O.

Phone: PLaza 1-1323

President.....Frederic W. Ziv  
Exec. Vice Pres.....John L. Sinn  
V.P., Charge of Productions.....Herb Gordon  
General Manager.....Ben Philey  
Treasurer.....Joseph L. Moore

New York Office

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

Phone: MUrray Hill 8-4700

*Services Offered:* Transcribed radio programs for local and regional sponsorship.

### **MAURICE H. ZOULARY TV-FILM PROD.**

333 W. 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

*Services Offered:* Live package radio & TV programs.

*Production:* Poem for A Day.

**FOR 320 NETWORK TV ADVERTISERS  
SEE PAGE 739**

**FOR AGENTS AND MANAGERS  
SEE PAGE 731**

**FOR ATTORNEYS SPECIALIZING  
IN RADIO AND TELEVISION  
SEE PAGE 726**



# INDIE DOCUMENTARIES

## ... Appeal To Local Advertisers

By FRED M. THROWER

General Manager, WPIX, New York



SINCE the recent Congressional hearings on the state of this industry, there has been a marked emphasis on programming classified as "Public Affairs" programming . . . i.e., a program which performs a service to the viewer, which educates and informs, as well as entertains. In the past, this field has been left almost exclusively to the networks.

Two years ago, New York's independent WPIX-11 embarked on an experiment . . . the production and syndication of an hour-long documentary, "The Russian Revolution." This special "telementary" brought viewers the actual eye-witness films of the events leading up to and including the Bolshevik Revolution. It laid bare the deceptions of Communism and gave historical evidence as to how a handful of zealots used the distressed plight of the Russian people to erect an anarchy more tyrannical than that which was overthrown. "The Russian Revolution" was premiered in prime evening time (9:00 PM on a Tuesday night in New York) and well out-rated each of the three network flagship stations. Such success went far beyond our expectations . . . and proved that a vast commercial market existed for such productions. We became and remain . . . the only independent television station producing "documentary spectaculars" for independent station consumption.

"The Russian Revolution," has been sold to 68 TV stations in the United States and Canada. "Cold War-Berlin Crisis"—our second docu-

mentary—has been sold in over 70 markets (12 major markets bought the production sight unseen within 24 hours after the initial announcement of its availability). "The Secret Life of Adolf Hitler," the third in the series of station documentaries, is currently in syndication to 20 stations.

These WPIX-produced documentaries are unique. They are the only real "spectaculars" available to local advertisers. As "spectaculars," they offer the same values on a local level to local advertisers, as spectaculars on a network offer to network advertisers.

Sponsors of these documentaries across the country are among the finest local advertisers . . . banks, newspapers, utility companies, real estate companies, automotive companies, etc. Many are "repeaters," sponsoring each WPIX special as it becomes available. Certainly this is proof that the documentaries produced and syndicated by WPIX-11 appeal strongly to important local advertisers who are looking for a TV "spectacular" of their own in their market. Co-incidentally, local stations use the WPIX programs for the same purpose . . . that is, to bring added prestige to the station telecasting these presentations.

One of the basic purposes of these documentaries is to recreate for the audience a most influential period in history.

Our staff is now hard at work on documentary number four . . . "Woman Behind a Dictator," the story of Evita Peron.

# MODERN RADIO NEEDS MODERN SERVICES

*Keep Ahead With —*

## **RADIO HUCKSTERS**

*New and exciting customized jingles for every local business and sales event*

## **RADIO FEATURETTES**

*70 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*

## **MUSI-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.**

**RADIO  
TELEVISION DAILY**

presents

**TRANSCRIPTION  
RECORDING**

PERSONNEL AND  
SERVICES OFFERED  
BY TRANSCRIPTION AND  
RECORDING COMPANIES

**1960**

# 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 & TELEVISION LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.  
Phone: EMpire 6-7691

President.....J. Stuart MacKay  
General Manager.....Reo. C. Thompson  
Secretary-Treasurer.....Eric M. Williams  
Mgr., Radio Sls. Time Div.....Robert A. Tait  
Mgr., Prog. Div.....Dana S. Murray  
Mgr., TV Time Sls. Div.....Ross A. McCreath  
Mgr., Best. Svc. Div.....Peter N. Harrieks  
Services Offered: Canadian representatives and distributors for transcription companies.

## ALLIED RECORD MFG. CO.

### ALLIED RECORD DISTRIBUTING CO.

1041 N. Las Palmas, Hollywood 38, Calif.  
Phone: HOllywood 9-5811  
N. Y. Phone: COrtlandt 7-4975

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 — Transcriptions, phonograph records, pressing, processing, mastering, milling and tape duplication. International distribution of independent labels. Merchandising, counseling on A & R, administration, accounting and collecting.

## 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.)

229 Park Ave. S., New York 3, N. Y.  
Phone: ORegon 4-7400

Sales Mgr.....Edward Hochhauser, Jr.  
Services Offered: A transcription library exclusively comprising radio music, 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.

## AURA RECORDING, INC.

136 W. 52nd St., N. Y. C. 19  
Phone: JU 2-8105

President.....Herbert Kaplan  
Vice President.....Benjamin Stern  
Secretary.....Allan Mirchin  
Treasurer.....Heinz Kubicka  
Services Offered: Recording facilities for advertising agencies and record companies; studios, mixing rooms, cutting and mastering channels.

## BELL SOUND STUDIOS, INC.

237 W. 54th St., New York 19, 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.

## TRANSCRIPTION-RECORDING

Phone: HOLlywood 2-6252  
151 West 46th St., New York 36, N. Y.  
N. Y. Phone: JUdson 2-8040

President ..... Glenn Wallich  
V.P., Mfg. & Eng. .... James Bayless  
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 TRANSCRIPTIONS SERVICE, INC.

620 Eleventh St., N.W., Washington 1, D. C.  
Phone: EXecutive 3-1246

President ..... H. Edward Behre  
V.P. .... C. Edward Behre  
Secy.-Treas. .... Doris Erickson

*Services Offered:* Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, subsonic control tones; live music sessions; remotes; Conference & Convention reporting; message repeater cartridge specialists.

### COAST SOUND SERVICE, INC. (Subsidiary of Trans Artists Productions, Inc.)

1223 N. Highland Ave., Hollywood, Calif.  
Phone: HOLlywood 9-7394

N. Y. Phone: PLaza 1-4353

President ..... Charles Knight  
Vice President ..... Gerald J. Rappoport  
Secretary ..... Samuel Singer  
Directors ..... Reuben Timmins, Hubert A. Rappoport

*Services Offered:* Fully equipped sound studio, magnetic & optical film recording, editing, dubbing, cutting rooms, music & sound effect library; 35 & 16mm projectors, portable sound equipment, equipment leasing.

### COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 5-7300

President ..... Goddard Lieberman  
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,

# THE BEST IN RECORDED ENTERTAINMENT MONAURAL & STEREO



There are two  
first names in  
sound and sales...



## Allied Record Manufacturing Co.

Providing a quality product and dependable service at a competitive price. Service in sound that includes:

Transcriptions • Phonograph Records  
Pressing • Processing • Mastering  
Milling • Tape Duplication



## Allied Record Distributing Co.

International distribution of independent labels. Service in sales that includes:  
Merchandising • Distribution • Counseling  
on A & R • Administration • Accounting  
Collections • Inventory Control

### ALLIED RECORD MANUFACTURING CO.

1041 North Las Palmas Ave., Hollywood 38  
233 Main St., Belleville, N. J.

Telephone: Hollywood — Hollywood 9-5811  
New York — Cortland 7-4975

Teletype LA 845 FAX VCH • Cable address ALLRECH

### TRANSCRIPTION-RECORDING

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:* Radio & TV Merchandising-Promotion Plan.

#### CUE RECORDINGS, INC.

117 W. 46th St., N. Y. C. 36

Phone: PLaza 7-3641

President.....Sholom Rubinstein  
Vice President.....Mel Kaiser  
Secretary-Treasurer.....Bernard Rubinstein  
*Services Offered:* Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication.

#### 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  
Sales Dir., Acct. Exec.....Gerard D. Gilard  
*Services Offered:* Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

#### GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.

(See Commercial Producers)

#### DECCA RECORDS, INC.

415 Park Ave., New York 22, N. Y.

Phone: PLaza 2-1600

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, synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

#### DISNEYLAND RECORDS

(Also Buena Vista Records)

477 Madison Ave., New York, N. Y.

Phone: PLaza 9-3880

500 S. Buena Vista St., Burbank, Calif.  
Nat. Sales Mgr.....Philip Sammeth



## TRANSCRIPTION-RECORDING

Services Offered: Custom recordings both classical & popular.

### DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.

Phone: HO 2-3141

N. Y. Phone: Circle 6-8220

President .....Randy Wood  
V.P. Sales.....Christine Hamilton  
V.P. Album Repertoire.....Tom Mack  
Dir. Adv. & Sls. Prom.....Norman Greer  
Dir. International Div.....J. N. Bailey  
Publicity Director.....Budd Austin

Services Offered: Production, manufacturing & distributing of phonograph records.

### EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.

Phone: YUkon 6-5700

President & Treasurer...Helen D. Kelleher  
Vice-President .....Arthur Lubo  
Vice-President.....Fred de Jaeger  
Secretary.....John Hughes Dwyer

Services Offered: Tape-Disc recording Studios-Remote work. Production-Talent.

### HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

President.....Harry S. Goodman  
Vice President.....Everett F. Goodman

Asst. to President.....William Baron  
Radio Director.....Frank Gebrecke  
TV Director.....Stuart Wilson  
Secretary.....H. D. Knuth

Services Offered: Jingle library for stations; 1 & 5 minute library shows. Taped or transcribed radio programs.

### GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.

Phone: JU 6-5577

President.....Herbert M. Moss  
Exec. V.P.....Robert M. Volkell  
V.P. Chg. Engineering....Jason B. Windwer  
V.P., Prod.....Fred Hertz  
V.P., Sales.....Leonard Lawson

Services Offered: Recording studio, 3 tract stereo; Radio & TV creative facilities: scripts to pressings. Programs, filmed commercials, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

### GREY ADV. COMMERCIALS

(Lanny & Ginger Grey)

108 E. 96th St., N. Y. C. 28

Phone: ENright 9-7777

President .....Lanny Grey  
Vice-Pres. ....Ginger Grey

Services Offered: Producers and packagers of programs, singing commercials & phonograph recordings; vocalists.

*The Finest in Records for Children and the Entire Family*

## DISNEYLAND/VISTA RECORDS

stereophonic and monaural

Original Sound Tracks from Walt Disney motion picture classics

Walt Disney Storytellers

Music by Camarata

Walt Disney Music Murals

Write for catalog:

DISNEYLAND/VISTA RECORDS 477 Madison Ave., New York 22, N. Y.

**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 videotape productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and radio 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

**TRANSCRIPTION-RECORDING**

**HUDSON RECORDINGS, INC.**

353 W. 57th St., New York City  
Phone: PLaza 7-6167

President .....Lorraine Lester  
Vice President .....Geo. Lessner  
Vice Pres., Sound.....Robt. Lessner  
Treasurer.....Samuel H. Evans  
*Services Offered:* Eqpt. sound studio; all types recording services, incl. record albums, motion pictures, spots, etc., incl. stereo.

**IMPERIAL RECORDS, INC.**

6425 Hollywood Blvd., Los Angeles, Cal.  
Phone: HO 9-2135

President.....Louis R. Chudd

**JAY-GEE RECORD CO., INC.**

315 W. 47th St., New York 19, N. Y.  
Phone: PLaza 7-8140

President .....Jerry Blaine  
Sales Prom. Manager.....Lee Gallow  
*Services Offered:* Manufacturers and distributors of Jubilee, Josie, 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.....Barbara Kollins  
111 W. Washington St., Chicago, Ill.  
Phone: STate 2-8900

President.....Sidney J. Wolf  
Secretary-Treasurer.....Arthur Wolf  
Dir. of Station Relations...Charlotte Tucker  
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: DUmkirk 3-2910

Vice-President .....William Bayer  
Account Executive.....Henry G. Eschen  
612 Penobscot Bldg., Detroit, Mich.  
Phone: WOODward 2-4505

Director.....E. R. Peterson, Jr.  
*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 1092 Keystone affiliates, located in towns with



## TRANSCRIPTION-RECORDING

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 ELECTRONICS, INC.

507 Fifth Ave., N.Y.C.  
Phone: MURRAY Hill 2-7147

President ..... Louis Lang  
Sec.-Treas. .... Thelma Lang  
*Services Offered*—Dealers in master recording equipment; servicing.

### LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.  
Phone: JUDSON 6-5700

President ..... John D. Langlois  
V.P.'s ..... C. O. Langlois, Jr., W. O'Keefe  
Vice Pres. Sales ..... 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  
*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.

49 West 45th St., New York, N. Y.  
Phone: CI 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.

### MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.  
Phone: BRyant 9-6000

President ..... Nat 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 & tape duplication. Script and production service.

### METROPOLITAN SOUND SERVICE, INC.

105 E. 106th St., New York 29, N. Y.  
Phone: ENright 9-7000

President ..... C. Langlois, Jr.  
Secretary ..... Ted Roseen  
*Services Offered*: Transfer, dubbing, editing film. Tape for recordings. Mastering.

### M & 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. .... Sid Brandt  
Advertising Manager ..... Sol Handwerker  
*Services Offered*: MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

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SOUND...



## TRANSCRIPTION-RECORDING

### CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.

Phone: PLaza 7-0695

President ..... Charles Michelson  
 Treasurer ..... Aaron Michelson  
 Manager ..... Marcia Dick  
*Services Offered:* Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

### MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.

Phone: ORegon 4-7400

Board Chairman ..... Jack D. Wrather, Jr.  
 President ..... Charles C. Cowley  
 Sr. V.P., Treas. .... John R. Andrus  
 V.P. & House Counsel ..... Leonard Scholl  
 V.P. & Dir. of Marketing ..... Joseph W. Roberts  
*Services Offered:* Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, airplanes, trains, buses, ships, and other public business areas.

### 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  
 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  
 3000 W. Alameda Ave., Burbank, Calif.  
 Phone: TH 5-7000

*Services Offered:* Recording, service, tape & disc.

### NOLA PENTHOUSE SOUND STUDIOS

111 W. 57th St., New York 19, N. Y.

Phone: JUDson 2-1417

Owner ..... 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.

### 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. Boesl  
*Services Offered:* Transcription, film sound, stereo recording & mastering.

### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Globe 6-2135

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.

### PROGRAMATIC BROADCASTING SERVICE

(Division of Muzak Corp.)

229 Park Ave. S., N. Y. C. 3

Phone: ORegon 4-7400

Sales Manager ..... John Esau  
*Services Offered:* Complete integrated package of automatic programming consisting of equipment and tape recordings.

### 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,



*Reeves Sound Studios inc*

304 EAST 44th STREET

NEW YORK 17, N. Y.

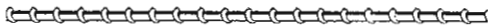
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## TRANSCRIPTION-RECORDING

scripts, talent, package, live shows, phonograph records, international radio service.

### 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

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. Sambrook  
Central North

Sales Manager.....William F. Reilly  
Western Sales Rep.....William C. Gartland

Northeastern Sales Rep.....George Field  
Southwestern Sales Rep.....John Alves

Southeastern Sales Rep.....Wallace D. Cochran  
Northwest Sales Rep.....Hugh Grauel

Central Northeast Sales  
Rep. (Chicago).....Charles Halteman

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

445 North Lake Shore Drive, Chicago 11, Ill.

Phone: WHItEhall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.

Phone: OLdfield 4-1660

1121 Rhodes Haverty Bldg., Atlanta 3, Ga.

Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas

Phone: FL 2-3911

800 17th Ave. South, Nashville, Tenn.

Phone: ALPine 5-6691

### 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: Video & sound recording for motion pictures and television, transcriptions.

### ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President.....Janet Taylor

Manager.....Leo J. Launer

Sales Manager (Recording)..Fred Freeman

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording, distribution to radio stations.

### ROULETTE RECORDS

659 Tenth Ave., New York 36, N. Y.

Phone: Circle 6-4490

President.....Morris Levy

Exec. V.P.....Joe Kolsky

Services Offered: Manufacture Tico, Gee, Roma, Forum & Roost phonograph records.

### SESAC, INC.

The Coliseum Tower, 10 Columbus Circle

New York 19, N. Y.

Phone: JUdson 6-3450

President.....Paul Heinecke

Secretary-Treasurer.....R. C. Heinecke

Asst. to President.....E. S. Prager

Prod. Manager.....Robert S. Stone

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. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

### SONOCRAFT CORP.

115 W. 45th St., N.Y.C.

Phone: JUdson 2-1750

President.....Herbert H. Borchardt

V.P. & Treas.....Harold H. Oppenheimer

V.P. & Sec.....Gerhard M. Behrendt

Services Offered: Distributors of sound & recording equipment.

### 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: MUSI-QUE' & sound effects libraries; commercial aids & jingles.

### ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City

Phone: MURray Hill 8-4355

President.....Robert Swanson

Sales Manager.....Rolf Johnson

Services Offered: Producers & creators of musical comm'ls 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-RECORDING

### TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, O.  
Phone: Baldwin 2-3773

President.....J. P. Williams  
Vice Pres.....Alexander Buchan  
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: CLevland 2066

*Production Dept.*  
2133 N. W. 11th Ave.  
Miami 37, Fla.  
N. Y. Phone: CI 5-3111

President.....Richard H. Ullman  
Exec. V.P.....Marvin A. Kempner  
Treasurer.....M. C. Thorpe  
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  
Exec. V.P.....David V. Picker  
V.P., Gen. Mgr.....Larry Newton

*Services Offered:* Produce all types of phonograph records: L.P.'s & single records. Classical, jazz, popular.

### UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 11, 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, motion picture & TV recording services.

### 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 W. Wacker Drive, Chicago, Ill.  
Phone: FIInancial 6-4183

Owner.....Edwin M. Webb  
*Services Offered:* Transcriptions, pressings, slidefilms (audible or inaudible signal), tape recording and duplicating equipment, echo chamber.

### 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

7324 Santa Monica Blvd., Hollywood, Calif.  
All-Canada Radio-TV, Ltd.  
Victory Bldg., Toronto  
President.....Paul F. Harron  
Sect. Treasurer.....Lawrence D. Biele  
Gen. Mgr.....James Weathers  
Vice President.....Frank Knight  
Asst. Sect. Treas.....Florence B. Crowther  
General Sales Mgr.....Robert A. Monroe  
Sales Manager.....John S. Murphy  
*Services Offered:* Sales and program transcription service for radio.

# NEW IN PROGRAMMING

## ...The Shows Make The Trends

By JOHN L. SINN

President of ZIV-United Artists, Inc.



**I**N ANSWER to the topic question: "What are the new directions in programming at Ziv?" I may say at the outset that our programming will always move in the direction of the best programs.

In that respect, I have recently said elsewhere, in effect, that each of our shows is the personal creation of an individual producer cleaving only to a standard of excellence based on an analysis of current public taste.

I have since had no occasion to amend that view. No two shows for example could be less alike than "Sea Hunt" and "Tombstone Territory." Yet both are typical programs enjoying a common success in syndication and sharing only our original faith in their common power to entertain with taste, and profit.

Two among our network programs are "Space" starring William Lundigan, and "Bat Masterson" with Gene Barry as the principal. Both of them excellent shows but in widely separated ways.

In short, our programming will always vary with the trade winds of creativity and public interest. And what I am about to set down here is simply a brief description of the way those winds are blowing at this point in the season.

There is a definite movement toward situation comedy, scientific drama and adventure series based on factual incidents in their actual settings.

There will be fewer western and detective programs, but that is not

to say they are on their way to being ruled out of our programming. There will always be a place on any balanced program list for shows in those categories—if they are good shows. If they are not, they don't deserve a place on any list.

"Westerns" are a special consideration which merit a few words of extra comment here. Actually they have never represented more than a fraction of our production at Ziv, but they have impressed us as differing more from each other than they vary as a group from other types of programs.

Curiously, "scientific drama," to which we referred to earlier as part of the new drift in our programming, gives promise of becoming another national frontier, in entertainment as well as in fact. In these middle decades of the Twentieth Century, the new "west" is wherever there is a horizon to push against and new space to explore and subdue.

In any inspired programming operation, shows make trends, and not vice versa. A program that tries consciously to ride a trend has, in our view, already missed it; for nothing is so discernible as a self-conscious imitation.

But that is not to say that a certain time is not more propitious for turning out a certain program than another; it is merely to imply that the poorest reason to do so is that someone else has done it.

So this year, as always, the only design we look for after we release our individual productions is a pattern of excellence.

***Complete facilities for:***

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*DESI ARNAZ, President*

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*780 N. Gower Street*

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# 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. Supv. of Sales...Howard B. Anderson  
V.P., Dir., West Oper.....William L. Clark  
Eastern Div. Sls. Mgr.....Stan Smith  
Central Div. Sls. Mgr.....Richard C. Hurley  
Mgr., Film Op.....Gilbert Cohen  
Ad. & Promotion Dir.,.....Irving Paley  
Controller.....Raymond C. Fox

*Services Offered*—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

*Productions*—One Step Beyond; Man With A Camera; Counterthrust; 26 Men (78); Adventures of Jim Bowie (76); Sheena, Queen of the Jungle (26); The People's Choice (104); Douglas Fairbanks, Jr. Presents (117); The Playhouse (52); Herald Playhouse (52); Kieran's Kaleidoscope (104); The Three Musketeers (26); Meet McGraw (42); Court of Last Resort.

## Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLLYWOOD 4-7471

President.....Samuel Sawelson  
Sec'y, Office Manager.....David Christopher  
V.P. Superv. Opera.....Melvin G. Sawelson

*Services Offered*—16, 35 mm. black & white and color, lab facilities; editing and sound services; video tape transfer facilities.

## 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.

## M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOLLYWOOD 4-7571, 4-3414

141 E. 55th St., N. Y. 22

Phone: PLaza 5-5266

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, cartoons and comedies.

## All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.

Phone: EMpire 6-7691

President.....J. Stuart McKay  
General Manager.....Red Thompson  
Film Sls. Mgr.....Dana Murray  
Promotion Director.....Peter Harricks  
Time Sales Manager.....Ross McCreath

Montreal Manager.....Ken Baker  
Winnipeg Manager.....Bruce Pirie  
Calgary Manager.....J. Cavanaugh  
Vancouver Manager.....J. E. Baldwin

*Services Offered*—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

*Distributors of*: David Niven Show; Sailor of Fortune; Sea Hunt; Steve Canyon; Aggie; Blondie; Ray Bolger Show; Candid Camera; Dick & the Duchess; It's Always Jim; Dear Phoebe. Also sports films, features and new and used car spots.

## All-Scope Pictures, Inc.

(Commercial Film Division,  
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.  
(See Commercial Producers)

## Leonard Anderson Associates Inc.

200 W. 57th St., New York 19

Phone: PLaza 7-4162

President.....Leonard Anderson  
Vice-Pres.....Barbara Anderson  
Prod. Mgr.....Mare 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; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes; Little Julius; The Eagles Strength; USIA; Indiana Motor Truck Assoc.

## Association Films, Inc.

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

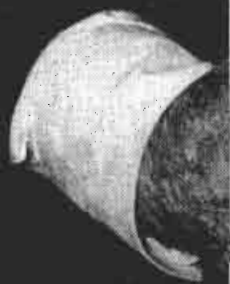
Phone: MUrray Hill 5-2242

President.....J. R. Bingham  
Treasnrer.....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.

(Continued on Page 914)

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Just ask Brown & Williamson, Anheuser-Busch or Schlitz Brewing...only three of the sharpshooting TRACKDOWN sponsors currently hitting the sales mark with a series based on the true adventures of the Texas Rangers.

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DALLAS, BOSTON, CANADA: S. W. CALDWELL, LTD.

**CBS FILMS** 

**TV FILM PROD.-DIST.** 

(Continued from Page 911)

**Astor Pictures, Inc.**

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

Phone: JUDson 2-1287

Chairman of Board.....F. F. Bruder  
President.....Fred Bellin  
Secretary.....George Foley  
Treasurer.....Anthony Tarell

*Services Offered*—Producers and distributors of feature films.

**Atlantic Television, Inc.**

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

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

Phone: JUDson 2-1287

Chairman of Board.....F. F. Bruder  
President.....Alfred H. Morton  
Secretary.....George F. Foley  
Treasurer.....Anthony Tarell  
Gen. Sls. Mgr.....James McNamara

*Services Offered*—Producer and distributor of features and westerns, 26 syndicated "Uncommon Valor."

**Atlas Television Corp.**

209 E. 56th St., N. Y. 22

Phone: ELdorado 5-7943

President.....Henry Brown

*Services Offered*—American features; half and full hour westerns.

*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 Rose

*Services Offered*—Library of mood and bridge music, sound effects.

**George Bagnall & Associates Inc.**

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: CR 1-5133

President.....George L. Bagnall  
V.P., Gen. Sales Mgr.....J. J. O'Loughlin  
Secretary.....Fred C. Lindquist

*Services Offered*—Distribution of the 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, 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, Half-hour Adventures in Black and White, 26 epi-

sodes, A Scene with a Star, 5-Minute Show—Race Night, 52 Winners, 5-Minute Comic Strip, Clutch Cargo.

**Bil Baird's Marionettes**

59 Barrow St., N.Y.C. 24

(See Commercial Producers)

**Jerome Balsam Films, Inc.**

33 W. 42nd St., N. Y. 36

Phone: PE 6-1432

Pres., Gen. Sales.....Jerome Balsam  
Vice President.....Alexander Beck

*Services Offered*—Producers and distributors to TV of syndicated shows, features and cartoons.

**Banner Films, Inc.**

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

Phone: PLaza 5-4811

President.....Charles McGregor

*Services Offered*—Production and distribution of films for TV.

*Productions*—Night Court U.S.A., 78 one-half hour episodes.

*Distributing*—Bold Journey, Speedway International, I Search For Adventure, Judge Roy Bean, Jungle, feature films & cartoons.

**Thomas J. Barbre Productions**

2130 S. Bellaire St., Denver 22, Colo.

Phone: SKYline 6-8383

Producer.....Thos. 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**

543 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.

**Bengal Pictures**

3014 Petite Ct., Los Angeles 39, Calif.

Phone: NORmandy 2-7808

Producer & Director.....Phil E. Cantonwine

Associate Producer.....Harry Babb

Stories & Narration.....Cheri Le'Blanche

Assistant Producer.....John Pope

(Continued on Page 917)

# GOVERNOR TELEVISION ATTRactions, INC.

## 1960 PROCLAMATION

**BE IT HEREBY UNDERSTOOD** by all concerned, that Governor Television Attractions continuously offered to stations the ultimate value in motion picture packages; furthermore, this policy will continue in force for 1960.

**WHEREAS** exciting shows are a consideration in attracting viewers, Governor Television Attractions makes available three packages as follows:

**KING MIDAS PACKAGE:** 14 top-flight features.

**BUCKY and PEPITO:** laugh-provoking cartoon group.

**LAUREL and HARDY:** the most famous comedy team in television.

### GOVERNOR TELEVISION ATTRactions, INC.

375 PARK AVENUE  
NEW YORK 22, N. Y.

PL 3-6216

ARTHUR KERMAN, *President*



52



LATE RELEASE  
**FEATURES**  
for immediate release

# LOCK USTERS



FIRST  
TIME  
ON  
TV

A truly great package  
of late release—full  
length features  
assembled by Jayark,  
produced by major  
studios and featuring  
the biggest stars  
in the business



# OZO<sup>®</sup>

**THE**  
Capitol  
**CLOWN**

Sold in 128  
markets One of the most popular  
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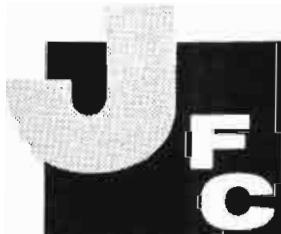
Available in black & white or color

Write or phone for availabilities.

**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



(Continued from Page 914)

Editor ..... Dick Alexander  
 Director ..... Robert Derteano  
*Services Offered*—TV shorts industrials, TV spots, TV films made to order.

**Fritz Blocki Productions**

1343 N. Fuller 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 ..... John Krutzler  
*Services Offered*—Shipping, expediting and servicing of TV film.

**Brandon Films Inc.**

200 West 57th St., New York 19, N. Y.  
 Phone: CI 6-4868  
 President ..... Thomas J. Brandon  
 Film Library ..... Lillian W. Brandon  
*Services Offered*—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

**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.

**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 M. P. Producers**

264 E. 78th St., N. Y. 21  
 Phone: LEhigh 5-2120  
 President ..... Brian Calhoun  
 Vice President ..... Paul Goldschmidt  
 Secretary-Treas. .... Dieltinde 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

**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. .... Herbert S. Schlosser  
 Chairman of the Board. .... J. M. Clifford  
 V.P., Programs ..... Frank Cleaver  
 V.P., Treasurer ..... George D. Matson  
 Secretary ..... Thomas E. Ervin  
 Assistant Secretaries ..... T. W. Sarnoff,  
 Herbert S. Schlosser  
 Ass't Treas. .... Joseph L. Kubin  
 Dir. of Bus. Affairs ..... Marshall Wortman  
 Dir. of Prom., Adv., Press. .... Arthur Perles  
*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  
 Merchandise Mart, Chicago 54, Ill.  
 Phone: MOhawk 4-6565  
 Central Sls. Mgr. .... Edward A. Montanus  
 Sunset and Vine, Hollywood 28, Cal.  
 Phone: THornwall 5-7000  
 Western Sls. Mgr. .... Clifford Ogden  
*Victory Program Sales*  
 663 5th Ave., New York 22, N. Y.  
 Phone: CI 7-8300  
 Manager ..... Jacques Liebhenguth  
 Canadian Distributor:  
 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, Not For Hire, Lawless Years, Philip Marlowe.

(Continued on Page 920)







# NORTHWEST PASSAGE...

the red-blooded adventures of Rogers' Rangers in the heroic days of the French and Indian War...a stirring, history-inspired series presented by MGM-TV in 26 action-packed half-hours...based upon the famous Kenneth Roberts best-seller and the memorable M-G-M motion picture. Starring KEITH LARSEN, BUDDY EBSEN and DON BURNETT. Available in Black & White or rich Metrocolor as originally telecast on NBC. For details, contact

**MGM-TV**

1540 Broadway, New York 36, N. Y.  
JUdson 2-2000



## TV FILM PROD.-DIST.

Continued from Page 917

*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, The Californians.

### Lars Calonius Prod. Inc.

45 West 45th St., New York 36, N. Y.  
(See Commercial Producers)

### 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

9034 Sunset Blvd.  
Los Angeles 46, Calif.  
Phone: CRestview 4-8343

Partners.....Jack Carson & Frank Stempel

### Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.  
Phone: WEbster 8-2101

Pres., Gen. Mgr.....Jack Miles  
*Services Offered*—Sound stage facilities for lease. Completely equipped; for motion picture and TV film production.

### Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.  
Phone: OLdfield 4-4144

President.....Harvey Pergament  
Vice Pres.....Earl M. Robins  
Sec.-Treas.....Esther Pergament

*Services Offered*—Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

### Cavalier Productions, Inc. Rodney-Young Prod.

9134 Sunset Blvd., Los Angeles 46, Calif.  
Phone: BR 2-0837

President.....Robert Young  
V.P. Chg. Prod.....Eugene B. Rodney  
Secretary.....Ben Bisgeier  
*Services Offered*—Production of TV film series.

*Productions*—"Father Knows Best."

### Campus Film Productions, Inc.

20 E. 46th St., N. Y. 17, N. Y.  
(See Commercial Producers)

## CBS Films

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2345

President.....Merle S. Jones  
Administrative V.P.....Sam Cooke Digges  
V.P., Programming.....Robert F. Lewine  
Dir., Oper.....Fred J. Mahlstedt  
Merchandising Mgr.....Walter Scanlon  
Sales Prom. Mgr.....Eugene Moss  
Contracts Manager.....Gloria Lesser  
Publicity Director.....Robert Fuller  
Inter. Bus. Rel. Dir.....Howard L. Kany  
Inter. Sls. Dir.....Ralph M. Baruch  
Int. Sls. Mgr.....Willard Block  
Licensing Dir.....Murray Benson  
Bus. Affairs Dir.....Joseph B. Irwin  
Film Sls. Distrib. Supvsr.....E. K. Cooper  
Film Svc. Co-ord.....Stanley Moldow  
Dir. CBS Europe.....Michael Burke  
Mgr. Chicago Sales.....Henry Gillespie  
Mgr. San Francisco Sales.....Edward Hewitt  
Mgr. Los Angeles Sales.....William Perkinson  
Mgr. Atlanta Sales.....James Thrash  
Mgr. Dallas Sales.....Carter Ringlep  
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 & video tapes for TV.

*Productions*—Jarrett of K Street, Amos 'n' Andy (77), Mama (26), Rendezvous (39), Our Miss Brooks (120), Eve Arden Show (26), Colonel Flack (39), The Gray Ghost (39), San Francisco Beat (183), Terrytoons (200), Of All Things (100), Buffalo Bill Jr. (42), The Brothers (26), Files of Jeffrey Jones (39), Cases of Eddie Drake (13), Under the Sun (26), Navy Log (104), Brave Eagle (26), You Are There (39), The Honey-mooners (39), Gene Autry Show (91), Adventures of Champion (26), U. S. Border Patrol (39), Sunrise Semester (75), Mr. Adams & Eve (39), Whirlybirds (111), Air Power (26), My Favorite Husband (13), Robert Herridge Theater (26), Phil Silvers (52), Trackdown (71), The Whistler (39), Life With Father (26), Assignment Foreign Legion (26).

### Champion Productions, Inc.

10000 Riverside Dr., N. Hollywood, Calif.  
Phone: POplar 9-1451

President.....Armand Schaefer  
Vice Pres., Treasurer.....M. J. Hamilburg  
Secretary.....Ina Autry  
Assistant Treasurer.....Philip S. Cobey  
*Services Offered*—Production of TV films and commercials.

*Productions*—Buffalo Bill, Jr., Adventures of Champion, Gene Autry Range Rider, Annie Oakley.

(Continued on Page 924)

# SYNDICATE NAME STARS

## ... Assure Bigger Audiences

By DAVID V. SUTTON

Vice Pres. in Charge, MCA TV Film Syndication



I HAVE often been asked, "Just how important is a name star to a syndicated series?" This is a question which has echoed up and down many a sound stage and TV planning office when a new program emerges from the blueprint stage. Is a star really that important to a successful series, or is a good script and generous production sufficient to meet the needs of the regional and local advertiser?

The proper answer, of course, is that all these elements are essential for a good show, but there is room for speculation on the relative importance of star names to syndicated programming. I think every successful producer and distributor of films for local programming has found that the first question asked by a prospective advertiser is: "Who's in it?" Mention a relatively unknown actor, and you've lost half the battle toward the contract signing. This is not to find fault with the logic of the film buyer. He knows that the viewers in his market are open to an invitation to share a television experience with someone they know, or have seen before, and generally speaking, the bigger the star, the bigger the potential audience for a new program.

We have long appreciated this principle in our end of the business. In four of our newest series, for example, we are fortunate to have names which definitely add a big plus to the sales appeal and conse-

quently to audience appeal. For "SA 7," for example, I have Lloyd Nolan, certainly a name as big as any in the entertainment business. For "Johnny Midnight" the star is no less than an Academy Award winner—Edmond O'Brien. For "Coronado 9" we have a TV veteran, Rod Cameron. And for "Shotgun Slade" Scott Brady, who has a long list of motion picture credits and who was at that moment starring in the successful Broadway musical, "Destry Rides Again."

How, you may well ask, are the new personalities, the upcoming stars, to achieve stardom if we are all to rely upon the better known actors to headline our television productions? The answer must be the same as in the related arts of the theater, the screen and the cafes—using fresh but little known performers as supporting players. Repeated exposure—and experience—in many television programs will develop these younger artists to the point where they will some day earn the right to star in a series of their own.

As everyone recognizes, the use of a name star per se, without thorough regard for his suitability for the film characterization, is a waste of his talents and creatively unwise. We can reasonably expect, however, that professional film makers will select the right star for the right role, and that any star can be relied upon to turn in a truly professional performance.

**Aces**

Sure  
winners  
whenever  
played

**All!**

**"THE PEOPLE'S  
CHOICE"**

**"JIM BOWIE"**

**"MEET McGRAW"**

**"26 MEN"**



# ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36, NEW YORK

And for release now!

**"COURT of LAST RESORT"**

**"EXPEDITION!"**

**"COUNTERTHRUST"**

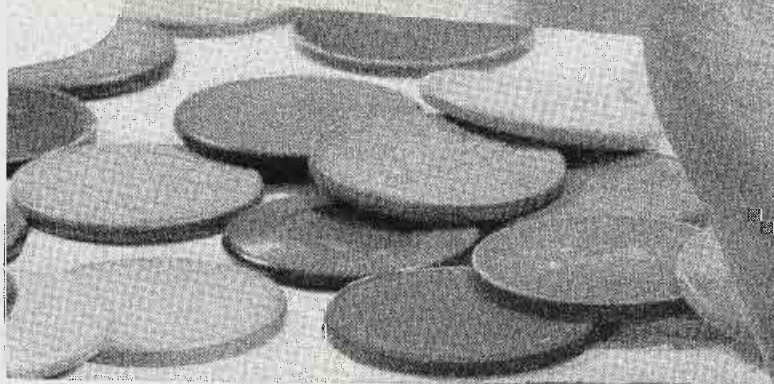
currently on network....

**"ONE STEP BEYOND"**

Aluminum Company of America

**"MAN WITH A CAMERA"**

General Electric Company



## TV FILM PROD.-DIST.

(Continued from Page 920)

### **Bruce Chapman Co.**

125 W. 41st St., New York 36, N. Y.

Phone: Wisc. 7-9244

*Branch Office*

30 Rue Chalgrin, Paris, France

President ..... Bruce Chapman

V.P. & Treas. .... Edna Chapman

Dir. of Research ..... Mary Hurcheson

*Services Offered*—Production of TV and industrial films.

*Productions*—The Answer Man.

### **Charter Oak Tele-Pictures**

423 E. 90th St., New York, N. Y.

(See Commercial Producers)

### **Cheryl TV Corp.**

3084 Motor Ave., Los Angeles 64, Cal.

Phone: TExas 0-6136

*Services Offered*—Producers, distributors of films.

### **Christensen-Kennedy Productions**

2824 Harney St., Omaha 31, Nebr.

(See Commercial Producers)

### **Cinema Research Corp.**

716 N. LaBrea Ave., Hollywood 38, Cal.

Phone: WEbster 3-9301

President ..... Harold Scheib

Vice President ..... Ernest Arcella, Jr.

*Services Offered*—Service organization to film producers in 35mm or 16mm optical printing, art titles, animation, registration contact printing, stage inserts & Matte shots. 70mm reductions, 16 to 35mm blowups.

### **Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.

Phone: TRafalgar 3-1411

President ..... Joseph Seiden

Cameraman ..... Harold H. Seiden

Sound Department ..... Herbert C. Bloom

*Services Offered*—Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

### **Cinema-Vue Corporation**

245 W. 55th St., New York 19, N. Y.

Phone: JUdson 6-1336

President ..... Joseph P. Smith

Exec. Vice Pres. .... Arthur J. Steel

Sect. Gen. Counsel. .... Harry M. Pinstein

Mgr. Corp. Opera. .... Bernard J. O'Rourke

*Branch Office*

11693 Laurelwood Dr., Los Angeles, Calif.

Phone: POplar 4-8734

V.P. Sls. Mgr. .... Francis D. Smith

*Services Offered*—Producers and distributors of filmed and taped TV programs.

*Productions*—Adventures of Danny Dee,

Jingle Dingle Christmas Party, The Mickey Rooney Show, Secret Files U. S. A., Washington at Valley Forge, 104 Tom Puss, Animated Color Cartoons.

### **Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood

(See Commercial Producers)

### **Clairmont Films**

4530 Mariota Ave., Hollywood, Calif.

Phone: POplar 2-4498

Owner ..... Leonard Clairmont

*Services Offered*: Motion picture production and photography.

*Productions*: Tiare Tahiti.

### **Cluster Enterprises, Inc.**

2229 N. Charles St., Baltimore 18, Md.

Phone: CHesapeake 3-3630

President ..... Bertram H. Claster

Sales Manager ..... Lee N. Baker

Production Manager ..... Ken Calfee

*Services Offered*—Producers and distributors of "Strikes 'n Spares," "Pin Busters," "It's in the Name," and "Duckpins & Dollars."

### **Colorama Features**

1501 Broadway, New York City

Phone: LOngacre 4-5992

President ..... Jules B. Weil

Vice President ..... Carroll L. Puciato

### **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.

### **Confession, Inc.**

1501 Broadway, N. Y.

Phone: LOngacre 4-5592

Exec. Prod. .... Jules B. Weill

Prod. Moderator ..... Jack Wyatt

*Services Offered*—Product for regional and national sponsorship.

### **Frank Cooper Associates**

9145 Sunset Blvd., Los Angeles 46, Cal.

Phone: CRestview 4-5971

N. Y. Phone: PLaza 1-0725

President ..... Frank Cooper

V.P. Chg. L. A. Office. .... Dick Irving Hyland

V.P. Chg. of N. Y. Office ..... Sy Fischer

Executives ..... Joel Cohen, Robt. Goldfarb,

Wm. Cooper, Robert Eisenbach, Jay Finger.

(Continued on Page 927)



# WORLDWIDE TV LOCALE

## ...Viewers Want Authentic Look

By WALTER KINGSLEY

President, Independent Television Corp.



**V**IEWERS no longer will accept cardboard backdrops in their filmed dramas. They want to see the real thing. Former production methods are outmoded and Hollywood and New York are no longer the only production locales in the world. The grandeur of Rome, the beauty of Paris, the breathless vista of the Alps . . . all are available for today's production crews and that's what viewers demand to see — and in the flesh, so to speak. And there's a great pool of creative talent in all these countries. You might find another Ingrid Bergman in Sweden or a Jack Hawkins and Patrick McGeehan in England or a DeSica in Italy. The richness of talent often comes with the richness of settings.

Today, in television, the viewing public, spurred on by the authentic world-wide look of the movies, is now becoming more educated to and sophisticated about the finer qualities of location shooting, strong scripts and interesting entertainments whose backgrounds are real.

ITC, as part of Associated Television Limited (ATV), has been set up with just this realistic idea in mind: To face today's production facts-of-life. ATV is the leading network contractor for the United Kingdom. Seizing the initiative in world-wide production, ATV has held up the beacon and even our 3 major networks have begun to follow it full steam into world-wide production. For example, CBS, right now, is using our facilities to film a show on the Vienna State Opera. This same American network, with ATV, will tape a ninety

minute drama, "24 Hours In A Woman's Life," by Stephan Zweig, starring Ingrid Bergman and produced by her husband, Lars Schmidt. And Person To Person makes extensive use of ATV's taping facilities whenever international celebrities are interviewed in their homes. ATV's production facilities are also being used by NBC who is doing a week of Jack Paar shows in England and for ABC we are filming a half hour series abroad, the first such series commitment of its kind.

Being part of such a company certainly places ITC in an enviable position. ITC can budget its syndicated shows, whether produced in Hollywood, New York, or elsewhere throughout the world, with a world-wide payoff which allows enough money to produce top quality shows.

This search for real quality can only be achieved when you have the confidence of your convictions and the showmanship "know-how" that is an integral part of an organization. We have both. When we believe in a project—are convinced the quality is there—we go ahead so that quality is in the entire series, not just a pilot.

It seems to us that this is the kind of approach that the industry as a whole and syndication, in particular, must take. Only quality production can survive. In addition to Hollywood and New York, such quality production can be found in all areas of the world. To think otherwise is to look back over your shoulders — with blinders on. But they're off now and the view is wide. In fact, it takes in the whole world.

# ATLANTIC TELEVISION, INC.

*the surging force in TV Film Distribution*

- GROWING WITH THE INDUSTRY SINCE 1948
- RUN BY MEN EXPERIENCED IN STATION OPERATION — THE ATLANTIC APPROACH IS THAT OF THE STATION
- AUDIENCE-PROVEN FEATURES, SENSIBLY-PRICED FOR YOUR FILM BUDGET

**Packages available:**

The See-Worthies

The New "Champion" . . .  
still riding the  
crest of popularity

Waves of Thrills and Chills

**Packages available:**

Oceans of Action

Smooth Sailors . . .  
for family and fireside

Rip-Tide of Rip-roaring  
Westerns

SIX-PACK SPECIAL . . . NEW CARGO FOR TV

Executive & Sales Offices: 730 Fifth Avenue, NY 19 Judson 2-1287

Film Booking & Shipping Offices: 130 W. 46 St., NY 36 JU 2-1287

ALFRED H. MORTON  
*President*

JAMES V. McNAMARA  
*General Sales Manager*



(Continued from Page 924)

B. D. Shamberg, John B. Genung, Perry Leff, Leonard Goldstein  
*Services Offered*—Literary & Actors agents, TV packagers.

**Tom J. Corradine & Associates**

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HO 2-4448

President ..... Tom Corradine  
 Vice President..... Kyle C. Thomas  
 Sales Manager..... Eugene B. Duncker  
 Secretary..... Robert J. Meeker  
*Services Offered*—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 135 westerns.

*Currently Distributing*—The Ruggles, Holiday U.S.A., Rendezvous With Adventure, 1 Married Joan, Public Defender, Little Rascals, Uncommon Valor.

**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 Schechter  
*Services Offered*—Developing and printing of B & W and color film.

**Crosby-Brown Productions**

915 N. La Brea, Los Angeles 38, Calif.  
 Phone: OLdfield 6-6050

Chairman of Board..... Bing Crosby  
 President ..... Kenyon Brown  
 V.P., Gen. Mgr..... Henry R. Flynn  
 Asst. to Pres..... James J. Rue  
 230 Park Ave., New York 17, N. Y.  
 Phone: MU 9-6515

V.P. in Charge of Sales.... Peter M. Robeck  
 Eastern Sales Mgr..... William Finkeldey  
*Services Offered*—National distribution of film and tape TV shows for national, regional and syndicated release.

*Productions*—Adventure Tomorrow, Danger Zone, Global Zobel, Hollywood Legion Wrestling, Michael's of Africa, People's Court, The Pioneers, Post '48 features, Squad Car, Treasure, Vagabond, Wanderlust, Wonders of the World, You Asked For It.

**Cummings Productions, Inc.**

4 West 56th St., New York 19, N. Y.  
 (See Commercial Producers)

**Phil Davis Musical Enterprises, Inc.**

59 E. 54th St., N. Y. 22, N. Y.  
 (See Commercial Producers)

**Daystar Productions, Inc.**

Box 900, Beverly Hills, Calif.  
 Phone: CR 6-2211

Chief Execs., Leslie Stevens, Stanley Colbert  
*Services Offered*—Complete creative ser-

vices in connection with films for TV.

*Productions*—Formula for Adventure, Arsenal Stone.

**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. Also tape commercials.

*Productions*—Christopher films, Lucky Strike commercials, Half-hour Bowling Series, It's Golf Time.

**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 9, N. Y.  
 Phone: OXford 7-0350

President ..... Louis deRochemont  
 Associates..... F. Borden Mace, Lothar Wolf, Martin J. Maloney, Louis deRochemont III

*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*: Man on a String, 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

(Continued on Page 929)

Distributors of the world's finest TV programs in International Markets

# FREMANTLE *International* INC.

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*representing*

**CBS Films, Inc.**



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and Italy only)



California National  
Productions, Inc.

(A subsidiary of National  
Broadcasting Company, Inc.)  
(Canada only)



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A·B·C TELEVISION LTD

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AND SEVENTEEN LEADING INDEPENDENT U. S., CANADIAN AND  
BRITISH PRODUCERS

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Mexico, D. F.

FREMANTLE ITALIANA, S.R.L.  
Rome

AGENTS IN BRAZIL, ARGENTINA, PERU and JAPAN

(Continued from Page 927)

Vice Presidents.....W. Argyle Nelson,  
George Murphy, Bernard Weitzman

*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; U. S. Marshall; Grand Jury; Harrigan & Son; Guestward Ho; For Men Only; Rory Calhoun Show; The Texan; Ann Sothern Show, Filming for others — Andy Griffith Show; Angel; Danny Thomas Show; Wyatt Earp; Real McCoys; Jack Benny Show; Barbara Stanwick Show; The Millionaire.

**Walt Disney Studio**

500 So. Buena Vista, Burbank, Calif.  
Phone: TH 5-3141

Chairman of Board.....Walt Disney  
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.

**Dougfair 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: TEmpleton 8-5690

President.....Sherman H. Dryer

*Services Offered*—Custom productions & general packages in TV, films, radio & for the stage.

*Productions*—World of Medicine, The Balance, Project: Security.

**W. C. Duennhaupt Film Prod.**

1908 Florida Ave., Wash., D. C.  
(Sec Commercial Prod.)

**Durham Telefilms, Inc.**

521 Fifth Ave., New York 17, N. Y.  
Phone: YUkon 6-1960

President.....David A. Bader

Chairman.....William C. Durham  
Vice Pres.....Norman Carnegie  
Sec.-Treas. ....Emanuel Eppstein

*Services Offered*: International sales organization in films for TV.

**Dynamic Films, Inc.**

405 Park Ave., New York City 22  
(See Commercial Producers)

**Economee Television Programs**

(A Div. of Ziv-United Artists TV Co.)  
488 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-4700

General Manager.....Pierre Weis  
National Sales Mgr.....Dick Lawrence  
National Spot Sls. Mgr.....Ken Joseph

*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, Men of Annapolis, West Point, Harbor Command, The New Adventures of Martin Kane, Science Fiction Theatre, Man Called X, Dr. Christian, Adventure at Scott Island.

**Educational Films Corp. Of America**

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-1780

President.....Earl W. Hammons  
Vice President.....V. H. Hammons  
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.

**Peter Elgar Productions, Inc.**

75 W. 45th St., New York 36, 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.  
(See Program Producers)

**Endorsements, Inc.**

65 East 55th St., New York 22, N. Y.  
(See Commercial Producers)

(Continued on Page 933)

# Fredric Stoessel Inc.

An agency specializing  
in the development of television products



Photography by Fredric Stoessel

PRESENTS

## MR. KRACKERJACKET

Starring

DOUG ANDERSON

New Half-Hour TV Film Series with Magic and Puppets

Directed by ANTHONY FARRAR



Productions ranging from \$50 to \$50,000, animations, commercials, industrials.

Offices in Bogota, Paris, New York; international distribution.

Publicity and public relations centering around television on an international scale.

Our staff is ready to act as your TV and PR consultant.

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**Paris, France**

**119 WEST 57th STREET  
NEW YORK, N. Y. — JUDSON 2-6978-9**

# ARE PILOTS PASSE?

*... Many Try To Cover Too Much*

By GEORGE T. SHUPERT

Vice President of TV for MGM



**W**E HAVE long been on record as maintaining that pilot films are one of the big bugaboos of our industry. The financial resources and creative energy that have gone into making pilots, which have never seen the light of a TV tube, is tremendous. A few distributors have tried to develop anthology programs built around pilots which are gathering dust in film vaults.

Pilots have been under attack by many people from many angles. Three principle points of concern are: (1) a pilot is no real indication of continuity of quality for any given series; (2) many producers overextend themselves in the production of pilots by budgeting the pilots far beyond what they can carry on a week-to-week basis; for example, spending eighty thousand dollars to produce a pilot for a program that must be brought in at forty-thousand; (3) a pilot too often tries to tell the whole story of the series rather than being a typical episode, and misses in both instances.

Nevertheless as long as agencies represent advertisers and must present a specific treatment of any proposed program to their clients, we'll probably always have pilots with us. The problem, therefore, is how we can cut down pilot fatality!

Considerable thinking along these lines went into the planning of MGM-TV's programming for the 1960-1961 season. From this came a basic philosophy which has guided us during our current sales effort. Be-

ing specific, at the outset of the season we had twelve properties, each of top calibre and in the aggregate presenting a well rounded overall program to present to agencies, networks, and advertisers. Should we make pilots of all twelve? Or make pilots of the three or four we considered most marketable?

We decided to make no pilots at all! Rather we presented our ideas for each of our twelve programs on one forty-three minute color film which, in fact, cost us considerably less than half the cost of a pilot for any one of the programs. Included in this film presentation were detailed scenarios of each of the programs, casting plans, proposals for directors and writers, and in particular the names of topflight TV film producers with whom we had agreements to handle the creative development of the programs, once they were sold. It was this presentation—"master pilot" if you will—that we showed to networks, agencies and advertisers, and it was on the basis of their concrete interest in certain of our properties that we agreed to accept assignments to produce pilots, four of them on a co-financing basis. Where we found slight interest, we produced no pilot.

Though we have not circumvented the practice of making pilots, we feel we have given our pilots a greater chance of acceptance and ultimately of finding a time period, by consulting with the networks and agencies involved prior to, and during production.

# TOP TELEVISION MARKETS IN THE U. S.

Rank	City
1	NEW YORK
2	LOS ANGELES
3	CHICAGO
4	PHILADELPHIA
5	DETROIT
6	BOSTON
7	CLEVELAND
8	SAN FRANCISCO
9	ST. LOUIS
10	PITTSBURGH
11	WASHINGTON
12	MINNEAPOLIS
13	ST. PAUL
14	NEW HAVEN
15	HARTFORD
16	CINCINNATI
17	PROVIDENCE
18	KANSAS CITY
19	BALTIMORE
20	INDIANAPOLIS
21	MILWAUKEE
22	DALLAS
23	FORT WORTH
24	BLOOMINGTON
25	BUFFALO
26	ALTOONA
27	GRAND RAPIDS
28	ATLANTA
29	SEATTLE
30	TACOMA
31	CHARLOTTE
32	HOUSTON
33	LANCASTER
34	MEMPHIS
35	COLUMBUS
36	LOUISVILLE
37	DAYTON
38	CHARLESTON
39	BIRMINGHAM
40	PORTLAND, OREG.
41	SYRACUSE
42	MIAMI
43	WHEELING
44	NEW ORLEANS
45	WINSTON-SALEM

Rank	City
46	ALBANY
47	NASHVILLE
48	CHAMPAIGN
49	SACRAMENTO
50	OMAHA
51	DENVER
52	DAVENPORT
53	TOLEDO
54	OKLAHOMA CITY
55	ASHEVILLE
56	ROCHESTER, N. Y.
57	TULSA
58	ST. PETERSBURG
59	DES MOINES
60	CEDAR RAPIDS
61	WICHITA
62	ROANOKE
63	BINGHAMTON
64	RALEIGH
65	SAN DIEGO
66	JACKSONVILLE
67	SAN ANTONIO
68	BATON ROUGE
69	SCRANTON
70	RICHMOND
71	SHREVEPORT
72	KNOXVILLE
73	LITTLE ROCK
74	EVANSVILLE
75	FRESNO
76	SPOKANE
77	MADISON
78	MOBILE
79	TERRE HAUTE
80	FORT WAYNE
81	PHOENIX
82	SIOUX FALLS
83	ORLANDO
84	CHATTANOOGA
85	COLUMBIA
86	SUPERIOR
87	ERIE
88	DULUTH
89	FARGO
90	PEORIA

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**Espana Mexico Argentina,  
S.A. de C.V.**

Cordoba #48, Mexico, D.F. (7)  
Phone: 25-01-53

President.....M. B. Ponce  
Manager.....C. G. Villamil  
Secretary.....B. M. Ortega  
Sales Manager.....James B. Stanton  
*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.**

59 E. 54th St., New York 22, N. Y.  
(See Commercial Producers)

**Jerry Fairbanks Productions  
of California**

1330 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks  
Administration.....William M. Sterling  
Production Manager.....John McKennon  
Studio Manager.....Robert Scrivner  
Film Director.....Robert Larsen  
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.

*Productions*—Commercials for Max Factor, Union Oil, Bell & Howell, Carnation, Mat-tel Toys, Oldsmobile, Cool Beer, Wilson Meat, Helene Cortis, Gallo Wine, Armstrong Cork Co., National Car Rental.

**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 distribu-

tion, free of charge, of religious films for public-service TV presentation.

**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  
Assoc. Prod. Story Ed.....Milton Merlin  
Dir. Publ.-Prom.....Les Kaufman  
N. Y. Manager.....Art Stark  
*Productions* — The Millionaire, Who Do You Trust? Charley Weaver, Hobby Lobby.

**Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48, Cal.  
119 W. 57th St., N. Y. 19, N. Y.  
(See Commercial Producers)

**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.

**Filmcraft Productions  
Studio**

8451 Melrose Ave., Los Angeles 46, Calif.  
Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum  
Production Manager.....Jack C. Lacey  
Supervising Ed.....Norman Colbert  
*Services Offered*—Create, film and produce television programs, commercials. Studio Facilities.

*Productions* — Groucho Marx "You Bet Your Life," and commercials for agencies.

**Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38, Calif.  
Phone: HOLlywood 9-5808

President.....Linwood Dunn  
*Services Offered* — Specialized laboratory services in 16 mm. and 35 mm., color and B & W, including 16 mm. color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.

**Filmercial Productions**

4150 Radford, N. Hollywood, Calif.  
(See Commercial Producers)

(Continued on Page 934)



# TV FILM PROD.-DIST.

(Continued from Page 933)

## Film Graphics, Inc.

369 Lexington Ave., New York, N. Y.  
(See Commercial Producers)

## Film Images, Inc.

1860 Broadway, New York, N. Y.  
Phone: CIrele 7-1877

President .....Rosalind Kosoff  
Secretary-Treasurer .....Harry Bimberg  
*Services Offered*—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

## Filmaster Productions, Inc.

1150 Radford Ave., N. Hollywood, Calif.  
Phone: POplar 9-6550

President .....Robert W. Stabler  
Vice-Pres. ....Glenn N. Cook  
Gen. Sales Mgr. ....H. Weller Keever  
Secretary .....Clifford Enger  
Treasurer .....Patricia Tracey  
*Services Offered*—Production of all types of TV and industrial films.  
*Productions*—The Trouble Shooters, Death Valley Days.

## Films of the Nations Distributors, Inc.

62 W. 45th Street, New York 36, N. Y.  
Phone: MURray Hill 2-0040

President .....Maurice T. Groen  
*Services Offered*—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

## Filmvideo Releasing Corporation

333 West 52nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

President .....Maurice H. Zouary  
*Services Offered*—Stock Footage of 35 mm motion picture film, servicing major film companies. Producer of features, Art and Title Dept.

## Film Vision Corp.

M. C. Pictures, Inc.  
1501 Broadway, N. Y., N. Y.  
Phone: PE 6-1132

Executive V.P. ....Jerome Balsam  
*Services Offered*—Distributors of features and westerns.

## Filmways, Inc.

18 E. 50th St., N. Y. 22, N. Y.  
(See Commercial Producers)

## Flamingo Films, Inc.

221 W. 57th St., N. Y. 19, N. Y.  
Phone: JUdson 6-7040

President .....Ira Gottlieb  
Exec. V.P. ....C. P. Jaeger  
Asst. to President .....Ed Palmer  
Dir. Adv. & Public. ....Billy James

*Services Offered*—Distribution of TV film programs.

*Productions*—Citizen Soldier, Deadline, Beulah, Country Show, Cowboy G-Men, O.S.S.

## Flying A Productions & Flying A Pictures, Inc.

10000 Riverside Dr., N. Hollywood, Calif.  
Phone: POplar 9-1451

President .....M. J. Hamilburg  
Exec. V.P. ....Armand Schaefer  
Secretary .....Ina Autry  
Assistant Treasurer .....Philip S. Cobey  
*Services Offered*—Production of TV films & filmed commercials.

*Productions*—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry, Annie Oakley.

## Fortune Features, Inc.

1501 Broadway, New York, New York  
Phone: LOngacre 4-5592

President .....Jules B. Weill  
Sales Manager .....Monty Raphaelson  
*Services Offered*—Distribution of 70 features for TV.

## Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.  
Phone: SYeamore 6-2649

New York Associate: Lakeside TV Co.  
1465 Broadway, New York 36, N. Y.  
Phone: LOngacre 5-4582

Chairman of the Board .....John I. Bolen  
President .....Richard D. Pearsall  
Sec'y-Treas. ....Eldon L. Eby  
*Services Offered*—Production and distribution of non-denominational religious films.

## Four Star Films, Inc.

### Four Star Television

1030 Radford Ave., N. Hollywood, Calif.  
Phone: POplar 6-1151

President .....Dick Powell  
Exec. V.P. ....Tom McDermott  
V.P. & Treas. ....Charles Boyer  
V.P. & Sec. ....David Niven  
Production .....Jack Sonotag  
Asst. Treas. ....S. A. MacSween  
Asst. Sec. ....A. Morgan Maree III  
Business Affairs .....Charles Bole  
Producers .....Arthur Gardner, Jules Levy, Arnold Laven, Hal Hudson, Jack MacGreevey, Aaron Spelling, John Robinson, Vincent Fennelly, Peter Packer, Sam Peckinpaw, Anthony Ellis, Robert Soverberg.  
*Services Offered*—Creation & production of filmed television for network.

*Productions*—Zane Grey Theatre, The Rifleman, Wanted Dead or Alive, Cowhand, Richard Diamond, Dupont Show, Johnny Ringo, The Black Saddle, Robert Taylor's Detectives, Tales of the Plainsman.

(Continued on Page 937)

# TV FILM SYNDICATION

## ... A Decade Makes A Difference

By EARL RETTIG

President, California National Productions



**T**ELEVISION film syndication is firmly established as an essential source of programming. Each advance to its present position has been marked by major problems. Clues to problems of this new '60's decade may be gleaned by looking back at the pioneering days of the '50's. Making comparisons often is odious but, in this instance, understanding the differences in syndication yesterday and today makes for a better syndication tomorrow.

Currently, 15 per cent of total scheduled programming by local stations consists of syndicated films (exclusive of old movie features), compared with an estimated three per cent ten years ago. Perhaps, the rapid growth of syndicated product use is measured better in terms of total broadcast hours by stations: a 65 per cent gain over the decade. These statistics are laden with meaning far beyond simple arithmetical ratio. Foremost, it means syndication has become an industry within an industry; its phenomenal growth has necessitated and received both planning and organized development.

When television was still an infant and syndication just an embryo, a syndicator was anyone with a can of film under his arm. Today, syndicators who survived the short-lived wildcat era have grown into responsible companies, organized in depth, with coordinated production, sales, distribution and promotion divisions.

The fast-buck boys have practically vanished but not without succeeding, temporarily, in giving syndication a black-eye. Ten years ago, syn-

dication was a dirty word to top station management. The reverse is now apparent because programming, more than ever, is vital to station success. Even the salesman today is welcomed for his useful knowledge, based on broad field experience. Smooth talking hucksters once plunked down a 30-minute film and, if they scrounged enough orders, that film would become a pilot for a series—a series they might not be able to deliver at prices commensurate with quality standards and station budgets.

Salesmen and the firms they represented were inexperienced and so were the film buyers. In the early 50's, it was assumed quality programming could only be found in network and live-local originators. Syndicated film was often considered filler material to plug gaps in schedules. Furthermore, in those researchless days of assumption, belief prevailed that viewers didn't want to watch film fare, regardless of quality.

To complete the early bleakness of the syndication scene, the sponsor or station frequently was sold a series, on the basis of a pilot, the beginning and end of the syndicator's responsibility. Consideration of sales of future series was non-existent because one series might represent the seller's "inventory." There was little effort by the seller to provide services in the areas of marketing, advertising, promotion and research. Buyer's needs were not studied; his market, audience, sponsors, program-balance and budget assumed small importance.

(Continued on Next Page)

# TV Film Syndication

(Continued from Page 935)

Even if the intent was there, the staff and the know-how were not.

Thus, obstacles faced by syndicators were built partly by themselves, in part by the inexperience of the programmers and a universal lack of solid knowledge in a young, burgeoning industry.

Since then, these chaotic conditions have virtually disappeared from syndication. The change has been transitional, nonetheless complete. First-of-all, the quality of syndicated shows is high-level and abundant. Whether first run, rerun, or off-the-network, the film buyer has his choice of class-A entertainment in any category. Syndicated film series now include the complete range of TV fare: adventure, mystery, western, comedy, and drama.

Production in syndication now meets highest standards, with directors, writers, talent and technicians drawn from the very front ranks of television.

Viewer-acceptance of filmed TV programs is a fact of life, which networks recognize and exploit. The ratio of filmed shows to total telecasting by the webs has quadrupled in the last decade. Surveys, ratings and intensive studies have proved viewers don't think of a show as live or filmed, and don't care.

The word "rerun" has been transformed from an epithet to an accolade. Advertisers have found reruns out-rating network shows, live-locals and even first runs of the same series. In order to qualify as a rerun, a show has to prove its popularity in the previous time around; reruns in effect, become "first runs" by changes in time-slotting that deliver the programs to new audiences. Reruns benefit from the "built-in build-up" of audiences via promotions, publicity and advertising inherent in success-

proven shows. Perhaps the outstanding groundbreaker in the field of rerun respectability is "Badge 714," the reruns of "Dragnet." This program, now available in its seventh year, continues to be a winner against the competition, in many different markets in many different time periods. The contemporary syndication company, in addition to product output, is full-staffed and geared for full-scale distribution, promotion, research and publicity campaigns. There's much more at stake than a mere sale.

While the old problems for syndicators have been solved, others have taken their place. Costs have risen more than 60 percent since 1950. The rise in prices has not been proportionate. Rerun and off-the-network series have not commanded as much revenue as they are worth in what has become a buyers' market. This is primarily due to the wealth of first-rate programming available.

Another poser: investing in precisely the right product at exactly the right time. In the face of mounting costs and keen competition, the go-ahead to film a new series becomes a crucial decision involving feel of the market and the program's acceptance.

With tightening of time clearances, bull's-eye placement is an absolute must. That go-ahead for cameras to roll depends not only on originality and talent but also on viewer tastes and the sponsor's product compatibility.

And still more problems which did not exist in 1950; the relationships of syndication affairs to tape, color, full-hour programming. Their solutions must await further exploration. The big questions are not whether they will be solved but how. The challenge will be met by all who wish to be on the 1970 syndication scene.

**TV FILM PROD.-DIST.**

(Continued from Page 934)

**Frazen Productions, Inc.**

1040 No. Las Palmas, Hollywood 38, Calif.  
(See Commercial Producers)

**F. R. B. Enterprises**

9134 Sunset Blvd., Hollywood, Calif.  
Phone: CO 4-6174

Partners ..... Robert Young,  
Eugene B. Rodney  
Services Offered—Produce & distribute TV  
films.  
Production—Father Knows Best.

**Fremantle de Mexico S. A.**

Niza No. 6, Desp. 205, Mexico 6, D.F., Mexico  
Phone: 11-55-00

Manager ..... Rene Anselmo  
Services Offered — Distributes CBS and  
other films in Mexico and Central America.  
Productions—Spanish-dubbed versions of:  
Annie Oakley, Foreign Legion, Gunsmoke,  
Have Gun—Will Travel, I Love Lucy, Range  
Rider, Whirlybirds, Trackdown, You Are  
There, Navy Log, San Francisco Beat, Perry  
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Phone: MUrray Hill 7-4343

President ..... Paul Talbot  
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can radio & TV products abroad.  
Productions — Encyclopaedia Britannica  
& Hopalong Cassidy films.

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(London) Inc.**

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London W. 1., England  
Phone: GERRard 8227

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Productions—Cartoon Classics, Movie Mu-  
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Encyclopaedia Britannica Films, Crusade in  
the Pacific.

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Phone: WA 4-9635  
1396 Ste. Catherine St., Montreal, Que., Can.  
Phone: UN 1-0279

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 N. Y. Phone: LOngacre 5-5978  
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 Executive Vice-Pres. ....M. B. Reilly  
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 Treas. & Secy.....M. B. Reilly  
 Ass't Treas. ....T. F. Ross  
 Ass't Sec'y.....A. C. Nugent

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Secretary-Treasurer.....Selma Tamber  
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Secretary.....H. D. Knuth  
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(See Commercial Producers)

**Governor Television Attractions, Inc.**

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Phone: PLaza 3-6216

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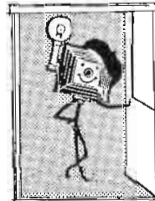


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*Productions* Art Linkletter's Houseparty, You Bet Your Life, People Are Funny.

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Adm. V.P. & Treas.....Arthur R. Lerner  
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V.P. for Sales.....Marvin M. Grieve  
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Producer.....Geoffrey Nathanson  
Traffic Director.....Connie Coleman  
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*Production*—Campy's Corner.

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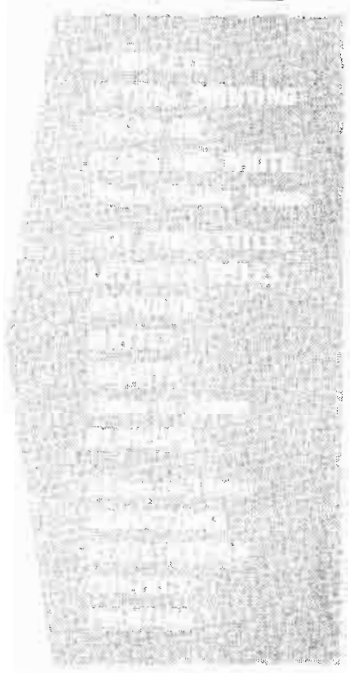
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 Sec'y-Treas. .... Lester J. Nelson  
*Services Offered*—Distribution of motion pictures for TV.

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President ..... Sandy Howard  
 V.P. in Chg. Production... Harvey Bernhard  
 V.P. in Chg. Sales, Prom..... Jack Mulcahy  
*Services Offered*—Production of live and filmed television programs for network and syndication arrangements.  
*Productions* — Police Station; Congressional Investigation.

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58 E. So. Water St., Chicago 1, Ill.  
 Phone: FInancial 6-5480

General Manager..... Paul R. Foght  
*Services Offered*—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films.

**Independent Television Corp.**

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 488 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 5-2100

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 Vice President..... Alvin E. Unger  
 V.P. Chicago..... William Du Bois  
 Gen. Mgr. Synd..... Hardie Frieberg  
 Dir. National Sales..... Chas. Goyt  
 V.P., Admin., Treas..... William Wolfson  
 V.P., Bus. Affairs..... Milton Kayle  
 Gen. Sls. Mgr. Synd..... William Andrews  
 Gen. Mgr. Arrow Prod..... Stanley Levey  
 Dir. Inter'l Sls..... Abe Mandell  
 Can. Gen. Mgr..... John E. Pearson

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*Productions*—N. Y. Confidential Cammohall, Four Just Men, Interpol Calling, Ding Dong School, Sweet Success, Danger Man, Whip Lash, Gale Storm.

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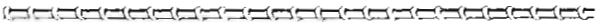
40 East 49th St., New York 17, N. Y.  
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Vice Pres. Sales..... Malcolm Scott  
*Geneva Office*

Exec. Vice Pres..... Hugo A. Seiler  
*Paris Office*

President ..... Herbert Reidel  
V.P. Production..... Donald Cash  
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**International Film  
Distributors, Inc.**

477 Madison Ave., New York 22, N. Y.  
Phone: PL 3-8256

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Vice Pres..... Charles H. Rosenblatt  
Treasurer..... Theodore W. Kheel  
Secretary ..... Larned Fowler  
*Services Offered* - Distribute theatrically and also direct sales to TV stations internationally.

**International Film  
Foundation, Inc.**

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

Phone: OX 7-6820

Executive Dir..... **Julien H. Bryan**  
*Services Offered*—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International TV Programs,  
Inc.**

530 Maxwell Ave., Cincinnati 19, Ohio  
Phone: UN 1-5000

*New York Phone:* MU 8-4700

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Exec. Vice Pres..... Millard Segal  
V.P. European Sales..... Joseph M. Brandel  
V.P. Latin Amer. Sales..... Ralph Franklin  
V.P. Canadian Sales..... Mike Burns  
*Services Offered*—Foreign language distribution and production of Ziv-UA film shows.

**Interstate TV Corporation**

1560 Broadway, N. Y. 36, N. Y.  
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Eastern Sls. Mgr..... Alan Roberts

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 Phone: EMpire 6-6221

*Services Offered*—Production and distribution of 30 minute package shows. Distribution of feature motion pictures.

**Inter-TV Films, Ltd.**

1410 Stanley St., Montreal 2, Canada  
 Phone: PLateau 4868

President .....Marcel Leduc

**Inter World TV, Inc.**

655 Madison Ave., New York 21  
 Phone: MU 8-5362

President .....Irving Feld  
 Secretary.....Sydney A. Mayers  
 Treasurer.....Arthur R. Lerner  
*Services Offered*—Producer and distributor of TV films and Video-Tape in all areas of the world except the U. S.

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366 N. Camden Dr., Beverly Hills, Cal.  
 Phone: CRestview 5-4595

President.....Irving A. Fein  
 Secretary.....Richard M. Goldwater  
 Treasurer.....Lloyd Wright, Jr.  
*Services Offered*—Production of live and filmed TV shows.  
*Production*—The Jack Benny Show.

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3825 Bryan St., Dallas 4, Texas  
 (See Commercial Producers)

**Jayark Films Corp.**

15 East 48th St., New York 17, N. Y.  
 Phone: MU 8-2636

President.....Reuben R. Kaufman  
 V.P. General Sales Mgr.....Harvey L. Victor  
 V.P. Administration.....Curtis H. Kaufman  
 Adv. & Prom. Mgr.....Russ Alben

*Branch Offices*

699 N. Bronson Ave., Hollywood 4, Calif.  
 Phone: HOLlywood 2-6769

Exec. in Charge.....Edward Smardan  
*Services Offered*—Producers and distributors of filmed TV programs, distributors of live program materials in connection with formats for Bozo The Clown.

*Productions*—Bozo The Clown, Jayark's "Post Fifties" & "Block Busters" feature packages.

**Jewell Radio & Television Productions**

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 (See Commercial Producers)

**K & W Film Service Corp.**

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1733 Sanson St., Phila. 13, Pa.  
President.....Louis W. Kellman

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Phone: MU 2-5600

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Asst. Director.....Mary Ellen Stewart  
Sales Director.....Arthur S. Gross  
*Services Offered:* Produce & distribute TV programs based on King Features properties.  
*Productions:* Popeye, Mandrake the Magician.

**Knickerbocker Productions, Inc.**

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Pres., Treas.....Howard A. Lesser  
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Thomas S. Dignan  
Secretary .....Anne Serra  
*Services Offered*—Producers of all types of motion pictures.

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(See Commercial Producers)

**Lance Productions, Inc.**

353 West 57th St., New York 19, N. Y.  
(See Commercial Producers)

**Lakeside TV Co., Inc.**

1465 Broadway, New York, N. Y.  
Phone: LO 5-4582

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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, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons, Tomahawk, Perspective, Hobbies in Action.

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(See Commercial Producers)

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(See Commercial Producers)

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*Services Offered:* Complete production for live & film TV.  
*Productions:* Col. Humphrey Flack, True Story, Brothers Brannagan.

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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

President .....Sy Weintraub  
Secretary-Treasurer .....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: PENnsylvania 6-1780

President.....E. W. Hammons  
Secretary-Treasurer.....T. Newnam 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  
(See Program Producers)

**Lone Star TV Productions, Inc.**

3020 Fairmont, Dallas 4, Tex.  
President .....Robert Montgomery  
*Services Offered:* Producers & distributors of TV series, half hour shows, & feature movies.

**Lopert Films**

50 W. 57th St., New York 19, N. Y.  
Phone: PLaza 7-3330  
General Mgr.....Robert B. Morin  
*Services Offered:* Distribution of feature films to TV.

**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.**

527 Madison Ave., New York 22, N. Y.  
Phone: PL 2-1122  
President .....Irving Lesser

**Glenn Mann Productions, Inc.**

55 W. 54th St., New York City  
Phone: JU 2-6157  
President.....Mrs. Glenn Mann  
*Productions* — Teen Town, Wonderful World.

**TV FILM PROD.-DIST.** 

**Marathon TV Newsreel Inc.**

10 East 49th St., New York 17, N. Y.  
Phone: MU 8-0985

Pres., Exec. Prod. .... Konstantin Kalsner  
V.P., Super. of Prod. .... Ken Baldwin  
Dir. News & Sp. Events... Cbas. Van Bergen  
*Services Offered*- Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library, commercials.

**Mark VII, Ltd.**

4021 Radford Ave., N. Hollywood, Calif.  
Phone: TRiangle 7-0621

President ..... Jack Webb  
Vice-Pres. & Treas. .... J. R. Rodgers  
Secretary ..... Jacob Shearer  
*Productions* Features—Dragnet, Pete Kelly's Blues, TV series Dragnet, Noah's Ark, The D. A.'s Man, Pete Kelly's Blues, The Black Cat.

**Master Films Distributors, Inc.**

509 Madison Ave., New York 22, N. Y.  
Phone: MU 8-8227

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.

**M.C. Pictures, Inc.**

33 W. 12nd St., N. Y. 36  
Phone: PE 6-1132

President ..... Armand Schneck  
V.P., Gen. Sales. .... Jerome Balsam  
Vice-Pres. .... Alexander Beck  
*Services Offered*- Distributors to TV of feature films.

**MCA-TV Ltd.**

598 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-7500  
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V.P. Sta. Prog. Sls. Div. .... Louis Friedland  
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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.  
721 Olive St., St. Louis, Mo.  
101 Jones Bldg., Seattle, Wash.  
106 N. Caldwell St., Charlotte, N. C.  
139 Piccadilly, W1, London, England  
49 bis Ave. Hoche, Paris, France  
180 University Ave., Toronto 1, Ontario, Can.  
Offices also in Rome, Munich, Mexico City.

*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, Mickey Spillane's Mike Hammer, "SA 7," Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9. 700 Paramount 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. Nicolaides  
Pub. & Adv. Dir. .... Stafford Clark

*Services Offered* Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.

*Productions*—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples' Choice, Crisis.

**McGowan Productions, Inc.**

915 N. LaBrea Ave., Hollywood 28, Calif.  
Phone: OL 4-0711

Producer. .... Dorrell McGowan  
Sec'y-Treas. .... Stuart E. McGowan

*Services Offered* - Commercials, shorts, features.

*Productions*—Death Valley Days, Snowfire, Sky King.

**Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
 Phone: HOLlywood 2-6635  
 President.....John A. Ettlinger  
 Vice-Pres., Secy.....Marlyn M. Ettlinger  
 Midwest Sales Mgr.....Ben Barry  
 Southern Sales Mgr.....Ken Rosewell  
 N. Eng. Sales Mgr.....Jay Williams  
 Eastern Sales Mgr.....Alfred Ettlinger  
 Edit. Super.....V. I. Lindberg  
 Exec. Prod.....Tholen E. Gladden

*Services Offered*—Production and distribution of TV series feature programs, cartoons, quiz programs, Kinescope recording facilities, commercial production for TV and industrial films. Sales offices in leading cities.  
*Productions*—High Road To Danger, Medallion Cartoons, Sew Easy, View The Clue.

**MGM-TV**

A Division of Loew's Inc.  
 10202 W. Wash. Blvd., Culver City, Calif.  
 Phone: UPTon 0-3310  
 V.P. in Chg. TV Prod...Robert M. Weitman  
 1540 Broadway, New York 36, N. Y.  
 Phone: JUdson 2-2000

V.P. in Charge of TV.....George Shupert  
 Dir. Finan. & Bus. Affairs. Jason Rabinovitz  
 Dir. National Sales.....John Burns  
 Syndication Sales Mgr....Richard A. Harper  
 East. Synd. Sls. Mgr.....Paul Mowery  
 West. Synd. Sls. Mgr.....Charles Alsup  
 Cent. Synd. Sls. Mgr.....Arthur E. Breider  
 Dir. Promotion.....Monroe Mendelsohn  
 Executive Producer.....Richard Maibaum  
 Bus. Mgr. Comm. Prod.....E. O. Wilschke  
 West Coast Dir. Bus. Affairs....Leon Mirell  
 Staff Producer-Writer.....Paul Monash  
 Dir. Comm. & Ind. Films...Tom R. Curtis

*Services Offered* — Library of 715 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

**Charles Michelson, Inc.**

45 West 45th St., New York 36, N. Y.  
 Phone: Plaza 7-0695  
 President.....Charles Michelson  
 Treasurer.....Aaron Michelson  
 Manager.....Marcia Dick

*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.

**Milroy Productions, Inc.**

2508-B Franklin Rd., Nashville 4, Tenn.  
 Phone: CL 7-5366  
 General Manager.....W. D. Kilpatrick  
 Sales Manager.....John Link  
*Services Offered*—Telefilm productions.  
*Production*—Roy Acuff's Open House.

**Milton Productions, Inc.**

1475 Broadway, New York 36, N. Y.  
 Phone: OXFord 5-5919  
 President.....Edward Milton  
 Sales Manager.....Lew Ginsburg  
*Services Offered*—Films for television.  
*Productions*—Feature films and cartoons.

**Modern Teleservice, Inc.**

219 E. 44th St., New York 17, N. Y.  
 Phone: OXFord 7-2753  
 President.....J. R. Ritenour  
 Office Manager.....Richard Bliss  
 Branch Offices  
 237 E. Ontario St., Chicago 11, Ill.  
 Phone: DELaware 7-3761  
 Sales Mgr.....Peter Markovich  
 7031 Melrose Ave., Hollywood  
 Phone: WEBster 3-5674  
 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.

**Morton Productions**

64 East Lake St., Chicago 1, Ill.  
 Phone: CENTral 6-4144  
 President.....Morton Jacobson  
 Secretary-Treasurer.....Cecilia Jacobson  
*Services Offered*—Syndicated TV & radio shows.  
*Productions*—Joe Emerson Show, Hymns.

**Motion Picture Advertising Service Co., Inc.**

245 W. 55th St., New York 19, N. Y.  
 Phone: JU 2-5485  
 Office Manager.....L. Barry Bernard  
 Nat. Acct. Execs.....A. E. Smith,  
 Mrs. 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.  
*Productions*—New Orleans Police Dept., The Tracer.

**Motion Picture Creators, Inc.**

(Subsidiary of Empire Studios, Orlando, Fla.)  
 1697 Broadway, New York 19, N. Y.  
 Phone: JU 2-8100  
 Bd. Chairman.....George C. Moskov  
 President.....Dick Randell  
 Secretary.....Bernard Goldenberg  
 Treasurer.....Jules Spaulder  
*Services Offered*: Production & distribution of TV & feature films.



## TV FILM PROD.-DIST.

### 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 3-1840

President.....C. F. Vetter, Jr.  
Studio Manager.....Gerald Margolis  
*Services Offered*— Film production service, specializing in serving film producers. All production facilities and services.

### Motion Pictures for Television, Inc.

400 Park Ave., New York 22, N. Y.  
Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox  
V.P., Gen. Sales Mgr.....Basil Estreich

### Movielab Color Corp.

619 W. 54th St., New York 19  
Phone: JUDson 6-0360

Pres. & Gen. Mgr.....Saul Jeffee  
Production Manager.....Frank S. Berman  
Sales Manager.....Ben Bloom  
Administration.....Daniel S. Eisenberg  
V.P. & Color Consult.....John J. Kowalak  
Laboratory Supt.....William G. Eggers  
*Services Offered* — Complete first print laboratory for Eastman Color processing.

### 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)

### National Screen Service Corp.

Television & Industrial Films Division  
509 Madison Ave., New York, N. Y.  
Home Office  
1600 Broadway, New York, N. Y.  
(See Commercial Producers)

### National Telefilm Associates, Inc.

10 Columbus Circle, New York 19, N. Y.  
Phone: JUDson 2-7300  
9570 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CR 4-0411

Chrmn. of Bd.....Ely A. Landau  
President.....Oliver A. Unger  
Exec. V.P.....Harold Goldman  
V.P., Station Op.....Ted Cott  
V.P., Admin.....David J. Melamed  
V.P., Legal & Bus. Affairs.....S. P. Norton  
V.P., Gen. Sls. Mgr. NTA Int'l.....E. J. Graff  
V.P., N. Y. Office.....Arnold Kaufman  
V.P., Nat. Prog.....Berne Tabakin  
V.P., TV Facilities.....George K. Gould  
V.P., NTA Internatl.....Leonard Greenberg  
V.P., Treas.....Alan May  
Exec. Dir. Adv., Prom. Publ. Jerry Franken  
Sales Manager.....Noah Jacobs  
Comptroller.....Burton I. Lippman  
Secretary.....H. I. Bucher

#### Branch Offices

612 N. Michigan Ave., Chicago, Ill.  
Exec. in Chg.....Marvin Lowe  
Statler Office Bldg., Boston, Mass.  
Exec. in Charge.....Nicholas Russo  
2605 Sterick Bldg., Memphis, Tenn.  
Exec. in Charge.....Charles Britt  
527 Marguette Ave., Minneapolis, Minn.  
Exec. in Charge.....Gerald Corvin  
1408 Fidelity Union Life Bldg., Dallas, Tex.  
Exec. in Charge.....Roy George  
5525 Upper LaSalle Rd., Montreal, Que.  
Exec. in Charge.....Napoleon Vaillancourt  
175 Bloor St. E., Toronto, Ont.  
Exec. in Charge.....David Griesdorf

#### International Offices

109 Jermyn St., London, England  
V.P. in Chg.....Vernon Burns  
13-51 Brisbane St., Sydney, Australia  
20th Century-Fox Television Svc.  
Tsukiji Kaikan 4-J, Tsukiji, Cnuo-ku,  
Tokyo, Japan  
Exec. in Chg.....Akira Shimizu  
222 Espana Extension, Quezon City,  
Philippine Islands  
Exec. in Chg.....Felipe Ysmael, Jr.  
Telradio Asociados S.A.  
Tiber 91, 50 Piso, Mexico 5, D. F.  
Exec. in Chg.....Leon Gagan  
*Services Offered*—Television programs and features for national, regional and local sponsorship.

### 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.

**Network Film Industries**

1697 Broadway, New York 19, N. Y.  
Phone: JU 2-8100

President ..... Dick Randall  
Sales Mgr. .... Richard Manney  
Producer ..... Albert Kapit  
Prog. Spvsr. .... Norinan Brokenshire  
*Services Offered:* Producers of documentaries & commercials for TV; theatrical film production.

*Production:* Sports Thrills of the Century.

**News-Screen, Inc.**

(Div. of Sterling Movies)

375 Park Ave., New York 22, N. Y.  
Phone: JUdson 6-1717

General Manager ..... Morton J. Fink  
*Services Offered*—Distribution of spot news and news-related items for TV programs. National and regional distribution.

**Fred Niles Productions, Inc.**

1058 W. Washington Blvd., Chicago  
(See Commercial Producers)

**Nola Penthouse Sound Studios**

111 W. 57th St., New York 19, N. Y.  
(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

Chairman of Board ..... Louis C. Lerner  
President ..... Seymour Reed  
Vice-President ..... Robert Sanford  
V.P., Gen. Counsel ..... L. I. Schreiber  
Secretary ..... Grace V. Sullivan  
Asst. Secretary ..... Aaron Perlow  
*Services Offered*—Distribution of filmed TV programs for national and syndicated release. Also cartoons.

*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, Police Station, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline

Europe, Sword of Freedom, International Detective, What Are the Odds.

**Paramount Television Productions, Inc.**

5800 Sunset Blvd., Los Angeles 28, Cal.  
Phone: HO 9-3181

President ..... Paul Raibourn  
V.P. & Gen. Mgr. .... James A. Schulke  
Exec. Dir., Prog. .... Charles Irving  
Director, Facilities ..... Robert Quinlan

N. Y. Office

575 Lexington Ave., New York, N. Y.  
Phone: PLaza 2-0526

Dir., Syndication ..... Albert Goustin  
Dir., Network Sls. .... S. L. Adler  
*Services Offered:* Producers & distributors of tape & film TV programs.

*Productions:* Emergency Ward, Polka Parade, Youth Court, Municipal Court, Wrestling.

**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  
Exec. Vice Pres. .... Ben Frye  
Director of Sales ..... Bob Kranz  
*Services Offered*—Owners of TV musical telecriptions, educational film library, cartoons, comedies, sport shorts.

**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 Moysse  
Vice-President ..... R. S. Moysse  
Treasurer ..... Barbara Holz  
Sales Mgr. .... Raoul J. Menendez  
N. Y. Oper. Mgr. .... Stanley Cohen

## TV FILM PROD.-DIST.

### *West Coast Branch*

959 Seward St., Hollywood 38, Calif.

Phone: HOLLYWOOD 7-9223

Vice President.....Victor C. Krupa  
Secy., Branch Mgr.....Suzon Steinkle Krupa

*Services Offered*—Complete distribution servicing of syndicated TV shows on film. Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

### **Pelican Films, Inc.**

16 West 16th St., New York 36, N. Y.

(See Commercial Producers)

### **Play of the Week Prod. Co.**

(Div. of NFA)

10 Columbus Circle, New York 19, N. Y.

Phone: JUdson 2-7300

Exec. Prod.....Worthington Miner

*Services Offered*: Production of TV programs on video tape.

### **Playhouse Pictures**

1401 N. La Brea Ave., Hollywood 28, Calif.

(See Commercial Producers)

### **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 representatives for television, radio, recordings, press agents, etc.

*Productions*—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, 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.**

630 Ninth Ave., N. Y.

Phone: JU 6-2187

President.....Sam Lake

*Services Offered*—Distribution of theatrical & non-theatrical TV features & series producer of features & shorts.

### **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

Asst. Producer.....Roy Rich

Script Editor.....Arve Tunick

*Services Offered*—Full length and short subject motion picture production for TV.

### **Programs for Television, Inc.**

(Subsidiary of Shelleo, Inc.)

1150 Ave. of Americas, New York 36, N. Y.

Phone: YU 6-3650

President.....Leonard Loewinthan

Exec. V.P.....Everett Rosenthal

*Services Offered*: Producers & distributors of TV programs & films.

### **Public Affairs Radio Inc.**

150 Broadway, New York 38, N. Y.

Phone: BA 7-6563

Bd. Chairman.....Hyman L. Federman

President.....Guthrie E. Janssen

Vice Pres.....Justin J. Bayer

Sec.-Treas.....Philip R. Leeds

*Services Offered*: Package, produce & distribute business & financial news, taped, to radio, direct wire to radio & TV.

*Production*: Dateline: Wall St.

### **Pyramid Productions, Inc.**

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

Phone: JUdson 6-7010

President.....S. F. Rubin

*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.

### **RAI Corporation**

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

Phone: PLaza 8-2350

President.....Marcello R. di Miglione

Exec. V.P., Dir.....Giorgio E. Padovano

Secretary.....George Funaro

Treasurer.....Enzo Rossi

Asst. Director.....Aera Giannini

U. S. Correspondent.....Ruggero Orlando

*Services Offered*: Distribution of English-language programs, featuring aspects of Italian life, to independent stations. Also, to promote the exchange of radio and TV programs, ideas, talent, and information between the U. S. and Italy.

### **Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 16, Minn.

(See Commercial Producers)

### **Reeves Sound Studios Inc.**

304 East 44th St., New York 17, N. Y.

Phone: OR 9-3550

President.....Hazard E. Reeve-

Vice-President.....Chester L. Stewart

*Services Offered*—Sound recording studios. Also videotape facilities

**RD-DR Corp.**  
**(Reader's Digest—**  
**deRochemont)**

380 Madison Ave., New York 9, N. Y.  
Phone: OX 7-0350

Chairman of Board....Louis de Rochemont  
President .....Borden Mace  
Secretary.....Ambrose Doskow  
Treasurer.....Martin J. Maloney  
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), Man on a String, March of Todd A.O.

**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.

**Regal Television Pictures**  
**Corp.**

375 Park Ave., New York 22, N. Y.  
Phone: PL 3-6216

President .....Arthur 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

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

*Services Offered*—TV film distributors and producers

*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 Studios**

Universal City, Calif  
Phone: TR 7-1211

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

*Services Offered*—Studio facilities.

*Productions*—Coronado 9, The Deputy, General Electric Markham, Riverboat, Shotgun Slade, Staccato, Whispering Smith, Wells Fargo, Wagon Train, Restless Gun, Bachelor Father, Leave It To Beaver, M-Squad, Alfred Hitchcock Presents.

**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.

**Dolora Ripple**

18 E. 48th St., New York, N. Y.  
Phone: PL 3-5758

*Services offered*: Distributors of one hour, one-half hour and five minute features, cartoons and sports events.

**Hal Roach Studios**

8822 Washington Blvd., Culver City, Calif.  
729 Seventh Ave., New York 19, N. Y.  
Phone: CI 5-4135

V.P., Sales.....H. R. Gelspan  
*Services Offered*—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

**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)

**Roy Rogers Syndication, Inc.**

357 North Canon Drive, Beverly Hills, Calif.  
Phone: CRestview 4-5954  
President.....Edward L. Koenig, Jr.  
New York Office  
230 Park Ave., New York 17, N. Y.  
Phone: MU 9-7570

General Sales Manager....Peter M. Robeck  
*Services Offered*: World-wide distribution of Roy Rogers half-hour television shows.

# TV FILM PROD.-DIST.

## **Rodney-Young Productions**

9134 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CRestview 6-1174

President.....Robert C. Young  
Vice President.....Eugene B. Rodney  
Secretary.....Ben Bisgeier  
*Services Offered*—Producers of “Father Knows Best” series.

## **Romper Room, Inc.**

2229 N. Charles St., Baltimore 18, Md.  
Phone: CHesapeake 3-3630

President.....Bertram H. Claster  
Sales Manager.....Lee N. Baker  
Promotion Manager...Seymour C. Freedman  
Production Manager.....John Bowman  
*Services Offered*—Producers and distributors of The Romper Room.

## **Ross-Danzig Productions**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllwood 2-6464

President.....Bart Ross  
Secretary-Treasurer.....Frank K. Danzig  
Producers.....Al Burton, Ric Eyrick,  
Bud Widom, Margaret Coffey, Helen Ross  
*Services Offered*—Package production of live and filmed television programs.  
*Productions* — Beat Mr. Genius, Danger Zone, Chop-sticks

## **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 Program Prod.)

## **Sande & Green, Inc.**

8400 Sunset Blvd., Los Angeles 46, Calif.  
(See Commercial Producers)

## **Sarra, Inc.**

200 E. 56th St., New York, N. Y.  
(See Commercial Producers)

## **Scarab Film Corporation**

230 Park Ave., New York 17, N. Y.  
Phone: MU 9-2687

President.....Peter M. Robeck  
*Services Offered*: Distribution, production of motion pictures for TV.

## **Bernard L. Schubert, Inc.**

505 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-0940

Treasurer.....Leonard Bogdanoff  
V.P., Network Sls.....Eugene C. Wyatt  
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.

## **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)

## **Screen Gems, Inc.**

711 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 1-4432  
*Management*

Vice Pres., Gen. Mgr.....Jerome Hyams  
V.P. Chg. Sales.....John H. Mitchell  
Director, Synd.....Robert Seidelman  
V.P., International Oper.....Lloyd Burns  
Comptroller.....Milton Klein  
Legal.....Daniel Glass  
Director, Publicity.....Gene Plotnik  
Asst. to Gen. Mgr.....Bert Schneider  
Technical Director.....M. Peter Keane  
Dir., Adv.Sls. Planning.....Pierre Marquis  
Admin. Co-ord. Bus. Affairs.....H. Schaffel

### *Syndicated Sales*

East'n Area Mgr.....Ben Colman  
Central Area Mgr.....Stanley Dudelson  
North-Central Area Mgr...William E. Young  
West'n Area Mgr.....Richard Dinsmore  
South'n Area Mgr.....Don Bryan  
S. West. Area Mgr.....Frank Parton

### *International*

General Mgr.....Steve Krantz  
Coordinator.....James Dodd

102 Peter St., Toronto, Ont., Canada  
 Film House, 142-150 Wardour St.,  
 London, W1, England  
 251 Pitt St., Sydney, NSW, Australia  
 Avenue Cuauhtemoc #60, 50 Piso,  
 Mexico 7, D.F., Mexico

Exec. in Chg.....John N. Manson

*Hollywood*

1334 N. Beachwood, Hollywood, Cal.  
 Phone: HOLLYWOOD 2-3111

V.P., West Coast Activities.....W. Dozier  
 V.P.'s & Exec. Producers...Harry Ackerman,  
 William Sackheim

Exec. Prod., Synd., Prog.....R. Sparks  
 Exec. Director.....Selmer Chalif  
 Exec. Prod. Mgr.....Charles Fries  
 Assoc. Casting Dir.....Mildred Gusse  
 Producers...James Fonda, Winston O'Keefe,  
 Tony Wilson, Matthew Rapp

Publicity Director.....Jerry Hoffman  
 Story Editor.....Eve Ettinger  
 Casting Director.....Ira Uhr  
 Editorial.....Larry Werner

**ELLIOT, UNGER & ELLIOT  
 COMMERCIAL PROD. DIV.**

414 W. 54th St., N. Y. C.  
 Phone: JUDSON 6-5582

New York...Norman Gluck, Al Mendelsohn,  
 Steve Elliot, William Unger, Mike Elliot  
 Hollywood.....Joe Swavely

*Services Offered*—Production, distribution  
 TV film programs, commercials.

*Productions*—Father Knows Best, Donna  
 Reed Show, Dennis the Menace, Alcoa—  
 Goodyear Theater, Tightrope!, Man From  
 Blackhawk, Rescue 8, Manhunt, Two Faces  
 West, Ruff & Reddy, Huckleberry Hound,  
 Quick Draw McGraw.

**TELESCREEN ADVERTISING DIV.**

711 Fifth Ave., New York 22, N. Y.  
 Phone: PL 2-0040

General Manager.....W. Barrett Mayer  
*Services Offered*: Film distribution, pro-  
 gramming to stations, media functions for  
 clients.

**Show Corp. of America**

120 East 56th St., New York 22, N. Y.  
 Phone: PL 9-6840

President.....Robert Manby  
 V.P.'s.....Fred Schneider, Max Bradbard,  
 Wm. Finkeldey

Sales Service.....Dolores Burke  
 Traffic.....Trudy Reilly

*Services Offered*—Distribution and produc-  
 tion of feature films, library films, 15-minute  
 and half-hour film subjects.

*Productions*—Heidi, Abbey Theatre plays,  
 and feature film packages.

**Signal Productions, Inc.**

6223 Selma Ave., Hollywood 28, Calif.  
 (See Commercial Producers)

**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 sub-  
 jects.

**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)

**Walter Harrison Smith  
 Productions, Inc.**

40 E. 40th St., New York 16, N. Y.  
 (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 Co.**

2124 Roosevelt Ave., Berkeley, Calif.  
 Phone: THornwall 3-6518  
 General Manager.....Donn Marvin

**TV FILM PROD.-DIST.** 

Dir. of Photography.....W. A. Detwiler, Jr.  
*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.

**Wilbur Stark**

10202 W. Washington, Culver City, Calif.  
*Phones* UPTon 0-3311  
N. Y. *Phone*: OXFord 7-6860

President.....Wilbur Stark  
*Services Offered*: Filmed & live TV.

**Sterling-Movies U. S. A., Inc.**

375 Park Ave., New York 22, N. Y.  
*Phone*: JUdson 6-1717

President.....Chas. F. Dolan  
Vice-President.....Sophie C. Hohne  
General Mgr.....Robert Kirsten  
Mgr. TV Dept.....Ophelia Brussally  
Promotion Mgr.....G. Roger Cahaney  
*Services Offered*—Distributors of sponsored "free" films to television stations and to general 16 mu. audiences.

**Sterling Television Co., Inc.**

6 East 39th St., New York 16, N. Y.  
*Phone*: MU 3-6300

President.....Saul J. Turell  
General Manager.....Nat Liebeskind  
Sales Manager.....Elliott Abrams

*Services Offered*—Producer and distributor of TV, shorts and film series. Distributor for independent producers.

*Productions*—Silence Please, Sailor Bird Cartoons, Circus Time, Adventure Today.

**Stockdale & Company, Inc.**

200 E. 1st St., Salt Lake City 4, Utah  
(See Commercial Producers)

**Stone Film Library**

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.

*Production*—Danny The Boy Knight, Flicker Frolics, Foodini The Great, Trip to the Moon, Battle in the Clouds.

**Wilbur Streech Productions, Inc.**

135 West 52nd St., New York 19, N. Y.  
(See Commercial Producers)

**Bill Sturm Studios, Inc.**

19 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Superman, Inc.**

7324 Santa Monica Blvd., Los Angeles, Calif.  
*Phone*: OLdfield 4-2800

Vice Pres.....Whitney Ellsworth

*Services Offered*—Production of the "Superman" television series.

**Swift-Chaplin Productions, Inc.**

1136 North Highland Ave.  
Hollywood 38, Calif.

(See Commercial Producers)

**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.

**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: CR 1-2141

General Partner ..... Charles Wick  
*Services Offered*—Financing and production of TV series, commercial filmed in Europe.  
*Productions*—Fabian of Scotland Yard.

**Telemated Motion Pictures**

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

Owner & Sales Manager . . . Robert D. Tobias  
*Services Offered* — Produce and distribute TV series.  
*Production*—Animaland.

**Telescreen Advertising Co.**

711 Fifth Ave., New York 22, N. Y.  
(See Screen Gems, Inc.)

**Television Broadcasting Service**

91 Central Park W., N. Y. 23  
Phone: TR 7-2372

President ..... William R. Riddle  
*Services Offered*—Distributor of feature films.

**Television Features of America**

37 West 46th St., New York 36, N. Y.  
(See Program Producers)

**Television Graphics, Inc.**

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. .... Frances Levin, Mavis Nathan

*Subsidiaries*

C & C Films., Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Personnel same as above plus:  
Vice President ..... Martin J. Robinson  
Sect., Asst. Treas. .... 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)

**Texas Rasslin' Inc.**

Cadiz & Industrial Blvd., Dallas, Texas  
Phone: Rlverside 8-2083

General Manager ..... Maurice Beck  
*Services Offered*—Hour and half-hour films of regular wrestling matches before paid audience.

**Toreto Enterprises, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: HOllwood 7-5111

Producer ..... John London  
Assoc. Producer ..... Ruth Roberts  
Directors ..... Rudolph Mate, Rich Morris  
Art Director ..... Frank Sylos  
Chief Cameraman ..... Norbert Brodine  
Music ..... Herschel Burke Gilbert  
*Services Offered*—Producing films for television.

*Production*—The Loretta Young Show.

**Trans Artists Prods., Inc.**

731 N. La Brea, Los Angeles, Calif.  
 Phone: WEbster 1-1639  
 743 Fifth Ave., New York, N. Y.  
 N. Y. Phone: PLaza 1-1352

Chairman of Board.....Gerald Rappoport  
 President.....Samuel Singer  
 Secretary-Treasurer.....Louis Himmelstein  
 Directors.....Bob Kane, Charles Knight,  
 Theodore Propp, Reuben Timmins  
*Services Offered*—Animation service, pack-  
 age film shows; animation studio, sound  
 studio, music & effect library; 35 & 16 mm  
 cameras, inking & painting staff.  
*Productions*—Adventures of Sinbad Jr.,  
 Courageous Cat.

**Transfilm-Caravel, Inc.**

35 W. 15th 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  
 East. Div. Mgr.....Leo Brody  
 Asst. to V.P.....Robert L. Miller  
 Pub. Rel. Dir.....Lou H. Gerard

*Branch Offices*

1966 S. Vermont, Los Angeles, Calif.  
 Phone: REpublic 1-2309

Western Manager.....Murray Oken  
 520 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-3995

Midwest Manager.....Jack Brown  
*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 Brit-  
 annica Film 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.

**Twentieth Century-Fox  
 Television, Inc.**

Box 900, Beverly Hills, Calif.  
 Phone: CRestview 6-2211  
 N. Y. Phone: CO 5-3320

President.....Peter Levathes  
 V.P. Chg. of Sales.....Irving Asher  
 Exec. Prod.....William Self  
 Producers.....Rod Amateau, Hal Cantor,  
 Dominick Dunne, Richard Goldstone  
 Business Mgr.....Maurice Morton  
 Controller.....Donald Bohmhorst  
 Prod. Co-ord.....Gaston Glass

*Productions*: Adventures in Paradise, The  
 Many Loves of Dottie Gillis.

**Twentieth Century-Fox TV  
 International**

111 W. 56th St., N. Y. C.  
 Phone: CO 5-3320

Managing Director.....Alan M. Silverbach  
*Services Offered*—Distribution of TV ma-  
 terial in the international market.

*Productions*—My Friend Flicka, Broken  
 Arrow, Adventures in Paradise, Five Fingers,  
 The Many Loves of Dottie Gillis, Greatest  
 Drama Series, Crusade in Europe.

**Richard H. Ullman, Inc.**

295 Delaware Ave., Buffalo, N. Y.  
 (See Commercial Producers)

**United Artists Associated,  
 Inc.**

247 Park Ave., New York 17, N. Y.  
 Phone: MU 7-7800

President.....Eliot Hyman  
 Board Chairman.....Robert S. Benjamin  
 V.P., Treas.....Henry J. Zittau  
 V.P., Gen. Sales Mgr.....W. Robert Rich  
 National Sls. Mgr.....Donald Klauber  
 Dir. Nat. Sls. Div.....L. E. Hammer  
 Eastern Sls. Mgr.....Al Sussman  
 Central Div. Manager.....John McCormack  
 Southern Div. Manager.....Dave Hunt  
 Western Div. Manager.....Norman Long  
 Foreign Sls. Manager.....Norman Katz  
 Director of Advertising.....Jay H. Smolin  
 Dir. of Prog. Devel.....Albert G. Hartigan

*Services Offered*—Distribute Warner Bros.  
 features and cartoons; selected UA features;  
 Popeye cartoons; production and distribu-  
 tion of TV, theatrical and non-theatrical  
 films.

*Production*—Big Mac and His Magic Train.

**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)

**Van Praag Productions**

1600 Broadway, New York 19, N. Y.  
 (See Commercial Producers)

**Vavin, Inc.**

236 E. 46th St., New York 17, N. Y.  
 Phone: MUrray Hill 2-4624

President.....Richard de Rochemont  
 Vice Presidents.....Joseph Stultz, Gerald E.  
 Weiler  
 Secretary.....Ruth Teksmo  
*Services Offered*—Production and distribu-

tion of documentary films, industrials, promotional motion pictures for TV, theatrical and non-theatrical field.

*Productions* — Travel series for French Govt., documentary for Consumers Union, Philip Murray Fund, Reader's Digest.

**Videart, Inc.**

480 Lexington Ave., New York 17, N. Y.  
(See Commercial Producers)

**Video Films**

1004 E. Jefferson Ave., Detroit 7, Mich.  
(See Commercial Producers)

**Video-Tel International, Inc.**

230 Park Ave., New York 17, N. Y.  
Phone: MU 9-6515

President .....Irving Feld  
*Services Offered:* Distribution outside the United States for Crosby-Brown Productions and V. O. P.

**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.

**Vision Associates, Inc.**

680 Lexington Ave., New York 19, N. Y.  
Phone: Circle 5-2611

President.....Lee R. Bohker  
Vice Presidents....Helen R. Kristt, Irving L. Oshman, Seymour J. Weissman  
*Services Offered*—16 & 35mm production 7 editing facilities, audio visual consultants on theatrical, TV & tape programming.

**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.  
N. Y. Phone: JUDson 6-2000  
N. Y. Phone: JUDson 6-2000  
Producer Director.....George Wallach  
Ass't Director.....Maxwell Henry  
Assoc. Prod.....J. Paul Popkin

*Services Offered*—Planning, supervision, production & creation of films for television, industry & theatrical release.

**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  
N. Y. Office  
666 Fifth Ave., New York, N. Y.  
Phone: CI 6-1000

Exec. Producer.....William T. Orr  
Ass't. to Exec. Prod.....Hugh Benson  
Story Editor.....Jim Barnett  
Ass't Story Editor.....Carl Stucke  
Prod. (Cheyenne).....Art Silver  
Prod. (Sugarfoot).....Burt Dunne  
Prod. (Maverick).....Coles Trapnell  
Prod. (Colt 45).....Cedric Francis, Mack David  
Prod. (77 Sunset Strip).....Howie Horwitz  
Prod. (Lawman).....Jules Schermer  
Prod. (Hawaiian Eye).....Stanley Niss  
Prod. (Bourbon St. Beat)....Chas. Hoffman  
Prod. (Alaskans).....B. Ingster, M. David  
Production Mgr.....Oren Haglund  
Supervising Ed.....James C. Moore  
Casting Directors.....Edward F. Rhine,  
Miles Gilbert, Jerry Bloom, Lane Allan  
Art Directors.....Perry Ferguson, Art Loel,  
Howard Campbell, John Ewing, Carl Ma-  
cauley, Leroy Deane.

*Productions*—Cheyenne, Sugarfoot, Maverick, Colt 45, 77 Sunset Strip, Lawman, Bronco, Hawaiian Eye, Bourbon Street Beat, The Alaskans.

**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)

**TV FILM PROD.-DIST.** 

**World-Wide TV Sales Corp.**

1317 Belmont, Chicago, Ill.

Phone: WElLington 5-3737

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

Phone: MU 7-3180

President .....Mel Schlank

Exec. Vice Pres.....Robert Brahm

*Services Offered:* Distributor "The National Football League Presents."

**Ziv-United Artists TV Co.**

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. in Chge. Sales.....Maurice J. Rifkin

V.P. Chg. West Coast .....Maurice Unger

*Syndicated Sales Dept.*

Synd. Sls. Mgr.....Len Firestone

Sales Mgr. No. East Div.....Jerry Kirby

Sales Mgr. So. East Div.....John Davidson

Sales Mgr. So. Centr. Div.....Don Brogdon

Sales Mgr. No. Centr. Div.....Ray McGuire

*National Sales Dept.*

Nat. 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*—Men Into Space, The Man and the Challenge, This Man Dawson, Lock Up, Bat Masterson, Tombstone Territory, Sea Hunt, Bold Venture, Dial 999, Target, MacKenzie's Raiders, Highway Patrol, Rough Riders, Cisco Kid.

**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.

*Production:* Poem for a Day.

**FOR TV STATION LISTINGS**

**SEE PAGE 778**



**FOR AGENTS & MANAGERS**

**SEE PAGE 731**



**FOR REGIONAL NETWORKS**

**SEE PAGE 675**

**TELEVISION DAILY**

presents

**PRODUCER  
DISTRIBUTOR  
BIOGRAPHICAL  
SKETCHES**

WHO'S WHO AMONG  
TV FILM PRODUCERS  
AND DISTRIBUTORS

**1960**

# WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

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**SINN, JOHN L.**, president, Ziv-United Artists TV. 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.



**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.



**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.



**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.



**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. Associated with Paramount.



**GOROON, 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.



**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.



**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 in its catalogue.





**FILM PRODUCER-DISTRIBUTOR BIOS.**

**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.



**REED, SEYMOUR**, president 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, executive VP and treasurer in 1957.



**RIFKIN, MAURICE J.**, executive vice president in charge of sales, Ziv-United Artists Television, born July 12, 1913 in Marinette, Wisc. He attended Univ of Southern Calif. Psychology. Bachelor '36, M.A. '37. Started in TV with Ziv TV Programs, 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.



**SCHLOSSER, HERBERT S.**, vice president, general manager, California National Productions Inc., was born in Atlantic City, N. J., graduated from Princeton University, summa cum laude, and received a law degree at Yale Law School. After several years with the law firm of Phillips, Nizer, Benjamin, Krim and Ballou, he joined the legal department of NBC, acting as attorney.



**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.



**SEIDELMAN, ROBERT**, director of syndication for Screen Gems, Inc., B. 1925, NYC. B.A. New York University; M. Phyllis, Children—Carol Ann, Richard. Entered industry in 1946, United World Films TV Dept., 1949-50, Universal Int'l Films in 16mm Sales; 1950, joined Hygo TV films as Sales Executive, 1951-56, V.P. and Sales Mgr., Hygo Also Vice President and co-owner of Unity TV.



**ANDERSON, HOWARD B.**, vice president and supervisor of sales, ABC Films Inc. Prior to joining the company in 1954 was associated with WFAA-TV, Dallas, as assistant program director and film buyer. His first post for ABC Films was manager of the Dallas office, later transferring to Chicago as mid-West sales manager. Two years later he was appointed central division sales manager.



**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 Variety Club.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**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.



**ZIV, FREDERICK W.**, chairman of the board, Ziv-United Artists Television. Born: August 17, 1905; U. of Mich., LLB, 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.



**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.



**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.



**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; former partner in Independent Television Corp.



**HYAMS, JEROME**, vice president, general manager for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, joined 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.



**STABLER, ROBERT W.**, president, Filmaster, Inc., born May 25, 1918; BA degree UCLA, 1940. Entered television with Hopalong Cassidy productions 1952 as VP, general manager; previous associations included public relations - advertising director for Capitol Records. Formed Filmaster in 1954, producer of several successful TV series. Married to Dorothy Schulyer Stabler, parent of a daughter, Joan.



**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.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**CLEAVER, FRANK**, vice president in charge of programming and production, California National Productions, was born in Massillon, Ohio, graduate of University of Wisconsin's School of Journalism. Joined Columbia Studios as reader in 1938, became assistant story editor; Paramount Pictures story editor in 1946. Joined NBC in 1953. Named to his present CNP post in 1958



**DISNEY, WALT**, chairman of the board of Walt Disney Productions, B. 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



**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



**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



**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



**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"



**GROSS, JACK J.**, independent producer Born July 29, 1902, graduated Junior College, St. Josephs, Mo., 1919. Made his entry in the television industry in 1950 as president of Gross-Krasne Inc. Previously was associated with Universal and RKO Pictures. Is married to the former Hilda Ruth Marks. His club memberships include the Variety Club and the Academy of M. P. Arts and Sciences



**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







## FILM PRODUCER-DISTRIBUTOR BIOS.

**GOIT, CHARLES W.**, director of national sales for Independent Television Corporation, is a native of Kansas City and attended Northwestern and Penn State Universities. Goit joined the ITC company when it acquired Television Programs of America, with which he was national sales manager. He resides in Westport, Conn. His hobbies are water-skiing, duck hunting and boating.



**PINCUS, DAVID I.**, senior vice president Transfilm-Caraval Inc. Born, Boston, Mass., and started in motion pictures in 1915 as scenic artist at Universal studios, Fort Lee, N. J., joined Fox in 1918, organized Caraval Films in 1921 and was president until 1959 when Transfilm-Caraval was formed. Produced 500 films for industry government and education and some 5,000 TV commercials.



**BURNS, JOHN B.**, sales manager, MGM-TV, a Chicago native was educated in that city. Started in broadcasting as a newscaster then switched to sales. Before joining MGM-TV in 1959, Burns was vice president in charge of national sales for ABC Films, having been in ABC Radio network sales, from which he switched to ABC Film Syndication in 1953 as supervisor in Chicago.



**BLAIR, LEE**, president of Film Graphics Inc., and secretary-treasurer of Television Graphics, a Los Angeles native started a film career in 1933 as director and production stylist for Columbia Pictures; moved to MGM in 1941, later joined Walt Disney. Formed Film Graphics and Television Graphics with Bernard Rubin. He was elected president of the New York Film Producers Assn in 1950.



**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-packager film series and commercials. stock shot library.



**SACKETT, MORT D.**, president Commonwealth Film and TV, Inc., made his entry into the film industry in 1910, and eight years later organized Guaranteed Pictures in association with the late Sam Goldstein. In 1937 Commonwealth Pictures was organized, and Commonwealth Film & TV, Inc., was formed in 1947. Sackett eventually purchased interest in all of these companies.



**LEO, JOHN**, West Coast representative of Governor Television, was born in Des Moines and educated at San Jose State College and San Francisco Law School. He entered the film industry in 1943 with Republic Pictures, and later was Western district sales manager for Eagle-Lion in 1946-50. Two years later he entered the television field as sales manager for Telepictures Inc.



**MANDELL, ABE**, director of international sales, Independent Television Corporation, spent ten years in the Far East as a film distributor and operator of a theatre circuit. Returned to the Philippines as general manager for Frieder Films, distributor of Republic films, following three years army service. Served in Div's national sales division. Joined ITC in 1958 in his present post.



**FILM PRODUCER-DISTRIBUTOR BIOS.**

**GOLDMAN, 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.



**KEEVER, H. WELLER**, vice president in charge of sales, Filmasters, Inc.; b. Jan. 20, '27; e. Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951; VP California National Productions Inc. 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.



**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.



**FRIEDHEIM, ROBERT W.**, administrative vice president, Ziv-United Artists Television. 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. Named to present post in 1960. Married to Helen B. Friedheim and has two children.



**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.



**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; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding.



**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 Biow Company.



**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.



# FILM PRODUCER-DISTRIBUTOR BIOS.

**SCAWIMMER, 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



**RUSH, HERMAN,** president. Herman Rush Associates B June 20, 1923, Phila., Pa BBA, Temple Univ. 1951 became salesman for Official Films and in 1954, appointed assistant to the president. In 1956, 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.



**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 Trojaneers, Friars



**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 wrestling shows



**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 Lieber Co., Chicago 1946-50 president Kaufman and Asso., Chicago advertising agency 1950-52, sales manager Snader Telecriptions, In 1952 organized Guild Films, Inc



**BRANDT, RICHARD,** president Trans Lux Television Corp Born Dec 5, 1927, Yale, 8 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 NYC., Old Oaks Country Club, Hobbies: Golf, tennis, fishing



**WEIS, PIERRE,** vice president, general manager, Economee Div., Ziv-United Artists Television Born 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



**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.



## 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.



**MORTON, ALFRED H.**, president, Atlantic Television Inc., was born Oct. 5, 1897, received a B.S. degree in 1919 from the University of Illinois; and M.S. degree from Columbia, 1921. Started his broadcasting career in 1938 with NBC, became vice president in charge of television. Later associated with National Concert & Artists from 1942-48; 20th Century-Fox, director of TV, 1948-50.



**LEVATHES, PETER G.**, president of Twentieth Century-Fox TV, gave up law in favor of business and went to New York as assistant to the president of 20th-Fox, later entering sales as sales manager of Fox Movietone, and became general manager of the TV department. Levathes joined Young & Rubicam as vice president in 1952, becoming head of that agency's television in 1957.



**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.



**SMITH, JOSEPH P.**, president of Cinema-Vue Corporation, started his business career in Wall Street after graduating from Columbia University. In 1939 he joined RKO Radio Pictures, and returned to that company following service in World War II, and later was associated with Lippert Pictures. He became vice president of sales for Guild Films Inc. in 1954, remaining until 1955.



**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 Gulf) of the AB-PT circuit.



**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 WPOP, Hartford; Yankee regional network; joined RKO Telradio, 1953; appointed to present post in 1958.



**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.





## FILM PRODUCER-DISTRIBUTOR BIOS.

**FIRESTONE, LEN**, vice president syndication sales Ziv-United Artists Television born in Pittsburgh and attended Duquesne University. He made his entry into the broadcasting industry in 1947 as an announcer for WPGH in his native Pittsburgh. In 1950, Firestone became sales manager for Unity Television Corporation. His association with Ziv started in 1954 as New York sales manager



**MITCHELL, JOHN H.**, vice president in charge of sales for Screen Gems Inc., was born in New York City and educated at Michigan University. In 1937 he was with Edwin Wasey & Company and two years later became manager of the sales service department of Mutual Broadcasting System. After service in the U. S. Navy, Mitchell became director of TV for United Artists



**BLUMBERG, KURT**, business manager UA Syndication Division, Ziv-United Artists Television, entered retail sales after graduating from Princeton. He entered the television field with the Ziv company and served for more than two years as assistant to the vice president in charge of sales. Joined Television Programs of America, and later became syndication manager for U. A.



**CARLTON, RICHARD**, vice president in charge of sales for Trans-Lux TV Corporation, was born in New York City and attended CCNY, Columbia and Pratt Institute. Entered the film industry in 1935 with Columbia Pictures, later joining the company's TV subsidiary, Screen Gems in 1951. Carlton became associated with Sterling TV, and in 1956 joined Trans Lux TV after serving in sales.



**LEWIN, ROBERT F.**, vice president, programming, CBS Films, took his present post last September. He was vice president of NBC-TV network programs, joining NBC in 1956 from the ABC-TV network in a similar post. He formed his own company in 1947 to produce TV commercial, industrial and sales promotional films. From 1950 to 1953 Lewine was director of radio-TV for Hirsch-Garfield



**McMANUS, T. J.**, vice president film syndication division MCA-TV. Born in New York City and attended Columbia and St. John Law School. Entered the industry with Tele-news Productions in 1950. Two years later he joined United TV Programs and became Eastern sales manager in 1953. He joined MCA-TV when UTP merged with the former continuing as Eastern sales manager



**KLAUBER, DONALD**, national sales manager United Artists Associated, was born in New York City and attended Columbia University. Joined Associated Artists Productions, now UAA in 1952 as a salesman and advanced to more responsible posts prior to his appointment to national sales manager. Among his hobbies are golf, tennis and photography. Klauber is a member of RTES.



**HARPER, RICHARD A.**, syndication sales manager for MGM-TV, was born in Johnstown, Pa. Educated at U of So California and Columbia U. In 1939-42 with National City Bank of N Y on overseas duty. In 1946 with U. S. Navy and later at MGM in N Y. In 1948-52 special sales rep at MGM. In 1952 with Shea Theatres. Rejoined MGM in 1953 as circuit sales manager



## FILM PRODUCER-DISTRIBUTOR BIOS.

**POWELL, RICHARD E. (Dick)**, president Four Star Films Inc., born Nov. 14, 1904 in Mountain View, Ark. In 1950 with others he formed Four Star, producer of several successful network film series, following a career as screen star and later producer-director of motion pictures for major companies. Created "Richard Diamond" role on radio; starred in TV. Married to June Allyson.



**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.



**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."



**BAGNALL, GEORGE**, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as controller 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.



**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.



**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.



**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.



**MAHLSTEDT, FRED J.**, managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. 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.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**BURNS, LLOYD**, vice president in charge of International operations of Screen Gems, Inc., was born in Toronto and graduated from McMaster University, Hamilton Ontario. Entered the film industry on the sales force of Columbia Pictures in London, England. He joined Telepix Movies Ltd. Canada, in 1953 and became general manager. Was appointed to his present post in 1959.



**SILVERBACH, ALAN M.**, managing director Twentieth Century-Fox TV International, was born Oct. 12, 1920 in New York City. After serving with the U. S. Air Force with a rank of major, he joined 20th-Fox in 1946 as a foreign sales executive and became supervisor in 1957. Silverbach graduated from Duke University, which he entered after attending the New York Military Academy.



**FRIEDLAND, LOU**, vice president in charge of station program sales, MCA TV Ltd., was an instructor in applied psychology at N.Y.U. until World War II, when he served in the U. S. Navy. Later he became assistant to the president at Gettlinger Associates in film and TV financing. Friedland joined MCA TV in 1952 as an account executive, became a vice president in 1954 and a board member a year later.



**BARUCH, RALPH M.**, director of international sales for CBS Films Inc., was born in France and educated at the Sorbonne. Commanding three languages, his native French, English and German, he came to the U. S. in 1941 and after three years with Socon, joined DuMont Television in 1950 as account executive. Two years later he joined Consolidated Television Film Sales in New York.



**LIEBENGUTH, JACQUES**, manager of Syndication Sales, California National Productions, was born in Larchmont, N. Y. A graduate of Hillsdale College in Michigan, he is an infantry veteran of World War II. He joined NBC Television Films, where he covered the entire Eastern area of the U. S. and served as an account executive with the national sales force before his present post.



**STERN, EDWARD J.**, president International division Ziv-United Artists Television, is a native of Detroit, and attended the University of Cincinnati. Entering the television industry in 1953, Stern headed up international sales and the preparation of foreign language programming, and has been active in that field since that time. He is a member of Sigma Alpha Mu, Sophos, and the IAA.



**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. operating 4 branches.



**SMITH, FRANCIS D.**, vice president, general sales manager, Cinema-Vue Corporation, graduated from Holy Cross College, and after selling films for RKO he formed his own company, Silver Process Inc. He entered the TV film field as Eastern division manager for Tele-Pictures, later joining Guild Films in a similar post. In 1954 he directed sales for Cinepix film properties. Now heads coast office of Cinema-Vue.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**GOLOSTEIN, 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 organization of his present 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.



**MIESEGAES, WILLIAM P.**, president Transfilm-Caravel. 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, established Transfilm which was merged with Caravel in 1959.



**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 Kling Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club and TV Academy.



**RANSOHOFF, MARTIN**, president of Filmways Inc., which recently opened a new New York studio for Motion Picture features as well as TV commercial and entertainment films to supplement Filmways' previously established plants for producing TV commercials. He started the company in 1950; last year signed an agreement with Warner Bros. for exchange of studio facilities on both coasts.



**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 TV.



**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; free-lance film editor; set up first film unit for Office of War Information; Army service in W.W. II.



**ZUCKER, NATHAN**, president of Dynamic Films Inc., is a native New Yorker started his career as an engineer. In cooperation with the Educational Television and Radio Center he helped plan three TV series, later became co-founder of Dynamic to produce industrial and TV films. Past president of the Film Producers Assn. of New York, having previously served as V-P of the organization.





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New York 22, New York  
Murray Hill 8-0085

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16 East Ontario Street  
Chicago 11, Illinois  
Whitehall 4-5151



presents

**AM and TV  
COMMERCIAL  
AND INDUSTRIAL  
PRODUCERS**

**KEY PERSONNEL  
STUDIO ADDRESSES AND  
PHONE-SERVICES OFFERED**

**1960**

**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  
Gen. Manager.....Patti Wilkus  
*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  
Vice President.....Martin Spertzell  
Treasurer .....Charles Goldring  
*Services Offered*—Creation, production of radio-TV music commercials, copy spots, background music. Tape equipment available.

*Current Productions*—Trend, Purex, Plymouth, Dodge Trucks, Sunkist Fruit Punches, Richfield Gasoline, Cock O' the Walk, Pacific Airlines, CMA Airlines, National Beer, Speedway Gasoline, Okla. High-Q Gasoline, Johnson's Glo-Coat Radio-TV Commercials, & "Yancy Derringer" theme song.

## **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.

## **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., Mktg.....Jay Piccinati

*Services Offered*—TV film commercials, business and industrial films, theatre film commercials, distribution.

## **Paul Alley—MKR Films, Inc.**

619 W. 54th St., N.Y.C. 19  
Phone: JUDson 6-2393

President .....Sidney Katz  
Vice President.....Gene Milford  
Prod-Writer .....P. 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.....B. F. McEveety  
*Services Offered*—TV commercials, all type special purpose films.

## **Alpha Film Productions**

P. O. Box 5323, Baltimore 9, Md.  
Phone: Valley 3-6617

Owner.....W. E. Wood  
*Services Offered*—Film processing; produce TV spots.

## **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  
Prod. Control.....Madeline Stolz  
*Services Offered* — Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integra-

---

**HUNTING FOR A \* - - - PRODUCER!**



*\*Select One or More:* **INDUSTRIAL, TV COMMERCIAL, SLIDE FILM  
IN LIVE ACTION OR ANIMATION.**

*The search ends at . . .*

*Klaeger*  
**FILE PRODUCTIONS, INC.**  
1800 BROADWAY NEW YORK 19, N. Y.

## AM-TV COMMERCIAL PROD.

tion; color or black and white, live action or animation in both 16 mm and 35 mm.

*Current Productions*—Esso Standard Oil, Progresso Foods, Buick, National Biscuit Co., Chesterfield Cigarettes, Bulova Watch Co., National Health Agencies, Stella D'Oro.

### Clyde Anderson Motion Pictures

334 A St., Salt Lake City 3, Ut.

Phone: EMpire 3-5337

Manager .....Clyde Anderson  
*Services Offered*—Film, comm'ls, 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.

### Animation, Inc.

736 N. Seward 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

14005 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 comm'ls, 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.

### Animation 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  
Production Director.....Harry Basch  
*Services Offered*—Producers of animated TV commercial spots and films. Animation is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

*Current Productions*—Manufacturers Trust Co. of N. Y., Chef Boy-Ar-Dec, Electric Companies of America, Dye 'n Shine, Cadet Dog Food, Schmidt's Beer, Life Savers.

### 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 .....James Chertok  
*Services Offered*—Film comm'ls; industrial films. Sound stages available.

### Apollo Productions

130 Carlton St., Toronto, Ont.

Phone: WALnut 2-3163

President .....R. Rosenberg  
*Services Offered*—Compl. film facilities; comm'ls & 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'ls facilities.

### Arrowhead Productions

355 N. Beverly Dr., Beverly Hills, Cal.

Phone: CRESTveiw 5-4494

General Manager.....B. I. Harris  
Producer .....Edmund Beloiu  
*Services Offered*—Producers of TV film series & commercials.

### Atlas Film Corp.

1111 South Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

President .....L. Mominee  
Vice Pres.....A. S. Bradish  
*Services Offered*—16 & 35mm public relations & training pictures & slide-films, TV Commercials, short subjects, theatrical shorts, packaged programs, sound recording, time-lapse photography, laboratory & editing, animation. Tape equipment available.

*Current productions*—U. S. Air Force, B. F. Goodrich Co., Gen. Motors Truck & Coach Div.

### 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.

# Memorable Music! Sparkling Animation!

for

**TV COMMERCIALS**

**JINGLES**

**CHANNEL IMAGE ID'S**

**MODERN RADIO PLANS**

Any spot identifying you must be of higher quality than anything else broadcast!

MUSIC BY LARRY ELGART

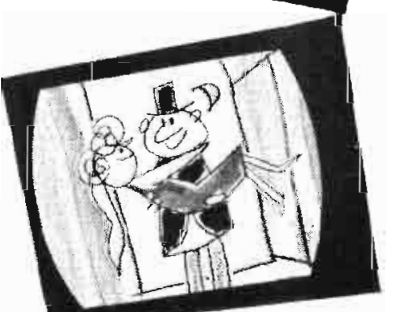
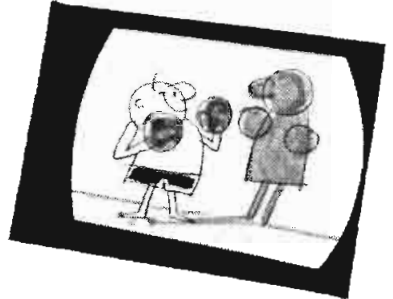
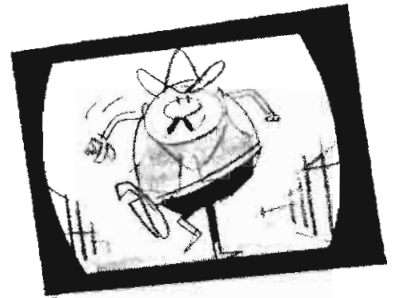
ART BY ABE AJAY

ANIMATION BY ELEKTRA

**MODERN BROADCASTING  
INCORPORATED**

545 Fifth Ave., N. Y. 17, N. Y. YU 6-5564

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## AM-TV COMMERCIAL PROD.

### Audio Productions, Inc.

630 Ninth Ave., N.Y.C. 36

Phone: PL 7-0760

President.....Frank K. Speidell  
Vice Pres.....Herman Roessle  
Vice President.....T. H. Westermann  
TV Dept. Mgr.....Harold R. Lipman  
Secy.-Treas.....P. J. Mooney  
*Services Offered*—Producers of all types of TV commercials and sponsored films. 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.

### Bil Baird's Marionettes

59 Barrow St., N. Y. C. 24

Phone: YUkon 9-9840

Partners.....Bil and Cora Baird  
Personal Manager.....Paul Rosen  
*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.

### Basch Radio & Television Productions

17 E. 45th St., N.Y.C. 17

Phone: MU 2-8877

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'l'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.

### Real Benoit Film Productions

2161 St. Catherine St., W., Montreal, Canada

Phone: WELlington 3-7339

President.....Real Benoit  
Secretary-Treasurer.....Pietro Guerri  
*Services Offered*—16 & 35mm film production; fully equipped sound stage; bilingual productions, French & English.

### Russell R. Benson Productions

136 N. Delaware St., Indianapolis, Ind.

Phone: MElrose 7-0306

President.....R. R. Benson  
*Services Offered*—Film spot commercials; industrial, educational films.

### Bernard-Degen Productions

1601 N. Gower, Hollywood 28

Phone: HO 5-9886

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.

### Biever & Stein Productions, Inc.

550 Fifth Ave., New York 36

Phone: PLaza 7-6454

# take 3 giant steps

for  contemporary ideas

for  inspired concepts

for  new directions

*your next  
TV commercial  
deserves the  
individual care  
of*

**JAMES  
LOVE**

*productions, inc.*

115 West 45th Street

New York 36. N.Y.

JU 2-1633

*For*  
**AD AGENCIES**

*See Page 115*

*For*  
**AGENCY TIME  
BUYERS**

*See Page 174*

*For*  
**CANADIAN  
AGENCIES**

*See Page 168*

*For*  
**AGENTS and  
MANAGERS**

*See Page 726*

*For*  
**PROGRAM  
PRODUCERS**

*See Page 877*

**AM-TV COMMERCIAL PROD.**

President ..... Curtis Biever  
Secretary-Treasurer ..... Lou Stein  
*Services Offered*—Radio-TV commercials,  
film backgrounds, musical jingles.

**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'ls, industrial,  
films, synd. spots.

**Brass Dolphin, Inc.**

Biltmore Hotel, N. Y. 17, N. Y.  
(See Program Producers)

**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 Directors ..... Max Fleischer,  
W. G. Gilmartin

Film Dist. Mgr. .... B. D. Hess  
Sales ..... Paul Bray, Jr.

*Services Offered*—Producers and distribu-  
tors of all types of films for TV use includ-  
ing technical animation and cartoons. Spe-  
cialize in industrial training and sales films,  
as well as health, safety and films for the  
military. Safety-training films in Spanish  
translation. Tape equipment available.

**Wm. F. Broidy & Company**

5501 Wilshire Blvd., Los Angeles 36  
Phone: WE 3-7461

Owner ..... Erwin Yessin  
*Services Offered* — Commercials & pro-  
grams.

**Bill Burrud Productions**

Station KTTV, Sunset & Van Ness,  
Hollywood 28, Calif.

Phone: HOLlywood 3-8181

President ..... Bill Burrud  
*Services Offered*—TV live programs & film  
shows; commercials; shorts; color anima-  
tion; package film shows; TV scripts.

**S. W. Caldwell, Limited**

447 Jarvis St., Toronto 5, Ont.  
(See TV Prod.-Dist.)

**Calhoun M. P. Producers**

264 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. & in-  
dust.

**California Studios  
Incorporated**

650 N. Bronson St., L. A. 4, Cal.  
Phone: HO 2-7141

President ..... P. N. Krasne  
*Services Offered* — TV film shows &  
comm'ls; soundies; B & W animation; pack-  
ages.

**Lars Calonius Prods., Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: PL 7-0350

President ..... Lars Calonius  
*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  
Sales Promotiou ..... Paul Meistrich  
Treasurer ..... H. V. Browning  
Secretary ..... Ann Browning

*Services Offered*—Manufacture, sell, rent,  
repair 35mm & 16mm professional motion  
picture production equipment; TV film cam-  
eras, projectors, sound systems, lighting, film  
editing & handling equipment, doilies, tri-  
pods, mike booms.

**Campus Film Productions,  
Inc.**

20 E. 46th St., N.Y.C. 17  
Phone: MU 2-8735

President ..... Nat Campus  
Exec. Producers. . . . Jules Krater, John Zane  
*Services Offered*—Film and TV commercial  
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'ls;  
shorts; animation, B & W & color; facilities  
rented.

**Canyon Films of Arizona, Inc.**

834 N. 7th Ave., Phoenix, Ariz.  
Phone: AL 2-1718


Producer ..... R. Boley  
Photography ..... Robt. Allen  
*Services Offered*—Production TV commer-  
cials, industrial & 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.



**AM-TV COMMERCIAL PROD.** 

**Capitol Records, Inc.**

1750 N. Vine St., Hollywood 28  
Phone: HO 2-6252

President ..... Glenn Wallichs  
Gen. Mgr. .... George R. Jones  
Natl. 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.**

209 E. 56th St., N.Y.C. 22  
Phone: EL 5-7943

President ..... Henry Brown  
*Services Offered* — TV commercials and film shows.

**Carla Productions, Inc.**

245 West 55th St., New York 19, N. Y.  
Phone: JUdson 2-4477

President ..... Carl A. Carbone  
Secretary ..... Murray Ramson  
Prod. Mgr. .... Joseph Carbone  
*Services Offered*—Production of promotional films for TV and theatrical distribution; TV commercials, industrial, documentaries, and trailers.

**Carter & Galantin of Georgia, Inc.**

752 Spring St., N.W., Atlanta 8, Ga.  
Phone: TRinity 5-7144  
N. Y. Phone: CHelsea 3-3377

President & Treas. .... C. G. Francke

Vice Pres. & Secy. .... Henry E. Carter  
Vice Pres. & Gen. Mgr. .... Durwood P. Walters  
*Services Offered*—Facilities for creation & production of motion picture, slidefilm & TV commercials for industry, ed. institutions & government; producer svcs. & equipment rentals; point of purchase displays, sales aids. Tape equipment available.

*Current Productions* — Southern Railway System, U. S. Navy & Air Force, York Corp., Gordon's Potato Chips, Childre & LaFlam.

**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  
Director. .... George B. Seitz, Jr.  
Prod. Mgr. .... Doug Travers  
*Services Offered*—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

**Cate and McGlone**

1524 Crossroads of World, Hollywood 28  
Phone: HO 5-1118

President ..... T. W. Cate  
Secretary ..... E. D. McGlone  
*Services Offered* — Commercial; production—scripts, storyboards, editorial, photography.

DAVID COOPER

LILIAN JONES

**Pioneer** PRODUCTIONS, INC.

A Creative

**Editorial and Production Service for Television,  
Theatrical and Commercial Motion Pictures**



A Combined Total of Over 45 Years' Experience  
In All Phases of Motion Pictures and Television



619 West 54th Street, New York 19, N. Y.  
JUdson 6-7633

**AM-TV COMMERCIAL PROD.**

**Centron Corporation  
Incorporated**

W. 9th at Avalon Rd., Lawrence, Kans.  
Phone: VI 3-0400

President.....A. H. Wolf  
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 writ-  
ing.

**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.

**Chicago Film Studios**

56 E. Superior St., Chicago 11  
Phone: WH 4-6971

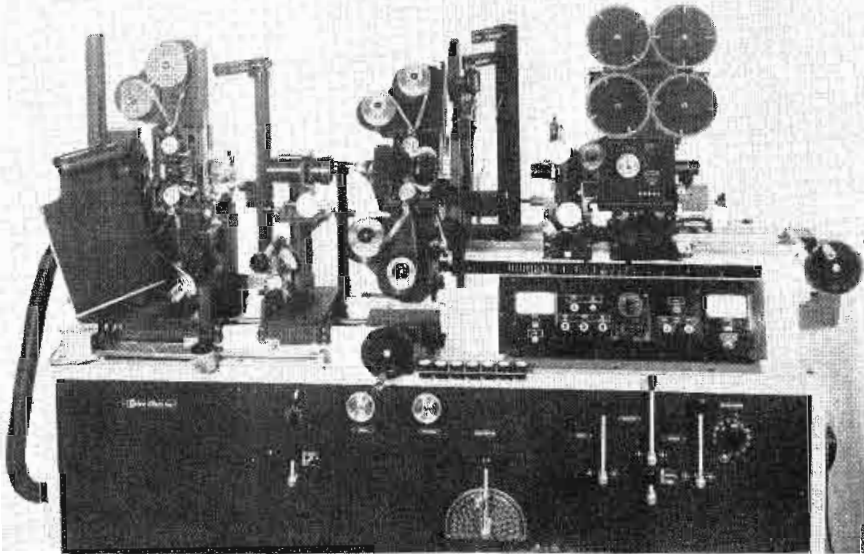
President.....A. G. Dunlap  
Dir. of Sales.....Robert D. Casterline  
Prodn. Mgr.....Russell T. Ervin, A.S.C.  
Laboratory Mgr.....Walter Rice  
Services Offered—Complete 16 & 35 mm  
film production facilities; sound stages, RCA  
sound recording, optical effects, Art Depart-  
ment, complete processing laboratory.

**Christensen-Kennedy  
Productions**

2824 Harney St., Omaha 31, Nebr.  
Phone: AT 2977

Prod. Ptnrs.....D. Kennedy, R. Christensen  
Gen. Sls. Mgr.....Herb Hellwig

**Eastern's Know-How = Quality  
World's Finest Equipment = Service**



ART TO FILM . . . finest and fastest  
Eastern Engineered Effects

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.

West Coast Rep. .... Jack Silver  
Mgr., Motion Picture Prod. .... B. Hufstader  
Engineer ..... Roger Wing  
*Services Offered*—TV comm'ls, animations,  
live action, industrial & business-sponsored  
films; lab. processing.

### **Churchill-Wexler Film Productions**

801 Seward Ave., Los Angeles 38  
Phone: HO 2-6671

Ptnrs. .... S. Wexler, R. Churchill  
*Services Offered*—Produce educational and  
industrial films.

### **Cine-Audio Alberta Co., Ltd.**

10251 106th St., Edmonton, Alberta, Canada  
Phone: CArden 2-2017

*Services Offered*—TV commercials filmed,  
shorts, newsreels, animation, color & B & W  
processing, color & B & W prints.

### **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 ef-  
fects, 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  
Wrttr., Dir. .... C. McKiddy  
Sales ..... J. Lehman  
*Services Offered*—Commercials, indust.  
films; editing services; sound; trng. films,  
public relations.

### **Cinetoon Productions**

1847 Fort St., Honolulu, Hawaii

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 4-6590

Pres., Exec. Prodr. .... Garo W. Ray  
Tech. Dir. .... Kenneth F. Rieke  
*Services Offered*—Compl. motion picture  
services for industrial & educational produc-  
tions. Complete sound stages, recording &  
dubbing studios, release printing — color,  
B & W, processing, & all other film services.

## Impa Productions, Ltd.


660 Madison Avenue

New York 21, N. Y.

TEmpleton 2-9200

Irving Mansfield — Peter Arnell



**AM-TV COMMERCIAL PROD.** 

**Commercial Syndicated  
Films, Inc.**

1431 N. Wells Ave., Chicago 10, Ill.  
Phone: WH 4-7477

President.....W. R. Johnson  
Vice President.....I. Bell  
Production.....Paul Kalacnik  
*Services Offered* — Color animated synd.  
comm'ls.

**Commodore Productions &  
Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28  
Phone: 9-7502

Pres., Prod.....W. White, Jr.  
Prod. Dir.....Ed. Woodworth  
Prod. Superv.....W. White, III  
*Services Offered*—TV live & film programs,  
shows; comm'ls; 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 4-8876

President.....Bradford Whitney  
Treasurer.....Edgar F. Stevens  
*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'ls, train-  
ing & sports uses.

**Consolidated Film Industries**

521 W. 57th St., N.Y.C.  
Phone: CI 6-0210

959 Seward St., Hollywood  
Phone: HOLLYWOOD 9-1441

President.....Herbert Yates  
Vice Pres.....Douglas Yates  
V.P., W. Coast Mgr.....Sidney Solow  
*Services Offered* — Processing of motion  
picture film.

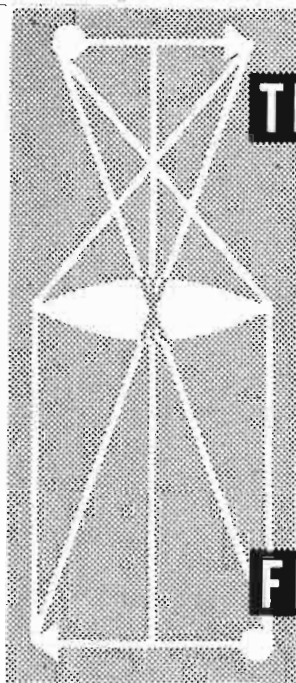
**Continental Film Productions  
Corporation**

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  
Gen. Sales Mgr.....Joseph Lawson  
*Services Offered*—Animation, producers of  
industrial and educational films & sound  
slide films, producers of film spot commer-  
cials. Tape equipment available.

**Cousens-Blair Productions,  
Inc.**

1600 Broadway, N.Y.C. 19



**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

**AM-TV COMMERCIAL PROD.**

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.

**Roland D. Crandall Productions**

31 Heusted Dr., Old Greenwich, Conn.  
 Phone: NE 7-0425

President.....R. D. Crandall  
*Services Offered*—Producer of commercial films.

**Craven Film Corporation**

330 E. 56th St., N.Y.C. 22  
 Phone: MU 8-1585

President.....Thomas Craven  
 Prod. Mgr.....Bill Robinson  
*Services Offered*—Production of TV commercials, live and animated.

**Crawley Films, Limited**

19 Fairmont Ave., Ottawa, Ont.  
 Phone: PA 8-3513

President.....F. Crawley  
 Vice President.....Graeme Fraser  
 Dir. of Admin.....C. Everett  
 Prod. Manager.....Thomas Glynn  
 Chief Eng.....Rod Sparks  
 Office Manager.....Alex Murray  
 Lab. & Quality Control.....Ivor Lomas  
 Accounts.....Paul Naish

*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.....Abe Blashko  
 Animation Supervisor.....Leo Levko  
*Services Offered*—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

**CR Enterprises, Ltd.**

1148 S. Shenandoah St., Los Angeles 35, Cal.  
 Phone: BR 2-6884

Pres., Prod.....C. Roth  
*Services Offered*—Film commercials; no animation.

**Bing Crosby Productions**

9028 Sunset Blvd., Los Angeles 46, Cal.  
 Phone: CRestview 1-1171

President.....Harry L. Crosby  
 Exec. V.P.....B. F. Grillo  
*Services Offered*—Synd. spots; comm'ls.

**Crossroads TV Productions**

1121 S. Glenstone, Springfield, Mo.  
 Phone: UNiversity 2-4422

V.P.'s.....J. Mahaffey, E. Siman, Jr.  
*Services Offered*—Film spots; live shows. Tape equipment available.

# EMPIRE

COMPLETE  
**SOUND RECORDING**  
 AND  
**FILM PRODUCTION**  
 FACILITIES

- Disc & Tape Sound Recording • Air Conditioned Studios
- 16mm & 35mm Film Production • Closed Circuit Projection

**480 LEXINGTON AVE., NEW YORK 17, N.Y. — YUkon 6-5700**

**AM-TV COMMERCIAL PROD.**

**CTN Advertising Counselors**

(Div. of Commercial Telecast Networks, Inc.)

11 Broadway, N.Y.C. 4

Phone: BOwling Green 9-6296

Vice Pres. .... William F. Hogan

Secretary ..... D. C. Durant

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.

**Cue Recordings, Inc.**

117 W. 46th St., N.Y.C. 36

Phone: PLaza 7-3611

President ..... Sholom Rubinstein

Vice President ..... Mel Kaiser

Secretary-Treasurer .... Bernard Rubinstein

Services Offered- Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high-speed tape duplication.

**Cummings Productions, Inc.**

1 W. 56th St., N.Y.C. 19

Phone: PL 7-6152

President ..... R. W. Cummings

V.P., Industrials ..... A. J. Pocock

Services Offered—Creation and production of industrial shows, sales mtgs., film scores, & 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 & commercials; 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

Secy., Treas. .... Loretta H. Davis

Production Mgr. .... Joe Rhodes

Copy Director ..... E. C. (Bud) Redding

Exec. Secretary ..... Renee Strum

Sls. Dir. & Acct. Exec. .... Gerard D. Gilard

Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

**Gordon M. Day Productions**

15 W. 44th St., N.Y.C. 36

Phone: MUrray 2-5299

Pres., Creative Dir. .... Gordon M. Day

**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



**AM-TV COMMERCIAL PROD.**

V.P., Prodn. 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: LO 3-1686

Pres., Sales.....J. DeFrenes  
 Secretary .....R. DeFrenes  
 Prod. V.P.....M. Levanios  
*Services Offered*—Comm'ls; 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 Marshack  
 Client Relations.....Rowena Pearl  
*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

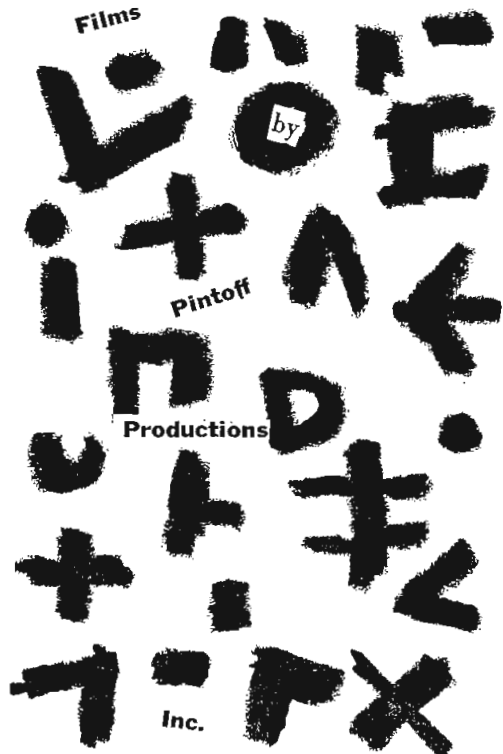
Board Chairman.....John Hans  
*Services Offered*—Producers of industrial motion pictures, filmographs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creation & prod. of compl. sls. trng. programs, incl. films & assoc. literature.

**ANIMATE ME!**



**AND WIN A FREE SCREENING OF THE H.F.H. REEL**

animation · live action · industrials  
**H.F.H. PROD. INC. 216 E. 49th ST. N. Y. C.**  
 PL-2-1940



## AM-TV COMMERCIAL PROD.

### **Desilu Productions, Inc.**

780 Gower St., Hollywood 38, Calif.  
Phone: HQ 9-3911  
(See TV Prod.-Dist.)

Director ..... L. Savin  
*Services Offered* Spots, synd.; commercial.

### **Leo Diner Films**

332 Golden Gate Ave., San Francisco 2  
Phone: PR 5-3004

Exec. .... I. Diner  
*Services Offered* Spots; lab sound & TV recording; animation.

### **Walt Disney Productions, Inc.**

500 S. Buena Vista, Burbank, Cal.  
Phone: VI 9-3111  
(See TV Prod.-Dist.)

Bd. Chmn. .... W. Disney  
Adv. Dir. .... Card Walker  
Production .... Wm. Anderson  
*Services Offered* Commls; programs.

### **Douglas Productions**

10 W. Kinzie St., Chicago 8  
Phone: MO 4-7455

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 2-0010

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. Color stock footage.

### **Du Art Film Labs, Inc.**

215 W. 55th St., N.Y.C.  
Phone: PL 7-4580

Exec. Vice Pres. .... Irwin Young  
Vice Pres. Sls. .... Lou Feldman  
Vice Pres. Prod. .... Paul Kaufman  
*Services Offered* - Processing of black & white motion picture film.

### **Dudley Pictures Corporation**

10589 Santa Monica Blvd., Los Angeles 25, Calif.  
Phone: CR 4-7258

Exec. .... C. Dudley  
*Services Offered* Spots, syndicated; commercials.

### **Walter Christian Duennhaupt Film Productions, Inc.**

1908 Florida Ave., N.W., Wash. 9, D. C.  
Phone: EXecutive 3-7750

President, Producer ..... W. C. Duennhaupt  
Vice President ..... Dr. Milton Cohen  
Secretary ..... Dr. Maxwell Cohen  
Treasurer ..... John A. Scherzer  
*Services Offered* - Producers for TV feature films, live & animated commercials, musical shorts & puppet shows, documentaries in 35 & 16mm. B & W, and color. Tape equipment available.

### **Cal Dunn Studios**

179 E. Chicago, Chicago 11  
Phone: WH 3-2424

President ..... Cal Dunn  
Vice Pres. .... Joseph G. Betzer  
Exec. Art Dir. .... "Yac" 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.**

105 Park Ave., N.Y.C. 22  
Phone: PL 4-7147

President ..... Nathan Zucker  
Exec. Vice Pres. .... Lee R. Bobker  
Vice President ..... Lester S. Beeker  
Exec. Producer ..... Sol Feuerman  
Distribution Dir. .... Gerald Carrus  
Sound Supv. .... Jas. H. Townsend, Jr.  
Editorial Supv. .... Irving L. Oshman  
Programming Director ..... F. A. Humeston  
*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.**

433 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.

### **Educational Films Corp. of America**

1501 Broadway, New York City 36  
Phone: PE 6-4780

President ..... E. W. Hanmons  
*Services Offered* Color & B & W animation; commercials; shorts; packages.

### **Elan-Porter Productions, Inc.**

19 W. 45th St., New York 36, N. Y.  
Phone: JU 2-4992

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 5-2489

President ..... B. B. Gottschalk  
*Services Offered* - Industrial; commercials, phonograph recording; rental of facilities, including studios.

### **Elektra Film Productions, Inc.**

33 W. 16th St., New York City  
Phone: JU 2-3606

President ..... A. Liss

## AM-TV COMMERCIAL PROD.

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 President.....Robert C. Jacques  
Secy.-Treas. ....Jessie Adamson  
*Services Offered*—Industrials, educational, religious, television.

### **Elliot, Unger & Elliot, Inc.**

414 W. 54th St., N.Y.C. 19  
(See Screen Gems, Inc., TV Prod.-Dist.)

### **Charles Elms Productions Inc.**

25 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 6-8877

President.....C. D. Elms  
Vice President.....Charles D. Elms, Jr.  
Secretary.....Ruth M. Elms  
*Services Offered*—Photographic and animated; planning through production.  
*Current Productions* — Commercials for Andre Richard, Bilco, Columbia Mills, IBM, Philip Morris, Assn. of Amer. R.R., Crown, Cork & Seal Co., Sperry Gyroscope Co., U. S. Navy.

### **Emerson Film Corporation**

1037 Woodland Dr., Glenview, Ill.  
Phone: PArk 9-0011

*Services Offered*—Comm'l's; synd. spots.

### **Empire Productions Corp.**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-5700

Pres. ....Arthur Lubo  
Vice Pres.....Fred de Jaeger  
*Services Offered*—TV commercials, industrial films, studio & editing facilities, closed circuit projection.

### **Robt. J. Enders, Incorporated**

1001 Connecticut Ave., NW, Wash. 6, D. C.  
(See Program Prod.)

### **Endorsements, Inc.**

65 E. 55th St., N.Y.C. 22  
Phone: PL 1-0320

1147 S. Beverly Dr., Los Angeles 35, Calif.  
Phone: CR 4-5897

President .....Jules Alberti  
Exec. V.P., Chmn. Exec. Comm... Tyler Davis  
Sr. V.P.....Robert L. Montgomery  
Vice Pres.....Harold S. Wadro, M.D.  
Vice Pres.....Frederick G. Horan  
V.P., Chf. Fin. Officer.....Arthur Steinthal  
Secy.-Treas. ....Hope Hills  
*Services Offered*—Endorsements and testimonials, live and TV.

### **Enterprise Productions**

13750 Saticoy St., Van Nuys, Cal.  
Phone: TR 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 .....Brice Mack  
Secretary .....Milt Schaeffer  
*Services Offered*—Animation & sound recording facilities. Standing kitchen.

### **Ted Eshbaugh Studios, Inc.**

109 W. 64th St., New York 23  
Phone: TR 3-0720

President .....T. Eshbaugh  
*Services Offered*—Educational shorts; TV film shows & comm'l's; color & B & W animation; packages.

### **Faillace Productions, Inc.**

59 E. 54th St., N.Y.C. 22  
Phone: ELdorado 5-1752

President .....Tony Faillace  
V.P., Creative Dir.....Len Mackenzie  
V.P., Musical Dir.....Bob Haggart  
Mgr. Prod. & Sales.....Boh Nash  
Office Manager.....E. S. Beitchman  
*Services Offered*—Creation and production of musical commercials. TV scoring, arrangements & production of agency created jingles. Tape equipment available.

*Current Productions*—Arnold Bread, Blue Bonnet Margarine, Chase Manhattan Bank, Ford Cars & Trucks, Chiquita Banana, Eskimo Pie, Fairmont Milk, International Breweries, Parliament Cigarettes, Peter Paul Mounds, Phillie's Cigars, Pound's Moisture Base, Post Cereal, Tide, Wheatena.

### **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'l's; industrials; color & B & W animation; packages; facilities rented.

### **Farkas Films, Inc.**

385 Third Ave., New York 16  
Phone: MU 3-9937

President .....Nicholas Farkas  
Vice President.....F. E. Robison  
Secretary-Treasurer .....Mary Finley  
*Services Offered* — TV commercials, religious films, industrial films. Tape equipment available.

### **Ray Favata Productions, Inc.**

165 W. 46th St., N.Y.C. 36  
Phone: JU 2-5860

President .....Raymond Favata

## AM-TV COMMERCIAL PROD.

Vice President.....Carlton Reiter  
*Services Offered*—Animated & live action films.

*Current Productions*—Film commercials for Hygrade Franks, Naia, Piel-Beer, Nabisco Millbrook Farm Bread, 1960 Census.

### **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*—TV entertainment cartoons.

*Current Production*—Felix the Cat Series.

### **Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48

Phone: OL 2-2642

119 W. 57th St., N.Y.C. 19

Phone: Circle 5-4070

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  
V.P., Sales.....Bernard Mack  
Dir. Creative TV Sls.....Larry Woolf  
*Branch Office*

630 Ninth Ave., N.Y.C.

Phone: PL 7-0900

TV Sales Mgr.....Don Mack  
*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

General Manager.....G. W. Tiffany  
Production Manager.....David K. Patton  
*Services Offered*—Synd. spots; industrial films, laboratory & editing facilities, sound recording. Tape equipment available.

### **Film-Art Service, Inc.**

41 W. 47th St., New York 36, N. Y.

Phone: CI 6-2426

President.....N. Sessa  
Art Director.....Jerry Rosenfield  
*Services Offered*—TV & industry animation & slide films. Art-film effects, title specialists, animation services. Tape equipment available.

### **Film Associates, Inc.**

4600 Dixie Hwy., Dayton 39, Ohio

Phone: AX 3-2164

President.....E. Raymond Aru  
General Mgr.....Edward R. Lang  
*Services Offered*—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

### **Filmaster Productions, Inc.**

4150 Radford, N. Hollywood, Calif.

Phone: POplar 9-0550

President.....R. W. Stabler  
Vice President.....C. N. Cook  
*Services Offered*—Comm'l, industrial, military program & feature films.

### **Film Commercials, Inc.**

87 Madison Ave., New York City 16

Phone: ORegon 9-3970

Vice President.....J. C. Ryder  
Sales Manager.....Charles T. Evans  
*Services Offered*—Radio & TV services.

### **Filmcraft Productions**

8151 Melrose Ave., Los Angeles 46

(See TV Prod.-Dist.)

### **Filmeffects of Hollywood**

4153 N. Highland Ave., Hollywood 38

(See TV Prod.-Dist.)

### **Filmerical Productions**

4150 Radford, N. Hollywood

Phone: POplar 9-0550

Gen. Mgr.....W. H. FitzSimmons  
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.

### **Filmex, Inc.**

339 E. 6th St., N. Y. C. 17

Phone: PLaza 2-0078

President.....Robert Bergmann  
Vice President.....Wylie Adams  
Producer-Director.....Shepard Traube  
Casting Director.....Dorothy Klein  
*Services Offered*—Film commercial production, TV programming, industrial film production.

### **Film File**

(Pix Enterprises)

4615 Longridge, Sherman Oaks, Calif.

Phone: STate 8-7836

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 Opticals, Inc.**

121 W. 54th St., New York City 19

Phone: PL 7-7120

President.....L. Levy  
*Services Offered*—Slide film comm'ls; slides & optical effects, animation, blow-ups.

**Film Originals**

6536 Robertson Dr., Boise, Idaho  
Phone: 4-3602

Owners.....G. O. Smith, Helen S. Smith  
Services Offered—Film subject production & distribution.

**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  
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.

**Fine Arts Productions**

7779 Sunset Blvd., Hollywood 47, Cal.  
Phone: HO 7-7107

President .....John Wilson  
Services Offered — Animation & film comm'ls.

**Fiore Films**

128 Mallory Ave., Jersey City 4, N. J.  
Phone: Henderson 2-4474

Executive Director.....Al Fiore, Sr.  
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.

**Flagg Films, Incorporated**

1427 N. La Brea Ave., Hollywood 28, Cal.  
Phone: HO 2-0902

President .....Don Flagg  
Producer .....T. Flagg  
Production Dir.....L. Raimond  
Services Offered—TV comm'ls & shows; medical, industr., and educ. films. Tape equipment available.

**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**

1431 N. Wells, Chicago 10, 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.**

1079 Nelson Ave., New York City 52  
Phone: WY 2-5000

Pres., Exec. Prod.....Clifford F. Potts  
Services Offered — Complete, production facilities, animation & sound stage.

**Forrell, Thomas & Polack Associates, Inc.**

157 West 57th Street, New York 19, N. Y.  
Phone: Circle 6-9131

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  
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.

**Foundation Films**

161 W. 75th St., N.Y.C. 23  
Phone: TRafalgar 3-1982

President .....Dwight Godwin  
Services Offered—Production of public relations, industrial, & educational films; filmstrips; service from consultation through production & distribution to schools, TV stations etc.

**Four Star Films, Inc.**

4030 Radford Ave., N. Hollywood, Calif.  
(See TV Prod.-Dist.)

**George Fox Corporation**

1512 Crossroads o' World, Hollywood 28  
Phone: HO 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 9-9011, HO 7-6967

Prodr. Dir.....Stanley Frazen  
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.

## AM-TV COMMERCIAL PROD.

### **Freberg, Limited**

7781 Sunset Blvd., Hollywood, Cal.  
Phone: HO 2-6973

Pres. .... S. Freberg  
Manager ..... Bob Klein  
*Services Offered* — Humorous advertising campaigns, TV, radio, & print. Tape equipment available.

*Current Productions* — Kaiser Aluminum Foil, Coca-Cola Bottling Co., Butternut Coffee, Instant Ralston.

### **Allen A. Fant Productions**

Croton-on-Hudson, N. Y.  
Phone: CRoton 1-3317

President ..... A. A. Fant  
*Services Offered* — Commercials & 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 7-1397

President ..... J. C. Gallagher  
*Services Offered*—Half-hr. shows; producer of TV spot comms.

### **William J. Ganz Company**

(Div. of Institute of Visual Comm., Inc.)  
10 E. 19th St., N.Y.C. 17  
Phone: EL 5-1443

President ..... William J. Ganz  
Exec. Prodr. .... Herbert R. Dietz  
Manager ..... Vincent J. Capuzzi  
*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* — Commercials, live & TV film; color animation; educ., industr. shorts; laboratory.

### **General Pictures Corp.**

1501 Pleasant Valley Rd., Cleveland 29, O.  
Phone: VI 2-3636

President ..... G. Oliva, Jr.  
Vice President ..... M. M. Horace  
*Services Offered* — 16, 35 mm; newsreels & comms, animation, still photography.

*Current Productions* — Sugar Dale, Ohio Bell Telephone, Cotton Club, Standard Oil Co.

### **Gerrald Productions, Inc.**

421 W. 54th St., N.Y.C. 19  
Phone: PL 7-2125

Exec. Prod. .... Gerald Auerbach  
V.P., Sales ..... Wm. V. Adams  
V.P., Internat'l. .... Hanpus Morner  
Asst. Prod. .... Barbara Loventer  
Creat. Prod. .... J. Monostyrsky  
Business Mgr. .... Alfred Trauam  
Supvr. Editor ..... Stuart Grant  
*Services Offered* — Producers of TV programs, commercials, public relations & industrial films, production, sound, & editorial facilities.

### **W. J. German, Inc.**

Jane St., Fort Lee, N. J.  
(See TV Prod.-Dist.)

### **Gifford-Kim Productions**

167 W. 46th St., N.Y.C. 36  
Phone: JUdson 2-1591

President ..... Lewis L. B. Gifford, Jr.  
Vice President ..... Paul W. Kim  
Production Mgr. .... Julia M. Whalen  
*Services Offered*— Animated & live action commercials, educational, public relations & entertainment films.

*Current Productions* — Commercials for Chrysler Corp., Post Bran Flakes, Duncan Hines Cake Mixes, Army Reserve.

### **Sherman Glas Productions**

7017 Sunset Blvd., Hollywood 23  
Phone: HO 7-8151

President ..... Sherman Glas  
Secretary ..... Maggi Farkas  
*Services Offered* — Produce animated TV-radio spots.

### **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.

### **Gold Medal Studios, Inc.**

307 E. 175th St., N.Y.C. 60  
(See TV Prod.-Dist.)

### **Chuck Goldstein Productions, Inc.**

730 Fifth Avenue, New York 19  
Phone: JUdson 6-1577

President ..... Chuck Goldstein  
Sect. and Treas. .... Ruth Goldstein  
*Services Offered* — Producers of live and filmed commercials.

### **Gommi-TV, Inc.**

303 E. 47th St., New York City 17  
Phone: EL 5-7650

President ..... A. Gommi  
Producer, V.P. .... B. Gray  
*Services Offered* — TV comms, promotional film.

**Harry S. Goodman  
Productions, Inc.**

19 E. 53rd St., N.Y.C. 22  
Phone: PL 5-6131

General Mgr.....Harry S. Goodman  
V.P., Sales Mgr.....Everett F. Goodman  
Asst. to Pres.....William Baron  
Radio Dir.....Frank Gebrecke  
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. 46th 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 lathes. 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 2-9014

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.

**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.

**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 7-7440

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'ls.

**Grey Adv. Commercials  
(Lanny & Ginger Grey)**

108 E. 96th St., N.Y.C. 28  
Phone: ENright 9-7777

President.....Lanny Grey  
Vice Pres.....Ginger Grey  
*Services Offered*—Producers and packagers of programs, jingles and phonograph recordings; vocalists.

**Guided Tour Productions**

P O. Box 537, Crystal River, Fla.  
Phone: SWIt 5-3147

Execs.....Irene Crum, Jean McGowan  
*Services Offered* — Produce & distribute public svc. educational travelogues for free TV use.

*Current Productions*—Guided Tour Travel Series, Miami, Las Vegas, Wash., D. C.

**Herman Hack Prod. &  
Scripture Films**

2441 N. Beachwood Dr., Hollywood 28  
Phone: HO 7-0557

Owner.....H. Hack  
*Services Offered*—TV film shows; soundies; live comm'ls; scripts; synd. film.

**Paul Hance Productions, Inc.**

1776 Broadway, New York 19, N. Y.  
Phone: CIrcle 5-2424

President.....Roy Moriarty  
Secretary.....Nyman Keyes  
Treasurer.....Henry Langsam  
Sales Director.....Phillip Mellilo  
*Services Offered* — Complete 35 & 16 mm production; studios; cutting rooms; animation; projection. Films for industry TV & govt. Technical staff for research, writing, and all photographic phases of motion picture production

**Handel Film Corporation**

6926 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 6-5924

President.....L. A. Handel  
Secy.....M. Manning



## AM-TV COMMERCIAL PROD.

*Services Offered* Produces film series & commercials; distr. series.

### **Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.

Phone: TR 5-2439

New York Phone: JU 2-1060

President ..... J. Handy  
Vice President ..... Oliver Horn  
Sls. Develop. .... G. Finch

*Services Offered*—Syndicated spots, commercials.

### **Hankinson Studio, Inc.**

15 W. 46th St., N.Y.C. 36

Phone: JU 6-9133

President ..... Frederick L. Hankinson

*Services Offered* Producers of TV commercials and industrial films; modern animation equipment and editing service.

### **Hanna-Barbara Productions**

1416 N. LaBrea Ave., Hollywood 28

Phone: HOLLYWOOD 5-4176

President ..... George Sidney

V.P.'s ..... Wm. Hanna, Jos. Barbera

*Services Offered*—Films for TV.

### **Hardrie 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 commercials.

### **Harris-Tuchman Productions, Inc.**

751 N. Highland Ave., Hollywood 38

Phone: WE 6-7139

Pres., General Mgr. .... Ralph G. Tuchman

V.P., Creative Dir. .... Fran Harris

Mgr., Sales Div. .... Bennett Dolin

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.

### **Harriscope, Inc.**

355 N. Beverly Dr., Beverly Hills, Cal.

(See TV Prod.-Dist.)

### **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 & distribution of films for TV, industrials, commercials, public service and travelogue.

### **Health & Welfare Materials Center, Inc.**

10 E. 44th St., New York City 17

Phone: MU 2-0263

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 commercials; industrials; news-reels; packages; synd. film.

### **George Heid Productions**

Penn Sheraton Hotel, Pittsburgh 30, Pa.

Phone: GR 1-3696

President ..... G. Heid

Secretary ..... Donna L. Seigh

*Services Offered*—TV & Radio programs, recording studios, slide film productions, tape recorder sales, transcriptions, phonograph records, Hi-Fi sound equipment sales. Tape equipment available.

### **Holland-Wegman Productions**

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

Phone: MA 7411

Pres. .... E. Wegman, S. C. Holland

*Services Offered*—Create, produce 16/35 mm commercials & programs; laboratory.

### **Hollis Productions, Ltd.**

5300 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-6282

President ..... C. Irving

*Services Offered*—Live & Taped TV shows, commercials; 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 commercials; 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

East Reg. Mgr. .... S. Kaplan

*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'ls & programs.

**Hubbard Hunt Productions**

1459 N. Seward, Hollywood 28, Cal.  
Phone: HO 5-8444

Production Dir. .... H. Hunt  
Services Offered—Color, B & W animation; live & filmed TV shows; shorts; packages, industrials.

**Hunn, Fritz & Henkin  
Productions Inc.**

(H-F-H Productions)  
216 E. 49th St., N.Y.C. 17  
Phone: PLaza 2-1940

President ..... Howard H. Henkin  
V.P., Creative Dir. .... Ronald Fritz  
V.P., Animation Dir. .... Dautiel Hunn  
Exec. Producer ..... Larry Puck  
Services Offered—Animation & live action TV comm'ls, industrials, & features; storyboards, soundtracks, script, studio photography.  
Current Productions—Commercials for Gen. Electric, Buick, Coca Cola, B.T. Babbitt, H-O Oats, Best Foods, Howard Clothes, Labatt's Ale.

**Milton Hurwitz**

1553 Madrona Dr., Seattle 22, Wash.  
Phone: EA 4-1108

Services Offered—Kinescope; produce TV programs, comm'ls; 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'ls.

**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. Creative & packaging services.

**Jamieson Film Co.**

3825 Bryan, Dallas, Texas  
Phone: TA 3-8158

Pres. .... B. Jamieson  
TV Production ..... J. Dickinson  
Services Offered—Spots, comm'ls, industrials.

**Jan Productions, Inc.**

6611 Santa Monica Blvd., Hollywood 38  
Phone: HOLlywood 4-8331

President ..... A. Fairleigh  
Vice Pres. .... Jack Denvoe  
Secretary ..... Richard Denvoe  
Services Offered — TV comm'ls & film shows.

**Jenfred, Inc.**

36 W. 57th St., N.Y.C.  
Phone: CI 7-1429

President ..... C. M. Frederick  
Secy.-Treas. .... Grace Frederick  
V.P. .... Curtis Voss  
Services Offered — Specialized projecting equipment, special projector for motion from stills, stock background pictures, special effects from pictures & slides.

**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. Ralph 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.

Current Productions—The Silver Eagle, Pressure, Carnival of Youth, Starmaker Theater.

**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.**

430 Grant Pl., Chicago 14, Ill.  
Phone: BU 1-8283

President ..... D. Jones  
Bus. Mgr. .... R. Bowen

## AM-TV COMMERCIAL PROD.

*Services Offered* — Comm'ls & 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. Wilmink

*Services Offered*—Producers of industrials, slide films, live & animated comm'ls.

### **K & W Film Service Corp.**

1657 Broadway, N.Y.C. 19  
Phone: CI 5-8081

President.....Norman Wilten  
V.P., Art Dept.....Ralph Koch

*Services Offered*—Opticals, titles, special effects, animation and animation photography.

### **Al Kane Productions, Inc.**

1526 Sanson St., Phila. 2, Pa.  
Phone: LO 3-0222

President.....A. M. Kane  
*Services Offered*—Comm'ls & programs for TV; kinescopes; technical production & writing; consultants.

### **Victor Kayfetz Productions**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President.....Victor Kayfetz  
Client Service.....Irene Siegel

Ast. to Producer.....Seymour Posner  
*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**

3601 Oak Grove, Dallas 4, Texas  
Phone: LAkeside 6-5268

Ptnrs.....L. Herndon, Jr., R. K. Keitz  
*Services Offered*—Production, animation—16/35 mm.

### **Sonny Kendis, Inc.**

509 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-0890

President.....James Sonny Kendis  
*Services Offered*—Musical commercials that tell the story and sell the product with quality and originality. Musical advisors to the industry.

### **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'ls produced.

### **Klaeger Film Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: JU 2-5730

President.....Robt. H. Klaeger  
Vice President.....John J. Fenton

Treas.....Peter F. DeCaro  
*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'ls.

### **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.

### **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**

480 Lexington Ave., New York 17, N. Y.  
Phone: YU 6-9088

Ptnrs.....L. Lippman, I. Levine  
*Services Offered* — Camera, art service—medical & industr. & TV spots.

### **La Brea Productions, Inc.**

717 Sunset Blvd., Hollywood 46, Calif.  
Phone: HOLLYWOOD 4-7171

President.....O. Gail Papineau  
Vice President.....Henry Ludwin

Sec. Treas.....Jas. E. Baumeister  
*Services Offered*—An animation and live action staff for production of TV commercials, industrial and technical films, special effects and inserts.

### **Lakewood Productions**

2015 Kalamazoo, SE, Grand Rapids, Mich.  
*Services Offered*—Films & comm'ls, educ. & indust., 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  
V.P. Chg. of Sales, Assoc. Prod....Boyce Tuten

## AM-TV COMMERCIAL PROD.

*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.

*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 Animation, Inc.**

419 W. 54th St., N.Y.C. 19

Phone: JUdson 2-5242

Vice Pres.....Peter H. Cooper

Production Spvsr.....Kathryn Darrell

Dir., Sales.....Louise Stone

*Services Offered*—Production of animated films.

*Current Productions* — Lestoil, Holsum Bread, U.S. Steel, Reynolds Aluminum, Coca Cola, Gerber Baby Food, Ford Falcon.

### **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. Optns.....Henry Traiman

V.P., Studio Optus.....Louis Mucciolo

V.P., Sales.....Martin Low

Treasurer.....Philip Kornblum

#### *Branch Offices*

#### **LOUCKS & NORLING STUDIOS**

418 W. 54th St., N.Y.C.

Phone: JUdson 2-5242

Manager.....Howard M. Lawrence

#### **ROBERT LAWRENCE PRODUCTIONS (CANADA) LTD.**

38 Yorkville Ave., Toronto 5, Ontario

Phone: WALnut 5-5561

Vice Pres.....John T. Ross

#### **LAWRENCE-SCHNITZER PRODUCTIONS, INC.**

716 N. La Brea Ave., Hollywood

Phone: HOLlywood 2-6358

President.....Robert L. Lawrence

Vice President.....Gerald Schnitzer

#### **GRANTRAY-LAWRENCE ANIMATION,**

716 N. LaBrea, Hollywood

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*—Research, writing, production: commercials, educational, industrials.

### **Jack Lewis Studios**

5612 Wythe Ave., Richmond, Va.

Phone: AT 2-4157

*Services Offered*—Synd. spots & comm'ls.

### **Lewis & Martin Films Inc.**

1431 N. Wells, Chicago 10

Phone: WH 4-7477

President.....William R. Johnson

Vice Pres.....Irving Bell

Prodn. Mgr.....Paul Kalachnik

Secretary.....Betty L. Taylor

*Services Offered*—35 and 16 mm motion pictures; slide films; editing; sound recording; animation; TV and film art; studio rental, industrial and government films. Tape equipment available.

*Current Productions* — Munsingwear, Myzon Poultry Feed, Ceco Steel Co., Restonic Mattress, Grocerland Stores, Amer. Institute of Laundering.

### **Lou Lilly Productions, Inc.**

5746 Sunset Blvd., Hollywood 28

Phone: HO 5-6325

President.....Lou Lilly

Secy.....Jeannie Veje

*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*—Industrials, documentaries, TV news, film spots, stock footage library.

## AM-TV COMMERCIAL PROD.

### James Love Productions, Inc.

115 W. 45th St., N.Y.C.  
Phone: JU 2-4633

President ..... James A. Love  
Production Supervisor ..... James Wille  
Supervising Editor ..... William Henry  
Service Offered—Complete facilities for 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  
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 shows and commercials.

### Madison Productions, Inc.

60 E. 56th St., N.Y.C.  
Phone: PL 8-2780

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 aud film 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.  
Phone: HO 4-2141

President ..... George Burns

### Morton McConnachie Productions, Inc.

675 Fifth Ave., N.Y.C. 22  
Phone: PLaza 2-0033

President ..... Morton McConnachie  
Vice Pres., Dir. .... Jack B. Hively  
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; world-wide location service; script to screen in all processes. Library service, Industrial, advertising spot, and TV films.

### McGowan Productions, Inc.

915 N. LaBrea, Hollywood 28, Cal.  
(See TV Prod.-Dist.)

### McNamara Productions, Inc.

8230 Beverly Blvd., Los Angeles 48, Cal.  
Phone: OLive 1-2510

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.

10,000 Riverside Dr., N. Hollywood, Calif.  
Phone: HO 2-7373

President ..... G. Autry  
Services Offered—Spot commercials on film.

### The Meridian Studios (Meridian Films, Ltd.) (The Videotape Center)

1202 Woodbine Ave., Toronto, Ont.  
Phone: OX 8-1628

President ..... R. Foster  
Secy., Treas., Prod. .... J. Roffman  
Film Div. Head. .... Herbert S. Alpert  
Oper. Mgr. .... J. T. Stacey  
Services Offered—Film recording; 35 and 16 mm Film production, feature, industrial, documentary; special effects; sound stage. Tape equipment available.

Current Productions—Commercials for Ford Motor Co., Imperial Oil Ltd., General Motors, Can. General Electric.

### Metrotape, Div. Metropolitan Broadcasting Corporation

205 E. 67th St., New York City 21  
Phone: LE 5-1000

Sales Operations ..... L. Hicks  
Services Offered—Videotaped TV commercials; 16mm kinescope. Tape equipment available.

**MGM-TV Commercial Division**

MGM Studios, Culver City, Calif.  
 Phone: UPTon 0-3311  
 Director Comm., Ind. .... B. Gibbs  
 (See TV Prod.-Dist.)

**Milner-Fenwick, Inc.**

3800 Liberty Heights Ave., Baltimore 15  
 Phones: MO 4-4221, LI 2-7147  
 President. .... Ervin M. Milner  
 Vice Pres. .... Robert Fenwick  
 V.P., Sales .... Hoby Wolf  
 Services Offered—Film prod., live & animation; art, editorial service. Musical jingles, orig. scores. Package industr. shows. 35 & 16 mm filming, incl. stripfilm. TV slides.

**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'l's; 16/35 mm color, B & W.

**Modern Broadcasting, Inc.**

545 Fifth Ave., New York 17, N. Y.  
 Phone: YU 6-5564  
 Music .... Larry Elgart  
 Art .... Abe Ajay  
 Services Offered—Animation for TV commercials, jingles, channel image id's, modern radio plans.

**Moran Film Company**

P. O. Box 627, Phoenix, Arizona  
 Phone: ALpine 8-1427  
 President. .... G. A. Moran  
 Services Offered—Color, B & W TV commercials. Tape equipment available.

**Dwight Morris Productions**

1611 S. Boston, Tulsa, Okla.  
 Phone: DI 3-6424  
 Exec. Prod. .... D. Morris  
 Services Offered—Commercials, industrials, spots.

**Motion Pictures For Industry**

2543 Kelton 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'l's; shorts; animation; studio rental.

**Movielab Film Labs, Inc.**

619 W. 54th St., N.Y.C.  
 Phone: JU 6-0360  
 President & Gen. Mgr. .... Saul Jeffee  
 Prod. Mgr. .... Frank Berman  
 Sls. Mgr. .... Ben Bloom  
 V.P. & Color Consult. .... John Kowalak  
 Administration. .... Daniel S. Eisenberg  
 Laboratory Supt. .... Ted J. Gaski  
 Services Offered—Film processing; complete first print lab for B&W.

**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  
 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  
 4024 Radford Ave., N. Hollywood  
 Phone: POplar 9-0326  
 Mgr. .... Mel Dellar  
 Services Offered—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., N.Y.C. 19  
 Phone: PL 7-8144  
 President .... Owen Murphy  
 Vice Pres. .... Paul Cohen  
 Controller .... Arthur Kaplan  
 Chief, Edit. Dept. .... Eric Lawrence  
 Services Offered—Producers of Industrial motion pictures and TV commercials; editorial services.

**Music Makers, Inc.**

45 W. 45th St., N.Y.C. 36  
 Phone: CI 5-3737  
 President-Creative Dir. .... Mitch Leigh  
 Exec. V.P. .... Herman Edel  
 Prod. Super. .... Bill Schwartzau  
 Acc't. Execs. .... Edith D. Lawless, Gabe Longo

## AM-TV COMMERCIAL PROD.

West Coast Oper. .... Mort Stein  
*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.

### **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*—Comms., spots, industrials.

### **National Screen Service Corporation**

1600 Broadway, New York City  
Phone: Circle 6-5700

President ..... Herman Robbins  
Chief Executive ..... Wolf Oppenheimer  
Vice President ..... Robert L. Gruen  
Sales ..... William S. Kent, M.C. Brachhausen  
Production ..... Harry Semels, Jack Seibert  
Animation ..... Tom Golden, Tee Collins  
Editing ..... Irving Weiner  
*Services Offered*—TV Film commercials, live and animated industrials, appeals, opticals, live studio.

### **National Studios**

42 W. 48th St., New York City 36  
Phone: JU 2-1926

President ..... H. A. Rosenberg  
*Services Offered* — Slides, halops; slide films.

### **NTA Telesales**

10 Columbus Circle, N.Y.C. 19  
Phone: JU 2-7300

9570 Wilshire Blvd., Beverly Hills, Calif.  
(See TV Prod.-Dist.)

Bd. Chmn. .... E. A. Landau  
Exec. V.P. .... O. A. Unger  
Secretary ..... H. I. Bucher  
Press ..... H. Albus  
*Services Offered*—TV programs, features—nat'l., regional, local sponsors.

### **Stanley Neal Productions, Inc.**

175 Fifth Ave., New York City 17  
Phone: MU 3-6396

President ..... D. J. Lane  
*Services Offered* — Comms., spots, industrials.

### **Ted Nemeth Studios**

729 Seventh Ave., New York 19  
(See TV Prod.-Dist.)

### **Network Telefilm Library**

630 Ninth Ave., New York, N. Y.  
Phone: JU 2-8100

President ..... Dick Randell  
*Services Offered*—Rental of stock footage & feature films to TV, producers & agencies.

### **New World Productions**

13273 Ventura Blvd., N. Hollywood, Cal.  
Phone: TR 3-3580

Producer ..... T. Robinson  
Executive Dir. .... Sterling Barnett  
Production Mgr. .... Tommy Atkins  
Animation Dir. .... Art Scott  
*Services Offered*—Animated cartoons.

### **Newman-Schmidt Studios**

713 Penn Ave., Pittsburgh 22, Pa.  
Phone: GR 1-5414

Owner ..... H. Schmidt  
*Services Offered*—Comms., industrials.

### **Fred A. Niles Productions, Inc.**

1058 W. Washington Blvd., Chicago 7, Ill.  
Phone: SEeley 8-4181

President ..... Fred A. Niles  
V.P.s. .... Ruth L. Ratny, Edw. W. Rinker  
V.P. Chg. Prod. .... Wm. E. Harder  
V.P. Sales ..... F. B. Foster  
Art Dir., Animation ..... Harry Holt  
Art Director Prod. .... Norman Lasko  
Controller ..... Edward E. Katz  
Purchasing Agent ..... Lawrence Stein  
Chief Sound Eng. .... Robert Henning  
Admin. Editing ..... Marian Whaley  
*Services Offered*—Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales training programs; syndicated TV spots; sound recording; script writing; storyboarding; closed circuit, live convention shows, live sales meetings.

### **Nola Penthouse Sound Studios**

111 W. 57th St., N.Y.C. 19  
Phone: JU 6-0010

Owner ..... 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.

### **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. F. Landon  
*Services Offered*—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

**Olympia Film Productions, Inc.**

103 St. Matthew St., Montreal 25, Que.  
Phone: JU 6-1143

Vice President.....D. H. Kahn  
*Services Offered*—TV comm'ls, film shows.

**Omega Productions, Inc.**

1103 St. Matthew 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  
*Services Offered*—Educational, industrial, sales promotion, theatrical and TV motion pictures. Tape equipment available.

**On Film, Incorporated**

33 Witherspoon St., Princeton, N. J.  
Phone: WA 1-7800  
315 E. 55th St., N.Y.C.  
Phone: PL 9-2330

President.....Robert Bell  
Treasurer.....Fred Johnston  
Creative Dir.....Tracy Ward  
*Services Offered*—TV Commercials; industrial, documentary, training, public relations films; aerial-image projector, rear-screen animation stand.

*Current Productions* — Films for Alcoa, General Dynamics, Wm. Carter, Co., World Bank.

**San Orleans, Inc.**

211 W. Cumberland Ave., Knoxville, Tenn.  
Phone: 3-8098  
N.Y. Phone: ENright 9-2002

President.....S. Orleans  
Assoc. Prod.....Lawrence Molloy  
Prom. Dir.....Charles Millsaps  
*Services Offered*—Documentary industr., educ. films.

**John Ott Pictures, Inc.**

85 Hibbard Rd., Winnetka, Ill.  
Phone: WI 6-5126

President.....J. Ott

**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, Inc.**

8961 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 4-1008

President.....F. Crippen  
Vice President.....J. Marshall  
Sales.....Richard Reed  
*Services Offered*—Animated TV commercials, live action and animated industrial films, entertainment shorts, movie and TV show titles and credits.

*Current Productions* — State Farm Insurance, Renault, Ballard Flour, Cal Ray Cookies, Rival Dog Food, Regal Pale Beer, Nucoa Margarine, Capitol Records.

**Paragon Pictures, Inc.**

2540 Eastwood Ave., Evanston, Ill.  
Phone: UN 9-1500

President.....R. Laughlin  
*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, production of sales promotion, corporation training films, and sound slide films. TV and theatrical films.

**Lindsay Parsons Productions, Inc.**

3459 Cabuenga Blvd., Hollywood 28  
Phone: HO 9-3641

President.....Lindsay Parsons  
Prodn. Mgr.....Lindsay Parsons, Jr.  
*Services Offered*—Filmed TV shows & commercials for network syndication.

**Ray Patin Productions**

6650 Sunset Blvd., Los Angeles 28  
Phone: HO 2-1147

President.....Ray Patin  
Vice Pres.....Gus Jekel  
Secy.-Treas.....Kay Himes  
*Services Offered*—Complete facilities for producing animated and live action commercials from story through camera.

**Lloyd Pearson Associates**

509 Madison Ave., N.Y.C. 22  
Phone: MU 8-9545

President.....Lloyd Pearson  
Creative Dir.....Larry Johnson  
Pgm. Coordinator.....James Chapelle  
Director.....Lamar Casselli



## AM-TV COMMERCIAL PROD.

*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**

550 Fifth Ave., New York City 36  
Phone: CI 6-1626

Producer.....R. Pheelan  
Ass't to Prod.....Anthony Brook  
Prod. Mgr.....Jeffrey Lemain  
Ass't Mgr.....Helen C. Miller  
*Services Offered* -- Produce feature and sponsored films. Tape equipment available.

### **Photo-Art Commercial Studios**

120 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: LO 6-3696

Executive.....W. Dombrow  
*Services Offered*—Commercials, spots, industrials.

### **Pictafilm, Inc.**

14 West 15th St., New York 36, N.Y.  
Phone: Murray Hill 2-0773

President.....Sherman Gregory  
Art Dir.....Michael Reddy  
Prod. Asst.....Eleanor Alexander  
Photo Asst.....Joann McGarrity  
*Services Offered* -- Production of commercial films and slides.

### **Pilot Productions, Inc.**

1819 Ridge Ave., Evanston, Ill.  
Phone: BRoadway 3-1141

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  
Client Contact.....H. Knaup  
*Services Offered* — Animated, live action comm'ls, theatricals, industrials.

### **Pioneer Productions**

619 W. 51th St., N.Y.C.  
(See Prog. Prod.)

### **Pix Enterprises**

12148 Hillslope 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  
Dir's.....Bill Melendez, Robert Cannon  
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 laboratory. Specialists in animated comm'ls.

### **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, commercials, sound recording production facilities. 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. Editing 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

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.

**Punch Films, Inc.**

155 Fifth Ave., N.Y.C.  
Phone: AL 4-2450

President..... Lou Bunin  
Vice President..... Florence Bunin  
Mgr., Bus. Affairs..... Walter J. Kaufman  
Services Offered—Producers of commercials & 3D children's animated puppet films for TV & theatrical.

**Q.E.D. Productions, Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: JUdson 2-4291

Executive Producer..... Robt. Baron  
Sales Manager..... Hank Berger  
Services Offered—Commercials, industrials, sales & tourist promotion films.

**Quartet Films, Inc.**

5631 Hollywood Blvd., Los Angeles 28  
Phone: HO 4-9225

President..... A. Babbitt  
Vice President & Treas..... A. Gillespie  
V.P., Production..... L. A. Goldman  
V.P., Sec..... Stan Walsh  
Services Offered—Story, design, direction animation, recording, editing, live action for cartoons, comm'ls, films for industry, etc. Tape equipment available.

**Quintet Productions, Inc.**

15 W. 44th St., New York City 36  
Phone: MU 7-5011

Services Offered—TV film shows & commercials; live package shows for TV.

**Radio & TV Packagers, Inc.**

11 East 40th St., New York 16, N. Y.  
(See Prog. Prod.)

**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.

**Radio Television Spots Productions, Inc.**

2 West 46th St., N.Y.C. 36  
Phone: PLaza 7-9260-1-2

President..... John Gart  
Sales Rep..... Roger White  
Services Offered—Radio & TV musical & singing commercials.

**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.  
438 Washington Bldg., Washington 5, D. C.  
Davidson Bldg., Kansas City, Mo.  
Gen. Sls. Mgr..... R. V. Jeffrey  
Film Ad Sls. Mgr..... Eugene Burke  
Chicago Sales..... Frank Balkin  
Washington Sales..... Frank Havlicek  
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.**

19116 Lanark, Reseda, Calif.  
Phone: DI 8-7932

Services Offered—TV film shows, commercials; shorts; animation.

## AM-TV COMMERCIAL PROD.

### **Roland Reed Productions Inc.**

650 N. Bronson, Los Angeles 4  
Phone: HO 9-1628

President.....Roland D. Reed  
Vice Pres.....Arthur Pierson  
Vice Pres. of Sales.....E. R. Cross  
Editorial Super.....Duke Goldstone  
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's; features.

### **Republic Television Features**

64 E. Lake St., Chicago 1  
Phone: ST 2-0160

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.

### **Walter A. Rivers & Assoc.**

125 Hyde St., San Francisco, Cal.  
Phone: OR 3-9162

Owner.....W. A. Rivers  
*Services Offered* — Industrial producing; TV comm's. Tape equipment available.

### **Riviera Productions**

6610 Selma Ave., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-8385

Exec. Prod.....F. W. Zens  
Production Mgr.....Cliff Bertrand  
Assoc. Prods... A. W. Stephenson, L. Grover  
Sound.....Don Dunn  
Dir. Photog.....Vilis Lapienicks  
*Services Offered* — Producers of business, industr., sls. trng., public relations, advertising, educational, medical films & TV comm's, theatrical features. Full production & studio facilities for all phases of motion picture work.

### **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's & film shows; shorts; animation.

### **Rocket Pictures Inc.**

6108 Santa Monica Blvd., Hollywood 38  
Phone: HO 7-7131

President.....Dick Weston  
Exec. Vice Pres.....Harlow Wilcox  
V.P. of Prod.....Don Bartelli  
*Services Offered* — Comm's, audio-visual aids: bus., industry.

### **Frederick K. Rockett Company**

6063 Sunset Blvd., Hollywood 28, Cal  
Phone: HO 4-3183

V.P. of Sales.....F. S. Webb  
Exec. Prod.....John E. Hennessy  
Prod. Co-ord.....B. Murphy  
Cameraman.....Allan Chandler  
Editor.....John Soh  
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  
Sl's. 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's. TV personalities, talent of all types, etc.

### **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*—Distribution of features for TV.

### **Roy Rogers Syndication, Inc.**

357 N. Canon Dr., Beverly Hills, Calif.  
Phone: CR-stviev 4-5954

President.....Edward L. Koenig, Jr.  
*Services Offered*—Distribution of TV film series.

*Current Production*—Roy Rogers Show.

**Rolab Studios**

Walnut Tree Hill, Sandy Hook, Conn.  
Phone: GA 6-2466

Executive.....H. Roger  
Secretary.....E. H. Roger  
*Services Offered*—Complete studio & technical facilities. Tape equipment available.

**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.

**Cy Roth Productions**

1148 S. Shendoah St., Los Angeles 35, Calif.  
Phone: BR 2-6884

President.....C. Roth  
*Services Offered* — TV film comm'ls & shows; industrial; religious; color & B & W animation.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38  
Phone: WE 6-2494

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**

225 W. 86th St., New York City 24  
(See Prog. Prod.)

**Hal Rumel**

49 W. Broadway, Salt Lake City, Utah  
Phone: PI 2-8130

*Services Offered*—Comm'ls, industrials.

**Sande & Green, Inc.**

8400 Sunset Blvd., Los Angeles 46  
Phone: OL 6-0300

N.Y. Phone: JU 6-2388

President & Treas.....Robert L. Sande  
Exec. Vice Pres. & Sec. ....Larry Greene  
Ass't. Secy. ....Pat Carson  
*Services Offered*—Creator-producers of radio-TV musical commercials. Station promotion themes & musical images. Producers of entertainment—public service—documentary and commercial films, records and transcriptions. Tape equipment available.

**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: WH 4-5151

Mgr. ....Robert Foster  
TV. Prod. Mgr. ....Marvin Bailey  
*Services Offered*—Production of TV com-

mercials, industrial and sales films, sound slide films, black & white and color.

*Current Productions*—Miss Rheingold 1960, Jell-O, Minute Rice, Monsanto Chemical Co., American Petroleum Institute, Ritz Crackers, St. Joseph Aspirin, Musterole.

**Satisfiers Productions, The**

200 West 57th St., New York 19  
Phone: Circle 5-4149

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.

**Scott-Textor Productions, Inc.**

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.

**Screen Gems, Inc.**

711 Fifth Ave., N.Y.C. 22  
(See TV Prod.-Dist.)

**Jack Shafton's Puppet Masters**

8118 Lookout Ave., Los Angeles, Calif.  
Phone: OL 4-2350

Owner.....J. Shafton  
*Services Offered*—Live & film TV shows, programs; comm'ls; shorts; animation; special effects; puppets.

**Signature Music Inc.**

240 E. 53rd St., N.Y.C. 22  
Phone: MU 8-5068

President, Creat. Dir.....Hank Sylvern  
Business Mgr.....George H. Fried  
*Services Offered*—Creation and production of jingles, musical commercials. Underscoring original music to animation & live action.  
*Current Productions* — Pepsi Cola, Pall Mall, Ariden Drugs, Stark & Wetzels Meats, JFC Coffee, Sylvania, IBM, Olin Mathieson, Gunther Beer, Mercury Cars, U.S. Steel, Triton Margarine, RCA, PBS Paints, Whirlpool, MGM, Squibb.

**Signal Productions, Inc.**

6223 Selma Ave., Hollywood 26  
Phone: HO 2-6471

V.P. Gen. Mgr.....Edwin W. Buckalew  
*Services Offered*—Produce & syndicate radio properties. Tape equipment available.

## AM-TV COMMERCIAL PROD.

### **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'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: MU 3-5820

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.

### **Southwest Film Laboratory, Inc.**

Southwest Film Center, Dallas 11, Tex.  
Phone: WH 6-2184

Vice President ..... J. A. Hopper  
*Services Offered*—Commercials, spots, industrial.

### **S.O.S. Cinema Supply Corp.**

602 W. 52nd St., N.Y.C. 19  
(See Equipment Section)

### **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 Githens  
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.

### **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 G. 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.

### **Spotlight News, Inc.**

607 N. LaBrea Ave., Los Angeles 36, Cal  
Phone: WE 8-2191

President ..... Mrs. M. Walker  
V.P. .... Al Blanchard  
*Services Offered*—TV comm's, newsreels; film, editorial facilities.

### **Stammco, Inc.**

291 S. LaCienega Blvd.  
Beverly Hills, Calif.  
Phone: OLcander 5-8852

Pres. .... J. Harry Ebbert  
*Services Offered*—Creators & producers of business films and record programs, commercials, educational and short subject films for TV & theatrical release.

### **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.

### **Stock Shots To Order, Inc.**

550 Fifth Ave., N.Y.C. 36  
Phone: Circle 6-0690

Pres. .... R. A. Pheelan  
V.P. .... H. C. Miller  
Sec. .... Otto Von Braun  
Treas. .... Royal L. Krim  
*Services Offered*—Stock film library 16/35 mm-B&W & color, film special material to order for TV commercials, rear projection plates, sound cameras.

### **Stockdale and Company, Inc.**

200 E. First St., Salt Lake City 4, Utah  
Phone: EL 5-5511

President ..... C. Stockdale  
V.P. .... Calvin Briggs  
Sec.-Treas. .... L. Stockdale  
*Services Offered*—TV comm's, animation, SOF, kinescoping, sound recording, 16/35mm.  
*Current Productions* — Blue Cross-Blue Shield, Pfaff, Fisher Beer, Utoco, Utah Power & Light Co., Morning Milk, Sego Milk, Walker Bank, First Security Bank, First Federal Savings, Prudential Federal Savings.

**Frederic Stoessel, Inc.**

119 W. 57th St., N.Y.C.  
Phone: JU 2-6978-9

President ..... Frederic Stoessel  
*Services Offered* — Produce & distribute stock commercials, TV film shows; public relations TV.

**Storyboard, Inc.**

160 Riverside Dr., New York City 24  
Phone: TR 3-7207

President ..... J. Hubley  
*Services Offered*—Animation; live films.

**John G. Stratford Film Corp.**

7 Central Pk. W., N.Y.C. 25  
Phone: JU 6-7390

President ..... J. G. Stratford  
*Services Offered*—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts; film library.

**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 ..... Michael Kraft  
Art Dir. .... Paul K. Freeman  
Assoc. Producr. .... John Hazard  
*Services Offered*—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and PR films; sound slide films and theatrical features. B&W, color.

*Current Productions*—Golden Books Encyclopedias, Colonaidd Tablets, Golden Record Library, Sinclair Oil & Gas, TV Bureau of Advertising.

**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.**

49 W. 45th St., N.Y.C. 36  
Phone: JU 6-1650

Cbair. of Board ..... Robert J. Hassard  
Pres., Spec. Proj. Spvsr. .... William A. Sturm  
General Mgr. .... Don McCormick  
Director ..... Orestes Calpini  
V.P., Sales Dir. .... Nicholas D. Newshay  
Dir., Live Action ..... Don Hershey  
Head Designer ..... J. Dufour  
Animation Dir. .... Kenneth Walker

Film Editor ..... Walter Bergman  
*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.**

341 East 43rd St., N.Y.C. 17  
Phone: MU 6-2046

President ..... S. A. Datlowe  
*Services Offered* — Comm'ls, spots, industrials.

**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  
V.P. (N.Y.) ..... Charles Bordwell  
V.P.'s ..... True Boardman, Howard Roessel  
Animation Dir. .... 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, industrials.

**Swift-Chaplin Productions, Inc.**

1136 N. Highland Ave., Hollywood 38, Cal.  
Phone: HO 2-0761

President ..... C. Chaplin  
V.P.'s ..... H. Swift, M. Pike  
*Services Offered*—Synd. spots; comm'ls.

**Teaching Aids Service, Inc.**

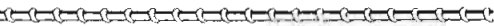
Visual Ed. Center Bldg., Floral Pk., N.Y.  
Phone: FL 7-3109

President ..... G. Jacobs  
*Services Offered*—TV film comm'ls; shorts; color, B & W animation; rentals.

**Technical Animations, Inc.**

19 South St., Port Washington, N. Y.  
Phone: PO 7-3151

President ..... S. L. Schwartz  
*Services Offered*—Custom film animations.

**AM-TV COMMERCIAL PROD.** 

**Telamerica**

527 Madison Ave., New York City 22  
Phone: EL 5-1422

President ..... J. Whitaker  
Producer ..... E. Tate  
*Services Offered* — Industrials, 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, ani-  
mation, 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, Sidney Freeman  
Sales ..... S. Freeman  
*Services Offered*—Animated cartoon com-  
mercial library; live & animated custom film  
comm'ls.

**Telemated Motion Pictures**

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 ani-  
mation or live action; animated and optical  
special effects in color or black & white, ex-  
clusive color control equipment, 35 mm and  
16 mm production.

**Telenews Film Corp.**

850 10th Ave., N.Y.C. 19  
Phone: JU 6-2450

Vice President ..... C. B. Stratton  
Office Mgr. .... A. D. Comcaux  
*Services Offered*—Produce documentary &  
commercial films; stock film library.

**Telepix Corporation**

1515 N. Western Ave., Hollywood 27  
Phone: HO 4-7391

President ..... Robert P. Newman  
Vice Pres. .... Phil T. Hanna, Jr.  
*Services Offered* — Complete production  
facilities, including sound stage, sound mix-  
ing and dubbing, editing, and screening. Full  
package or rental production arrangements;  
live action and animation, TV, industrial and  
commercials. Videotape.

**Telestudios, Inc.**

1481 Broadway, New York City 36  
Phone: LO 3-1122

President ..... G. Gould  
*Services Offered*—Comm'ls; shows.

**Television Broadcasting Service, Inc.**

61 Central Pk. W., New York 23  
Phone: TRafalgar 7-2372

President ..... William R. Riddle  
*Services Offered*: Producer of all types of  
films, commercial and training for clients  
and agencies.

**Television Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: MU 6-5255

President ..... Bernard Rubin  
Treasurer ..... Lee Blair  
Secretary ..... Leon Levy  
Production Manager ..... Sid Greenhaus  
Controller ..... Stanley Turitz  
Sales ..... Howard Linkoff  
*Services Offered*—TV film comm'ls; ani-  
mation, optical effects; two live action sound  
stages 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, ani-  
mated and live; film programs; industrial,  
training and fund-raising films.

**Termini Video Tape Services, Inc.**

1440 Broadway, New York 18, N. Y.  
Phone: PEnnsylvania 6-6323

President ..... Anthony Termini  
Vice President ..... Charles Termini  
*Services Offered* — Commercials, shows,  
closed circuits, videotape screenings, trans-  
fers, copies and kines, studio space. Tape  
equipment available.

**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, ani-  
mated; 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.

**Titra Film Labs, Inc.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President ..... Abraham Rozenfeld

Vice Pres.....David Opochnsky  
 Plant Mgr.....Paul Sandars, Jr.  
 Treas.....Jerome Sobel  
*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 Opochnsky  
 V.P., Gen. Mgr.....David D. Horne  
 Sec.-Treas.....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  
 Gen. Mgr.....James L. Roberts  
*Services Offered*—Commercials; industrials.

**Tomlin Film Productions, Inc.**

480 Lexington Ave., New York City 17  
 Phone: YU 6-5090

President.....F. A. Tomlin  
*Services Offered*—Produces industrials & comm'ls.

**Town & Country Network, Inc.**

4000 Albemarle Rd., Washington 16, D.C.  
 Phone: EMerson 3-8110

Bd. Chmn. & Pres.....C. B. Gay  
 Exec. V.P.....Miss Jane E. Trimmer  
 Sec.-Treas.....Thomas R. Sawyers  
*Services Offered*—Country, western talent; production of TV, radio and transcription shows.

**Trans Artists Productions, Inc.**

731 N. LaBrea, Los Angeles, Calif.  
 Phone: WEbster 1-1639  
 N.Y. Phone: PLaza 1-4353

Chmn. of Bd.....Gerald J. Rappoport  
 President .....Samuel Singer  
 Sec. ....Louis Himmelstein  
 Dir's.....Robert Kane, Reuben Timmins, Theodore Propp  
*Services Offered*—Package film shows animated commercials, sound tracks; sound studio. Tape equipment available.

**Transfilm-Caravel Inc.**

35 W. 45th St., N.Y.C. 36  
 Phone: JU 2-1400  
 Studios

20 West End Ave., N.Y.C. 23  
 Phone: CIrcle 7-6110

President .....William Miesegaes  
 Exec. V.P.,-Treas.....Michael A. Palma  
 Sr. V.P.....David I. Pincus  
 V.P. Mot. Pic. Prod.....Calhoun C. McKean  
 Industrial V.P.'s...Wm. Burnham, Pud Lane

V.P., Bus. Prog.....Joseph F. Kilmartin  
 Vice Pres., TV.....Jack Berch  
 Asst. Sls. Mgr.....John N. Harris  
 Supvr. Editor.....Lawrence J. Kreeger  
 Public Relations Dir.....Albert Boyars  
 Director of Photo.....John Ercole  
 Special Proj. Dir.....John M. Halpern  
*Services Offered* — Communications SVC. for industry. TV commercials, industrial films, sls. and bus. meetings, sls. training programs, conventions, closed circuit TV.

**Transfilm-Wylde Animation (Affiliate of Transfilm-Caravel, Inc.)**

20 West End Ave., N.Y.C. 23  
 Phone: CIrcle 7-6110

Exec. Prod's..Robert B. Bean, Fred Levinson  
 Prod.-Dir.....Joseph C. Bernstein  
 Associate Prods.....Beverly O'Reilly, Laurence S. Untermeyer  
 Production Mgr.....Jack S. Semple  
 Director .....William Hudson  
*Services Offered*—Animation & art service for TV commercials, industrial films, sound slidefilms, & audiovisual presentations for business & industry.

**Triangle Productions**

5746 Sunset Blvd., Hollywood 28, Cal.  
 Phone: HO 4-7119

President .....LeRoy Smith  
 Sec.-Treas.....Robert G. Walker  
*Services Offered*—Motion pictures for TV, entertainment, documentary commercials, industrial, etc.

**Tri Art Color Corporation**

245 W. 55th St., N.Y.C.  
 Phone: PL 7-4580

Exec. Vice Pres.....Irwin Young  
 Vice Pres., Sales.....Lou Feldman  
 Vice Pres., Prod.....Paul Kaufman  
*Services Offered*—Processing 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'ls filmed; industrials, educationals.

**TV Art Inc.**

7 N. 7th St., St. Louis 1, Mo.  
 Phone: CEntral 1-4575

President .....D. Bishop  
 Production .....W. Hunn  
*Services Offered* — TV film comm'ls & 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  
*Services Offered*—Specialize in animation; educationals; commercials; story through camera.



# AM-TV COMMERCIAL PROD.

## 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  
V.P. .... Robert E. Kennedy  
Sec.-Treas. .... Susanne D. 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.

*Current Productions* Reynolds Metals, Philip Morris, Robert-Shaw Fulton Controls.

## TV Radio Film Advertising Service

215 E. 80th St., N.Y.C. 21  
Phone: YU 8-6698

Owner ..... Arthur J. Daly  
Assoc's ..... Arthur Ferrante, Louis Teicher

*Services Offered*—Musical Letters for radio stations, jingles and commercials, musical logotypes, TV films and storyboards. Tape equipment available.

## TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Cal.  
Phone: HO 5-5171

N.Y. Phone: PLaza 5-4807

President ..... Shull Bonsall  
V.P., Gen. Mgr. .... Bob Ganon  
Prod. & Cre. Dir. .... Sam Nicholson  
Prod. Coord. .... David Hoffman  
Animation Dir. .... Bob Bemiller  
Film Editor. .... Norm Vizents

*Services Offered*—Producer animated and live action for TV comm'ls, industrial & entertainment films.

*Current Productions*—Quaker Oats, Household Finance Corp., Skippy Peanut Butter, Brunswick Balke.

## T-V Visuals, Inc.

20 N. Wacker Dr., Chicago, Ill  
Phone: CEntral 6-8955

President ..... Alfred D. LeVine  
Sec.-Treas. .... Robert B. Eirinberg

*Services Offered*—Produce and package syndicated TV commercials.

## Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CL 2066

N.Y. Phone: CIrcle 5-3111

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. Tape equipment available.

## 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  
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.

## 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 Brass  
Production Mgr. .... John L. Thayer

*Services Offered*—All phases motion picture production—script to screen—16/35mm, B & W or color. Slide films.

## Universal Recording Corp.

16 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, Inc.

4440 Lakeside Dr., Burbank, Calif.  
Phone: TH 2-7171

N. Y. Phone: PL 8-1405

President ..... Stephen Bosustow  
Gen. Sls Mgr. .... Verne Behnke  
Studio Mgr. .... Hal Elias

### Branch Offices

60 E. 56th St., N.Y.C.

V.P., Eastern Sales. .... Jack Silverman  
360 N. Michigan Ave., Chicago

Phone: ANdover 3-7566

V.P., Mid-Western Sales. .... Jerry Abbott  
Suite 6, 140 Park Lane, London W 1

Bus. Manager. .... Roy Letts

*Services Offered*—Produce animated and live action for commercial, industrial and theatrical accounts.

**Thomas J. Valentino, Inc.**

150 W. 46th St., N.Y.C. 36  
Phone: CI 6-6475

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.....Marc S. Asch  
Dir. of Production.....Ralph Porter  
Account Supvr.....Hal Persons  
Gen. Mgr., Hollywood.....Jean Vallier

*Branch Office*

2301 Dime Bldg., Detroit 26, Mich.  
V.P. in Chg.....Frank R. Stephan  
*Services Offered*—Production of TV commercials and programs, film and tape. Complete prod. facilities.

**Versatile Television Productions, Inc.**

324 Broadway, Cape Girardeau, Missouri  
Phone: ED 5-8816

President.....R. O. Hirsch  
Manager.....B. Baker  
*Services Offered*—Comm'ls, spots, industrial.

**Videart, Inc.**

480 Lexington Ave., N.Y.C. 17  
Phone: MU 2-2363-4

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.  
Sales Mgr., TV.....Peter Turnquist  
Sales Mgr., Indust.....Rene Mechin  
Divisions: Videocraft Productions; Arthur Rankin, Jr. Assoc.; Videocraft International.

*Branches*

1240 27th St., N.W., Washington, D.C.  
Phone: DuPont 7-6680

*Services Offered*—Projection for TV and industry including art and animation; motion pictures and stop motion puppets.

**Video Films, Inc.**

1004 E. Jefferson Ave., Detroit 7  
Phone: WO 2-3400

Pres. ....Clifford Hanna  
V.P., Gen. Mgr.....William R. Witherell, Jr.  
Sec.-Treas.....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, & studio equipment; music library.

**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  
Chief Eng.....Donald Collins  
Production Mgr.....C. Holden  
*Services Offered*—Videotape commercial and shows. Tape equipment available.

**Video-View, Inc.**

5746 Sunset Blvd., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

**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.

**VPI Productions**

321 W. 44th St., N.Y.C. 36  
Phone: Judson 2-8082

Pres. ....Edwin T. Kasper  
V.P. ....Lew Pollack  
*Services Offered*—TV film commercials, complete 16 and 35 mm facilities.

**Roger Wade Productions, Inc.**


15 W. 46th St., N.Y.C. 36  
Phone: CI 5-3040

President.....Roger Wade  
Film Dir.....Bill Buckley  
*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.

**AM-TV COMMERCIAL PROD.** 

**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  
N.Y. Sales Rep. .... Filmways, Inc.

*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.)

**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'ls; synd. film; features of full length.

**Western Cine Productions**

(Div. Western Cine Service, Inc.)  
114 E. 8th Ave., Denver 3, Colo.  
Phone: AM 6-3601

President. .... H. Urschel  
Exec. V.P., Prod. .... J. Newell  
V.P., Sales. .... D. T. Cook  
Treas. .... Malcolm S. Jesse

*Services Offered*—16mm. laboratory, sound recording tape, disc and film, 16/35mm film productions, professional equipment and supplies.

**Western Recorders**

6000 Sunset Blvd., Hollywood 28  
Phone: HO 3-6811

Partner. .... Donald D. Blake  
Partner. .... William M. Kirkpatrick  
Partner. .... Ted Robinson

*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 Audio-Visual. .... Owen Zapel  
Creative TV .... Russell Stamm

*Services Offered*—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips. Special effect printer avail. to producers. Visual aids cellophane presentations.

**Wilding Picture Productions, Inc.**

**Wilding TV**

405 Park Ave., N.Y.C. 22  
Phone: PL 9-0854

1345 Argyle St., Chicago 40  
Phone: LO 1-8410

Chairman of Bd. .... C. H. Bradfield, Jr.  
President. .... H. William Hanmer  
V.P., Gen. Mgr. .... J. A. Kellock  
V.P., Sales. .... J. A. Rheinstrom  
V.P., N.Y. Sales. .... Hugh Gage

*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. 45th St., New York City 36  
Phone: JU 2-0430

Exec. Prod. .... J. Squiers, Jr.  
Production. .... S. A. Scribner

*Services Offered*—Comm'ls; 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'ls; packages; scripts.

**Williams & Hill, Ltd.**

4 Albert St., Toronto, Canada  
Phone: EM 2-1931

Pres. .... Hal B. Williams  
Vice President and Gen. Mgr. .... R. H. Hill  
V.P., Sec.-Treas. .... Heinz A. K. Drege  
Prod's. .... Colin Y. Smith, Annette Vaughan  
Prod. Coordin. .... Gary Gray  
Photo Dir. .... Ingeborg Gerike  
Art Dir. .... Ken Leach  
Super. Editor. .... Hans Klostermann

*Services Offered*—TV commercials and industrial films (live action, animation, special effects, pictafilm and slides.)

**Winik Films Corp.**

250 W. 57th St., New York City 19  
Phone: CI 6-7360

President.....L. Winik  
Vice President.....R. Winik  
*Services Offered*—Filmed TV series prod. & distr.; industrials; documentaries.

**Raphael G. Wolff Studios, Inc.**

1714 N. Wilton Pl., Hollywood 28, Cal.  
Phone: HO 7-6126

*Services Offered*—Commercials, spots, industrials.

**Wonderland Productions**

7934 Santa Monica Blvd., Hollywood 46, Cal.  
Phone: OL 4-8342

Exec. Prod.....M. L. Bryan  
*Services Offered*—TV film commercials; 35 and 16mm. industrial and public relations films, features; complete studio facilities. Tape equipment available.

**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  
Prod. Mgr.....John Affriol  
*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.

*Current Productions*—Kent Cigarettes, Remington "Princess" Shaver, Hillman Automobile, Sunoco, Dromedary Cake Mixes.

**Carter Wright Enterprises**

6533 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-0944

Owner.....Carter Wright  
*Services Offered*—TV live programs, film shows; commercials; music effects.

**Wurtele Film Productions**

P. O. Box 504, Orlando, Florida  
Phone: GA 2-9755

Owner.....H. S. Wurtele  
*Services Offered*—TV comm'ls on film; shorts; sound.

**Wylde Studios, Inc.**

20 West End Ave., New York City  
Phone: CI 7-6107

Vice Presidents.....R. Bean, F. Levinson, J. Bernstein  
*Services Offered*—Comm'l, industrial, educ. films produced.

**Ziv-United Artists TV Co.**

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.  
*Current Productions*—Poem for a Day, Rockin' the Campus, Parade of Presidents.

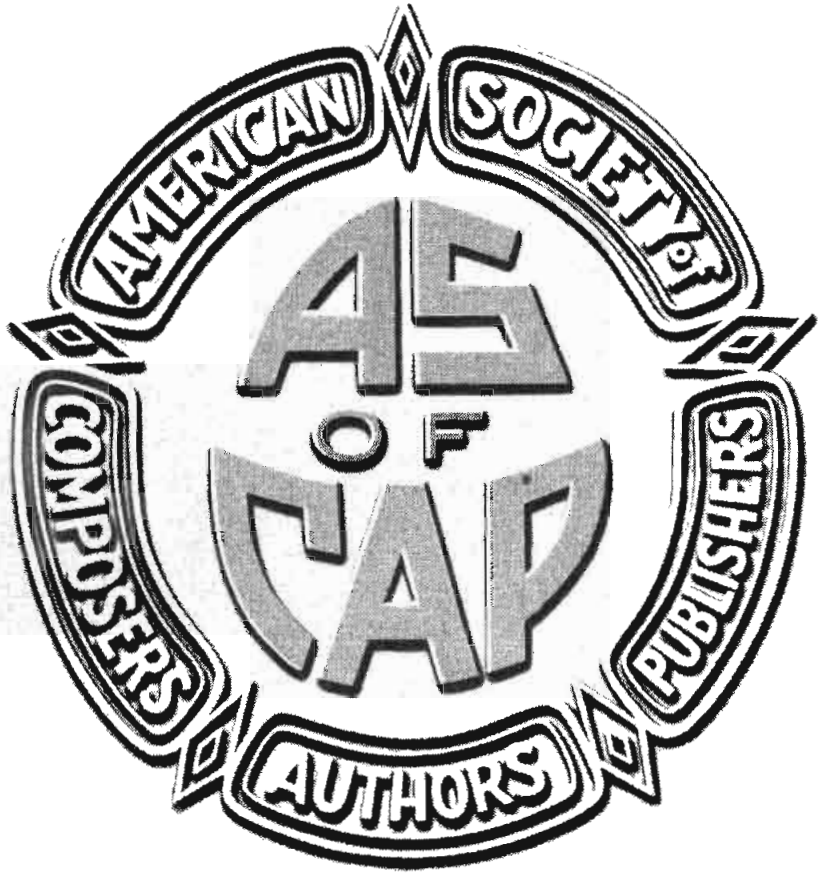
**Seymour Zweibel Productions, Inc.**

11 E. 44th St., New York City 17  
Phone: MU 2-4450

President.....Seymour Zweibel  
*Services Offered*—Industrials; educationals; slide film comm'ls.

**FOR  
PROGRAM  
PRODUCERS  
See PAGE 877**

**FOR  
AD AGENCIES  
SEE PAGE 115**



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Los Angeles 46, Calif.  
BR 2-2671

ADVERTISERS' BROADCAST-  
ING COMPANY  
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New York 36, New York  
PLaza 7-3560

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Los Angeles 19, Calif.  
WEBster 6-5564

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SERVICE

(Div. Muzak Corp.)  
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New York 3, New York  
OREgon 4-7400

AUDIO VISUAL ASSOCIATES  
1459 N. Seward  
Hollywood 28, Calif.

HOLLYWOOD 5-8444  
BASCH RADIO & TV  
PRODUCTIONS

17 East 45th Street  
New York, New York  
MURray Hill 2-8877

BEMILLER PRODUCTIONS  
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Hollywood 38, Calif.  
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New York 17, New York  
MUrray Hill 4-1230

CUMMINGS PRODUCTIONS,  
INC.  
4 West 56th Street  
New York 19, New York  
PLaza 7-6452

ARTHUR J. DALY  
245 East 80th Street  
New York 21, New York  
YUkon 8-6698

PHIL DAVIS MUSICAL  
ENTERPRISES, INC.  
59 East 54th Street  
New York 22, New York  
MUrray Hill 8-3950

GORDON M. DAY PROD.  
15 West 44th Street  
New York 36, New York  
MUrray Hill 2-5299

DEMBY PRODUCTIONS, INC.  
Hotel Plaza, 1 W. 58th St.  
New York 19, New York  
PLaza 9-2495

FAILLACE PROD., INC.  
59 East 54th Street  
New York 22, New York  
ELDorado 5-1752

FORRELL, THOMAS &  
POLACK ASSOCIATES, INC.  
157 West 57th Street  
New York 19, New York  
CIRCLE 6-9132

CHUCK GOLDSTEIN  
PRODUCTIONS, INC.  
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New York 19, New York  
JUdson 6-7477

HARRY S. GOODMAN  
PRODUCTIONS  
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Howard Plummer\*—Singing Commercials  
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NARTB and RAB awards

*\*Formerly staff McCann-Erickson, Compton and N. W. Ayer. Currently on retainer to N. W. Ayer.*

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PLaza 5-6131

**LEWIS G. GREEN PRODS.**

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Chicago 11, Illinois  
WHitehall 4-7440

**GREY ADVERTISING  
COMMERCIALS**

(Lanny & Ginger Grey)  
108 East 96th Street  
New York 28, New York  
EN 9-7777

**HAP MUSIC, INC.**

(Howard Plummer)  
Suite 1501  
200 West 57th Street  
New York 19, New York  
CIRCLE 6-5548

**HARDRIC PROD., INC.**

510 Madison Avenue  
New York 22, New York  
AC 2-3354

**HUNN, FRITZ & HENKIN  
PRODUCTIONS, INC.**

216 East 49th Street  
New York 17, New York  
PLaza 2-1940

**JERRY JEROME PROD.**

1 Snapdragon Lane  
Roslyn Heights, L. I.  
SUSquehanna 7-5400  
MAYfair 1-4567

**JEWELL RADIO & TV**

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Chicago 11, Illinois  
MOhawk 4-5757

**THE JINGLE MILL, INC.**

143 W. 51st Street  
New York 19, New York  
PLaza 7-5730

**JINGLES BY KEVA MARCUS**

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TRiangle 7-9861

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Hamburg, N. Y.  
FR 3876

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PROGRAMS, INC.  
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New York 19, New York  
JUdson 6-5700

JACK ROURKE PRODUCTIONS  
6831 Hollywood Blvd.  
Hollywood 28, Calif.  
Hollywood 3-7178

JACK LLOYD  
1445 Miller Way  
Hollywood 46, Calif.  
OLdfield 6-4607

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New York 36, N. Y.  
PLaza 7-9260

ANDY LOVE PRODUCTIONS  
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New York, New York  
Circle 7-2278

SATISFIERS PRODUCTIONS  
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New York 19, New York  
Phone: Circle 5-4149

MAGNE-TRONICS, INC.  
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Circle 7-0210

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(THE JINGLE WORKSHOP)  
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PLaza 7-5685

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Baltimore 15, Maryland  
MOhawk 4-4221

MUSIC MAKERS, INC.  
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New York, New York  
Circle 5-3737  
128 North Doheny Drive  
Los Angeles 48, Calif.

GEORGE R. NELSON  
208 State Street  
Schenectady, N. Y.  
SChenectady 4-4185

DEL OWENS PRODUCTIONS  
333 N. Michigan Ave.  
Chicago 1, Ill.  
FR 2-4811

LLOYD PEARSON  
ASSOCIATES, INC.  
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New York 22, New York  
MUrray Hill 8-9545

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PRODUCTIONS, INC.  
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New York 36, N. Y.  
PLaza 7-9260

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**Productions Inc.**

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**AJAX**

**GERBER**

**CHESTERFIELD**

**FORD**

**BULOVA**

**JOHN GART, Pres.**

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New York 17, New York  
PLaza 5-2789

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240 East 53rd Street  
New York 22, New York  
MU 8-5068

SOUNDAC PRODUCTIONS, INC.  
2133 N.W. 11th Ave.  
Miami 37, Fla.  
FR 4-2655

SOUND IDEAS  
540 Woodland Ave.  
Haddonfield, N. J.  
HAzel 9-4482

SOUNDTRACKS  
333 West 52nd Street  
New York 19, New York  
Circle 7-6444

WILBUR STREECH  
PRODUCTIONS, INC.  
135 West 52nd Street  
New York 19, New York  
JUdson 2-3816

SURPRISE JINGLES  
250 Prospect Avenue  
Revere, Mass.  
REvere 8-5562

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PRODUCTIONS, INC.  
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New York, New York  
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# **AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**

**By STANLEY ADAMS  
President**

**T**HE American Society of Composers, Authors and Publishers is a non-profit organization founded in 1914 as a clearing house for the performing rights of its members, the creators of music and their publishers.

ASCAP members create the popular music of the day, production music for Broadway shows and Hollywood films, church and sacred selections, contemporary classical music — symphonic, chamber and choral works, as well as country and folk music.

The Copyright Law of 1909 gives to the holder of a musical copyright the right to receive payment whenever the owner's music is publicly performed for profit. At the same time the Society affords commercial users of music a central clearing house where, under a simple licensing agreement, the user may obtain the right to perform the music of more than 5,000 authors and composers and over 1,300 publishers.

The Society's headquarters are located at 575 Madison Avenue, New York 22, New York. It maintains twenty-two branch offices in major cities throughout the country.

The Society's Board of Directors consists of twelve writer and twelve publisher members elected biennially by the writer and publisher membership respectively. Its officers are elected annually.

## ASCAP PUBLISHER MEMBERS

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A B C Music Corp.  
A-H Music Corp.  
A-M Music Corp.  
A.M.C. Inc.  
A Bar Music Pub. Inc.  
Abbey Music Co., Inc.  
Accolade Music Pub. Co.  
Adams, George, Music Pub. Co.  
Adler, Henry, Publishing Corp.  
Ad Lib Publish. Co.  
Admont Music, Inc.  
Adrienne Music Co.  
Advanced Music Corp.  
Advertiser's Music Inc.  
Agenda Songs  
Ahlert, Fred, Music Corp  
Alamo Music, Inc.  
Alanbee Music, Inc.  
Alaska Music Co. Inc.  
Alba Music, Inc.  
Albert Music Corp.  
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Allison's Music, Inc.  
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Alphan Music Publishers  
Alta Music Co.  
Alter, Louis, Music Publishers  
AMA Music Co.  
Ambassador Music, Inc.  
Amber Music, Inc.  
Amco Music Co.  
Amsco Pub. Co.  
Amenra Music  
American Academy of Music, Inc.  
American Music Co., The  
American Music Edition  
American Music Publishing Co.  
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AMPCO Music, Inc.  
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Ankerford Music Corp.  
Annavic Music Corp.  
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Antobal Music Co.  
Anton Publications  
Antony, Frank  
Anvil Music Co.  
Apollo Music Co.  
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April Music, Inc.  
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Arbee Music Publishing Co., Inc.  
Arcade Music Co.  
Arch Music Co., Inc.  
Archer Music Corp.  
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Ardmore Music Corp.  
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Aries Music Inc.
- Arista Music, Inc.  
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Arndt, Nola, Inc.  
Arel Music Corp.  
Arpege Music Corp.  
Arrow Music Co.  
Arthur, Irving Music Corp.  
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Artists Music, Inc.  
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Aspen Music Corp.  
Atlas Music Corp.  
Audubon Music, Inc.  
Aut Pub. Co.  
Ayuga Music Inc.  
Aztec Music, Inc.  
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Baer, Abel, Music Corp.  
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Baker, Murray Music Pub. Co.  
Ballard, Pat Pub.  
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Barbour-Lee Music Corp.  
Bark Music Corp.  
Baron, M., Co.  
Barry, Guy, Enterprises, Inc.  
Barton Music Corp.  
Basie, Diane Music Corp.  
Bauer, Wm. H., Inc.  
Beacon Music Co.  
Beatrice Music Co., Inc.  
Beach Music Pub. Co.  
Beachside Music Inc.  
Beaver Music Publishing Corp.  
Bedack Music, Inc.  
Bedford Music, Inc.  
Beekman Music, Inc.  
Bel-Air Music Corp.  
Bellmore Music, Inc.  
Bell Song Publishing Co.  
Belwyn, Inc.  
Bennie Benjamin Music Inc.  
Benson, John T., Publishing Co.  
Benton Music Co.  
Berlin, Irving, Music Corp.  
Bernal Music Inc.  
Bernie, Dave, Music Co.  
Beta Music Co. Inc.  
Beverly Music Corp.  
Bibo Music, Inc.  
Big Beat Music  
Billboard Music Publishing Co.  
Biltmore Music Corp.  
Bing Music Co., Inc.  
Birchard, C. C., and Co.  
Birchwood Music Co.  
Bishop Music Co.  
Blackstone Music, Inc.  
Blasco Music, Inc.
- Bloch Publishing Co.  
Block, Martin  
Bloom, Ben, Music Corp.  
Blossom Music Corp.  
Blue Sun Music Publishing Co.  
Bofa Music Publishing Co.  
Boelke-Bomart, Inc.  
Bogat Music Corp.  
Bogard Music, Inc.  
Boland-Leng, Inc.  
Bond, Carrie Jacobs, & Son  
Bond Street Music Corp.  
Bonnie Music Inc.  
Boosey and Hawkes, Inc.  
Boston Music Co., The  
Boulder Music Corp.  
Bourne, Inc.  
Box & Cox (Publications), Inc.  
Bradford Music, Inc.  
Brandom-Music Co.  
Braziliance Music Pub.  
Breen & De Rose Music Corp.  
Bregman, Vocco & Conn, Inc.  
Brigadier Music Co.  
Briegel, George F., Inc.  
Brighton Music Co., Inc.  
Brightwater Music Corp.  
Bristol Music Corp.  
Broadway Music Corp.  
Brockwin Music Pub. Co.  
Brodt Music Co.  
Bromaur Music Corp.  
Brooks Music Corp.  
Broude Brothers  
Brull Music, Inc.  
Buckeye Music, Inc.  
Buckingham Music Co.  
Budd Music Corp.  
Bulls-Eye Music, Inc.  
Burke, Johnny & Co., Inc.  
Burke & Van Heusen, Inc.  
Burlington Music Corp.  
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Burns Music Co.  
Burvan Music Corp.  
Bushkin, Joe, Music, Inc.  
Buxton Hill Music Corp.  
Byron Music Inc.
- Caccamise Bros. Music.  
C. R. Publishing Co.  
Cadence Publications  
Cadenza Music Co.  
Caesar, Irving  
Cahn Music Corp.  
Cailliet, Lucien, Publication  
Cal Music Co.  
Calico Records, Inc.  
Calyppo Music Inc.  
Camelot Music Corp.  
Campbell-Connelly, Inc.  
Campbell, Lloyd, Pub.  
Candell Music Pub. Inc.  
Cara Music Publishing Co.  
Caravan Music Corp.  
Carbaugh Music  
Carew, Roy J.

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 Carl Vi Music Co.  
 Carlyle Music Publishing Corp.  
 Car-Mar Music  
 Carmen Music, Inc.  
 Carmichael Music Publications  
 Carnes, Joseph R., Music House  
 Carrie Music Co.  
 Carroll Publications  
 Case Music Corp.  
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 Cathryl Music Corp.  
 Cavalcade Music Corp.  
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 Cessna Music Co.  
 Chalen Music Pub. Co., Inc.  
 Champagne Music Corp.  
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 Charling Music Corp.  
 Chatham Music Corp.  
 Chatsworth Music, Inc.  
 Cherokee Music Co.  
 Chippendale Music, Inc.  
 Choice Music, Inc.  
 Christopher Music Co.  
 Church, John, Co., The  
 Cinema Songs, Inc.  
 Cina-Star  
 Cindy Music, Inc.  
 Circus Music Co.  
 Citation Music, Inc.  
 Claire Music Co.  
 Clare Music Corp.  
 Claro Pub. Co.  
 Clarick Music Co., Inc.  
 Clarion Music Co.  
 Clover Music Co.  
 Cloverleaf Music  
 Coca Music Corp.  
 Cohan, George M., Music Publ.  
 Coleman-Ross Co., Inc.  
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 Compton Music Corp.  
 Concerto Music Corp.  
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 Connelly, Reg, Music, Inc.  
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 Credo Music Co.  
 Crescendo Music Corp.  
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 Crisscott Music Co.  
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 Cruise Music Corp.  
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 Cusenza, Frank J., Music  
  
 Da Fran Music Pub. Co.  
 Damus Music  
 Dance King Music  
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 Darlan  
 Dartmouth Music, Inc.  
 Dash, Connelly, Inc.  
 Davis, Joe, Music Co., Inc.  
 Dawn Music  
 Dawson Music Co., Inc.  
 Dayton Music Corp.  
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 Deep River Music, Inc.  
 Deerhaven Music Corp.  
 Delaware Music Corp.  
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 Delmore Music Co.  
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 Denham Music Co.  
 Denny Music, Inc.  
 Denric Music Corp.  
 Denslow Music, Inc.  
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 Dexter Music Co.  
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 Durante, Jimmy, Music Publ.

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 M.S.K. Music Co.  
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 Magidson Music Co.  
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 Majestic Music Co.  
 Malden Music Corp.  
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 Maltby, Richard, Inc.  
 Manchester Music, Inc.  
 Manhattan Music Publishers  
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 Manlowe Music Corp.  
 Manners, Dudley, Music  
 Manners Music  
 Manning Music Co.  
 Manor Music Co., Inc.  
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 Mansion Music Corp.  
 Mappa Music, Inc.  
 Mara-Lane Music Corp.  
 Maraville Music Corp.  
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 Margery Music Corp.  
 Marguerita Music Co., Inc.  
 Marian Music Corp.  
 Mark-Jules Music Co.  
 Mark VII Music  
 Marks, Gerald, Music, Inc.  
 Markwood Music Co.  
 Marlan Music  
 Marlen Music Co.  
 Marlene Pub. Co.  
 Marlo Music Corp.  
 Marlong Music Corp.  
 Marpet Music Corp.  
 Mars Records, Inc.  
 Marster-Sound Music Inc.  
 Marti Music  
 Martin, James H., Inc.  
 Martin Music  
 Marvin Music Co.  
 Maser Music Publishing Corp.  
 Mason Music Corp.  
 Massey Music Co., Inc.  
 Mathis, Johnny, Music Inc.  
 Maurice, Peter, Music Co., Ltd.  
 Maxwell Music Corp.  
 Maxwell-Wirges Publications  
 Mayfair Music Corp.  
 Maypole Music, Inc.  
 Maytone Music Publishers  
 McHugh & Adamson Music, Inc.  
 McHugh, Jimmy Music Inc.  
 Meadowbrook Music
- Mecca Music Corp.  
 Medallion Songs  
 Melanie Music Co.  
 Melhedd Music Publishers  
 Melo-Art Music Pub.  
 Melody Music Co.  
 Melody Music, Inc.  
 Melomusic Publications, Inc.  
 Melrose Music Corp.  
 Melrose, Walter, Music Co.  
 Memory Music Publishers  
 Merit Music Co.  
 Met Music Publications  
 Michele Music Inc.  
 Midnight Music  
 Midway Music Co.  
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 Milford Music Co.  
 Miller, Bob, Inc.  
 Miller Music Corp.  
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 Mineo Hess Pub. Co.  
 Miranda Music Pub. Co.  
 Miriam Music Corp.  
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 Mode Music, Inc.  
 Modern Music Pub.  
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 Monitor Music Corp.  
 Monmar Music, Inc.  
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 Moorpark Music Corp.  
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Pinkard Pub., Inc.  
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Planetary Music Pub. Corp.  
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 Shield, Roy, Music Co.  
 Shilkret, Nathaniel Music Co.  
 Shoreham Music Corp.  
 Shubert Music Pub. Corp.  
 Sigma Music, Inc.  
 Silhouette Music Corp.  
 Simon, George, Inc.  
 Sinatra Songs, Inc.  
 Siras Music, Inc.  
 Skidmore Music Co., Inc.  
 Skinner Music Co., Inc.  
 Skip Music Co.  
 Skokie Music Co.  
 Skyline Music Co.  
 Smith, Ethel, Music Corp.  
 Smith, William J., Music Co.  
 Smith-Foley Music Pub.  
 Snyder Music Corp.  
 Society for the Publication of  
     American Music, Inc.  
 Somerset Music, Inc.  
 Song-Art Music Inc.  
 Songfest Music Corp.  
 Song Music Inc.  
 Songsmiths, Inc.  
 Soundpost, Inc.  
 South Sea Music Co.  
 Southern Music Co.  
 Southern Music Pub. Co., Inc.  
 Southwest Music Co.  
 Souvenir Songs  
 Sovereign Music Corp.  
 Sparrow Music  
 Spartan Music Co.  
 Spectacular Music, Inc.  
 Spina Music  
 Spinlan Music Corp.  
 Springton Pub. Co.  
 Staff Music Pub. Co., The  
 Stage Craft Music Corp.  
 Standard Music Publishers, Ltd.  
 Standard Music Corp.  
 Stanley & Livingston, Inc.  
 Stanwood Music Corp.  
 Stargen Music Corp.  
 Starlight Music Co.  
 Starlight Songs, Inc.  
 Stasny Music Corp.  
 State Music Pub. Co., Inc.  
 Stephens, Bob, Inc.  
 Studio Music Corp.
- Styne & Cahn Music Co., Inc.  
 Stuyvesant Music Corp.  
 Summit Music Corp.  
 Summy Pub. Co.  
 Sunflower Music, Inc.  
 Sunset Music Publishers, Inc.  
 Supreme Music Corp.  
 Surrey Music Co.  
 Sweatman, Wilbur, Music Pub.  
 Sweet Music, Inc.  
 Symphony House Music Pub.  
 T & H Music Pub.  
 T V Music Co.  
 Talent, Leo, Inc.  
 Tamarick Music Inc.  
 Tanglewood Music Corp.  
 Tarpon Music Co.  
 Tarto Music Pub. Inc.  
 Taubman, Paul, Music Corp.  
 Taurus Music Pub.  
 Taylor, Larry, Music Corp.  
 Telekew Prod. Inc.  
 Templeton Pub. Co.  
 Tempo Music, Inc.  
 Tempo Pub. Co., The  
 Texoma Music Corp.  
 Thomas, John, Music Corp.  
 Thompson, Kay, Music, Inc.  
 Thornhill Music Co.  
 Thornlee Music Corp.  
 Thunderbird Music  
 Timely Music Co.  
 Tinker Music Co.  
 Tin Pan Alley  
 Tobey Music Corp.  
 Tobias & Lewis Music Pub.  
 Tone Music Co.  
 Top Notch Music Corp.  
 Torch Productions, Inc.  
 Totem Music, Inc.  
 Touchstone Music Co.  
 Towne Music Corp.  
 Trans American Music Co.  
 Transcontinental Music Corp.  
 Tray Music Corp.  
 Treble Music Pub., Inc.  
 Triangle Music Corp.  
 Trinda Music Corp.  
 Tropical Music Pub.  
 True Blue Music Pub. Co.  
 Tune-House Publications  
 Tweed Music Co.
- Union Music Dist. Co.  
 United Artists Music  
 UPA Music Co.  
 United Music Corp.  
 University Music Corp.
- Valando Music Corp.  
 Valley Brook Pub., Inc.  
 Valley Entertainment Ent., Inc.  
 Valmount Music Pub.  
 Valyr Music Corp.  
 Vanderbilt Music Corp.  
 Van Heusen Music Corp.  
 Van-Jak Music Corp.
- Variety Music, Inc.  
 Venus Music Corp.  
 Vera Nova Music  
 Vernon Music Corp.  
 Veronique Pub. Co., Inc.  
 Victoria Music Corp.  
 Vicar Music Inc.  
 Vickers Music Co.  
 Victoria Pub. Co.  
 Vic Vegas Pub. Co.  
 Viking Music Corp.  
 Villa Moret, Inc.  
 Vim Music Corp.  
 Vinrob Music Co.  
 Vista Music Corp.  
 Vivid Pub. Co.  
 Vogel, Jerry, Music Co., Inc.  
 Vogue Music Publications  
 Volkwein Brothers, Inc.  
 Vonzell's  
 Volta Music Corp.  
 Voss Music Co.
- Walden Music Corp.  
 Waldo Music Corp.  
 Wald, Herb., Music Co.  
 Wallen, Inc.  
 Walton Music Corp.  
 Warnow, Mark, Music  
 Warock Music, Inc.  
 Washington & Lee Pub.  
 Wayfarer Music, Inc.  
 Webster Music Corp.  
 Wedgewood Music Co.  
 Welzhein Music Pub. Corp.  
 Weintraub Music Co.  
 Weiss, Mac, Music Pub. Co.  
 Weiss, Sam, Music, Inc.  
 Wemby Music Corp.  
 Wendy Music Inc.  
 West Coast Music Pub.  
 Western Music Pub. Co.  
 Whale Music Corp.  
 Whalen Music  
 Wharton Music Co.  
 Whitcup, Leonard, Inc.  
 White Way Music Co.  
 Williamson Music, Inc.  
 Willow Music Corp.  
 Wilshire Music Pub.  
 Wintergreen Music, Inc.  
 Winterset Music Co.  
 Witmark, M., & Sons  
 Wizell & Day Music Corp.  
 Whitney-Kramer-Zaret Music  
 Wood, B. F., Music Co., The  
 Woodward Music, Inc.  
 World Music, Inc.  
 Worth, Bobby, Music Pub., Inc.  
 Yellen & Fain  
 Yellowstone Music Pub.  
 Yukon Music Corp.  
 Youmans, Vincent, Co., Inc., The  
 Young, Victor, Pub., Inc.
- Zachary Music  
 Zephyr Music Pub. Co.  
 Zuma Music Co.

# **BROADCAST MUSIC, INC.**

By **CARL HAVERLIN**  
President

**N**INETEEN HUNDRED AND SIXTY marks the twentieth year of activity of Broadcast Music, Inc. These twenty years have seen a vast growth in American music. The number of symphony orchestras has increased more than tenfold — indeed, the United States today has more than half of the symphony orchestras of the world. Thirty million Americans play musical instruments — more than double the number even in the late 1930's. The dollar volume of the sale of musical instruments has quintupled. More than eight-and-one-half million children play musical instruments, over a threefold increase in the last decade alone.

But the story of music has not been one of growth alone. It has also been one of broadening of opportunity and of healthy democratization. The number of writers, publishers and recording companies who share in the rewards of music have multiplied manyfold. More than 7,500 writers and almost 4,000 publishers have an opportunity to share in revenues from the licensing of the right to perform publicly their compositions.

BMI has played no small part in the expansion and democratization of music. It has opened to writers and publishers all over our country the doors of opportunity which were previously closed to them. It has acted as a conduit through which the creators of all types of music find a way to present their works to the American people and to have them succeed or fail in accordance with the indefinable factors of public taste.

Basically, BMI operates in only one field — that of public performance. Under our copyright law, as, indeed under the laws of virtually all major countries, the proprietors of musical works are entitled to be compensated when their compositions are publicly performed for profit, whether by radio or television, in restaurants or night clubs, or by symphony orchestras.


Today, BMI licenses all broadcasting stations and most other enterprises that use music.

As it has for the first two decades of its existence, BMI will continue to dedicate itself to the maintenance of competition and to the encouragement both of authorship and publishing in the field of music. BMI believes that America has a musical future which will make even the extraordinary progress of the last twenty years seem insignificant. BMI pledges itself to keep the doors of musical opportunity open in the interests of the creators of music, of the users of music, and of the American people.

(Full list of BMI officers are reported in Industry Organization Section)

• **Due to a lack of space, the following list of BMI •  
Affiliated Publishers is only partial**

- |                                   |                                |                                |
|-----------------------------------|--------------------------------|--------------------------------|
| Argo Music Co.                    | Bellage Music, Inc.            | Carnegie Music Co.             |
| Abbott Music Pub.                 | Bell Music Co.                 | Carnival Music Company, Inc.   |
| Actual Music Corp.                | Bell-Tone Music Publishing Co. | Carsey Music, Inc.             |
| Acuff-Rose Publications           | Ben-Chazi Enter.               | Casa Musicale Sonzogno         |
| Adaris Music, Inc.                | Benell Music Publ.             | Cascales, Joe, Music Publisher |
| Administration Music Pub. Co.     | Bentley Music Co.              | Cash, Johnny, Music Inc.       |
| Adams-Vee & Abbott, Inc.          | Benton Public.                 | Cavalier Music Pub. Co.        |
| Adanac Music Company              | Berger Publishing Company      | Cedarwood Pub. Co., Inc.       |
| Admiration Music Inc.             | Berkeley Music, Inc.           | Central Songs, Inc.            |
| Agatha Music Corp.                | Berkshire Music Inc.           | Century Songs, Inc.            |
| Airlane Music, Inc.               | Berry Music Corp.              | Cerabino, L. G.                |
| Ajay Music Co.                    | Beverly Music Inc.             | Challenge Music Co.            |
| Aladdin Music Publications        | Berwick Music Corp.            | Champ Music Co.                |
| Alan K. Music Corp.               | Bettsam Music Co.              | Charill Music Pub. Co.         |
| Aldon Music Inc.                  | Biernat & Dietz Music Publ.    | Chase Music Co.                |
| Algonquin Music, Inc.             | Big Bopper Music Co.           | Chaz-Mar Music Pub. Co.        |
| Aljean Music Co.                  | Big Chief Music Co.            | Chelsea Music Corporation      |
| Allen Rick Publications           | Big "T" Pub. Co.               | Cherio Music Publishers, Inc.  |
| Almino Music, Inc.                | Billace Music Co.              | Cherritown Music Pub. Co.      |
| All State Music Co.               | Blackwood Music                | Chicago Music Publisher        |
| Allen-Brinkley Pub.               | Blaze Songs, Inc.              | Children's Record Guild        |
| Allendale Music Corp.             | Blazon Music Company           | Chips Music Corp.              |
| Alpha Music                       | Block, Martin Music Inc.       | Chords Music Publishers        |
| Alvin Music Corporation           | Bluebird Music Company         | Christian Music Publishing Co. |
| American Composer's Alliance      | Blue Grass Music               | Cille and Dail Publications    |
| American Music, Inc.              | Blue Jay Songs                 | Cireco Music                   |
| Amijo Music                       | Blue Note Records              | Clement, Jack, Music, Inc.     |
| Amor Publications                 | Blue River Music Inc.          | Climax Music Co.               |
| Ample Music Pub. Co.              | Blue Variety Productions       | Clockus Music Inc.             |
| Andrea Music Co.                  | Bob-Dan Music Co.              | Clover-Dale Pub. Co.           |
| Andval-Music                      | Bomart Music Corp.             | Clow, O. B. (Estate of)        |
| Angel Music Inc.                  | Bond, Johnny, Music Co.        | Coast to Coast Music Corp.     |
| Aragon Music Company              | Boulevard Music Inc.           | Coblin Music Co.               |
| Arc Music Corp.                   | Boxer Music Co.                | Cole Corporation, M. M.        |
| Arch Tone Pub. Co.                | Boy, Earl Pub. Co.             | Coliseum Music Co., Inc.       |
| Ariston Music Inc.                | BMI Canada Ltd.                | Collwill Corporation           |
| Arve Music                        | Bradshaw, Inc.                 | Colonial Music Publishing Co.  |
| Ashna Music Co.                   | Brazos Valley Music            | Colortunes Publishers          |
| Assembly Music                    | Brenner Music, Inc.            | Columbia Music Publishing Co.  |
| Associated Composers, Inc.        | Brent Music Corp               | Commodore Music Corporation    |
| Associated Music Publishers, Inc. | Brewster Music Pub. Inc.       | Conley Music                   |
| Athens Music                      | B. R. S. Music Corp.           | Contemporary Music             |
| Atlantic Music Corp.              | Brittany Music, Inc.           | Continental Record Co.         |
| Autry, Gene Music Publishing      | Britton Music Corp.            | Cooga Music Corp.              |
| Avalon, Frankie                   | Broadcast Music, Inc.          | Cool Music Co.                 |
| Avery Music Company               | Brookdale Music Co.            | Co-op Music Co.                |
| Avon Music, Inc.                  | Brownwood Music Co.            | Copar Music, Inc.              |
|                                   | Bryden Music, Inc.             | Conrad Publ. Co.               |
| <b>Babb Music</b>                 | Bugle Boy Music Co.            | Cordial Music                  |
| Barton, Earl, Music Co.           | Burley Music, Inc.             | Coaxial Music Inc.             |
| Banbury Music, Inc.               | Byron Music Co.                | Combine Music Corp.            |
| Banks Music Co.                   |                                | Coronation Music Inc.          |
| Bar Music Publishing Company      | Cajun, C. B.                   | Cornerstone Song Pub. Co.      |
| Barclay Music Company             | Calabran Music Co.             | Country Music                  |
| Barron Music Company              | Calabar Music Pub.             | Cranford Music Corp.           |
| Baxter-Wright Music Co., Inc.     | Calvert Pub. Co.               | Crestline Music Pub.           |
| Bayer Music Corp.                 | Calvin Music Co.               | Crestwood Publications         |
| Bayou Music Co.                   | Cal-York Music, Inc.           | Cross Music Company            |
| Becker-Williams Publications      | Candy's Playhouse Inc.         | Crossroads Music Co.           |
| Beebee Music Pub. Inc.            | Caná                           | Cundy-Bettyon Co.              |
| Beechmont Music Corp.             | Canford Music, Inc.            |                                |
| Beechwood Music Corp.             | Capa Music                     | Dallas Music Co., Inc.         |
| Belfry Music                      | Carlot Music, Inc.             | Dana Pub. Co.                  |

**BMI PUBLISHERS** 

Danby Music Co.  
Dance Music Corp.  
Dara Music Corp.  
Dare Music Co.  
Daywin Music, Inc.  
Debra Music  
Decatur Music Co.  
Delstone Music Co. Inc.  
Destiny Music Pub.  
De Vorzon Music Co.  
Dexter, Al, Music Publishing  
Dickinson, Harold H.  
Dinehart Music Company, The  
Diva Records, Inc.  
Dixie Music Publishing Co.  
Dolan, Ann  
Domino Music Corporation  
Don Carlos Music  
Dorchester Music Co.  
Dornix Music, Inc.  
D'oro Music Pub.  
Drexall Music Pub. Co.  
D. Dreyer Co., Inc.  
Duchess Music Corporation  
Dundee Music  
Dunhill Music Corp.  
Dynamic Music Co.

E & E Music Pub. Co.  
E.M.C. Music Pub. Co.  
Eagle Music Publishing Corp.  
Eastwick Music Co.  
Eccma Music Company  
Edizioni Kramer (Milano)  
Edizioni Mascheroni (Milano)  
Edizioni Musicali Di Lazzaro  
Edizioni Musicali Italiane  
Edizioni Suvini Zerboni  
Edlee Music Corp.  
Edward, Arthur, Music Co.  
Effsee Music, Inc.  
Egap Music, Inc.  
Elkane Music Company  
Embassy Music Corp.  
Emco Music Company  
Emcee Music  
Emerson Music Publications, Inc.  
Emperor Music Inc.  
Emporium Music  
Englewood Pub.  
Eric Music, Inc.  
Eskelin, Neil, Pub. Co.  
Esquire Music Co.  
Essay Music Company  
Excellorec Music Co.

Fabulous Music, Inc.  
Fairfield Music Corp.  
Fairfax Music Company  
Fairway Music Corp.  
Falstaff Music Co., Inc.  
Fanwood Music Publications  
Fee Bee Music  
Fellows Music  
Fern Music Inc.  
Fi-Del Music Publishing Co.

Fine Songs  
Fleur Pub. Co.  
Flattown Music Co.  
Flex Songs  
Florida Music Company  
Folk Songs  
Folkways Music Publishers Inc.  
For-site Pub. Co.  
Four Star Sales Co.  
Fowler, Wallace Publications  
France Music Company  
Francis & Wilmore Music Pub.  
Franklin Pub. Co.  
Frederick Music Publ. Co.  
Freeman, Albert Edward  
Freeman, Porky, Pub. Co.

G & H Music Publ. House  
G-Note Record Corp.  
G. M. S. Music Publishing Co.  
Gainsborough Music, Inc.  
Gala Music Publishing Corp.  
Gale & Gayles, Inc.  
Gallatin Music Corp.  
Gallo Music  
Gaviota Music Inc.  
Gay, Evelyn Pub. Co.  
Gaylord Music Co.  
Gilbert Music Publishers  
Gil Music Corp.  
Glad Music Co.  
Glenwood Music Corp.  
Globe Music Corp.  
Gloria Music Co.  
Gold Coast Pub. Co.  
Golden Gate Quartet Music Co.  
Golden Songs  
Golden State Songs  
Golden Tune Publishers  
Golden West Melodies, Inc.  
Golernor Music  
Gordon Music Company  
Gospeltone Music Corp.  
Gower Music, Inc.  
Graham Music Co.  
Gralow Music Pub. Co.  
Granite Music Co.  
Great Oaks Music  
Greenbrier Music Co.  
Green Music Publications  
Gregmark Music Co.  
Greta Music Co.

H & L Music Corp.  
Halama, Frank J., Publications  
Hamblen, Stuart, Music Co.  
Hanna & Co.  
Har-Bock Music Co.  
Harmonia Publishing Co.  
Harmony Music Publishers  
Harpeth Hills Music  
Harris & Vavrin  
Hartmann & Van Horn  
Harvard Music, Inc.  
Harvey Music  
Hawaii Conservatory Pub. Co

Heartline Music Co.  
Heart Songs  
Heim, Marty Music Co  
Highbridge Music, Inc.  
Highland Music Co.  
Higuera Publ. Folk  
Hilder Pub. Co.  
Hildys Music  
Hill and Range Songs, Inc.  
Hill Music Publishing Company  
Hillbilly Music Publishing Co.  
Hilliard Music Co.  
Hi-Lo Music  
Hilltown Music Inc.  
Hoffman Songs  
Hollenden Music Co.  
Hollis Music, Inc.  
Holmes Publications  
Horn Publications  
Hoosier Music Publications  
House of Carols  
House of Irish Songs

Ichabod Music Co.  
Inco Music Company  
Independent Music Publishers  
Indigo Music, Inc.  
Inspirational Music Corp.  
Instrumental Music Inc.  
Iris-Trojan Music Corp.  
Islip Music Pub. Co.

J.D.A. Music  
Jaglea Music Corp.  
Jamboree Music  
James, Sonny, Music  
Jan Music  
January Corp., The  
Jari Music Co.  
Jason Music  
Jat Music Co.  
Jatap Publ. Co., Inc.  
Jaybird Music  
Jayco Music  
Jean Music Company  
Jeannette Music Pub.  
Jeneva Music Co.  
Jeramac Music Co.  
Jet Music Pub.  
jiffy Pub. Co.  
Jill Music Co.  
Jimskip Music, Inc.  
Jo-Bets  
Joel Music Corp.  
Johnstone-Monte, Inc.  
Jones, David, Inc.  
Joni Music Inc.  
Judson Music Co.  
Julie Music Corp.  
Justis Music, Inc.

K.A.M. Prod. Corp.  
Kahl Music Co.  
Kaiser Music Co.  
Kampas, William T.  
Kanawha Music Pub.  
Keel Music Co.

Kemo Music Co.  
Kendis, Sonny, Music Pub.  
Kennath Publishing Company  
Ken-Rick Pub. Co.  
Kentucky Folk Music  
Kenwood Music, Inc.  
Kerr, Bob, Prod.  
Kerr, Edward  
Keyes, Baron, Pub.  
Keystone Music Co.  
Kingsbury Music, Inc.  
Kliff Prod. Inc.  
Klive Music Pub. Co.  
Knudson, Thurston  
Kord Music Company  
Koss Music Co.  
Kynd Music Pub.  
  
Label Music Co.  
Lake Erie Music  
Lake Front Music  
Lakeland Music Co.  
Lamp Music Pub.  
Lance Music Pub.  
Lana Music  
Lancer Music, Inc.  
Lane, Ziggy, Music  
Langley Music Co.  
Langlois Filmusic, Inc.  
Lang-Worth Publications, Inc.  
Lar-vell Music Corp.  
Larrabæe Music Co.  
Lawn Music  
LaVinrac Music Co.  
Leal, Felipe Valdes  
Legato Music Corp.  
Lenier Music Inc.  
Leora Music  
Les Kangas Music Pub. Co.  
Levingston Music, Inc.  
Libijon Music Co.  
Lin-Da Publ. Co.  
Lion Public. Co.  
Little Jazz Music Pub., Inc.  
Lloyd & Logan, Inc.  
Locust Music Pub.  
Lois Music Publishing Co.  
Lonzo & Oscar Music Pub. Co.  
Lorob Music, Inc.  
Los Feliz Music Co.  
Lowell Music Corp.  
Lowery Music Co.  
Ludlow Music, Inc.  
Lupal Music Co.  
Luther Music, Inc.  
Lynbrook Music Inc.  
Lynn Music Corp.  
  
M & M Music Co.  
Mac Heather Music House  
Maestro Music Company  
Maggie Music Co.  
Magnolia Music Corp.  
Magnus Music  
Main Street Songs, Inc.  
Mallory Music Pub.  
Major Melodies

Major Minor Music  
Manhattan Melodies Music Pub.  
Manning House Music  
Marairela Music  
Marchant, J. C., Publications  
Marcy, Victor  
Mardi Gras Music Company  
Marfan Music Co.  
Marty's Music Corp.  
Marigold Music Co., Inc.  
Marielle Music Pub. Corp.  
Marino Music Company  
Mark-Lee Music Company  
Marks, E. B. Music Corp.  
Marlow, Ken  
Marlyn Music Pub.  
Marmor Music Inc.  
Martin, Mack, Music Co.  
Marvin Music Corp.  
Marpat Music Pub. Co.  
Martel Music Co.  
Martens, W. F., Music Co.  
Master Music Publishers  
Matador Music Pub. Co.  
Maxted Music Co.  
Maxwell, Ray, Pub. Co.  
Mayland Music Publ. Co.  
Maytime Music, Inc.  
Maywood Music Co.  
Maze Publications  
Meadow Music, Inc.  
Mellin Music, Inc.  
Melodies of the Americas  
Melody Lane, Inc. (Peer)  
Melody Trails, Inc.  
Memphis Music Publishers, The  
Merc-Dell Music Co.  
Mercer Music  
Merge Music  
Meridian Music Corp.  
Merion Music, Inc.  
Merit Music, Inc.  
Merrick Music Co.  
Merrymount Music Inc.  
Meteor Music  
Metorion Music Corp.  
Metric Music Co.  
Metropolitan Music Company  
Michele Pub. Co.  
Mickey Music  
Micor Publishing Company  
Mid Music  
Miller Song—Kraft Music Pub.  
Miller-Steinberg-Katz Music  
Mills, Sidney  
Mipa Productions, Inc.  
Miracle Music Company  
Mission Hills Publications  
Mission Pub. Co.  
Modern Music Publishing Co.  
Monahan Music Publications  
Money Music  
Monmouth Publishing Company  
Mono-Music  
Monroe, Bill, Music Inc.  
Montague Music Co.

Montauk Music  
Montclare Music Corp.  
Monument Music, Inc.  
Moonbeam Music Co.  
Moonlight Music  
Morrison Music Company  
Morrisssey Music Company  
Morro Music Corp.  
Morton Music Corp.  
Moss Rose Pub., Inc.  
Motion Music Co.  
Mr. Music Co.  
Munson Music Co.  
Murjac Music Pub. Co.  
Murob Music Publishers  
Music Art Publications  
Music Development Corp.  
Music for Frets  
Music Please Co.  
Music Products, Inc.  
Music of Today, Inc.  
Music World Corp.  
Musical Frontiers Pub. Co., Inc.  
Muzik Masters Company  
  
Najac Music Corp.  
Nasta Music  
Navajo Music, Inc.  
Nelson, Herbert, Productions  
New Era Music Corporation  
Niksch, Donald E.  
Nimisilla Music Company  
Noma Music Inc.  
Norma Music Co. Inc.  
Normandy Music, Inc.  
Nor-Va-Jak  
Nuclear Music Co.  
Nu-Tune Music Corporation  
Nutter, Carl, Music Pub. Co.  
  
Oakhurst Music Pub. Co.  
Oceanic Music Co.  
Ohio Music Co.  
Old Charter Pub. Co., Inc.  
Old Hickory Music Inc.  
Old Judge Music  
Opal Music Inc.  
Open Road Music  
Optimist Songs Co.  
Oree Music  
Orlando Music Co.  
Oval Music Co.  
Ozark Music  
  
Pal Music Co.  
Palladium Music Publishing Co.  
Pamco Music, Inc.  
Panhandle Music  
Pan Publ. Co.  
Parade Music  
Patricia Music Pub. Corp.  
Paul Music Co., Inc.  
Peer International Corporation  
Pemora Music Company, Inc.  
Pennant Music Pub. Co.  
Peridot Pub. Co.  
Phoenix Music Corp.  
Piccadilly Music Corp.



## BMI PUBLISHERS

- Pico Music Pub. Co.  
Pinebrook Music Corp.  
Pioneer Pub. Co.  
Pitchpipe Music Co.  
Pinelawn Music Pub. Co., Inc.  
Play Music, Inc.  
Pleasant Valley Music  
Pocono Pub. Co. Inc.  
Porgie Music Corporation  
Portrait Music  
Presley, Elvis, Music, Inc.  
Prigan Music Corp.  
Progressive Music Publishing  
Pulse Publishing Corp.  
Pure Music  
Quartet Music Co.  
Queensbury Music Corp., Inc.  
Quintet Music Co.  
Ranchero Songs  
Radon Music Co.  
Rainbow Melodies Music Co.  
Rainbow Music Publishers  
Raleigh Music Publishing Co.  
Rancho Music  
Rand Music Co.  
Rayven Music Co., Inc.  
Real American Pub. Co.  
Real Gone Music, Inc.  
Record Music Publ.  
Red, White & Blue Publications  
Red River Songs  
Regent Music Corp.  
Reis, Herb, Music Corp.  
Release Music, Inc.  
Republic Music Corporation  
Fleming H. Revell Co.  
Ricdebe  
Ricky Music Co.  
Ricordi G. & Co.  
Ridgeway Music  
Rikpage Music Co.  
River Music Co.  
Rockland Music Corp.  
Rodell Pub.  
Roe Publishing Co.  
Ro-Gor Music Co.  
Romance Music Publications  
Rongwen Music, Inc.  
Rondo Music  
Roosevelt Music Co.  
Rork, Ernest A., & Son  
Ror-ron Music  
Rosarch Pub. Co.  
Rubill Music Corp.  
Rumbalero Music, Inc.  
Rush-Berkshire Music Corp.  
Russell Music Co.  
Sarls Music Co.  
Sanga Music Co.  
San Juan Music Publishing Corp.  
Sapphire Music Publisher  
Savoy Music Company  
Saxon Music Corp.  
Sawaya Publications, Inc., The  
Schaeffer's, Peter, Music Corp  
Scepter Music Inc.  
Score Music Co.  
Seabreeze Music, Inc.  
Sea-Lark Entr., Inc.  
Selbonn Music Co.  
Selroy Music Pub. Co.  
Shan-Todd Publishing  
Shaw Music  
Shealy Music Pub. Co., Inc.  
Sheldon Music, Inc.  
Shell Music Co.  
Sheridan Music Corp  
Sherman-Huston Music  
Sherwood Music Pub. Co.  
Shirgus Publishing  
Shopa Music Publications  
Sidney Music Inc.  
Sidmore Music, Inc.  
Signet Music Co.  
Silver Star Music Pub. Co.  
Singer, Murray, Music Pub.  
Skrivanek Music  
Skyway Records & Music Pub.  
Society of Jewish Composers,  
Publishers and Songwriters  
Song Ads Inc.  
Song Prod., Inc.  
Songs of the Hills Music Pub  
Sooner Music Inc.  
Sophisticate Music, Inc.  
Sound Music Pub. Co.  
Source Music Co.  
Space Songs  
Spanish Music Center  
Spanka Music Corp.  
Spools Publishing Co.  
Stairway Music Co.  
Starday Music  
Starfire Music Corp.  
Starrite Pub. Co.  
Starstan Music Corp.  
Stella Music Co., Inc  
Stern Music Publishing Co.  
Stevens Music Corporation  
Storm Music Co.  
Stratton Music, Inc.  
Stuart Music, Inc.  
Studio Music Co.  
Sudbury Music Corp.  
Suffolk Music, Inc.  
Sunbeam Music Corp.  
Sundial Songs  
Sunrise Music Company  
Surf Music Corp.  
Swansongs Publications  
Sweco Music Corp.  
Swing & Tempo Music Co.  
T-C Publishing Corp.  
T. J. Music  
Tamasa Music Co.  
Tannen Music, Inc.  
Taps Agency  
Tarry-Town Music Co.  
Terrace Music  
Terrific Tunes  
Thornett Music Corp.  
Thornwood Music Pub. Co.  
Tiffany Music Company  
Timberland Publishing Co.  
Time Music Company  
Torpedo Music Inc.  
Trans Music Corp.  
Trans-World Music Publ., Inc.  
Travis Music, Inc.  
Tree Pub. Co.  
Tredlew Music, Inc.  
Trend Music  
Trianon Publications  
Trinity Music Co., Inc.  
Tri-Park Music Corp.  
Triumph Publications, Inc.  
Tropical Song Counter  
Tubb, Ernest, Music Inc.  
Tune Towne Tunes  
Twin Music Inc.  
U. S. Music, Inc.  
Una Publishing Co.  
Unart Music Corp.  
Unique Music Publishers  
Urban, Max & Co.  
Val Music Corporation  
Valley-Hill Music Co.  
Valley Publishers, Inc.  
Valley View Music, Inc.  
Valner, Kurt  
Van Brunt Publishing Company  
Vanguard Songs  
Venice Music, Inc.  
Vidor Publications  
View Music Co.  
Village Music Co.  
Villanova Music Co.  
Vincent Music Co., Inc  
Viscount Music Co.  
Volo Music, Inc.  
Volunteer Music Sales Co.  
Walmay Pub. Co.  
Wanda Music Co.  
W. F. A. Enterprises  
Ward, Clara, Publications  
Ward & Sears Music, Inc  
Warman Music  
Warren Publications  
Webster Music Company  
Weiss & Barry, Inc.  
Wemar Music Corporation  
Westbrook Publications  
Westbury Music Co.  
West-Higgins Pub. Co.  
Wildcat Music  
Willet, Slim, Songs  
Williams, Dootsie, Pub.  
Williams, Kae, Music Inc.  
Winchester Music Inc.  
Winneton Music Corp.  
Wonder Music Pub. Co.  
Wonderland Music Co., Inc.  
Wyner Music Publishers  
Xenopen Music Co.  
Yvonne Pub. Co.  
Zodiac Music Corp.  
Zoeller Music Co.

**FACT:**

The prestige of your station depends, to a large degree, on the quality of its news programs.

**FACT:**

The quality of the news programs depends on the source which gathers and distributes the news.

**FACT:**

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

**CONCLUSION:** *You Can Get The Best. Why Settle For Less?*



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# SESAC

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# SESAC, INC.

By **PAUL HEINECKE**  
President

**A**S 1959 drew to a close, a spectacular note was sounded in the broadcasting industry — a note which will undoubtedly provide a theme motif for months to come. While the initial chord was loud enough to catch the ear of anyone within a 10,000 mile radius of anywhere in the world, it was the chain reaction that proved the prime attention-getter. It would seem that everyone and most organizations have had something to say — pro and con — and not particularly *sotte voce*.

Whatever is resolved, and I believe the solution will be fair and just, because I believe in the integrity of man and his desire to overcome any fault which exists, I think it only right that time be set aside now for some intense introspection. What better way to end one year and begin another than to look deep within; to evaluate motives and to determine whether the motives direct us or we direct them.

As for me, I know of no greater force outside the home, church and school than the local radio and television station. American broadcasters are stewards of a sacred trust. Among other things, they can shape thought patterns and condition taste. What about this business of taste? Broadcasters who are in the driver's seat have a moral duty to expose their listeners to the best of whatever it is they are programming. Second best won't do. Further, one can't side-step diversification; variety still remains the spice of life and newness always sets up contrast. I honestly believe that the stew that began to bubble as the old year ran out did so simply because the brew itself had a low boiling point. Too much of anything is bad, whether it be music or watermelon. No listener can live forever on the same music without at least losing his appetite. Now, at last, attention has been sharpened and protests are made vocal. Music is getting back its old sharp edge. Look for brilliance and resiliency in the new music you are about to hear.

The producers of SESAC recordings, the streamlined 12-inch long play Transcribed Library, anticipated the current reaction and throughout the years, have recorded music of style and distinction, performed by talented and established artists. SESAC recordings are custom-built for the broadcasting industry. They are not distributed among nor can they be bought at any record store. Any broadcaster who wants to break with the old monotony and program music which meets the high standards sought by the broadcasting industry can do so with SESAC recordings. Here is a program service designed to serve all radio and television stations as their basic music library. And, why not — SESAC performers come from 1960's top roster of stars: Duke Ellington, Woody Herman, Chico Hamilton, Richard Maltby, Richard Hayman, José Melis, The Chuck Wagon Gang, Webb Pierce, Chet Atkins, Johnny Horton, Elliot Lawrence, Anita Kerr, Bill Snyder, Coleman Hawkins, Dick Jacobs, The Jordanares, Faron Young, The Statesmen, Bob Scobey, Alfredo Antonini are just a few of the names that come to mind.

## 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  
 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.  
 Better Choirs Pub. Inc.  
 Bienstock, Siegfried  
 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.  
 Chantry Music Press, Ltd.  
 Chart Music Pub. House, Inc.  
 Choral Press  
 Church Music Co.  
 Clayton, Norman J.  
 Clef Music Corp.  
 Coanacher, B.  
 Coleman, Robert H.  
 Coleman, Robert H., Publishing
- Colin, Charles  
 Composers Press, Inc., The  
 Concord Music Publishing Co.  
 Concordia Pub. House  
 Convention Press  
 Cooper, W. Oliver  
 Copley Music Pub. Corp.  
 Crawford, Percy B.  
 Cummings, M. Homer  
 Czytelnik  
  
 Daniel, John. Quartet Song Pub.  
 Darom, Edition  
 Davis, Marion, Company, The  
 Dawson, William L.  
 Dean, Emmet S.  
 Dean & Edmiaston  
 Dean & Evridge  
 Dean & Franklin  
 Dean & Hensley  
 Dean & Morgan  
 Dean & Sebren  
 Deiro, Pietro  
 Deiro, Pietro, Publications  
 Denison, T. S., & Company  
 Denson-Parris Music Co.  
 Denson Trio Music Co.  
 Di Bella, O., Music Co.  
 Diamant, Abraham  
  
 Edel, Yizchak  
 Edition Accord  
 Edition Darom  
 Edition Gil-Ron  
 Edition Hazemer  
 Edition Jastrzab  
 Edition Olympia  
 Edition Pizmon  
 Edition Pro Arte  
 Ellis, V. B. (Yep)  
 Eulenburg, Ernst, Ltd  
 Europa Music Co.  
 Evangel Music Co.  
  
 Fairbank, H. W., Company  
 Faith Music, Inc.  
 Ferrill, J. W.  
 Firm Foundation Publishing House  
 FitzSimons, H. T., Co., Inc.  
 Forberg, Rob.  
 Forecast Music  
 Foreststorm Music  
 Fouts, S. G.  
 Fouts-Payne Music Co.  
 Frador Music Market
- Future Music  
 Gale Music  
 Gebethner & Wolff  
 General Council of the  
 Assemblies of God  
 Georgi & Vitak Music Co  
 Gil-Ron, Edition  
 Ginsburg, Dov, Publ.  
 Goddard Publishing Co.  
 Gornston, David  
 Gospel Music Publications  
 Gospel Publishing House  
 Gospel Quartet Music Co.  
 Gospel Songs, Inc.  
 Grabczewski, F.  
 Grammer, Frank  
 Gregorian Institute of America  
 Gur-Ari, Hans (Horowitz)  
 Gurley, Robert C.  
 Gurley Music Co.  
  
 Haber-Helasco, H.  
 Hall, Connor B.  
 Hall House of Harmony  
 Hall Music Co., The  
 Hall & McCreary Co.  
 Hans, Willy  
 Hanson, Eddy  
 Hartford Music Co., The  
 Hart's Music Company  
 Harvest Time Publ.  
 Hathaway, Franklin Earl, Mus.  
 Pub.  
 Hawkins, Floyd  
 Hazemer, Edition  
 Heinrichshofen's Verlag  
 Henson, J. M., Music Co.  
 Heritage Music Publications, Inc.  
 Hicks, Charles  
 Highland Music Co.  
 Holbrooke, Josef  
 Huffer, Fred K.  
 Humphries, Bruce, Inc.  
 Hymntime Publishers  
  
 Idzikowski, Leon  
 Idzikowski, M.  
 Inspiration Publishers  
 "IPA," Israel Publishers Agency  
 "ISCAM," Israel Society of Com-  
 posers, Authors & Music Pub-  
 lishers  
 Jastrzab, Edition  
 Jaworsky-Pandy Music  
 Publishing Co.

Jeffress Music Company  
Jewell, Fred, Music Co.  
Jusko, Ralph, Editions  
Jusko, Ralph, Publ., Inc.

Kanner Music Publishing Co.  
Keene, Hank, Inc.  
Keller, Hal  
Kelman Music Corp.  
Kendor Music, Inc.  
Keyboard Publishing Co.  
King, K. L., Music House  
King Music Publishing Corp.  
Kjos, Neil A., Music Co.  
Krone, Max and Beatrice  
Kuthan, E.

Lair, John  
Langdon Music  
Le Fevre Trio, The  
Lena Music Inc.  
Lillenas, Haldor  
Lillenas Publishing Co.  
Lister, Mosie  
Lister, Mosie, Publications  
Littig, 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.  
Misty Music  
Modern Music Library  
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.

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Natrass-Schenck, Inc.  
Nazarene Publishing House  
Nemmers, M. L. Publishing Co.  
Network Music Publishers  
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.  
Paris, Oren  
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.  
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 (Association of Polish Publishers)

Quartet Music Company  
Quincke, Walter A.

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.  
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.  
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, C.  
Sherwood Music Co.  
Showalter, A. J., Company, The  
Showalter, G. H. P.  
Simon, Frank

Singspiration  
Singtime Publishing Co.  
Sioux Way Music  
Slaski, H.  
Slater, Will W.  
Slaughter, Henry  
Smith, Alfred B.  
Southern Music Plate Co.  
Speer, Ben, Music  
Stamps Quartet Music Company, Inc.  
Standard Song Company  
Standard Songs  
Stanphill, Ira  
Stirling Music Publishing Co.  
Sunday School Board of the South Baptist Convention, The

Target Music Co.  
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Taylor, Lonnie, Publ.  
Teddie, 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  
Triangle Music Co.  
Trio Music Co.

Universum  
Vaughan, James D., Music Publisher

Varnier, Wallace B.  
Vitak-Elsnic Co.

Walls, W. M.  
Warde, Harry  
Warner, F. Eugene  
Weaner-Levant 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  
Witczyk, Stanislaw  
"WJR"  
Wohl, Jehuda  
Woodward, M. H.  
World Library of Sacred Music  
Wydawnictwo Muzyczne Arcta  
Wynert, Johnny  
"Zaiks," Zwiizek Autorow, Kompozytorow i Wydawcow  
Zak, Czeslaw  
Zaremba, Alojzy

# FOREIGN TV GROWTH

## ... Not Reflected In TV Sales

By PAUL TALBOT

President, Fremantle International, Inc.



FOR several years American producers of filmed TV shows have been happily studying the increased set count in overseas markets with the natural thought that these figures will mean new and larger markets for their product.

While the overseas market is rapidly expanding in terms of more television sets — more restrictions are continually being set up causing a greater sales contraction. Let's look at some of the cold facts: By 1961, Canadian TV stations must have 45% of their programming of Canadian content. By 1962, this figure will be upped to 55%. Further limitation is placed on US product because film produced any place in the Commonwealth outside of Canada, and also in France, is counted as being 50% Canadian origin. Therefore, a half-hour show produced in England, Australia, etc. is counted as fifteen minutes of Canadian time. Naturally, programming from these favored countries takes preference in Canadian station buys.

In Great Britain, the total programming permitted on commercial stations for non-Commonwealth material is 14%. Program contractors are regulated by the Independent Television Authority. The BBC is self-regulating and does not use more than 10% non-British programming. This, in fact, works out to approximately one hour daily on each channel allotted for all foreign material—naturally competition for this is fierce.

The outlook for the American syn-

dicator abroad sales-wise is hardly as rosy as commonly believed. This great sales outlet is a misconception and should not be identified with the success of American motion pictures abroad. As foreign markets grow and expand they increase their own facilities and eventually produce more of their own television programs and purchase less from abroad. Thus the idea that more TV sets overseas means a greater dollar potential for American distributors is fallacious.

In minor markets there is an increasing demand for film. But the prices paid are rock bottom and eventually these small areas will also develop their own production as facilities and trained personnel increase.

One answer to this problem is "Circular Distribution" . . . a kind of round robin which Fremantle International has used with great success. For instance, shows produced in Australia are sold in Great Britain, and British shows are sold in Canada and Australia. By so doing we create a "hospitable climate" for the American shows which we distribute.

There is, fortunately, a more feasible solution and one that will benefit every American distributor. That is increased buying of foreign program material for use on US television outlets. We are probably the market least open to programming produced abroad. The insular feeling that the U. S. product alone is tops in quality and entertainment value is a strong mitigating factor against the sale of American programming elsewhere.

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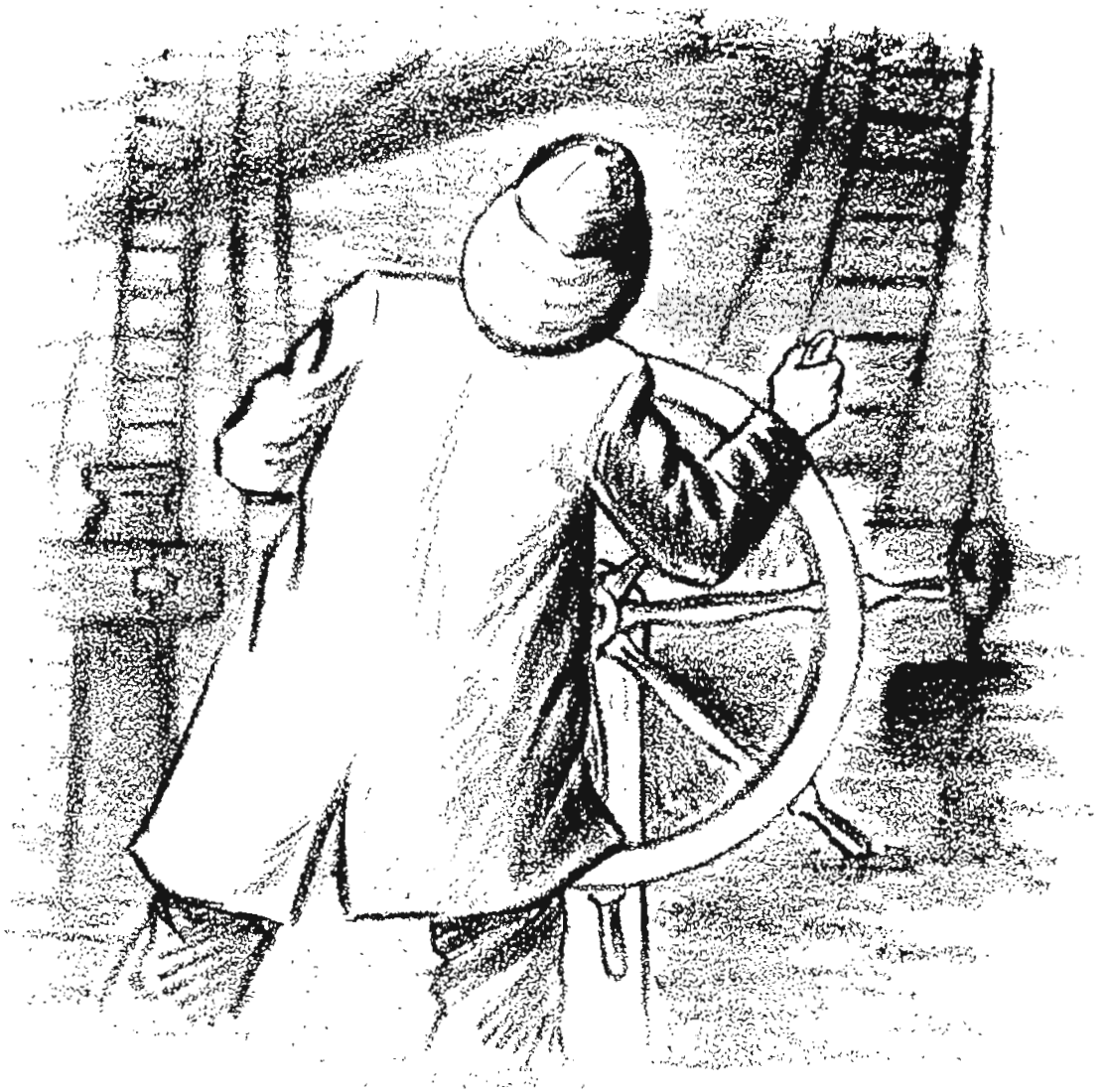
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# RADIO CADENA NACIONAL MEMBER STATIONS

Location	Call Letters	Frequency Kcs.	Location	Call Letters	Frequency Kcs.
Acapulco, Gro. . . . .	XEBB	600	Merida, Yuc. . . . .	XEZ	600
Acapulco, Gro. . . . .	XEKU	710	Mexico, D. F. . . . .	XERCN	1110
Aguascalientes, Ags. . . . .	XERO	1490	Monterrey, N. L. . . . .	XET	990
Co. Acuna, Coah. . . . .	XEAF	1600	Monterrey, N. L. . . . .	XEJM	1450
			Monterrey, N. L. . . . .	XEG	1050
			Morelia, Mich. . . . .	XESF	1300
Cd. del Carmen, Camp . . . . .	XECC	1340	Nva. Rosita, Coah. . . . .	XENR	980
Cd. Juarez, Chih. . . . .	XEJ	970	Nvo. Laredo, Tamps. . . . .	XEK	960
Cd. Juarez, Chih. . . . .	XEWG	1490			
Cd. Obregon, Son. . . . .	XEAP	1290	Oaxaca, Oax. . . . .	XEOA	570
Cd. Valles, S.L.P. . . . .	XECV	610			
Culiacan, Sin. . . . .	XECQ	920			
Chihuahua, Chih. . . . .	XEM	1390			
			Pachuca, Hgo. . . . .	XEPK	1420
Durango, Dgo. . . . .	XEDU	860	Progreso, Yuc. . . . .	XEPY	1450
			Puebla, Pue. . . . .	XECD	1170
El Mante, Tamps. . . . .	XECM	1450	Reynosa, Tamps. . . . .	XEOR	1390
Ensenada, B. C. . . . .	XEDX	1010			
			Sahuayo, Mich. . . . .	XEGC	1490
Guadalajara, Jal. . . . .	XEZZ	760	Sn Luis Potosi, S.L.P. . . . .	XEPO	1310
Hermosillo, Son. . . . .	XEDL	1250	Tampico, Tamps. . . . .	XEFW	810
			Tapachula, Chis. . . . .	XEKQ	680
Iguala, Gro. . . . .	XEIG	630	Tehuantepec, Oax. . . . .	XEKZ	610
			Tepic, Nay. . . . .	XEXT	980
Los Mochis, Sin. . . . .	XECU	1470	Tijuana, B. C. . . . .	XEBG	1550
			Tuxtla Gtz. Chis. . . . .	XEUE	580
Matamoros, Tamps. . . . .	XEO	970	Villa de Seris, Son. . . . .	XEVS	1110
Mazatlan, Sin. . . . .	XERJ	1320	Villahermosa, Tab. . . . .	XEVA	790
			Zacatecas, Zac. . . . .	XEXZ	1150
			Zamora, Mich. . . . .	XEQL	1580

# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto. ....	XE VW	1600	
Acaponeta, Nay. ....	XE LH	1400	
Acapulco, Gro. ....	XE BB	600	
Acapulco, Gro. ....	XE CI	1340	
Acapulco, Gro. ....	XE DO	1600	Heriberto Guizar Castro
Acapulco, Gro. ....	XE KJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son. ....	XE AQ	1490	Manuel Rodriguez
Agua Prieta, Son. ....	XE FH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags. ....	XE IO	560	
Aguascalientes, Ags. ....	XE BI	790	Pedro C. Rivas
Aguascalientes, Ags. ....	XE DC	1560	
Aguascalientes, Ags. ....	XE IY	1170	
Aguascalientes, Ags. ....	XE RO	1490	Radio Hidrotermopolitana
Apatzingan, Mich. ....	XE CJ	770	
Arueca, Jal. ....	XE ED	1490	
Atemajac, Jal. ....	XE KB	1590	
Atotomilco, Jal. ....	XE HE	1460	
Boca del Rio, Ver. ....	XE OD	1090	
Campeche, Camp. ....	XE A	1430	
Campeche, Camp. ....	XE UK	1370	Casanoba Brito
Cananea, Son. ....	XE ID	630	
Cardenas, SLP. ....	XE IJ	1540	
Cananea, Son. ....	XE FQ	980	Pedro L. Diaz
Celaya, Gto. ....	XE NC	1540	El Heraldo del Bajio
Celaya, Gto. ....	XE Y	1360	
Chetumal, Q.R. ....	XE OS	960	
Chihuahua, Chich. ....	XE FO	680	
Chihuahua, Chich. ....	XE HM	920	
Chihuahua, Chih. ....	XE BU	620	Roberto O. Stevenson
Chihuahua, Chih. ....	XE BW	1280	Radioemisora del Norte
Chihuahua, Chih. ....	XE FI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih. ....	XE M	1390	Pedro Meneses, Jr.
Chihuahua, Chih. ....	XE RA	1490	Red Nacional Radiomisor, S.A.
Chilpancingo, Gro. ....	XE JW	1450	
Chilpancingo, Gro. ....	XE IZ	630	
Ciudad Acuma, Coah. ....	XE KD	1010	
Ciudad Bemex. ....	XE PT	620	
Ciudad Camargo, Chih. ....	XE HA	570	Hugo Pinera Limas
Ciudad Camargo, Chih. ....	XE OH	1270	
Ciudad Cuauhtemoc, Chih. ....	XE QZ	1560	
Ciudad Cuauhtemoc, Chih. ....	XE PL	560	
Ciudad Cuauhtemoc, Chih. ....	XE ER	990	
Ciudad del Carmen, Cam. ....	XE UJ	1460	
Ciudad Delicia, Chich. ....	XE AY	660	
Ciudad Delicia, Chich. ....	XE BN	1240	
Ciudad Delicia, Chich. ....	XE JK	1340	Amador Ronquillo Reza
Ciudad Guzman. ....	XE BC	990	Roberto Chavez Gonzalez
Ciudad Guzman. ....	XE IS	670	
Ciudad Jimenez, Chich. ....	XE JZ	1320	
Ciudad Juarez, Chich. ....	XE FV	1240	Dario Cordo Rocha
Ciudad Juarez, Chich. ....	XE F	1420	Jose Carlos Amaya
Ciudad Juarez, Chich. ....	XE J	970	Pedro Meneses, Jr.
Ciudad Juarez, Chich. ....	XE LO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chich. ....	XE WG	1490	Carlos Mendez
Ciudad Juarez, Chich. ....	XE YC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chich. ....	XE P	1300	
Ciudad Ixtepec, Oax. ....	XE CA	1480	
Ciudad, Lerdo. ....	XE NO	960	

(Continued on Next Page)

# STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
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	Emilio 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	
Coatzacoaleos, Ver.	XEGB	840	
Coatzacoaleos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	
Colima, Col.	XEVT	1230	J. Roberto Levy
Comalcalco	XEVX	570	
Cordoba, Ver.	XEAG	1230	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cosamalopan, Ver.	XEFU	630	
Cozumel, Q.R.	XEUP	1420	
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	710	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.	XFFY	920	
Ensenada, B.C.	XEJV	1500	
Esperanza, Son.	XEEB	1500	
Fortin, Ver.	XEFY	1370	
Fortin, Ver.	XEKG	620	
Fresnillo	XEEL	660	
Fresnillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Fresnillo, Zac.	XEIH	1400	
Gomez Palacio	XEGH	700	
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1380	
Gomez Palacio, Dur.	XEPM	670	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzalez
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.

## 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.	KEWK	1190	
Guamchil, Sin.	XEJL	1400	
Guanajuato, 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.	XEX	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	

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# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
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	
Mecoqui, 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.C.	XEHG	1370	Consuelo Tonneta 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.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERP1M	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	360	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minalitlan, 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	570	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	

# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
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.	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 Mascarenas
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.	XEOA	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	
Parral	XEIE	710	
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	770	
Reynosa, Tam.	XEFP	1240	

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# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam.	XERT	390	
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, S.M.	XEFHW	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 Cristobal	XEBY	560	
San Luis de Paz, Gto.	XEGX	1430	
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, Chis.	XETS	630	Napoleon Correa
Teapa, Tab.	XEUI	1320	
Tecate, B.C.	XECC	560	
Tecate, B.C.	XEKT	1330	
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	360	

## 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, Ve.	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. Fenrel
Todos Santos, B.C.	XEIB	1490	
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEZZ	760	
Tonantzintla, 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.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	1080	Gabriel Saenz Gutierrez

# STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Banes	CMDO	1020	Radio Banes
Baracoa	CMDX	1450	J. Anable 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. Aragones Machado
Caibaiquan	CMHY	1590	Cia. Marlin y Perez
Camaguey	CMJT	700	Radio Progreso
Camaguey	CMJB	880	Radio Rebelde
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 Jimenez
Camaguey	CMJR	1030	N. Radio Lej. S.A.
Camaguey	CMJN	960	Radio Rebelde
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	Radio Rebelde
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	Radio Rebelde
Guantanamo	CMKA	1250	Cadena Oriental
Guantanamo	CMDG	1290	C. A Brutia 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.

## STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
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	980	Cia. Radiodiff. 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	Radio Rebelde
Havana	CMQ	630	Circuito CMQ, S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	Luis Perez Garcia
Holguin	CMKY	600	Radio Rebelde
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	Radio Rebelde
Mantanzas	CMGF	930	Radio Rebelde
Manzanillo	CMDF	1590	F. Sanz Valdes
Matanzas	CMGL	1400	Cadena Oriental de Radio
Matanzas	CMGX	910	Union Radio
Matanzas	CMGF	930	Radio Rebelde
Matanzas	CMGW	1100	R. A. Zayas Lopez
Matanzas	CMGX	1240	Radio Tiempo
Matanzas	CMGM	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 Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAN	840	Radio Rebelde
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.

(Continued on Next Page)

## 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	Radio Rebelde
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	Radio Rebelde
Santa Clara	CMHQ	640	Circuito CMQ, S.A.
Santa Clara	CMHW	810	Radio Rebelde
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	4VHL	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	
Barahona .....	H15K	1050	
Ciudad Trujillo .....	H1T	1400	Francisco Sanabia
Ciudad Trujillo .....	H1Z	1350	Frank Hatton
Cuidad Trujillo .....	H12H	1490	Raf. E. Tavarez L.
Cuidad 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 .....	HIIL	1400	Joaquin C. Pellicer
La Vega .....	HI8T	1360	J. Arismendi Trujillo
Moca .....	HIIA	1490	Rafael Western
Puerto Plata .....	H18U	1240	Luis A. Pelegrin
Puerto Plata .....	H1F	1310	
Salcedo .....	H12A	1440	J. Alfred Achecar
San Cristobal .....	H12R	1440	Luis Alberti
San Francisco de Macoris .....	H14C	1250	Manuel R. Peralta
Santiago .....	H14B	1330	Abraham Vanderhorst
Santiago .....	H18B	1050	Jacinto L. Sanchez
Santiago .....	H19Z	820	Luis F. Moscoso C.
Santiago .....	H11N	1220	Expedi Pou
Santiago .....	HI6T	1380	J. Arismendi Trujillo
Monsenor Noel .....	H19T	1440	

# STATIONS OF BAHAMAS AND 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	

# UK TV FILM PROBLEM

## ... Year of Technical Decision

By TONY GRUNER

Radio-TV Daily, London Bureau

TV FILM production, tape or tele-recording. This year should decide in which technical direction the British Broadcasting Corporation and the Programme Contractors will move. With the exception of Independent Television Corporation, the British-owned subsidiary of Associated Television, no other British company has so far gone on record in favor of film TV production. The big plans for film series in 1959 have hardly been consummated or even confirmed in 1960. Still haunted by continual failures to secure network sponsorship are most of the Contractors, while for the independent companies, there are fewer avenues to reach financial backing for these type of series than at any time in the history of the business. Even ITC, whose grosses in Canada and the States for "The Four Just Men," are now tipping 2 million dollars, is not rushing ahead with TV series, except after the most exhausting research and experimentation. In the cast of one proposed series no fewer than three pilot scripts were completed and still the go-ahead signal has not been given. But ITC with its heavy world-wide commitments of five to six series a year, is in favor of film production methods.

Managing Director, Lew Grade has gone on record saying that only this system or tape shows for spectaculars, etc., have reached the technical standards necessary for world market sales. ABC Television whose parent company, Associated British picture Corporation, is closely involved with Warner Bros., may go

into British film production again, but so far there have been few signs of any concrete plans in this direction.

With continuing pressure of the American company to get greater exposure on ITV networks, there may be a few series produced by Warners in Britain, if only to qualify for quota product. Whatever doubts the companies may have about film production, there seems no slackening of enthusiasm for the importance of tape, although this too is accompanied by many presentation problems. From ATV down to the smallest Programme Contractor, all the companies are attempting shows which can be sold to stations in the British Commonwealth and usually on a pre-selling guarantee. Difficulty arises when the customer wishes to see the results before purchase. As one single tape screening session can cost as much as \$200, the entire outlay, even if successful, leaves little profit in the hands of the traveling salesman. Over here it has been found that the only way tape can secure bigger profits for Contractors is to pre-sell programs all along the line.

During 1959 and early this year there have been key appointments and changes in the staffs of the Contractors and the BBC, alike to enable first-rate men to head the export selling side of the operations. Associated Rediffusion appointed Anthony Bartley, former CBS Vice-President of European operations; ABC has MacGregor Scott of AB Pathe, who, as well as being managing director of the latter company, handles overseas

(Continued on Page 1072)

**RADIO DAILY**  
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\* \* \* \*

COMMERCIAL TV STATIONS —  
PROGRAM CONTRACTORS — BBC  
TV STUDIOS — PRODUCERS AND  
DISTRIBUTORS — AD AGENCIES

**1960**



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# COMMERCIAL BRITISH TELEVISION STATIONS

## INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7  
Phone: KNightsbridge 5341

Chairman ..... Sir Ivone Kirkpatrick  
Director-General ..... Sir Robert Fraser  
Deputy Director General ..... B. C. Sendall  
Information Officer ..... J. D. R. Cuthbert  
Chief Engineer ..... P. A. T. Bevan

### Transmitting Stations

#### (London Area) Croydon

Channel 9  
AP: 191 mc/s; VP: 194 mc/s  
Commenced September 22, 1955

#### (Northern Region) Winter Hill

Channel 9  
AP: 191 mc/s; VP: 194 mc/s  
Commenced May 3, 1956

#### Emley Moor

Channel 10  
AP: 196 mc/s; VP: 199 mc/s  
Commenced November 3, 1956

#### (Midlands) Lichfield

Channel 8  
AP: 186 mc/s; VP: 189 mc/s  
Commenced February 17, 1956

#### (Central Scotland) Black Hill

Channel 10  
AP: 196 mc/s; VP: 199 mc/s  
Commenced August 31, 1957

#### (South Wales and West of England) St. Hilary

Channel 10  
AP: 196 mc/s; VP: 199 mc/s  
Commenced January 14, 1958

#### (The South) Chillerton Down I.O.W.

Channel 11  
AP: 201 mc/s; VP: 204 mc/s  
Commenced Aug. 30, 1958

#### Dover

Channel 10  
AP: 196 mc/s; VP: 199 mc/s  
Commenced late in 1959

#### (North East Region) Burnhope

Channel 8  
AP: 186 mc/s; VP: 189 mc/s  
Commenced Jan. 15, 1959

#### (Northern Ireland) Black Mountain

Channel 9  
AP: 191 mc/s; VP: 194 mc/s  
Commenced Oct. 31, 1959

#### (East Anglia) Mendlesham

Channel 11  
AP: 201 mc/s; VP: 204 mc/s  
Commenced Oct. 27, 1959

# THIS IS ATV

- Serving eight million London weekend viewers and five million Midlands weekday viewers with all British Independent Television programmes.
- Top Ratings. Largest ever achieved on British Independent Television – more than twenty million viewers for Val Parnell's Sunday Night at the London Palladium.
- The only British Television Company with a world-wide distribution organisation. Its subsidiary company ITC serves 500 Television stations all over the globe with film series and television programmes.
- Operating the world's largest international mobile 525-line video tape recording unit.
- Providing Britain with its first-ever complete Muzak service.
- Associated in British Relay Wireless and Television Ltd. – one of Britain's biggest wired Television and Radio services.
- Technical Facilities. With the Fall opening of ATV's new TV studios at Elstree, ATV will have among the most up-to-date production facilities in the world.
- *ATV Overseas.* In Australia – interests in leading Radio stations and Television stations in Sydney, Brisbane and Adelaide; partners in Macquarie Network. Owners of Artransa Studios, Sydney, the largest, most comprehensively equipped motion picture studios in Australia.
- *Overseas expansion.* Companies formed for the development of TV in Canada, the Bahamas, Jamaica, Trinidad, Bermuda and East Africa.

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# 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  
Teddington Studios, Broom Rd.  
Teddington Middx.

Chairman.....Sir Philip Warter  
Deputy Chairman.....Dr. Eric Fletcher  
Managing Director.....Howard Thomas  
Directors.....C. J. Latta,  
D. J. Goodpatte, George A. Cooper,  
Robert Clark.  
Secretary.....C. J. Orr  
Prog. Controller.....E. W. Dickenson  
Tech. Cont. ....B. R. Greenhead  
North. Cont. ....G. R. Mitchell  
Drama Superv. ....S. Newman  
Ad Sales Mgr. ....R. H. Norris  
Ch. Out. Bestg. ....D. Southwood

## **Anglia Television Ltd.**

Anglia House, Norwich  
London Office: Brook House,  
Park Lane, London, W.1

Directors.....Marquess Townshead of  
Raynham, Chairman; Aubrey Buston,  
Laurence Scott, John Woolf, Sir Robert  
Bignold, Glyn Daniel, Sir Peter Green-  
well, Miss Aurdey Richards, Donald  
Albery, W. O. Chapman.  
Chief Exec. ....Donald Stephenson  
Cont. of Opera.....Stephen McCormack  
Sales Mgr. ....Michael Norman  
Chief Engineer.....T. A. H. Marshall  
Sect. & Acct. ....L. Boyd Kitching

## **Associated-Rediffusion Ltd.**

Television House, Kingsway, London  
W.C.2

Chairman.....J. Spencer Wills  
Managing Director.....P. Adorian  
Directors.....J. Clayton, Sir Edwin  
Herbert, J. B. Rickatson-Hatt.  
General Manager.....T. M. Brownrigg  
Chief Engineer.....W. H. Ceevers  
Bus. Mgr. ....C. E. Elms  
Sect. ....A. W. Grocock  
Ch. Acct. ....J. S. Harrower  
Cont. of Advert.....B. G. Henry  
Cont. of Programs.....John McMillan

## **Associated Television Ltd.**

ATV House 17, Gt. Cumberland Place,  
London, W.1

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Deputy Chairman.....Norman Collins  
Managing Director.....Val Parnell  
Deputy Mgr. Director.....Lew Grade  
Fin. & Admin.....J. A. L. Drummond  
Directors .....Earl of Bessborough,  
E. S. Birk, H. K. Cudlipp, R. P. T.  
Gibson, Sir Robert Renwick, C. O.  
Stanley.  
Secretary .....J. M. Barham  
Prod. Facil. Cont.....Bernard Bibby  
Midlands Cont. ....Philip Dorte  
Ch. Acct. ....J. F. Gill  
Sales Dir. ....P. J. Henry  
Tech. Cont. ....T. C. Macnamara  
Opera. Cont. ....Keith Rogers  
Prod. Cont. ....Bill Ward

## **Granada TV Network Ltd.**

36 Golden Square, London, W.1

Directors .....Sidney L. Bernstein,  
Cecil G. Bernstein, Maurice King,  
Victor Peers, John S. E. Todd.  
Gen. Mgr., Manch.....Simon Kershaw  
Prod. Mgr. ....Jack Martin  
Secretary.....Joe Warton  
TV Sales, Ad Dir.....Alex Anson  
Chief Engineer.....Reg Hammans  
Publicity .....Don Harker

## **Scottish Television Ltd.**

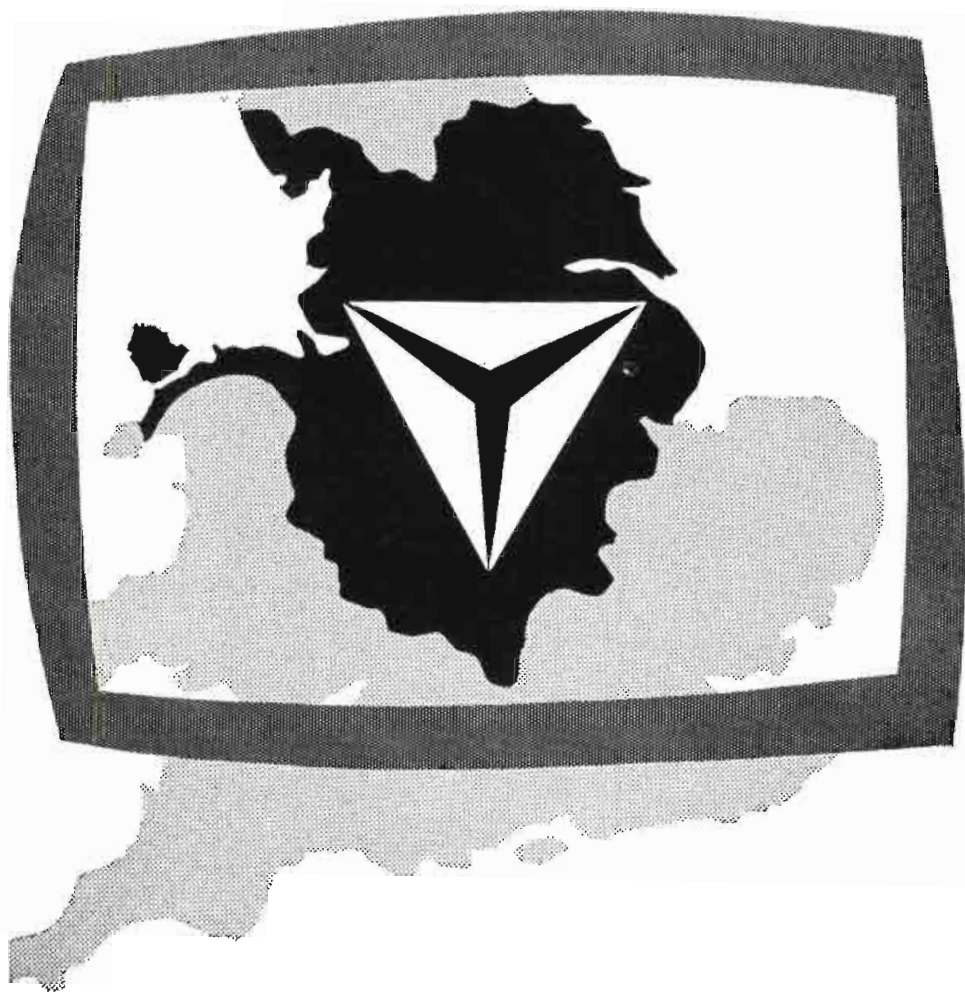
Theatre Royal, Hope St., Glasgow  
London Office:

Television House, Kingsway, London  
W.C.2

Chairman .....Roy Thomson  
Managing Director....James M. Coltart  
Directors...Lord of Balfour of Inchrye,  
Charles N. McQueen, Iain Stewart.  
Gen. Mgr. ....Jack Hardy  
Prog. Dir. ....Rai Purdy  
Sales Dir. ....Peter Cookman  
Chief Eng. ....Fred Becker  
Sect. ....J. H. B. Munro

*(Continued on Page 1069)*

# Britain's ABC Television



# Network and Iris Productions

OF THE TEN TELEVISION COMPANIES that between them make up Great Britain's commercial television coverage, the ABC Television Network serves the largest area and the biggest audience—half the commercial television audience of England and Wales. ABC has the sole responsibility for the North and Midlands—Britain's great industrial area—every weekend.

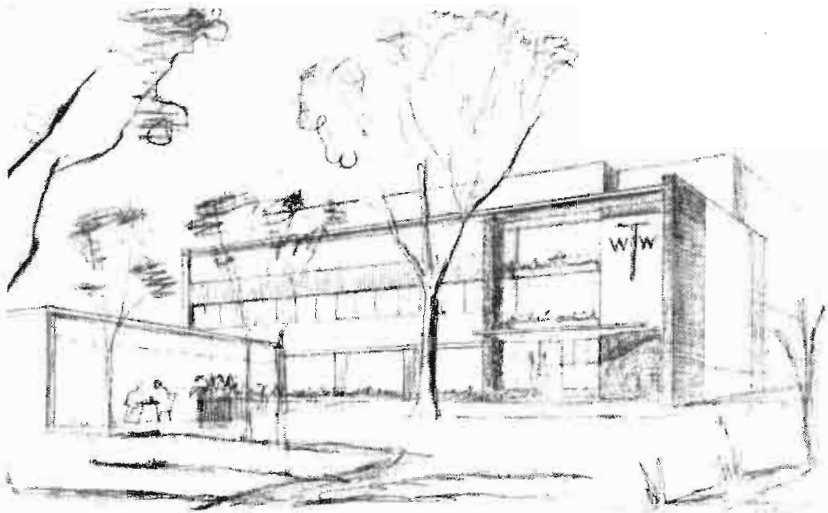
ABC's success in the entertainment field is typified by Armchair Theatre—the weekly drama hour which earns continuous Top Ten ratings and won the 1959 TV drama direction award.

Successful 'firsts' to ABC's credit include: the first series about books and authors 'The Book Man'; the first regular religion-and-jazz session for teenagers 'The Sunday Break'; the first farming series transmitted direct from location 'The Other Man's Farm'.

Iris Productions is, like ABC Television, a member of the Associated British Picture Corporation. It is a production company with studios near London and in the North and Midlands of England, and provides most of the live and taped television programmes shown on the ABC Television Network: the former Warner Bros. Studios at Teddington are being extended and re-equipped to become the finest TV Centre in Great Britain, capable of producing every type of television programme not only for Britain, but for Europe, the United States and South America also.

## ABC TELEVISION NETWORK

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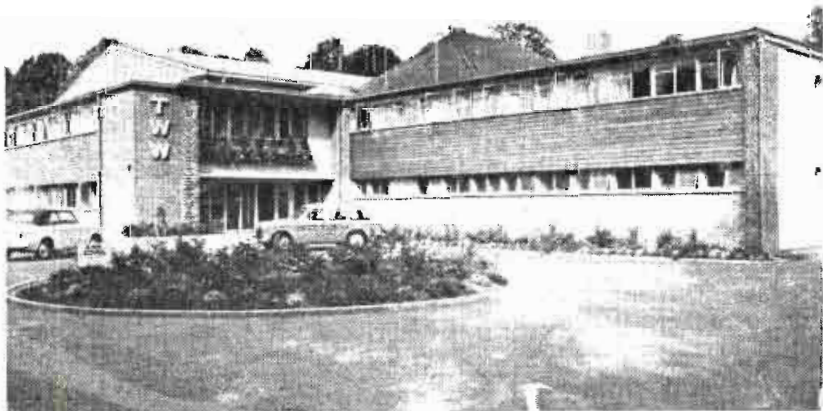


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PONTCANNA STUDIOS CARDIFF





(Continued from Page 1065)

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London Office:Brettenham House, Lancaster Place,  
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Cont. of Programs.....D. Geddes,  
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C. D. Wilson.Directors...The Rt. Hon. Lord Cornwallis  
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Perkins, W. H. Thomson, B. H. Thom-  
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Head Prog. Plan.....A. F. Jackman  
Head of Engineering...V. G. Hawkeswood  
Sect.....G. H. Y. Grant  
Publicity Mgr.....L. V. Barnett**T.W.W. Ltd.**Pontcanna Studios—Canton, Cardiff  
London Office:

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Chairman...Rt. Hon. Viscount Cilcennin  
Directors...Herbert Agar, Sir William  
Carr, M. Chapman-Walker, Sir Ifan ab  
Owen Edwards, Alderman Huw T.  
Edwards, Sidney Gilliat, J. Hylton,  
A. G. Jeans, Percy Jones, Tom R.  
Jones, H. M. Llewellyn, Sir Alexander  
H. Maxwell, Eoin C. Mekie, Sir Gris-  
mond Philipps.Mgr. Dir.....Alfred E. Francis  
Tech. Cont.....Walter D. Kamp  
Station Mgr.....P. I. Bartholomew  
Program Mgr.....Bryan Michie  
Sales Cont.....S. J. Leach  
Sect.....G. Bailes**Tyne Tees Television, Ltd.**

Television Centre, City Road,

Newcastle-on-Tyne

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Deputy Chair.....C. C. Darling  
Dir. Progs.-Prod.....George Black,  
Alfred BlackMgr. Dir.....J. A. Jelly  
Directors....Col. E. G. Angus, Sydney  
Box, E. J. R. Eaglesham, E. G. Fair-  
burn, Rt. Hon. Lord Layton, D. A.  
Pease, Rt. Hon. Viscount Ridley, Lau-  
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London Office:

Hanover Square, London W.1

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Chairman; Sir. Francis Evans, Deputy  
Ch., William B. MacQuitty, Mgr. Dir.,  
Countess of Antrim, Miss Betty E.  
Box, H. A. C. Catherwood, Oscar  
Henderson, O. W. J. Henderson, J. P.  
Herdman, G. B. Mackean, Mrs. J. A.  
Mackie, J. L. Montrose, James J.  
Morton, Sir Laurence Olivier, E. M. R.  
O'Driscoll, Bernard McGuckian.Gen. Mgr.....R. Brunwell Henderson  
Sect. Ch. Acct.....Barry S. Johnston  
Sales Mgr. Lond.....M. R. Hutcheson  
Sales Mgr. N. Ireland...B. W. Lapworth  
Tech. Superv.....F. A. Brady**Independent Television  
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B. Davies (Continued on Page 1073)

# UK TV FILM PROBLEM

(Continued from Page 1060)

selling for film and TV for the parent Griffiths, and ATV's is Elkin Kaufman, the Lew and Leslie Grade trained executive, who has done a big selling job for both ATV and ITC. In an effort to develop both the buying and the selling side of its operations, the BBC set up its TV promotions department headed by Ronald Waldman, former business executive for the corporation.

So far the BBC's policy, with the exception of the recent NTA deal for the series "The Third Man," is to stick to taped shows or telerecordings. A system which the corporation claims to have developed to a far greater peak of efficiency and clarity than anyone else. While no demonstrations have been given to the press showing the distinctive quali-

ties of BBC recordings, it is generally assumed that one factor in its favor is the time, care and additional personnel employed to carry out the operations.

Among the other Contractors, only AR appears to have any interest in the development of telerecordings as opposed to tape. Paul Adorian, managing director of the company believes that there are great possibilities for longer life and better standards to be gained from telerecording, although his company produces a great many taped shows. ATV will not touch recordings, will neither buy them nor sell them. Granada seems to prefer video tape, as do such progressive Contractors like Television for Wales and the West Country and Southern Television.

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(Continued on Page 1077)

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**FOR UK TV FILM PROBLEMS  
SEE PAGE 1060**

**FOR BRITISH TV STUDIOS  
SEE PAGE 1071**

**FOR PRODUCERS-DISTRIBUTORS  
SEE PAGE 1071**

# International TV Stations and Sets

The overall picture of overseas television in 1959 shows rapid and undiminished growth. At the end of the year, 56 overseas countries, seven more than in 1958, had TV. The number of transmitting stations abroad, including TV centers, relay and experimental stations, increased by about 47 per cent from 739 to 1,088. The growth in the number of television receiver sets in use also kept pace with the extension of transmitting facilities. There was an increase of almost 9,250,000 sets, 40 per cent, compared with 6,500,000 in 1958, and 3,500,000 in 1957.

Of the more than 32,000,000 sets in use at the end of the year, the Free World accounted for about 26,800,000, an increase of 7,200,000 sets over 1958, and the Sino-Soviet Bloc had about 5,300,000 of which 2,000,000 were acquired in 1959. In the Free World, Western Europe had 19,900,000 sets; the Far East more than 5,000,000; Latin America about 2,500,000; and the Near East, South Asia and Africa area somewhat less than 100,000. The United Kingdom with 10,000,000 sets led the Free World, followed by Japan, West Germany, Italy and France. In the Bloc, the Soviet Union reportedly had 4,000,000 sets in use, with East Germany and Czechoslovakia credited with 5,000,000 each.

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	Jan. 1 1959	Dec. 31 1959	In Use Jan. 1, 1959	In Use Dec. 31, 1959
WESTERN EUROPE				
Austria .....	12	15	60,000	111,000
Belgium .....	5	5	300,000	350,000
Denmark .....	6	8	200,000	359,400
Finland .....	8	13	10,000	43,000
France .....	32	52	1,000,000	1,400,000
West Germany .....	91	152	2,000,000	3,500,000
Ireland* .....	—	—	30,000	60,000
Italy .....	252	343	1,070,000	1,666,400
Luxembourg .....	1	1	3,500	4,000
Malta** .....	—	—	4,000	7,000
Monaco .....	1	1	11,000	11,000
Netherlands .....	6	6	370,000	593,800
Norway .....	1	1	1,000	6,500
Portugal .....	5	5	20,000	35,000
Spain .....	1	4	35,000	150,000
Sweden .....	14	25	200,000	678,100
Switzerland .....	7	13	48,200	78,700
United Kingdom .....	27	34	9,313,800	10,000,000
Yugoslavia .....	3	5	7,500	15,000
TOTAL .....	472	683	14,684,000	19,068,900

\* 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.  
 SOURCE: USIA.

# International TV Stations and Sets

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
LATIN AMERICA				
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
Argentina .....	1	1	250,000	350,000
Brazil .....	7	10	850,000	850,000
Chile .....	—	2	—	—
Colombia .....	9	9	150,000	150,000
Cuba .....	23	24	350,000	365,000
Dominican Republic .....	3	4	7,500	13,000
El Salvador .....	2	2	7,000	15,000
Guatemala .....	2	2	20,000	20,000
Haiti .....	—	1	—	700
Honduras .....	—	1	—	400
Mexico .....	13	19	450,000	500,000
Nicaragua .....	1	1	2,000	4,300
Panama .....	—	1	8,000	8,000
Peru .....	2	5	5,000	33,200
Uruguay .....	1	1	15,000	15,000
Venezuela .....	11	11	200,000	200,000
<b>TOTAL</b> .....	<b>75</b>	<b>94</b>	<b>2,314,500</b>	<b>2,524,600</b>

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
NEAR EAST, SOUTH ASIA AND AFRICA				
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
Algeria .....	2	3	20,000	38,100
Cyprus .....	1	1	1,000	3,000
India .....	1	1	100	300
Iran .....	1	2	1,500	21,400
Iraq .....	1	1	6,000	9,000
Kuwait .....	—	—	600	600
Lebanon .....	—	2	—	8,000
Morocco .....	2*	2*	5,000	5,000
Nigeria .....	—	2	—	700
Saudi Arabia .....	1	1	1,000	2,500
Turkey .....	1	1	1,000	1,000
<b>TOTAL</b> .....	<b>10</b>	<b>16</b>	<b>36,200</b>	<b>89,600</b>

\* Off the air.

# International TV Stations and Sets

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
FAR EAST				
Australia .....	6	12	500,000	750,000
Hong Kong .....	(1)**	(1)**	2,500	3,000
Japan .....	49	87	1,976,300	4,288,000
Korea (South) .....	1	1***	3,000	7,000
New Zealand .....	—	1	—	—
Philippines .....	2	3	18,000	25,000
Thailand .....	2	2	30,500	40,000
TOTAL .....	60	106	2,530,300	5,113,000

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
COMMUNIST BLOC				
Bulgaria .....	1	1	500	3,000
Czechoslovakia .....	7	9	315,000	492,900
East Germany .....	11	20	274,000	503,000
Hungary .....	1	4	12,000	50,000
Poland .....	7	13	100,000	220,000
Rumania .....	1	2	12,000	20,000
USSR .....	91	136	2,600,000	4,000,000
Communist China .....	3	4	200	5,000
TOTAL .....	122	189	3,313,700	5,293,900

\*\* Closed Circuit wired service; not counted in totals.

\*\*\* Off the air since early February 1959 due to fire.



# International Stations By Areas

January 1 - December 31, 1959

AREAS	TRANSMITTING STATIONS		RECEIVERS	
	Jan. 1 1959	Dec. 31 1959	In Use Jan. 1, 1959	In Use Dec. 31, 1959
Western Europe*	472	683	14,684,000	19,068,900
Latin America	75	94	2,314,500	2,524,600
Near East, South Asia and Africa	10	16	36,200	89,600
Far East	60	106	2,530,300	5,113,000
FREE WORLD TOTAL**	617	899	19,565,000	26,796,100
Communist Bloc	122	189	3,313,700	5,293,900
WORLD WIDE TOTAL**	739	1,088	22,878,700	32,090,000

\* Includes Yugoslavia.

\*\* Except U.S., its territories, Canada and Armed Forces stations abroad.

# New International TV Stations

October 1 - December 31, 1959

## WESTERN EUROPE

### Denmark

Naestved; ch. 6; 60 kw.  
Kolding; ch. 9; 100 watts

### Finland

Riihimaki; ch. 11; 5 watts  
Hameenlinna; ch. 5; 5 watts  
Pori; ch. 9; 200 watts  
Rauma; ch. 5; 200 watts

### France

Auxerre; ch. 6; 3 watts  
Toulouse Ville; ch. 5; 50 watts  
Aurillac; ch. 11; 500 watts  
Le Mans; ch. 12; 10 kw.  
(experimental)

### West Germany

Eleven satellite transmitters  
went on the air.

### Italy

Fourteen satellite transmitters  
went on the air.

### Spain

Zaragoza (La Muela); ch. 3; 6 kw.

### Sweden

Borlange; ch. 10; 25 kw.  
Vastervik; ch. 6; 25 kw.  
Bollnas; ch. 6; 15 kw.  
Emmaboda; ch. 8; 15 kw.  
Vasteras; ch. 8; 10 kw.

Boras; ch. 6; 1,500 watts  
Trollhaten; ch. 7; 150 watts  
Karlskrona; ch. 9; 150 watts  
Jonkoping; ch. 8; 150 watts

### United Kingdom

Peterborough; BBC; ch. 5; 1 kw.  
Mendlesham (East Anglia) ITA;  
ch. 11; 200 kw.  
Black Mountain (No. Ireland); ITA;  
ch. 9; 100 kw.  
Dover; ITA; ch. 10; 100 kw.  
(testing)

### Yugoslavia

Fruska Gora (relays Belgrade);  
ch. 10; 30 kw.  
Nanos (relays Ljubljana);  
ch. 6; 1.6 kw.

## LATIN AMERICA

### Brazil

Porto Alegre; ch. 4; TV Piratini

### Chile

Santiago; Catholic University  
(experimental)

### Panama

Panama; ch. 4; 12 kw.; RPC-TV  
(testing)

### Peru

Lima; ch. 13; 50 kw.;  
Panamericana TV

**NEAR EAST, SOUTH ASIA  
AND AFRICA**

*Philippines*

Manila; DZBB; Republic Broadcasting System (testing)

*Algeria*

Tizi-Ouzou (relay); ch. 7; 300 watts

*Iran*

Abadan

*Nigeria*

Ibadan; (Western region); WNTV

Abafon; (Lagos region); WNTV

**FAR EAST**

*Japan*

Matsue; NHK; JOTK-TV; ch. 6

Hamamatsu; NHK; JODG-TV; ch. 4

Akita; NHK; JOUK-TV; ch. 9

Obihiro; NHK; JOOG-TV; ch. 4

Yamagata; NHK; JOJG-TV; ch. 8

Kushiro; NHK; JOPG-TV; ch. 9

Tokushima; JOPF-TV; ch. 11;

Radio Yamaguchi TV (KRY)

Kofu; JODR-TV; ch. 5;

Radio Yamanashi TV (RYC)

Asahikawa; —; ch. 11; Hokkaido Broadcasting Co.

Asahikawa; JOKY-TV; ch. 7;  
Sapporo TV

Aomori; JOGR-TV; ch. 1;  
Radio Aomori (RAB)

Matsue; JOHF-TV; ch. 10;  
Radio Sanin (RSB)

Oita; JOGF-TV; ch. 5; Radio Oita

**COMMUNIST BLOC**

*East Germany*

Eight low-powered satellite transmitters with coverage areas of two to eight miles were brought into service.

*Hungary*

Miskolc; (relay)

Sopron; (relay)

*Poland*

Klodzko; Wroclaw Voivodship; (relay)

Boleslaviec; Lower Silesia; (relay)

*USSR*

*TV Centers*

Ashkhabad

Kherson

Kursk

Nikolayev

Simferopol

Stalinabad (testing)

*Relays*

Leninabad (relays Tashkent)

Salavat (relays Ufa)

Skopin (relays Moscow)

Ussuriysk (relays Vladivostok)

A powerful TV center in Kazan replaced the experimental station which had been operating there.

*Communist China*

Canton

*New Zealand*

Auckland; ch. 2; 500 watts  
(experimental)

# FOREIGN TV STATIONS

OPERATING TV STATIONS AS OF JANUARY 1, 1960  
(IN MOST CASES, SATELLITES ARE NOT INCLUDED)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Telivision Francaise (Govt.)	CH. F-11
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
Buenos Aires		Compania Argentina Dol TV, S.A. (Cadete)	Ch. 9
Mendoza		Affili of Cadete	Ch. 7
Mnr Del Plata		Affili of Cadete	Ch. 8
— AUSTRALIA —			
Adelaide	ADS	Television Besters Ltd.	Ch. 7
	NW8	Southern TV Corp. Ltd.	Ch. 9
Brisbane	BTQ	Brisbane TV Ltd.	Ch. 7
	QTQ	Queensland Television Ltd.	Ch. 9
Hobart	TVT	Tasmania Television Ltd.	Ch. 6
Melbourne	GTV	General Television Corp., Ltd.	Ch. 9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. 7
Melbourne	ABV	Australian Bestg. Commission	Ch. 2
Perth	TYW	TYW Ltd.	Ch. 7
Sydney	ATN	Amalgamated TV Services	Ch. 7
Sydney	TCN	Television Corp, Ltd	Ch. 9
Sydney	ABN	Australian Bestg Commission	Ch. 2
— AUSTRIA —			
Bregenz-Pfaender		Govt.	Ch. 5
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
Sonnwendsteln		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
Ruislede		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
Sao Paulo		Radio Televisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusora de Sao Paulo	Ch. 3
Sao Paulo	PRR9-TV	Radio Record TV	Ch. 7
— COLOMBIA —			
Bogota	BJRN-TV	Televisora Nacional (Govt.)	Ch. 8
— BULGARIA —			
Sofia		Government	Ch. R-III

# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— COSTA RICA —			
San Jose		Televisors de Costa Rica	
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Camaguey		Television Camaguey, S. A.	Ch. 11
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
— 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-4
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 Radio Hinn	La Voz Dominicana The President	Ch. 4 Ch. 2
Ciudad Trujillo	HIM-TV	Rahintel	Ch. 7
— EL SALVADOR —			
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
San Salvador	YSU-TV		
— FINLAND —			
Helsinki		Institute of Technology	Ch. E-8
Helsinki		Finnish Broadcasting Corp.	Ch. E-6 & E-9
Lahti		Finnish Bestg. Corp.	Ch. E-9
Tampere		Tampere TV Club	
Tammela			Ch. 10
Turku		Turku TV Club	
— FRANCE —			
Ajaccio (Corsica)		Govt.	Ch. 4
Besancon		Radiodiffusion Television Francaise	Ch. F-5
Bordeau		Radiodiffusion Television Francaise	Ch. F-10
Bourges		Radiodiffusion Television Francaise (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francaise (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Chamonix		Govt.	Ch. 6
Dijon		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Epinal		Govt.	Ch. 12
Gex (Mt. Rond)		Govt.	Ch. 7
Grenoble		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Longwy		Govt.	Ch. 12
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
Mezieres		Govt.	Ch. 8A
Mulhouse		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Nancy-Vandoeuvre		Radiodiffusion Television Francaise (Govt.)	Ch. F-7
Nantes		Radiodiffusion Television Francaise	Ch. F-4
Nico (Mt. Alban)		Govt.	Ch. 11
Paris		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A

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# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No
Pie Du Midi		Radiodiffusion Television Francaise	Ch. F-5
Puy de Dome		Radiodiffusion Television Francaise	Ch. F-10
Reims-Hautvillers		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rennes St. Fern		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Sarrequevines		Govt.	Ch. 6
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
Hepperberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-3
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Leipzig		Staatliches Rundfunk Komitee (Govt.)	Ch. E-9
Moskoo		Staatliches Rundfunk Komitee (Govt.)	Ch. E-8
Schwerin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-11
— GERMANY (West) —			
Aalen		Sueddeutscher Rundfunk	Ch. E-8
Anchen (Donnerberg)	WDR		Ch. 11
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Blödenkopf		Hessischer Rundfunk	Ch. E-2
Bonn		Westdeutscher Rundfunk	Ch. E-5
Bremen		Norddeutscher Rundfunk	Ch. E-2
Dillberg		Bayerischer Rundfunk	Ch. E-6
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Norddeutscher Rundfunk	Ch. E-1
Frankfurt		Hessischer Rundfunk	Ch. E-8
Frelburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. R-2
Haardtkopf	SWF		Ch. 15
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
Hornisgründe		Sudwestfunk	Ch. E-9
Irtel	SWF		Ch. 12
Kaiserslautern		Sudwestfunk	Ch. E-7
Kiel		Norddeutscher Rundfunk	Ch. E-5
Koblenz		Sudwestfunk	Ch. E-6
Köln		Westdeutscher Rundfunk	Ch. E-11
Kreuzberg-Rhon		Bayerischer Rundfunk	Ch. E-3
Langenberg		Westdeutscher Rundfunk	Ch. E-9
Lingen an Ems	NDR		Ch. 15
Marburg		Hessischer Rundfunk	Ch. E-11
Passau		Bayerischer Rundfunk	Ch. E-7
Rathberg		Sudwestfunk	Ch. E-1
Saarbruechen		Telesaar	Ch. E-2
Saarbruechen		Telesaar	Ch. E-7
Stuttgart		Sueddeutscher Rundfunk	Ch. E-11
Tentoberger Wald		Westdeutscher Rundfunk	Ch. E-11
Teier		Sudwestfunk	Ch. E-5
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzberg		Bayerischer Rundfunk	Ch. E-10
Zwöbrücken		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
— HAITI —			
Port au Prince		Hempisphere TV Corp.	Tele-Haiti
— HONG KONG —			
Hong Kong		Hong Kong Ltd.—Rediffusion	
— HONDURAS —			
Tegucigalpa	HRTG-TV	Compania TV Honduras	Ch. 5
Tegucigalpa	HRTG-TV		
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. R-III

# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— IRAN —			
Tehran	TVI	Habib Sabet	Ch. 2
— IRAQ —			
Baghdad		Minister of Interior	Ch. E-8
— ITALY —			
Gambarie	Radiotelevisione Italiana (Government-granted monopoly)		Ch. D
Martina Franca	"	"	Ch. D
Milano	"	"	Ch. G
Monte Argentario	"	"	Ch. E
Monte Caccia	"	"	Ch. A
Monte Cammarata	"	"	Ch. A
Monte Conero	"	"	Ch. E
Monte Faifo	"	"	Ch. B
Monte 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 Sambucio	"	"	Ch. H
Monte Securo	"	"	Ch. G
Monte Serpeddi	"	"	Ch. G
Monte Serra	"	"	Ch. D
Monte Soro	"	"	Ch. E
Monte Venda	"	"	Ch. D
Monte Vergine	"	"	Ch. D
Pescara	"	"	Ch. F
Portofino	"	"	Ch. H
Punta Badde Urbara	"	"	Ch. D
Roma	"	"	Ch. G
San Nicolao	"	"	Ch. A
Torino	"	"	Ch. C
Trieste	"	"	Ch. G
— JAPAN —			
Akita	JOTR-TV	Radio Tohoku	Ch. 10
Aomori	JOTG-TV	NHK	Ch. 2
Bofu	JOAG-TV	NHK	Ch. 9
Fukui	JOFG-TV	NHK	Ch. 9
Fukuoka	JOIF-TV	Kyushu Asahi Hoso	Ch. 1
Fukui	JOEF-TV	Yamagata Hoso	Ch. 10
Fukuoka	JOFR-TV	Radio Kyosho Co.	Ch. J-4
Fukuoka	JOLK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Fukushima	JOFP-TV	NHK	Ch. 9
Hakodate	JOVK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-4
Hiroshima	JOER-TV	Radio Chugoku	Ch. 4
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Kagoshima	JOHG-TV	Japan Broadcasting Corp.	Ch. J-3
Kagoshima	JOCE-TV	Radio Minami Nippon	Ch. 1
Kanazawa	JOJK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-1
Kanazawa	JOMR-TV	Hokuriku Hoso	Ch. 6
Kogawa-Ken		Radio Nishi-Nippon	
Kochi	JOZR-TV	Radio Kochi	Ch. 8
Kofu	JOJF-TV	Radio Yamanashi	Ch. 5
Kokura	JOSK-TV	Japan Broadcasting Corp.	Ch. J-6
Kumamoto	JOGK-TV	Japan Broadcasting Corp.	Ch. J-9
Kumamoto	JOBF-TV	Radio Kumamoto	Ch. 11
Matsuyama	JOZK-TV	Japan Broadcasting Corp.	Ch. J-6
Matsuyama	JOAF-TV	Nankai Hoso	Ch. 10
Miyazaki	JOHF-TV	Radio Miyazaki	Ch. 10
Morioka	JOQG-TV	NHK	Ch. 4
Morioka	JOJF-TV	Iwate Hoso	Ch. 6
Muroran	JOJF-TV	Hokkaido Bestg. Corp.	Ch. 11
Nagasaki	JOIR-TV	Nagasaki Bestg. Corp.	Ch. 5
Nagoya	JOAR-TV	Clube Nippon Bestg. Corp.	Ch. J-5
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	Ch. 5
Nagano	JOSE-TV	Shinetsu Hoso	Ch. 11
Nagoya	JOFX-TV	Tokai TV	Ch. 1
New Osaka		Mainichi Bestg. Osaka	
Niigata	JOQK-TV	NHK	Ch. 2
Niigata	JODR-TV	Radio Niigata	Ch. 5
Oita	JOIP-TV	NHK	Ch. 2
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-2
Osaka	JOFO-TV	Osaka TV Bestg. Corp.	Ch. J-6

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# FOREIGN TV STATIONS



Location	Call Letters	Licensee or Grantee	Channel No.
Osnaka	JONR-TV	Asahi Hoso	Ch. 6
Osaka	JOIN-TV	Aomiuri TV Corp.	Ch. 10
Osaka	JODX-TV	Kansai TV	Ch. 8
Sapporo	JOHR-TV	Hokkaido Bestg. Co.	Ch. J-1
Sapporo	JOIK-TV	Bestg. Corp. of Japan (NBK)	Ch. J-3
Sapporo	JOIX-TV	Sapporo TV	Ch. 5
Sasebo	JOIF-TV	Nagasaki Bestg.-Corp.	Ch. 10
Sendai	JOHK-TV	NHK	Ch. J-3
Sendi	JOJR-TV	Tohoku Hoso	Ch. 1
Shizuoka	JOPK-TV	Japan Broadcasting Corp.	Ch. J-5
Takamatsu	JOKE-TV	Nishi-Nippon Bestg. Co.	Ch. J-9
Tokushima	JOXK-TV	NHK	Ch. 3
Tokushima	JOJR-TV	Shikoku Hoso	Ch. 1
Tokyo	JOCN-TV	Fuji Telecasting	Ch. 8
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-6
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-4
Totfiori	JOJN-TV	Nihonkai TV Hoso	Ch. 1
Toyama	JOIR-TV	Kita Nippon Hoso	Ch. 1
Yubata-Shi		T.V. Nishi-Nippon	
Yamagata	JOEF-TV	Yamagata Hoso	Ch. 10
Yawata	JOHN-TV	TV Nishi Nippon	Ch. 10
—SOUTH KOREA—			
Seoul	HUKZ-TV	Daihan Bestg. Corp.	Ch. 9
—LEBANON—			
Beirut		TV Co. of Lebanon (TCL)	Ch. 9
Beirut		TV Co. of Lebanon (TCL)	Ch. 7
—LUXEMBOURG—			
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
—MEXICO—			
Aguaascalientes		Telesistema Mexicano	
Chihuahua	NERA-TV	Televisora de Chihuahua, S.A.	Ch. 11
Guadalajara		Televisión de Occidente, S.A.	Ch. 2
Hermosillo	NEWH-TV	TV de Hermosillo, S.A.	Ch. 6
Juarez	XEJ-TV	Televisión de la Frontera	Ch. 5
Mexicali	XEM-TV	Televisora de Mexicali	Ch. 3
Mexico City	XEW-TV	Televimex, S.A.	Ch. 2
Mexico City	XHGC-TV	Televisión Gonzales Camarena	Ch. 5
Mexico City	XHTV	Televisión de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Nuevo Laredo	XEFE-TV	Nuevo Laredo TV, S.A.	Ch. 11
Paso de Cortes	XEX-TV	Televisión 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. F-10
—NETHERLANDS—			
Bussum		Nederlandse Televisie Stichting	
Goes		Nederlandse Televisie Stichting	Ch. E-7
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-4
Mierlo		Nederlandse Televisie Stichting	Ch. E-5
—NICARAGUA—			
Managua	VSNA-TV	Televisión de Nicaragua	Ch. 8
—PERU—			
Arequipa		Televisora Sur Peruana	Ch. 2
Lima		El Sol TV	Ch. 9
—PHILIPPINES—			
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
Manila	DZMB		
—POLAND—			
Katowice		Polskie Radio (Govt.)	Ch. R-6
Lodz		Polskie Radio (Govt.)	Ch. R-5
Poznan		Polskie Radio (Govt.)	Ch. R-6
Warsaw		Polskie Radio (Govt.)	Ch. R-III
Wroclaw			

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Location	Call Letters	Licensee or Grantee	Channel No.
<b>— PORTUGAL —</b>			
Foia		Radiotevisao Portuguesa (Govt.-Private)	Ch. E-5
Lisbon		Radiotevisao Portuguesa (Govt.-Private)	Ch. E-7
Lousa		Radiotevisao Portuguesa (Govt.-Private)	Ch. E-3
Montejunto		Radiotevisao Portuguesa (Govt.-Private)	Ch. E-6
Porta		Radiotevisao Portuguesa (Govt.-Private)	Ch. E-9
<b>— RUMANIA —</b>			
Bucharest		Radiodifuziunea Si Televiziunea Romlna (Govt.)	Ch. R-III
<b>— SAUDI ARABIA —</b>			
Dhahran	HZ--22-TV	Arabian-American Oil Company	Ch. 2
<b>— SPAIN —</b>			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
Madrid-Navacerrda		Govt.	Ch. 2
<b>— SWEDEN —</b>			
Gavle		A. B. Radiotjangst	Ch. E-9
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Horby			Ch. 2
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping		A.B. Radiotjangst (Govt.)	Ch. E-5
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-4
Varberg			Ch. 10
<b>— SWITZERLAND —</b>			
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
<b>— THAILAND —</b>			
Bangkok	T TV	Thai-Television Co.	Ch. 4
<b>— TURKEY —</b>			
Istanbul		Teknik Universite	Ch. E-4
<b>— UNITED KINGDOM —</b>			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-4
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Burnhope		ITA	Ch. B 8
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
Lancashire		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
Netherbutton		BBC	Ch. B 5
Newcastle		BBC	Ch. B-5
Norwieh		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
S. Wales & West		Independent Television Authority (ITA)	Ch. 10
Thrnmaster		BBC	Ch. B 1
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10

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# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— URUGUAY —			
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
— USSR —			
Alma Ata		Government	
Baku		Government	
Barnaui		Government	
Biisk		Government	
Blagoveshensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Irkutsk		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Kemerovo		Government	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Kishinev		Government	
Kostroma		Government	
Krasnoyarsk		Government	
Kubyshev		Government	
Leningrad		Government	Ch. R-III
Mahadan		Government	
Minsk		Government	
Moscow		Government	Ch. R-III
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Novosibirsk		Government	
Odessa		Government	Ch. R-II
Ornsk		Government	
Pern		Government	
Ryehikhinok		Government	
Riga		Government	Ch. R-III
Koslov-on-Don		Government	
Saratov		Government	
Sevastopol		Government	
Staling		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tomsk		Government	
Ust-Kamenogorsk		Government	
Vatolino		Government	
Vilnius		Government	
Vinnitsa		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	
— VENEZUELA —			
Caracas	AVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	AVLA-TV	Televisa Venezolana	Ch. 4
Caracas	AVKS-TV	Radio Caracas TV	Ch. 2
Maraaibo		Ondas de Lago TV	Ch. 13
Maraaibo		Televisa Venezolana	Ch. 9
— YUGOSLAVIA —			
Belgrade	VZO	Radiodifusion Jugoslavi	Ch. E-2
Ljubiana		Radio Ljubiana	Ch. E-10
Zagreb	VZO-3	Radio Televizija Zagreb	Ch. E-9

# International TV Statistical Roundup

*This report summarizes the development in overseas television in the last quarter of 1959 and also provides a year-end statistical roundup. All countries are included, with the exception of the U. S., its territories and Canada. United States Armed Forces television stations abroad are excluded.*

*Statistical data must be viewed with caution since the reliability of the sources from which these statistics are compiled varies. Where official sources are lacking, a consensus of a variety of unofficial source is used.*

## WESTERN EUROPE

### AUSTRIA

Television in Austria was very successful in 1959. The number of TV sets doubled during the year; a network of 15 transmitting stations covers about 60 per cent of the country; prices on TV sets declined by about 40 per cent since the end of 1955; hours of telecasting were increased to about 24 hours per week, and are now on a daily basis; and the quality of programs was improved. However, criticism of the TV administration has been mounting. Warnings were expressed against excessive Socialist propaganda influence on Austrian TV, and demands were put forward for "early and concrete measures" to end the Socialists' grip on TV.

### BELGIUM

The Belgian Government plans to spend about \$12,000,000 to expand its national broadcasting and television activities. Most of the money will be used to build a TV center in Brussels and to modernize its Eurovision facilities. About 25 per cent will be invested in radio development.

### DENMARK

The Naestved TV station on Seeland Island was inaugurated last October. In addition to being used as a local transmitter, it will be an important link in the Eurovision network between Germany and Scandinavia. It is expected to improve reception in an area where East German TV programs had reportedly been received hitherto better than Danish telecasts. Television reception now extends to all of Denmark with the exception of the island of Bornholm in the Baltic.

### FINLAND

Finland built up its television network with four new transmitting stations, and its first Eurovision hookup was inaugurated on January 1, 1960 with a relay via the Swedish TV network of a Vienna Philharmonic Orchestra concert on New Year's Day, and of the Central European ski contests.

### FRANCE

The opening of the second TV channel in France has been postponed to April. Besides the failure

of the Finance Ministry to unblock the necessary funds in time, technical problems have emerged. Test transmissions on channel 9 in Band III have proved unsatisfactory, and the possibility of using channels 10, 11, or 12 is being studied.

A great TV center at Bouvigny to serve all of Northern France has been completed. It has two transmitters which will service the Amiens and Lille areas respectively.

French and Spanish radio and TV organizations have reached an accord for the installation of a French relay transmitter on the Balearic Islands, to establish a TV link between France and Algeria.

### WEST GERMANY

Last September the Federal Cabinet passed the draft bill for a federal radio and television law. In addition to various radio provisions, the bill would create a TV institute, with its seat at Frankfurt, which would establish a second TV network. The institute would not produce programs of its own, but would sell time to private companies. These would finance themselves by accepting advertising.

During November the Bundesrat (Upper House) unanimously rejected the draft bill. The Laender representatives did not object to the radio broadcasting provisions of the bill, but denied the Federal Government's alleged right to participate in TV. Thereupon the Laender broadcasting agencies jointly filed applications with the Bundespost for assignment of frequencies for the transmitters to be used for the second TV program. The Federal Government, however, announced that the bill would be discussed by the Bundestag (Lower House) in January 1960. The latter can overrule a unanimous Bundesrat rejection by a 2/3 majority vote.

In the meantime, Chancellor Adenauer called a meeting on December 16 of the Minister Presidents of the Laender to discuss the problem. It was announced after the meeting that a compromise solution was developed whereby operation of the radio services, as well as the license fee problem, should be regulated by federal law, and that operation of a second and probably a third TV program would be subject to state treaties or administrative agreements between the Federal Government and the Laender.

Despite the rapid growth of television in West  
(Continued on Page 1097)

Source: USIA.

# TV DEVELOPMENTS IN SPAIN

## ... Newsreels Tops In TV Fare

By BOBBY DEGLANE

Radio-TV Daily, Madrid Bureau



MADRID. — With the recent inauguration of the retransmission situated in the Caro mountain near Tortosa, Cataluña, and in the Garbi mountain near Valencia, there has been an important extension of the area and range of Spanish television under the direction of the government — TVE—, covering more than one third of the Spanish peninsular. In this way TV is actually reaching 15 million possible spectators, most of them without sets. Transmission equipment and studios operate only in Madrid and Barcelona alternating reciprocally. Daily programs begin at 2:45 p.m. lasting until 4 p.m. and again in the evening from 8:30 p.m. until 12 p.m.

The resulting picture of Spanish TV is very clear and of excellent quality, transmitted with a picture of 625 lines. The programs have improved since approximately a year ago although there is still much progress to be made from the artistic viewpoint. The program arrangers are too inflexible perhaps in their desire to create a sober atmosphere, perhaps exaggerated, that results in a loss of naturalness and takes away the innate Spanish qualities of human and spontaneous joy.

In little less than a year, there has been a big increase in television sets for the public, in the area between Cataluña, Aragón, Levante, Old Castilla, and New Castilla. Estimated number of sets in use is approximately one hundred thousand. Already in operation is a new transmitting center in Navacerrada at a height of 8,400 feet, considered the most powerful in Europe. It's operation, however is irregular especially

in the winter months and the stormy season.

TVE sells space to advertising agencies and there are already a number of sponsors that finance various programs. Recently a football (soccer) international match between teams of Nice (France) and Real Madrid (Spain) TVE connected by micro wave a link with "Eurovision net" showing the match to France, Luxembourg, Montecarlo, Belgium, Germany (West), Austria, Denmark, Sweden, Switzerland and Italy. It is calculated that this first transmission was seen by some 50 million Europeans.

It is also calculated that with the use of the equipment in Navacerrada, besides those of Barcelona and Madrid, the number of people — in proportion to the sets in use — who can see TV now in Spain reach more than a million. The programs that are having the most success are "Tele-diarios" (newsreels).

Spanish TV does not know yet or use video tape recording. It is easily supposed that when TVE will begin to employ video tape, American present productions, such as musical shows and others, will be enjoyed by the Spanish television spectators. One can equally imagine that when the Spanish Government will give licenses to individual private companies, TV in Spain will really advance. Presently many private companies, operating in radio, are trying to obtain this authorization from the Government. Meanwhile, radio continues prosperously and with great popularity as the best organ of commercial advertising with an estimated twenty million sets in use.

(Continued from Page 1095)

Germany, saturation is still at a low 15-20 per cent, compared with 90 per cent for radio. In higher income brackets it reaches 25-30 per cent, indicating that high TV set prices are a major obstacle in the way of a more rapid development of TV.

### **IRELAND**

The Government of Ireland has called upon Eamann Andrews of the BBC to head a new Television Advisory Committee to develop TV in Ireland. Mr. Andrews has agreed to serve on a part time basis, and visualizes a service like the BBC with advertisements, but not a commercial network such as the ITA in the United Kingdom. A plot of land on top of a mountain near Dublin has been purchased for the first transmitter.

### **ITALY**

Despite the remarkable growth of the television network in Italy, which with 343 transmitters—second only to the U. S.—now covers practically the whole country, stocks on hand of TV sets are regarded as disturbingly high. At the end of July 1959, there was an inventory accumulation of 100,000 sets compared with 50,000 sets at the end of 1958. However, this was regarded as temporary, and a considerable stimulus to sales was anticipated in expectation of the opening of a second TV channel at the time of the Olympic Games in Rome this August.

### **MALTA**

The Government of Malta has announced that it will have a TV station by mid-1960. Though the initial cost will be provided by the government, it will not exercise any controls over its programming. The estimated 7,000 TV set owners now view Italian TV programs.

### **NETHERLANDS**

So far three separate applications for licenses to participate in commercial television have been filed. The Netherlands Newspaper Owners Association and a magazine publishers' group wish to cooperate with existing broadcasting companies, which are linked to various political parties or religious groups, and are united in the Netherlands Television Foundation. The third, the Independent Television Exploitation Company (OTEM), wishes to set up a separate commercial TV network along the lines of the British system.

The Government announced that it was considering the granting of a license for commercial TV to the OTEM group. This raised howls of protest from critics who maintain that if advertising is to be introduced in TV, it should take the form of spot commercials, with programming remaining in the hands of the Netherlands TV Foundation. The government still has not made any formal recommendations to Parliament concerning the form of commercial TV.

A company (VRON) has been formed to broadcast commercial radio programs from an offshore ship. Its initiator, Mr. Lewin te Diemen, has also shown interest in establishing commercial TV by means of aircraft, at times when the official Netherlands TV is off the air.

The Minister of Education stated that it is planned to increase TV transmissions from the present 15 hours per week to 18 in 1960, 22 in 1961, 26 in 1962, and 30 in 1963, at which time it is expected that there will be 1,400,000 TV sets in the country. The government plans to invest a total of 16,000,000 gulden (about \$4,250,000) within the next three years for new TV transmitters, relay lines, and studio facilities.

### **NORWAY**

Norwegian television officially joined the Eurovision network last October.

### **SWEDEN**

The Swedish TV network is expanding rapidly. Nine additional transmitters went on the air in the last quarter of the year. Sixty per cent of the population is now within TV range, and with 17 more transmitters scheduled by mid-1960, the total will be raised to 70 per cent. By 1965, 95 per cent of the population will be covered.

A Swedish organization also plans to begin commercial television this fall, it is reported. The company is affiliated with a German concern. The government-owned and operated radio and TV organization is fighting the attempts of the commercial TV company to gain government approval. Government officials think there is little chance of the commercial company ever being licensed.

### **SWITZERLAND**

Federal Councillor Wahlen, after consultation with the Federal Council, has decided that the permanent locations for Switzerland's central television studios should be in Zurich and Geneva. The decision was made after a long study of various reports submitted by the PTT, the Swiss Radio Society and other interested parties. A lively debate had followed the proposal of the Swiss Radio Society's General Assembly last summer that Basel and Lausanne should be the sites for the central television studios. A proposal for the eventual establishment of a third studio for the Tessin in Lugano was uncontested. Federal Councillor Wahlen stated that television in Switzerland should not be regional or cantonal but must be Swiss, and that it is the responsibility of the central studios to reflect the heterogeneous qualities of the country in their programming.

### **UNITED KINGDOM**

This has been a peak year for television in the United Kingdom. Sales are estimated at 18 per cent greater than in 1958. Production of TV sets reached 2,700,000. With the construction of several new transmitting stations of the BBC and ITA, the former now covers 99 per cent of the population, and the commercial service can now reach over 90 per cent. It has also been a very profitable year for the programming companies.

The ITA has asked the Postmaster General for permission to increase its broadcasting from 50 to 71 hours per week, and the daily maximum from 8 to 11 hours. The authority thinks that "strong arguments are necessary in a free community to justify a state of affairs in which people can

(Continued on Next Page)

## INTERNATIONAL TV ROUNDUP

listen virtually at any time to sound programs, whilst the availability of TV is arbitrarily restricted."

The Chairman of the manufacturing firm PYE, Ltd. expressed his regret that the authorities have not yet seen fit to inaugurate a 625-line TV transmission, as "the overall pattern of European TV developments is such that Britain will be compelled in the end to change to 625 lines or fall behind in TV prestige." Such a development would also greatly expand TV set exports.

BBC Schools Television has made the transition from an experimental to a permanent service, and is in fact the first permanent nation-wide service of Schools Television broadcasts anywhere in the world. By September 1960 the present output will be doubled to ten programs a week with telerecorded repeats of all of them, and will include programs for primary schools and sixth forms in grammar schools.

### YUGOSLAVIA

Viewers in Sarajevo were recently able to watch TV for the first time by means of a one-way Belgrade-Sarajevo link. Plans call for the construction of a TV station in the city in 1961. Yugoslav factories are expected to produce 15,500 TV sets in 1960. An additional 10,000 sets will be imported during the year.

## LATIN AMERICA

### ARGENTINA

A television survey carried out in Buenos Aires indicated that (1) the TV audience totalled about 1,400,000 with about four viewers per set; (2) there are more women viewers than men; (3) children under 14 comprise less than a fifth of the audience; (4) peak viewing hours are between 8 and 10 p.m.; (5) eight of ten female viewers try not to miss their favorite programs—dramatic TV shows; (6) with one program only, the important element is the time, not the program or the performers; and (7) people with both radio and TV sets in their homes listen little to radio when TV is on the air, except on Sunday afternoons when a substantial percentage of males listen to football broadcasts on the radio.

A new company, Argentine Tele Film, has been founded to produce films for TV. The company will begin by producing five serials which will show the Argentine countryside. The films will be dubbed in English for North American TV use.

### BRAZIL

According to a Radio Tupi broadcast, the Rio de Janeiro-Soo Paula-Belo Horizonte Tupi TV hookup was expected to be completed late in December or early in January. This will enable people in Minas Gerais to view Rio and Soo Paulo programs. Seven microwave towers were being constructed between Belo Horizonte and the federal capital. The first television station in Rio Grande da Sul province, Televisao Pirotini, was inaugu-

rated in Porto Alegre on December 21.

President Kubitschek decreed that the new capital, Brasilia, will be assigned channels 3, 6, 8, and 10, it is reported. One of these will be used in conjunction with Radio Nacional, Brasilia.

### CHILE

In addition to the Catholic Universities in Santiago and Valparaiso which now have experimental television, the University of Chile in Santiago has also erected its antenna, and is preparing to telecast on channel 9 with 1,500 watts. The President of Chile has refused a request for authorization of a commercial TV station. He believes, it is claimed, the country's resources would thereby be diverted to non-productive channels, through the import of TV sets and transmitting equipment.

### COSTA RICA

The first license for the establishment of a commercial TV station was issued to Carlos Manuel Reyes Zomara in October. The company, Televisora de Costa Rico, Ltd., expects to go on the air in January with American standards and equipment. American Broadcasting-Paramount Theaters, Inc. has a 35 per cent interest in this station. The company intends to import about 3,000 used but serviceable TV sets from the United States. A second TV station to be operated by Compania Televisora Nacional, S.A. is expected to initiate transmissions later in 1960.

### CUBA

The Minister of Communications stated that permission had been granted to several TV stations to erect booster towers in Pinar del Rio province where reception was poor. Radio and TV networks have been having labor troubles recently.

### ECUADOR

Regulations governing television broadcasting in Ecuador went into effect on December 5, 1959. The Director General for Communications stated that as yet no licenses had been issued, though three groups, including the Protestant missionary organization which operates the "Voice of the Andes" radio station, had applied for permits.

Ecuadorian TV will follow American standards. Transmitters must have a minimum power of 250 watts, and a 50,000 sucre (about \$3,000) guarantee will be required from license applicants. Personnel employed must be at least 75 per cent Ecuadorian. Licenses will be granted only to Ecuadorian citizens, companies, or corporations. However, non-Ecuadorians may participate with Ecuadorian interests in such activities.

Several American broadcasting organizations have already shown interest in Ecuadorian television.

### HAITI

Haiti's first TV station, Tele-Haiti, went on the air on December 13. An estimated audience of 4,000 persons viewed the show. Tele-Haiti expects to telecast four hours per day from 6 to 10 p.m., and also from 2 to 6 p.m. on Sundays. Films will be shown mainly for the first months of operation.

**HONDURAS**

Television was inaugurated in Honduras last September when station HRTG, channel 5, owned and operated by Compania Televisora Hondurena, S.A., went on the air. The station telecasts for six hours daily from 4:30 to 10:30 p.m. Reception is good in the Tegucigalpa area and telecasts are being received in San Pedro Sula, approximately 200 miles away. There are some 400 TV sets in the capital, and large crowds watch TV on sets installed in shop windows.

**MEXICO**

According to trade sources, an ultimate link between American and Mexican television may become a reality. In recent months, Emilio Azcarraga, head of the XEW-TV network, has been holding a series of talks with American TV executives with the same goal. A project to study the form in which the link can be achieved is being readied, with top technical men on both sides acting on a joint commission.

The Department of Communications announced that it has on hand 56 applications for the establishment of new TV stations, and that by the end of 1960, the country would have full TV coverage. Ten new independent TV stations in key Mexican cities will be inaugurated in the first quarter of 1960, according to plans of concession holders.

**PANAMA**

Circuito RPC-TV, channel 4, owned by the Eleta brothers, began experimental transmissions in September. The antenna is installed on a peak in the Penoncito range about 11 miles from Panama City. The station's effective radiated power is 12 kilowatts.

**PERU**

Limo's third commercial TV station, Panamericana TV on channel 13, was inaugurated on October 16. Isoac R. Lindley is president of the organization which is capitalized at 13 million soles (about \$465,000). The transmitter was designed by Philips, according to press reports, and has a potential output of 50 kw. The station is located in an ultra-modern five story building which will have two recording rooms, one film studio, and two large production studios. The antenna is about 375 feet high and is located in the rear of the building.

**NEAR EAST****ALGERIA**

A television station relaying Algiers went on the air in Tizi-Ouzou. It operates on channel 7 with a power of 300 watts.

**CENTRAL AFRICAN FEDERATION**

The Federal Government, through the Federal Broadcasting Corporation, has awarded a contract to provide television in the Federation to Rhodesia Television (Pvt.) Limited (R.T.V.). Under a fifteen-year agreement, R.T.V. will provide a television service for the Federation, starting in

Solisbury, possibly in August 1960. Service is expected to be extended to the Bulawayo area in 1961 and to the Copperbelt of Northern Rhodesia in 1962.

The new service will be supported by commercial advertising which will be limited to ten per cent of program time, or an average of six minutes in an hour. No decision has yet been reached on the amount of viewers' license fees which will accrue to the F.B.C.

A 625-line system will be used. It is planned to telecast four hours per day. The contractor will supply programs, but the F.B.C. will have control over them, and will originate the newscasts.

**IRAN**

The second television station in Iran recently began test transmissions in Abadan. The RCA-equipped studio is owned by the Sabets, and is a commercial enterprise like their Iran-TV station in Tehran. Telecasts will be increased from the initial 2½ hours three times a week to 3½ hours five times a week. It is reported that 1,400 TV sets are in use in Abadan. Adequate reception is limited to the Khorramshahr-Abadan area.

**IRAQ**

A Baghdad broadcast on December 20 stated that the Iraqi cabinet had approved commercial advertising over the Iraqi TV network.

**ISRAEL**

In spite of reports that Israel was considering the establishment of television, Prime Minister Ben-Gurion—in answer to questions of the Israel Newspaper Editors Committee—stated that TV should not be introduced into the country, as this would mean raising living standards while the country was still dependent on external aid for necessities.

**JORDAN**

The Jordanian cabinet decided to hire a foreign expert to study the prospects of establishing a Jordanian television system.

**KENYA**

The Kenya TV Commission is soliciting the views of racial, religious, community and financial interests regarding the establishment of TV in Kenya. A questionnaire, asking for detailed plans, is being sent to organizations, both domestic and foreign, that have already submitted memoranda on the introduction of TV in Kenya.

**LEBANON**

It is reported that the government has granted a commercial TV station franchise to a third group in Lebanon. The only organization, however, that is on the air is the original Television Company of Lebanon (TCL). The excise tax on radio and television receivers, sold by importers and dealers in Lebanon, has been dropped by official decree.

**LIBYA**

The Armed Forces Television station at Wheelus Air Base in Tripoli began a series of half hour weekly programs in Arabic on October 1.

(Continued on Next Page)

# INTERNATIONAL TV ROUNDUP

## NIGERIA

Western Nigeria TV was inaugurated on October 31. Programs originate in Ibadan and are sent out over two transmitters, one at Ibadan, and the other at Abafon near Logos. There are 3½ to 4 hours of commercial evening programs, and a one hour noontime educational telecast daily. About 700 TV sets have reportedly been sold.

## TURKEY

The Turkish Information Office reported that foreign concerns were invited to submit technical and financial suggestions of a preliminary nature pertaining to the establishment of a television network in Turkey. The project covers the construction of transmitters, studio facilities and mobile units in Ankara and Istanbul; a transmitter and mobile units for Izmir; and a TV link between the transmitters for simultaneous broadcast of programs. The 625-line West European system is to be used. The government is also interested in receiving proposals for the establishment of plants for the manufacture of radio and TV sets in Turkey.

## UNITED ARAB REPUBLIC

On December 19, an agreement was signed between the United States and the United Arab Republic providing for a loan of LE 4,500,000 to finance the television project. The plans of the UAR television authorities call for nine transmitters. It is anticipated that operations will begin by July 23, 1960, a national anniversary. A contract was signed between the UAR and the Radio Corporation of America to provide the equipment for the broadcasting system. Arrangements have not yet been made for the TV receiving set factory.

The first TV Institute in the Middle East was inaugurated by Deputy Minister for Presidential Affairs Hatem on November 22. The curriculum includes lectures on directing, script writing, TV camera work and other subjects. In discussions with USIS officials, the organizers of the Institute, as well as the members of the program committee of UAR-TV, expressed interest in securing program and technical assistance.

## FAR EAST

### AUSTRALIA

Three years after its inauguration, 30 per cent of Australian homes have television. Twelve stations are now in operation, and several others are expected to go on the air soon. In the last quarter, stations were taken into service in Queensland, South Australia, and Western Australia. Applications for 13 regional stations have been over-subscribed, and it is estimated that by the end of 1960 TV will be available to 8,000,000 Australians.

### JAPAN

Television continues to expand rapidly in Japan. More than 4,250,000 TV sets were in use by year-end, and the TV network was expanded to 87

transmitting stations, consisting of 44 NHK (Government) and 43 commercial stations. An NHK official set a goal of 10,000,000 TV sets by the time of the Tokyo Olympics in 1964.

## MALAYA

Two Radio Malayo officials stated to the press on November 24 that they thought that the Federation Government should introduce television soon. Returning from an educational exchange visit to the United States, they commented on the facilities in American universities for training in radio and TV broadcasting, and suggested that similar courses be inaugurated in Malaya in preparation for the eventual introduction of television.

## NEW ZEALAND

Experimental television transmissions from a low-power station in Auckland have recently been started, using the 625-line system. The vision and sound rated powers are 500 watts and 250 watts respectively and the transmission is on channel 2. Work is going on to select suitable sites for transmitting stations, to determine the effective coverage and to work out a frequency allocation plan.

Their arrangement of channels differs from that adopted in Australia, although New Zealand channels Nos. 4, 5, 6, 7, and 9 are the same as Australian channels Nos. 6, 7, 8, 9, 10 respectively. Trade sources report that prior to statements by the Deputy Prime Minister and the Minister of Broadcasting that TV would be state-controlled in New Zealand, a metropolitan newspaper had been exploring the possibilities of obtaining an option for a commercial station.

## OKINAWA

The transmitter of the Okinawa Television Broadcasting Company was reported to be nearing completion, and experimental transmissions were expected to begin in November 1959. A license for the construction of another TV station was also granted to the Ryukyu Broadcasting Corporation on October 1.

## PHILIPPINES

Station DZBB-TV of the Republic Broadcasting System is currently telecasting filmed material on more or less a test basis with a weak signal. A fourth station, DZTV, under American ownership, is expected to be on the air shortly.

## THAILAND

A communications evaluation survey among opinion leaders in Thailand—government officials, teachers, students, and business men—was carried out in April 1959. Of these, two out of three owned a TV set. Forty-four per cent of set owners watched TV on channel 4 (Thai TV) and seven per cent on channel 7 (Army TV), while 16 per cent were not sure and 33 per cent did not answer. Thus among the 51 per cent of set owners who identified the stations, Thai TV was favored by more than six to one.

## SINO-SOVIET BLOC

### BULGARIA

The Sofia television station, replacing the old experimental one, went on the air on November 7 on the occasion of the 42nd anniversary of the October revolution. Then on December 26, the station was officially inaugurated. It operates on a twice-weekly schedule—Wednesdays and Saturdays beginning at 7:30 p.m. In addition, it will televise special events such as meetings, concerts, sports, etc.

### CZECHOSLOVAKIA

According to an October 1 Prague dispatch, the Czechoslovak Government approved a new re-organization of the Czechoslovak radio and television system. The Czechoslovak and Slovak committees for radio and TV were replaced by the Czechoslovak Broadcasting Corporation and the Czechoslovak Television Corporation. Thus radio and television in Czechoslovakia are now controlled by separate central organizations.

### EAST GERMANY

According to East and West German sources, new television transmitters went into service and others were increased in power on October 7, on the occasion of East Germany's tenth anniversary. A new transmitter at Schwerin with an antenna about 850 feet high was said to have improved reception throughout a considerable area. Transmitters in East Berlin, Leipzig, Brocken, and Inselberg were to have their power raised to 100 kw.

Test transmissions from the new Leipzig transmitter were reported to be blanking out West German television in that area. In addition to these main transmitters, eight low-powered satellite transmitters with coverage areas of from two to eight miles were brought into service. It was planned to set up studio installations in Leipzig, Dresden, and Rostock within the next few years.

Demand for TV sets in East Germany is still outpacing production. Annual production is expected to increase from 125,000 in 1959 to 750,000 before 1965. Seventeen-inch models now account for the major share of total East German production. Twenty-one-inch models will be produced only in small quantities according to official plans. A portable TV prototype has been completed, but there are no immediate plans to start mass production of portables.

### HUNGARY

Two television relay transmitters at Miskolc and Sopron were taken into service, and a high-power relay station at Szentes will be in operation this spring. Sales of TV sets have spurted recently, and unofficial estimates place the number of subscribers at 50,000. During the last five weeks of the year, 16,000 sets were purchased, more than the number for the entire year of 1958.

### POLAND

Two additional relay transmitters were taken into service, and others are in various stages of construction. Fifty per cent of the population is now within range of TV. According to a Warsaw broadcast, a special project for rural areas has been started on Polish TV. Many farmers have TV receivers and programs are seen by many in village schools and welfare centers.

### USSR

Television continues to expand at a good pace in the USSR. Six new TV centers and four relay transmitters went on the air in the last quarter of 1959. Four million TV sets are reportedly in use. These figures indicate increases of about 50 per cent in both transmitting stations and receivers during 1959.

Experimental television relays of the programs of the Moscow TV center have started on the TV and radio relay line Moscow-Orel-Kursk-Kharkov. Construction of the first phase of this main line was completed before the October revolution anniversary, according to a Kiev broadcast. It was also announced that the Moscow-Warsaw television link would be brought into operation within two years. One of the channels will carry color TV. Ninety-five per cent of the equipment will work automatically. Work on the project will begin in Poland early next year.

The government issued a decree on October 15 calling for a 42 per cent increase in output of consumer durable goods by the end of 1961 over output in 1958. Among goods slated for increased production are radio and TV sets. In the first nine months of 1959, 924,000 TV sets were produced, a 30 per cent increase over the corresponding 1958 period.

Broadcasts revealed that though TV was mainly using channels 1 to 5 in the 48-100 megacycle range, there were a number of low-power relay installations operating in certain cities in the 174-230 meg. range. The first powerful TV stations broadcasting in this range would go into operation soon. The development of color TV and the organization of second TV programs in a number of cities would require mastery of new ranges above 400 megs.

### COMMUNIST CHINA

A Hong Kong report, quoting a Canton dispatch, stated that the Kwangtung television station in Canton had been recently completed, and was scheduled to commence regular operation on the eve of the Chinese national day. Evening telecasts of Cantonese and Peking operas, movies and modern operas would be presented throughout the four-day celebrations in Canton. Regular telecasts will be given on every Tuesday and Saturday. The effective range of this station was said to cover from 12 to 18 miles "in diameter." More than 200 TV receivers had been installed in government offices, schools, factories, and public buildings.





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- Beechnut Gum

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- Falstaff Beer
- Bell Telephone



# BILL MALONE



# BUD PALMER

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SPECTACULAR"**

CBS-TV for  
Schlitz Beer

**COMMERCIALS:**

- Spokesman for Schick Safety Razor
- Schlitz Beer

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11 East 48th Street

# RADIO-TV ARTISTS

RADIO AND TELEVISION  
—their work during 1959

## — A —

**AAKER, LEE**  
The Adventures of Rin Tin Tin  
ABC-TV

**ABBOTT, PHILIP**  
The House on High Street  
NBC-TV

**ADAMS, NICK**  
The Rebel  
ABC-TV

**ALBERT, EDDIE**  
NBC Radio Theater  
NBC

**ALBRIGHT, LOLA**  
Peter Gunn  
NBC-TV

**ALLEN, CHET**  
Troubleshooters  
NBC-TV

**ALLEN, DAYTON**  
The Steve Allen Plymouth Show  
NBC-TV

**ALLEN, STEVE**  
The Steve Allen Plymouth Show  
NBC-TV

**ALLYSON, JUNE**  
The Du Pont Show with June Allyson  
CBS-TV

**AMECHE, DON**  
Don Ameche's Real Life Stories  
NBC

**AMES, TEAL**  
The Edge of Night  
CBS-TV

**AMSTERDAM, MOREY**  
Keep Talking  
ABC-TV

**ANDERSON, EDDIE (ROCHESTER)**  
The Jack Benny Program  
CBS-TV

**ANDERSON, LEW**  
The Howdy Doody Show  
NBC-TV

**ANSARA, MICHAEL**  
Broken Arrow, ABC-TV;  
Law Of The Plainsman, NBC-TV

**ARNES, JAMES**  
Gunsmoke  
CBS-TV

**ARQUETTE, CLIFF**  
Charley Weaver's Hobby Lobby  
ABC-TV

## — B —

**BAER, PARLEY**  
Gunsmoke  
CBS

**BAILEY, ROBERT**  
Yours Truly, Johnny Dollar  
CBS

## BAIRD, JEANNE

Today Show, Northwest Passage, NBC-TV; Member Pantomime Quiz Panel, ABC-TV; Ann Soth-ern Show, Millionaire, Four Star Playhouse

## BARRIE, WENDY

BARRIS, MARTI  
The Howdy Doody Show  
NBC-TV

**BARRY, GENE**  
Bat Masterson  
NBC-TV

**BATTELLE, PHYLLIS**  
ABC

**BEARD, BARBARA**  
Fibber McGee and Molly  
NBC-TV

**BEAUMONT, HUGH**  
Leave It To Beaver  
ABC-TV

## BECK, JACKSON

B. July 23, 1912, New York City; Commercial for: Chesterfield, Studebaker-Lark, Ex-Lax, Instant Maxwell House Coffee, Ambassador Beer and others

**BECKER, SANDY**  
Young Doctor Malone



# Jeanne Baird

Representation: WILLIAM MORRIS AGENCY



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RAEBURN**

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**RADIO REGISTRY**



**JAN MINER**



**TERRY O'SULLIVAN**

Management  
**MARY G. DOOLING**  
JU. 6- 6915

## RADIO-TV ARTISTS

**BENDIX, WILLIAM**  
Overland Trail  
NBC-TV

**BENNETT,  
SHERRY**

Narrations: TV Dramatic Shows;  
Commercials, Live & on film;  
Special Feature films, Industrial  
Radio Commercials

**BENNY, JACK**

B. Feb. 14, 1894; The Jack  
Benny Show, CBS-TV; The Jack  
Benny Special, CBS

**BERGEN, POLLY**

B. July 14, 1930, Knoxville,  
Tenn.; Dinah Shore Show, Ford  
Startime, NBC-TV; Pat Boone  
Show, ABC-TV; To Tell the  
Truth, CBS-TV

**BERLE, MILTON**

Milton Berle Show, NBS-TV

**BERNARDI, HERSCHEL**

Peter Gunn  
NBC-TV

**BERNEY, BERYL**

Merry-Go-Round-The-World; Day-  
watch, WNTA-TV; Clipper Ship,  
WGBH-TV

**BERNSTEIN, LEONARD**

N. Y. Philharmonic Young  
People's Concerts, The N. Y.  
Philharmonic, CBS

**BETTER, LYLE**  
The Court of Last Resort  
ABC-TV

**BILLINGSLEY, BARBARA**  
Leave It To Beaver  
ABC-TV

**BISHOP, JOEY**  
Keep Talking  
ABC-TV

**BLAINE, JIMMY**  
The Ruff and Reddy Show  
NBC-TV

**BLAIR, FRANK**  
"Today"  
NBC-TV

**BLOCKER, DAN**  
Bonanza  
NBC-TV

**BOB AND RAY**  
Monitor  
NBC

**BOLES, JIM**  
ABC

**BOND, WARD**  
Wagon Train  
NBC-TV

**BONTEMPI,  
PINO & FEDORA**

Continental Cookery with the  
Bontempis, WABC-TV; Continen-  
tental Cookery, What's Cooking?  
At Home with Fedora Bontempi,  
Channel 8 Kitchen, For Ladies  
Only, WNHC-TV, New Haven,  
Conn.

**BOONE, RICHARD**  
Have Gun, Will Travel  
CBS-TV

**BOYD, JIMMY**  
Bachelor Father  
NBC-TV

**BOWMAN, LEE**  
NBC Radio Theater  
NBC

**BRADDOCK, MICKEY**  
Circus Boy  
NBC-TV

**BRECK, PETER**  
Black Saddle  
ABC-TV

**BRINEGAR, PAUL**  
Rawhide  
CBS-TV

**BRITTEN, BILL**

B. Nov. 15, Philadelphia, Pa.;  
Starring as Bozo the Clown,  
WPIX; Bill Britten's Wonderama,  
WNEW-TV; Johnny Jellybean on  
"Time for Fun", WABC-TV; Pup-  
pets & Voices for Preen Wax  
Commercials; Puppet & Voice for  
Dick Clark Show, Beechnut Com-  
mercials, ABC-TV; Phil Silvers  
Show, CBS-TV

**BRONSON, CHARLES**  
Man With a Camera  
ABC-TV

*Jeanne  
Parr*

Management  
Frank Cooper Associates  
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and her ventriloquist dummy —  
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Voices and Puppets created by **BRITTEN-FAYE**

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## RADIO-TV ARTISTS

**BROWN, JIM L.**  
The Adventures of Rin Tin Tin  
Tin  
ABC-TV

**BROWN, JOHN MASON**  
The Last Word  
CBS

**BROWN, PETER**  
Lawman  
ABC-TV

**BROWN, TED & THE REDHEAD**  
Ted Brown Show, 6-10 A.M.,  
WMGM (11 years)

**BUNCE, ALAN**  
The Couple Next Door  
CBS

**BURNETT, CAROL**  
The Garry Moore Show, CBS-TV

**BURR, RAYMOND**  
Perry Mason  
CBS-TV

**BUTTONS, RED**

**BUTTRAM, PAT**  
Just Entertainment  
CBS

**BYRNES, EDWARD**  
77 Sunset Strip  
ABC-TV

— C —

**CAESAR, SID**  
Show of Shows, Caesars Hour,  
Sid Caesar—United States Steel  
Special, CBS

**CALHOUN, RORY**  
The Texan  
CBS-TV

**CALMER, NED**  
Ned Calmer and the News  
CBS

**CAMARGO, RALPH**  
U. S. Steel Hour, Our Miss  
Brooks, William Bendix Show;  
Have Gun, Will Travel, CBS-TV

**CAMPBELL, KAY**  
Ma Perkins  
CBS

**CAREY, PHILIP**  
Philip Marlowe  
ABC-TV

**CARLISLE, KITTY**  
To Tell the Truth  
CBS-TV

**CARMICHAEL, HOAGY**  
Laramie  
NBC-TV

**CARNEY, ART**  
The Art Carney Show  
NBC-TV

**CARROLL, MADELEINE**  
NBC Radio Theater  
NBC

**CARROLL, PAT**  
Keep Talking, ABC-TV

**CARSON, JEAN**  
Betty Hutton Show  
CBS-TV

**CASE, ALLEN**  
The Deputy  
NBC-TV

**CASS, PEGGY**  
Keep Talking  
ABC-TV

**CASSAVETES, JOHN**  
Johnny Staccato  
NBC-TV

**CERE, BENNETT**  
What's My Line?  
CBS-TV

**CHAMPION, GOWER**  
U. S. Steel - Sid Caesar Specials  
CBS

**CHASE, ILKA**  
ABC

**CHEVALIER, MAURICE**  
A Bouquet From Maurice  
Chevaller  
CBS

**CIANNELLI, EDUARDO**  
Johnny Staccato  
NBC-TV

**CLARK, BLAIR**  
The World Tonight  
CBS

**CLARK, DICK**  
Dick Clark Show, ABC-TV

**COLBERT, CLAUDETTE**  
Woman!  
CBS-TV

**COLBY, ANITA**  
ABC

**COLLINGWOOD, CHARLES**  
Conquest, Person to Person  
CBS-TV

**SAM  
LEVENSON**





**Monique  
Van Vooren**

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Representation  
FRANK COOPER



*Hugh Downs*

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Inc.

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## RADIO-TV ARTISTS

**COLLINS, RAY**  
Perry Mason  
CBS-TV

**COLLYER, BUD**  
To Tell the Truth  
CBS-TV

### COMO, PERRY

Perry Como Show, Perry Como's  
Kraft Music Hall, NBC-TV

**CONNELL, JOHN**  
Young Dr. Malone  
NBC-TV

**CONNORS, CHUCK**  
The Rifleman  
ABC-TV

**CONNORS, MICHAEL**  
Tightrope  
CBS-TV

**CONRAD, BOB**  
Hawaiian Eye  
ABC-TV

**CONRAD, WILLIAM**  
Gunsmoke  
CBS

### CONTE, JOHN

B. Sept. 15, Palmer, Mass.; Mat-  
inee Theatre, NBC-TV; Hour of  
Stars, NTA-Film Net.

**COOPER, JACKIE**  
Hennessy  
CBS-TV

**CORCORAN, KEVIN**  
Walt Disney Presents  
ABC-TV

**CORCORAN, NOREEN**  
Bachelor Father  
NBC-TV

**CORRELL, CHARLES**  
Amos 'n Andy Music Hall  
CBS

**CRAWFORD, ROBERT, JR.**  
Laramie  
NBC-TV

**CROTHERS, DR. GEORGE**  
Lamp Unto My Feet, CBS-TV;  
Invitation to Learning, CBS

### CULLEN, BILL

I've Got a Secret, CBS-TV

**CUMMINGS, BOB**  
Love That Bob; starring  
Bob Cummings  
ABC-TV

### — D —

**DABNEY, AUGUSTA**  
Young Dr. Malone  
NBC-TV

**DALTON, ALENE**  
ABC

**DALY, JOHN**  
What's My Line?  
CBS-TV

**DAVIES, BLAIR**  
The Brighter Day  
CBS-TV

**DAYTON, DANNY**  
Keep Talking  
ABC-TV

### DE CYR, ZEL

Voice of: Pepsi-Cola "Me So-  
ciable", Dutch Boy Paints, Kiwi  
Polish, Rinso, Cocoa Puffs, Scot-  
ties, Canada Dry, Kelvinator,  
Oldsmobile, March of Dimes

**DE KOVEN, ROGER**  
ABC

**DE WITT, GEORGE**  
Be Our Guest  
CBS-TV

**DEHNER, JOHN**  
Have Gun, Will Travel  
CBS

**DELL, GABE**  
The Steve Allen Plymouth  
Show  
NBC-TV

**DEMING, ELLEN**  
The Guiding Light  
CBS-TV

**DIAMOND, BOBBY**  
Fury  
NBC-TV

**DIETRICH, MARLENE**  
Monitor  
NBC

### DONALD, PETER

**DOW, TONY**  
Leave It To Beaver  
ABC-TV



## Polly Bergen

MCA ARTIST, LTD.

# Arlene Francis

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Martin Goodman Productions, Inc  
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# HARRY VON ZELL

with

GEORGE GOBEL



**DOWNES, HUGH**

The Jack Paar Show, NBC-TV

**DREW, WENDY**

As the World Turns  
CBS-TV

**DRYDEN, ROBERT**

ABC

**DUGGAN, ANDREW**

Bourbon Street Beat  
ABC-TV

**DUKAS, JAMES T.**

ABC

**DURANT, DON**

Johnny Ringo  
CBS-TV

**— E —**

**EASTWOOD, CLINT**

Rawhide  
CBS-TV

**EDWARDS, RALPH**

This Is Your Life  
NBC-TV

**EISLEY, ANTHONY**

Hawaiian Eye  
ABC-TV

**ELLIOTT, BOB**

B. March 26, 1923, Boston,  
Mass.; Bob & Ray Show, CBS-  
Radio (Daily)

**ELLIS, GEORGIA**

Gunsmoke  
CBS

**ERICKSON,  
CORYDON**

The Great God Brown—Broad-  
way; The Children of Strangers  
(Film); United Nations—Declara-  
tion of Human Rights; Delta Air-  
lines Radio Commercials

**ERICKSON,  
HELENE**

Odds Against Tomorrow, United  
Artists; The Brenner Series, CBS;  
Ansonia Opera Circle; Recordings

**ERICKSON,  
LAUNCELOT**

Odds Against Tomorrow, United  
Artists; DuPont Show of the  
Month, CBS; Phil Silvers Spec.  
Commercial (Live) CBS; Post  
Cereal Commercials; Dixie Cups  
Singing Commercials

**EVANS, BERGEN**

The Last Word  
CBS

**EVANS, GENE**

My Friend Flicka  
ABC-TV

**— F —**

**FASSETT, JIM**

The New York Philharmonic  
CBS

**FAYE, DORIS**

B. May 6, New York City; Paul  
Winchell Show, ABC-TV; Bozo  
the Clown, WPIX; Princess Tickle-  
feather on "Wonderama",  
WNEW-TV; Steve Allen Show,  
NBC-TV; Puppets and Voices for  
"Preen Wax" Commercials; Net-  
tle's Commercials

**FENNEMAN, GEORGE**

You Bet Your Life  
NBC, NBC-TV

**FIELDS, LINDA**

Hostess & Spokeswoman on Da-  
vega Hollywood Showcase, WPIX;  
Studio One, My True Story,  
County Fair, Price Is Right,  
Treasure Hunt, NBC-TV; River-  
boat for Nusoft, NBC-TV; Com-  
mercials live film Jingles

**FITZMAURICE,  
MICHAEL**

**FLEMING, ERIC**

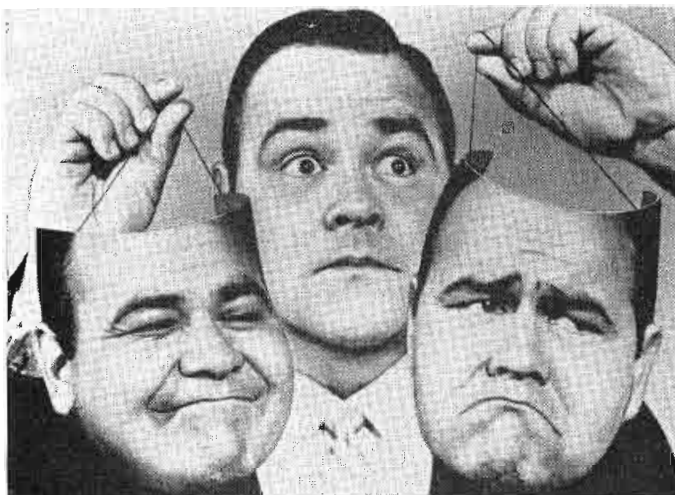
Rawhide  
CBS-TV

**FLOOD, ANN**

From These Roots  
NBC-TV

**FOLEY, RED**

The Red Foley Show  
NBC



**JONATHAN WINTERS**

Exclusive representative: Martin Goodman  
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**"Here's Looking At You"**

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**REX MORGAN**



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Colorado Springs, Col.  
ME 5-2167



**FONDA, HENRY**

The Deputy  
NBC-TV

**FORBES, MURRAY**

Ma Perkins  
CBS

**FORD, TENNESSEE**

**ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.;  
The Tennessee Ernie Ford Show,  
The Ford Show, NBC-TV; Capitol  
Records

**FORD, WALLACE**

The Deputy  
NBC-TV

**FORSYTHE, HENDERSON**

From These Roots  
NBC-TV

**FORSYTHE, JOHN**

Bachelor Father  
NBC-TV

**FORTIER, ROBERT**

Troubleshooters  
NBC-TV

**FRANCIS, ARLENE**

What's My Line? CBS-TV

**FRANCIS, EUGENE**

ABC

**FRANKLIN, JOE**

B. March 9, 1926, New York;  
Joe Franklin's Memory Lane,  
WABC-TV

**FRASER, ELISABETH**

Fibber McGee and Molly  
NBC-TV

**FULLER, ROBERT**

Laramie  
NBC-TV

**— G —**

**GAMBLING,  
JOHN A.**

B. Feb. 5, 1930, New York;  
"Rambling with Gambling," WOR  
Radio

**GARNER, JAMES**

Maverick  
ABC-TV

**GARROWAY, DAVE**

"Today"  
NBC-TV

**GILLESPIE, GINA**

Law Of The Plainsman  
NBC-TV

**GOBEL, GEORGE**

The George Gobel Show  
CBS-TV

**GODFREY, ARTHUR**

Arthur Godfrey Time, The  
Arthur Godfrey Show  
CBS

**GORDON, JOYCE**

**GOSDEN, FREEMAN**

Amos 'n Andy Music Hall  
CBS

**GOULDING, RAY**

B Lowell, Mass.; Bob and Ray  
Show, CBS Radio (Monday-Friday)

**GRANT, KIRBY**

Sky King  
CBS-TV

**GRAVES, PETER**

Fury  
NBC-TV

**GRAY, DONALD**

Saber of London; Detective's  
Diary  
NBC-TV

**GRAY, SAM**

ABC

**GREENE, LORNE**

Bonanza  
NBC-TV

**GREGORY, JAMES**

Lawless Years  
NBC-TV

**— H —**

**HALE, BARBARA**

Perry Mason  
CBS-TV

**HARDIN, TY**

Bronco  
ABC-TV

**HARRINGTON,  
PAT JR.**

B. Aug. 13, 1930, New York City;  
Steve Allen Show, Jack Paar  
Show, NBC; Danny Thomas Show,  
CBS; Alfred Hitchcock (Guest  
Performance)

**HARRIS, BOB**

Troubleshooters  
NBC-TV

**HASTINGS, ROBERT**

ABC

**HAYES, PETER LIND**

ABC

**HEALY, MARY**

ABC



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JOHNSON-  
LESTERS  
SHOW  
MIDNIGHT-2 AM  
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**MARVIN KOHN**



**RADIO-TV ARTISTS**

**— J —**

**HENDERSON, FLORENCE**

"Today"  
NBC-TV

**HENDRICKSON, ROD**

From These Roots  
NBC-TV

**HERLIHY, ED**

**HERMAN, GEORGE**

George Herman and the News;  
Capitol Cloakroom  
CBS

**HERNON, PAT**

**HICKMAN, DWAYNE**

The Many Loves of Dobie Gillis  
CBS-TV

**HIGBY, MARY JANE**

ABC

**HILL, RUTH K.**

"City Reporter"; Sir Leslie Mon-  
roe "Hungarian Refugee Story";  
Harrison Salisbury "Reports on  
Outer Mongolia"; Gov. Harriman  
"Khrushchev Summit Meeting";  
"U. N. Highlights 1960"; Amb.  
Lodge "Reports from Africa";  
"World of Fashion"; Today's  
Beatnik Writers; Series on Over-  
seas Press Club Correspondents,  
WEVD Radio

**HITCHCOCK, ALFRED**

Alfred Hitchcock Presents  
CBS-TV

**HOBBS, PETER**

The Secret Storm  
CBS-TV

**HOLLIMAN, EARL**

Hotel de Paris  
CBS-TV

**HOLLWAY, FREDA**

Young Dr. Malone  
NBC-TV

**HOLM, CELESTE**

NBC Radio Theater  
NBC

**HOPE, BOB**

B. May 29, 1903, London, Eng-  
land; Bob Hope Spectaculars, The  
Bob Hope Show, NBC-TV; Army  
of Stars (Christmas); ABC; Mon-  
itor, NBC

**HOPPER, WILLIAM**

Perry Mason  
CBS-TV

**HORTON, ROBERT**

Wagon Train  
NBC-TV

**HOTTELET, RICHARD C.**

Backgrounding the News, CBS;  
Richard C. Hottelet with the  
News, CBS-TV

**HOWELL, ARLENE**

Bourbon Street Beat  
ABC-TV

**HUTCHINS, WILL**

Sugarfoot  
ABC-TV

**HUTTON, BETTY**

Betty Hutton Show  
CBS-TV

**JACKSON, ALLAN**

Allan Jackson and the News  
CBS

**JAMES, DENNIS**

Startime U.S.A. (Civil Defense)  
ABC

**JOEL, DENNIS**

Betty Hutton Show  
CBS-TV

**JOHNSON, RUSSELL**

Black Saddle  
ABC-TV

**JOHNSON, TED**

Johnson-Lesters Show, WVNJ;  
Jerry Lewis Telethon for Muscu-  
lar Dystrophy, WNEW-TV; All  
Networks—Radio & TV

**JORDAN, OWEN**

ABC

**JOYCE, ED**

B. Dec. 13, 1928; Phoenix, Ariz.;  
Three Guesses, Ed Joyce Show,  
WCBS

**JUSTER, EVELYN**

ABC



**Carol Burnett**

**Gary Moore Show**

**CBS-TV**

Exclusive Representative:

Martin Goodman  
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New York City

PL 1-3555



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**ABC-TV NETWORK**

"AMERICAN BANDSTAND" MONDAY THROUGH FRIDAYS  
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"DICK CLARK SHOW" SATURDAYS 7:30-8:00 P.M., NYT



## BOB & RAY

Elliott Goulding

CBS-RADIO

7:45-8:00 P.M. Daily

Voices of Bert & Harry Piel

RCA Victor Records

— K —

- KEANE, TERI**  
Second Mrs. Burton  
CBS
- KEESHAN, ROBERT**  
Captain Kangaroo  
CBS-TV
- KEIM, BETTY LOU**  
The Deputy  
NBC-TV
- KELLY, JACK**  
Maverick  
ABC-TV
- KILGALLEN, DOROTHY**  
What's My Line?  
CBS-TV
- KING, JOHN REED**  
B. Oct. 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
- KIRBY, DIANE**  
B. October 14, 1937; Naked City Series, N. Y. Confidential, Walter Winchell File, Mike Hammer Show, My True Story, Playhouse 90, Studio One; Films
- KIRK, PHYLLIS**  
The Thin Man  
NBC-TV
- KIRKWOOD, JACK**  
Fibber McGee and Molly  
NBC-TV
- KNOTTS, DON**  
The Steve Allen Plymouth Show  
NBC-TV

— L —

- LAIRE, JUDSON**  
Young Dr. Malone  
NBC-TV
- LONDON, MICHAEL**  
Bonanza  
NBC-TV
- LARKIN, JOHN**  
The Edge of Night  
CBS-TV
- LAVELL, TONY**  
B. July 11, 1926, Somerville, Mass.; Ed Sullivan Show, Arthur Godfrey Show, CBS; Steve Allen Show, NBC
- LAWFORD, PETER**  
The Thin Man  
NBC-TV
- LEMBCKE, CONNIE**  
ABC
- LESCOULTE, JACK**  
"Today"  
NBC-TV
- LESTERS, GARY**  
Johnson-Lesters Show, WVNJ; Jerry Lewis Telethon for Muscular Dystrophy, WNEW-TV; All Networks—Radio & TV
- LESUEUR, LARRY**  
Larry LeSueur and the News  
CBS
- LEVENSON, SAM**  
B. December 28, 1911, U.S.A.; Sullivan Show, Sam Levenson, CBS-TV; Arthur Godfrey, CBS-Radio

- LEVY, WEAVER**  
Adventures in Paradise  
ABC-TV
- LEWIS, ABBY**  
ABC
- LEWIS, CATHY**  
Fibber McGee and Molly  
NBC-TV
- LEWIS, ROBERT Q.**  
B. April 5, 1924, New York, N. Y.; The Robert Q. Lewis Show
- LINKLETTER, ART**  
Art Linkletter's House Party, CBS, CBS-TV; People Are Funny, NBC, NBC-TV
- LINKLETTER, JACK**  
On the Go  
CBS-TV
- LIPTON, WILLIAM**  
ABC
- LISA, ANNA**  
Black Saddle  
ABC-TV
- LOCKHART, JUNE**  
Lassie  
CBS-TV
- LOFTIN, CAREY**  
Troubleshooters  
NBC-TV
- LOGGIA, ROBERT**  
Walt Disney Presents  
ABC-TV
- LONG, RICHARD**  
Bourbon Street Beat  
ABC-TV
- LORNE, MARION**  
The Garry Moore Show  
CBS-TV
- LOUISE, ANITA**  
My Friend Flicka  
ABC-TV



Howdy!

Bob  
Smith



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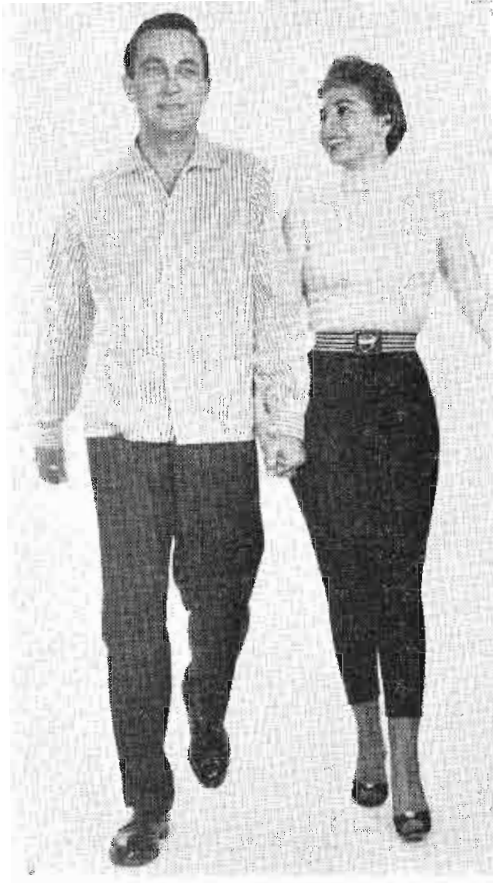
LARRY PENZELL  
*Pub. Dir.*

13 East 55th Street

PL 5-7436

New York 22, N. Y.

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**TED BROWN  
&  
THE REDHEAD**

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**WMGM**



**Bob Smith**



*Best wishes  
Pat Carroll*

**PAT CARROLL**



**Helene Erickson**



**JOHN  
CONTE**

716 North Elm Drive  
Beverly Hills, Calif.  
CRestview 5-4042

## RADIO-TV ARTISTS

### LOWE, JIM

**LUDDEN, ALLEN**  
G.E. College Bowl  
CBS-TV

**LUMMIS, DAYTON**  
Law Of The Plainsman  
NBC-TV

**LUNDIGAN, WILLIAM**  
Men Into Space  
CBS-TV

**LUPTON, JOHN**  
Broken Arrow  
ABC-TV

**LYNCH, PEG**  
The Couple Next Door  
CBS

### — Mc —

### McART, JAN

Cavalleria Rusticana, NBC-TV;  
Peter Lind Hayes Show, Pantomime Quiz, ABC-TV

**McCLURE, DOUG**  
Overland Trail  
NBC-TV

**McGAVIN, DARREN**  
Riverboat; Mike Hammer  
NBC-TV

**McGEE, FIBBER AND MOLLY**  
Monitor  
NBC

**McKAY, GARDNER**  
Adventures in Paradise  
ABC-TV

**McKAY, JIM**  
The Verdict Is Yours  
CBS-TV

**McNEAR, HOWARD**  
Gunsmoke  
CBS

**McNEILL, DON**  
The Breakfast Club, ABC

**McQUEEN, STEVE**  
Wanted—Dead or Alive  
CBS-TV

### — M —

**MACK, GILBERT**  
ABC

### MACKENZIE, JACQUELINE

B. November 6, 1926, London, England; Harding Finds Out, Highlight, Hotfoot, You're Welcome, BBC Britain; Jack Paar, Today, NBC-TV; Ed Sullivan, CBS-TV

**MacLAUGHLIN, DON**  
As the World Turns  
CBS-TV

### MALONE, BILL

**MANDAN, BOB**  
From These Roots  
NBC-TV

**MARLOWE, NORA**  
Law Of The Plainsman  
NBC-TV

**MARVIN, LEE**  
M Squad  
NBC-TV

**MARX, GROUCHO**  
You Bet Your Life  
NBC, NBC-TV

**MATHERS, JERRY**  
Leave It To Beaver  
ABC-TV

**MATHIAS, BOB**  
Troubleshooters  
NBC-TV

### MEADE, JULIA

B. Boston, Mass.; The Ed Sullivan Show, (Kodak), Playhouse 90 (American Gas Ass'n), The Leonard Bernstein Show, To Tell the Truth, CBS; Paris a la Mode, The Mary Martin Show, NBC

**MEADOWS, AUDREY**  
Sid Caesar - United States Steel Special, CBS

**MILES, RICHARD**  
Betty Hutton Show  
CBS-TV

**MILLAND, RAY**  
Markham  
CBS-TV



WENDY BARRIE

PL 9-2110



RED BUTTONS



**JOHN CAMERON SWAYZE**



**BERYL BERNEY**

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AL 4-2581



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HENRY HERRMAN OFFICE  
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**MIKE WALLACE**

## RADIO-TV ARTISTS

**MILLER, MARVIN**

The Millionaire  
CBS-TV

**MILLER, MITCH**

Mitch Miller Show  
CBS

**MINER, JAN**

B. Oct. 15, Boston, Mass.; Alcoa,  
Naked City, Deadline, Edge of  
Night; Obligate—off Broadway

**MOBLEY, ROGER**

Fury  
NBC-TV

**MOORE, GARRY**

I've Got A Secret, The Garry  
Moore Show  
CBS-TV

**MOORE, ROGER**

The Alaskans  
ABC-TV

**MORGAN, CLAUDIA**

The Right to Happiness  
CBS

**MORGAN, DENNIS**

21 Beacon Street  
ABC-TV

**MORGAN,**

**ELIZABETH**

B. December 23; Edge of Night,  
CBS-TV; Kraft Theatre, NBC-TV;  
True Story, Whispering Streets,  
ABC; Backstage Wife, Man Be-  
hind the Badge, CBS

**MORGAN, HENRY**

I've Got A Secret  
CBS-TV

**MORGAN, REX S.**

B. Sept. 16, 1921, Denver, Colo.;  
The Rex Morgan Show, KTUR—  
Ch 2, Denver, Colo.; KRDO-TV,  
Ch. 13, Colo. Springs, Colo.;  
Tom Duggan Show, KCOP, Ch.  
13, Los Angeles, Calif.; After  
Dinner Speaker

**MORRISON, BRET**

ABC

**MURRAY, ARTHUR**

The Arthur Murray Party  
NBC-TV

**MURRAY, JAN**

Treasure Hunt, NBC-TV

**MURRAY, KATHRYN**

The Arthur Murray Party  
NBC-TV

**MUIR, ELLEN**

ABC

**MUNSEL, PATRICE**

Woman!  
CBS-TV

**MYERSON, BESS**

I've Got A Secret  
CBS-TV

**NELSON, HARRIET**

The Adventures of Ozzie and  
Harriet  
ABC-TV

**NELSON, OZZIE**

The Adventures of Ozzie and  
Harriet  
ABC-TV

**NELSON, RICK**

The Adventures of Ozzie and  
Harriet  
ABC-TV

**NICHOLSON, NICK**

**NIELSEN, LESLIE**

Walt Disney Presents  
ABC-TV

**NORRIS, KATHI**

True Story  
NBC-TV

**NORTH, JAY**

Dennis The Menace  
CBS-TV

**NOVINS, STUART**

Face the Nation, Stuart Novins  
and the News  
CBS

— O —

— N —

**O'BRIAN, HUGH**

The Life and Legend of  
Wyatt Earp  
ABC-TV

**O'KEEFE, DENNIS**

The Dennis O'Keefe Show  
CBS-TV

**O'KEEFE, WALTER**

Nightline  
NBC

**NADER, GEORGE**


Man & Challenge  
NBC-TV

**NELSON, DAVID**

The Adventures of Ozzie and  
Harriet  
ABC-TV



*Julia Meade*



**MICHAEL FITZMAURICE**

Exclusive Management  
Carl Eastman

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**DONALD WOODS**

c/o Martin Goodman

PL 1-3555



**JAN McART**

Actress — Singer

William Morris Agency

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**OKON, GLORIA**

Weather Girl, WPIX; "Pledge", Johnson's Wax Products, on Garry Moore & Red Skelton Show; Frigidaire on Concentration & Queen for a Day; All Arnold Baker Products; Singing Commercials

**OLMSTED, NELSON**  
ABC

**O'SULLIVAN, TERRY**

**OWEN, ETHEL**  
Second Mrs. Burton  
CBS

**— P —**

**PAAR, JACK**  
The Jack Paar Show  
NBC-TV

**PALMER, BETSY**  
I've Got A Secret  
CBS-TV

**PALMER, BUD**

**PARR, JEANNE L.**

B. March 30, 1925, Madison, Wis.; Jeanne Parr Show, WISC-TV; Showcase, WKCW, Radio; Commercial Films, N. Y. & Chicago; "Live" TV Spots; Color Shows (RCA & DuPont)—Remote

**PAUL, AILEEN**

B. June 2, 1922, Waycross, Ga.; "Hi, Mom", NBC-TV; Commercials: Ipana, Westinghouse, CBS-TV; N. Y. Daily News, WCBS; Commercials: RCA Whirlpool, AMSCO Sponge, NBC-TV

**PAYNE, JOHN**  
Restless Gun  
ABC-TV

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PEARY, HAROLD**  
Fibber McGee and Molly  
NBC-TV

**PERREAU, GIGI**  
Betty Hutton Show  
CBS-TV

**PETERS, AUDREY**  
Love of Life  
CBS-TV

**PETERSON, DR. JAMES A.**  
For Better Or Worse  
CBS-TV

**PETRIE, GEORGE**  
ABC

**PITONIAK, ANNE**  
ABC

**PONCE, PONCIE**  
Hawaiian Eye  
ABC-TV

**PORTER, DON**  
Ann Sothern Show  
CBS-TV

**POSTON, TOM**  
To Tell the Truth  
CBS-TV

**POWELL, DICK**  
Dick Powell's Zane Grey Theatre  
CBS-TV

**PRESTON, WAYDE**  
Colt 45  
ABC-TV

**PRIEST, NATALIE**  
ABC

**PRINCE, WILLIAM**  
Young Dr. Malone  
NBC-TV

**PRINZ, ROSEMARY**  
As the World Turns  
CBS-TV

**PROVINE, DOROTHY**  
The Alaskans  
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

**REAGAN, RONALD**  
General Electric Theater  
CBS-TV

**REED, DONNA**  
The Donna Reed Show  
ABC-TV



**JOHN REED KING**



**LINDA FIELDS**

ACTRESS — SINGER —  
SPOKESWOMAN



**HERB SHELDON**



**HONEY SANDERS**

Actress - Singer  
"Pajama Game"

"Edge of Night" — CBS-TV

PL 7-6300 Arthur Pine Assoc.  
*Public Relations*



*Jackie Susann*



**BILL WENDELL**

M.C. Announcer  
Rep. MCA

## RADIO-TV ARTISTS

**REILLY, HUGH**  
Lassie  
CBS-TV

**REIMERS, ED**

B. October 26, Moline, Ill.;  
Playhouse 90, CBS-TV; Maverick,  
ABC-TV

**REYNOLDS, BURT**  
Riverboat  
NBC-TV

**RICE, ROSEMARY**  
ABC

**RICHARDS, ADDISON**  
Fibber McGee and Molly  
NBC-TV

**RIZZUTO, PHIL**  
Sports Time  
CBS

**ROBERTS, PERNELL**  
Bonanza  
NBC-TV

**ROBERTSON, DALE**  
Tales of Wells Fargo  
NBC-TV

**ROCKWELL, ROBERT**  
Man From Blackhawk  
ABC-TV

**ROSE, NORMAN**  
ABC

**ROWE, RED**  
Red Rowe Show  
CBS-TV

**RUSSELL, JOHN**  
Lawman  
ABC-TV

**RYAN, EDMON**  
Young Dr. Malone  
NBC-TV

**RYDELL, MARK**  
As the World Turns  
CBS-TV

### — S —

**SALES, SOUPY**  
Lunch with Soupy Sales  
ABC-TV

**SANDERS, HONEY**

Edge of Night, Pajoma Game,  
She Shall Have Music, CBS-TV;  
Various Commercials on all net-  
works; Various TV-Radio Guest  
Appearances

**SCOURBY, ALEXANDER**  
Project 20  
NBC-TV

**SEVAREID, ERIC**  
Backgrounding the News  
CBS

**SHAWLEE, JOAN**  
Betty Hutton Show  
CBS-TV

**SHELDON, HERB**

**SHIELDS, HELEN**  
From These Roots  
NBC-TV

**SHOLLENBERGER, LEWIS**  
The Leading Question  
CBS

**SHORE, DINAH**  
Dinah Shore Chevy Show  
NBC-TV

**SILVERS, PHIL**  
The Phil Silvers Special  
CBS

**SKELTON, RED**  
The Red Skelton Special, CBS;  
The Red Skelton Show, CBS-TV

**SMITH, BOB**

Howdy Doody Show, NBC-TV;  
This is Music, ABC-TV

**SMITH, BOB**

Naked City, Big Story, Deadline,  
Decoy, Film; Armstrong Circle  
Theatre, CBS-TV

**SMITH, HOWARD K.**  
Howard K. Smith and the News  
CBS

**SMITH, JOHN**  
Laramie  
NBC-TV

**SMITH, KATE**  
Kate Smith Show  
CBS-TV

**SMITH, PAUL**  
Fibber McGee and Molly  
NBC-TV

**SMITH, ROGER**  
77 Sunset Strip  
ABC-TV



**JACKSON BECK**

ANNOUNCER—ACTOR  
NARRATOR

JU 2-8800

Represented By:  
Marjorie Morrow  
BU 8-3493



**RUTH K. HILL**

"City Reporter"

Writer — Moderator—Producer

WEVD — New York



**PETER DONALD**



Joyce Gordon

*Personal Management*  
CARI EASTMAN  
141 East 53th Street  
New York City  
PLaza 1-5566



Barbara Wilkin

PL. 1-0767



**Launcelot Erickson**

## RADIO-TV ARTISTS

**SOREL, GUY**  
ABC

**SOTHERN, ANN**  
Ann Sothern Show  
CBS-TV

**STACK, ROBERT**  
The Untouchables  
ABC-TV

**STARBUCK, JAMES**  
The Arthur Murray Party

**STERLING, JACK**  
B. June 24, 1915, Baltimore,  
Md.; Jack Sterling Show, WCBS,  
New York

**STEVENS, CONNIE**  
Hawaiian Eye  
ABC-TV

**STEVENS, CRAIG**  
Peter Gunn  
NBC-TV

**STEVENS, JAMES**  
ABC

**STEVENS, JULIE**  
Romance of Helen Trent  
CBS

**STOKEY, MIKE**  
Pantomime Quiz; Author! Au-  
thor!

**STORM, GALE**  
The Gale Storm Show  
ABC-TV

**STUART, MARY**  
Search For Tomorrow  
CBS-TV

**SULLIVAN, ED**  
The Ed Sullivan Show  
CBS-TV

**SUSANN, JACKIE**  
Mike Wallace, NTA; Radio—  
various

**SWAYZE, JOHN  
CAMERON**

**SWEENEY, BOB**  
Fibber McGee and Molly  
NBC-TV

**SZELL, GEORGE**  
The Cleveland Orchestra  
CBS

### — T —

**TADLOCK, THELMA**  
The Arthur Murray Party  
NBC-TV

**TALMAN, WILLIAM**  
Perry Mason  
CBS-TV

**TARPLIN, MAURICE**  
ABC

**TAYLOR, ROBERT**  
Robert Taylor—Starring in  
"The Detectives"  
ABC-TV

**THOMAS, DANNY**  
The Danny Thomas Show  
CBS-TV

**THOMAS, FRANK, JR.**  
ABC

**THOMAS, FRANK, SR.**  
ABC

**THOMAS, LOWELL**  
Lowell Thomas and the News  
CBS

**THURMAN, TEDI**  
Monitor  
NBC

**TONG, SAMMEE**  
Bachelor Father  
NBC-TV

**TOWNSEND, DALLAS**  
CBS Radio World News  
Roundup  
CBS

**TROUT, ROBERT**  
The Saturday News with  
Robert Trout, CBS-TV.  
Robert Trout and the News,  
CBS

**TRUMAN, MARGARET**  
Woman!  
CBS-TV

**TRYON, TOM**  
Walt Disney Presents  
ABC-TV



**THE BONTEMPIS**  
Fedora and Pino

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SPOKESWOMAN**

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Management  
MCA



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for commercials  
by*

**ZEL** *deCyr*

*SU-squehanna 7-5400*



**JACQUELINE MACKENZIE**

Rep. — Dick Toplinger  
PL 7-7770



**RALPH CAMARGO**

RADIO—TV  
ACTOR—ANNOUNCER  
NARRATOR  
JU 2-8800

**RADIO-TV ARTISTS**

**— V —**

**VAN HORN, ARTHUR**  
ABC

**VAN ROOTEN, LUIS**  
ABC

**VAN VOOREN,  
MONIQUE**

What Makes Sammy Run (Spec.),  
U. S. Steel Hour, NBC; Ed Sulli-  
van, To Tell the Truth, I've Got  
a Secret, CBS; Jack Paar, NBC

**VIVYAN, JOHN**  
Mr. Lucky  
CBS-TV

**VON ZELL,  
HARRY**

**— W —**

**WAGNER, HELEN**  
As the World Turns  
CBS-TV

**WALKER, CLINT**  
Cheyenne  
ABC-TV

**WALLACE, MIKE**

**WARNER, GERTRUDE**  
Whispering Streets  
CBS

**WASHBROOK, JONNY**  
My Friend Flicka  
ABC-TV

**WAYLAND, LEN**  
From These Roots  
NBC-TV

**WEED, BUDDY**

**WEIST, DWIGHT**  
Second Mrs. Burton  
CBS

**WENDELL, BILL**

**WICKWIRE, NANCY**  
As the World Turns  
CBS-TV

**WILKIN,  
BARBARA JANE**

B. March 22, 1936, New York;  
Armstrong Circle Theatre, Ellery  
Queen, NBC; Brighter Day, CBS;  
True Story, Modern Romances,  
Naked City, Phil Silvers Show

**WILLIAMS, ESTHER**  
Woman!  
CBS-TV

**WILLIAMS, VAN**  
Bourbon Street Beat  
ABC-TV

**WILLIS, RICHARD**

**WINCHELL, PAUL**  
The Paul Winchell Show, Keep  
Talking, ABC-TV; Monitor, NBC

**WINTERS,  
JONATHAN**

**WINTERS,  
MARION**

**WOODS, DONALD**  
B. December 2, Brandon, Mani-  
toba, Canada; G.E. Theatre, CBS-  
TV, Way of Life, Syndicated; Bat  
Masterson, NBC-TV; Tombstone  
Territory and others, Synd.

**WOODS, LESLEY**  
Young Dr. Malone  
NBC-TV

**WOOLEY, SHEB**  
Rawhide  
CBS-TV

**WYATT, JANE**  
Father Knows Best  
CBS-TV

**WYNN, KEENAN**  
Troubleshooters  
NBC-TV



**JACK STERLING**



**"JOE FRANKLIN'S  
MEMORY LANE"**

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FIFTH YEAR OVER

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## **BUDDY WEED**

Composer-Conductor  
Arranger-Pianist

Personal Mgt.  
PETER DEAN — CO 5-0789



## **AILEEN PAUL**

Press Representative-  
Marijean Isaac, PLaza 3-9897



## **Sherry Bennett**

LE. 5-1678



## **JIM LOWE**

WRCA RADIO

DOT RECORDS

— Y —

**YORK, JEFF**  
The Alaskans  
ABC-TV

**YOUNG, LORETTA**  
Loretta Young Show  
NBC-TV

**YOUNG, ROBERT**  
Father Knows Best  
CBS-TV

— Z —

**ZERBE, LAWSON**  
ABC

**ZIMBALIST, EFREM, JR.**  
77 Sunset Strip  
ABC-TV



**NICK NICHOLSON**

NBC-TV

HOWDY DOODY — RUFF & REDDY



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commercials

narration

registry



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GAC



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*Carmel  
Quinn*

Rep. Reggie Riccardi  
JU 6-6217

# VOCAL ARTISTS

RADIO AND TELEVISION  
—their work during 1959

## — A —

**ADERHOLD, VICTOR**  
Dinner Serenade  
WCVP, Murphy, N. C.

**AMES BROTHERS**  
Oasis Show, Steve Allen Show,  
Pat Boone, Julius LaRosa, NBC-  
TV; Big Record, Ed Sullivan  
Show, CBS-TV

**AMUNDSEN, H. ROALD**

Call of the Arctic  
KICY, Nome, Alaska

**ANDERSON, KEITH**  
WETZ, New Martinsville,  
W. Va.

**ANGEL, JOHNNY**  
KYVA, Gallup, N. M.

**ARLAND, JEANNE**  
Merriman Matinee  
WCCO, Minneapolis-St. Paul,  
Minn.

**ARTHUR, GEORGE**  
WBAT, Marion, Ind.

**AUSTIN, GEORGE**  
WCKB, Duane, N. C.

**AVALON, FRANKIE**  
ABC

## — B —

**BAKER, FRANK**  
Polka Party  
WIMS, Michigan City, Ind.

**BARKER, DWIGHT**  
WDBM, Statesville, N. C.

**BEAYER, LEON**  
Record Shop  
WCVP, Murphy, N. C.

**BELLOWS, CLINTON**  
Studio A  
KSRV, Ontario, Ore.

**BENNETT, DOTTYE**  
Good Mornings, St. Louis  
KMOX-TV, St. Louis, Mo.

**BERGEN, POLLY**

B. July 14, 1930, Knoxville,  
Tenn.; Dinah Shore Show, Ford  
Starline, NBC-TV; Pat Boone  
Show, ABC-TV; To Tell the  
Truth, CBS-TV

**BOONE, PAT**  
The Pat Boone Chevy  
Showroom  
ABC-TV

**BOUCK, LOUIS**  
Song Time  
WMTG, Vanclve, Ky.

**BOWER, SONNY**  
Pa. Mountain Boys  
WITT, Lewisburg, Pa.

**BRIGGS, LILLIAN**

B. June 4, 1935, Allentown, Pa.;  
Alan Freed, Jack Paar, Dick  
Clark, Jimmy Dean, N.Y.C. Net-  
work; Howard Miller, NBC,  
Chicago

**BRYANT, ANITA**  
The George Gobel Show  
CBS-TV

**BURNS, HENRIETTA**  
Musical Moments  
KPOK, Scottsdale, Ariz.

## — C —

**CALDWELL, DONNA**

Donna & Delilah  
WCNT, Centralia, Ill.

**CALLAHAN, GINGER**  
WTMT, Louisville, Ky.

**CAMARGO, MATEO**  
KEVT, Tucson, Ariz.

**CHERNEY, GUY**  
KCBS, San Francisco, Calif.

**CHESSER, SHORTY**  
Hayloft Hoedown  
WHAS, Louisville, Ky.

**CLARK, PATTY**  
WBEM-TV, Chicago, Ill.

**COCHRAN, SYLVIA**  
WAVU, Albertville, Ala.

**COLLINS, CHUCK**  
KHOW, Denver, Colo.

**COLLINS, KELLY**  
Song and a Story  
KRSN, Los Alamos, N. M.

**COMO, PERRY**  
Perry Como's Kraft Music Hall  
NBC-TV

**CORBIN, SLIM**  
KLLL, Lubbock, Tex.

**CROSBY, BING**  
The Bing Crosby Show  
ABC-TV

**CUNNINGHAM, BILL**  
Red Rowe Show  
CBS-TV

## — D —

**DAFFRON, DONALD**

Talent Roundup  
WANY, Albany, Ky.

**DAVIES, NEAL**  
Organ Music  
WDSP, De Funiak Springs, Fla.

**DeCAMP, ARDEEN**  
KGO, San Francisco, Calif.

**DeMARCO, ANTONIO**  
KWKW, Pasadena, Calif.

**DONZE, DORCAS**  
Dream Awhile  
KSGM, Ste. Genevieve, Mo.

**DUGAN, BILL**  
WRKS, Vanceburg, Ky.

**DUNIGAN, GERTRUDE**  
WJTN, Jamestown, N. Y.

**DUNIGAN, JACK**  
WJTN, Jamestown, N. Y.

**DUPOYE, JESS**  
WROY, Roanoke, Va.

**DUXBURY, GINNY**  
KOLN-TV, Lincoln, Neb.

## — E —

**EANES, JIM**  
WHEE, Martinsville, Va.

**EMBRY, DINK**  
Musicasters  
WHOP, Hopkinsville, Ky.

**ENLOW, BOBBY**  
As You Like It  
WXXX, Hattiesburg, Miss.

## — F —

**FIELDING, MARY**  
WPFB, Middletown, Ohio

**FINECY, LEE**  
RCOW, Alliance, Neb.

**FLEMING, ANNIS**  
WTAY, Breakfast Time  
WTAY, Robinson, Ill.

**FOLEY, RED**  
Jubilee, U.S.A.

ABC-TV

**FONDELL, GERTRUDE**  
Call of the Arctic  
KICY, Nome, Alaska

**FORD, ERNIE**  
Ford Show  
NBC-TV

**FORREST, WAYNE**  
The Howard Finch Show  
KTRK-TV, Houston, Tex.

**FOURQUEAN, JUANITA**  
Memory Lane

WKOA, Hopkinsville, Ky.

**FWLER, WALLY**  
Gospel Sing  
WBRC-TV, Birmingham, Ala.

**FRANCIS, CONNIE**

## — G —

**GARRISON, BOB**  
Bob's Tune Shop  
KBEK, Elk City, Okla.

**GAYLORD, CHESTER**  
WFGM, Fitchburg, Mass.

**GORME, EDYIE**  
ABC, ABC-TV

**GRANT, CHET**  
The "TP" Show  
WKY-TV, Oklahoma City, Okla.

**GRISE, TONY**  
Merriman Matinee  
WCCO, Minneapolis-St. Paul,  
Minn.

## — H —

**HAGAMAN, CHARLES**  
Midday-go-Round  
WNOX, Knoxville, Tenn.

**HAMILTON, CHARLIE**  
Hamilton Brothers Sing  
WCLB, Benton, Ky.

**HAMILTON, JAN**  
WMAK, Nashville, Tenn.

**HARRIS, JACK**  
WJE, Detroit, Mich.

**HARRIS, JIMMY**  
Southside Hayride  
WEVA, Emporia, Va.

**HAYES, RICHARD**  
It's Network Time  
NBC

**HENDERSON, FLORENCE**  
"Today"  
NBC-TV

**HENDERSON, VERNE**  
KAHL, Auburn, Calif.

**HILL, EDDIE**  
KWAM, Memphis, Tenn.

**HILL, JACK**  
The Grant Williams Show  
KMOX, St. Louis, Mo.

**HUFFMAN, JULE**  
WSAZ-TV, Huntington, W. Va.

**HUGGINS, HANK**  
KTRE-TV, Lufkin, Tex.

**HUNT, BILL**  
Hymns that Live  
WKZO, Kalamazoo, Mich.

## — J —

**JACOBS, CURTIS**  
KTUT, Tooele, Utah

**JARVIS, DONALD W.**  
WBRG, Lynchburg, Va.

**JENNINGS, WAYLON**  
KLLL, Lubbock, Tex.

# RADIO-TV VOCAL ARTISTS

**JOHN, GRADY**  
Choctaw Song Time  
WMAQ, Forest, Miss.  
**JOHNSON, KAREN**  
KNOX-TV, Grand Forks, N. D.  
**JOHNSON, LOIS**  
Madday Merry-go-Round  
WNOX, Knoxville, Tenn.

## — K —

**KELLY, JIM**  
WAGR, Columbus, Miss.  
**KELSO, JEANNE**  
KTBS-TV, Shreveport, La.  
**KINSMEN QUARTET**  
Songs by the Kinmen  
WTYC, Rock Hill, S. C.  
**KIRKPATRICK, WILLIAM**  
WBBB, Burlington, N. C.  
**KURTZ, BUD**  
Bud & His Buddies  
WWRN, Beckley, W. Va.

## — L —

**LANDFORD, BILL**  
WAAA, Winston Salem, N. C.  
**LASUSA, FRANK**  
WBRL, Batesburg, S. C.  
**LAWRENCE, STEVE**  
The Golden Circle  
ABC-TV  
**LEE, FRANCES**  
Diamond Music Parade  
WSFG, Clearwater, Fla.  
**LEISSNER, LEE**  
Texas Rhythm Boys  
KFBI, Rosentberg-Richmond,  
Tex.

**LENWAY, FRED**  
Jim Deling Gang  
WSYR, WSYR-TV, Syracuse,  
N. Y.  
**LICKLE, JARRETT SPOTSWOOD**  
Partners and Friends  
WBAL-TV, Baltimore, Md.  
**LLOYD, BETTY**  
Moods in Melody  
WSFC, Somerset, Ky.

**LORENZO, JERRY**  
A-Body Time  
WPMI, Parkersburg, Pa.  
**LUCKETT, MARY ANNE**  
Hayloft Hoedown  
WHAS, Louisville, Ky.  
**LYNN, JOE**  
Keys to Happiness  
WRFL, Lexington, Va.

## — Mc —

**MCCARTNEY, JEAN**  
Joe Martin Calling  
WOW, Omaha, Neb.  
**McKINNEY, WALT**  
Newspaper of the Air  
KOIN, Portland, Ore.  
**McNETT, BOB**  
WLYC, Williamsport, Pa.  
**McNETT, DEAN**  
WLYC, Williamsport, Pa.

## — M —

**MASK, JAMES**  
Open House  
WTBC, Houston, Miss.  
**MASSEY, CURT**  
KRCA, Los Angeles, Calif.  
**MAZE, RICK**  
Time to Rhoe  
WATV, Birmingham, Ala.  
**MELTON, GLEN**  
Tonal in Coffee  
WGRB, Knoxville, Ind.  
**MEREDITH, BODDY**  
Songs for a Day  
KOTA, Rapid City, S. D.  
**MOBLEY, MARY ANN**  
Be Our Guest  
CBS-TV

**MOORE, CECIL**  
Dinner Bell  
KCNV, San Marcos, Tex.  
**MORAN, LUPITA**  
KWRW, Pasadena, Calif.  
**MORAN, MARVIN**  
Hot Shots  
WTMJ, WTMJ-TV, Milwaukee,  
Wis.

## — N —

**NORRIS, BOB**  
Melodies  
KOTE, Potosi Falls, Minn.

## — O —

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**PHILLIPS, PETE**  
Southside Hayride  
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**PRICE, RITA**  
WRSW, Warsaw, Ind.

## — Q —

**QUINN, CARMEL**  
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Arthur Godfrey Time, I've Got a  
Secret, Jimmy Dean Show, CBS-  
TV; Pat Boone Show, ABC-TV;  
The Jack Paar Show, Jimmy  
Rogers Show, NBC-TV

## — R —

**RAY, IRENE**  
WVJS, Owensboro, Ky.  
**HECTOR, TERESA**  
Beautiful Bobby Barnabauer  
KSOP, Salt Lake City, Utah  
**REED, CHARLES**  
Imperial Harmonizers  
KCNV, San Marcos, Tex.  
**RING, BILL**  
KWTO, Springfield, Mo.  
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WJDA, Quincy, Mass.  
**RODRIGUEZ, FELIPE**  
Cante son Sultana  
WTL, Mayaguez, P. R.  
**ROGERS, ELAINE**  
WGN, Chicago, Ill.  
**ROWELL, GLENN**  
KOTA, Rapid City, S. D.  
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WISF, Kingston, N. C.  
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## — S —

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WHAS, Louisville, Ky.  
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ABC  
**SUZUKI, PAT**  
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NBC

## — T —

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**THOMAS, BARBARA**  
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KRCA, Los Angeles, Calif.  
**TUCKER, TOMMY**  
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**TURNER, CAROLYN**  
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WANS, Anderson, S. C.

## — V —

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It's Network Time  
NBC  
**VEGA, ARMANDO**  
Show de la Tarde  
WTL, Mayaguez, P. R.  
**VON SPRECKLESON, JOHN**  
WSRW, Hillsboro, Ohio

## — W —

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**WARD, MADDY**  
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WOW, Omaha, Neb.  
**WEHNER, EILEEN**  
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Star Jubilee Time  
WTV, Chattanooga, Tenn.  
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### BIRNBAUM, BERNARD

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NBC-TV

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### BROWN, HI

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### BYRON, ED

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## — C —

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### CARR, MARTIN

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CBS-TV

### CARR, THOMAS

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CBS-TV

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ABC-TV

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G-E College Bowl  
CBS-TV

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The Bing Crosby Show  
ABC-TV

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**DI BENEDETTO, JULIO**  
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St. Mary's)  
CBS

**DWAN, ROBERT**  
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NBC-TV

## — E —

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Young People's Concerts  
CBS, CBS-TV

## — F —

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ABC-TV

## — G —

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Play Your Hand  
NBC-TV

**GARRISON, GREGG**  
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**GEISEL, DAVE**  
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ABC-TV

**GERAGHTY, MAURICE**  
21 Beacon Street  
ABC-TV

**GIBBS, PARKER**  
The Eternal Light  
NBC

**GORMAN, WALTER**  
The Brighter Day  
CBS-TV

**GREENEK, BOB**  
ABC

**GROSS, LLOYD**  
Keep Talking  
ABC-TV

## — H —

**HAUPTMAN, MICHAEL**  
ABC

**HAWKINS, RALPH**  
ABC

**HELLER, FRANKLIN**  
I've Got a Secret (Whos)  
My Line  
CBS-TV

**HEMION, DWIGHT**  
The Steve Allen Plymouth  
Show  
NBC-TV

**HEWITT, DON**  
Douglas Edwards with the News  
CBS-TV

**HOADE, MARTIN**  
Frontiers of Faith (Ortho)  
Hour Eternal Light  
NBC-TV

## HOBIN, BILL

B Nov 12, 1923, Evanston, Ill.,  
The Bell Telephone Hour, NBC,  
The American Cowboy, CBS, The  
Golden Circle, ABC

**HOPPER, JERRY**  
Wichita Town  
NBC-TV

**HUTGREN, BOB**  
The Howdy Doody Show  
NBC-TV

## — J —

**JEWISON, NORMAN**  
The Hit Parade, The Ardy  
Williams Show, The Fabulous  
Fifties, Tonight with Harry  
Belafonte  
CBS

**JOHNSON, HAMA**  
Red Row Show  
CBS-TV

**JONES, EDWARD M.**  
Small World  
CBS-TV

## — K —

**KANE, JOSEPH**  
Rawhide  
CBS-TV



Cort Steen



Ken Whelan

LO 1-1919

**KANE, MIKE**  
Art Linkletter's House Party  
CBS-TV

**KENNEY,  
H. WESLEY**

B. January 3, Dayton, Ohio; True Story, NBC-TV; Play of the Week, NTA; Medea—Climate of Eden

**KEIN, JAMES V.**  
Ann Sothorn Show  
CBS-TV

**KERSHNER, IRWIN**  
The Rebel  
ABC-TV

**KILEY, TIM**  
As the World Turns  
CBS-TV

**KOCH, HOWARD W.**  
Hawaiian Eye  
ABC-TV

**KULIK, BUZZ**  
Playhouse 90  
CBS

**KWEIT, JACK**  
ABC

**— L —**

**LAFFERTY, PERRY**  
The Big Party  
CBS

**LAMBRECHT, IRV**  
On the Go  
CBS-TV

**LANDIS, JOE**  
About Faces  
ABC-TV

**LAW, GENE**  
On the Go  
CBS-TV

**LEHMAN, BOB**  
Truth or Consequences  
NBC-TV

**LEIGHTON, DERRICK**  
ABC

**LEONARD, SHELDON**  
The Danny Thomas Show  
CBS-TV

**LEVIN, DAN**  
Search for Tomorrow  
CBS-TV

**LEVY, RALPH**  
Jack Benny Specials  
CBS

**LEVY, JOSEF**  
The Alaskans  
ABC-TV

**LOWE, DAVID**  
Charley Weaver's Hobby Lobby  
ABC-TV

**— Mc —**

**McDOUGALL, DONALD**  
Wanted—Dead or Alive  
CBS-TV

**McGUIRE, DON**  
Hennessey  
CBS-TV

**— M —**

**MacALLEN, JAMES**  
Lamp Unto My Feet, As the World Turns  
CBS-TV

**MacCALLUM, WILLIAM**  
ABC

**MacGREGOR, KEN**  
My True Story  
NBC

**MANN, DELBERT**  
Playhouse 90  
CBS

**MARKS, ARTHUR**  
Perry Mason  
CBS-TV

**MARTINSON, LESLIE**  
Bourbon Street Beat  
ABC-TV

**MHYRUM, ROBERT**  
Look Up and Live  
CBS-TV

**MONTY, GLORIA**  
The Secret Storm  
CBS-TV

**— N —**

**NARRIZANO, SILVIO**  
Du Pont Show of the Month  
CBS

**NATHANSON,  
EDWARD (TED)**

NBC-TV  
**NELSON, HARRY**  
ABC

**NELSON, OZZIE**  
The Adventures of Ozzie and Harriet  
ABC-TV

**NEWLAND, JOHN**  
Alcoa Presents  
ABC-TV

**— O —**

**OLIVER, GREGORY**  
ABC

**— P —**

**PAUL, BYRON**  
Christmas at the Circus, CBS,  
The Verdict Is Yours, CBS-TV

**PETRIE, DAN**  
Du Pont Show of the Month  
CBS

**PHELPS, STUART W.**  
It Could Be You  
NBC-TV

**PRIAULX, ROBERT**  
World Wide 60; Journey to Understanding  
NBC, NBC-TV

**— Q —**

**QUINN, ROBERT**  
Richard C. Hottelot with the News  
CBS-TV

**— R —**

**RITTER, RICHARD**  
ABC

**ROBB, BOB**  
Bishop Pike  
ABC-TV

**ROBBIE, SEYMOUR**  
Be Our Guest  
CBS-TV

**ROUSE, RUSSELL**  
Tightrope  
CBS-TV

**ROWLAND, ROY**  
The Life and Legend of Wyatt Earp  
ABC-TV

**RUDOLPH, OSCAR**  
The Donna Reed Show  
ABC-TV

**RUSKIN, COBY**  
The Arthur Murray Party  
NBC-TV

**— S —**

**SAGAL, BORIS**  
Playhouse 90 CBS;  
Peter Gunn, NBC-TV

**SALKOW, SIDNEY**  
Tales of Wells Fargo  
NBC-TV

**SANDWICK, RICHARD**  
The Edge of Night  
CBS-TV

**SCHAFFNER, FRANKLIN**  
Playhouse 90  
CBS

**SCHNEIDER, DICK**

Dough Re Mi  
NBC-TV

**SEGAL, ALEX**  
Du Pont Show of the Month  
CBS

**SHAW, JEROME**  
Sid Caesar - United States Steel Special, CBS; Kate Smith Show, CBS-TV

**SHEA, JACK**  
Bob Hope Buick Show  
NBC-TV

**SHEAR, BARRY**  
Take a Good Look  
ABC-TV

**SHELDON, JAMES**  
The Court of Last Resort  
ABC-TV

**SHEVELOVE, BERT**  
The Art Carney Show  
NBC-TV

**SIEG, CHARLES**  
Texaco Huntley-Brinkley Report; Time: Present—Chet Huntley Reporting  
NBC, NBC-TV

**SIMPSON, GARRY**  
Color Spectaculars, Armstrong Circle Theatre, Campbell Soundstage, Ed Wynn Show, Jimmy Durante Show

**SMIGHT, JACK**  
Our American Heritage  
NBC-TV

**SMITH, BERNIE**  
You Bet Your Life  
NBC-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 Challenge, Top Dollar, CBS-TV

**SUGHRUE, JACK**  
Texaco Huntley-Brinkley Report; Time: Present—Chet Huntley Reporting  
NBC-TV

**SWIFT, LELA**  
The House on High Street  
NBC-TV

**— T —**

**TARNER, STANLEY**  
ABC

**TETKSBURY, PETER**  
Father Knows Best  
CBS-TV

**TOKAR, NORMAN**  
Leave It To Beaver  
ABC-TV

**TORMEY, ROBERT**  
ABC

**TREDANARI, LEE**  
Person to Person  
CBS-TV

**— W —**

**WALKER, ELBERT**  
Queen for a Day

**WEINBERG, DICK**  
Sports Shows  
NBC-TV

**WERRENATH, REINALD, JR.**  
Championship Bridge with Charles Goren  
ABC-TV

**WHELAN, KEN**

**WRAY, JOHN**  
The Ed Sullivan Show  
CBS-TV

**— Y —**

**YOUNG, JAMES**  
Young Dr. Malone  
NBC-TV

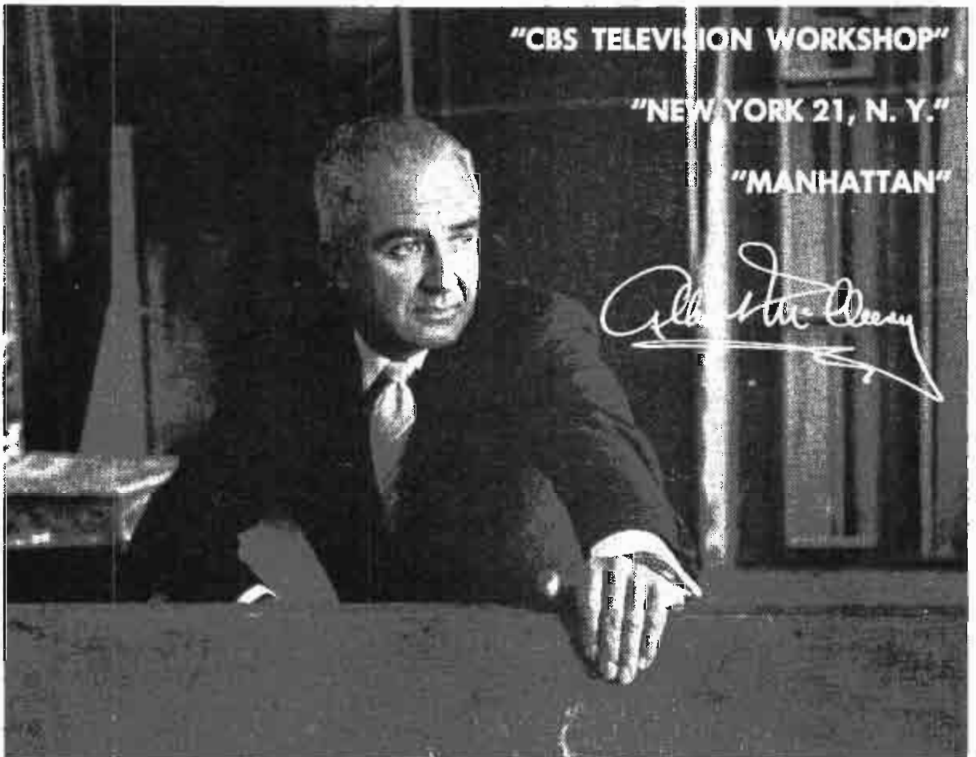




ANN MARLOWE

Producer-Packager

AT 9-6720



# RADIO-TV PRODUCERS

RADIO AND TELEVISION  
—their work during 1959

## — A —

**ALBERG, MILDRED FRED**  
Our American Heritage  
NBC-TV

**ALLEN, CHUCK**  
Teen Tempos  
WLBT, Jackson, Miss.

**ALLEN, DAVID**  
San Francisco Close-Up  
KPIX, San Francisco, Calif.

**ALLEN, ED**  
WHEC-TV, Rochester, N. Y.

**ALLISON, BOB**  
The Saturday News with Robert Trout  
CBS-TV

**AMATEAU, ROD**  
The Many Loves of Doble Gillis  
CBS-TV

**ANDREWS, CHARLES**  
The Arthur Godfrey Show  
CBS

**ANTHONY, JACK**  
Arthur Murray Show  
WLW-C, Columbus, Ohio

**APPLEE, DON**  
The Paul Winchell Show  
ABC-TV

**ARMER, ALLAN A.**  
Broken Arrow  
ABC-TV

**ARNOLD, JACK**  
Mr. Lucky  
CBS-TV

**ASHER, IRVING**  
Broken Arrow  
ABC-TV

**ASHER, WILLIAM**  
Fibber McGee and Molly  
NBC-TV

**ATKINS, HAL**  
KCTV, San Angelo, Tex.

**AURTHUR, ROBERT ALAN**  
Sunday Showcase  
NBC-TV

## — B —

**BABB, BOB**  
KOB-TV, Albuquerque, N. M.

**BACH, BOB**  
What's My Line?  
CBS-TV

**BAILEY, ED**  
Truth or Consequences  
NBC-TV

**BAKER, JIM**  
KGO, San Francisco, Calif.

**BAKER, JOHN**  
KHOU-TV, Houston, Tex.

**BANNER, BOB**  
The Garry Moore Show  
CBS-TV

**BARKER, CECIL**  
The Red Skelton Special  
CBS, CBS-TV

**BARRETT, DICK**  
Cap'n Cy Show  
KREM-TV, Spokane, Wash.

**BASTIEN, VIC**  
Spotlight  
KTUL-TV, Tulsa, Okla.

**BECK, JACK**  
CBS Reports  
CBS-TV

**BEGGERLY, ANDE**  
KLAS-TV, Las Vegas, Nev.

**BEHAN, CLAIRE**  
KEYT, Santa Barbara, Calif.

**BELCASTRO, DON**  
WSVA-TV, Harrisonburg, Va.

**BELKIN, RICHARD**  
Morning Showcase  
WAST, Albany, N. Y.

**BELL, RIDLEY**  
Sportsmans Lodge  
WRBL-TV, Columbus, Ga.

**BENDICK, BOB**  
"Today"  
NBC-TV

**BENJAMIN, BURTON**  
The Twentieth Century  
CBS-TV

**BENNINGTON, BILL**  
Sports Shows  
NBC-TV

**BERG, HAL**  
Hatchy, Milatchy  
WNEP-TV, Scranton, Pa.

**BERNS, SEYMOUR**  
The Jack Benny Program  
CBS-TV

**BLACKBURN, NORMAN**  
Circus Boy  
NBC-TV

**BLOOM, LLOYD**  
KOMO-TV, Seattle, Wash.

**BORDEN, THOMAS**  
WTAE, Pittsburgh, Pa.

**BRADDOCK, ART**  
Shop the Town  
WJTV, Jackson, Miss.

**BRADY, BEN**  
Have Gun, Will Travel  
CBS-TV

**BRANIGAN, HUGH**  
Dough Re Mi  
NBC-TV

**BRANT, KEN**  
Jack Munley Sports Show  
KTVM, Hutchinson, Kan.

## BRILL, RICHARD

B. November 28, 1923, New York;  
The Sam Levenson Show, CBS-TV

**BRODKIN, HERBERT**  
Playhouse 90  
CBS

**BROOKS, BRUCE**  
Coffeetime  
KROD-TV, El Paso, Tex.

**BROPHY, THOMAS J.**  
Sunrise Semester  
WCBS-TV, New York, N. Y.

**BROUWER, CHET**  
Red Rowe Show  
CBS-TV

**BROWN, DAVID**  
Captain Kangaroo  
CBS-TV

**BROWN, HI**  
Five Star Matinee, Don Ameche's Real Life Stories, NBC

**BROWN, PAUL**  
KPAC-TV, Beaumont-Port Arthur, Tex.

**BROWN, SMITH**  
KHOU-TV, Houston, Tex.

**BRUBACKER, TOM**  
WSBT-TV, South Bend, Ind.

**BURCH, BILL**  
Queen for a Day  
NBC-TV

**BURL, EUGENE**  
The Verdict is Yours  
CBS-TV

**BURROWS, ABE**  
The Big Party  
CBS

## — C —

**CAHN, SAMMY**  
The Bing Crosby Show; Frank Sinatra—Timecx Show  
ABC-TV

**CAMPBELL, KEN**  
The Ed Sullivan Show  
CBS-TV

**CAPALACES, RON**  
TV Bandstand  
WNEF-TV, Binghamton, N. Y.

**CARR, PAUL**  
Funtime with Uncle G-Bee  
KLOR-TV, Provo-Salt Lake City, Utah

**CARTER, JOHN**  
Blue Ridge Quartet  
WSPA-TV, Spartanburg, S. C.

## CATES, GILBERT

B. June 6, 1933, New York;  
Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

**CATES, JOE**  
The Future Lies Ahead  
NBC-TV

**CHAMBERS, EVERETT**  
Johnny Staccato  
NBC-TV

**CHAMPION, BOB**  
Clown Carnival  
WSOC-TV, Charlotte, N. C.

**CHARLES, GEORGE**  
The Revlou Hour "Tonight with Belafoute"  
CBS

**CHAUDOIR, ANNA**  
Search for Talent  
KALB-TV, Alexandria, La.

**CHERTOK, JACK**  
Lawless Years  
NBC-TV

**CHOTZINOFF, SAMUEL**  
NBC Opera Co.  
NBC-TV

**CHRISTENSEN, JAMES A.**  
WBen-TV, Buffalo, N. Y.

**CHRISTIE, HOWARD**  
Wagon Train  
NBC-TV

**CLASTER, BERT**  
Strikes and Spares  
WBAL-TV, Baltimore, Md.

**CLAWSON, GRANT**  
KSL-TV, Salt Lake City, Utah

**CLEARY, JOHN**  
G-E College Bowl  
CBS-TV

**COCHRAN, TOM**  
The Jack Paar Show  
NBC-TV

## RADIO-TV PRODUCERS

**COE, FRED**  
Playhouse 90  
CBS

**COLLERAN, BILL**  
The Bing Crosby Show Frank  
Sinatra—Times Show  
ABC-TV

**COLLIER, WALTER**  
KSYD-TV, Wichita Falls, Tex.

**COLLINS, TED**  
Kate Smith Show  
CBS-TV

**COLMAN, JERRY**  
KTTBS-TV, Shreveport, La.

**COOPER, HAL**  
For Better or Worse  
CBS-TV

**COOPER, JACKIE**  
Hennessey  
CBS-TV

**COPPONEX, RUPERT**  
Romper Room  
WWL-TV, New Orleans, La.

**CORDAY, TED**  
As the World Turns  
CBS-TV

**CORNER, MERLE**  
WHIO-TV, Dayton, Ohio

**CORWILL, DORIS**  
Public Affairs  
NBC-TV

**COSTELLO, ROBERT E.**  
Armstrong Circle Theatre  
CBS-TV

**COURY, CLAY**  
WBRC-TV, Birmingham, Ala.

**CROSS, PERRY**  
Be Our Guest  
CBS-TV

**CROWE, JOHN**  
Players Bench  
WBRZ, Baton Rouge, La.

**CULBERTSON, DOROTHY**  
Continental Classroom  
NBC-TV

**CUMMINGS, IRVING JR.**  
Fury  
NBC-TV

### — D —

**DANCY, NICHOLAS**  
Public Affairs  
NBC-TV

**DANZIGER, EDWARD J.**  
Saber of London Detective's  
Drey  
NBC-TV

**DAUGHERTY, JEAN**  
Magic Toy Shop  
WHEN-TV, Syracuse, N. Y.

**DAVIS, ANN**  
Owl Teen Time  
WOWL-TV, Florence, Ala.

**DAVIS, WALT**  
KTSM-TV, El Paso, Tex.

**DE CORDOVA, FRED**  
The George Gobel Show  
CBS-TV

**DEMSTER, LOIS**  
North Country Home  
WCNY-TV, Carthage-Watertown,  
N. Y.

**DePORIS, GENE**  
Small World  
CBS-TV

**DEVENDORF, DON**  
W8AY-TV, Savannah, Ga.

**DISNEY, WALT**  
Walt Disney Presents  
ABC-TV

**DITTOE, ED**  
WITI-TV, Milwaukee, Wis.

**DODGE, FRANK**  
Search for Tomorrow  
CBS-TV

**DOLNEY, GEORGE**  
The "TP" Show  
WKY-TV, Oklahoma City, Okla.

**DORIS, ANN**  
Frontiers of Faith; Catholic  
Hour; Eternal Light  
NBC-TV

**DORTORE, DAVID**  
Restless Gun ABC-TV;  
Bonanza, NBC-TV

**DOVER, BILL**  
KWUX-TV, Waco, Tex.

**DOYLE, EDWARD L.**  
Frank Deighton Show  
WNDU-TV, South Bend, Ind.

**DRESSLER, ROBERT**  
Chicago Handstand  
WNBQ, Chicago, Ill.

**DREW, JOHN**  
Copper Kettle  
WJLM-TV, Lansing, Mich.

**DUFF, GORDON**  
Playhouse 90, Buck Electra  
Playhouse CBS

**DUFF, WARREN**  
Markham  
CBS-TV

**DUNNE, DOMINICK**  
Adventures in Paradise  
ABC-TV

**DUNNING, OWEN C.**  
Hi Neighbor  
KOIN-TV, Portland, Ore.

**DUTCHER, BILL**  
WMT-TV, Cedar Rapids, Iowa

# MIKE STOKEY ENTERPRISES

Producers of

## "PANTOMIME QUIZ"

— and Television's Newest Panel Show

## "AUTHOR!—AUTHOR!"

Starring CLIFTON FADIMAN

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Sherman Oaks, California  
State 4-0458

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New York, N. Y.  
PLaza 8-2072  
Frank Barone — Rep.

**— E —**

**EDELMAN, LOUIS F.**  
The Life and Legend of Wyatt Earp  
ABC-TV

**EDWARDS, BLAKE**  
Peter Gunn  
NBC-TV

**EDUARDES, GEORGE**  
KTBS-TV, Shreveport, La.

**ELLIS, TONY**  
Black Saddle  
ABC-TV

**ELLISON, RICHARD**  
Lamp Unto My Feet  
CBS-TV

**ENGLANDER, ROGER**  
N. Y. Philharmonic Young People's Concerts, CBS, CBS-TV

**EPSTEIN, MEL**  
Broken Arrow  
ABC-TV

**ERICKSON, DON**  
Saturday Hop  
WALB-TV, Albany, Ga.

**ERWIN, STU, JR.**  
The Ed Sullivan Show  
CBS-TV

**EWING, ED**  
Wrestling from Roanoke  
WDBJ-TV, Roanoke, Va.

**EWING, TOM**  
KNDO, Yakima, Wash.

**— F —**

**FARREN, JACK**  
Concentration, Bob Smith Show, NBC-TV; Winky Dink & You, CBS-TV

**FATES, GIL**  
I've Got a Secret, What's My Line? To Tell the Truth  
CBS-TV

**FEDDERSON, DON**  
The Millionaire  
CBS-TV

**FELDMAN, CHESTER**  
I've Got a Secret  
CBS-TV

**FELTON, NORMAN**  
General Electric Theater  
CBS-TV

**FENADY, ANDREW J.**  
The Rebel  
ABC-TV

**FENTRESS, JACK**  
Shockwaich  
WSAZ-TV, Huntington, W. Va.

**FERRI, LUCY**  
The Guiding Light  
CBS-TV

**FINKEL, BOB**  
Dinah Shore Chevy Show  
NBC-TV

**FISHER, CHARLES**  
As the World Turns  
CBS-TV

**FLEISCHMAN, STEVE**  
CBS Reports  
CBS-TV

**FLEMING, JAMES**  
Woman!  
CBS

**FLOWER, JOHN**  
The Welcome Mat  
KETV, Omaha, Neb.

**FONDA, JAMES**  
Dennis the Menace  
CBS-TV

**FOSTER, CHUCK**  
City Desk  
KOLN-TV, Portland, Ore.

**FRANCIS, CEDRIC**  
Coit .46  
ABC-TV

**FRANK, REUVEN**  
Texaco Huntley-Brinkley Report; Time: Present—Chet Huntley Reporting; World Wide 60  
NBC-TV

**FRANKENHEIMER, JOHN**  
Startime, etc.  
NBC-TV

**FREED, FRED**  
Woman!  
CBS-TV

**FREEMAN, DEVERY**  
Ann Sothern Show  
CBS-TV

**FREEMAN, EVERETT**  
Bachelor Father  
NBC-TV

**FRIENDLY, FRED W.**  
CBS Reports; Small World  
CBS-TV

**FRIERSON, BOB**  
The Johnny Evans Show  
WIS-TV, Columbia, S. C.

**FRYE, WILLIAM**  
The Deputy, Johnny Staccato,  
NBC-TV

**— G —**

**GARDNER, ARTHUR**  
Robert Taylor, starring in The Detectives; The Rifleman  
ABC-TV

**GELLEN, AUDREY**  
DuPont Show of the Month  
CBS

**GIBBS, JOHN**  
Troubleshooters  
NBC-TV

**GIL CATES**  
Producer — Director

**AXEL GRUENBERG**  
PRODUCER

*Ralph Edwards'*  
"THIS IS YOUR LIFE"  
NBC-TV

NOW IN ITS 10th YEAR

# RADIO-TV PRODUCERS

**GIVEN, DAN**  
Carolina Calling  
WBTV, Charlotte, N. C.

**GLIDDEN, EDITH**  
WOC-TV, Davenport, Iowa

**GLUCKSMAN, ERNEST D.**  
The Jerry Lewis Show  
NBC-TV

**GOLDEN, ROBERT**  
Lassie  
CBS-TV

**GOLDMAN, ROBERT**  
Playhouse 90  
CBS

**GOLDSTONE, JULES C.**  
The Court of Last Resort  
ABC-TV

**GOLDSTONE, RICHARD**  
Adventures in Paradise  
ABC-TV

**GOW, ART**  
KLZ-TV, Denver, Colo.

**GRAFF, ROBERT**  
Special Presents  
NBC-TV

**GRANET, BERT**  
Westinghouse Desilu Playhouse  
CBS-TV

**GREEN, JULES**  
The Steve Allen Plymouth Show  
NBC-TV

**GREEN, SYLVAN**  
Tomorrow  
KOLO, Reno, Nev.

**GREENE, CLARENCE**  
Tightrope  
CBS-TV

**GROVES, BOB**  
Good Day Show  
WTVT, Tampa, Fla.

**GRUENBERG, AXEL**  
This Is Your Life  
NBC-TV

**GUDEL, JOHN**  
You Bet Your Life, People Are Funny, NBC-TV; For Better or Worse, All Ladies' Better's House Party, CBS-TV

## — H —

**HACKE, LAUREN**  
KPIX-TV, Dickinson, N. D.

**HAFNER, LES**  
The Dennis O'Keefe Show  
CBS-TV

**HAGAN, CHET**  
Journey to Understanding  
World Wide 60  
NBC-TV

**HAGGOTT, JOHN**  
The House on High Street  
NBC-TV

**HALL, ALLEN**  
WVA-L, Indianapolis, Ind.

**HAMILTON, JOE**  
The Garry Moore Show  
CBS-TV

**HAMMERSTEIN, WILLIAM**  
Christmas at the Circus  
CBS

**HAMPTON, CHARLIE**  
Giant Kids Matinee  
WTVT, Tampa, Fla.

**HANCE, WILEY**  
Bishop Pike  
ABC-TV

**HANSEN, TED**  
Shop, Look & Listen  
WLUC-TV, Marquette, Mich.

**HARBACH, BILL**  
The Steve Allen Plymouth Show  
NBC-TV

**HARDER, BOB**  
Bandstand 9  
KCRG-TV, Cedar Rapids, Iowa

**HARDMAN, RON**  
What's New  
WTHI-TV, Terre Haute, Ind.

**HARDWICK, WADE**  
Uncle Wade Show  
KBRL-TV, Goodland, Kan.

**HARMAN, WILLIAM**  
Betty Hutton Show  
CBS-TV

**HARMS, JACK**  
Roper Room  
WCSC-TV, Portland, Me.

**HARPOLE, JIMMY**  
Popover Theatre  
WJTV, Jackson, Miss.

**HARRISON, JOAN**  
Alfred Hitchcock Presents  
CBS-TV

**HAYES, STEVE**  
If Could Be You  
NBC-TV

**HAYS, JIM**  
KGIN-TV, Tucson, Ariz.

**HAYWARD, LELAND**  
The Fabulous F.P.A.s  
CBS

**HAYAM, LOUIS**  
World Wide 60  
NBC-TV

**HEINEMANN, GEORGE A.**  
Falshe Affairs World Wide 60  
NBC-TV

**HENNING, PAUL**  
Love Train Bob's starring Bob Gummings  
ABC-TV



**RICHARD BRILL**

**Jack Farren**

Producer

**CONCENTRATION**

NBC-TV

## RADIO-TV PRODUCERS

**HEWITT, DON**  
Douglas Edwards with the News  
CBS-TV

**HKAN, NAT**  
Phil Silvers Specials  
CBS

**HILL, JACKSON**  
Divorce Court  
KFTV, Los Angeles, Calif.

**HILL, MARTIN**  
Art Linkletter's House Party  
CBS-TV

### **HOBIN, BILL**

B. Nov. 12, 1923, Evanston, Ill.;  
The Bell Telephone Hour, NBC;  
The American Cowboy, CBS; The  
Golden Circle, ABC

**HOFFMAN, CHARLES**  
Bourbon Street Beat  
ABC-TV

**HOLT, NAT**  
Overland Trail, Tales of Wells  
 Fargo  
NBC-TV

**HOPE, JACK**  
Bob Hope Buick Show  
NBC-TV

**HORWITZ, HOWIE**  
77 Sunset Strip  
ABC-TV

**HOSKINS, H. J.**  
WICS, Springfield, Ill

**HOSTETLER, VINCE**  
KKTU, Colorado Springs, Colo.

**HOTCHNER, ED**  
Buick Electra Playhouse  
CBS

**HOUGHTON, BUCK**  
The Twilight Zone  
CBS-TV

**HOUSEMAN, JOHN**  
Playhouse 90  
CBS

**HUDSON, HAL**  
Dick Powell's Zane Grey Thea-  
tre, CBS-TV; Black Saddle,  
ABC-TV

**HYATT, DONALD B.**  
Special Projects  
NBC-TV

### — I —

**IDASPE, FRANK**  
KOAT-TV, Albuquerque, N. M

**IMWALLE, BILL**  
Good Morning  
KCRG-TV, Cedar Rapids, Iowa

**INGE, ANNA**  
Studio Party  
WRVA-TV, Richmond Va

**IRWIN, CAROL**  
Young Dr. Malone  
NBC-TV

### — J —

**JACKSON, GAIL PATRICK**  
Perry Mason  
CBS-TV

**JACOBS, ALLAN**  
House of Shock  
WWL-TV, New Orleans, La.

**JARVIS, IRVING**  
Bozo the Clown  
WHYN, Springfield, Mass.

**JASKULSKI, JERRY**  
Meet Your Neighbor  
WNBF-TV, Binghamton, N. Y.

**JENNINGS, BOB**  
ABC

**JOHNSON, SUE**  
Top Ten Dance Party  
WDEF-TV, Chattanooga, Tenn.

**JONES, BILL**  
Circle Six Ranch  
WHIS-TV, Blaine, W. Va.

### **JONES, CLARK**

B. April 10, 1920, Clearfield,  
Pa.; Perry Como Show, NBC-TV;  
The Patrice Munsel Show, ABC-  
TV

**JONES, DAVE**  
Weathervane  
WHAS, Louisville, Ky.

**JONES, ED**  
Cartoon Showboat  
WOC-TV, Davenport, Iowa

**JONES, EDWARD M.**  
Small World  
CBS-TV

**JONES, GENE**  
"Today"  
NBC-TV

**JONES, HARRY**  
WCCO-TV, Minneapolis, Minn.



## CLARK JONES

PRODUCER — DIRECTOR



## DICK KIRCHNER

Producer of  
**PRO FOOTBALL REVIEW**  
CBS-TV

# RADIO-TV PRODUCERS

**JONES, NEAL**  
Pearls from Babylon  
KAVE-TV, Cleveland, N. M.

## — K —

**KAMMERLE, MARYAN**  
Public Affairs  
NBC-TV

**KAIN, NORMAN**  
"Today"  
NBC-TV

**KAMINSKY, ANNE**  
What's My Line  
CBS-TV

**KANE, DENNIS**  
WBOP-TV, Salisbury, Md.

**KAYDEN, WILLIAM**  
On The Go  
CBS-TV

**KELLY, BOB**  
KXTV-TV, Sacramento, Calif.

## KENNEY, H. WESLEY

B. January 3, Dayton, Ohio,  
True Story, NBC-TV; Play of the  
Week, NTA; Medca — Climate  
of Eden

**KLEIN, J.**  
Dinner Showers  
WAST, Albany, N. Y.

## KIRCHNER, DICK

B. October 23, 1924, Oklahoma  
City, Okla.; America Bowls, Pro  
Football Review, CBS; Cotton  
Bowl, CBS Radio

**KLEIBACKER, FRITZ R.**  
WLO, Pittsburgh, Pa.

**KLEINERMAN, ISAM**  
The Twentieth Century  
CBS-TV

**KONDOLF, GEORGE**  
The U. S. Steel Hour  
CBS-TV

**KORTNER, PETER**  
Playhouse 90, General Electric  
Theater, CBS, CBS-TV

**KRAVKE, MICHAEL**  
The Deputy  
NBC-TV

**KUSSEROW, LOU**  
Sports Shows  
NBC-TV

## — L —

**LACKNER, ED**  
KOMO-TV, Seattle, Wash.

**LAMMERS, PAUL**  
From These Roots  
NBC-TV

**LANDIS, JOE**  
About Faces, Take a Good  
Look  
ABC-TV

**LANGAN, JAMES**  
Mass. for Southerns  
WDAF-TV, Spartanburg, Pa.

**LANNON, JIM**  
KLZ-TV, Denver, Colo.

**LARKIN, JOHN**  
M. Squad  
NBC-TV

**LASSALLY, PETER**  
"Image" Series  
NBC

**LAVEN, ARNOLD**  
Robert Taylor, starring in The  
Detectives  
ABC-TV

**LAYTON, JERRY**  
True Story  
NBC-TV

**LEE, HARRY**  
Saber of London, Detectives  
Diary  
NBC-TV

**LEE, ROBERT E.**  
WSVA-TV, Greensboro 2, Va.

**LEFFERTS, GEORGE**  
Public Affairs  
NBC-TV

**LEMONDS, DALE**  
WTMJ-TV, Milwaukee, Wis.

**LEONARD, DOUG**  
Big Brother  
WBZ-TV, Boston, Mass.

**LEONARD, HERBERT B.**  
The Adventures of Rin Tin Tin  
ABC-TV; Lucas Boy, NBC-TV

**LEONARD, SHELDON**  
The Danny Thomas Show  
CBS-TV

**LEVY, JULES**  
The Billman, Robert Taylor,  
starring in the Detectives  
ABC-TV

**LEVY, RALPH**  
Jack Benny Specials  
CBS

**LEWIS, ELLIOTT**  
The Court of Last Resort  
ABC-TV

**LEWIS, F. ROWMAN**  
WLN, Washington, N. C.

**LEWIS, MARLO**  
The Ed Sullivan Show  
CBS-TV

**LEWIS, RICHARD**  
Wagon Train, Riverboat  
Laramie  
NBC-TV

**LEWIS, WARREN**  
Men With a Camera  
ABC-TV

**LICBERT, MARION**  
Fame a Staff  
WPTA, Fort Wayne, Ind.

**LIERMAN, MAX**  
United States Steel Special  
"The American Cowboy"  
CBS

**LINDER, GENE**  
Miss Firm from Storyland  
KFTV, Oklahoma City, Okla.

**LOVD, TED**  
My True Story, NBC-TV

**LOEB, MARN**  
Monitor  
NBC

**LONDON, JOHN**  
Loisita Young Show  
NBC-TV

**LOUNSBERY, DAN**  
The Pat Boone Chevy Showroom  
ABC-TV

**LOVETT, JOHN**  
KWWD, Waterloo, Iowa

**LOWER, ELMER W.**  
Ask Washington  
NBC-TV

**LUCEY, SCHULER**  
Casper, Capers  
WTVN-TV, Columbus, Ohio

**LUDINGTON, ALAN L.**  
Molly's Family Finances  
ABC-TV

**LADDI, BURT**  
Music for Remembrance  
WSEA-TV, Montgomery, Ala.

## — Mc —

## McCLEERY, ALBERT K.

B. Dec. 30, 1911, Lawrence,  
Kans.; CBS Television Workshop,  
CBS

**McCOURT, BOB**  
Kilzo's Kanteen  
WSOC-TV, Charlotte, N. C.

**McUGHEN, DICK**  
JYL  
CBS-TV

**McDERMOTT, TOM**  
The DuPont Show with Jim  
Allyson  
CBS-TV

**McGHEE, JOHN**  
KXTV-TV, Sacramento, Calif.

**McGHEE, JOHN**  
Camera Three  
W CBS-TV, New York, N. Y.

**McGUIRE, DON**  
Homesey  
CBS-TV

**McKINLEY, BARRY**  
WBBM-TV, Chicago, Ill.

**McLEAN, JOHN**  
Boston Maytime  
WBZ-TV, Boston, Mass.

**McPHERSON, GENE**  
WBSS-TV, Columbus, Ohio

## — M —

**MACDONNELL, NORMAN**  
Gin-smoke  
CBS-TV

**MACKENZIE, BULL**  
Pat Mackenzie Show  
WSDU-TV, South Bend, Ind.

**MAMMARELLA, TONY**  
American Bandstand  
WFIL-TV, Philadelphia, Pa.

**MANNING, DICK**  
At Home with Hilda  
WTVW, Tupelo, Miss.

**MARION, IRA**  
ABC

**MARKELL, BOB**  
Playhouse 90  
CBS

## MARLOWE, ANN

B. July, New York City, N. Y.

**MARTIN, GIL**  
News at 7  
WHYB, Springfield, Mass.

**MASCOLO, JIM**  
WTEN, Albany, N. Y.

**MAXWELL, ROBERT**  
KXGO-TV, Fargo, N. D.

**MAYER, HAROLD**  
Conquest  
CBS-TV

**MEADOW, HERB**  
Min From Blackhawk  
ABC-TV

**MICHELSON, JERRY**  
Teenage Press Conference  
KCPX-TV, Salt Lake City, Utah

**MIDGLEY, LESLIE**  
"Eye-witness to History" Series;  
CBS News Specials  
CBS-TV

**MIRISCH, WALTER**  
Wichita Town  
NBC-TV

**MORGAN, HOWARD**  
Barbara Wills Showroom  
WECT, Wilmington, N. C.

**MORGAN, LEO**  
Sid Caesar—United States Steel  
Special  
CBS

**MORGAN, MONTY**  
The Jack Paar Show  
NBC-TV

**MORSE, CARLTON**  
The Woman in My House; One  
Man's Family  
NBC

**MUIR, E. ROGER**  
Howdy Doody Show  
NBC-TV

**MULCAHY, CHARLES C.**  
Anything Goes  
KTVR, Denver, Colo.

**MURRAY, ARTHUR**  
The Arthur Murray Party  
NBC-TV

**MURROW, EDWARD R.**  
Small World  
CBS-TV

**— N —**

**NAGLER, BARNEY**  
Phillies Jackpot Bowling;  
Horse-Racing  
NBC-TV

**NAUD, TOM**  
Pond's Presents Paris a la Mode  
NBC-TV

**NAZE, STAN**  
Mid-Day Merry-Go-Round  
WSAU-TV, Wausau, Wis.

**NELSON, JAMES**  
Wisdom  
NBC-TV

**NELSON, OZZIE**  
The Adventures of Ozzie and  
Harriet  
ABC-TV

**NEUMAN, ALAN**  
Person to Person  
CBS-TV

**NICHOLS, BILL**  
The U. S. Steel Hour  
CBS-TV

**NISS, STANLEY**  
Hawaiian Eye  
ABC-TV

**NORVIEL, HARRY**  
KOB-TV, Albuquerque, N. M.

**— O —**

**O'BRIEN, JOEL**  
Public Affairs  
NBC-TV

**OLIVER, FRANK**  
Party Line  
WHEN-TV, Syracuse, N. Y.

**OLIVER, GORDON**  
Mr. Lucky  
CBS-TV

**ORR, PAUL**  
The Jack Paar Show  
NBC-TV

**ORR, WILLIAM T.**  
The Alaskans; Bourbon Street  
Beat; Cheyenne; Colt .45; Ha-  
waiian Eye; Lawman; Maverick;  
77 Sunset Strip; Sugarfoot  
ABC-TV

**ORSATTI, VIC**  
The Texan  
CBS-TV

**OSBORN, BOB**  
WOW-TV, Omaha, Neb.

**OTTO, HENRY**  
WBAL-TV, Baltimore, Md.

**OVERLANDER, BOB**  
WSAV-TV, Savannah, Ga.

**OWEN, TONY**  
The Donna Reed Show  
ABC-TV

**— P —**

**PABON, MARIO**  
El Derecho de Nacer  
WKAQ-TV, San Juan, P. R.

**PACKER, PETER**  
Law Of The Plainsman  
NBC-TV

**PAPAI, CARL**  
WBNS-TV, Columbus, Ohio

**PAYNE, JOHN**  
Restless Gun  
ABC-TV

**PEILMAN, CARL**  
KKTU, Colorado Springs, Colo.

**PETERSON, EDGAR**  
Gunsmoke  
CBS-TV

**PETRIE, ROBERT**  
WTMJ-TV, Milwaukee, Wis.

**PETTITTO, GENE**  
WBOY-TV, Clarksburg, W. Va.

**PHILBIN, JACK**  
Kate Smith Show  
CBS-TV

**PICKENS, ARTHUR**  
Championship Bridge with  
Charles Goren  
ABC-TV

**PILKINGTON, BOB**  
Small Talk  
WEAS, Louisville, Ky.

**PITTMAN, FRANK**  
Bat Masterson  
NBC-TV

**POLACHECK, CHARLES**  
The Edge of Night  
CBS-TV

**POOLE, LYNN**  
Johns Hopkins File 7  
ABC-TV

**POSSELT, LEE**  
WITI-TV, Milwaukee, Wis.

**POTTER, ALLEN**  
The Brighter Day  
CBS-TV

**PRECHT, ROBERT**  
Sylvan Productions  
CBS-TV

**PRIDEMORE, JAMES**  
Chalk it up  
WALB-TV, Albany, Ga.

**— Q —**

**QUINN, MARTIN**  
The Untouchables  
ABC-TV

**— R —**

**RACHMIL, LEWIS**  
Men Into Space  
CBS-TV

**RAMSBY, GEORGE**  
WBBM-TV, Chicago, Ill.

**RANKIN, BILL**  
Public Affairs  
KGHL-TV, Billings, Mont.

**REGISTER, ROLAND**  
Top 10 Dance Party  
WECT, Wilmington, N. C.

**REILLY, JACK**  
KMTV, Omaha, Neb.

**RENAULT, LARRY**  
GiantKids Matinee  
WTVT, Tampa, Fla.

**RESPESS, FORREST**  
WLW-I, Indianapolis, Ind.

**RICHARDS, ALDEN**  
KSL-TV, Salt Lake City, Utah

**RIPPEN, ROBERT**  
Continental Classroom  
NBC-TV

**ROBINSON, HUBBELL**  
Startime  
NBC-TV

**ROBINSON, JOHN**  
Wanted—Dead or Alive  
CBS-TV

**ROCK, PHIL**  
Uncle Phil's Gang  
KVAR, Phoenix, Ariz.

**RODNEY, EUGENE B.**  
Father Knows Best  
CBS-TV

**ROGERS, TOM**  
KTSM-TV, El Paso, Tex.

**ROSENBERG, FRANK**  
Troubleshooters  
NBC-TV

**ROUSE, RUSSELL**  
Tightrope  
CBS-TV

**ROWE, S. ROBERT**  
Split Personality  
NBC-TV

**ROYAARDS, RENE**  
Tim the Squirrel  
WSPA-TV, Spartanburg, S. C.

**RUBIN, STANLEY**  
Hotel de Parce  
CBS-TV

**RUSSELL, BOB**  
Shock  
WPTA, Fort Wayne, Ind.

**RUSSELL, CHARLES**  
The Untouchables  
ABC-TV

**— S —**

**SACKHEIM, WILLIAM**  
Alcoa; Goodyear Theatre  
NBC-TV

**SALES, SOUPY**  
Lunch with Soupy Sales  
ABC-TV

**SANCHEZ, EDWARD**  
Up to the Minute  
KFSD-TV, San Diego, Calif.

**SANDERS, ROBERT**  
WLUK-TV, Green Bay-  
Marinette, Wis.

**SAUDEK, ROBERT**  
Leonard Bernstein and the New  
York Philharmonic  
CBS-TV

**SCHAEFER, GEORGE**  
Hal'mark  
NBC-TV

**SCHERMER, JULES**  
Lawman  
ABC-TV

**SCHNARR, BOB**  
KFAC-TV, Beaumont-Port  
Arthur, Tex.

**SCHULTZ, CHARLES**  
Playhouse 90  
CBS



## RADIO-TV PRODUCERS

**SCHWIMMER, WALTER**  
Championship Poker with  
Charles Goren  
ABC-TV

**SCOTT, BILL**  
Rocky and His Friends  
ABC-TV

**SEARLES, NORMAN**  
WROC-TV, Rochester, N. Y.

**SEASE, PETE**  
Credits & Popeye  
WIS-TV, Columbia, S. C.

**SENKE, HENRA**  
WROC-TV, Rochester, N. Y.

**SERETTE, DAVE**  
Dance Party  
WCSH-TV, Portland, Me.

**SERLING, ROD**  
The Twilight Zone  
CBS-TV

**SHANK, LEE**  
Ollie's Abby  
KTVH, Baton Rouge, La.

**SHARPE, DON**  
Alan with a Camera  
ABC-TV

**SHELDON, HERB**  
B. February 9, 1919, Brooklyn,  
N. Y.; Herb Sheldon Show, WOR-  
TV

**SHERWOOD, BOB**  
Comedy Matinee  
WJM-TV, Lansing, Mich.

**SIEMANOWSKI, RICHARD**  
Look Up and Live  
CBS-TV

**SILVER, ARTHUR**  
Bronco Cheyenne  
ABC-TV

**SIMON, AL**  
21 Deacon St.  
ABC-TV

**SIMS, DUNN**  
WSEF-TV, South Bend, Ind.

**SISK, ROBERT L.**  
The Life and Legend of  
Wyatt Earp  
ABC-TV

**SISTROM, JOE**  
Markham  
CBS-TV

**SKINNER, GEORGE**  
KGGM-TV, Albuquerque, N. M.

**SKLAR, MICHAEL**  
Comcast  
CBS-TV

**SKUTCH, BEA**  
Play Your Hunch  
NBC-TV

**SLATE, JANE**  
Public Affairs  
NBC-TV

**SMITH, PERLA**  
Sports Shows  
NBC-TV

**SOUTHWICK, DUANE**  
Jack Gordiner Show  
KCPX-TV, Salt Lake City,  
Utah

**SPANOS, DUCKE**  
KGTN-TV, Tucson, Ariz.

**SPELLING, AARON**  
Johnny Reno  
CBS-TV

**SPIVAK, LAWRENCE E.**  
Meet the Press  
NBC-TV

**STAGG, JERRY**  
John Gardner's Hip to Road  
ABC-TV

**STANTIS, GEORGE**  
Specials  
KEMD-TV, San Diego, Calif.

**STARK, ARI**  
Group Weaver - Hobby Lobby  
ABC-TV

**STARK, WALBUR**  
Tom Story  
NBC-TV

**STERNBERG, RICHARD**  
Fiddle Fuddlers  
NBC-TV

**STEIN, PHIL**  
The Rev on Hour - Tomlin  
with Beltonde  
CBS

**STEIN, WILLIE**  
To Tell the Truth  
CBS-TV

**STEMBRIDGE, SIMMIE**  
Quiz Time on the Air  
WTVA - Funch, Miss.

**STEWART, BOB**  
The Price Is Right  
NBC-TV

**STILES, WALTER J., JR.**  
WJLW - Washington, N. C.

**STOKEY, MIKE**  
Pantomime Quiz; Author! Au-  
thor!

**STONE, CLUIE**  
Food Show  
NBC-TV

**STONEBAW, RUSSELL**  
Edinburgh 99  
CBS

**STOUL, ROBERT M.**  
Your Lifestyle Applications  
WSPA-TV, York, Pa.

**STRUTZ, DONALD**  
WJLKT-TV, Green Bay  
Marquette, Wis.

**SULLIVAN, DAN**  
Heart of the Home  
WTRF-TV, Wheeling, W. Va.

**SULLIVAN, ED**  
The Ed Sullivan Show  
CBS-TV

**SUSKIND, DAVID**  
Special Tonight - CBS  
The Art Carney Show, NBC-TV

**SUTTON, HOWARD**  
Dance Party  
WLAJ-TV, Lynchburg, Va.

**SUTTON, THOMAS**  
CRLW-TV, Detroit, Mich.

## T

**TAVELMAN, HARRY**  
The Mishkin - Sazation  
ABC-TV

**THOMAS, PAUL**  
Live It Up  
KTHV, Little Rock, Ark.

**TORS, IVAN**  
Mar & Chubb  
NBC-TV

**TRAPNELL, COLES**  
Maverick  
ABC-TV

**TUGEND, HARRY**  
General Electric Theatre  
CBS-TV

## V

**VAN HEUSEN, JIMMY**  
Frank Sinatra - Prime Show  
ABC-TV

**VAN HORN, RICHARD**  
Dance Party  
KPIX, San Francisco, Calif.

**VEST, DON**  
The Busters  
WRVA-TV, Richmond, Va.

**VINCE, JOHN**  
WTAE, Pittsburgh, Pa.

## W

**WADE, JAMES**  
Party Playhouse  
KFSB-TV, San Diego, Calif.

**WANG, GENE**  
Philip Marlowe  
ABC-TV

**WARD, JAY**  
Rocky and His Friends  
ABC-TV

**WARREN, CHARLES MARQUIS**  
Rayhule  
CBS-TV

**WEBB, RALPH G.**  
KWTX-TV, Waco, Tex.

**WEBSTER, DON**  
KJEO, Fresno, Calif.

**WELCH, ROBERT**  
Kiddes Korner  
WBZ, Boston, Mass., La.

**WESTIN, AL**  
CBS Reports  
CBS-TV

**WIELAN, KEN**  
WNEA-TV, Newark, N. J.

**WHELAN,  
THOMAS K.**

B. March 12, 1921, West New-  
ton, Mass.; Garry Moore Show,  
CBS-TV; Bill & Cora Boird Show,  
Robert Q. Lewis Show, Let's Take  
a Trip, Adventure, Fayc Emerson  
Show, CBS

**WHITE, ANDY**  
The Misterions  
NBC-TV

**WHITE, JOHN**  
Saturday Session  
WDBF-TV, Roanoke, Va.

**WHITE, SAM**  
My Friend Flicka  
ABC-TV

**WIGHTMAN, WARREN**  
WHEC-TV, Rochester, N. Y.

**WILLIAMS, NORMAN**  
KMTA, Omaha, Neb.

**WINSLOW, HAROLD**  
WOW-TV, Omaha, Neb.

**WINSOR, ROY**  
The Secret Storm - Love of  
Life  
CBS-TV

**WIZARDE, FRANK**  
Whozzo's Wonderland  
KABC-TV, Kansas City, Mo.

**WOLF, HERB**  
Keep Talking  
ABC-TV

**WOOD, BARRY**  
Full Telephone Hour  
NBC-TV

**WYATT, JERRIF**  
KLTZ-TV, Denver, Colo.

## Y

**YOUNG, COLLIER**  
About Presents  
ABC-TV

# NEWS COMMENTATORS

RADIO AND TELEVISION  
—their work during 1959

— A —

**ABSALOM, HOWARD**

WMAZ, Macon, Ga.

**ADAMS, CEDRIC**

WCCO, Minneapolis-St. Paul, Minn.

**ADAMS, CLIFF**

KYSM, Mankato, Minn

**ADAMS, JIM**

KWWL, Waterloo, Iowa

**ADAMS, MARK**

KYA, San Francisco, Calif.

**ADKINS, JEANETTE H.**

WYTI, Rocky Mount Va

**ADLER, LOU**

WCBS, New York, N. Y

**AGRONSKY, MARTIN**

News on the Hour.

NEC

**AGUILAR, JUAN**

KBAB, Albuquerque, N M

**AHLBORN, WALLY**

WMAB, Munising, Mich.

**AHLSTROM, JAMES**

Editorials

WPVL, Painesville, Ohio

**AINSWORTH, DAVID G.**

It Seems to Me

KSRA, Salmon, Ida

**AKERS, CARL**

KLZ, KLZ-TV, Denver, Colo.

**ALAN, MARK**

WNJR, Newark, N. J.

**ALEXANDER, DEAN**

KDWB, St. Paul, Minn.

**ALEXANDER, JIM**

KLPW, Union, Mo.

**ALEXANDER, PAUL**

KSL-TV, Salt Lake City, Utah

**ALLEN, DAVE**

KBES-TV, Medford, Ore

**ALLEN, DUANE**

KRFQ, Owatonna, Minn.

**ALLEN, MERLE**

KFKA, Greeley, Colo

**ALLEN, SPENCER**

KMOX-TV, St. Louis, Mo

**ALLEN, HENRY**

WKYT, Lexington, Ky.

**AMOLE, P. E., JR.**

KDEN, Denver, Colo

**ANDERSEN, ROY M.**

WBTV, Bennington, Vt.

**ANDERSON, ANDY**

WGBB, Freeport, N. Y.

**ANDERSON, ANDY**

WGSN, Huntington, N Y

**ANDERSON, ANDY**

KCNY, San Marcos, Tex

**ANDERSON, BILL**

KPUG, Bellingham, Wash.

**ANDERSON, CHARLES D.**

TV News Final

WEHT, Evansville, Ind.

**ANDERSON, FRED**

WJBW, New Orleans, La.

**ANDERSON, HANS**

WNEW, New York, N Y.

**ANDERSON, HERB**

Party Line

WPIN, St. Petersburg, Fla

**ANDERSON, KIRK**

WFGM, Fitchburg, Mass.

**ANDERSON, R. L.**

WCHO, Washington, Ohio

**ANGEL, BILL**

KFWB, Los Angeles, Calif.

**ANTELL, JEN**

Tri-State News

WDLC, Port Jervis, N. Y.

**ANTHONY, FRANK**

KGFL, Roswell, N. M.

**ANTHONY, JERRY**

Past and Present

WESB, Bradford, Pa.

**ANTHONY, REX**

WRUF, Gainesville, Fla.

**ARLINGTON, CHARLES**

KFWB, Los Angeles, Calif.

**ARMSTRONG, DR. JOHN**

WHDL, Olean, N. Y.

**ARNOT, CHARLES P.**

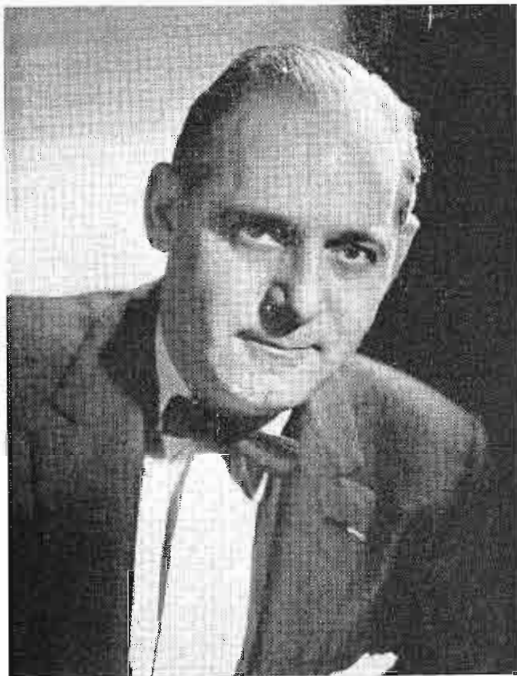
ABC (Cairo)

**AROU, HARRY**

KTHS, Little Rock, Ark.

**ARTHUR, ED**

KARE, Atchison, Kan.



**BEN GRAUER**

**NBC**

**Radio**

**TV**



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**U. S. TELEVISION  
NEWSFILM INC.**

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INTERNATIONAL TELEVISION  
NEWSFILM SERVICE



**GABE  
PRESSMAN**



WRCA/WRCA-TV  
NEWS

# RADIO-TV NEWS COMMENTATORS

**ASBELL, FERRELL**  
WDVH, Gainesville, Fla.

**ASHBURN, RON**  
WNOX, Knoxville, Tenn

**ASILEY, CHARLES**  
ABC (Washington)

**ATKINS, TOM**  
WPTA, Fort Wayne, Ind.

**ATWOOD, TED W.**  
KCOP, Hollywood, Calif.

**AUSTIN, TED**  
WSTP, Salisbury, N. C.

## — B —

**BARCOCK, JOHN**  
KFWB, Los Angeles, Calif.

**BACK, GUNNAR**  
TV Newsreel  
WFIL-TV, Philadelphia, Pa.

**BACKMAN, LON**  
WRVA, Richmond, Va.

**BAHNSEN, ALVIN C. W.**  
WRWL, New York, N. Y.

**BAIR, PAUL**  
WIL, St. Louis, Mo.

**BAKER, HAROLD**  
WFGA-TV, Jacksonville, Fla.

**BAKER, JEFF**  
Noon News Roundup  
WALY, Herkimer, N. Y.

**BALLARD, BOB**  
KWBA, Baytown, Tex.

**BALMERT, FRANK**  
WPAV, Portsmouth, Ohio

**BANGHART, KENNETH**  
Sunday 11th Hour News, WRCA-TV; The Ken Banghart Show, 4:05-6 PM, WRCA, Radio; 6 PM News, NBC

**BANNON, ROBERT J.**  
WSKI, Montpelier, Vt.

**BAPTISTE, ED**  
Business News  
KFHA, Tacoma, Wash.

**BARCLAY, PAUL**  
WHUM, Reading, Pa.

**BARDSLEY, LEE**  
WMVB, Millville, N. J.

**BARENTS, BARRY**  
WKNB, WNBC,  
New Britain, Conn.

**BARIL, GENE**  
WABJ, Adrian, Mich.

**BARKEK, EDDIE**  
KRLD-TV, Dallas, Tex.

**BARKEK, ROBERT L.**  
KDLM, Detroit Lakes, Minn.

**BARNETT, MEL**  
WEIS, Bluefield, W. Va.

**BARNETT, PAUL**  
WMPS, Memphis, Tenn.

**BARNETT, RAY**  
Marine Mysteries  
WMET, Miami Beach, Fla.

**BARRY, JOHN STERLING**  
KJBS, San Francisco, Calif.

**BARRY, ROBERT D.**  
WMNS, Oleau, N. Y.

**BARSHA, JERRY**  
WSYR, Syracuse, N. Y.

**BARTHOLOMEW, JOHN**  
KKTU, KVOR, Colorado Springs, Colo.

**BARTON, FRED**  
WAFG, Huntsville, Ala.

**BASKOS, GEORGE**  
KLMO, Longmont, Colo.

**BASS, BERNICE**  
Party Line  
WBBI, Newark, N. J.

**BASSO, NICK**  
The News Picture  
WSAZ, WSAZ-TV,  
Huntington, W. Va.

**BAST, MERWIN**  
WTRW, Two Rivers, Wis.

**BATES, KARL**  
WLEC, Sandusky, Ohio

**BEAL, DEWEY**  
Around Town  
KHBR, Hillsboro, Tex.

**BEATY, BILL**  
WSOL, Tampa, Fla.

**BEATTY, MORGAN**  
Three Star Extra  
NBC

**BECK, BILL**  
World Today  
KDZA, Pueblo, Colo.

**BECK, JACK**  
KNX, Los Angeles, Calif.

**BEINART, TED**  
WCMB, Baltimore, Md.

**BEKAS, TONY**  
Open Mike  
WNAR, Norristown, Pa.

**BELMAN, DAVE**  
KYNO, Fresno, Calif.

**BENESH, FRANCIS G.**  
In Our Opinion  
WJRT, Flint, Mich.

**BENNETT, LARRY**  
WBBO, Augusta, Ga.

**BENTON, MONROE**  
WROW, Albany, N. Y.

**BERK, PHIL**  
Regional News  
KOMU-TV, Columbia, Mo.

**BERKLEY, GEORGE**  
WILD, Boston, Mass.

**BERMAN, KEEVE**  
Top of the Morning  
WEDO, McKeesport, Pa.

**BERNHARD, PAT**  
Broadsides of News  
WFOY, St. Augustine, Fla.

**BERNHARDT, GENE**  
WEMP, Milwaukee, Wis.

**BEST, VICTOR**  
WBZ-TV, Boston, Mass.

**BEVINS, SOUTH C.**  
News & Views  
WMLF, Pineville, Ky.

**BEZOFF, BEN**  
Behind the Headlines  
KTVR, Denver, Colo.

**BICKNELL, MAX**  
KMBC, Kansas City, Mo.

**BIDLE, JERRY**  
WMBD, Peoria, Ill.

**BIEN, PHIL**  
WFIL, Ft. Lauderdale, Fla.

**BIERMANN, PAUL R.**  
KPMC, Bakersfield, Calif.

**BIGBEE, NELLE**  
WOWL, WOWL-TV,  
Florence, Ala.

**BIGLER, TOM**  
WILK, Wilkes-Barre, Pa.

**BIGNELL, FRANK**  
WKOW-TV, Madison, Wis.

**BILLMAN, BOB**  
KVTV, Sioux City, Iowa

**BIRGE, JERRY**  
WITZ, Jasper, Ind.

**BISHOP, G. NORMAN**  
WDAK, Columbus, Ga.

**BISHOP, PAT**  
Feature Wire  
KFI, Los Angeles, Calif.

**BISHOP, WALLY**  
The Editor Speaks  
KXEL, Waterloo, Iowa

**BISSEY, JAMES W.**  
WRLY, Springfield, Ohio

**BLAIR, ED**  
City Camera  
WAGA-TV, Atlanta, Ga.

**BLAIR, FRANK**  
News on the Hour, NBC  
Today, NBC-TV

**BLANCHARD, PAT**  
KXXL, Bozeman, Mont.

**BLANKENBURG, LARRY**  
KCID, Caldwell, Idaho

**BLENDER, MORT**  
11th Hour News  
WPRO-TV, Providence, R. I.

**BLISS, JOCK**  
WLAV, Grand Rapids, Mich.

**BLUE, DON**  
KGGM, Albuquerque, N. M.

**BLYMILLER, TOM**  
KDOV, Medford, Ore.

**BLYTHER, DON**  
KOAM, Pittsburg, Kan.

**BOGGS, NEIL**  
WKAZ, Charleston, W. Va.  
WSAZ-TV, Huntington, W. Va.

**BOLTON, PAUL**  
KTBC, KTBC-TV, Austin, Tex.

**BOND, LYLE**  
KNBS, Walla Walla, Wash

**BORGELT, PETE**  
WFDF, Flint, Mich.

**BOSLEY, LYLE**  
WKTU, Utica, N. Y.

**BOTTO, JEANNE A.**  
WHER, Memphis, Tenn.

**BOYCE, RICHARD W.**  
WTWB, Auburndale, Fla.

**BOYD, FORREST**  
WLW-I, Indianapolis, Ind.

**BOXES, HARRY**  
WION, Ionia, Mich.

**BRADLEY, HARVE**  
WDEF-TV, Chattanooga, Tenn

**BRAINARD, ED**  
KORT, Grangeville, Ida.

**BRAGEN, PHIL**  
WVWV, Grafton-Fairmont,  
W. Va.

**BRAMHALL, BILL**  
WRIT, Milwaukee, Wis.

**BRANCH, TAYLOR**  
KFJZ, Fort Worth, Tex.

**BRANUM, CHARLES**  
WEBQ, Harrisburg, Ill.

**BRASSFIELD, JIM**  
WBBO, Memphis, Tenn.

**BRIGEN, ED**  
It Seems To Me  
KFVD, Fort Dodge, Iowa

**BREEN TOM**  
KCRA, Sacramento, Calif.

**BRIDGE, HARRY E.**  
WHAK, Rogers City, Mich.

**BRENNER, SID**  
WNBF-TV, Binghamton, N. Y.

**BRICE, ROBERT**  
WLUK-TV, Green-Bay-Marquette,  
Wis.

**BRIDGES, JONAS**  
WKMT, Kings Mountain, N. C.

**BRIDGMAN, AUSTIN**  
KSD, St. Louis, Mo.

**BRIGHT, HARRY**  
WETZ, New Martinsville, W. Va.

**BRINGHAM, DAVE**  
WJW, Cleveland, Ohio

**BRINKLEY, DAVID**  
Texaco Huntley-Brinkley Report,  
NBC-TV

**BRUCE, ED**  
News on the Hour, NBC

**BRISSENDINE, BOB**  
WQXI, Atlanta, Ga.

**BRODY, SHERMAN**  
WKAL, Rome, N. Y.

**BROKAW, FORREST**  
KVOO, Tulsa, Okla.

**BROOKS, CLIFF**  
Our Town  
WGBF, Evansville, Ind.

**BROOKS, JACK**  
WCCC, Hartford, Conn



**JACK POWERS**

Voice of the News  
WADO

**John Scott**

●  
*Personal Representation*

Del Peters  
521 - 5th Ave., N. Y. C.  
MU 7-1750



# RADIO-TV NEWS COMMENTATORS

## — C —

- BROOKS, WEYMOND**  
WTVM, Columbus, Ga.
- BROUGHMAN, GLEN**  
WRBL, WRBL-TV, Columbus, Ga.
- BROWN, ART**  
KRON-TV, San Francisco, Calif.
- BROWN, BERNARD**  
WGST, Atlanta, Ga.
- BROWN, BOB**  
KVEE, San Luis Obispo, Calif.
- BROWN, CHARLES**  
WJWS, South Hill, Va.
- BROWN, GLENN**  
Community News  
WDLB, Marshfield, Wis.
- BROWN, IBWIN**  
WLCY, St. Petersburg, Fla.
- BROWN, JIM**  
Newsreel  
KGB, San Diego, Calif.
- BROWN, KEN**  
KBAK-TV, Bakersfield, Calif.
- BROWN, ROBERT**  
WMAY, Springfield, Ill.
- BROWN, TED**  
KTUL, Tulsa, Okla.
- BROWN, WIN**  
Weekend Editorial  
WGGG, Gainesville, Fla.
- BRUNER, BOB**  
Dateline Iowa  
WMT-TV, Cedar Rapids, Iowa
- BRYSON, CONREY**  
KTSM, KTSM-TV, El Paso, Tex.
- BULLEN, REED**  
KVNK, Logan, Utah
- BUNDLE, CHUCK**  
KNOX, KNOX-TV, Grand Forks, N. D.
- BURKE, ALBERT**  
WNBC, New Britain, Conn.
- BURKE, MERLE**  
Highlight from Headlines  
WLPO, La Salle, Ill.
- BURKE, TODD**  
WEOL, Elyria-Lorain, Ohio
- BURLINGAME, BOB**  
KIOA, Des Moines, Iowa
- BURNHAM, DEXTER**  
Ear on Connecticut  
WINF, Manchester, Conn.
- BURNS, BILL**  
KDKA-TV, Pittsburgh, Pa.
- BURRILL, BOB**  
B-B-Shots  
KVOX, Moorhead, Minn.
- BURTENSHAW, BOB**  
KID, Idaho Falls, Ida.
- BURTON, BILL**  
WJER, Dover, Ohio
- BURTON, BOB**  
KCOY, Santa Maria, Calif.
- BURTON, BOB**  
WRFC, Athens, Ga.
- BUTLER, COIT**  
KONO, San Antonio, Tex.
- BUTLER, LEE**  
KWEL, Midland, Tex.
- BUTLER, MORRIS**  
WLW-C, Columbus, Ohio
- BUTNER, JOHN S.**  
KCLE, Cleburne, Tex.
- BUTZ, BOB**  
KLZ, KLZ-TV, Denver, Colo.
- BYRNES, SYDNEY, E.**  
WADS, Ansonia, Conn.
- BYRON, JAMES A.**  
Sunday Commentary  
WBAP, Fort Worth, Tex.
- BYRON, TOM**  
WBLG, Lexington, Ky.
- CADELL, RAYMOND**  
WHSC, Hartsville, S. C.
- CALDWELL, DURHAM**  
WSPR, Springfield, Mass.
- CALEMBERG, TOM**  
WANE-TV, Fort Wayne, Ind.
- CALLAHAN, BOB**  
WYNG, Warwick-E. Greenwich, R. I.
- CALMER, NED**  
Ned Calmer and the News  
CBS
- CAMERON, ALLAN W.**  
WDCR, Hanover, N. H.
- CAMPBELL, BOB**  
WSAC, Ft. Knox, Ky.
- CAMPBELL, DOUGLAS**  
Placer County News Review  
KAHI, Auburn, Calif.
- CAMPBELL, MAL**  
News In Review  
WJNR, Morgantown, W. Va.
- CANHAM, ERWIN**  
ABC
- CAPLETTE, DOUG**  
Around the Clock  
KCHV, Indio-Coachella, Calif.
- CAPUTO, ED**  
WNHC, New Haven, Conn.
- CARDWELL, LEIGH**  
KRGV, KRGV-TV, Westaco, Tex.
- CARLINI, ULYSSES**  
WEHT, Evansville, Ind.
- CARLSON, RICHARD**  
News Analysis  
WCNL, Newport, N. H.
- CARLSON, RICHARD**  
News Analysis  
WLYC, Williamsport, Pa.
- CARLTON, SID**  
WPME, Pumpsutawney, Pa.
- CARPENTER, LYNN**  
Radio Supplement  
WFLR, Dundee, N. Y.
- CARE, HAROLD**  
KNAP, Fredericksburg, Tex.
- CARROLL, DEAN**  
WGPS, Covington, Ga.
- CARROLL, GEORGE**  
Feature News  
KJBS, San Francisco, Calif.
- CARTER, BILL**  
KTRE, Lufkin, Tex.
- CARTER, ED**  
WSFA-TV, Montgomery, Ala.
- CASTLE, GUY**  
Dateline Washington  
WEAM, Arlington, Va.
- CASTOR, CHARLES**  
KVCV, Redding, Calif.
- CASTOR, JERRY**  
WCSI, Columbus, Ind.
- CATTERTON, A. V.**  
WMEG, Ean Gallie, Fla.
- CAVANAUGH, CHUCK**  
KJNO, Juneau, Alaska
- CAYWOOD, D. T.**  
Capitol Comments  
WPKY, Frankfort, Ky.
- CECIL, JIM**  
WVJS, Owensboro, Ky.
- CEDERBERG, CARL**  
WWJ, Detroit, Mich.
- CERULA, PAUL**  
WAZL, Hazleton, Pa.
- CHAPMAN, DICK**  
WCCO, Minneapolis-St. Paul, Minn.
- CHARLES, AL**  
WAYB, Waynesboro, Va.
- CHARLES, BRUCE**  
WBK, Cleveland, Ohio
- CHASE, EDDIE**  
WOOD, Grand Rapids, Mich.
- CHASE, GENE**  
WIL, St. Louis, Mo.
- CHASE, JACK**  
WBZ-TV, Boston, Mass.
- CHENEY, RAYMOND J.**  
Comment  
KRES, St. Joseph, Mo.
- CHILSEN, WALTER JOHN**  
WSAU, WSAU-TV, Wausau, Wis.
- CHIMOVITZ, IRVING**  
Special Investigator  
WAMM, Flint, Mich.
- CHITWOOD, FRED**  
KUSN, St. Joseph, Mo.
- CHRISTENSEN, BOYD**  
KNOX, KNOX-TV, Grand Forks, N. D.
- CLARK, BLAIR**  
The World Thought  
CBS
- CLARK, DALE**  
WAGA-TV, Atlanta, Ga.
- CLARK, RAY**  
WOW, WOW-TV, Omaha, Neb.
- CLARK, TOM**  
WHIZ, Zanesville, Ohio
- CLARK, WARREN**  
KCEE, Tucson, Ariz.
- CLARKE, ROBERT**  
WSBS, Great Barrington, Mass.
- CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa
- CLAYTON, BOB**  
KMOP, Tucson, Ariz.
- CLEARY, BILL**  
KREX-TV, Grand Junction, Colo.
- CLELAND, BOB**  
KTNT, Tacoma, Wash.
- CLEMENTS, JACK B.**  
WRVA, Richmond, Va.
- CLINE, FRED**  
WSIL-TV, Harrisburg, Ill.
- CLINTON, ED**  
Capitol Commentary  
WJBO, Baton Rouge, La.
- COBB, AL**  
KCTV, San Angelo, Tex.
- COCHRAN, RON**  
WCBS-TV, New York, N. Y.
- COFFINBERGER, JIM**  
Eastern Shore Newsreel  
WBOC-TV, Salisbury, Md.
- COKE, DALTON**  
KOH, Reno, Nev.
- COLE, ALAN E.**  
WRUN, Utica, N. Y.
- COLE, CHRIS**  
KOLD, KOLD-TV, Tucson, Ariz.
- COLE, JOHN**  
WBBC, Flint, Mich.
- COLE, PETE**  
WCAT-TV, W. Palm Beach, Fla.
- COLEMAN, J. D.**  
World News in Depth  
KQTE, Missoula, Mont.
- COLLINS, NEIL**  
WMNI, Columbus, Ohio
- COLLINS, REID**  
WHAM, Rochester, N. Y.
- COLLINS, WAYNE**  
KGMB-TV, Honolulu, Hawaii
- COLON, JACK**  
KEWB, San Francisco-Oakland, Calif.
- COLSA, LUIS**  
Marcha del Mundo  
KCOT, Corpus Christi, Tex.

## RADIO-TV NEWS COMMENTATORS

- COMBS, LES  
WSTF, Stuart, Fla.
- COMEGYS, DICK  
11th Hour Report  
WSTF, Stuart, Fla.
- COMPTON, ROY  
KMBO, Benson, Minn.
- CONAWAY, RAY  
KTRK-TV, Houston, Tex.
- CONBETZ, DANIAL  
KREK, Elk City, Okla.
- COPE, GRAY  
WBLE, Bellefonte, Pa.
- CONNER, RALPH  
KCMS, Marquette Springs, Colo.
- CONNOLLY, WILLIAM  
WNSA, Saratoga Springs, N. Y.
- CONORS, PETE  
Emulation News  
WAME, Miami, Fla.
- CONRAD, CHARLES  
Ozzyette Extra  
KRAM, St. Cloud, Minn.
- CONRAD, STEVE  
WDFE-TV, Chattanooga, Tenn.
- CONWAY, ED  
WBC, Eau Claire, Wis.
- COOK, BOB  
Candlelight Commentary  
KCSB, Chatham, Neth.
- COONEY, JIM  
WNUC, WNUF-TV, South Bend, Ind.
- CORBETT, JIM  
WGTO, Cypress Gardens, Fla.
- CORBIN, LOU  
WFER, Baltimore, Md.
- CORBIN, PAUL  
KJAX, Santa Rosa, Calif.
- CORDEVA, ROBERT  
WPEB, Middletown, Ohio.
- CORNELL, CAMERON  
WSCA, Savannah, Ga.
- COSLETT, FRANKLIN D.  
WBRL, Wilkes-Barre, Pa.
- COTE, BERNARD  
WDEV, W. Derby, Vt.
- COPTAM, RICHARD  
KFRU, Columbia, Mo.
- COUNCE, LOIS O.  
Our Town  
WCMA, Corinth, Miss.
- COURTNEY, CLEM  
WBRV, Bay Minette, Ala.
- COWAN, COLEA  
WJRD, Salem, Ill.
- COY, JOHN  
WSIV, Parkin, Ill.
- CRAGO, WILLIAM  
KFWB, Hollywood, Calif.
- CRAMER, TED  
KANS, Kansas City, Mo.
- CRANDALL, VIC  
KGOB, Torrington, Wyo.
- CRANE, DAVE  
WPTB, Albany, N. Y.
- CRAWFORD, ARTHUR  
KTB'S, Mexia, Tex.
- CRAWFORD, DAN  
KFPW, Fort Smith, Ark.
- CREMEENS, CARLTON  
KTHS, Little Rock, Ark.
- CRISWELL, WILLIAM  
WTRE-TV, Wheeling, W. Va.
- CROCKETT, WALTER  
WCYB, W. Va. TV, Bristol, Va.
- CRONKITE, WALTER  
Sunday News Special  
The Twentieth Century  
CBS-TV.
- CROSWHITE, PEGGY  
WSTN, Birmingham, Ala.
- CROUCH, PAUL  
Friday in Carolina  
WIS-TV, Columbia, S. C.
- CROUSE, JAY  
WTHS, Louisville, Ky.
- CULLIN, RAY  
KGNC, Asheville, Tex.
- CUMMISKEY, JOE  
WLEN, Syracuse, N. Y.
- CUNNINGHAM, PAUL  
"Today"  
NBC-TV.
- CURIOLE, BOB  
KLEF, Golden, Meadow, La.
- CURRIS, ROBERT, III  
WKFO, Cocoa-Cape, Cape Coral, Fla.
- CURTIS, FRANK  
WTRE-TV, Wheeling, W. Va.
- CURTIS, GUY  
WGMA, Hollywood, Fla.
- CURTIS, RAY  
WDM-TV, Bathurst, Miss.
- CUSHING, STEVE  
WTOP-TV, Washington, D. C.

— D —

- DALE, JOHN  
WNEW, New York, N. Y.
- DALTON, JIM  
Reporter's Notebook  
WBBS-TV, Bluefield, W. Va.
- DALTON, KEN  
WBFL, Brookston, Miss.
- DAILY, JOHN  
John Daily and the News  
ABC, ABC-TV.



**JOHN MacVANE**

United Nations  
News Analyst

PL 4-1234



**BOB WILSON**

**NBC — New York**

— E —

- DALY, RICHARD**  
WJMS, Ironwood, Mich.
- DANAHER, TOM**  
KWMT, Fort Dodge, Iowa
- DANCY, BUD**  
Blue Cross-Blue Shield News  
KTHV, Little Rock, Ark.
- DANIELS, BO**  
Valleys News  
WLEH, Little Falls, N. Y.
- DANIELS, EDDIE**  
KMAC, San Antonio, Tex.
- DANTZLER, RAY**  
WFGA-TV, Jacksonville, Fla
- DARNELL, RICK**  
KXLW, St. Louis, Mo.
- DARY, DAVE**  
KWFT, Wichita Falls, Tex.
- DAUST, KEN**  
KPLR-TV, St. Louis, Mo.
- DAVIES, W. E.**  
Ohio Valley News  
WETZ, New Martinsville, W. Va
- DAVIS, ALVIN**  
WCRT, Birmingham, Ala.
- DAVIS, DARELL**  
KOGA, Kilgore, Tex.
- DAVIS, ED**  
WFPG, Atlantic City, N. J
- DAVIS, MADISON**  
Morning Report  
WJOI, Florence, Ala
- DAVIS, REX**  
Story behind the Headlines  
KMOX, St. Louis, Mo.
- DAVIS, ZONA B.**  
WCRA, Effingham, Ill.
- DAVISON, JANET**  
Bulletin Board  
WCON, Cornelia, Ga.
- DAWSON, AL**  
WFDF, Flint, Mich.
- DEAN, CAROLL**  
WCOU, Lewiston, Me.
- DEAN, MORT**  
WVIP, Mount Kisco, N. Y.
- DECKER, DON**  
WTRY, Troy, N. Y.
- DEEGAN, JOHN**  
WHYN, Springfield, Mass.
- DEENAM, W. E.**  
WNCT, Greenville, N. C.
- DE KINDER, BEN**  
KWCO, Chickasha, Okla.
- DELLA MALVA, JOSEPH**  
WPBC, Minneapolis, Minn.
- DeMOSS, HUGH**  
WLW-C, Columbus, Ohio
- de MOULPIED, DAVID**  
WBRK, Pittsfield, Mass.
- DENMAN, DOT**  
Table Talk  
WHNY, McComb, Miss.
- DENMARK, E. T.**  
WOOF, Dothan, Ala.
- DENMEAD, FRANK**  
WSUG, Clewiston, Fla.
- DENONN, ANDY**  
WISP, Kinston, N. C.
- DeSLOOVERE, FRED**  
WIBG, Philadelphia, Pa.
- DE SYLVIA, JIM**  
KGGM-TV, Albuquerque, N. M
- DIAB, GEORGE**  
WHLL, Wheeling, W. Va.
- DIEMH, BILL**  
WTKO, Ithaca, N. Y.
- DIEMH, BILL**  
WISP, Kinston, N. C.
- DIGHTON, JOHN**  
WRMF, Titusville, Fla.
- DILLINGHAM, ALEX**  
WOOD, Grand Rapids, Mich.
- DIXON, MASON**  
KFTM, Fort Morgan, Colo.
- DOAN, RICHARD K.**  
WVIP, Mount Kisco, N. Y.
- DOCKENEY, EDWARD W.**  
WEPM, Martinsburg, W. Va.
- DOCKERY, DONALD E.**  
WGRO, Lake City, Fla.
- DOLLAR, LYNN**  
Weather Time, WABC
- DOMINICK, VIRGIL**  
WKY-TV, Oklahoma City, Okla
- DONAHUE, JIM**  
WKDN, Camden, N. J.
- DONNELL, JACK**  
KWK, St. Louis, Mo.
- DORAIS, BILL**  
KEWB, San Francisco-Oakland,  
Calif.
- DORR, BILL**  
WXXX, Hattiesburg, Miss.
- DOREMUS, WARREN S.**  
WHEC, Rochester, N. Y.
- DORSEY, CLAUDE**  
KMBC, KMBC-TV, Kansas City  
Mo.
- DOTY, DICK**  
WTRL, Brandenton, Fla.
- DOUGLAS, KEN**  
KWNO, Winona, Minn.
- DOUGLAS, LES**  
WILL, Willimantic, Conn.
- DOYLE, TOM**  
KOB, KOB-TV, Albuquerque,  
N. M.
- DRAKE, BILL**  
KWON, Bartlesville, Okla.
- DRAKE, BYRON**  
KTAR, Phoenix, Ariz.
- DREIER, ALEX**  
News on the Hour; Man on the  
Go  
NBC, New York  
WNBQ, WMAQ, Chicago
- DRESEN, GEORGE**  
KLCA, Algona, Iowa
- DRESNER, SY**  
WBNR, Beacon, N. Y.
- DREW, CHARLES**  
WWKY, Winchester, Ky.
- DRYFOOS, LEON**  
WLEU, Eric, Pa.
- DUFFY, WARREN**  
WSBA, York, Pa.
- DUGAN, DAVE**  
WCBS, New York, N. Y.
- DUKES, OFIELD**  
WCHB, Inkster, Mich.
- DULMAGE, MARK**  
WPIK, Alexandria, Va.
- DUNBAR, DR. WILLIS**  
WKZO, Kalamazoo, Mich.
- DUNCAN, NORMAN**  
Eye Witness News  
KOTV, Tulsa, Okla.
- DUNLAP, WALLACE**  
WFYI, Garden City, N. Y.
- DUNNAGAN, KEN**  
KROD, El Paso, Tex.
- DUNNE, DICK**  
KXAB-TV, Aberdeen, S. D.
- BURKIN, JAY**  
WDEW, Westfield, Mass.
- DYER, CARL**  
WAML, Laurel, Miss.
- DYKE, DAVE**  
KETV, Omaha, Neb.
- EAGLES, HARRISON**  
XETV, San Diego, Calif.
- EAKINS, PHIL**  
KOAT-TV, Albuquerque, N. M
- EARDLEY, DICK**  
Today in Boiseland  
KBOT-TV, Boise, Ida.
- EARLE, BILL**  
WIEL, Elizabethtown, Ky.
- EARLY, BOB**  
KOMY, Watsonville, Calif.
- EASTMAN, JIM**  
WBMC, McMinnville, Tenn.
- EATON, TOM**  
WTIC, Hartford, Conn.
- EBBERT, RICHARD**  
KMJ, Fresno, Calif.
- EBERSOLE, MERLE**  
WICMC, Roaring Springs, Pa.
- ECKERT, JAMES**  
KANO, Anoka, Minn.
- ECKERT, JOHN**  
WDAN-TV, Danville, Ill.
- EDMONDSON, AUSTIN H., SR**  
WAOV, Vincennes, Ind.
- EDWARDS, CLAYTON**  
WTAR, Norfolk, Va.
- EDWARDS, DON**  
KROC-TV, Rochester, Minn.
- EDWARDS, DOUGLAS**  
Douglas Edwards with the News  
CBS-TV
- EDWARDS, JACK**  
Kewaunee Calling  
WCUB, Manitowoc, Wis.
- EDWARDS, JOHN**  
ABC (Washington)
- ELDER, ROB**  
News Outlook  
WRFL, Lexington, Va.
- ELKINS, JIM**  
NewsFront  
KNOC, Natchitoches, La.
- ELLIOT, DAVE**  
KFH, Wichita, Kan.
- ELLIOT, IAN**  
KATL, Miles City, Mont.
- ELLIOTT, DOYCE**  
KRIG, Odessa, Tex.
- ELLIOTT, JAMES**  
WNAB, Bridgeport, Conn.
- ELLIS, PHIL**  
WPTF, Raleigh, N. C.
- ELLIS, RICHARD**  
TV News Report  
WJHL-TV, Johnson City, Tenn
- ELLIS, TOM**  
KONO, San Antonio, Tex.
- ELLISON, WILLIAM G.**  
WHBF, Rock Island, Ill.
- EMERY, JOHN**  
Calumet Calling  
WCUB, Manitowoc, Wis.
- EMICH, HOWARD**  
WMAM, WLUC-TV, Green Bay  
Marquette, Wis.
- EMMERSON, BYRON**  
WMLX, Mt. Vernon, Ill.
- ENGLE, CLIFF**  
KGO, San Francisco, Calif.
- ENGLER, BOB**  
KXA, Seattle, Wash.
- ERLICH, MIKE**  
WNNH, Rochester, N. H.
- ESSIG, VINCE**  
WTAQ, LaGrange, Ill.
- ELBANKS, JIM**  
WRKH, Rockwood, Tenn.
- EVANS, BILL**  
WIBX, Ulica, N. Y.



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**EVANS, JIM**  
WILM - Bloomington, Pa.  
**EYERSOLE, HENCE**  
WNSY - Neon, Ky.  
**EYERSOLE, JACK**  
WRGT - Bowling Green, Ky.

— F —

**FACENDA, JOHN**  
WAC, Philadelphia, Pa.  
**FALK, RAY**  
ABC - Tokyo  
**FARRELL, DICK**  
KATV - Rocky Ford, Colo.  
**FARRELL, PETER**  
WTTI - Lewisburg, Pa.  
**FARRINGTON, GLEN**  
WTAX - Spartanburg, S.C.  
**FAY, HOWARD C.**  
WTSN - Brattleboro, Vt.  
**FEMMEL, DICK**  
WXYZ-TV - Detroit, Mich.  
**FENDER, HARRY**  
KPLR-TV - St. Louis, Mo.  
**FESPERMAN, JAMES E.**  
KFSB - Fort Smith, Ark.  
**FIELD, CHARLES**  
KROY - Medford, Ore.  
**FIELD, KAY**  
WISH-TV - Indianapolis, Ind.  
**FINCH, RAY**  
WGLN - Buffalo, N.Y.  
**FINN, TOM**  
Woman's World  
WTOL, WTOL-TV - Toledo, Ohio  
**FINNEN, JAMES E.**  
WMSB - North Adams, Mass.  
**FISCHER, RICHARD**  
WLW - Cincinnati, Ohio.

**FISHER, HUI**  
WRIW - Riverdale, N.Y.  
**FISHER, WILFRED**  
Between the Lines  
WMTB - Vine Grove, Ky.  
**FITZGERIBONS, JACK**  
WAKR - Akron, Ohio  
**FLADBERTA, PAT**  
KPRC - Houston, Tex.  
**FLEMING, ED**  
KNXP - Los Angeles, Calif.  
**FLEMING, ROBERT**  
ABC - Washington  
**FLETCHER, NORMAN A.**  
Newsfront  
KNOC - Natchitoches, La.  
**FINDERS, DON**  
KNLY - Spokane, Wash.  
**FLORENCE, JERRY**  
WLAG - Marietta, Ga.  
**FLOURNOY, BOB**  
WKY - Oklahoma City, Okla.  
**FUGAN, DALE**  
WFAH - Alliance, Ohio.  
**FLANN, ARTHUR**  
WHAV - Haverhill, Mass.  
**FLANN, I MBEA**  
WBHM-TV - Chicago, Ill.  
**FOELL, CARL**  
Omnia  
WURE - Boston, Mass.  
**FONTAINE, HERB**  
WJDA - Quincy, Mass.  
**FORD, DICK**  
WPTZ-TV - Plattsburgh, N.Y.  
**FORD, LEE ALLEN**  
Eagle - The Capital Daily  
WFTI - Worcester, Massachusetts  
ABC

**FOSTER, DON**  
KTRC - Mission, Kan.  
**FOOTS, SANDY**  
Capital City Report  
WHD-TV - Harrisburg, Pa.  
**FOX, BILL**  
KTNT-TV - Seattle-Tacoma, Wash.  
**FOX, WILLIAM**  
WPTW - Piquette, Ohio.  
**FRAM, JOHN**  
WAVE - Dayton, Ohio.  
**FRANK, BILL**  
WILM - Wilmington, Del.  
**FRANK, BOB**  
WOC-TV - Davenport, Iowa.  
**FRANKLIN, ALLAN**  
KTOP - Topeka, Kan.  
**FRANKLIN, DAVE**  
Bulletin Board  
WSBA-TV, York, Pa.  
**FRANKLIN, JOHN**  
Women - Side of News  
WRCV - Philadelphia, Pa.  
**CRAWLEY, TOM**  
WHD-TV - Dayton, Ohio.  
**FRAZIER, RON**  
WTAY - Robinson, Ill.  
**FREDERICKS, CLARE**  
WUJY - Chubbuck, Mich.  
**FREDERICKS, JAMES**  
WAFB - Memphis - Tenn.  
**FREEDMAN, BERT**  
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KDLA, De Ridder, La.

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WISL, Shamokin, Pa.

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KAGT, Anacortes, Wash.

**FROELICH, DON**  
WISN, Milwaukee, Wis.

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WFYI, Garden City, N. Y.

**FRUCK, HEINZ R.**  
KDUZ, Hutchinson, Minn.

**FUCHS, LAWRENCE**  
WCRB, Boston, Mass.

**FULLER, BOB**  
Esso Reporter  
KTHV, Little Rock, Ark.

**FULLER, SID**  
Cavalcade  
KFI, Los Angeles, Calif.

**FULLMER, JOHN**  
KID, Idaho Falls, Ida.

— G —

**GAINES, BILL**  
Covering Calumet  
WWCA, Gary, Ind.

**GALE, KEN**  
Newswatch  
KKIS, Pittsburg, Calif.

**GALIETTE, RICHARD T.**  
WAVZ, New Haven, Conn.

**GAMBLE, E. R.**  
Town Crier  
WETA, Batavia, N. Y.

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T. N. T.  
KUBO, San Antonio, Tex.

**GARNER, JIM**  
WCBI, Columbus, Miss.

**GARRISON, JOHN**  
WFUN, Huntsville, Ala.

**GARTLAND, JACK**  
WTMT, Trenton, N. J.

**GASKINS, RUSS**  
WYMB, Manning, S. C.

**GATES, JIM**  
WFBG-TV, Altoona, Pa.

**GAYMAN, VAUGHN**  
WDBQ, Dubuque, Iowa

**GEARHART, NICK**  
Four Star Edition  
WWL-TV, New Orleans, La.

**GEBERS, KEITH**  
KERG, Eugene, Ore.

**GENRETT, HARRY**  
KHUB, Fremont, Neb.

**GENTRY, HARRY**  
WLOH, Princeton, W. Va.

**GENTRY, WILLIAM C.**  
National & State News  
WCHV, Charlottesville, Va.

**GERAGHY, LARRY**  
WCSH-TV, Portland, Me.

**GERHART, JULIA M.**  
Claysburg News  
WKMC, Roaring Springs, Pa.

**GIBSON, PHIL**  
WMBD, Peoria, Ill.

**GIBSON, BOY**  
KCPX, Salt Lake City, Utah

**GILBERT, GALEN**  
KTLQ, Tahlequah, Okla.

**GILBERT, GEORGE**  
WARM, Scranton-Wilkes  
Barre, Pa.

**GILBERT, JOE**  
KCBD, Lubbock, Tex.

**GILBERT, R. LEE**  
WHBE, Martinsville, Va.

**GILES, LEE**  
WLBJ, Bowling Green, Ky.

**GILL, WILLIAM**  
WSAI, Cincinnati, Ohio

**GILLELAND, JAMES**  
WGBS, Miami, Fla.

**GILLIES, TOM**  
WBRD, Bradentou, Fla.

**GIROUX, LEE**  
KRCB, Los Angeles, Calif.

**GIVEN, JOSEPH**  
WNEW, New York, N. Y.

**GLASSO, FRANK**  
WKAL, Rome, N. Y.

**GLEESON, WILLARD**  
KICO, El Centro, Calif.

**GLIEBER, FRANK**  
KRLD-TV, Dallas, Tex.

**GLOVER, ARTHUR**  
WDBJ, Roanoke, Va.

**GODDARD, WILLIAM**  
WGSM, Huntington, N. Y.

**GODDARD, DON**  
ABC (Washington)  
KVI, Seattle, Wash.

**GOODMAN, MAX**  
WDAM-TV, Hattiesburg, Miss.

**GORDON, CHARLES**  
WAMO, Pittsburgh, Pa.

**GORDON, CHARLES M.**  
WORL, Boston, Mass.

**GORDON, DON**  
WHJM, Providence, R. I.

**GORDON, WILLIAM S.**  
WIRK, West Palm Beach, Fla.

**GOTHBURG, GEORGE**  
WFPA, Fort Payne, Ala.

**GRADY, FRED**  
WPAW, Pawtucket, R. I.

**GRANDE, CARL**  
WNAB, Bridgeport, Conn.

**GRANT, AUSTIN**  
CKLW, CKLW-TV, Detroit,  
Mich.

**GRANT, TAYLOR**  
Something to say  
WIP, Philadelphia, Pa.

**GRAUER, BEN**

News on the Hour  
NBC

**GRAY, CHARLES**  
KMBC-TV, Kansas City, Mo.

**GRAY, GORDON**  
WMTE, Manistec, Mich.

**GRAY, JACK**  
WKJG, Ft. Wayne, Ind.

**GREEN, CHARLIE**  
WNJR, Newark, N. J.

**GREEN, EARL**  
Frontpage News  
WTVN-TV, Columbus, Ohio

**GREEN, JOHNNY**  
KPHO, Phoenix, Ariz.

**GREENBERGER, JOHN**  
11th Hour News  
WBOC-TV, Salisbury, Md.

**GREGORY, PHIL**  
WJLM-TV, Lansing, Mich.

**GRESHAM, FERRELL**  
KELD, El Dorado, Ark.

**GRESS, WILLIAM**  
WOC, Davenport, Iowa

**GREY, BARRY**  
WNTA-TV, Newark, N. J.

**GRIDER, DONALD**  
WIRE, Indianapolis, Ind.

**GRIFFIN, MICHAEL**  
WFRV-TV, Green Bay, Wis.

**GRIFFITH, FRED**  
WDOK, Cleveland, Ohio

**GRIGGS, JERRY**  
WMSL, WMSL-TV, Decatur, Ala.

**GRIMM, SHERMAN A.**  
WPAR, Parkersburg, W. Va.

**GROVENER, RUSSELL**  
WISN-TV, Milwaukee, Wis.

**GRUBB, LARRY**  
WTAD, Quincy, Ill.

**GRUBBE, BILL**  
KMUR, Salt Lake City, Utah

**GRUMMERT, MEL**  
KSCB, Liberal, Kan.

**GUISMAN, RON**  
KSID, Sidney, Neb.

**GUNN, BEN**  
WAKE, Atlanta, Ga.

**GUTHRIE, BILL**  
Businessman's Edition  
KORA, Byron, Tex.

**GUTHRIE, DICK**  
KBBB, Berger, Tex.

**GWALTNEY, BILL**  
WTFAR, Norfolk, Va.

**GYSON, SAM**  
WMET, Miami Beach, Fla.

## — H —

**HADLEY, MERRITT**  
KFMB, San Diego, Calif.

**HAGEMAN, HAROLD**  
WAKR, Akron, Ohio

**HAGLER, BILL**  
World in News  
WAVU, Albertville, Ala.

**HAGUE, EARL**  
WPGC, Washington, D. C.

**HAGY, RUTH**  
College News Conference  
ABC-TV

**HAHN, LOU**  
Behind the Headlines  
WBCB, Levittown, Pa.

**HAINES, DAVID G.**  
Breakfast Edition  
KORA, Bryan, Tex.

**HAINES, MARLIN**  
Palstaff News  
KROD-TV, El Paso, Tex.

**HAIRGROVE, JIM**  
Washington Scene  
KBRZ, Freeport, Tex.

**HALBURNT, JOE, JR.**  
Standard Oil News  
WTVW, Evansville, Ind.

**HALEY, BILL**  
WROC-TV, Rochester, N. Y.

**HALEY, HAROLD J.**  
KETX, Livingston, Tex.

**HALL, E. CODY**  
WHMA, Anniston, Ala.

**HALL, HEDLEY W.**  
KUBA, Yuba City, Calif.

**HALL, SALLY**  
KICK, Springfield, Mo.

**HALL, SAM**  
WTRC, Elkhart, Ind.

**HALL, WILSON**  
News on the Hour  
NBC

**HALLMAK, JAMES**  
Southwest Report  
KFDX-TV, Wichita Falls, Tex

**HALLOCK, MEL**  
KDIX, KDIX-TV, Dickinson,  
N. D.

**HALLOWAY, HARRY**  
News & Views  
WMLL, Milwaukee, Wis

**HALSTEAD, LEON**  
KAWL, York, Neb.

**HALTER, BYRON, JR.**  
WLDS, Jacksonville, Ill.

# RADIO-TV NEWS COMMENTATORS

**HALTERMAN, KENNY**  
WUW, Akron, Ohio

**HAMILTON, BIL**  
WKQ, Columbus, Ohio

**HAMILTON, JACK**  
WJR, Detroit, Mich

**HAMMONS, JACK**  
News Analysts  
KDQN, Des Moines, Ark

**HANEY, FRED**  
WCNC, Elizabeth City, N. C.

**HANSEN, DALE**  
KNDK, Azusa, N. M.

**HANSEN, ROBERT**  
KBE, Modesto, Calif

**HANSSON, PELE**  
Boiler Story  
KBOI, Boise, Idaho

**HARDIN, JIM**  
WCOE, Norman, Okla

**HARDA, ED**  
WKHM, Jackson, Mich

**HARRNESS, RICHARD**  
11th Hour News  
WRCV-TV, Washington, D. C.  
News on the Hour, NBC

**HARNER, LINCOLN**  
Dateline Digest  
WHAM, Rochester, N. Y.

**HARP, FRED**  
WCPK, College Park, Ga

**HARPER, BOB**  
The News-patch  
WCOV, WCOV-TV, Monticello, Va.

**HARRINGTON, NORMAN**  
KOLD, KOLD-TV, Thousand Oaks, Calif

**HARRIS, RAY**  
WMEF-TV, Manchester, N. H.

**HARRIS, ROBERT**  
Lobster Boat  
WLOB, The Wood, Mo.

**HARRIS, SONNY**  
Sunny Spots & Sports  
WOLF, Dalton, Ala.

**HARRISON, CHUCK**  
WHDZ-TV, Baton Rouge, La.

**HARRISON, JOHN L.**  
KEEP, Twin Falls, Ida.

**HARRISON, ROBERT B.**  
WHNC, Henderson, N. C.

**HART, JOHN**  
KPOL, Los Angeles, Calif

**HARTLEY, HOWARD**  
Happ' Noon with Hartley  
WDBT, Tryon Springs, Fla.

**HARVEY, PAUL**  
ABC, Chicago

**HARVEY, PAUL**  
WELF, Des Moines, Ia.

**HARVEY, BOB**  
WAWR, Eckley, W. Va.

**HANSETT, LOREN**  
KISS, Portland, Ore.

**HATCH, ERIC S.**  
WES, Bristol, Conn.

**HAVENS, PERRY**  
Between the Lines  
KGDN, Edmonds, Wash.

**HAWKEY, ROBERT E.**  
WJNO, West Palm Beach, Fla.

**HAYES, RAY**  
WFS, Farmington, W. Va.

**HAYWARD, BRUCE**  
KTVL, St. Louis, Mo.

**BECKMAN, FRED**  
WBCE, Indianapolis, Ind.

**BEETON, NORM**  
KOTA, KOTA-TV, Rapid City, S. D.

**BEGAR, JOE**  
KILT, Houston, Tex.

**BENDERSON, C. D.**  
Toside Albany  
WLEA, Howell, N. J.

**BENDERSON, JOE**  
KMS, Muskogee, Okla.

**BENLE, RAY**  
NBC

**BENNING, CHUCK**  
Of Capital Interest  
KOA, Denver, Colo.

**BENRY, BILL**  
WSFA-TV, Montgomery, Ala.

**BENRY, MIKE**  
KFWB, Los Angeles, Calif

**BENRY, TOM**  
KOWH, Omaha, Neb.

**BENSON, DOUGLAS**  
WMM, Philadelphia, Pa.

**BENSTROM, RICHARD**  
Dateline II  
KLOB-TV, Provo Salt Lake City, Utah

**BERMAN, DON**  
WBRY, Ann Arbor, Mich.

**BERMAN, GEORGE**  
George Berman and the News  
CBS

**BERMANN, CLEVE**  
KFWB, Los Angeles, Calif

**BERRING, BILL**  
KWTV-TV, Wheeling, W. Va.

**BERKINGTON, JACK C.**  
KGBF, Pueblo, Colo.

**BERSEVA, RICE V.**  
WADE, Akron, Ohio

**BERZGAARD, ROLF**  
Camera II  
WBAL-TV, Baltimore, Md.

**BEREVA, MIKE**  
WVCS, Springfield, Ill.

**BERZOG, BOB**  
WISN-TV, Milwaukee, Wis.

**BETTINGTON, JOHN**  
KPAY, Chico, Calif.

**BICKON, RICHARD**  
WISN-TV, Indianapolis, Ind.

**BIGGINS, PAT**  
KPS-D-TV, San Diego, Calif.

**BIGHT, MIKE**  
WVHL, Henderson, N. C.

**BILDRETH, DICK**  
WRY, Philadelphia, N. Y.

**BILL, CARL E.**  
WKVT, Brattleboro, Vt.

**BILL, HENRY**  
WREG, Salem, Vt.

**BILL, RUTH K.**  
"City Reporter"; Sir Leslie Monrae "Hungarian Refugee Story"; Harrison Salisbury "Reports on Outer Mongolia"; Gov. Harriman "Khrushchev Summit Meeting"; "U. N. Highlights 1960"; Am Lodge "Reports From Africa"; World of Fashion"; "Today's Beatnik Writers"; Series on Overseas Press Club Correspondents. WEVD Radio

**BILLEGAN, FRED**  
WSYR, WSYR-TV, Syracuse, N. Y.

**BINZ, BILL**  
KVOI, Littlefield, Tex.

**BIPPLER, CHARLES E.**  
WSOY, Decatur, Ill.

**BIRSCH, GENE**  
KBOX, Dallas, Tex.

**BIRSCH, WOODY**  
KTVI, Ottumwa, Iowa

**BIUELY, PETER**  
Commentary  
KOA, Denver, Colo.

**BOBBS, JIM**  
WSPA-TV, Spartanburg, S. C.

**BODGEMAN, BRUCE**  
WNEB, Worcester, Mass.

**BODGES, JOHN**  
WRIL, Columbus, Ga.

**BODGINKSON, BRIAN**  
WJOK, Cleveland, Ohio

**BOENES, GENE**  
KHQA-TV, Humboldt, Mo.  
WTAD, Quincy, Ill.

**BOETMAN, GEORGE J.**  
WTAC, Flint, Mich.

**BOETMAN, VERN**  
WRJN, Racine, Wis.

**BOGE, IVAN**  
WRON, Rome, Ga.

**BOLBROOK, RAY**  
WBOO, Orlando, Fla.

**BOLCOMB, GRANT**  
KNXT, Los Angeles, Calif

**BOLDER, H. RANDOLPH**  
WGAU, Athens, Ga.

**BOLDMAN, JON**  
Newsline  
WBYE, Roanoke, Va.

**BOLM, JOHN**  
KBRI, McCook, Neb.

**BOLMES, JIMMY**  
KOCN, Kilgore, Tex.

**BOLMQUIST, THOMAS**  
KBTR, Burlington, Iowa

**BOLSTED, JOE**  
Sunrise News  
KOLE, Fort Arthur, Tex.

**BOLTER, BILL**  
News for a New Day  
KLTZ, Glasgow, Mont.

**BOLTZMAN, MARTIN**  
WTVR, Richmond, Va.

**BOOD, JOHN**  
WMTS, Murfreesboro, Tenn.

**BOOPER, TOM**  
Late Report  
WKOW-TV, Madison, Wis.

**BOOPES, WILLIAM**  
WYAK, Knoxville, Tenn.

**BOOVER, DICK**  
KREM, KREM-TV, Spokane, Wash.

**BOFFUS, JACK**  
WKIZ, Muskogee, Mich.

**BORGAN, BOB**  
WKAZ, Charleston, W. Va.

**BORGAN, EDWARD**  
WELM, Fairbury, Mass.

**BORSTMAN, DICK**  
WHEN, Syracuse, N. Y.

**BOTTELET, RICHARD C.**  
Backgrounding the News  
CBS

**BOUGHTALING, F. WILLIAM**  
KMRP, Salt Lake City, Utah

**HOWARD, BOB**  
WNEW, New York, N. Y.

**HOWARD, DICK**  
State News  
WANS, Anderson, S. C.

**HOWARD, GLEN**  
WOHO, Toledo, Ohio

**HOWE, QUINCY**  
ABC

**HOWELL, BEN**  
Editorial  
KREN, KREN-TV, Grand Junction, Colo.

**HOY, FRANK S.**  
What Do You Think?  
WLAM, Lewiston, Me.

**HOYT, BILL**  
KVOS, B. Bingham, Wash.

**HOYT, BOB**  
WSBT, South Bend, Ind.

**HUBBARD, ERROL**  
The Big "W" News Round Up  
WCNT, Contra Costa, Ill.

**HUDDY, BILL**  
Five Star Find  
KERT, Santa Barbara, Calif.

**HUFF, OSCAR**  
WTOI-TV, Toledo, Ohio

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**HUFFMAN, LOWELL**  
KAPR, Douglas, Ariz.

**HUGHES, EVAN H.**  
KVOL, Lafayette, La.

**HUGHES, HUGH**  
WMAG, Forest, Miss.

**HUGHES, JOHN J.**  
Behind the Headlines  
KMMO, Marshall, Mo.

**HUGHES, PAUL**  
KTAR, Phoenix, Ariz.

**HUGHES, WILSON**  
WARN, Fort Pierce, Fla.

**HULBERT, DON**  
KTOE, Mankato, Minn.

**HULL, IRA**  
WLEE, Richmond, Va.

**HUMPHRIES, HERB**  
KCRS, Midland, Tex.

**HUNT, RAY**  
KENS, San Antonio, Tex.

**HUNTER, DAVID**  
WISL, Shamokin, Pa.

**HUNTER, JACK**  
WILL, Willimantic, Conn.

**HUNTING, JOHN**  
KARY, Prosser, Wash.

**HUNTLEY, CHET**  
News on the Hour  
NBC; Texaco Huntley-Brinkley  
Report; Time: Present—Chet  
Huntley Reporting  
NBC-TV

**HURST, JACK**  
WGST, Atlanta, Ga.

**HYDER, BILL**  
WHEY, Millington, Tenn.

**HYDER, JOSEPH**  
WEZE, Boston, Mass.

**HYMAN, MARK**  
News Desk  
WHAT, Philadelphia, Pa.

### — I —

**IDE, CARL**  
KDKA-TV, Pittsburgh, Pa.

**IHLNFELD, WARREN**  
WISR, Butler, Pa.

**IONNE, JOE**  
WWRN, Marion, Ohio

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**IRWIN, LEWIS K.**  
KPOL, Los Angeles, Calif.

**IZZARD, BOB**  
KGNC, Amarillo, Tex.

### — J —

**JACK, LOWELL**  
KMAN, Manhattan, Kan.

**JACKSON, ALLAN**  
Allan Jackson and the News  
CBS

**JACKSON, DON**  
KMGH, Albuquerque, N. M.

**JACKSON, KEITH**  
KOMO-TV, Seattle, Wash.

**JAHNKE, HAROLD**  
WBIZ, Eau Claire, Wis.

**JAMES, BOB**  
WSUZ, Palatka, Fla.

**JANZER, HERB**  
WICC, Fairfield, Conn.

**JARLSON, ALAN**  
KLAS-TV, Las Vegas, Nev.

**JARRIN, JAIME**  
KWKW, Pasadena, Calif.

**JAYE, FRANK**  
WARM, Scranton,  
Wilkes-Barre, Pa.

**JEAMBEY, ROBERT**  
KFOR, Lincoln, Neb.

**JEFFREYS, MORGAN**  
KFRD, Rosenberg-Richmond,  
Tex.

**JEFFRIES, ALLEN**  
WISH, Indianapolis, Ind.

**JELINEK, DAWSON**  
KFTM, Fort Morgan, Colo.

**JENKINS, JAY**  
WDNC, Anniston, Ala.

**JENKINS, PAT**  
KCLW, Hamilton, Tex.

**JENKINS, ROBERT**  
WEZL, Richmond, Va.

**JENKINS, ROLAND A.**  
WHEB, Portsmouth, N. H.

**JENKS, JOHN**  
WLXC, La Crosse, Wis.

**JENSEN, CONRAD**  
KYSN, Colorado Springs, Colo.

**JENSEN, LANCE**  
WQUA, Moline, Ill.

**JENSEN, LEIF**  
WDRG, Hartford, Conn.

**JENSEN, WALT**  
WDMS, Superior, Wis.

**JEROME, JERRY**  
WPAW, Pawtucket, R. I.

**JETER, FLOYD**  
KFLJ, Walsenburg, Colo.

**JETER, FRANK**  
WFLB, Fayetteville, N. C.

**JOHN, DICK**  
WKY-TV, Oklahoma City, Okla.

**JOHNS, BILL**  
KOAT-TV, Albuquerque, N. M.

**JOHNSON, ARV**  
KXGO-TV, Fargo, N. D.

**JOHNSON, ASHER**  
WYRN, Louisburg, N. C.

**JOHNSON, BILL**  
KYNT, Yankton, S. D.

**JOHNSON, BILL**  
WLAC, Nashville, Tenn.

**JOHNSON, C. BOSWORTH**  
Top of News  
WSAZ, Huntington, W. Va.

**JOHNSON, HAROLD E.**  
KZUN, Spokane, Wash.

**JOHNSON, JOHN**  
WCEH, Hawkinsville, Ga.

**JOHNSON, LAVERNE**  
KALV, Alva, Okla.

**JOHNSON, PAUL**  
KOEL, Oelwein, Iowa

**JOHNSON, PHILIP**  
WCSH, Portland, Me.

**JOHNSON, TOM**  
WHJB, Greensburg, Pa.

**JOHNSON, WAYNE**  
WERE, Cleveland, Ohio

**JOHNSTON, COLON**  
KVHL, Homer, La.

**JOINER, JERRY**  
WNOR, Norfolk, Va.

**JONES, BOB**  
KOBY, San Francisco, Calif.

**JONES, CHARLES N.**  
KFPW, Fort Smith, Ark.

**JONES, ED**  
Around the Markethouse  
WFNC, Fayetteville, N. C.

**JONES, JIMMY**  
KGVJ, Greenville, Tex.

**JONES, NARD**  
Let's Talk Business  
KXA, Seattle, Wash.

**JONES, NEAL**  
Channel 6 Report  
KAVE-TV, Carlsbad, N. M.

**JONES, PHIL**  
WTHI, Terre Haute, Ind.

**JONES, ROBERT**  
WGL, Fort Wayne, Ind.

**JONES, VERN**  
News of the Night  
WAVY, WAVY-TV,  
Norfolk, Va.

**JOSEPH, ROBERT P.**  
WPAD, Paducah, Ky.

### — K —

**KAISH, EDWARD**  
WSEN, Baldwinsville, N. Y.

**KALBER, FLOYD**  
KMTV, Omaha, Neb.

**KANE, DAVE**  
WAML, Laurel, Miss.

**KANTZ, BRUCE**  
WXIX-TV, Milwaukee, Wis.

**KAPLAN, MOREY**  
KLAS-TV, Las Vegas, Nev.

**KAPLAN, RALPH**  
KYSN, Colorado Springs, Colo.

**KARNS, BRUCE**  
KJCK, Junction City, Kan.

**KAVANAGH, WALT**  
KFAB, Omaha, Neb.

**KAYE, BOB**  
WQAM, Miami, Fla.

**KEANE, JEROME**  
WDOL, Athens, Ga.

**KEEN, HAROLD**  
This Day 1959  
KFMB-TV, San Diego, Calif.

**KEITH, JOSEPH H.**  
KRMD, Shreveport, La.

**KELLEHER, PHIL**  
WCKR, Miami, Fla.

**KELLER, ROGER**  
WKKS, Vanceburg, Ky.

**KELLER, SAM**  
WOKK, Meridian, Miss.

**KELLEY, DUB**  
KLEN, Kilcen, Tex.

**KELLEY, HERMAN**  
WWKY, Winchester, Ky.

**KELLNER, JACK**  
Redline Wire  
KPAS, Banning, Calif.

**KELLY, EARL R.**  
Today's Commentary  
WWNY, Watertown, N. Y.

**KELLY, MARIAN**  
WBCH, Hastings, Mich.

**KELLY, RAY**  
KGHL-TV, Billings, Mont.

**KELLY, ROLAND**  
WSBT-TV, South Bend, Ind.

**KELSO, JIM**  
WFAI, Fayetteville, N. C.

**KEMER, GRANT**  
WARK, Hagerstown, Md.

**KEMP, JIM**  
KGBC, Galveston, Tex.

**KENNEALLY, BILL**  
KPWB, Los Angeles, Calif.

**KENNEY, KEVIN**  
WPJX, New York, N. Y.

**KENT, GORDON**  
KENO, KLRJ-TV, Las Vegas,  
Nev.

**KENT, JIM**  
WMAK, Nashville, Tenn.

**KENT, TONY**  
KPSD-TV, San Diego, Calif.

**KEPLINGER, DICK**  
KVI, Seattle, Wash.

**KFRLLN, J. C.**  
What Goes on Here?  
WGBF, Evansville, Ind.

**KERSEY, T. TEXAS**  
WOBBS, Jacksonville, Fla.

**KEY, DICK**  
KQFA, Yuma, Ariz.

# RADIO-TV NEWS COMMENTATORS



**KIDNEY, DICK**  
WGH, Newport News, Va.

**KIERMAN, DAVE**  
Esso News  
WNHC-TV, New Haven, Conn.

**KILGORE, GORDON**  
KPTH, Dubuque, Iowa

**KIMBALL, DOUG**  
WCS, Springfield, Ill.

**KIDDEL, ROBERT I.**  
Editorial Comments  
WWSR, St. Albans, Vt.

**KINCAID, CLARE**  
KASH, Eugene, Ore.

**KING, GENE**  
KIMB, Kimball, Neb.

**KING, JIM**  
WPLO, Atlanta, Ga.

**KING, KARI**  
KENS, Farmington, N. M.

**KING, WALLY**  
WOOD, Deland, Fla.

**KIRBY, BOB**  
Day In Review  
WGHN, Grand Haven, Mich.

**KIRBY, DAN**  
WOLA, Ann Arbor, Mich.

**KIRBY, HUGH T., JR.**  
WROS, Scottsboro, Ala.

**KJELLAND, IRVING**  
KLFJ, Litchfield, Minn.

**KLECKNER, TOM**  
KBMB-TV, Bismarck, N. D.

**KLINE, ERNIE**  
WBVP, Beaver Falls, Pa.

**KLAYCE, KEN**  
WCS, Charleston, S. C.

**KNAPTON, KIT**  
WTKO, Ithaca, N. Y.

**KNAUS, BOB**  
WJPG, Green Bay, Wis.

**KNIGHT, GOODWIN**  
KCOF, Hollywood, Calif.

**KNIGHT, LLOYD**  
KDEN, Denver, Colo.

**KNOX, BOB**  
WIBG, Philadelphia, Pa.

**KNUTSON, KEN**  
KLM, Minot, N. D.

**KNUTSON, MILO G.**  
WKTY, La Crosse, Wis.

**KRASNE, BYRON**  
KOLN-TV, Lincoln, Neb.

**KREUEGER, JACK**  
WTMJ, Milwaukee, Wis.

**KUTZ, EDWARD C.**  
WSPD, Toledo, Ohio

**KYSER, MAJAY**  
WHOP, Hopkinsville, Ky.

## — L —

**LABY, LARRY MARVIN**  
KRKS, Ridgecrest, Calif.

**LACIVITA, MIKE**  
WEDO, McKeesport, Pa.

**LACKER, MARTY**  
Global Newswatch  
WKG, Knoxville, Tenn.

**LACKY, PIERCE E.**  
WPAD, Paducah, Ky.

**LAFFOON, HAL**  
KBLS, Bakersfield, Calif.

**LAFFITTE, BOB**  
KLTB, Blackwell, Okla.

**LAFRANCE, DON**  
Voice of Community  
WKCB, Berlin, N. H.

**LAITE, REGINALD**  
WHL, Medford, Mass.

**LAMANA, JAMES**  
WFBL, Syracuse, N. Y.

**LAMB, GIL**  
KMUL, Muleshoe, Tex.

**LANDAY, JEROME**  
WBZ, Boston, Mass.

**LANDERS, WILLIAM B.**  
WTWV, Tupelo, Miss.

**LANDO, HARRY**  
WCWC, Ripon, Wis.

**LANDON, FORREST**  
WDBJ, Roanoke, Va.

**LANE, HENRY C.**  
WYRN, Louisburg, N. C.

**LANG, FRED**  
WPLM, Plymouth, Mass.

**LANG, WILLIAM**  
WKIP, Poughkeepsie, N. Y.

**LANTZ, RICHARD**  
Night Final  
WTCC-TV, Savannah, Ga.

**LARSEN, GENE**  
Reporting in Depth  
KNOP, North Platte, Neb.

**LARSON, ALBERT JR.**  
WALL, Middletown, N. Y.

**LARSON, WHITEY**  
WNAX, Yankton, S. D.

**LATHAM, JACK**  
KRCA, Los Angeles, Calif.

**LAURI, NICK**  
WLCU-TV, Marquette, Mich.

**LAUZE, BOB**  
WKXL, Concord, N. H.

**LAWRENCE, TOM**  
WTAP-TV, Parkersburg, W. Va.

**LAWTON, FLEETWOOD**  
KTYM, Inglewood, Calif.

**LEACH, JACK**  
As I See It  
WSTA, St. Thomas, V. I.

**LEBEDDA, JOHN**  
Be Our Guest  
WEDO, McKeesport, Pa.

**LECHUS, ED**  
WSSN, Nashua, N. H.

**LEE, BILL**  
As I See It  
WIMS, Charleston, W. Va.

**LEE, DAVID**  
Five Star Final  
KMSP-TV, Minneapolis, Minn.

**LEE, GLENN**  
KGIW, Alamosa, Colo.

**LEE, JOE**  
KNAK, Salt Lake City, Utah

**LEINHOPF, HENRY**  
KWED, Seguin, Tex.

**LEMERE, KEN**  
WMA, Springfield, Mass.

**LEONARD, ED**  
By-Line  
WICH, Norwich, Conn.

**LESUEUR, LARRY**  
Larry LeSueur and the News  
CBS

**LEWIS, JOHN F.**  
WCBM, Baltimore, Md.

**LEWIS, LEON**  
WWRL, New York, N. Y.

**LICHITY, ARNE**  
WERT, Van Wert, Ohio

**LILLY, BOB**  
KHOU, Denver, Colo.

**LINDENBORG, JANE**  
KTRU, Turlock, Calif.

**LINNE, DARRELL**  
WIFW, Fairfield, Ill.

**LISAN, LEONARD**  
WHTG, Asbury Park, N. J.

**LISENBY, BILL**  
WONA, Winona, Miss.

**LITCHFIELD, EDWARD**  
Under the Capitol Dome  
WPEP, Taunton, Mass.

**LITTLE, JOHN H.**  
Newsbeat  
WASA, Warre St. Grace, Md.

**LIVELY, JOHN K.**  
KFJU, Marshalltown, Iowa

**LIVEZEY, TOM**  
WTAL, Tallahassee, Fla.

**LLOYD, MORT**  
WDXB, Chattanooga, Tenn.

**LOGAN, MARY**  
WTTM, Trenton, N. J.

**LOMBARDY, DON**  
WPAC, Patchogue, N. Y.

**LONG, CHET**  
WBNS, WBNS-TV, Columbus, Ohio

**LONG, JOE**  
KULT, Houston, Tex.

**LONGE, JAMES**  
Shell News  
KRAK, Sacramento, Calif.

**LOTRIDGE, EROLD**  
KHOU-TV, Houston, Tex.

**LOTSPEICH, E. S.**  
WJES, DeLand, Fla.

**LUCAS, LEE**  
Duty News  
KTEB, Tyler, Tex.

**LUCAS, WILLIAM**  
Delphin Savannah  
WSAV-TV, Savannah, Ga.

**LUTHER, JOHN**  
WERC, Erie, Pa.

**LUTHER, KENNETH**  
WMOA, Marietta, Ohio

**LYNCH, JACK**  
KWLM, Willmar, Minn.

## — Mc —

**McBEE, KEITH**  
WJZ-TV, Baltimore, Md.

**McBRIDE, VANCE**  
WFLB, Fayetteville, N. C.

**McCAIN, BILL**  
WAKE, Atlanta, Ga.

**McCALL, TOM LAWSON**  
KGW, Portland, Ore.

**McCALLUM, SHELBY**  
WCB, Denton, Ky.

**McCANN, LARRY**  
WXYZ-TV, Detroit, Mich.

**McCARLHY, DICK**  
WKNY, Kingston, N. Y.

**McCLAUGHLIN, HAL**  
The Stock Market  
KMAN, Manhattan, Kans.

**McCLAY, PAUL**  
WTVL, Waterville, Me.

**McCLELLAN, GEORGE**  
KMO, Beuson, Minn.

**McCOLLOUGH, SCOTT**  
KAKE, Wichita, Kan.

**McCORMICK, ROBERT**  
News of the Hour  
NBC

**McCOY, KEN**  
KABY, Astoria, Ore.

**McCUEEN, CHARLES L.**  
WTNN, WTCN-TV, Minneapolis, Minn.

**McCULLERS, ED.**  
WJAY, Jacksonville, Fla.

**McCURRY, HOWARD**  
WMBR, High Point, N. C.

**McDONALD, ART**  
KREM-TV, Spokane, Wash.

**McDONALD, BEN**  
Carolina's TV News  
WECT, Wilmington, N. C.

**McGAT GHEY, CARROLL**  
WSOC-TV, Charlotte, N. C.

**McGAUGHEY, ROBERT H.**  
WEOA, Hopkinsville, Ky.

**McGEE, FRANK**  
World Wide 60  
NBC-TV

**McGOWAN, GEORGE**  
KEX, Portland, Ore.

**McGOWAN, JIM**  
WBCM, Bay City, Mich.

# RADIO-TV NEWS COMMENTATORS

- McGRATH, NED**  
Action Central News  
WICU, Erie, Pa.
- McHALE, LARRY**  
Esso Reporter Almanac  
KALB-TV, Alexandria, La.
- McINTOSH, HUGH**  
KOMO, Seattle, Wash.
- McINTOSH, WAYNE**  
KNEB, Scottsbluff, Neb.
- McKEE, DICK**  
Editorial of Air  
WKCB, Berlin, N. H.
- McKENNA, HARRY V.**  
WEAN, Providence, R. I.
- McKENZIE, STAN**  
KWED, Seguin, Tex.
- McKINSTRY, TED**  
KSHO-TV, Las Vegas, Nev.
- McLAHLAN, ARDELL**  
WPDR, Portage, Wis.
- McLEAN, JACK**  
NewsLens  
WFIE-TV, Evansville, Ind.
- McLOUGHLIN, LAMONT**  
Deadline  
WNDU, WNDU-TV, South Bend, Ind.
- McMARTIN, COLE**  
WMT, Cedar Rapids, Iowa
- McMULLEN, JACK**  
WMBS, Uniontown, Pa.
- McMULLEN, JOHN**  
WPCF, Panama City, Fla.
- McMURTRIE, BURT**  
It Seems To Me  
KTAC, Tacoma, Wash.
- McNAMARA, JAMES**  
KLAC, Los Angeles, Calif.
- McPHILLIPS, WILLIAM**  
KSFO, San Francisco, Calif.
- McSHERRY, HARRY C.**  
Capitol Comments  
WDOV, Dover, Del.
- M —**
- MacCONKEY, JOE**  
KTVH, Hutchinson, Kan.
- MACK, KEN**  
WTVN, Columbus, Ohio
- MACKEY, BOB**  
WALT, Tampa, Fla.
- MacLEOD, R. W.**  
KFYR, Bismarck, N. D.
- MacNEIL, JIM**  
WSVA, WSVA-TV,  
Harrisonburg, Va.
- MacVANE, JOHN**  
B. April 29, 1912, U. S.; United Nations Review; 42 educational and independent TV stations
- MADIGAN, DON**  
WEBB, Southern Pines, N. C.
- MAGNUSON, HENRY**  
WCSH-TV, Portland, Me.
- MAHONEY, BERNIE**  
WEER, Warrenton, Va.
- MAIZE, JIM**  
Panorama  
KCUB, KGUN-TV, Tucson, Ariz.
- MALDEN, KEN**  
WILD, Boston, Mass.
- MANN, CLAUD**  
KXTV-TV, Sacramento, Calif.
- MANN, JERRY**  
KTKE, Tait, Calif.
- MANN, SEL**  
WJAX, Jacksonville, Fla.
- MAREINISS, JOEL**  
WSYR, WSYR-TV, Syracuse, N. Y.
- MARINELLI, RON**  
WMFG, Hibbing, Minn.
- MARKLE, BRINT**  
KYSS, Missoula, Mont.
- MARKLE, SUMMERS**  
WKBV, Richmond, Ind.
- MARQUARDT, JACK**  
News Central  
WBAZ, Kingston, N. Y.
- MARSH, RAY**  
WCAI-TV, W. Palm Beach, Fla.
- MARSHALL, DALE**  
WEBQ, Memphis, Tenn.
- MARTIN, CHUCK**  
KAMI, Kenedy, Tex.
- MARTIN, CLAUDE**  
WNBP-TV, Scranton, Pa.
- MARTIN, DAVID**  
State Scene  
KIUN, Pecos, Tex.
- MARTIN, GEORGE**  
KRON-TV, San Francisco, Calif.
- MARTIN, GEORGE**  
WTHI, WTHI-TV, Terre Haute, Ind.
- MARTIN, GEORGE**  
WKSR, Pulaski, Tenn.
- MARTIN, HARRY**  
WMEN, Tallahassee, Fla.
- MARTIN, HOWARD B.**  
WIDE, Biddeford-Saco, Me.
- MARTIN, JIM**  
WJW, Cleveland, Ohio
- MARTIN, JOSEPH**  
WC DL, Carbondale, Pa.
- MARTIN, LUTHER W.**  
One Man's Opinion  
KTRP, Rolla, Mo.
- MARTIN, MILLIE**  
WEIR, Weirton, W. Va.
- MARTIN, RONALD E.**  
WZOK, Jacksonville, Fla.
- MARTINE, JOE**  
KEPS, Eagle Pass, Tex.
- MARVIN, ELLIS**  
WIZZ, Streator, Ill.
- MASANZ, WARREN**  
WATV, Ashland, Wis.
- MATLOCK, STAN**  
WKRC, Cincinnati, Ohio
- MATOS, HERMES**  
Voz del Pueblo  
WTL, Mayaguez, P. R.
- MATTINGLY, LOUIS G.**  
WLBK, Lebanon, Ky.
- MAXHAM, GLEN**  
WDSM, Superior, Wis.
- MAXON, FRED**  
WOSC, Fulton, N. Y.
- MAY, WOODY**  
WAND, Canton, Ohio
- MEEK, TOM**  
WGCM, Gulfport, Miss.
- MEEKINS, CLAIR L.**  
WFIN, Findlay, Ohio
- MELBY, LOYD**  
Today's Commentary  
KLTZ, Glasgow, Mont.
- MELTON, BUD**  
Headlines  
WPOM, Pompano Beach, Fla.
- MELTON, FRANK**  
KGV L, Greenville, Tex.
- MELTON, ORRIN**  
KSOO, Sionx Falls, S. D.
- MELVIN, GEORGE**  
WALB-TV, Albany, Ga.
- METCALF, JAMES**  
KRGV, KRGV-TV, Westlaco, Tex.
- MEYER, BOB**  
WCMY, Ottawa, Ill.
- MEYER, DUTCH**  
Today in Montana  
KXLL, Missoula, Mont.
- MEYER, EDWIN**  
WGH, Newport News, Va.
- MEYERS, RICK**  
KXLY, Spokane, Wash.
- MICHEL, DON**  
All that's News  
WRAJ, Anna, Ill.
- MILLER, BILL**  
WTAX, Springfield, Ill.
- MILLER, BOB**  
WWNR, Beckley, W. Va.
- MILLER, BRUCE**  
KALL, Salt Lake City, Utah
- MILLER, BRUCE**  
WTVR, Richmond, Va.
- MILLER, DON**  
KMNS, Sionx City, Iowa
- MILLER, DON**  
KICA, Clovis, N. M.
- MILLER, JOHN**  
KBAR, Burley, Ida.
- MILLER, OTTO**  
KSDO, San Diego, Calif.
- MILLER, RAY**  
KPRC, Houston, Tex.
- MILLER, TOM**  
KWWL, Waterloo, Iowa
- MILLER, VIC**  
News and Views  
KOOK, Billings, Mont.
- MILLS, LUTHER**  
WEBC, Duluth, Minn.
- MILWEE, N. C.**  
WFUN, Huntsville, Ala.
- MINOR, VERN**  
1st Major News  
KWHK, Hutchinson, Kan.
- MINSHALL, BILL**  
Esso Reporter  
WIS-TV, Columbia, S. C.
- MITCHELL, BILL**  
KCLS, Flagstaff, Ariz.
- MITCHELL, CHARLES**  
WVOL, Nashville, Tenn.
- MEX, GUB**  
What's going on?  
KRPL, Moscow, Ida.
- MOEGLE, FRED**  
KWK, St. Louis, Mo.
- MOHR, DAVE**  
WPRO-TV, Providence, R. I.
- MOLLENHOUR, WILLIAM**  
Behind the News  
WRSW, Warsaw, Ind.
- MONDAY, RAY**  
Newswatch  
KKIS, Pittsburg, Calif.
- MONROE, HARRY W.**  
WRVA, Richmond, Va.
- MONROE, TIM**  
KCPX, Salt Lake City, Utah
- MONTGOMERY, DEAN**  
WCCO-TV, Minneapolis, Minn.
- MONTGOMERY, ROBERT L.**  
WPET, Greensboro, N. C.
- MOORE, DAVE**  
WCCO-TV, Minneapolis, Minn.
- MOORE, GARY**  
World & Florida News  
WOOO, Deland, Fla.
- MOORE, JESS R.**  
WZOB, Fort Payne, Ala.
- MOORE, ROBERT**  
WTHI-TV, Terre Haute, Ind.
- MOORE, VERN**  
KIDO, Boise, Ida.
- MORAY, MEL**  
News Beat  
KPK, Scottsdale, Ariz.
- MORGAN, CLEM**  
KWSK, Pratt, Kan.
- MORGAN, EDWARD P.**  
ABC
- MORGAN, JAMES T.**  
WHLN, Harlan, Ky.
- MORGAN, JOHN CARL**  
Other Side of the News  
WFVA, Fredericksburg, Va.
- MORGAN, MURRAY**  
KMO, Tacoma, Wash.

# RADIO-TV NEWS COMMENTATORS

**MORGAN, ROY E.**  
Editor's Page  
WLK, Wilkes-Barre, Pa

**MORGAN, WILLIAM S.**  
KNOR, Norman, Okla

**MORISOLI, MIKE**  
KSBW, Salinas, Calif

**MORRIS, JACK**  
KEWB, San Francisco-Oakland  
Calif.

**MORRIS, JACK**  
KTUL-TV, Tulsa, Okla

**MORRIS, ROY**  
The World Today  
WZYX, Cowan, Tenn

**MORRISSEY, ED**  
KNDO, Yakima, Wash

**MORTWEDT, DON**  
WJNE, Minomonic, Wis

**MOSS, JOHN**  
WTOD, Toledo, Ohio

**MOTT, STACEY**  
WHFR, Cookeville, Tenn

**MOZLEY, DON**  
KCBS, San Francisco, Calif

**MUDD, ROGER**  
WTOP-TV, Washington, D. C.

**MUELLER, MERRILL**  
News on the Hour  
NJR

**MULLEN, JAY**  
WLSV, Wellsville, N. Y.

**MULLENAX, ALVIN**  
WSVA-TV, Harrisonburg, Va.

**MULLINAX, WALLEY**  
Greenville, Calif  
WESC, Greenville, S. C.

**MULLINS, JIM**  
WKRN, Youngstown, Ohio

**MUNNICKTRICK, ARNOLD**  
WTWN, St. Johnsbury, Vt.

**MURRAY, AL**  
WGLV, Bangor, Me.

**MURRAY, DAVID**  
WTAE, Pittsburgh, Pa.

**MURROW, EDWARD R.**  
CBS Reports  
CBS-TV

**MYERS, EARL**  
Five Column News  
KTHE, Thermopolis, Wyo.

**MYERS, ED**  
WSOC-TV, Charlotte, N. C.

**MYERS, LARRY**  
Farm News Reporter  
WBRV, Booneville, N. Y.

## — N —

**NAELIS, MARY**  
WLCK, Scottsville, Ky.

**NAIHAS, FRED**  
Tomorrow's History  
KNVZ, Houston, Tex.

**NAJAMY, ABE**  
WLAD, Danbury, Conn.

**NAKEL, PAUL**  
WPOL, Elmer-Lorain, Ohio

**NAUGHTON, RUSSELL**  
WBRG, Hartford, Conn.

**NEBET, BOB**  
WJTV, Jackson, Miss.

**NELL, JACK**  
KTRM, Beaumont, Tex.

**NELSON, DAVE**  
WCKR, Miami, Fla.

**NELSON, ROBERT**  
WBZ, Boston, Mass.

**NELSON, TOM**  
Valley News  
KHSL-TV, Chico, Calif.

**NEVIAN, FRANCIS**  
Gods News Behind the News  
KGDN, Edmonds, Wash.

**NEWCOMB, HERB**  
KAWT, Douglas, Ariz.

**NEWMAN, VALE**  
ABC (London)

**NEWTON, GERALD**  
KUCI, Ukiah, Calif.

**NOBLACK, RAY**  
WJNA, Charlotte-Ville, Va.

**NICHOLS, DANNY**  
WSTP, Massena, N. Y.

**NICHOLSON, BILL**  
KPEP, San Angelo, Tex.

**NIKITAS, CHRIS**  
Express an Opinion  
WOTW, Nashua, N. H.

**NOLAND, WANDA**  
KCLW, Hamilton, Tex.

**NORDYKE, LEWIS**  
The Voice of 10  
KFJA-TV, Amarillo, Tex.

**NORMAN, DON**  
WEW, St. Louis, Mo.

**NORMAN, FRANK**  
WMBR, Myrtle Beach, S. C.

**NORTHINGTON, JAMES R.**  
WHBP, Hendersonville, N. C.

**NOVAK, DAVE**  
WVOK, Charlotte, N. C.

**NOVINS, STUART**  
Street News and the News  
Face the Nation, CBS

**NOWELL, KEN**  
KANE, New Haven, Ct.

**NUYON, DWAIN**  
WISV, Virginia, Wis.

## — O —

**OKAIAK, JOHN**  
WMLP, Hancock, Mich.

**OBERGE, ANDREW**  
WBYA-TV, Richmond, Va.

**OBRIEN, R. E.**  
KUPP, Durango, Colo.

**O'CONNOR, LEN**  
News on the Spot  
WMAQ, WNBQ, Chicago, Ill.

**O'DELL, TERENCE**  
KRLW, Detroit, Mich.

**O'KONSKI, CHUCK**  
WHBY, Appleton, Wis.

**OLDS, MIKE**  
KWEW, Hobbs, N. M.

**OLIVER, JIM**  
KIBS, Bishop, Calif.

**OLSON, DOUG**  
KVGK, Bellingham, Wash.

**O'NEAL, GLENN**  
KWHN, Fort Smith, Ark.

**O'NEILL, JIM**  
KVG Stockton, Calif.

**ORKIN, RICHARD**  
WLAN, Lancaster, Pa.

**ORNGARD, JAMES**  
KASL, Ames, Iowa.

**OSBORNE, TIMOTHY**  
KTRH, Houston, Tex.

**OSGOOD, DICK**  
Show World  
WXYZ, Detroit, Mich.

**OTERO, EVELIO**  
Tele Noticias  
WKAQ-TV, San Juan, P. R.

**OVERMAN, CHARLIE**  
WCDL, Edenton, N. C.

**OWENS, RAY**  
WHEN-TV, Syracuse, N. Y.

**OXFORD, GEORGE**  
KSAN, San Francisco, Calif.

**OYLER, HAL**  
RTVO, Ottumwa, Iowa.

## — P —

**PACKARD, G. C.**  
KPRX, Santa Fe, N. M.

**PALADIN, DAVE**  
KYCA, Prosser, Ariz.

**PALEN, DAN C.**  
KXGN, Glendive, Mont.

**PALMA, LORENZO**  
KEVT, Tucson, Ariz.

**PALMER, BRUCE B.**  
KWTY, Oklahoma City, Okla.

**PALMER, GEORGE**  
WKRC-TV, Cincinnati, Ohio.

**PALMER, LOU**  
WBC, Indianapolis, Ind.

**PARFITT, SAM**  
WDEF, Westfield, Mass.

**PARRHAM, JOHN W.**  
KPLN, Casa Grande, Ariz.

**PARIS, JACK**  
World News  
KUIV, Indio Coachella, Calif.

**PARK, CHARLES**  
WBRB, Mt. Clemens, Mich.

**PARKER, BEN L.**  
Tomorrow's Headlines  
KBOP, Pleasanton, Tex.

**PARKER, CHARLES**  
WKV, Oklahoma City, Okla.

**PARKER, LARRY**  
KNCA, Nebraska City, Neb.

**PASKEL, CHARLES F.**  
KYSM, Mankato, Minn.

**PATRICK, JOE**  
Closer Look  
KRIE, Phoenix, Ariz.

**PATRICK, JOHN**  
World Today  
KDZA, Pueblo, Colo.

**PATRICK, LARRY**  
WMBR, Jacksonville, Fla.

**PATTERSON, TONY**  
WVAE, Trenton, N. J.

**PAUL, JAY**  
KIKO, Globe, Minn., Ariz.

**PAVNE, LARRY**  
WFOE, Pontiac, Mich.

**PEARCE, BARTHOLO**  
Headlines That Make History  
KTRB, Medford, Calif.

**PEARSON, FORT**  
Channel 5 News  
KPIX, San Francisco, Calif.

**PEARSON, LARRY**  
Perspective  
KRDO, KDRD-TV, Colorado  
Springs, Colo.

**PEARSON, LEON**  
News on the Hour  
NBC

**PENNAPACKER, ED**  
KQEO, Abingdon, N. M.

**PENZA, RALPH**  
WSAA, WSAV-TV, Savannah,  
Ga.

**PEPPER, BILL**  
WHNS-TV, Columbus, Ohio.

**PEPPER, FRANK**  
WJTV, Tallahassee, Fla.  
Thomasville, Ga.

**PERRY, AL**  
KTU X, Pueblo, Colo.

**PERRY, ED**  
KRLA, Los Angeles, Calif.

**PERRY, BOB**  
Five Star Final  
KEVT, Santa Barbara, Calif.

**PERRY, JOHN**  
WGBI, WDAE-TV, Scranton,  
Pa.

**PETERS, ART**  
WDAS, Philadelphia, Pa.

**PETERSON, BOB**  
WCBK, Canton, Ga.

**PETERSON, DRENDEL**  
KVED, Fort Dodge, Iowa.

**PETRIK, DICK**  
KOEL, Odessa, Iowa.

**PEAFFE, DAVID N.**  
WNOG, Naples, Fla.

**PETITFAUC, NICK**  
WTRR, Sanford, Fla.

**PESTER, ROBERT E.**  
WIMS, Michigan City, Ind.

— R —

**PHELAN, TOM**  
News Roundup  
WICH, Norwich, Conn.

**PHILIPS, BOB**  
Shell Evening News  
WLOS-TV, Asheville, N. C.

**PHILLIPS, GEORGE T.**  
WAVZ, New Haven, Conn.

**PHILLIPS, LEE**  
WKAT, Miami Beach, Fla.

**PHILLIPS, PHIL**  
KBRS, Springdale, Ark.

**PHILLIPS, RON**  
KBCH, Ocean Lake, Ore.

**PIATT, GENE**  
WOW-TV, Omaha, Neb.

**PICKEN, DONALD L.**  
KMCD, Fairfield, Iowa

**PIERCE ARTHUR**  
WEAV, Plattsburgh, N. Y.

**PIERSON, WILLIAM**  
KTLN, Denver, Colo.

**PIETRO, LOUIS**  
WDRF, Chester, Pa.

**PIEZE, ELLIOTT J.**  
WMEM, Miami Beach, Fla.

**PIKE, CLAUDE**  
KPAM, Portland, Ore.

**PITT, AARON**  
WGTM, Wilson, N. C.

**PLASCAK, MARTIN**  
WBOW, Terre Haute, Ind.

**PLATT, STUART**  
WKYT, Lexington, Ky.

**POLING, DOUG**  
WOHO, Toledo, Ohio

**POLLIS, MERLE**  
WEEP, Pittsburg, Pa.

**POOLEY, BEN H.**  
Early Bird News  
WGBY, Milton, Fla.

**PORTER, J. SHERMAN**  
WJEH, Gallopis, Ohio

**POTTER, DON**  
6 Star Edition  
WJIM-TV, Lansing, Mich.

**POTTER, STEVEN D.**  
WJIM, Lansing, Mich.

**POTTER, TED**  
News-a-rama  
WLFM, Suffolk, Va.

**POWELL, CHARLES**  
KVTV, Sioux City, Iowa

**POWELL, RUSS**  
KFRE, KFRE-TV, Fresno, Calif.

**POWELL, TOM**  
Headlines  
WGBI, WDAU-TV, Scranton, Pa.

**POWERS, JACK E.**  
B. July 2, 1924, New York, N. Y.;  
Voice of the News, Know Your  
City, Powers Predictions, The  
Voice of Action, Powers Salute of  
the Hour, TV-Broadway-Book Re-  
views, WADO Radio

**PRATT, JACK**  
WTOM-TV, Cheyboygan, Mich.

**PRELLE, MIKE**  
WERE, Cleveland, Ohio

**PRESSMAN, GABE**  
Shell Local News, WRCA-TV; On  
the Spot Reports, WRCA

**PRICE, GRANT**  
WMT, Cedar Rapids, Iowa

**PRICE, JOHN A.**  
WHP, Harrisburg, Pa.

**PROVENSON, RICHARD**  
KFOX, Long Beach, Calif.

**PUTMAN, GEORGE**  
KTTV, Los Angeles, Calif.

**PUTNAM, WILLIAM L.**  
WWLP, Springfield, Mass.

**PYNE, JOE**  
It's Your Nickel  
WILM, Wilmington, Del.

**RABER, ALAN D.**  
WKAP, Allentown, Pa.

**RADKE, JACK**  
WISM, Madison, Wis.

**RAHREH, EARL**  
WLAQ, Lakeland, Fla.

**RAINES, JOHN M. JR.**  
Noon News and Commentary  
WBLO, Evergreen, Ala.

**RAINEY, JOSEPH**  
WDAS, Philadelphia, Pa.

**RALEY, FRANK**  
WWGS, Tifton, Ga.

**RAMOS, RALPH**  
KPAC-TV, Beaumont-Port  
Arthur, Tex.

**RANDALL, DAVE**  
3 Star Final  
WTOC-TV, Savannah, Ga.

**RANDALL, PORTER**  
KFJZ, Fort Worth, Tex.

**RANGER, JAMES**  
KCOY, Santa Maria, Calif.

**RASCO, LARRY**  
KHOU-TV, Houston, Tex.

**RASH, BRYSON**  
11th Hour News  
WRC, WRC-TV, Washington,  
D. C.

**RASHLEIGH, WARREN**  
KNOT, Prescott, Ariz.

**RATHEI, DAN**  
KTRH, Houston, Tex.

**RATNER, VICTOR JAY**  
WVOX, New Rochelle, N. Y.

**RAUER, MAX**  
KSO, Des Moines, Iowa

**KAUSH, BOB**  
WGCM, Gulfport, Miss.

**RAY, CHARLIE**  
KTBS-TV, Shreveport, La.

**RAY, WILLIAM**  
KASI, Ames, Iowa

**RAYBALL, JOSEPH**  
WLLH, Lowell, Mass.

**READ, BROOKS**  
WBRZ, Baton Rouge, La.

**READING, GEORGE**  
WTEB, Albany, N. Y.

**REDFEARN, MARION J.**  
Eugene Report  
KED, Springfield, Ore.

**REED, DON**  
Valley Town  
KSOX, Raymondville, Tex.

**REED, JOHN**  
Easy Listening  
WHRW, Toledo, Ohio

**REGAN, BOB**  
Inquiring Reporter  
KGB, San Diego, Calif.

**REGAN, ROBERT**  
WHAY, Hartford-New Britain,  
Conn.

**REIG, HOWARD**  
WRCA, New York, N. Y.

**RENDELL, WILLIAM F.**  
KJLO, Grand Forks, N. D.

**REX, JOE**  
WMED-TV, Peoria, Ill.

**REYNOLDS, FRANK**  
WBEM-TV, Chicago, Ill.

**REYNOLDS, TOMMY**  
WTVC, Chattanooga, Tenn.

**RHAME, L. RICHARD**  
WTND, Orangeburg, S. C.

**RHYNER, WARREN**  
KUSN, St. Joseph, Mo.

**RICARD, ROD**  
WORC, Worcester, Mass.

**RICE, ED**  
KSTP, Nacogdoches, Tex.

**RICH, MIKE**  
WNEW, New York, N. Y.

**RICHARDS, BILL**  
WFTW, Ft. Walton Beach, Fla.

**RICHARDS, DEL**  
KCKN, Kansas City, Kan.

**RICHARDSON, JAMES**  
KSRG, Socorro, N. M.

**RICHARDSON, PAUL**  
KORK, Las Vegas, Nev.

**RICHMOND, DICK**  
Early Edition  
WAVY-TV, Norfolk, Va.

**RIDDELL, CORWIN**  
KWFR, San Angelo, Tex.

**RIDDLE, NATHAN**  
WFHK, Pell City, Ala.

**RIDENOUR, REX**  
WJER, Dover, Ohio

**RIDER, JACK**  
WELS, Kingston, N. C.

**RILEY, BURKE**  
Newsbeat  
WHAW, Weston, W. Va.

**RILEY, DWAYNE X.**  
WRNX, Saginaw, Mich.

**RIND, JULES**  
WPEN, Philadelphia, Pa.

**RINKER, GLENN**  
KSTN, Stockton, Calif.

**RISNER, JIM**  
KRMS, Osage Beach, Mo.

**RITCHEY, CHARLES**  
Duquesne News  
WFBG-TV, Altoona, Pa.

**RIVERS, JAMES S., JR.**  
WACL, Waycross, Ga.

**ROACH, JOHN**  
WCGA, Calhoun, Ga.

**ROBBINS, MAX**  
KNDE, Aztec, N. M.

**ROBERTS, BOB**  
KCMB, Honolulu, Hawaii

**ROBERTS, CLETE**  
B. Feb. 1, 1912, Portland, Ore.;  
Clete Roberts Reports; The Big  
Three — News; Buick Commer-  
cials; U. S. Television Newsfilm  
Inc.

**ROBERTS, DONALD**  
WCOU, Lewiston, Me.

**ROBERTS, JOHN**  
WFIL, Philadelphia, Pa.

**ROBERTS, LARRY**  
Behind the News  
KWIQ, Moses Lake, Wash.

**ROBERTSON, DEAN**  
KBBB, Berger, Tex.

**ROBINSON, AL**  
WSSB, Crestview, Fla.

**ROBINSON, AL**  
WANS, Anderson, S. C.

**ROBINSON, BILL**  
WMNI, Columbus, Ohio

**ROBINSON, BOB**  
WWDC, Washington, D. C.

**ROBINSON, HERB**  
KOMO-TV, Seattle, Wash.

**ROBINSON, PRESCOTT**  
WOR, New York City, N. Y.

**ROBINSON, WIP**  
WVA, Harrisonburg, Va.

**ROBINSON, BILL**  
KIRO, Seattle, Wash.

**ROBITAILLE, RON**  
KSEK, Pittsburg, Kan.

**ROBY, MAX**  
KMOX-TV, St. Louis, Mo.

**ROCHE, BRUCE**  
Hill Highlights  
KCNV, San Marcos, Tex.

**ROGERS, ANN W.**  
Womens News  
WCVA, Culpeper, Va.

**ROGERS, JOHN T.**  
Around the Town  
WCVA, Culpeper, Va.

**ROGERS, MARK**  
KSDA, Redding, Calif.

**RONALD, STAN**  
WKAN, Kankakee, Ill.



# RADIO-TV NEWS COMMENTATORS

**ROSE, DARRELL**  
 KRMS, Osage Beach, Mo

**ROSENFELD, RICHARD**  
 WFEA, Manchester, N. H.

**ROSS, AL**  
 RGEK, Sterling, Colo.

**ROSSMAN, MERLE**  
 KOMY, Watsonville, Calif.

**ROTH, KEN**  
 WGMA, Hollywood, Fla.

**ROTHRA, PRENTICE**  
 WJOC, Jamestown, N. Y.

**ROWAN, STEVE**  
 KMOX, St. Louis, Mo.

**RUGH, YIC**  
 KIDD, Monterey, Calif.

**RUNYON, BOB**  
 In the Background  
 WLS, Lansing, Mich.

**RUPPLE, LOREN**  
 WHRY, Ann Arbor, Mich.

**RUSSELL, DAVE**  
 Tri-City News  
 KFDM, KFDM-TV, Beaumont, Tex.

**RUSSELL, FRAN**  
 WLVA-TV, Lynchburg, Va.

**RUSSELL, MIKE**  
 KXO, El Centro, Calif.

**RUSSELL, JIM**  
 KCOW, Alliance, Neb.

**RUST, PAUL**  
 WQAM, Miami, Fla.

## — S —

**SADLON, EARL**  
 WBDT, Butler, Pa.

**SAMBORN, ALBERT J.**  
 WPAG, Ann Arbor, Mich.

**SANDERS, DICK**  
 WJDX, WLBT, Jackson, Miss.

**SANDERS, RALPH**  
 WBZ, Decatur, Ill.

**SANDERS, ROBERT**  
 KWIP, Merced, Calif.

**SANDS, JAY**  
 WAEB, Allentown, Pa.

**SANFORD, HARVEY**  
 KICD, Spencer, Iowa.

**SARBER, JOHN**  
 KVBC, San Luis Obispo, Calif.

**SARDELLA, CARLO**  
 News & Views  
 WOND, Pleasantville, N. J.

**SATTERFIELD, WAYNE**  
 WHAR, Clarkburg, W. Va.

**SCHAUGHENCY, ED**  
 KDKA, Pittsburgh, Pa.

**SCHIEFFER, FRANK H.**  
 WACR, Columbus, Miss.

**SCHERER, RAY**  
 News on the Hour; Daily Business Trends  
 NBC

**SCHOEN, STEVE**  
 KRUC, Corona, Calif.

**SCHROCK, ALLAN N.**  
 KFJB, Marshalltown, Iowa.

**SCHWENT, ART**  
 Hour This  
 KSGM, Ste. Genevieve, Mo.

**SCOTT, BILL**  
 WBMK, West Point, Ga.

## SCOTT, JOHN

B. May 19, 1921; Morrisville, Pa.; 12 Noon News, 5 PM News, WOR; The World Today, All-American Award, WOR-Mutual

**SCOTT, LEE**  
 On-The-Line  
 KOON, Portland, Ore.

**SCOTT, ROBERT J.**  
 KRLZ, Phoenix, Ariz.

**SCOVAL, REELEY**  
 KANS, Kansas City, Mo.

**SEARS, EDDIE**  
 WOCH, North Vrenon, Ind.

**SECONDARI, JOHN**  
 ABC (Washington)  
 Open Hearing, ABC-TV

**SEEL, CHARLIE**  
 WLDB, Atlantic City, N. J.

**SEMPRINI, ED**  
 WOGB, West Yarmouth, Mass.

**SENEKER, TONY**  
 WMYG, Milledgeville, Ga.

**SETTERS, JIM**  
 KWBB, Wichita, Kan.

**SEVAREDD, ERIC**  
 Backgrounding the News; CBS  
 CBS Reports, CBS-TV

**SHACKLETTE, JAMES**  
 Under the Capitol Dome  
 WMTL, Letchfield, Ky.

**SHADEL, WILLIAM**  
 ABC

**SHAFFER, ED**  
 Views on the News  
 KSTL, St. Louis, Mo.

**SHANNON, BILL**  
 WBAT, Marion, Ind.

**SHARP, DONALD**  
 WEND, Baton Rouge, La.

**SHARP, ROBERT**  
 KCAR, Clarksville, Tex.

**SHARP, ROGER**  
 Comment  
 KOTV, Tulsa, Okla.

**SHAW, ALLEN**  
 WBK, Kansas City, Mo.

**SHAW, CHARLES**  
 As I See It  
 WCAU, Philadelphia, Pa.

**SHAW, HOWARD F.**  
 KCID, Caldwell, Ida.

**SHAW, JIM**  
 WFAI, Augusta, Me.

**SHAW, ROBERT**  
 WC-H, Portland, Me.

**SHAW, TED**  
 KSYD-TV, Wichita Falls, Tex.

**SHAY, DAVE**  
 WMT-TV, Cedar Rapids, Iowa.

**SHAY, JIM**  
 WAND, Canton, Ohio.

**SHELL, TED**  
 WBNS, Columbus, Ohio.

**SHELTON, JIM**  
 K TSA, San Antonio, Tex.

**SHEPARD, LARRY**  
 KBIZ, Ottumwa, Iowa.

**SHEPHERD, JAY**  
 K TSA, San Antonio, Tex.

**SHERLOCK, JACK**  
 KCMC, Englewood Claver, Colo.

**SHERMAN, RICHARD**  
 WARA, Attleboro, Mass.

**SHORT, SELDON**  
 In the Background  
 WMTG, Vandyev, Ky.

**SUREVE, GEORGE**  
 KRLC, Lewiston, Ida.

**SHREVE, NED**  
 WQNY, Newburgh, N. Y.

**SHULL, CHARLES**  
 WRVA-TV, Richmond, Va.

**SIDES, BILL**  
 WELO, Tupelo, Miss.

**SIDWELL, ROBERT**  
 Country Square  
 WJOF, Post St. Joe, Fla.

**SIEBERT, RAY**  
 WHHH, Warren, Ohio.

**SIEGAL, DOUG**  
 WCVS, Springfield, Ill.

**SIEGRIST, BOB**  
 WGAR, Cleveland, Ohio.

**SILVERMAN, ED**  
 WABC, New York, N. Y.

**SIMMONS, BARRY**  
 KRWB, San Francisco-Oakland, Calif.

**SIMMONS, PARK**  
 WJEC, Richmond, Va.

**SIMMS, HAL**  
 WCHS, New York, N. Y.

**SIMPSON, JERRY**  
 KWVG, Stockton, Calif.

**SIMPSON, JOE**  
 KENS, San Antonio, Tex.

**SIMPSON, WEY**  
 KULE, Ephrata, Wash.

**SINGER, LAN**  
 KGGM, Albuquerque, N. M.

**SKINNER, DAVID**  
 WKNX, Saginaw, Mich.

**SKINNER, RALPH B.**  
 WLAM, Lewiston, Me.

**SLADE, JOHN**  
 Roundup  
 WJMO, Cleveland, Ohio.

**SLATE, CHARLES**  
 KWRD, Henderson, Tex.

**SLY, DAVE**  
 WOLA, Ann Arbor, Mich.

**SMEDLEY, BOYD**  
 WSLM, Salem, Ind.

**SMITH, CARTER B.**  
 KRE, Berkeley, Calif.

**SMITH, DAVE**  
 KVET, Austin, Tenn.

**SMITH, DAVENPORT**  
 Shell News  
 WBRC, WBRC-TV, Birmingham, Ala.

**SMITH, DON**  
 KXOA, Sacramento, Calif.

**SMITH, DOUG**  
 WKMF, Flint, Mich.

**SMITH, DUANE V.**  
 WCMR, Elkhart, Ind.

**SMITH, HOWARD K.**  
 Howard K. Smith and the News  
 CBS, CBS Reports, CBS-TV

**SMITH, RUGH**  
 WHAS, Louisville, Ky.

**SMITH, KEN**  
 KWIX, KWIX-TV, Waco, Tex.

**SMITH, KIM**  
 WBAW, Weston, W. Va.

**SMITH, LEON**  
 WDTM, Danville, Va.

**SMITH, LYNN**  
 WCCR, Berlin, N. H.

**SMITH, MAURY**  
 Hometown Reporter  
 KFAR, Fairbanks, Alaska.

**SMITH, PAUL**  
 KXIC, Iowa City, Iowa.

**SMITH, RALPH**  
 WTOL, Toledo, Ohio.

**SMITH, ROBERT**  
 TV News Desk  
 KGGM-TV, Albuquerque, N. M.

**SMITH, ROBERT ROSS**  
 Breakfast Table News  
 KTHA, Tacoma, Wash.

**SMITH, SIEG**  
 KDEO, El Cajon, Calif.

**SMITH, VIRGINIA**  
 WBMK, West Point, Ga.

**SOROLSKY, GEORGE**  
 ABC

**SOSS, WILLIAM**  
 Pocketbook News  
 NBC

**SPANGLER, BILLA E.**  
 WPKX, West Frankfort, Ill.

**SPARKS, KEN**  
 WAVE, Boaz, Ala.

**SPEICE, NEAL**  
 KTFE, KTFE-TV, Austin, Tex.

**SPENCER, JACK**  
 KIRO, Seattle, Wash.

**SPENCER, JIM**  
 WLAV, Grand Rapids, Mich.

**SPERONIS, STEFEN**  
 WFLA, Tampa, Fla.

**SPIEGEL, BOR**  
 WBBW, Youngstown, Ohio.

## SPORTS, DON

WCIA, Claxton, Ga.  
**SPRAQUE, BILL**  
 WRC, Washington, D. C.  
**SPRINGER, HAROLD**  
 KGGF, Coffeyville, Kan.  
**STAAT, NORM**  
 KSEM, Moses Lake, Wash.  
**STADLER, GLEN M.**  
 KEED, Springfield, Ore.  
**STALKER, DR. JOHN**  
 Pacific Commentary  
 KCMB, Honolulu, Hawaii

**STARR, MARTIN**  
 WABC, New York, N. Y.

**STEMMLER, NICK**  
 WSOL, Tampa, Fla.

**STEPHENS, ARLEN**  
 WWHG, Hornell, N. Y.

**STEPHENSON, JERRY**  
 WPCC, Clinton, S. C.

**STEVENS, ELBY**  
 WFST, Caribou, Me.

**STEVENSON, VERN**  
 KTUT, Tooele, Utah

**STEWART, BILL**  
 WPBC, Minneapolis, Minn.

**STEWART, HAL**  
 KWTC, Barstow, Calif.

**STEWART, PHIL**  
 KFMB, San Diego, Calif.

**STILL, ANDY**  
 Around the World  
 WXXX, Hattiesburg, Miss.

**STILLE, BERT**  
 WTVN, Columbus, Ohio

**STONE, HENRY**  
 Farm & Local  
 WLCK, Scottsville, Ky.

**STONE, TOM**  
 KALM, Thayer, Mo.

**STORMENT, JIM**  
 WJED, Salem, Ill.

**STORY, BOB**  
 WNOR, Norfolk, Va.

**STRICKLAND, DEAN**  
 WHNY, McComb, Miss.

**STROTHMAN, W. J.**  
 Daily Editorial  
 KQTE, Missoula, Mont.

**STROUT, DICK**

Hollywood Commentator—Reporter,  
 Internationally Syndicated Radio  
 Program "Young Hollywood";  
 Hollywood Editor "Dig" & "Modern  
 Teen" publications

**STUBBS, BILL**  
 WHBL, Newark, N. J.

**STURDEVANT, ROBERT**  
 ABC (Paris)

**SULLIVAN, PAUL**  
 WIP, Philadelphia, Pa.

**SWANN, NEIL**  
 WOAY-TV, Oak Hill, W. Va.

**SWAYZE, JOHN CAMERON**  
 News Analysis  
 WFLN, Philadelphia, Pa.

**SWEENEY, CHUCK**  
 WBOF, Virginia Beach, Va.

**SWENSON, HARVEY**  
 KLMS, Lincoln, Neb.

**SWIFT, NORMAN**  
 WFIG, Sumter, S. C.

**SWINDELL, GENE**  
 WCBC, Anderson, Ind.

## — T —

**TALBOT, BILL**  
 KMTV, Omaha, Neb.

**TARKINSON, CHARLES**  
 Tomorrow's Headlines  
 WMTW-TV, Poland Spring, Me.

**TAVES, BUD**  
 WPRO, Providence, R. I.

**TAYLOR, BOB**  
 KOLN-TV, Lincoln, Neb.

**TAYLOR, CLIFF**  
 WLEU, Erie, Pa.

**TAYLOR, PAUL**  
 Money and You  
 WRCV, Philadelphia, Pa.

**TAYLOR, ROGER**  
 WHAB, Baxley, Ga.

**TEMBY, BRITTON**  
 WWJ, Detroit, Mich.

**TEMPLE, ALVIS H.**  
 WKTC, Bowling Green, Ky.

**TEMPLE, WILLIAM**  
 KREI, Farmington, Mo.

**TEMPLETON, BOB**  
 KRNY, Kearney, Neb.

**TENNEY, CRAIG**  
 KCRG, Cedar Rapids, Iowa

**TERRY, GENE**  
 WTAD, Quincy, Ill.

**TERRY, JOHN**  
 KHQA, Hannibal, Mo.

**TERRY, VIRGIL**  
 KNIT, Abilene, Tex.

**TEW, TAFT**  
 WFAI, Fayetteville, N. C.

**THALMAN, BILL**  
 WHLL, Wheeling, W. Va.

**THOMAS, BOB**  
 Radio Feature Story  
 WJAG, Norfolk, Neb.

**THOMAS, DAN**  
 WSAL, Logansport, Ind.

**THOMAS, GEORGE**  
 WTOB, Winston-Salem, N. C.

**THOMAS, GORDON**  
 WWPA, Williamsport, Pa.

**THOMAS, JOHN**  
 WCKB, Dunn, N. C.

**THOMAS, LOWELL**  
 Lowell Thomas and the News  
 CBS

**THOMPSON, OLLIE**  
 KTVH, Hutchinson, Kan.

**THOMPSON, JIMMY**  
 WJLJ, Niagara Falls, N. Y.

**THOMPSON, STEVE**  
 KPAN, Hereford, Tex.

**THOMPSON, TINY**  
 Ford News  
 WHIS-TV, Bluefield, W. Va.

**THOMSEN, JACK**  
 WOC, WOC-TV, Davenport,  
 Iowa

**THOMSEN, RICHARD**  
 WHAS, Louisville, Ky.

**THORMAN, RICHARD**  
 WALY, Hechtimer, N. Y.

**THORNE, TED**  
 WWCA, Gary, Ind.

**THORNLEY, HANK**  
 Shell News  
 KXTV-TV, Sacramento, Calif.

**THRASHER, ERNIE**  
 KZP, Amarillo, Tex.

**THURSTON, FRANK**  
 KWBE, Beatrice, Neb.

**TIBBITTS, ROBERT**  
 KWOS, Jefferson City, Mo.

**TICE, OLIN**  
 WCBS, New York, N. Y.

**TILLMAN, JOHN**  
 WPIX, New York, N. Y.

**TINNEY, CAL**  
 KCOP, Hollywood, Calif.

**TOMES, WALT**  
 KQTV, Fort Dodge, Iowa

**TOWNES, MILO**  
 The Townsbeat  
 KLIK, Jefferson City, Mo.

**TOWNSEND, DALLAS**  
 CBS Radio World News Roundup  
 CBS

**TOWRE, BILL**  
 WPTR, Albany, N. Y.

**TRACY, FRANK**  
 KFRE-TV, Fresno, Calif.

**TRANER, DAN**  
 WHVH, Henderson, N. C.

**TRAVIS, FULTON H.**  
 KENE, Toppenish, Wash.

**TRECKER, DUANE**  
 KPQ, Wenatchee, Wash.

**TROUT, ROBERT**  
 Robert Trout and the News  
 CBS, CBS-TV

**TRUERE, BOB**  
 WTMA, Charleston, S. C.

**TRUITT, CHARLES J., JR.**  
 WBCC, Salisbury, Md.

**TRUNKS, BILL**  
 WADC, Akron, Ohio

**TURNER, ED**  
 Four Star Report  
 KWTV, Oklahoma City, Okla.

**TYLER, DONN**  
 KPOI, Honolulu, Hawaii

**TYLER, GARY**  
 KPLC, Lake Charles, La.

**TYLER, SPENCER**  
 On the Beat  
 KJOY, Stockton, Calif.

**TYSS, TY**  
 Front Page News  
 WLFH, Little Falls, N. Y.

## — U —

**UDWIN, JERRY**  
 WAAP, Peoria, Ill.

**UEBELHART, JIM**  
 WSPD, Toledo, Ohio

**ULRICH, BOB**  
 TV News Roundup  
 KJEO, Fresno, Calif.

## — V —

**VAIL, JACK**  
 WGBS, Miami, Fla.

**VAINRIB, STAN**  
 WA-TV, Birmingham, Ala.

**VALENTINO, GENE**  
 WHCT, Hartford, Conn.

**VAN DEERLIN, LIONEL**  
 XETV, San Diego, Calif.

**VANDERCOOK, JOHN**  
 ABC

**VANDERVENTER, BOB**  
 WAGO, Waco, Tex.

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 WNTA, Newark, N. J.

**VanGILDER, MARVIN**  
 KDMO, Carthage, Mo.

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 WBLG, Lexington, Ky.

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**VAN SLYCKE, HARRY**  
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 WEAM, Arlington, Va.

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### VENABLE, EDWARD

Radiatorial  
KYOU, Greeley, Colo.

### VESTAL, GORDON

WDXL, Lexington, Tenn.

### VINALL, JIM

WJR, Detroit, Mich.

### VINCENT, SCOTT

Channel's 7's Report to N. Y.  
WABC-TV, New York, N. Y.

### VOGEL, LEE

Nightbeat  
WHB, Kansas City, Mo.

### VOLGER, GEORGE J.

KWPC, Muscatine, Iowa

### VRANNA, WARREN

Nightbeat  
KDIX, KDIX-TV, Dickinson,  
N. D.

## — W —

### WADD, JOHN

WOTB, Rhinelander, Wis.

### WADE, J. PAUL

Today's Commentary  
WTYC, Rock Hill, S. C.

### WADSWORTH, MAX

KIMB, Kimball, Neb.

### WAGNER, JACK R.

KNBC, San Francisco, Calif.

### WAGNER, JOHN

KWBB, Wichita, Kan.

### WAGNER, LOUIS

WBUD, Trenton, N. J.

### WALDON, I. J.

KSAM, Hindsville, Tex.

### WALKER, ARNO

Walker Talking  
WGOB, Lexington-Gorhamtown,  
Ky.

### WALKER, BOB

Commentary  
WJPP, Herrin, Ill.

### WALKER, FRANKIE

Newsread  
WFOY, St. Augustine, Fla.

### WALKER, NEIL

WJZM, Clarksville, Tenn.

### WALL, JOHN

WFMC, Goldsboro, N. C.

### WALLACE, BOB

11th Hour News  
WTEN, Albany, N. Y.

### WALLACE, MIKE

B. May 9, 1918, Brookline, Mass.;  
Mike Wallace Interview; Mike  
Wallace, Newsbeat; Syndicated  
by Nat'l. Telefilm Assoc.

### WALLS, ROLAND

WFHK, Pell City, Ala.

### WALROD, TRUMAN

KRSO-TV, Rapid City, S. D.

### WALSH, FRANK

WWBC, Bay City, Mich.

### WALSH, JOHN

WGUY, Bangor, Me.

### WALSH, MATT

Report to Valley  
KSRV, Ontario, Ore.

### WALTER, ELEANOR

WVLN, Obey, Ill.

### WALTERS, JOE

ETOO, Henderson, Nev.

### WALTHALL, TUBBY

WJWS, South Hill, Va.

### WARD, ASHBY

WDRD, King-stree, S. C.

### WARD, BILL

WTAQ, LaGrange, Ill.

### WARD, MAC

Behind the Headlines  
KNOE, KNOE-TV, Monroe, La.

### WARD, RAY

WFTL, Ft. Lauderdale, Fla.

### WARE, JACK

KOOL, Phoenix, Ariz.

### WARLAND, G. D.

KJFJ, Webster City, Iowa

### WARNER, CARL

WHD, Chicago, Ill.

### WARREN, BILL

KPRO, Riverside, Calif.

### WARREN, JOEL

WISR, Butler, Pa.

### WAY, DOUGLAS L.

WAVP, Avon Park, Fla.

### WAYMAN, KEN

KTIV, Sioux City, Iowa

### WAYNE, DON

WHIO-TV, Dayton, Ohio

### WAYNE, MAURIE

KTBS-TV, Shreveport, La.

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KTTJ, Porterville, Calif.

### WEAVER, BOB

KAMP, El Centro, Calif.

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WRTA, Altoona, Pa.

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WSAR, Fall River, Mass.

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WLBZ, Bangor, Me.

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**WELLS, CHARLES**  
KBDM, Roswell, N. M.

**WELLS, FRANK**  
WSGW, Saginaw, Mich.

**WELSH, BILL**  
KTTV, Los Angeles, Calif.

**WELSH, RED**  
Editor's Desk  
KOOK, Billings, Mont.

**WESLEY, ROBERT**  
WBUR, Knoxville, Tenn.

**WEST, BARBARA**  
KVNA, Flagstaff, Ariz.

**WEST, BILL**  
News behind the News  
KPBM, Carlsbad, N. M.

**WEST, DICK**  
WFAA, Dallas, Tex.

**WESTBROOK, RICHARD**  
WHOK, Lancaster, Ohio

**WESTBROOK, TED**  
WKBV, Richmond, Ind.

**WESTERKAMP, DICK**  
WWJ-TV, Detroit, Mich.

**WESTON, DON**  
KGVO, KMSO-TV, Missoula,  
Mont.

**WESTON, JOHN**  
KPIX, San Francisco, Calif.

**WESTOVER, JIM**  
KDKA, Pittsburgh, Pa.

**WHEELER, DICK**  
WFAA-TV, Dallas, Tex.

**WHEELER, MARK**  
Conclusion  
WYSE, Lakeland, Fla.

**WHIPKEY, JAMES**  
WAVY, Norfolk, Va.

**WHITE, DAVE**  
WAGY, Forest City, N. C.

**WHITE, ROY**  
WPLO, Atlanta, Ga.

**WHITE, STEVE**  
KSO, Des Moines, Iowa

**WHITELEATHER, MELVIN K.**  
News and Views  
WFLN, Philadelphia, Pa.

**WHITEMAN, PHYLLIS**  
WBAT, Marion, Ind.

**WHITMORE, KEN**  
WLYN, Lynn, Mass.

**WHITT, RAY**  
KNBS, Walla Walla, Wash.

**WICKIZER, JACK**  
KWOE, Clinton, Okla.

**WILDER, JOE**  
WBAW, Barnwell, S. C.

**WILES, HERBIE**  
WDSP, DeFuniak Springs, Fla.

**WILKINS, DUDLEY**  
KSIG, Crowley, La.

**WILKINS, PAT**  
KEX, Portland, Ore.

**WILLEFORD, GEORGE**  
Newsreel  
WLW-I, Indianapolis, Ind.

**WILLETE, LEO**  
Your Esso Reporter  
WLOS-TV, Asheville, N. C.

**WILLIAMS, GLENN**  
WSEN, Baldwinsville, N. Y.

**WILLIAMS, HENRY**  
KZEY, Tyler, Tex.

**WILLIAMS, LARRY**  
WAAA, Winston-Salem, N. C.

**WILLIAMS, MARY**  
Daily Diary  
WCRR, Corinth, Miss.

**WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.

**WILLIAMS, RICHARD R.**  
KUAM, KUAM-TV, Agaña,  
Guam

**WILLIS, JOHN**  
KHJ-TV, Los Angeles, Calif.

**WILMOT, JOHN**  
11th Hour News  
WSPA-TV, Spartanburg, S. C.

**WILSON, BILL**  
KIMO, Hilo, Hawaii

**WILSON, BOB**  
WJPS, Evansville, Ind.

**WILSON, BOB**  
B. Aug. 27, 1915; Muncie, Ind.;  
The Saturday Night News, WRCA-  
TV, The World News Roundup,  
Metropolitan Life's Good Morn-  
ing News, Today in Wall Street,  
The 11th Hour News Special,  
WRCA; NBC News, NBC-TV

**WILSON, BOB**  
Man About Town  
KWYO, Sheridan, Wyo.

**WILSON, CHUCK**  
WBVP, Beaver Falls, Pa.

**WILSON, GLENN**  
World Tonight  
WTAP, WTAP-TV, Parkersburg,  
W. Va.

**WILSON, PHIL**  
WANE-TV, Fort Wayne, Ind.

**WILSON, RAY**  
Dateline  
KFMB-TV, San Diego, Calif.

**WILSON, ROGER N.**  
Check Point  
KLEO, Wichita, Kan.

**WILSON, WALTER**  
WCBC, Anderson, Ind.

**WINGATE, JOHN**  
WOR, New York City, N. Y.

**WINTER, WILLIAM**  
KGO, San Francisco, Calif.

**WINTERS, GEORGE**  
WZTP, Cincinnati, Ohio

**WIPPEL, WILLIAM**  
KOFB, Pullman, Wash.

**WISEMAN, CLYDE H.**  
WQEZ, Alton, Ill.

**WOLFE, ROLAND**  
WMAK, Nashville, Tenn.

**WOLFKILL, ED**  
WARK, Hagerstown, Md.

**WOMACK, BURL**  
WSAV, Savannah, Ga.

**WOMACK, DOROTHY**  
KWCL, Oak Grove, La.

**WOMICK, BUDDY**  
WORD, Spartanburg, S. C.

**WOOD, CHARLES**  
WWIZ, Lorain, Ohio

**WOOD, HARRY**  
KDWB, St. Paul, Minn.

**WOODRUFF, ART**  
KXGI, Ft. Madison, Iowa

**WOODRUFF, BILL**  
KIUN, Pecos, Tex.

**WOODRUFF, NORMAN**  
KUTY, Palmdale, Calif.

**WOODS, BILL**  
KVOU, Uvalde, Tex.

**WOODS, DON**  
KTUL-TV, Tulsa, Okla.

**WOODWARD, ROSS**  
KNEW, Spokane, Wash.

**WORKMAN, W. D.**  
Carolina Digest  
WIS, Columbia, S. C.

**WORLEY, JACK**  
WOWL-TV, Florence, Ala.

**WRIGHT, BRAD**  
KSL-TV, Salt Lake City, Utah

**WRIGHT, DICK**  
Views of the News  
WTAG, Worcester, Mass.

**WRIGHT, MARY**  
RCLV, Clovis, N. M.

**WYLDER, BILL**  
KHOW, Denver, Colo.

— Y —

**YAEGER, BILL**  
KXLO, Lewiston, Mont.

**YEAGER, RICHARD**  
Mansfield News  
WARA, Attleboro, Mass.

**YORK, JOHN**  
WRB, Dallas, Tex.

**YOUNG, J. NORMAN**  
WEGO, Concord, N. C.

— Z —

**ZEIGAN, JACK**  
WPFB, Middletown, Ohio

**ZELLNER, JOHN**  
WNBT, Wellsboro, Pa.

**ZEPPE, LEONARD S.**  
The World Today  
WZEP, DeFuniak Springs, Fla.

**ZESS, ROY F.**  
News Desk  
WMGa, Moultrie, Ga.

**ZIMMERMAN, CARL**  
WITL-TV, Milwaukee, Wis.

**ZUCKER, JOAN ELLEN**  
WATO, Oak Ridge, Tenn.



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WUSJ, Lockport, N. Y.

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WMET, Miami Beach, Fla

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WBCA, Bay Minette, Ala

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WADC, Akron, Ohio

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WGTO, Cypress Gardens, Fla.

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KGOS, Torrington, Wyo.

**ANDERSON, LORRAINE**  
KCFX, Salt Lake City, Utah

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WHEB, Portsmouth, N. H.

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WCCM, Lawrence, Mass.

**ANTONINI, ALFREDO**  
The Twentieth Century  
CBS-TV

**ARMSTRONG, ALBERT N., JR.**  
WLLH, Lowell, Mass.

**ARNOLD, JOE**  
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WKOK, Sunbury, Pa.

**ASBELL, HELEN**  
Coffee Club  
WSIL-TV, Harrisburg, Ill

**ATKINS, BILL**  
KDOK, Tyler, Tex

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Perry Como's Kraft Music Hall  
NBC-TV

## — B —

**BAILEY, JACK D.**  
WEEP, Pittsburgh, Pa.

**BALL, JEAN**  
WHIS, Bluefield, W. Va

**BALLENTINE, EDDIE**  
Breakfast Club  
ABC (Chicago)

**BALZER, FRITZ**  
WIC, Washington, D.C.

**BANCROFT, PIERSON**  
KTAR, KVAR, Phoenix, Ariz.

**BARKER, DAVID B.**  
WOKO, Albany, N. Y.

**BARTLETT, CAROL**  
WLSV, Wellsville, N. Y.

**BARTLOW, MARGE**  
KOAM, Pittsburg, Kan.

**BAXLEY, RON**  
KTSA, San Antonio, Tex.

**BEGINS, BARBARA**  
WMLF, Pineville, Ky.

**BELLNER, GLORIA**  
WITZ, Jasper, Ind.

**BENNETT, ROBERT RUSSELL**  
Project 20  
NBC-TV

**BENNICK, DICK**  
WTOB, Winston-Salem, N. C.

**BERNSTEIN, LEONARD**  
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Young People's Concerts, CBS;  
Leonard Bernstein and the New  
York Philharmonic, CBS-TV

**BERRY, BILL**  
KPUG, Bellingham, Wash.

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WJDA, Quincy, Mass.

**BIFANO, CARMEL**  
WEJL, Scranton, Pa.

**BINKLEY, JERRY**  
WKSR, Pulaski, Tenn.

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KED Springfield Ore

**BOOE, BOB**  
KHAS, Hastings Neb

**BORTEL, CLAUDE**  
Jim Deane Gang  
WSYR, W-SYR TV  
Syracuse, N Y

**BOSWORTH, CHET**  
WIRY, Plattburgh N Y

**BOUDRAI, HAL**  
KHVH TV Honolulu, Hawaii

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WBRQ, Augusta Ga

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WMCK, McKeesport, Pa

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**BRINKLEY, TOM**  
WEER, Warrenton, Va

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The Steve Allen  
Plymouth Show  
NBC-TV

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WLOA, Pittburgh Pa

**BROWNE, TOM**  
WST, Charlotte N C

**BROWNELL, NORM**  
WENE, Eastport N A

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WISN, Milwaukee Wis

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**BURTON, JOE**  
WWL TV, New Orleans La

### — C —

**CALDWELL, DONN**  
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KCBS, San Francisco Calif

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WHOP, Hopkinsville Ky

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KOKO, Wagonburg Mo

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KWHK, Humboldt, Kan

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KREM, Spokane, Wash

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KPIC, Cedar Rapids Iowa

**CERRI, RICHARD A.**  
WRFN, Udon N Y

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KGO, San Francisco Calif

**CHANDLER, JOHN**  
WPLM, Plymouth, Miss

**CHAPMAN, GEORGE K.**  
WCRF, Birmingham Ala

**CHAPPELL, JANICE**  
WOWL, Florence Ala

**CHASINS, ABRAM**  
WQXR, New York N Y

**CHENEZ, BOB**  
KGYO, Missoula Mont

**CLARK, ALLAN**  
WKY, Oklahoma City Okla

**CLARK, JAMES S.**  
WJR, Detroit Mich

**CLARK, JOE**  
KFRU, Columbia Mo

**CLARK, NORMAN**  
WCWC, Ripon, Wis

**CLARKE, AL**  
WJMO, Cleveland Ohio

**CLIFFORD, JEANNE**  
WGR, Buffalo, N Y

**CLOSE, DEAN L.**  
Close to You  
WLEM, Emporium Pa

**CLOSE, JACK**  
KCSR, Chadron Neb

**COCHRAN, LLOYD**  
WAPC, Staunton Va

**COE, BARBARA**  
KLRB, Little Rock Ark

**COFFEEN, DICK**  
WMBD, Peoria Ill

**COLLINS, DOLORES**  
WVUG, Clewiston, Fla

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WNOX, Knoxville Tenn

**COLINS, MARCIA**  
WARN, Fort Pierce Fla

**COLLINS, PAUL**  
KPTD, Rosenberg-Richmond Tex

**COLLAVER, RICHARD**  
WARK, Hagerstown, Md

**CONNILLO, CLYDE**  
KROW, Denver, Colo

**CONNOR, CHUCK**  
KWEL, Midland, Tex

**COORE, PHIL**  
KYSE, Santa Fe, N M

**CORNELIUS, BILL**  
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KLMO, Longmont, Colo.

**COY, CINDY**  
WPDX, Clarksburg, W. Va.

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KJOE, Shreveport, La.

**CROFT, MARTIN**  
WKMC, Roaring Springs, Pa.

**CURRAT, THELMA**  
WAMV, E. St. Louis, Ill.

**CURTIS, DAN**  
WIP, Philadelphia, Pa.

### — D —

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KRIZ, Phoenix, Ariz.

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WEAM, Arlington, Va.

**DARROW, JOAN**  
WHB, Kansas City, Mo.

**DAVENPORT, DON**  
WEKZ, Monroe, Wis.

**DAVIS, ART**  
WBAP, WBAP-TV,  
Fort Worth, Tex.

**DAVIS, LES**  
KORK, Las Vegas, Nev.

**DEAN, DAVE**  
KANS, Kansas City, Mo.

**DEEGAN, MICHAEL**  
WJMJ, Philadelphia, Pa.

**DeLUIG, MILTON**  
The Paul Winchell Show  
ABC-TV

**DeMARCO, RITA**  
KWKW, Pasadena, Calif.

**DENNY, HUGH**  
WHUB, Cookeville, Tenn.

**DERBY, RICHARD**  
KASK, Ontario, Calif.

**DEXTER, VON**  
This Is Your Life  
NBC-TV

**DIEHL, GEORGE K.**  
WFLN, Philadelphia, Pa.

**DITMARS, IVAN**  
It Could Be You  
NBC-TV

**DOBBS, BYRON**  
WCHK, Canton, Ga.

**DOERR, ALAN W.**  
WGMS, Washington, D.C.

**DONEGAN, VIC**  
KEYD, Oakes, N. D.

**DOW, BOB**  
WGUY, Bangor, Me.

**DOWLING, DICK**  
WWRL, New York, N. Y.

**DOWNING, DON**  
KENE, Toppenish, Wash.

**DREW, PAUL**  
WGST, Atlanta, Ga.

**DRU, GORDY**  
KBKW, Aberdeen, Wash.

**DRUMMOND, BUDD L.**  
WPME, Punxsutawney, Pa.

**DUDLEY, LEON**  
KTUX, Pueblo, Colo.

**DUEY, ANNE**  
WTVN, Columbus, Ohio

**DUNCAN, JIM**  
WHAR, Clarksburg, W. Va.

**DUNKELBERGER, TOM**  
WHIO-TV, Dayton, Ohio

**DUNNING, OWEN C.**  
KOIN, Portland, Ore.

**DURAND, TOM**  
WTEM, Trenton, N. J.

**DURHAM, HAL**  
WBMC, McMinnville, Tenn.

**DYER, WILLARD**  
KTBC, Austin, Tex.

### — E —

**EDWARDS, MARY LOU**  
WJBS, DeLand, Fla.

**EELS, MAY ANN**  
WMT, Cedar Rapids, Iowa

**ELLIS, LOUIS**  
WJVA, South Bend, Ind.

### — F —

**FALBER, BEN, JR.**  
WTHI, WTHI-TV,  
Terre Haute, Ind.

**FASSETT, JIM**  
The New York Philharmonic  
CBS

**FAULKNER, JACK**  
WILZ, St. Petersburg Beach,  
Fla.

**FENIMORE, DON**  
KDEX, Dexter, Mo.

**FINELLI, AL**  
Concentration;  
The Jack Paar Show  
NBC-TV

**FITZGERALD, LARRY**  
KRBC, Abilene, Tex.

**FORBES, JERRY**  
WSPR, Springfield, Mass.

**FORD, MARK**  
KOMY, Watsonville, Calif.

**FORD, TED**  
KREX, Grand Junction, Colo.



**PAUL TAUBMAN**

Musical Director



## MUSICAL DIRECTORS

**FOWLER, F**  
WESC, Greenville, S. C.  
**FROH, DAVID**  
WTLN, Lansing, Mich.  
**FULLER, RON**  
WAKE, Atlanta, Ga.  
**FUTERFAS, J.E. ANN**  
KIXL, Dallas, Tex.

### — G —

**GABOURY, JOHN**  
KYGA, Prescott, Ariz.  
**GADE, (MRS.) THEO.**  
WBTC, Asbury Park, N. J.  
**GALLICCHIO, JOSEPH**  
WMAQ, Chicago, Ill.  
**GALLUP, SUE**  
KGFJ, Roswell, N. M.  
**GAMBLE, LEOTA**  
KJAX, Santa Rosa, Calif.  
**GARRARD, PARKE**  
KEEP, Twin Falls, Ida.  
**GARRE, JUNE**  
KASY, Auburn, Wash.

### GART, JOHN

Paul Winchell Show, Robert Montgomery Presents, All Stage Revue, NBC-TV, Chance of a Lifetime, Who Do You Trust? Charley Weaver's Hobby Lobby, ABC-TV, Cosmopolitan Theatre, DuMont

**GATTAS, JUAN**  
KUBO, San Antonio, Tex.  
**GAVIN, BILL**  
KWIP, Merced, Calif.  
**GAY, BUZZ**  
WAYC, Doz, Ala.

**GEARHART, JAMES E.**  
WMMM, Westport, Conn.  
**GEHL, JOHN**  
WCVS, Springfield, Ill.  
**GELLER, HARRY**  
Ford Show  
NBC-TV  
**GILBERT, HERSCHEL BURKE**  
Wanted Dead or Alive  
CBS-TV, Law of The  
Phantom, NBC-TV  
**GILL, GRACE**  
KIPN, Phoenix, Ariz.  
**GILLAS, JEANNINE**  
KEN, Portland, Ore.  
**GILLIES, JERRY**  
WKFN, Dover, Del.  
**GITZ, JEAN**  
WLX, La Crosse, Wis.  
**GIVAUDAN, BEN T.**  
WOPJ, Bristol, Tenn.  
**GLEASON, JAMES E.**  
WJAR, Providence, R. I.  
**GOLDBERG, LOUIS**  
WEZE, Boston, Mass.  
**GORDON, HAL**  
WXYZ, WXYZ-TV, Detroit, Mich.  
**GOW, ART**  
KLZ, Denver, Colo.  
**GRAY, CLAUDE**  
WDAL, Meridian, Miss.  
**GREEN, MICHAEL A.**  
WATP, Meriden, S. C.  
**GRIFFIN, VAN**  
WEAV, Great Rapids, Mich.  
**GRUBB, TED**  
WHAS, Louisville, Ky.  
**GRUBER, JOHN**  
WINE, Manchester, Conn.

### — H —

**HAAV, NANCY**  
WJW, Cleveland, Ohio  
**HALL, ED**  
WVQL, Nashville, Tenn.  
**HALL, REDD**  
WEMP, Milwaukee, Wis.  
**HAMNETT, RUS**  
WCNC, Elizabeth City, N. C.  
**HANNAH, LLOYD C.**  
KULE, Ephrata, Wash.  
**HANTEN, JERRY**  
KGMG, Englewood, Denver, Colo.  
**HARRIS, FRANK**  
KMOX-TV, St. Louis, Mo.  
**HARTLE, JACK**  
KRSL, Russell, Kan.  
**HAWKINS, KENT**  
KNEM, Nevada, Mo.  
**HEARON, JAMES G.**  
WJPS, Evansville, Ind.  
**HEFTI, NEAL**  
The Kate Smith Show  
CBS-TV  
**HENDERSON, SKITCH**  
It's Network Time  
NBC  
**HUMER, GLENN**  
WCME, Brunswick, Maine  
**HOEGER, KLAUS**  
KWSO, Wasco, Calif.  
**HOFMANN, CHARLES**  
WXDB, Dayton, Tenn. Fla.  
**HOGAN, HARLAN**  
WSBT, WSBT-TV, South Bend, Ind.  
**HOGAN, JAMES**  
Jim Deane, Galt  
WSYR, WSYR-TV, Syracuse, N. Y.

# JOHN GART

COMPOSER-ARRANGER

Jingles  
B. G. Music  
Films  
Records

2 West 46th St.  
N. Y. C.  
PL 7-9260



**EDDY MANSON**  
COMPOSER — CONDUCTOR  
ARRANGER

Personal Rep — Dell Peters  
MU 7-1750

## MUSICAL DIRECTORS

**HOLGREN, JOHN**  
KPRK, Livingston, Mont.

**HOLLINGSWORTH, RICHARD**  
WMOX, Meridian, Miss.

**HOLMES, ROBERT**  
KSJO, San Jose, Calif.

**HOLSTEIN, SHUREY**  
KFSA, Fort Smith, Ark.

**HOOPER, SHIRLEY**  
WRKH, Rockwood, Tenn.

**HUBER, BARBARA**  
KOOK, Billings, Mont.

**HUNT, GINGER**  
KMAC, San Antonio, Tex.

**HUNT, HERB**  
WSOL, Tampa, Fla.

**HYMAN, DICK**  
The Arthur Godfrey Show  
CBS

### — I —

**IKELS, KENNETH**  
KGNB, New Braunfels, Tex.

**IMBROGLIO, JOSEPH**  
WFBR, Baltimore, Md.

**IRELAND, DICK**  
WJDY, Salisbury, Md.

**IRWIN, DON**  
KPMC, Bakersfield, Calif

### — J —

**JACKSON, JERRY**  
KDEO, El Cajon, Calif

**JAMES, DAVID**  
WDOL, Athens, Ga.

**JENSEN, BYRON**  
KLOR-TV, Provo-Salt Lake  
City, Utah

**JEROME, JERRY**  
B. June 19, 1912, New York;  
Sylvania Awards, New York Heart  
Fund, RCA Camden Records,  
MGM Records, ABC Paramount  
Records

**JOHNSON, PEGGY**  
KENN, Farmington, N. M.

**JONES, GARRIE**  
WREM, Reimsen-Utica, N. Y.

**JONES, JAMES D.**  
KGVU, Greenville, Tex.

**JONES, SHIRLEY**  
WDOS, Oneonta, N. Y.

**JONES, WILLIAM C.**  
KCRA, Sacramento, Calif.

### — K —

**KABITZKE, GUS**  
WMIL, Milwaukee, Wis.

**KARY, WILLIAM**  
WDOR, Sturgeon Bay, Wis.

**KAYE, SAMMY**  
Serenade Room — Sunday Sere-  
nade, ABC; So You Want To  
Lead a Band, ABC-TV; Columbia  
Records, RCA; Thesaurus

**KEATING, JACK**  
KTEL, Walla Walla, Wash.

**KEENAN, DENNIS**  
WAAT, Trenton, N. J.

**KEILEY, EDITH**  
WKZO, Kalamazoo, Mich.

**KELLER, ROGER**  
WKKS, Vanceburg, Ky.

**KELLOGG, JOHN**  
WTVR, Richmond, Va.

**KEROL, GENE**  
WLEU, Erie, Pa.

**KIRSHBAUM, HARRIET**  
WLYC, Williamsport, Pa.

**KIRWAN, DENNIS**  
KJOY, Stockton, Calif.

**KITHCART, E. LARRY**  
KJBS, San Francisco, Calif.

**KLATZKIN, LEON**  
The Dennis O'Keefe Show  
CBS-TV

**KNIGHT, ART**  
WCUE, Akron, Ohio

**KNIGHT, BILL**  
The Howard Finch Show  
KTRK-TV, Houston, Tex.

**KNIGHT, KENNETH E.**  
WFRX, West Frankfort, Ill.

**KNIGHT, MORRIS**  
WRFC, Athens, Ga.

**KOSTAL, IRWIN**  
The Garry Moore Show  
CBS-TV

**KOTTLER, MISCHA**  
WWJ, WWJ-TV, Detroit,  
Mich

**KRATZER, RALPH**  
KGDN, Edmonds, Wash

**KRAUSHAAR, RAOUL**  
Fibber McGee and Molly  
NBC-TV

**KRONBERG, BONNIE**  
WOOD, Grand Rapids, Mich.

**KRUEGER, GRANT**  
Tonight Milwaukee  
WTMJ-TV, Milwaukee, Wis.

**KRUGER, DEL**  
KNPT, Newport, Ore.

**KUHN, ARNOLD**  
WBLF, Bellefonte, Pa.

**KUPPS, GLORIA**  
KCRG, Cedar Rapids, Iowa



## HANK SYLVERN

Composer — Conductor — Arranger

JU 2-8800



## NEAL HEFTI

Personal Management  
DURCOM-KATZ ASSOCIATES  
40 West 55th Street

JUdson 2-4900  
N. Y. C.

Columbia Records

# MUSICAL DIRECTORS

## — L —

**LAIRD, BONNIE**  
WJLZ, Green Bay, W. V.  
**LAIBETH, FRANK S., JR.**  
WMPK, High Point, N. C.  
**LAMU, AL**  
WOW, WOW-TV, Omaha, Neb.  
**LANCASTER, TISH**  
WKCB, Berlin, N. H.

## LANIN, LESTER

**LARSON, WAYNE**  
WJAG, Norfolk, N.C.  
**LAUREMAN, PETE**  
WDSU, New Orleans, La.  
**LEE, CHUCK**  
KLTB, Tucson, Ariz.  
**LEE, FRANK**  
KQEO, Albuquerque, N. M.  
**LEE, ROBERT E.**  
WTRC, Muskegon, Mich.  
**LEGG, WINNAE**  
WETA, Buffalo, N. Y.  
**LEON, IRVING**  
WDAS, Philadelphia, Pa.  
**LEONARD, HOWARD**  
WLOB, Portland, Maine  
**LEVITAN, DON**  
KADY, St. Charles, Mo.  
**LEWIS, BOB**  
WJBC, Bay Shore, N. Y.  
**LEWIS, ST**  
WNJR, Newark, N. J.  
**LEWIS, STEVE**  
KSTR, Grand Junction, Colo.  
**LeZOTTE, GEORGE**  
WTRY, Troy, N. Y.  
**LIBERT, BRENDA J.**  
WGRD, Lake City, Fla.  
**LIEBERT, BILLY**  
Red Rowe Show  
CBS-TV  
**LINDSEY, MORT**  
The Pat Boone Chevy  
Showroom  
ABC-TV  
**LINENBERGER, DON**  
WYLD, Valhalla, Ga.  
**LORENZ, DON**  
WJUN, Mexico, Pa.  
**LOVE, ALJEN**  
WRLD, West Point, Ga.  
**LU BE, AL**  
KTRH, Houston, Tex.  
**LU CERO, AL**  
KWYK, Farmington, N. M.  
**LU ND, JACK**  
KFAM, St. Cloud, Minn.  
**LALE, VINCE**  
WJBD, Salem, Ill.  
**LAONN, ROBERT**  
WVOX, New Rochelle, N. Y.

## — Mc —

**McADOO, DICK**  
KFDM, Beaumont, Tex.  
**McALLAN, BETTY**  
WBIL, Benton, Ky.  
**McARTHUR, JOHN P.**  
WOR, New York, N. Y.  
**McARTHUR, WILLIAM T.**  
WFDA, Ellsworth, Maine  
**McCORMICK, THOMAS**  
WPVT, Painesville, Ohio  
**McDONALD, HELEN M.**  
KNRX, San Jose, Calif.  
**McHUGH, TOM**  
WJLS, Be Kley, W. Va.  
**McINTYRE, NEH**  
WBK, Cleveland, Ohio  
**McKINLEY, RAY**  
Be Our Guest  
CBS-TV

**McKINNEY, ALENE**  
KBIG, Mason, Calif.  
**McMURRY, JOE**  
KNEL, Brady, Tex.  
**McNULTY, TERRY**  
WSUR, Stanton, Pa.  
**McRANEY, MIKE**  
WROB, West Point, Miss.

## — M —

**MAG, BOB**  
WELF, Weymouth, Mont. only  
ABC  
**MACK, ELLAN**  
KOCR, Burlington, Iowa  
**MADDON, EDWARD**  
WHYL, Cashio, Pa.  
**MAGNUSSEN, MERILANN**  
KFLX, Colfax, Wash.  
**MAHEFFEY, BOB**  
KDFE, Pueblo, Colo.  
**MALAIN, ARCEE**  
The Pat Boone Chevy  
Showroom  
ABC-TV  
**MANCINI, HENRY**  
M1, Lucky, CBS-TV,  
Peter Gunn, NBC-TV

## MANSON, EDDY J.

B. May 9, New York City, N. Y.;  
Ed Sullivan's "Invitation to Mos-  
cow", "Horvey" (Emmy Nomina-  
tion) CBS, Recording for RCA  
Victor — Falkways; Little Fugit-  
ive, Scott Tissue Commercials,  
Clairal Commercials, All Stations

**MANSS, GLORIA**  
KRRK, Reno, Calif.  
**MARCELLINO, MUZZA**  
Art Linkletter's House Party  
CBS-TV  
**MARKS, WINSTON K.**  
KBON, Medford, Ore.  
**MARLTONSON, JIM**  
WSOC, Charlotte, N. C.  
**MARVIN, LEE**  
KPH, Wichita, Kan.  
**MASTERS, DON**  
WHIL, Medford, Mass.  
**MATHIS, MARTHA**  
WAYL, Albertville, Ala.  
**MATHIS, SHIRLEY**  
WCPC, Houston, Miss.  
**MAYFIELD, DICK**  
WMVG, Middleburg, Ga.  
**MAZE, LESLIE**  
Classical only  
KFIZ, Fond du Lac, Wis.  
**MEDLEY, CYNTHIA**  
WOL, Washington, D. C.

**MEHR, JOE**  
KEYY, Provo, Utah  
**MELIS, JOSE**  
The Jack Paar Show  
NBC-TV  
**MERENS, LAMAR**  
WRJN, Racine, Wis.  
**MERRICK, MAULON**  
The Jack Benny Program  
CBS-TV  
**MERTZ, CHARLES**  
WMRN, Marion, Ohio  
**METCUEK, WILLIAM**  
WCCO-TV, Minneapolis, Minn.  
**METTLER, WILLIAM R.**  
KRIG, Odessa, Tex.  
**MICHEL, DONALD C.**  
WRAJ, Anna, Ill.  
**MILLER, GERALD**  
KWEE, Rochester, Minn.  
**MILLER, HELEN**  
RUEE, Tucson, Ariz.  
**MILLER, MUPH**  
Mitch Miller Show  
CBS

**MILLS, CHUCK**  
KNOT, Prescott, Ariz.  
**MUNDEL, ELEANORA**  
KPOK, Scottsdale, Ariz.  
**MITCHELL, FROSTY**  
KJOA, Des Moines, Iowa  
**MITCHELL, PAUL**  
KWTO, Springfield, Mo.  
**MOCKMORE, DAVE**  
KFJL, Walsenburg, Colo.  
**MONROE, JOACE**  
WQXI, Atlanta, Ga.  
**MOORE, BILL**  
WEMG, Goldsboro, N. C.  
**MORGAN, CLARKE**  
From These Roots  
NBC-TV  
**MORRIS, MARY W.**  
WBFX, Chardon, Ohio  
**MORRIS, ZAN**  
WSTN, St. Augustine, Fla.  
**MOWERS, BOB**  
WJAM, Lewiston, Maine  
**MURRAY, JIM**  
WSOY, Des Moines, Ill.  
**MURRAY, JOE**  
WLEE, Richmond, Va.

## — N —

**NAGY, MARY ELIZABETH**  
WLMG, Nashville, Tenn.  
**NALLE, BILLY**  
Young Dr. Malone  
NBC-TV  
**NARAMORE, WILLIAM**  
WGSN, Huntington, N. Y.  
**NASH, BARNEY**  
WELI, Salem, Va.  
**NEAL, PAUL E.**  
WJNS, Columbus, Ohio  
**NEWBORN, RON**  
WENO, Nashville, Tenn.  
**NEWTLL, JAMES**  
KSDA, Redding, Calif.  
**NEWTON, JIM**  
KRDD, El Paso, Tex.  
**NEWTON, RALPH**  
KZLP, Amarillo, Tex.  
**NICHOLSON, BOBBY**  
Howdy Doodly Show  
NBC-TV  
**NICHOLSON, GEORGE**  
WANS, Anderson, S. C.  
**NICKUM, WILLIAM**  
WBRK, Pittsfield, Mass.  
**NINTNGER, EVE**  
WDBJ, Roanoke, Va.

## — O —

**O'HEARNS, PAT**  
Scranton Recreation Band  
WJAU-TV, Scranton, Pa.  
**O'KAIN, LARRY**  
WMMT, McMinnville, Tenn.  
**OLSON, WALLACE**  
WCCO, Minneapolis-St. Paul,  
Minn.  
**ORTON, IRV**  
About Faces  
ABC-TV  
**OU ELLETTE, ROBERT**  
WGJM, Skowhegan, Maine

## — P —

**PADGETT, DON**  
WGCH, North Vernon, Ind.  
**PAGE, DOROTHY**  
WPAV, Portsmouth, Ohio  
**PALEN, EILEEN C.**  
WORZ, Alton, Ill.

**PALMER, JIMMY**

B. October 31, 1913, Charleroi, Pa.; Roosevelt Griffl (N. Y.) WCBS; Chase Hotel (St. Louis) WCBS-KMOX; Aragon Ballroom (Chicago) WBBM, Paladium Ballroom (Hollywood) NBC-TV; Rose-land Ballroom (N. Y.), Cavalier Hotel (Va. Beach)

**PANKLE, M. L.**  
KAMP, El Centro, Calif.

**PAPPAS, CHRIS**  
KVEN, Ventura, Calif.

**PARHAM, BETTIE**  
KPIN, Casa Grande, Ariz.

**PAUL, CHARLES**  
As the World Turns  
CBS-TV

**PERLMAN, CARL**  
Flair for Living  
KKTU, Colorado Springs, Colo.

**PERCIVAL, DICK**  
WWBC, Bay City, Mich.

**PERKINS, JIMMIE**  
WBBB, Burlington, N. C.

**PERKINS, LLOYD**  
WCPK, College Park, Ga.

**PERRY, RUTH**  
WAMM, Flint, Mich.

**PETERS, JAMES**  
WAVZ, New Haven, Conn.

**PETERSON, JIM**  
KLTZ, Glasgow, Mont.

**PETRILLO, CAESAR**  
WBBM-TV, Chicago, Ill.

**PIERCE, RUDY**  
KGO, San Francisco, Calif.

**PILDNER, HENRY**  
WGAR, Cleveland, Ohio

**POURNELLE, (MRS.) E.**  
KBYR, Anchorage, Alaska

**POWERS, WARREN**  
KJNO, Juneau, Alaska

**POVTHRESS, E. T.**  
WLAG, LaGrange, Ga.

**PRESLEY, BOB**  
KILT, Honston, Tex.

**PRICE, JIM**  
KTOO, Henderson, Nev.

**PRICE, JOEL**  
KDLA, De Ridder, La.

**PRITCHARD, BARBARA**  
WNOG, Naples, Fla.

**— R —**

**RADICH, DOROTHEA**  
KVAS, Astoria, Ore.

**RALSTON, HARLAN E.**  
WBBF, Roek Island, Ill.

**RAMAY, JOE**  
KIXZ, Amarillo, Tex.

**RAPKOCH, SELL**  
KXXL, Bozeman, Mont.

**RAPP, JEFF**  
KRVN, Lexington, Neb.

**RASKIN, JUNE**  
WGNV, Newburgh, N. Y.

**REARDON, JOHN**  
KBIZ, Ottumwa, Iowa

**REEDER, CHARLES**  
WPFB, Middletown, Ohio

**REEVES, WARREN**  
KBUS, Mexia, Tex.

**REISMAN, LEO**  
WQXT, Pa.m Beach, Fla.

**REITAN, DICK**  
WABR, Orlando, Fla.

**RENAUD, CHARLES**  
WKXL, Concord, N. H.

**REINE, BURT T.**  
WKVA, Richmond, Va.

**RHODES, DUSTY**  
WOLF, Syracuse, N. Y.

**RICE, JAMES F.**  
WBDO, McKeesport, Pa.

**RICHARDS, JOHN**  
WEIM, Fitchburg, Mass.

**RICHARDSON, KAY**  
KRSN, Los Alamos, N. M.

**RIDDLE, NELSON**  
Frank Sinatra—Timex Show  
ABC-TV

**RILEY, RALPH**  
WHIZ, Zanesville, Ohio

**RIPOSO, TONY**  
Toyshop Jamboree  
WHEN-TV, Syracuse, N. Y.

**RITNER, BART**  
WYRN, Louisville, N. C.

**ROBARDS, CARY**  
WSIV, Pekin, Ill.

**ROBBINS, JANE**  
KTOE, Mankato, Minn.

**ROBBINS, MARIE**  
WKBV, Richmond, Ind.

**ROBERTS, WESLEY**  
KWAL, Osburn, Ida.

**ROBINSON, DAVID**  
KOMO, Seattle, Wash.

**ROPER, PAT (MRS.)**  
WGBF, Evansville, Ind.

**ROSE, DAVID**  
Jack Benny Specials, The Red  
Skelton Special, CBS; Bonanza,  
NBC-TV; The Red Skelton  
show, CBS-TV

**ROSE, DON**  
KWMT, Fort Dodge, Iowa

**ROSS, DON**  
KFMB, San Diego, Calif.

**ROSS, TONY**  
WBBW, Youngstown, Ohio

**ROYE, BETTY J.**  
WPRY, Perry, Fla.

**RUMDINGER, BARBARA**  
WMTU, Greenville, S. C.

**RUSSELL, MIKE**  
KITLN, Denver, Colo.

**RYAN, JACK**  
WAKR, Akron, Ohio

**— S —**

**SASLAVSKY, NICHOLAS L.**  
WEVD, New York, N. Y.

**SAUNDERS, DOROTHY**  
KCLS, Flagstaff, Ariz.

**SAVITT, LOUIS**  
WBRE, Wilkes-Barre, Pa.

**SCHLEIF, DAVID**  
WBKF, West Bend, Wis.

**SCHOCH, DORIS**  
WMLX, Mt. Vernon, Ill.

**SCHORR, JAY A.**  
WBZ, Boston, Mass.

**SCHRAEDER, JOHNNY**  
Hi Varieties  
WHAS, Louisville, Ky.

**SCHUMAN, DICK**  
WCDJ, Edenton, N. C.

**SCOTT, ROBERTSON C.**  
KPOL, Los Angeles, Calif.

**SCOTT, SANDY**  
WJER, Dover, Ohio

**SCOTT, WALTER A.**  
WTSI, Hanover, N. H.

**SEAY, DR. ALBERT**  
KCMS, Manitou Springs, Col.

**SHAFFER, GARRETT W.**  
WHDL, Olean, N. Y.

**SHEIN, HERB**  
WBAZ, Kingston, N. Y.

**SHILLING, CLIFF**  
WICU, Eric, Pa.

**SHOECRAFT, WILLARD**  
KIKO, Globe-Miami, Ariz.

**SHOEMAKER, NORM**  
KBEK, Elk City, Okla.

**SHOOP, DAVID**  
WHP, WHP-TV, Harrisburg,  
Pa.

**SHOTT, JOE**  
Hot Shots  
WTMJ, WTMJ-TV, Milwaukee,  
Wis.

**SHULTZ, WILLIAM**  
KWTC, Barstow, Calif.

**SIMON, RON**  
KNOX, Grand Forks, N. D.

**SIMPSON, JOHN**  
KOTA, KOTA-TV, Rapid City,  
S. D.

**SIMS, JIMMY**  
WZEP, De Funiak Springs,  
Fla.

**SINGER, GEORGE**  
KMGM, Albuquerque, N. M.

**SIRCUINICK, SID**  
WN'TA, Newark, N. J.

**SKELTON, LEON**  
KAJI, Little Rock, Ark.

**SKELTON, STAN**  
KUKO, Post, Tex.

**SMITH, DEMARIS**  
WHER, Memphis, Tenn.

**SMITH, DICK**  
WORC, Worcester, Mass.

**SMITH, GARDNER**  
WHEN, Syracuse, N. Y.

**SMITH, HERB**  
KLIQ, Portland, Ore.

**SONTAG, GEORGE**  
WOC, WOC-TV, Davenport,  
Iowa

**SPANN, JIM**  
KSEL, Lubbock, Tex.

**SPENCER, HARRY W.**  
WBTM, Danville, Va.

**STAMBAUGH, DICK**  
WBLL, Leesburg, Fla.

**STANLEY, TOMMY**  
WDKD, Kingstree, S. C.

**STANZIOLA, JOHN**  
WAZL, Hazleton, Pa.

**STEIN, ELANE**  
WCBM, Baltimore, Md.

**STEPHENS, STANLEY G.**  
KOJM, Havre, Mont.

**STEPHENSON, GRIER**  
WGFS, Covington, Ga.

# MUSICAL DIRECTORS

STEVENS, BETTY  
WQVA, Moline, Ill.

STEVENS, DON  
WMPN, Memphis, Tenn.

STEVENS, NAT  
KKIS, Pittsburg, Calif.

STEWART, BECKY ANN  
WPBC, Minneapolis, Minn.

STEWART, BOB  
KCHV, Indio-Conchella, Calif.

STONE, DON  
WSEF, Somerset, Ky.

STUELFNAGEL, I. M.  
KVCY, Reston, Calif.

**SYLVERN, HANK**  
B. March 26, Brooklyn, N. Y.;  
Buick Electro Theatre, CBS-TV  
Across the Board, ABC-TV

SZELL, GEORGE  
The Cleveland Orchestra,  
CBS

## — T —

TALBERT, VIRGINIA  
WIRE, Indianapolis, Ind.

**TAUBMAN, PAUL**  
Dough-Re-Mi, Concentration,  
NBC-TV; Edge of Night, CBS-  
TV, Owner of Penthouse Club

TAYLOR, DAVID M.  
WAAP, Peoria, Ill.

TEMPLEMAN, MARION  
KWTN, Muscatine, Iowa

THOMPSON, ARLENE  
WLEN, Lebanon, Ky.

THOMPSON, BILL  
The Big Crosby Show  
ABC-TV

THOMPSON, MAURIE  
WELI, Jackson, Miss.

TOWNSEND, WALLA  
CRLW, CRLW-TV, Detroit,  
Mich.

TRAYERS, GUY  
WAYF, Baltimore, Md.

TRENDLER, ROBERT  
WGN, Chicago, Ill.

TROTTE, CHARLIE  
WMBR, Jackson, Miss.

TROTTE, JOSEPHINE  
WTVS, Farmington, W. Va.

TROTTER, JOHN SCOTT  
The George Gobel Show  
CBS-TV

TUCKER, ROBERT C.  
WHLK, Rogers City, Mich.

TURLEY, BOB  
WKAZ, Charleston, W. Va.

TURNER, DORICE  
WFBQ, Harrisburg, Ill.

## — U —

UNDERWOOD, LIZ  
WRNL, Evansville, Va.

UNGER, BILL  
KRSY, Kearney, Neb.

## — V —

VAN PELT, PAULINE  
KFBB, Marshalltown, Iowa

VESTER, IVAL  
WKIX, Rochester, N. C.

VICKERS, JAMES  
WJOE, Port St. Joe, Fla.

VIREN, MILTON  
KOMB, Cottage Grove, Ore.

VOORHIES, DONALD  
Bob Telephone Hour  
NBC-TV

## — W —

WACKER, PHIL  
KXRO, Aberdeen, Wash.

WADE, PEGGY  
WCEH, Hawkinsville, Ga.

WAGNER, JOHANNA  
KANT, Yankton, S. D.

WALKER, ED  
WFLA, Tampa, Fla.

WALTER, FOD  
KFHR, Coos Bay North Bend,  
Ore.

WALTERS, BOB  
The Johnny Evans Show  
WIS-TV, Columbia, S. C.

WARD-STEINMAN, DAVID  
KDBS, Alexandria, La.

WARNICK, CLAY  
U. S. Steel, Saf. Cases, Specials,  
CBS

WATSON, DIXIE DICE  
KBBB, Dallas, Tex.

WEALER, DON  
WAZF, Yazoo City, Miss.

WEBB, ELIZABETH  
WCHV, Charlottesville, Va.

WEBSTER, DAVE  
WJNO, West Palm Beach, Fla.

WEBER, JACK  
KBB, Spencer, Iowa

WELCH, VIRGINIA  
KWBB, Wichita, Kan.

WELFE, BOB  
Major Tune  
KMMT, Austin, Minn.

WHITE, JERRY  
WPEN, Philadelphia, Pa.

WHITLEY, FRED  
WFOY, St. Augustine, Fla.

WHITTLE, CAYE S.  
WBRK, Peñ City, Ala.

WIDMAN, SEV  
WTCN, Minneapolis, Minn.

WIENER, MILTON  
WLVW, Cincinnati, Ohio

WETHAN, RICHARD J.  
KTTB, Madden, Mo.

WILDE, JANICE  
WWTF, Canton, N. C.

WILEY, GEORGE  
KOMA, Oklahoma City, Okla.

WILKINSON, RALPH NORMAN  
The U. S. Steel Hour  
CBS-TV

WILLIAMS, BILL  
KBBB, Bakerfield, Calif.

WILLIAMS, EDDIE  
WESV, Greenville, Miss.

WILLIAMS, JAMES  
WGBG, Greensboro, N. C.

WILLIAMS, JOHANNA  
Bachelor Father  
NBC-TV

WILSON, STANLEY  
Laramie  
NBC-TV

WINERTER, FLO  
KALL, Salt Lake City, Utah

WITTER, STANLEY G.  
KZUN, Spokane, Wash.

WOLFORD, DON  
WKBN, Youngstown, Ohio

WOOD, BOB  
KVI, Seattle, Wash.

WOODS, BILL  
KVOD, Uvalde, Tex.

WOOTEN, JANET  
KMBCTV, Kansas City, Mo.

WOOTEN, ROBERT  
KSOE, Salt Lake City, Utah

WRIGHT, DICK  
WBUX, Doylestown, Pa.

WUERCH, GEORGE  
WFDK, Portau, Wis.

## — Y —

YATES, EVERETT, JR.  
WJSP, DeFunnak Springs, Fla.

YORK, TONY  
WMAG, Forest, Miss.

YOUNGBLOOD, JIM  
WFDL, Paducah, Ky.

YOUNGLASS, DON  
KELA, Centralia-Chehalis,  
Wash.

## — Z —

ZIEGLER, ROBERT  
WERT, Van Wert, Ohio

ZIMMERMAN, DONALD  
WNEB, Worcester, Mass.

ZIMMERMAN, HARRY  
Dinah Shore Chevy Show  
NBC-TV

ZINK, ROBERT F.  
WDBR, Hanover, N. H.

ZYLSTRA, ARTHUR  
KICV, Nome, Alaska

# RADIO-TV WRITERS

RADIO AND TELEVISION  
—their work during 1959

## — A —

### ACE, GOODMAN

The Big Party  
CBS

### ALLEN, WOODY

The Pat Boone Chevy  
Showroom  
ABC-TV

### ASINOF, ELIOT

Du Pont Show of the Month  
CBS

## — B —

### BAILOR, DON

On the Go  
CBS-TV

### BAKER, HERBERT

Perry Como's Kraft Music  
Hall  
NBC-TV

### BALZER, GEORGE

The Jack Benny Program,  
CBS-TV; Jack Benny Specials,  
CBS

### BARRETT, TONY

Peter Gunn  
NBC-TV

### BAXT, GEORGE

Special Tonight "Mrs. Miniver"  
CBS

### BEAUMONT, CHARLES

The Twilight Zone  
CBS-TV

### BELL, DAVID

Johns Hopkins File 7  
ABC-TV

### BELL, WILLIAM

As the World Turns  
CBS-TV

### BELLAK, GEORGE

Playhouse 90  
CBS

## BIXBY, CARL

Life Can Be Beautiful, Edge of  
Night

### BLATTY, BILL

On the Go  
CBS-TV

### BLOCK, JOHN

The House on High Street  
NBC-TV

### BOGERT, VINCENT

The Garry Moore Show  
CBS-TV

### BORETZ, ALVIN

Playhouse 90  
CBS

### BRADFORD, JOHN

Frank Sinatra—Timex Show  
ABC-TV

### BRENNAN, FRED. HAZLITT

The Life and Legend of  
Wyatt Earp  
ABC-TV

### BROOKS, MEL

U.S. Steel - Sid Caesar Specials  
CBS

### BURNS, STAN

The Steve Allen Plymouth  
Show  
NBC-TV

## — C —

### CHANTLER, PEGGY

Dennis the Menace  
CBS-TV

### CHARELL, LISSA

"Today"  
NBC-TV

### CHAYEFSKY, PADDY

Playhouse 90  
CBS-TV

### CHIMBIDIS, JAMES

Johns Hopkins File 7  
ABC-TV

### CLARKE, WILLIAM KENDALL

The House on High Street  
NBC-TV

CARL BIXBY

EDGE OF NIGHT

LIFE CAN BE BEAUTIFUL

TELEVISION

Sturges Highway Southport, Conn.

Clearwater 9-3275

## RADIO-TV WRITERS

**CLOTT, SHERRY**  
The Paul Winchell Show  
ABC-TV

**CONELLY, JOE**  
Love It To Beaver  
ABC-TV

**COOPER, LESTER**  
"FYL"  
CBS-TV

**CORCORAN, BOB**  
Be Our Guest  
CBS-TV

**COWLEY, WILLIAM**  
Dennis the Menace  
CBS-TV

**CUNNINGHAM, PAUL**  
"Today"  
NBC-TV

### — D —

**DALTON, DENNIS**  
"Today"  
NBC-TV

**DANA, BILL**  
The Steve Allen Plymouth  
Show  
NBC-TV

**DAVENPORT, BILL**  
Ebbie McGee and Molly  
NBC-TV

**DAVIDSON, DAVID**  
Playhouse 90  
CBS

**DOUGALL, BERNARD**  
ABC

**DRAKE, ERVIN**  
Be Our Guest  
CBS-TV

**DREBEN, STAN**  
Be Our Guest  
CBS-TV

**DUNKEL, JOHN**  
The Life and Legend of  
Wyatt Earp  
ABC-TV

**DUNN, JOHN**  
"Today"  
NBC-TV

### — E —

**EDWARDS, BLAKE**  
Mr. Lucky  
CBS-TV

**ELLIOTT, SUMNER LOCKE**  
Playhouse 90  
CBS

**ELWARD, JAMES**  
The House on High Street  
NBC-TV

**ETTLINGER, DON**  
Love of Life  
CBS-TV

**EVANS, CLIFF**  
"Today"  
NBC-TV

### — F —

**FREED, FRED**  
Woman!  
CBS-TV

**FREEDBERG, BILLY**  
Perry Como's Kraft Music Hall  
NBC-TV

### — G —

**GLUCKMAN, WILL**  
Perry Como's Kraft Music Hall  
NBC-TV

**GOLDBERG, MEL**  
The House on High Street  
NBC-TV

**GOLDMAN, HAL**  
Jack Benny Specials, CBS; The  
Jack Benny Program, CBS-TV

**GOLDSTONE, JAMES**  
The Court of Last Resort  
ABC-TV

**GORDON, AL**  
The Jack Benny Program, CBS  
TV; Jack Benny Specials, CBS

**GOLD, BERNIE**  
About Faces  
ABC-TV

**GREENE, CLARENCE**  
Tightrop  
CBS-TV

**GREENE, GRAHAM**  
On Pond Show of the Month  
CBS

**GREENE, JOHN L.**  
John Gunther's High Road  
ABC-TV

**GUSMAN, CHARLES**  
Young Dr. Madson  
NBC-TV

### — H —

**HAVES, WILL**  
This Is Your Life  
NBC-TV

**HEINEMANN, ARTHUR**  
The U.S. Steel Hour  
CBS-TV

**HINKLEY, DON**  
The Steve Allen Plymouth  
Show  
NBC-TV

**HIRSON, ROGER**  
Playhouse 90  
CBS

**HORNER, CHUCK**  
The Pat Boone Chevy  
Showroom  
ABC-TV

**HOTCHNER, ED**  
Buick Electric Playhouse  
CBS

**HOWARD, BOB**  
The Jack Paar Show  
NBC-TV

**HUGHES, GORDON**  
About Faces  
ABC-TV

### — I —

**ISAACS, CHARLES**  
Dinah Shore Chevy Show  
NBC-TV

### — J —

**JACOBS, SEAMAN**  
Bachelor Father  
NBC-TV

**JACOBY, COLEMAN**  
The Garry Moore Show  
NBC-TV

### — K —

**KARP, DAVID**  
Playhouse 90  
CBS

**KEMPLEY, WALTER**  
The Jack Paar Show  
NBC-TV

**KEVES, PAUL**  
The Jack Paar Show  
NBC-TV

**KIING, WOODY**  
The Jack Paar Show  
NBC-TV

**KNEUBHIL, JOHN**  
Adventures in Paradise  
ABC-TV

**KOBIN, BILL**  
"FYL"  
CBS-TV

### — L —

**LACHMAN, MORT**  
Bob Hope Buck Show  
NBC-TV

**LARDNER, REX**  
Take a Good Look  
ABC-TV

**LARKIN, BILL**  
Bob Hope Buck Show  
NBC-TV

**LEE, CHARLES**  
Bob Hope Buck Show  
NBC-TV

**LEEDS, HOWARD**  
Ford Show  
NBC-TV

**LEFFERTS, GEORGE**  
The House on High Street  
NBC-TV

**LEWIS, RUD**  
"Today"  
NBC-TV

### — Mc —

**McCLUTCHEN, DICK**  
"FYL"  
CBS-TV

**McENROE, ROBERT E.**  
Playhouse 90  
CBS

### — M —

**MARION, IRA**  
ABC

**MATHESON, RICHARD**  
The Twilight Zone  
CBS-TV

**MILLIS, WALTER, JR.**  
Johns Hopkins File 7  
ABC-TV

**MILLS, ED**  
On the Go  
CBS-TV

**MORROW, BILL**  
The Bing Crosby Show  
ABC-TV

**MOSHER, BOB**  
Leave It to Beaver  
ABC-TV

**MURPHY, LIZ**  
On the Go  
CBS-TV

**MURRAY, JOHN FENTON**  
The Dennis O'Keefe Show  
CBS-TV

— N —

**NIEMAN, IRVING GAYNOR**  
Special Tonight "The Bells of  
St. Mary's"  
CBS

**NIXON, AGNES**  
The Guiding Light  
CBS-TV

— O —

**O'BRIEN, DAVE**  
The Red Skelton Show  
CBS-TV

— P —

**PARKER, RAY**  
Art Linkletter's House Party  
CBS-TV

**PAUL, NORMAN**  
Ford Show  
NBC-TV

**PERRIN, SAM**  
Jack Benny Specials, CBS; The  
Jack Benny Program, CBS-TV

**PHILLIPS, IRNA**  
As the World Turns  
CBS-TV

**PHILLIPS, PAUL**  
This Is Your Life  
NBC-TV

**PICKARD, JOHN**  
From These Roots  
NBC-TV

**PICKARD, LARRY**  
"Today"  
NBC-TV

**PINE, LESTER AARON**  
Peter Gunn  
NBC-TV

**PRAY, POOT**  
Be Our Guest  
CBS-TV

**PROVO, FRANK**  
From These Roots  
NBC-TV

— Q —

**QUEEN, ROBERT I.**  
Variety Shows, Dramatic Docu-  
mentaries, Panel Shows; WRCA-  
TV; WCBS-TV; WABC-TV;  
WNTA-TV; CBS Radio

— R —

**RAPP, JOHN**  
Bob Hope Buick Show  
NBC-TV

**REED, LEWIS**  
Peter Gunn  
NBC-TV

**REINER, CARL**  
Dinah Shore Chevy Show  
NBC-TV

**REISMAN, PHIL, JR.**  
Du Pont Show of the Month  
CBS

**REZNICK, SIDNEY**  
The Garry Moore Show  
CBS-TV

**RICE, CY**  
About Faces  
ABC-TV

**RIGHTER, RICHARD**  
The Saturday News with  
Robert Trout  
CBS-TV

**ROBBINS, DICK**  
On the Go  
CBS-TV

**ROBINSON, MAUREY**  
"Today"  
NBC-TV

**ROGERS, ROSWELL**  
Father Knows Best  
CBS-TV

**ROSE, REGINALD**  
Playhouse 90  
CBS

**ROSE, SI**  
Bachelor Father  
NBC-TV

**ROSEN, ARNIE**  
The Garry Moore Show  
CBS-TV

**ROUSE, RUSSELL**  
Tightrope  
CBS-TV

**RUTHMAN, BOB**  
"Today"  
NBC-TV

— S —

**SCHWARTZ, AL**  
The Red Skelton Show  
CBS-TV

**SCHWARTZ, SHERWOOD**  
The Red Skelton Show  
CBS-TV

**SERLING, ROD**  
Playhouse 90, The Twilight  
Zone  
CBS-TV

**SHAW, DAVID**  
Playhouse 90  
CBS-TV

**SHEFRIN, DAVID**  
The Saturday News with  
Robert Trout  
CBS-TV

**SHUKEN, PHILLIP**  
John Gunther's High Road  
ABC-TV

**SHULMAN, MAX**  
The Many Loves of Dobie  
Gillis  
CBS-TV

**SIAMON, NEIL**  
The Garry Moore Show  
CBS-TV

**SMITH, AL**  
"Today"  
NBC-TV

**STANDER, ARTHUR**  
The Danny Thomas Show  
CBS-TV

**STONE, EMERSON**  
Richard C. Hottel with the  
News  
CBS-TV

**SULLIVAN, NORMAN**  
Bob Hope Buick Show  
NBC-TV

**SULTAN, ARNE**  
The Steve Allen Plymouth  
Show  
NBC-TV

— T —

**TOLKIN, MEL**  
U.S. Steel - Sid Caesar Specials  
CBS

— V —

**VENDIG, IRVING**  
The Edge of Night  
CBS-TV

— W —

**WAGNER, WALTER**  
Art Linkletter's House Party  
CBS-TV

**WALKER, BILL**  
On the Go  
CBS-TV

**WARK, MARTY**  
On the Go  
CBS-TV

**WHITE, LESTER**  
Bob Hope Buick Show  
NBC-TV

**WITTY, DON**  
ABC

**WORTH, MARVIN**  
The Steve Allen Plymouth  
Show  
NBC-TV

— Z —

**ZELINKA, SYDNEY**  
U.S. Steel - Sid Caesar Specials  
CBS





**RAY MORGAN**

**ANNOUNCER-NARRATOR**

LEx 2-1100



▶  
**BILL  
SHIPLEY**  
▶

# ANNOUNCERS—MC'S

RADIO AND TELEVISION  
—their work during 1959

## — A —

**AAROE, ALDEN**  
WRVA, Richmond, Va.

**ABBOTT, JIM**  
Rendezvous  
KFJZ-TV, Fort Worth-Dallas,  
Tex.

**ABRAMS, TERRY**  
Open House  
KWKH, Shreveport, La.

**ADAMS, BILL**  
WMEN, Tallahassee, Fla.

**ADAMS, JERRY**  
Hi Fi Club  
KAKC, Tulsa, Okla.

**ADAMS, VERN**  
KTVK, Phoenix, Ariz.

**ADKINS, BOB**  
Family Hour  
WVOT, Wilson, N. C.

**ADKINS, HAL**  
Pal Hal's Show  
WOBS, Jacksonville, Fla.

**ADKINS, RON**  
KNGS, Hanford, Calif.

**AGA, ERCHEL**  
KXRA, Alexandria, Minn.

**ALAN, MIKE**  
KAMP, El Centro, Calif.

**ALBRIGHT, SAM**  
KWFT, Wichita Falls, Tex.

**ALCOTT, HANK**  
Morning Music  
KVNA, Flagstaff, Ariz.

**ALEXANDER, BEN**  
About Faces  
ABC-TV

**ALEXANDER, BOB**  
WSJM, St. Joseph, Mich.

**ALEXANDER, ERNIE**  
KVOL, Lafayette, La.

**ALEXANDER, OSCAR**  
WAAA, Winston-Salem, N. C.

**ALLAN, DAN**  
WLOL, Minneapolis-St. Paul,  
Minn.

**ALLAN, NANCY**  
Movie Matinee  
KMJ-TV, Fresno, Calif.

**ALLEN, AARON**  
Meet Mr. Music  
KMAC, San Antonio, Tex.

**ALLEN, AL**  
WYSE, Lakeland, Fla.

**ALLEN, BARRY**  
KJFJ, Webster City, Iowa

**ALLEN, BILL**  
Rush Hour Roundup  
WLAC, Nashville, Tenn.

**ALLEN, BOB**  
KOYN, Billings, Mont.

**ALLEN, FRED**  
Roll Jordan  
WAAA, Winston-Salem, N. C.

**ALLEN, JOHN**  
Allen's Alley  
KOPR, Butte, Mont.

**ALLEN, JOHN**  
Early Birds  
WFAA, Dallas, Tex.

**ALLEN, MACK**  
WFMC, Goldsboro, N. C.

**ALLEN, MARC**  
Big Parade  
KLEO, Wichita, Kan.

**ALLEN, MARY**  
KGIW, Alamosa, Colo.

**ALLEN, RAY**  
Sky Castle  
WBOY, Clarksburg, W. Va.

**ALLEN, ROGER**  
WCBL, Benton, Ky.

**ALLEN, STEVE**  
Latchstring  
WJEH, Gallipolis, Ohio



## Alun Williams

News - Narration

Film - Commercials

**JU 2-8800**

# RADIO-TV ANNOUNCERS—EMCEES

**ALLESEE, BOB**  
WIMS, Michigan City, Ind.

**ALLISON, GENE**  
WISH-TV, Indianapolis, Ind.

**ALLWOOD, JIM**  
Hillbilly Heaven  
KWTO, Springfield, Mo.

**ALADON, ART**  
Boston Movie Time  
WBZ-TV, Boston, Mass.

**AMBROSE, TOM**  
Yacht Patrol  
WTRC, Elkhart, Ind.

**AMMERMAN, DAN**  
Platten Palace  
KGNB, Amarillo, Tex.

**ANDERSON, ANDY**  
The People Speak  
KTIAM, Albuquerque, N. M.

**ANDERSON, EDDIE**  
WEVA, Emporia, Va.

**ANDERSON, KARL**  
WPGM, Pompano Beach, Fla.

**ANDERSON, NORMAN**  
Shut-In Program  
WCRR, Corinth, Miss.

**ANDERSON, NORWOOD**  
WGOL, Goldsboro, N. C.

**ANDERSON, SAMMA**  
WKAP, Allentown, Pa.

**ANDREWS, ARCH**  
KELN, Denver, Colo.

**ANDREWS, CHET**  
KICD, Spencer, Iowa.

**ANDREWS, DAVID**  
Dinnerbell Round up  
KMBC, Kansas City, Mo.

**ANDREWS, JOHNNY**  
Monitor  
NBC

**ANGEL, JACK**  
KJBS, San Francisco, Calif.

**ANSBRO, GEORGE**  
ABC

**ANTHONY, ALLEN C.**  
WAGA-TV, Atlanta, Ga.

**ANTHONY, CARMINE**  
WLDH, Chicago, Ill.

**ANTHONY, HUGH**  
Special Events  
WCIW, Lawrence, Mass.

**ANTHONY, JAY**  
WIBI, Newark, N. J.

**ANTHONY, JOHNNY**  
Dance Party  
WITI-TV, Milwaukee, Wis.

**APARICIO, RAY**  
Spanish Show  
KBFC, Corona, Calif.

**ARMSTRONG, DON**  
WGMA, Hollywood, Fla.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio.

**ARMSTRONG, STEVE**  
WRIN, Kingsport, Tenn.

**ARMSTRONG, VON**  
KXRX, San Jose, Calif.

**ARNAZ, DESI**  
Washington, Dethi Playhouse  
CBS-TV

**ARNOLD, BILL**  
Rollin' Home  
WCAX, Burlington, Vt.

**ARTHUR, FRED**  
Homeward Bound  
KGMG, Englewood, Denver, Colo.

**ARTHUR, JOHN**  
KOTE, Fergus Falls, Minn.

**ASHWELL, JERRY**  
WRUN, Utica, N. Y.

**ASHWORTH, TOMMY**  
WJBF, Commerce, Ga.

**ASSAF, WOODIE**  
WJDX, WLBT, Jackson, Miss.

**AUGELLO, JOE**  
WOHO, Toledo, Ohio.

**AUSTIN, ALAN K.**  
Alans Alley  
KSOK, Arkansas City, Kan.

**AUTRY, CHICK**  
WRBL-TV, Columbus, Ga.

**AVERY, BEN**  
WGTC, Greenville, N. C.

**AWSUMB, ROGER**  
Casey Jones Express  
WTCN-TV, Muncie, Ind.

**AWTRY, JIM**  
Mystery Voice  
KIMB, Kimball, Neb.

**AWLWARD, BILL**  
WVTR, Morristown, N. J.

## — B —

**BABB, MORGAN**  
WGOL, Nashville, Tenn.

**BARCOCK, SAM**  
KDEO, El Cajon, Calif.

**BACIL, AL**  
KGO, San Francisco, Calif.

**BACHRAD, MARVIN**  
WNAR, Norristown, Pa.

**BACKLIN, JIM**  
KFYR, Bismarck, N. D.

**BAER, TEDY**  
Musical Tonic  
WFTL, Ft. Lauderdale, Fla.

**BAERG, ROYCE**  
KJCK, Junction City, Kan.

**BAHR, R. GIL**  
KRAM, KRAM-TV, Agana, Guam.

**BAILEY, AL**  
WFCN, Huntsville, Ala.



tom o'brien

judson 6-6300

## RADIO-TV ANNOUNCERS—EMCEES

- BAILEY, CHARLES**  
WIAM, Williamston, N. C.
- BAILEY, CHARLES**  
WATO, Oak Ridge, Tenn.
- BAILEY, DICK**  
Noon Time Tradin' Time  
KLVT, Levelland, Tex.
- BAILEY, JACK**  
Queen for a Day  
NBC-TV
- BAILEY, JEAN**  
KZEY, Tyler, Tex.
- BAILEY, JOE**  
WDQN, Du Quoin, Ill.
- BAIN, BUDDY**  
WCMA, Corinth, Miss.
- BAIN, PAUL**  
Morning Mayor  
KQEO, Albuquerque, N. M.
- BAKER, ALLEN P.**  
WLEN, Lebanon, Ky.
- BAKER, BOB**  
KSO, Des Moines, Iowa
- BAKER, ED**  
Baker's Dozen  
KVON, Napa, Calif.
- BAKER, GROVER**  
WRNB, New Bern, N. C.
- BAKER, KEITH**  
Town & Country Time  
KHBM, Monticello, Ark.
- BAKER, MIKE**  
B. June 15, 1926, St. Thomas,  
Ont., Canada; Pat Boone Show,  
Dick Clark Spectacular; ABC-TV;  
Perry Como, Andy Williams, CBS-  
TV
- BAKER, PAUL**  
Rise & Shine  
WLAD, Danbury, Conn.
- BAKER, RAY**  
KMAC, San Antonio, Tex.
- BALLAS, JIM**  
KCOW, Alliance, Neb.
- BALE, NORM**  
Contact  
KWKH, Shreveport, La.
- BALLARD, BOB**  
Sportsman's Almanac  
WLN, Washington, N. C.
- BAMBERG, WALTER**  
Captain Zoomar  
WCOV-TV, Montgomery, Ala.
- BANNON, JIM**  
For Better or Worse  
CBS-TV
- BARBER, DON**  
WCKT, Miami, Fla.
- BARBOUR, HERSH**  
WFLB, Fayetteville, N. C.
- BARCOMB, DAVE**  
WKXL, Concord, N. H.
- BARKER, BILL**  
Man on Street  
WSIP, Paintsville, Ky.
- BARKER, BOB**  
Truth or Consequences  
NBC-TV
- BARNES, DENNIS**  
WDCR, Hanover, N. H.
- BAR, SAMMY**  
KGVL, Greenville, Tex.
- BARRETT, CLIFF**  
WICO, Salisbury, Md.
- BARRETT, DICK**  
WEOL, Elyria-Lorain, Ohio
- BARRIE, WENDY**  
B. April 18, London, England;  
Wendy Barrie Show
- BARRILE, JOE**  
WKAN, Kankakee, Ill.
- BARRON, KARL**  
KTTM, San Rafael, Calif.
- BARRY, GUY**  
WCOY, Columbia, Pa.
- BARTELL, PAUL**  
Farm News  
WMLL, Milwaukee, Wis.
- BARTLETT, RAY**  
KDKE, No. Little Rock, Ark.
- BARTON, HAL**  
WTAD, Quincy, Ill.
- BARTON, HAL**  
KHQA-TV, Hannibal, Mo.
- BARTON, ORVILLE**  
KBHM, Branson, Mo.
- BARUCH, ANDRE**  
ABC
- BAUGHMAN, EARL**  
WESC, Greenville, S. C.
- BAXTER, WENDELL**  
KJSK, Columbus, Neb.
- BAZYN, WALLY**  
Country Music Time  
WJAC, Norfolk, Neb.
- BEALL, R. B.**  
Party Line  
KODI, Cody, Wyo.
- BEAN, RODNEY**  
KABY, Albany, Ore.
- BEATTY, MORGAN**  
Monitor, News of the World;  
Life and the World  
NBC
- BEAUCHAMP, DENNIS**  
Shop, Look, Listen  
WLUC-TV, Marquette, Mich.
- BEAUMONT, JOE**  
WWGS, Tifton, Ga.
- BECK, DUANE**  
Melody Ballroom  
WHGB, Harrisburg, Pa.



### BILL ROGERS

—Management—  
George F. Foley

730 Fifth Ave.      JUDSON 6-4312



### REX MARSHALL

—MANAGEMENT—  
GEORGE F. FOLEY

730 Fifth Ave.      JUDSON 6-4312

# RADIO-TV ANNOUNCERS—EMCEES

**BECK, EMIL**  
WESA, Charleston, Pa.

**BECK, JACKSON**  
8 July 23, 1912, New York City,  
Commercials for Chesterfield,  
Studebaker-Lark, Ex-Lax, Instant  
Maxwell House Coffee, Ambassa-  
dor Beer, and others

**BECK, ROY**  
WMLX, MD Vernon, Ill

**BECE, ALON**  
WLBT, Jackson, Miss

**BELCHER, JAMES**  
What's Goin'  
KLJK, Evanston, Wyo

**BELL, JACK**  
KEZY, Anaheim, Calif

**BELL, TONY**  
Man Around House  
WKNY, Kingston, N. Y

**BELSON, GORDON**  
KXO, El Centro, Calif

**BENDER, TED**  
KTSN-TV, El Paso, Tex

**BENEDICT, ANDY**  
WWFL, New York, N. Y

**BENJAMIN, DEL**  
KRLJ-TV, Helena, Mont

**BENNETT, BERN**  
To Tell The Truth  
CBS-TV

**BENNETT, ED**  
20th Century Fox Theatre  
KVIQ-TV, Eureka, Calif

**BENNETT, JOHN H.**  
WLBA, Gainesville, Ga

**BENNY, FRANK**  
KNOA, Sacramento, Calif

**BENSON, RUSS**  
WORZ, Alton, Ill

**BENT, JOE**  
WTHI-TV, Terre Haute, Ind

**BENTLEY, BILL**  
Gospel Jubilee  
KTLQ, Tallahassee, Okla

**BERG, LEE**  
KFML, Denver, Colo

**BERG, NORM**  
Hymn Request Hour  
KWSO, Wasco, Calif

**BERNARD, DUD**  
Early Eric Show  
KLEF, Golden Meadow, Ga

**BERNER, GUS**  
WMBR-TV, Manchester, N. H.

**BERRY, DICK**  
Music Man  
WFTW, Fairfield, Ill

**BERRY, JIM**  
WLCR, Scottsville, Ky

**BICKEL, PAT**  
AM, Mayhem  
WADP, Reno, Pa

**BIERY, BILL**  
Teen Time  
WWL-TV, New Orleans, La

**BIESANG, CAL**  
Let's Talk It Over  
WOWL-TV, Florence, Ala

**BILYEU, JOHN**  
Heart of America Bandstand  
KMBC-TV, Kansas City, Mo

**BINGHAM, RICHARD**  
KSL-TV, Salt Lake City, Utah

**BIRD, DENNY**  
Opera Malines  
KWTO, Salt Lake City, Utah

**BIRDAN, BIRD**  
WPTZ-TV, Philadelphia, N. Y.

**BISHOP, BENNY**  
Music in the Air  
WLDB, Atlantic City, N. J.

**BISHOP, JERRY**  
WDRS, Hartford, Conn

**BISHOP, ROY**  
Young Firestorm Auctioneer  
WSEA-TV, York, Pa

**BISSETT, VIRGIL**  
WMSA, Massena, N. Y

**BIVANS, ROBERT**  
WFFY, Danville, Ill

**BLACK, MARTIN**  
Night Owl Club  
KRIJ-TV, Las Vegas, Nev

**BLAIR, CURT**  
Tony's Theatre  
WSEA-TV, Massena, N. Y.

**BLAIR, FRANK**  
Monitor  
NIP

**BLAKE, WALLA**  
Family Party Time  
KPCO-TV, Centennial, Colo

**BLANCHARD, BEN**  
KASL, Ames, Iowa

**BLANCHARD, DICK**  
WJLD, Chicago, Ill

**BLANCHARD, LOWELL**  
Madley Merry-go-Round  
WNOX, Knoxville, Tenn

**BLEDSOE, HAROLD**  
WEWO, Lattinburg, N. C.

**BLOOM, RAYMOND B.**  
KREL, Farmington, Mo

**BLOSSEY, JIM**  
Bandstand  
KIDH, Boise, Ida

**BLOUNT, FOREST**  
KRTS-TV, Stevenson, Md

**BLOUNT, JAMES**  
Robert Hour  
WSR, Durham, N. C.



**RALPH PAUL**

MANAGEMENT  
GEORGE F. FOLEY

730 Fifth Ave. JUDSON 6-4312



**MIKE BAKER**

Announcer — Narrator — MC

JU 6-6300

## RADIO-TV ANNOUNCERS—EMCEES

**BOAZ, DAVE**

Music Till Midnight  
WRUN, Utica, N. Y.

**BOGCESS, W. E.**

KRUN, Ballinger, Tex.

**BOLAND, JOSEPH  
ABC**

**BOLEK, PHIL**

WKNX, Saginaw, Mich.

**BOLTE, BILL**

WKNB, New Britain, Conn.

**BOLTON, JOE**

3 Stooges  
WPIX, New York, N. Y.

**BONER, DENNY**

WKKS, Vanceburg, Ky.

**BONZO, WES**

WCRT, Birmingham, Ala.

**BORBA, JOHN**

Junior Town Meeting  
KWIP, Merced, Calif.

**BORTELL, JOSEPH T.**

WGOY, Columbia, Pa.

**BOSCH, ROY**

WIOU, Kokomo, Ind.

**BOTULA, MIKE**

WRIV, Riverhead, N. Y.

**BOUDREAU, HAL**

KHUU, Honolulu, Hawaii

**BOULDIN, ART**

Party Line  
WICH, Norwich, Conn.

**BOURMAN, ROGER**

Local TV News  
NBC-TV

**BOWEN, BOB**

Top 5  
WSAZ, Huntington, W. Va.

**BOWICK, WILLIAM L.**

WGBA, Columbus, Ga.

**BOWMAN, DICK**

Satelite  
WELS, Kinston, N. C.

**BOWMAN, PHIL**

WMAQ, Chicago, Ill.

**BOWSER, BILL**

WFAL, Fayetteville, N. C.

**BOYD, BILL**

Teen Time  
KJUN, Pecos, Tex.

**BOYD, DON**

KVAS, Astoria, Ore.

**BOYDSTON, BILL**

Club 930  
WJAX, Jacksonville, Fla.

**BOYER, GARTH**

KTIV, Sioux City, Iowa

**BOYLE, STEVE**

Off The Record  
KVNA, Flagstaff, Ariz.

**BOYLES, CHUCK**

WKY, Oklahoma City, Okla.

**BOYSEN, J. PETER**

WLOL, Minneapolis- St. Paul,  
Minn.

**BOZANIC, MILT**

Club 13  
KSHO-TV, Las Vegas, Nev.

**BRABSON, BILL**

WVKO, Columbus, Ohio

**BRACH, HENRY**

WMCK, McKeesport, Pa.

**BRADLEY, DON**

KTVE, El Dorado, Ark.

**BRADLEY, DON**

Comedy Matinee  
WJIM-TV, Lansing, Mich.

**BRADSHAW, THOMAS**

KSL-TV, Salt Lake City, Utah

**BRADY, BILL**

WDZ, Decatur, Ill.

**BRADY, DICK**

WCBY, Cheboygan, Mich.

**BRAGG, BOBBY**

WNEX, Macon, Ga.

**BRAID, DON**

WMBD, Peoria, Ill.

**BRAND, CHARLES F.**

WMOD, Moundsville, W. Va.

**BRANDT, MEL**

Sunday Showcase:  
Bell Telephone, NBC-TV;  
Monitor, NBC

**BRANDY, BOB**

Popeye  
WTVC, Chattanooga, Tenn.

**BRANHAM, JIMMIE**

WTCW, Whitesburg, Ky.

**BRAUDRICK, GENE**

KHOU-TV, Houston, Tex.

**BRENDLER, GENE**

KPTV, Portland, Ore.

**BRENNAN, TOM**

Big Parade  
KQEO, Albuquerque, N. M.

**BRENNER, PAUL**

WNTA, Newark, N. J.

**BRICK, JERRY**

Uncle Jerry's Club  
WBEH-TV, Buffalo, N. Y.

**BRIDGES, JAMES**

WCGA, Calhoun, Ga.

**BRIGHT, JERRY**

Traffic Jam  
KNOX, Grand Forks, N. D.

**BRINKMAN, CHUCK**

WCUE, Akron, Ohio

**BRITTAIN, BILL**

WMAK, Nashville, Tenn.

**BROADHURST, WALTER G.**

WMOD, Moundsville, W. Va.

**BRODY, DALE**

KCHE, Cherokee, Iowa



**BUD COLLYER**



**MERV GRIFFIN**

William Bratter (Pers. Mngr.)

MCA

# RADIO-TV ANNOUNCERS—EMCEES

- BROOKS, BILL**  
H. P. Hop  
KTVH, Hutchinson, Kan.
- BROOKS, EDGAR**  
Miami Clock Club  
WBFB, Burlington, N. C.
- BROOKS, KEN**  
The Back Fence Club  
KJL, Waltham, Waltham, Wash.
- BROOKS, RAY**  
Western Jamboree  
WAFB, Warren, Ark.
- BROPHY, WILLIAM**  
AFB
- BROTHGIEBY, ED**  
WFGM, Fitchburg, Mass.
- BROWN, BILL**  
Coffee Club  
WVFC, Bremen, Ga.
- BROWN, BILL**  
WROW, Toys, Haute, Ind.
- BROWN, BOB**  
KCFE, Tucson, Ariz.
- BROWN, BOB**  
WNTA, Newark, N. J.
- BROWN, ED**  
WGLE, Babylon, N. Y.
- BROWN, JAMES**  
WSFT, Somerset, Ky.
- BROWN, BRUCE**  
WTHB, Inkster, Mich.
- BROWN, CHARLIE**  
WSTN, St. Augustine, Fla.
- BROWN, JERRY**  
Coffee Club  
KMK, St. Louis, Mo.
- BROWN, MIKE**  
E-Z Listening  
WANS, Anderson, S. C.
- BROWN, STAN**  
KLZ, Denver, Colo.
- BROWN, STEVE**  
Night Watch  
WKIX, Raleigh, N. C.
- BROWNING, DOUG**  
AB
- BROWNING, KIRK**  
NIB, Opera Co.  
NIB
- BRUCE, JACK**  
Bandwagon  
WNAK, Yankton, S. D.
- BRUNSWICK, HARVEY**  
Shook  
KMH, TX, Kansa-City, Mo.
- BRYAN, GLENN**  
RENO, Las Vegas, Nev.
- BUCHANAN, IKE**  
Poppy's Theatre  
WCTV, Tallahassee, Fla.  
Toomasville, Ga.
- BUCKLEY, BOB**  
KBAS, TV, Hastings, Neb.
- BUCKMAN, GENE**  
WMEG, Eau Claire, Fla.
- BUDD, JOE**  
Singsby Singing Time  
WGES, Covington, Ga.
- BUHELMAN, CLINT**  
Musical Club  
WBFS, Buffalo, N. Y.
- BUFFINGTON, JOEL P.**  
KASY, Auburn, Wash.
- BUNKER, MERLE**  
Cinderella Time  
KLAS, TV, Las Vegas, Nev.
- BUNN, BILL**  
Discambuster  
WGTM, Wilson, N. C.
- BUTYNS, N. C.**  
Talent Time at K  
WJAK, Jackson, Tenn.
- BURAK, MARVIN**  
WJHW, New Orleans, La.
- BURCHILL, BILL**  
WCPA, Clearfield, Pa.
- BURDGE, FRED**  
Radio Rhythm  
WETC, Wendell-Zebulon, N. C.
- BURGESS, DAN**  
Kiddies, Karnival  
WCNY, TV  
Cortango-Watertown, N. Y.
- BURGESS, FRANK**  
WIMA, Amherst, Ala.
- BURKE, HUGO**  
Starlight, Sunnada  
WLPN, Suffolk, Va.
- BURKLAND, LEN**  
KFTM, Yuma, Ariz.
- BURNS, BOB**  
Bob Nite  
WELR, Dundee, N. Y.
- BURNS, JACK**  
WEZE, Boston, Mass.
- BURNS, STAN Z.**  
Entertainment Press Conference,  
DuMont, NBC Monitor, Cerebral  
Palsy Telethon, WOR-TV, Stan  
Burns Show, WINS
- BURRIS, GENE**  
KTVK, Phoenix, Ariz.
- BURSON, JAMES**  
WOLH, East Liverpool, Ohio.
- BUSHNELL, DOWELL**  
Weather Roundup  
KALB, TV, Alexandria, La.
- BUTHERUS, ED**  
Hostess House Party  
ROUN, TV, Portland, Ore.



**JOE GIVEN**

Spokesman

Morning Newcasts  
WNEW

Robert Coe Management  
144 West 57 Street  
New York 19



**DON MORROW**

ANNOUNCER-HOST-ACTOR

JU 2-8800

## RADIO-TV ANNOUNCERS—EMCEES

**BUTLER, GIL**  
WBRD, Bradenton, Fla.

**BUTLER, HARRY**  
It's Your World  
WHIO-TV, Dayton, Ohio

**BUTLER, TUCKER**  
Wake Up & Smile  
WGVA, Culpeper, Va.

**BUTTS, JERRY**  
Melody Time  
WADC, Akron, Ohio

**BUTTS, JIM**  
Morning Melody Time  
WBHC, Hampton, S. C.

**BUZBEE, KEN**  
Music Man  
WJPF, Herrin, Ill.

**BYRON, BOB**  
KPRC, Houston, Tex.

### — C —

**CARRERA, FEDEL**  
Jitazo  
WKAQ-TV, San Juan, P. R.

**CAIN, KIRBY**  
KOMA, Oklahoma City, Okla.

**CALDERWOOD, BERNIE**  
Junior Council  
KCPX-TV, Salt Lake City, Utah

**CALDO, JACK**  
WHAW, Weston, W. Va.

**CALDWELL, LAMAR**  
Dawn in Dixie  
WHSC, Hartsville, S. C.

**CALL, JACK**  
1340 Club  
KANS, KCKN,  
Kansas City, Kan.

**CALLAN, BOB**  
WMCA, New York, N. Y.

**CAMFIELD, BILL**  
Slambang Theatre  
KFJZ-TV  
Fort Worth-Dallas, Tex.

**CAMPBELL, BARRY**  
WTVN, Columbus, Ohio

**CAMPBELL, DENNIS**  
WCNB, Connersville, Ind.

**CAMPO, BOB**  
WCNG, Canonsburg, Pa.

**CANADA, BOB**  
Countdown #1  
WPET, Greensboro, N. C.

**CANNON, JOHN**  
I've Got A Secret  
CBS-TV

**CANNON, NORM**  
N.C. The M.C.  
WHAP, Hopewell, Va.

**CANON, JACK**  
KPIG, Cedar Rapids, Iowa

**CANTER, RUSSELL**  
WBNS, Columbus, Ohio

**CANTON, JOHNNY**  
KOKO, Warrensburg, Mo.

**CANYON, STEVE**  
KOLE, Port Arthur, Tex.

**CAPP, JIMMY**  
Our Best to You  
WPTF, Raleigh, N. C.

**CARABALLO, JOHNNY**  
Jira Campesta  
WTLI, Mayaguez, P. R.

**CARDILE, BILL**  
6 O'Clock Hop  
WHIC, Pittsburgh, Pa.

**CARDAS, WILLIAM**  
Top 100  
WHOK, Lancaster, Ohio

**CARLE, BENNY**  
Circle 6 Ranch  
WBRG-TV, Birmingham, Ala.

**CARLEY, JIM**  
Journey Into Music  
WFIN, St. Petersburg, Fla.

**CARLSON, AL**  
KDLN, Detroit Lakes, Minn.

**CARLSON, WAMP**  
Music from Scandinavia  
WHAY, Hartford-New Britain,  
Conn.

**CARLSON, WARREN**  
Tops In Pops  
WLLH, Lowell, Mass.

**CARNEY, GILBERT L.**  
WPME, Punxsutawney, Pa.

**CARPENTER, WAYNE**  
KPLC, Lake Charles, La.

**CARR, DICK**  
KSRA, Salmon, Ida.

**CARR, JIM**  
Seacoast Yawn Patrol  
WHEB, Portsmouth, N. H.

**CARR, ROY**  
WTCN, Minneapolis, Minn.

**CARROLL, BOB**  
KOLO, Reno, Nev.

**CARKOLL, JACK**  
KWTC, Barstow, Calif.

**CARTER, CAL**  
KAMD, Camden, Ark.

**CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.

**CARTER, JOE**  
Dancetown  
WSPA-TV, Spartanburg, S. C.

**CARTER, ROBERT**  
Club 21  
WPTA, Fort Wayne, Ind.

**CARTER, TERRY**  
The Happy Hours  
KBAR, Burley, Ida.

**CARTER, VAL**  
WDOT, Burlington, Vt.



**BOB EMERICK**

JUdson 2-8800



**NELSON CASE**

Exclusive Management

FRANK COOPER ASSOCIATES

17 E. 54th St., New York

PL 1-0725

9145 Sunset Blvd., Beverly Hills

CR 4-5971



# RADIO-TV ANNOUNCERS—EMCEES

## CARUSO, CARL A.

Men Into Space, Doug Edwards News, CBS-TV, True Story, M Squad, Arthur Murray Party, Saber of London, Modern Romances, NBC-TV

## CARVALHO, JIMMY

Latin Matinee  
KUKU Honolulu Hawaii

## CASE, LEE

WCBM, Baltimore Md

## CASE, NELSON

Art Carney Show, Fibber McGee & Molly, NBC-TV; Conquest, Miss America, CBS-TV, Donna Reed Show, ABC-TV, Manhattan Shirt Shows

## CASEY, JIM

WMYB, Myrtle Beach, S.C.

## CASEY, JOE

WMSL, Decatur, Ala

## CASEY, JOHN

WJMS, Olean, N.Y.

## CASTILLO, MIGUEL

La Hora Mexico  
KSBW-TV, Salinas Calif

## CASTNER, PAUL

KLFD, Lincolnfield, Minn

## CATES, JOE

The Future Lies Ahead  
NBC-TV

## CATHART, BOB

Cheerful, Earthly  
WOKO Albany, N.Y.

## CAUSEY, BID

Showboat 59  
KNDE-TV, Monroe, La

## CHAFIN, HERB

KTHS, Lubbock, Rock, Ark

## CHAMBERS, JACK

WWGS, Titon, Va

## CHAMBERS, JERRY

Circus of Music  
KWHN, Fort Smith, Ark

## CHAN, GUS

WAAP, Provo, Ill

## CHANDLER, JACK

KEMS, Manitou Springs, Colo.

## CHANDLER, WARREN

KLZ-TV, Denver, Colo.

## CHAPMAN, DEI

Music on the Go  
KIDO, Boise, Ida

## CHARLES, TERRY

WRL, Turton, Springs, Fla

## CHASE, NORM

KJJB, Jamestown, N.Y.

## CHASE, WARD

WXIA-TV, Milwaukee, Wis

## CHAVEZ, FRED

KABQ, Albuquerque, N.M.

## CHERRY, AL

Music Parade  
KPM, Portland, Ore

## CHESSON, BILL

Music Room  
WNDU, South Bend, Ind

## CHEVALIER, BOB

KRMO, Benson, Minn

## CHEVILLET, DON

Tuesmith  
WNDU, South Bend, Ind

## CHILES, LOU

Sidewalk Interviews  
WEAG, Abing, Tenn

## CHIMIKLIS, JOHN

Vocal on the Area  
WAJP, Kane, Pa

## CHRISTEN, ELLIOTT

KDGL, Des Moines, Iowa

## CHRISTIE, GAYLON

Rock n Roll

## CHRISTMAS, JIMMY

KJEN, Kilbuck, Tex.  
KJCK, Elk City, Okla

## CHRISTY, PAUL

WCHL, 2, Charlotte, N.C.

## CLAIN, RUD

Early Birds  
WORC, Worcester, Mass

## CLANCY, WALTER

Evening Showdowns  
WBHC, Hampton, S.C.

## CLARK, DICK

American Bandstand  
WPH-TV, Philadelphia, Pa

## CLARK, GIL

WKAN, Rankokee, Ill

## CLARK, J. DAWSON

Teen Party  
WBOT, Salisbury, Md

## CLARK, JEFF

KFSD-TV, San Diego, Calif

## CLARK, JOHN

KBOI, Boise, Ida

## CLARK, NORMAN

WVC, Ripon, Wis.

## CLARK, WELDON

WENN, Bentonham, Ala

## CLARKE, SANDY

WHER, Memphis, Tenn

## CLAYTON, BOB

Movie 7  
WCKT, Miami, Fla.

## CLAYTON, RUCK

Off the Record  
WOKL, Charleston, S.C.

## CLEMENT, JOHN

KFVR, Bismack, N.D.



**ALLEN SWIFT**

Captain of the "S. S. Popeye"  
and  
"The Voice of Everything—  
But Firestone"



**Jim Coy**

RADIO-TV  
COMMERCIALS  
FILMS  
MC-HOST

JU. 2-8800

## RADIO-TV ANNOUNCERS—EMCEES

- CLEMENTS, HENRY**  
Commodore Clem  
KALB-TV, Alexandria, La.
- CLINE, CLAY**  
Food for Thought  
WDBM, Statesville, N. C.
- CLINE, TERRY**  
WMEN, Tallahassee, Fla.
- CLOW, KEN**  
KTVO, Ottumwa, Iowa
- CLUNE, GARRIE**  
KIRO, Seattle, Wash.
- COBB, LARRY**  
KSWI, Council Bluffs, Iowa
- COCKRELL, JIM**  
Bandstand Host  
KOAT-TV, Albuquerque, N. M.
- COFFMAN, CLARE**  
The Hi-Fi Way  
KCEE, Tucson, Ariz.
- COKER, WHITEY**  
KNPT, Newport, Ore.
- COLE, BIFF**  
WFIE-TV, Evansville, Ind.
- COLE, BILL**  
KRTN, Raton, N. M.
- COLEMAN, IRVING**  
Man on the Beat  
KCLE, Cleburne, Tex.
- COLLINS, FRED**  
Five Star Matinee  
NBC
- COLLINS, KEN**  
KXYZ, Houston, Tex.
- COLLINS, ROY**  
WSUG, Clewiston, Fla.
- COLLYER, BUD**  
Beat the Clock, ABC-TV; To Tell  
the Truth, CBS-TV
- COLVIN, TOM**  
KFAR, Fairbanks, Alaska
- COMER, BILL**  
KBCH, Ocean Lake, Ore.
- COMLEY, JACK**  
WKNB, WNBC,  
New Britain, Conn.
- COMPTON, H. LEWIS**  
WHEE, Martinsville, Va.
- CONDYLIS, PAUL**  
KNX, Los Angeles, Calif.
- CONFER, KIRBY**  
WHGE, Harrisburg, Pa.
- CONLEY, JACK**  
WKNE, New Britain, Conn.
- CONNELL, PAT**  
KASO, Minden, La.
- CONNELL, PAT**  
1430 Club  
WNJR, Newark, N. J.
- CONNELLY, BRIAN**  
Caes Kald Show  
WKEM, Jackson, Mich.
- CONNER, KEITH**  
Castles in the Sky  
KBAR, Burley, Ida.
- CONNERS, BOB**  
KSON, San Diego, Calif.
- CONNOR, DAVE**  
WCKR, Miami, Fla.
- CONNOR, MIKE**  
WONG, Oneida, N. Y.
- CONNOR, JIM**  
3 Stooges  
WCAT-TV, W. Palm Beach, Fla.
- CONRAD, MIKE**  
WIST, Charlotte, N. C.
- CONWAY, EDWARD**  
WCPS, Tarboro, N. C.
- COOK, DOYLE**  
WGBY, Milton, Fla.
- COOK, FRED**  
Kiddies Korner  
KTNC, Falls City, Neb.
- COOK, JAY**  
KRDO-TV,  
Colorado Springs, Colo.
- COOK, JOE**  
Evening of Symphony  
WCRB, Boston, Mass.
- COOKE, HENRY**  
WMAQ, Chicago, Ill.
- COOLEY, JOHN**  
WPIK, Alexandria, Va.
- COONTZ, EDDIE**  
Music for Adults  
KTOW, Oklahoma City, Okla.
- COOPER, BOB**  
WCAY, Cayce-Columbia, S. C.
- COOPER, JACK**  
WSFC, Somerset, Ky.
- COPE, FRANK**  
Second Cup of Coffee  
WMRB, Greenville, S. C.
- COPE, JOE**  
Hilltop Party  
KREX-TV,  
Grand Junction, Colo.
- COPI, IRVIN**  
Time Keeper Show  
WJPF, Herrin, Ill.
- CORBETT, JOHN**  
Car & Kitchen  
WBEW, Buffalo, N. Y.
- CORBIN, DICK**  
Homemaker's Shop  
WOTW, Nashua, N. H.
- CORLEY, BOB**  
Cash Register  
WCPK, College Park, Ga.



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JU 6-6915



**GENE HAMILTON**

NBC — WRCA-TV

**RADIO-TV ANNOUNCERS—EMCEES**

**CORLEY, RENNY**  
WGOU, Wheeling, S. C.

**CORRIGAN, WILLIAM**  
Mfach. on 34th St  
NBC-TV

**CORVELLO, NICK**  
WHLI, Wheeling, W. V.

**COSNOSKI, BERNARD**  
Polka Time  
WBUD Trenton, N. J.

**COSTELLO, JACK**  
Young Dr. Malone  
NBC-TV

**COTTEN, VIC**  
Movie Masterpiece  
KFTV Denver, Colo.

**COUGHLIN, JOHN**  
WBHM TV Chicago, Ill.

**COUNTISS, ART**  
WCYB-TV, Bristol, Va.

**COURTNEY, ALAN**  
WQAM, Miami, Fla.

**COWELL, EDDIE**  
WCYB, Bristol, Va.

**COWLING, ROGER**  
KRDG Redding, Calif.

**COX, FORREST**  
WJDX Jackson, Miss.

**COY, JIM**  
B October 5, 1916, Kansas City, Mo., Radio N.Y., WOR, Jackie Robinson Show, Guy Lombardo Show, NBC, Commercials for Kool Cigarettes, Kinney Shoes, American Gas Ass'n., Colgate, General Electric, Rheingold Beer

**CRAFT JOHN**  
KWOE Clinton, Okla.

**CRAGER, JOEL**  
AIB

**CRAIG, AERN**  
WKAP, Abilene, Tex.

**CRAIN, MARVIN**  
1450 Club  
KNET Palestine, Tex.

**CRANDALL, JERRY**  
Dawn Patrol  
WTVB Coldwater, Mich.

**CRANE, BOB**  
KNX, Los Angeles, Calif.

**CRAWFORD, DAN**  
KFTW Fort Smith, Ark.

**CRAWFORD, GENE**  
Toast n' Coffee  
WGBF Evansville, Ind.

**CRAWFORD, JIM**  
The Trading Post  
WJEM, Danville, Va.

**CREASY, GENE**  
WGII Newport News, Va.

**CRIBB, HEARTSILL**  
KOB-TV Albuquerque, N. M.

**CRISP, JACK**  
WKAB Mobile, Ala.

**CRIST, JAMES**  
WROD Daytona Beach, Fla.

**CROFFORD, GEORGE**  
Cloud 9  
KPOL, Los Angeles, Calif.

**CROMWELL, GEORGE**  
KTLN Denver, Colo.

**CROZIN, MIKE**  
Hubbilly Hip Parade  
KWIQ Moses Lake, Wash.

**CROSLAND, ALAN**  
Peter Gunn  
NBC-TV

**CROSS, MILTON**  
AIB

**CROUCH, PAUL**  
Shock  
KRRO-TV Rapid City, S. D.

**CROUCHET, GEORGE**  
Sunrise, Serranade  
KOLE, Port Arthur, Tex.

**CROWLEY, FRANK**  
KQTE, Missoula, Mont.

**CROWNOVER, DICK**  
Disc Jamboree  
WMPY Williamsport, Pa.

**CULLEN, BILL**  
The Price Is Right  
NBC-TV

**CULP, JOHN**  
Progressive Forum  
WAVI, Albertville, Ala.

**CUNNINGHAM, HOMER**  
KWET, Wichita Falls, Tex.

**CURRIER, JACK**  
WOWL, Florence, Ala.

**CURTIS, AL**  
WBRR-TV Knoxville, Tenn.

**CURTIS, ANTHONY**  
WMOA, Maumee, Ohio.

**CURTIS, BILL**  
WHAT, Philadelphia, Pa.

**CURTIS, CHEF**  
WTKO, Hartford, N. Y.

**CURTIS, WAYNE**  
WKHM, Jackson, Miss.

**CUSACK, BILL**  
WOTW, Nashua, N. H.

— D —


**DAHY, GARY**  
Bulletin Board  
KABL Auburn, Calif.

**D'ALE, BOB**  
KEMETV San Diego, Calif.



**PHIL TONKEN**

JU 2-8800



**FRED SCOTT**

ANNOUNCER — MC — HOST

LE 5-1000

## RADIO-TV ANNOUNCERS—EMCEES

- DALE, BOBBY**  
Omaha's Morning Mayor  
KOIL, Omaha, Neb.
- DALE, EARL**  
KAWL, York, Neb.
- DALE, JEFF**  
KBCL, Shreveport, La.
- DALE, REX**  
WZLP, Cincinnati, Ohio
- DALY, JOHN**  
What's My Line?  
CBS-TV
- DAMBACH, KEN**  
WHBI, Newark, N J
- DANIELS, MERRILL**  
WRRF, Washington, N C.
- DAUGHERTY, JIM**  
KWPC, Muscatine, Iowa
- DAUGHTRY, DAVID**  
Swinging 'D' Show  
WBMK, West Point, Ga.
- DAVID, RUSS**  
Playhouse Party  
KSD, St. Louis, Mo.
- DAVIDSON, BOB**  
WJMN, Lewisburg, Tenn
- DAVIES, BOB**  
KOOL, KOOL-TV,  
Phoenix, Ariz.
- DAVIS, ARCH**  
1340 Club  
WFHR, Wisconsin Rapids, Wis
- DAVIS, BOB**  
KLZ-TV, Denver, Colo.
- DAVIS, BOB**  
WTON, Staunton, Va
- DAVIS, GEOFF**  
WOKO, Albany, N. Y
- DAVIS, JACK**  
WKOW, Madison, Wis.
- DAVIS, JIM**  
KIPW, Sitka, Alaska
- DAVIS, JOE**  
KYNO, Fresno, Calif
- DAVIS, JOHNNY**  
KBIM, Roswell, N M.
- DAVIS, MITCHELL**  
KPRK, Livingston, Mont
- DAVIS, TONY**  
KKSJ, Dallas, Tex
- DAWSON, DALE**  
Coffee Break  
WGHJ, Grand Haven, Mich.
- DAY, SCOTTY**  
KYA, San Francisco, Calif
- DEAN, WARREN**  
Big 100 Show  
WLLI, Lenoir City, Tenn
- DEANE, BUDDY**  
WJZ-TV, Baltimore, Md.
- DEER, JIMMY**  
Driving Down South  
WDAK, Columbus, Ga.
- DE FRANCE, RON**  
Top Times Show  
WACK, Newark, N. Y.
- DeHAVEN, BOB**  
Tune Teasers  
WCCO, WCCO-TV,  
Minneapolis, Minn
- DEIGMAN, JACK**  
Club 790  
WLSV, Wellsville, N Y.
- DETRICK, HARRY**  
WATO, Oak Ridge, Tenn
- DeJONG, BILL**  
KJNO, Juneau, Alaska
- DELGADO, DONNIE**  
KBIM, Roswell, N M
- DELINE, JIM**  
WSYR, WSYR-TV,  
Syracuse, N Y.
- DELORIA, LARRY**  
Kitchen Club  
WMAB, Munising, Mich.
- Del SETTE, ELI**  
WRSR, Saratoga Springs, N Y
- DeMAW, DOUG**  
Breakfast Club  
WATT, Cadillac, Mich.
- DeMERE, HOWARD**  
Memories 'Til Midnight  
KSD, St. Louis, Mo
- DENNIS, CHARLES**  
WTVY, Dothan, Ala.
- DENNIS, LOU**  
WBRY, Waterbury, Conn
- DENNIS, ROBERT**  
WRWH, Cleveland, Ga
- DENTON, DON**  
KSEL, Lubbock, Tex.
- DERICK, FRANK**  
Melody Matinee  
WADS, Ansonia, Conn.
- DERRICK, CHARLES**  
Wings of Faith  
WOIC, Columbia, S. C.
- DESRHEM, LEON**  
Spinnerama  
WKZO, Kalamazoo, Mich
- DEUEL, BILL**  
WLYC, Williamsport, Pa.
- DEVON, PRU**  
Nights in Latin America  
WQXR, New York, N. Y.
- DEXTER, LARRY**  
KONT, Phoenix, Ariz.



**Gordon Hammett**

Announcer — MC — Host

JU 6-6300



**Kyle Rote**

WNEW

# RADIO-TV ANNOUNCERS—EMCEES

**DeYOUNG, JOHN**  
WGL, Fort Wayne, Ind

**DIAZ, RAFAEL, C.**  
Extra de La Tarde  
WTEU, Mayaguez, P. R.

**DICKENS, BOB**  
WARN, Fort Pierce, Fla

**DILL, GLEN**  
WTLZ, St. Petersburg Beach, Fla

**DILLIN, ALBERTA**  
Windowshopper  
WFOY, St. Augustine, Fla

**DILLINGHAM, ALEX**  
WOOD-TV, Grand Rapids, Mich

**DILLON, EDDIE**  
Paerle Bandstand  
KEYT, Santa Barbara, Calif

**DINI, ROBERT**  
WBTN, Bennington, Vt

**DIXON, J. C.**  
Sundown Scream  
WACL, Waycross, Ga

**DOD, ROBERT**  
Boy, Girl, Band  
WGNV, Newburgh, N. Y.

**DODEL, BILL**  
Rooster Reveille  
KRLD, Levaston, Ida

**DOEBLER, SHERM**  
Breakfast Club  
WTTT, Lewisburg, Pa

**DOEDEN, JERI**  
First Cup of Coffee  
KAGR, Yuba City, Calif

**DOLAN, TOM**  
Ebony Express  
WJZN, Clarksville, Tenn

**DONAHOO, DEL**  
WOW-TV, Omaha, Neb

**DONAHUE, TOM**  
WIBG, Philadelphia, Pa

**DONATO, LOU**  
Music As You Like It  
WTCS, Fairmont, W. Va.

**DONNELLY, JAMES**  
Mr. Matinee  
WJML, Philadelphia, Pa

**DONOHUE, JACK**  
The Jerry Lewis Show  
NBC-TV

**DONOVAN, TOM**  
Call Me Back  
NBC-TV

**DOUGLAS, BOB**  
S. F. Close-up  
KPXN, San Francisco, Calif

**DOUGLAS, CAL**  
WTU P, Tupelo, Miss

**DOUGLAS, JOHN**  
Little Rascals  
WPTA, Fort Wayne, Ind

**DOWD, DONALD**  
ABC

**DOWE, KEN**  
WHSY, Hattiesburg, Miss

**DOWNNEY, GEORGE**  
WNEB, Worcester, Mass

**DOWNS, HUGH**  
Monitor  
NBC

**DRAGIN, TED**  
WSAX-TV, Savannah, Ga

**DRAKE, JOHN**  
WMMM, Westport, Conn

**DREIER, ALEX**  
Championship Bridge with  
Charles Goren  
ABC-TV

**DREIGHTON, FRANK**  
WNDU-TV, South Bend, Ind

**DRISKILL, JOHNNY M.**  
WJAM, Marion, Ala

**DRIEY, JOHN**  
WTMJ, WTMJ-TV,  
Milwaukee, Wis

**DOBOY, JESS**  
WEET, Richmond, Va

**DUDELA, DICK**  
Movie 1  
NBC-TV

**DUERK, FRED JR.**  
ABC

**DUFFY, WARREN**  
Club 43  
WSBA-TV, York, Pa

**DuLONG, JACK**  
KQTE, Missouri, Mont

**DUMAS, ROLAND**  
WMAS, Springfield, Mass

**DUNCAN, HI**  
KLLL, Lubbock, Tex

**DUNCAN, JOHNNY**  
Farm Show  
WMOB, Morehead, Ky

**DUNN, BOB**  
Birthday Party  
KSPA, Nacogdoches, Tex

**DUNN, EDDIE**  
WJAM, Rochester, N. Y.

**DUNN, JIM**  
Hospitality Time  
WEEL, Fairfax, Va

**DUNN, WILLIAM H.**  
WEPG, S. Pittsburg, Tenn

**DUNPHY, RAY**  
Seacoast 750 Club  
WHEB, Portsmouth, N. H.

**DURAND, TOM**  
WTTM, Trenton, N. J.



**FRANK SIMMS**

Management — William J. Bratter  
SU 7-5400



**CARL CARUSO**  
ANNOUNCER - MC  
JU 2-8800

**RADIO-TV ANNOUNCERS—EMCEES**

**DURANT, GINNY**  
Happy Session  
KCHV, Indio-Coachella, Calif.

**DUTLON, TOM**  
WCIL, Carbondale, Ill

**DYNO, JOHN**  
Polka Time  
WHAY, Hartford-New Britain.  
Conn.

— **E** —

**EARLE, GEORGE**  
Breakfast at Heers  
KWTO, Springfield, Mo.

**EARLEY, TOM**  
Commuters Special  
WBCB, Levittown, Pa

**EARLY, BOB**  
KIKO, Globe-Miami, Ariz.

**EASTER, BROCK**  
WTUG, Tuscaloosa, Ala.

**EATON, GORDON**  
WBEC, Minneapolis, Minn.

**ECK, LARRY**  
KLTR, Blackwell, Okla.

**EDMAN, KARL**  
KYSS, Missoula, Mont.

**EDWARDS, CHARLES**  
WMAK, Nashville Tenn.

**EDWARDS, DOUGLAS**  
Armstrong Circle Theatre  
CBS-TV

**EDWARDS, GENE**  
WAQE, Towson, Md

**EDWARDS, GLENN**  
KEYZ, Anaheim, Calif

**EDWARDS, LEE**  
Teen Time Time  
KLOR-TV, Provo-Salt Lake City,  
Utah

**EIDE, DON**  
WBIZ, Eau Claire, Wis.

**EIGEN, JACK**  
WNBQ, Chicago, Ill.

**EINHORN, MARVIN**  
Continental Classroom  
NBC-TV

**ELDRIDGE, CHUCK**  
WTOB, Winston-Salem, N. C.

**ELIASON, ERIC**  
WMTE, Manistee, Mich.

**ELIOT, BRUCE**  
WOR, New York, N. Y.

**ELLERS, FRED**  
KGFL, Roswell, N. M.

**ELLIOTT, DICK**  
WJJD, Chicago, Ill.

**ELLIOTT, HANK**  
WTAO, Boston, Mass.

**ELLIOTT, JAY**  
Red Rowe Show  
CBS-TV

**ELLIOTT, PETE**  
Million Dollar Movie  
KLAS-TV, Las Vegas, Nev.

**ELLIS, KEN**  
WRUM, Rumford, Maine

**ELLISON, PAUL**  
WHAR, Clarksburg, W. Va.

**EMBRY, W. C.**  
Three T's  
KSOK, Arkansas City, Kan.

**EMERICK, BOB E.**  
B. December 9, 1915, Tacoma,  
Wash.; Red Skelton, Zane Grey  
Theater, Rawhide, Perry Mason,  
Ruff 'n' Reddy, Mighty Mouse,  
CBS

**ENGLISH, DAVID**  
WHGR, Houghton Lake, Mich

**ENNIS, CHUCK**  
Top 40 Show  
WSUZ, Palatka, Fla.

**ENO, JACK**  
Night Patrol  
WEBR, Buffalo, N. Y.

**ENSIGN, GEORGE**  
KTUR, Turlock, Calif.

**ERHARD, CHARLES M., JR.**  
WPME, Punxsutawney, Pa.

**ERICKSON, BERT G.**  
WAPG, Arcadia, Fla.

**ERICKSON, DON**  
Saturday Hop  
WALB-TV, Albany, Ga.

**ERWIN, GEORGE**  
KFJZ, Ft. Worth, Tex.

**ESCHELMANN, JIM**  
KORK, Las Vegas, Nev.

**ESTES, BUD**  
Daybreak in Dixie  
WTYC, Rock Hill, S. C.

**ESTES, TOM**  
Coffee Time  
WMAG, Forest, Miss.

**ESTRADA, LOUIS**  
Casino del Aire  
KIFN, Phoenix, Ariz.

**ETZEL, DAVE**  
KCRG, Cedar Rapids, Iowa

**EUGENE, LES**  
KCMC-TV, Texarkana, Tex.

**EVANS, BOB**  
Coffee Time  
KROD-TV, El Paso, Tex.

**EVANS, JIM**  
WOWL, Florence, Ala.

**EVANS, JOHN**  
Kid Stuff  
KAVE-TV, Carlsbad, N. M

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RADIO REGISTRY — JU 2-8800



# RADIO-TV ANNOUNCERS—EMCEES

**EVANS, JOHNNY**  
WAFB, Huntsville, Ala.  
**EVANS, JOHNNY**  
WIS-TV, Columbia, S. C.  
**EVANS, MARK**  
Mark Time  
WFO-TV, Washington, D. C.  
**EVANS, MELTON**  
Alumina  
KNET, Palestine, Tex.  
**EVERETT, GREGG**  
Mar on the Beat  
KRS, St. Joseph, Mo.  
**EWING, CLIFF**  
ROCK TV, Billings, Mont.  
**EWING, ED**  
WBYE, Odessa, Ala.  
**EYRE, AL**  
WTOZ, The Jackson, Conn.

## — F —

**FANN, LINDA**  
Woman's Hour  
WBMG, McMillanville, Tenn.  
**FARLEY, BELVA**  
Talk of the Town  
WJRH, Galena, Ohio  
**FARMER, RON**  
WDQN, Du Quoin, Ill.  
**FARRAR, CHARLES**  
Dowdy-Puff Pupals  
WRDM, Rome, Ga.  
**FARRAYE, LOU**  
The Stung-side  
WBYE, Rome, Ga.  
**FARRILL, JERRY**  
WJHL, Nazareth, Pa.  
**FARRINGTON, BOB**  
WAFB, Orlando, Fla.  
**FATMAN, LLOYD**  
Swag Club  
WJXC, Philadelphia, Pa.  
**FALCONE, FRANK**  
WKYT, Lexington, Ky.  
**FALUK, LINK**  
Cupic Pear Cipers  
WTKB, Dumas, N. C.  
**FALKNER, RALPH**  
WGBY, Milton, Fla.  
**FAMSH, ERSKINE**  
WESN, Birmingham, Ala.  
**FELKNER, BILL**  
KLEN, Kilgus, Tex.  
**FELTON, BARBARA**  
WFET, Richmond, Va.  
**FENSTERMAKER, RICH**  
WPTT, Leesburg, Pa.  
**FERGUSON, LARRY**  
KGLT, Miami, Okla.  
**FERGUSON, STAN**  
Popeye and Friends  
WTFV, Indianapolis  
Bloomington, Ind.  
**FERTSS, BOB**  
WASA, Havre de Grace, Md.  
**FERLAND, ED**  
WTEC, WJBC-TV  
Rochester, N. Y.  
**FERRIN, TOM**  
WMMB, Manassas, Wis.  
**FESPERMAN, HOMER**  
Bandstand  
WIS, Columbia  
**FIELDS, BUDDY**  
Coffee Club  
WRHL, Rock Hill, S. C.  
**FISCH, HOWARD**  
KTRK-TV, Houston, Tex.  
**FINKEL, BOB**  
Dinah Show, Chevy Show  
SB-TV  
**FINLEY, ART**  
Popeye Show  
KRON-TV, San Francisco, Calif.

**FISNEGAN, THOMAS**  
AIR  
**FISCHER, DON**  
WJOL, Chattanooga, Tenn.  
**FISCHER, HOWARD**  
WJOT, Kokomo, Ind.  
**FISHER, LARRY**  
WVNS, Owensboro, Ky.  
**FISHER, GEORGE**  
WBBQ, Augusta, Ga.  
**FISHER, JOHN**  
Showcase of Beautiful Music  
WCRB, Boston, Mass.  
**FLEMING, ARNOLD**  
WCFE, Newark, Ohio  
**FLEMING, HARVEY**  
Record Rendezvous  
WGOH, Newnan, Ga.  
**FLOWER, WILLIAM**  
WMOA, Marietta, Ohio  
**FLYNN, ANTHONY**  
AB  
**FLANN, CHARLES**  
WFBG-TV, Altoona, Pa.  
**FOARD, A. G., JR.**  
WJRI, Lenoir, N. C.  
**FONDELL, RALPH A.**  
RCY, Nome, Alaska  
**FOOTE, EDDIE**  
Record Shop  
WJOL, Florence, Ala.  
**FORD, CHUCK**  
Minute Hand  
WJAK, Lakeland, Fla.  
**FORD, MITON Q.**  
WOL, Washington, D. C.  
**FORTUNE, DON**  
WJLE, Akron, Ohio  
**FOSTER, CHUCK**  
KTHB, Tyler, Tex.  
**FOSTER, JIM**  
WTHI, Terre Haute, Ind.  
**FOSTER, JOHNNY**  
WJLK, Wilkes-Barre, Pa.  
**FOSTER, YERN**  
WDSU, De Funiak Springs, Fla.  
**FRANIS, JOE**  
WNBQ-TV, New Haven, Conn.  
**FRANKLIN, JOHN**  
KTRK, Ukiah, Calif.  
**FRASER, GORDON**  
Monitor  
NBC  
**FREEMAN, AUBREY**  
WJPC, Boston, Mass.  
**FREEMAN, VERN**  
WJQS, Jackson, Miss.  
**FREIN, DEAN**  
KSHS, Iowa City, Iowa  
**FREW, JOHN**  
WPLK, Rockmart, Ga.  
**FRIEDMAN, SID**  
Silver Dollar Dance Party  
WNEP-TV, Scranton, Pa.  
**FRIEL, ED**  
WJHL, Chillicothe, Ohio  
**FROLAND, JOHN**  
WJHQ, Memphis, Tenn.  
**FROST, JAMES**  
Pop vs. Theatrical  
KTYO, Ottumwa, Iowa  
**FULCHER, HENRY**  
Noontime Playoffs  
WFDL, Forsville, Va.  
**FULGHAM, RICK**  
KTRK, Lufkin, Tex.  
**FULLEN, GENE**  
Gene's Canten  
WTVN-TV, Columbus, Ohio  
**FULLER, BUD**  
KHSI-TV, Chgo., Calif.  
**FULLER, ED**  
Clockwatcher  
WSTP, Salisbury, N. C.  
**FULMER, DALE**  
WJLM, Bloomburg, Pa.

**FUNKHAUSER, DON**  
Melody Lane  
WAYZ, Wayneboro, Pa.  
**FUTTE, PAUL**  
Wide Awake  
WSH, Paintsville, Ky.

— G —

**GAINES, AL**  
Junior Round Table  
WLEH, Little Falls, N. Y.  
**GAINES, GEORGE**  
Round Table  
WLEH, Little Falls, N. Y.  
**GAITHER, FORD**  
WMYR, Millville, N. J.  
**GALLANT, JIM**  
Bandstand  
WNUC-TV, New Haven, Conn.  
**GALLEGOS, JOSE**  
KADQ, Albuquerque, N. M.  
**GALLOP, FRANK**  
Monitor  
NBC  
**GANDER, DARREL**  
Wake-Up Parade  
KDTZ, Hutchinson, Minn.  
**GANNON, JOE**  
KWTC, Muscatine, Iowa  
**GARANT, CHARLES**  
KSIW, Woodward, Okla.  
**GARRE, ERY**  
KJPM, Miami, N. D.  
**GARCLA, WOODY**  
Young of Americas  
WJCY, St. Petersburg, Fla.  
**GARDINER, DON**  
ABC  
**GARDINER, JACK**  
WBZ, Green Bay, Wis.  
**GARDNER, LARRY**  
Hi Parade  
WKIX, Raleigh, N. C.  
**GARDNER, RUS**  
Teen Age Dance Party  
WSSA, WSSA-TV  
Harrisonburg, Va.  
**GARFIN, STAN**  
KASL, Ames, Iowa  
**GARLINGER, GEORGE**  
WFER, Middletown, Ohio  
**GARNER, JIM**  
Lunch n' Fun  
WDEP-TV, Chattanooga, Tenn.  
**GARNER, JOHN**  
KPAC-TV, Beaumont, Tex.  
Arthur, Tex.  
**GARRE, EDWARD J.**  
KASY, Auburn, Wash.  
**GARRIETT, LANN**  
After Hours  
KJLO, Grand Forks, N. D.  
**GARROWAY, DAVE**  
Monitor  
NBC  
**GARTON, Lavern**  
Holiday House  
WNSF, Menomonee, Wis.  
**GARWOOD, JOHN**  
WTRY, Plattburgh, N. Y.  
**GAUGER, DAVE**  
Night Moods  
KJAS, Hastings, Neb.  
**GAUSE, JOHN**  
WTVV, Dothan, Ala.  
**GALSTAD, GEORGE**  
KEVD, Oakes, N. D.  
**GEBEAU, BILL**  
KPRO, Riverside, Calif.  
**GEDDES, CYNTHIA**  
WCAT-TV, W. Palm Beach, Fla.  
**GEDDES, DOROTHY**  
WUSV, Virginia, Wis.  
**GENDRON, CLEM**  
WTOL-TV, Toledo, Ohio

# RADIO-TV ANNOUNCERS—EMCEES

**GEORGE, JIM**  
WTVN, Columbus, Ohio

**GERARD, JIM**  
KDKA-TV, Pittsburgh, Pa.

**GHAN, JERRY**  
Merry-Go-Round  
WCVS, Springfield, Ill.

**GHORSE, LARRY**  
Platter Patter  
WBET, Brockton, Mass.

**GIBBONS, JIM**  
WOL, Washington, D. C.

**GIBBONS, JOHN**  
WOHI, East Liverpool, Ohio

**GIBSON, BIL**  
KUAM, KUAM-TV, Agana, Guam

**GIBSON, JERRY**  
KBRC, Mount Vernon, Wash.

**GIDEON, GENE**  
KBHM, Branson, Mo.

**GILBERT, GARY**  
Colonel Calhoun  
KGEN, Tulare, Calif.

**GILBERT, GEORGE**  
WKXV, Knoxville, Tenn.

**GILBERT, JIM**  
WITZ, Jasper, Ind.

**GILDEMAN, GIL**  
Groovin' with Gil  
WCVA, Culpeper, Va.

**GILES, JOHNNY**  
Top 45  
WNVY, Pensacola, Fla.

**GILL, JOHN**  
WGR, Buffalo, N. Y.

**GILLESPIE, JOE**  
KNBC, San Francisco, Calif.

**GILMARTIN, STEVE**  
WTOL-TV, Toledo, Ohio

**GIVEN, JOE**  
Newscasts, WNEW; Freelance  
Spokesman

**GLAWE, JOHN**  
WNEP-TV, Scranton, Pa.

**GLEASON, BOB**  
WMSL-TV, Decatur, Ala.

**GLOSS, JIM**  
KCHE, Cherokee, Iowa

**GODECK, BOB**  
Sunrise Circus  
KVEN, Ventura, Calif.

**GODWIN, BUD**  
Rise & Shine  
WBMC, McMinnville, Tenn.

**GODWIN, CARROLL**  
On Camera  
WCSC-TV, Charleston, S. C.

**GOERINGER, VERA**  
1010 Shopper  
KRVN, Lexington, Neb.

**GOESER, JOE**  
KFIZ, Fond du Lac, Wis.

**GOLLIDAY, C. LESLIE**  
Sunday with the Classics  
WEPM, Martinsburg, W. Va.

**GOMBOS, ED**  
WCVA, Culpeper, Va.

**GONZALEZ, JOSE TORRES**  
Eco de Mexico  
KCCT, Corpus Christi, Tex.

**GOODRICH, JAMES**  
KYSS, Missoula, Mont.

**GOODWIN, ART**  
WHEN-TV, Syracuse, N. Y.

**GOODWIN, JIM**  
WEBQ, Harrisburg, Ill.

**GORDON, BOB**  
Nite Life  
WHEN, Syracuse, N. Y.

**GORDON, GIL**  
KVDN, Napa, Calif.

**GORDON, JOYCE**  
B. March 25, Des Moines, Iowa;  
Price Is Right, Jack Paar, From  
These Roots, NBC; Verdict Is  
Yours, CBS; As the World Turns,  
G.E. Theatre

**GORDON, LLOYD**  
Car Tunes  
WBIG, Greensboro, N. C.

**GORDON, MIKE**  
Record Ramble Show  
WBXY, Appleton, Wis.

**GORDON, PAUL**  
WWSC, Glens Falls, N. Y.

**GOREN, CHARLES**  
Championship Bridge  
ABC-TV

**GOTTLIEB, DICK**  
This Is Your Life  
NBC-TV

**GOVE, ELLIOTT**  
Timekeeper  
WSYR, Syracuse, N. Y.

**GRACE, DENNIS**  
KFAA, Fairbanks, Alaska

**GRACE, MELVIN**  
Path to Glory  
WSTN, St. Augustine, Fla.

**GRADY, JOE**  
WRCV, Philadelphia, Pa.

**GRAF, LLOYD**  
KTIW, Sioux City, Iowa

**GRAHAM, DICK**  
WBVP, Beaver Falls, Pa.

**GRAHAM, JERRY**  
Popeye Theatre  
WNBP-TV, Binghamton, N. Y.

**GRAHAM, TYSON**  
WROB, West Point, Miss.

**GRAMER, BILL**  
WGTO, Cypress Gardens, Fla.

**GRANT, BOB**  
KNX, Los Angeles, Calif.

**GRANT, BRUCE**  
WGRD, Grand Rapids, Mich.

**GRANT, HAL**  
Wrestling from Roanoke  
WDBJ-TV, Roanoke, Va.

**GRANT, HILTON**  
WCGA, Calhoun, Ga.

**GRANT, MILT**  
WWDC, Washington, D. C.

**GRANT, PETER**  
WLW, Cincinnati, Ohio

**GRATTON, BILL**  
Eddy's Newsreel  
KBOI-TV, Boise, Ida.

**GRAUER, BEN**  
Monitor, Nightline, NBC-Radio;  
Searchlight, NBC-TV

**GRAVELIN, NOBLE**  
Morning Mayor  
WBBC, Flint, Mich.

**GRAVES, GENE**  
WTTM, Trenton, N. J.

**GRAVINO, TONY**  
WTOB, Torrington, Conn.

**GRAWETT, JOE**  
WQXQ, Daytona Beach, Fla.

**GRAY, CLIFF**  
Noon Time Neighbors  
WSPA-TV, Spartanburg, S. C.

**GRAY, JOHNNY**  
WYDE, Birmingham, Ala.

**GRAZAN, JOE**  
WBVP, Beaver Falls, Pa.

**GRAZIANO, JOE**  
Ridin' High  
WKAL, Rome, N. Y.

**GREEN, LARRY**  
KVOR, Colorado Springs, Colo.

**GREENE, KEN**  
The Earlybird Show  
WCAX, Burlington, Vt.

**GREENHOE, BOB**  
Studs That Shine  
WRCH, Hastings, Mich.

**GREENWOOD, WARREN**  
WYNG, Warwick-E. Greenwich  
R. I.

**GREER, ALLEN**  
KBBB, Berger, Tex.

**GREER, BEN**  
Skyliner Show  
WMBB, Greenville, S. C.

**GREGG, JOHNNY**  
WPNC, Plymouth, N. C.

**GREGGINS, LOU**  
Mojave Musicale  
KWTC, Barstow, Calif.

**GREGSON, JERROLD**  
Gaslight  
KBUZ, Phoenix, Ariz.

**GREY, DICK**  
KTSM, El Paso, Tex.

**GRIFFIN, MERV**  
Keep Talking, ABC-TV;  
Play Your Hunch, NBC-TV

**GRIFFITH, LESTER**  
ABC

**GRISWOLD, RICHARD**  
WIPS, Ticonderoga, N. Y.

**GROVE, BOB**  
WPLH, Huntington, W. Va.

**GROVE, DON**  
WEAM, Arlington, Va.

**GROVER, JOHN**  
KNBC, San Francisco, Calif.

**GUEST, BUD**  
WJR, Detroit, Mich.

**GUEST, GORDON**  
KHBR, Hillsboro, Tex.

**GUMUSKI, DICK**  
WMAB, Munising, Mich.

**GUNTHER, JOHN**  
John Gunther's High Road  
ABC-TV

**GUYMON, TOMMY**  
Record-a-rama  
KSOX, Raymondville, Tex.

**GYNAN, EARL**  
WEZE, Boston, Mass.

— H —

**HAACKE, LAUREN**  
KDIX, Dickinson, N. D.

**HACK, GEORGE**  
Eastern Shore Today  
WBOC-TV, Salisbury, Md.

**HAFFER, BEN**  
WTND, Orangeburg, S. C.

**HAGENMUEHLER, ED**  
KNOX-TV, Grand Forks, N. D.

**HAIT, MAL**  
WKIP, Poughkeepsie, N. Y.

**HAIKE, DICK**  
KJFJ, Webster City, Iowa

**HALE, TODD**  
Hale Storm  
KRFO, Owatonna, Minn.

**HALEY, BUD**  
KPOP, Los Angeles, Calif.

**HALL, JOHNNY**  
WTCW, Whitesburg, Ky.

**HALL, MONTY**  
Monitor  
NBC



# RADIO-TV ANNOUNCERS—EMCEES

**HALL, MURVEL**  
WMOE, Morehead Ky

**HALL, PHIL**  
WATF, Middleburg, Mo

**HALLGREN, BOB**  
KSWL, Council Bluffs, Iowa

**HALLVERSON, HIL**  
The Mrs. Snow  
KILQ, Grand Forks, N. D.

**HAMER, JOHN**  
Music For You  
WCMJ, Ashland, Ky

**HAMILTON, GENE**  
Movie Four, WRCA-TV; Staff Announcing, WRCA, AM & FM, Commercials, NBC-TV, Monitor; My True Story, NBC

**HAMILTON, JOE**  
WLAS, Louisville, Ky

**HAMLIN, MIKE**  
WJHM, WJHM-TV, Louisville, Mo

**HAMMER, LANCE**  
KMNS, Sioux City, Iowa

**HAMMETT, GORDON C.**  
B August 18, 1923, Houston, Tex.; TV Commercials for Lestall, Sinclair, Lestaro, Golden Books, Durkees; News Announcer, WNEW

**HANCOCK, JOHN**  
WLOX, Jacksonville, Fla

**HANKERSON, TOM**  
West Coast Educ. Parade  
WTMP, Tampa, Fla

**HANLEY, DON**  
WMAV, Springfield, Ill

**HANLIN, DON**  
KMLD, Medford, Ore

**HANLON, JIM**  
WENI, Canton, Pa

**HANNON, WAYNE**  
Top Ten Team Party  
WDEF-TV, Chattanooga, Tenn

**HANSEN, ART**  
The Ed Sullivan Show  
CBS-TV

**HARDCASTLE, FLBERT**  
Gospel Gems  
KHMJ, Memphis, Tenn

**HARDEN, FRANK**  
ABC, Washington

**HARDING, TED**  
Wayz, Wynnboro, Pa

**HARDMAN, MEL**  
KYNT, French Club

**HARGROVE, MART**  
WMSL-TV, Decatur, Ala

**HARMON, JAY**  
KELI, Wichita, Kan

**HAROLD, DAVE**  
Assorted Events  
WASK, Lafayette, Ind

**HARPER, JIM**  
WKAT, Miami Beach, Fla

**HARPER, JOHN**  
WWRL, New York, N. Y.

**HARPER, WAYNE**  
KELD, El Dorado, Ark

**HARRINGTON, ROBERT**  
Morning America  
WFTN, Farmington, Ct

**HARRIS, BOB**  
The String Quartet  
KPOL, Los Angeles, Calif

**HARRIS, DON**  
E Plays to Listen  
KOLE, Cleburne, Tex

**HARRIS, HAL**  
WORM, Savannah, Tenn

**HARRIS, KEN**  
King of Jazz  
WHAZ, Kingston, N. Y.

**HARRIS, TOM**  
Country Music Show  
WHTB, Cookeville, Tenn

**HARRISON, ARCH**  
Capitol  
WEVA, Frederickburg, Va

**HARRISON, BRAD**  
KSTL, St. Louis, Mo

**HARRISON, JOHN**  
Rough Rock  
KBOR, Brownsville, Tex

**HARROW, TIM**  
Tempe  
KWCQ, Okla. Kashia, Okla

**HARRY, JIM**  
WLDL, Jacksonville, Fla

**HART, ALLEN**  
Kation Club  
KTNQ, Falls City, Neb

**HARTLINE, DON**  
The Paul Piper  
WETZ, New Market, Va

**HARVEY, BILL**  
KNPT, Newport, Ore

**HARVEY, ED**  
WCAE, Philadelphia, Pa

**HAYEMAN, TOM**  
KENY, Bellington, Wash

**HAY, TAMAR**  
WDLB, Marshfield, Wis

**HAY, TOMMY**  
KHEP, Phoenix, Ariz

**HAYDEN, BOB**  
Hi Fi Club  
KALA, Alva, Okla

**HAYES, DICK**  
KGR, San Diego, Calif

**HAYES, DON**  
Nightcap  
KENS, San Antonio, Tex

**HAYES, GEORGE**  
ABC

**HAYES, JOHN**  
WNEF, Miami, Fla

**HAYNES, HANK**  
WSON, Des Moines, Ill

**HAYNES, JERRY**  
WEVA-TV, Dallas, Tex

**HEALAN, RED**  
WREB, Athens, Ga

**HEALD, JACK**  
KPIR, Toledo, Calif

**HEATON, JACQUE**  
Hi Fi Music Hall  
WTOF, Toledo, Ohio

**HELMAN, DON**  
KOMO, Seattle, Wash

**HELGREN, DEWEY**  
KXGO-TV, Fargo, N. D.

**HEUER, HAL**  
Musical Hall  
WPGM, Pompano Beach, Fla

**HEIMER, CHUCK**  
WRLK, Choctaw, Miss

**HEITON, BOB**  
WGOB, Dallas, Ala

**HEMENWAY, NORMAN**  
Music Beyond the Stars  
WYAP, Parkerburg, W. Va

**HEMLER, JOHN**  
KIBS, Bishop, Calif

**HENDERSON, DICK**  
KYNO, Fresno, Calif

**HENDERSON, HOWARD**  
WFTN, Huntville, Ala

**HENDRICKSON, T. T., JR.**  
Coffee, Toast & Tunes  
WMLP, Pineville, Ky

**HENLEY, GARY**  
KREM, Spokane, Wash

**HENRICH, WALT**  
Album Merry-Go-Round  
WDBK, Cleveland, Ohio

**HENRY, DICK**  
Music of Many Albums  
WDFE, Flint, Mich

**HENRY, OLLIE**  
KPYH, Hutchinson, Kan

**HENRY, STEVE**  
WBCI, Eau Claire, Wis

**HEPTNER, LEE**  
KVEC, San Luis Obispo, Calif

**HERBERT, BRUCE**  
WRIN, Kingsport, Tenn

**HELLY, ED**  
Monitor, My True Story, Kraft, Guest of Honor, NBC-Radio

**HERMAN, BERNIE**  
Nite Beat  
WRE, Indianapolis, Ind

**HEIRING, RON**  
Poems  
WALY, Rockport, N. Y.

**HERSON, BILL**  
WSPB, Sarasota, Fla

**HESLER, CHARLES**  
WDFB, Houston, Mass

**HEWEA, DOWNEY**  
T-N-T  
WGOY, Decatur, Ill

**HICKEY, BILL**  
KRTV, Colorado Springs, Colo

**HICKOK, BILL**  
WHIS, Bluefield, W. Va.

**HICKS, GEORGE**  
The U. S. Steel Hour  
CBS-TV

**HIGGINS, BILL**  
Hayride  
KOFB, Yuma, Ariz

**HIGHAM, LEO**  
KFD, KFD-TV, Idaho Falls, Id

**HILL, GULL**  
Midnight Ambowee  
WTVW, Evansville, Ind

**HILL, CARL**  
Bandstand  
WKNY, Kingston, N. Y.

**HILL, EDDIE**  
WENO, Nashville, Tenn

**HILL, JACK**  
Happiness Exchange  
KNDE-TV, Monroe, La

**HILL, JIM**  
The Mucle Man  
KFKA, Greeley, Colo

**HILL, JIM**  
WCMR, Elkhart, Ind

**HILL, WALTER**  
WBRZ, Baton Rouge, La

**HILLGROSS, CLETUS**  
WJBC, Anderson, Ind

**HILSON, NORM**  
WNAX, Aukton, S. D.

**HILSON, BERT**  
Dialing for Dollars  
KSEW, Sitka, Alaska

**HINKLEY, GORDON**  
WTAJ, Milwaukee, W.

**HINSON, EUGENE**  
WERO, Concord, N. C.

**HINTZ, WILLIAM C.**  
KRDG, Chesler, Kansas, Iowa

**HOBBIE, CHARLES**  
KFJZ, Ft. Worth, Tex

**HOBBS, JOSEPH**  
W-IV, Peoria, Ill

**HODGGS, DON**  
Don's Hoops Podgy  
KOMA, Oklahoma City, Okla

**HODGGS, GIL**  
ABC

**HODGSON, JAY**  
KPMCTV, Austin, Tex

**HOFFNER, WINN**  
WALD, Ashburn, Mich

**HOGAN, ART**  
305 Special  
KPAI, Fulton, Mo

**HOGAN, DON**  
Hogan's Alley  
KFAY, Fayetteville, Ark

# RADIO-TV ANNOUNCERS—EMCEES

**HOGUE, CHARLES**  
Platter Party  
KYOU, Greeley, Colo.

**HOLBROOK, JOE**  
WBNS-TV, Columbus, Ohio

**HOLCOMB, RUSS**  
Fun Club  
KSBW-TV, Salinas, Calif.

**HOLDEN, BOB**  
Talent on Review  
KPPC, Pasadena, Calif.

**HOLGREN, JOHN**  
KPRK, Livingston, Mont.

**HOLIDAY, MARK**  
Downbeat  
WEAM, Arlington, Va.

**HOLLIDAY, JOHN**  
WRSA, Saratoga Springs, N. Y.

**HOLMES, BOB**  
WISH, Indianapolis, Ind.

**HOLT, MARY**  
Spirituals  
WJMO, Cleveland, Ohio

**HOLZINGER, JERRY**  
KWIQ, Moses Lake, Wash.

**HONAKER, RAY**  
WTON, Staunton, Va.

**HOOPER, RAY**  
Musical Clock  
WWKY, Winchester, Ky.

**HOPE, JOHN**  
KIFW, Sitka, Alaska

**HOREL, SAM**  
Showtime  
KVIQ-TV, Eureka, Calif.

**HORLEMAN, WILLIAM**  
WASA, Havre de Grace, Md.

**HORNE, ED**  
Breakfast in Bedlam  
WFOR, Portland, Me.

**HORNER, JACK**  
Horner's Corner  
KJAX, Santa Rosa, Calif.

**HORTON, SHELDON**  
Bandwagon  
WKMC, Roaring Springs, Pa.

**HOST, JIM**  
WPKY, Frankfort, Ky.

**HOUSEMAN, HERB**  
KLPW, Union, Mo.

**HOWARD, BOB**  
KCAP, Helena, Mont.

**HOWARD, BOB**  
Woody & 3 Stooges  
KNDO, Yakima, Wash.

**HOWARD, DON**  
KHAS, Hastings, Neb.

**HOWARD, GENE**  
KMUL, Muleshoe, Tex.

**HOWARD, JERRY**  
WJDA, Quincy, Mass.

**HOWARD, LEO ROY**  
KBKW, Aberdeen, Wash.

**HOWARD, MARTY**  
Breakfast Party  
WHJ, Zanesville, Ohio

**HOWE, JERRY**  
KSDA, Redding, Calif.

**HOWE, STUART**  
Music and Howe!  
WILLK, Cloquet, Minn.

**HOWELL, PAT**  
WGOL, Goldsboro, N. C.

**HOWELL, WILLARD**  
Saturday Jamboree  
WZOB, Fort Payne, Ala.

**HOYLE, DON**  
KMTV, Omaha, Neb.

**HOYLE, STOWE**  
Little Rascals  
WFBC-TV, Greenville, S. C.

**HUDDLESTON, JOHNNY**  
KSON, San Diego, Calif.

**HUDSON, GEORGE**  
Downbeat Club  
WNJR, Newark, N. J.

**HUDSON, HARVEY**  
WLEE, Richmond, Va.

**HUGHES, BILL**  
KENA, Mena, Ark.

**HUGHES, BILL**  
WTO, Toledo, Ohio

**HUGHES, JERRY**  
KLXL, Dallas, Tex.

**HUGHES, JOEL**  
Cotton Picker  
WSSB, Crestview, Fla.

**HUGHES, RUSH**  
WSTU, Stuart, Fla.

**HUGHES, STEVE**  
WNDB, Daytona Beach, Fla.

**HULL, DAVE**  
Chicago Bandstand  
WNBQ, Chicago, Ill.

**HULL, DICK**  
Rollin' Home  
WTCC, Savannah, Ga.

**HUMMEL, JIM**  
Omaha's Night Mayor  
KOLL, Omaha, Neb.

**HUMPHRIES, BOB**  
Cream of the Crop  
WCAS, Gadsden, Ala.

**HUNT, HARMON**  
FM Music Time  
KHBR, Hillsboro, Tex.

**HUNTER, BEN**  
KPI, Los Angeles, Calif.

**HUNTER, JACK**  
WMBS, Uniontown, Pa.

**HUNTER, LARRY**  
KALL, Salt Lake City, Utah

**HURST, ED**  
WRCV, Philadelphia, Pa.

**HUSSON, JACK**  
WKYR, Keyser, W. Va.

**HUSTON, DICK**  
WLEB, Sandusky, Ohio

**HUSTON, JACK**  
Music Spectacular  
WTCN, Minneapolis, Minn.

**HUTCHING, FREDDIE**  
Platter Party  
KITQ, Tahlequah, Okla.

**HUTCHINGS, ROBERT D.**  
Man About Town  
WDDR, Portage, Wis.

**HUTCHINS, DAVE**  
WCHI, Chillicothe, Ohio

**HUTSON, KENNETH**  
WISV, Viroqua, Wis.

**HUTTON, BILL**  
Bill the Bellboy  
KNOX, Grand Forks, N. D.



**IANNONE, MIKE**  
WTPA, Pensacola, Fla.

**INGELSBY, TOM**  
Relief  
KEOS, Flagstaff, Ariz.

**INGRAM, ROY**  
WRNB, New Bern, N. C.

**IRELAND, DICK**  
Club 1470  
WJDY, Salisbury, Md.

**IRISH, BOB**  
Home Executives Club  
WCUB, Manitowoc, Wis.

**ISAACS, HERB**  
Club 4  
WTTV, Indianapolis-Bloomington, Ind.



**JACKSON, MIKE**  
WHYN, Springfield, Mass.

**JACKSON, MIKE**  
KDSX, Denison-Sherman, Tex.

**JACKSON, RUBE**  
Travelin' Time  
WRGA, Rome, Ga.

**JACKSON, SLATS**  
Hillbilly Hits  
WMTG, Milledgeville, Ga.

**JACOBS, JOHNNY**  
On the Go.  
CBS-TV

**JACOBSEN, GARY**  
WMNE, Menomonie, Wis.

**JAEGER, BILL**  
Carnival of Music  
WFBR, Baltimore, Md.

**JAMES, ALLEN**  
WKNX, Saginaw, Mich.

**JAMES, DON**  
KLTR, Blackwell, Okla.

**JAMES, LES**  
Wax Parade  
WRHI, Rock Hill, S. C.

**JAMES, MIKE**  
Moonlight in Maryland  
WFBR, Baltimore, Md.

**JAMES, PAUL**  
WPRO, Providence, R. I.

**JAMES, RUSS**  
Yawn Patrol  
KVEC, San Luis Obispo, Calif.

**JASON, LEE**  
KJEO, Fresno, Calif.

**JAY, BRUCE**  
WLAM, Lewiston, Me.

**JEANNOTTE, DON**  
WPTZ-TV, Plattsburgh, N. Y.

**JEFFERS, SLEEPY**  
Magic Valley Jamboree  
WTP, Charleston, W. Va.

**JEFFERYS, ALLEN**  
ABC

**JEFFREY, JIM**  
WEXL, Concord, N. H.

**JENKINS, BRUCE**  
KJOE, Shreveport, La.

**JENKINS, TINY**  
WBIA, Augusta, Ga.

**JENKS, HART**  
Teen DJ Contest  
WOW, Omaha, Neb.

**JENSEN, JIM**  
Street Scene  
WMBD-TV, Peoria, Ill.

**JERRIS, EARLE**  
WEAM, Rochester, N. Y.

**JESSEL, GEORGE**  
KCOB, Hollywood, Calif.

**JOHNS, DIANE**  
WHAP, Hopewell, Va.

**JOHNSON, AL**  
KCAP, Helena, Mont.

**JOHNSON, BEN**  
Moonlite Serenade  
WEXL, Royal Oak, Mich.

**JOHNSON, BILL**  
WCCM, Lawrence, Mass.

**JOHNSON, DAVID**  
KRFS, Superior, Neb.

**JOHNSON, DICK**  
Fun House  
KQTV, Fort Dodge, Iowa

**JOHNSON, FRITZ**  
KBON, Omaha, Neb.

**JOHNSON, JOE**  
Radio on the Go.  
WWOD, Lynchburg, Va.

**JOHNSON, LAMONT**  
Peter Gunn  
NBC-TV

**JOHNSON, PAUL**  
KRFO, Owatonna, Minn.

**JOHNSON, PHIL**  
WCSH-TV, Portland, Maine

**JOHNSON, RAUPH**  
KVMA, Magnolia, Ark.

**JOHNSTON, ALVIN**  
WCOH, Newnan, Ga.

**JOHNSTON, DOC**  
WBIR, Knoxville, Tenn.

**JOLLS, TOM**  
Breakfast & Bowling  
WUSJ, Lockport, N. Y.

**JOLLY, JACK**  
KGOS, Torrington, Wyo.

**JOLLY, JAY**  
KOMY, Watsonville, Calif.

# RADIO-TV ANNOUNCERS—EMCEES

**COLLA, WIN**  
Golden Club  
WTAQ, LaGrange, Ill

**JONES, BOB**  
WFLA, Tampa, Fla

**JONES, BOB**  
WVAL-TV, Baltimore, Md

**JONES, CHARLES O.**  
NBC News, Washington  
NBC-TV

**JONES, CLARK**  
Perry Comed. Keith Muse Hall  
NBC-TV

**JONES, CLAUDE**  
KERV, Knoxville, Tex

**JONES, DALTON**  
NBC-TV  
KTEB, Tyler, Tex

**JONES, DICK**  
E. My Cabaret  
KSER, Grand Junction, Colo

**JONES, DICK**  
Radio Show  
WOOD, Greenville, N. C.

**JONES, DOC**  
WREX, Brockton, Mass

**JONES, FRED**  
KRIO, McAllen, Tex

**JONES, GAR**  
Sound Mirror  
KALY, Spokane, Wash

**JONES, HASKELL**  
Televist  
KJCT-TV, Lexington, Tex

**JONES, HUGH C.**  
Dial 800  
KVOI, Murfreesboro, Ark

**JONES, MARION**  
WGVF, Chicago, Ill

**JONES, PAUL**  
Lido Home Theater  
WKRC-TV, Cincinnati, Ohio

**JONES, TOMMY**  
Club 1330  
KIQX, Dequenne, Ark

**JOPLIN, JYANIE**  
WHEK Memphis, Tenn

**JORDAN, EDMUND**  
AIR

**JORDAN, LEE A.**  
B. Oct. 16, 1925, Macon, Ga.;  
The Lee Jordan Show, WCBS,  
New York

**JORGENSEN, FRED**  
KGO, San Francisco, Calif

**JORGENSEN, JERRY**  
WLS, Springfield, Ill

**JOSEPH, BILL**  
Vivid Parade  
WLCN, La Crosse, Wis

**JOSEPH, BOB**  
WPAD, Paducah, Ky

**JOYCE, ROBERT M.**  
WMTW-TV, Detroit 3000  
Minn.

**JOYE, TOMMY**  
WDRD, Rochester, N. C.

**JOYNES, JERRY**  
Club 1310  
WROV, Roanoke, Va

## — K —

**KANE, ARNOLD**  
WISW, St. Louis, Mich

**KANE, BOB**  
KWWL, Waterloo, Iowa

**KANE, CHARLES**  
Festival  
WWRJ, White River Junction,  
Vt.

**KAYAN, GARY**  
WCAV, Cayce, Columbia, S. C.

**KAY-PEK, TAD**  
Coffee Club  
WDSM, Sturgeon, Wis

**KASTNER, JAMES**  
KNBY, Marysville, Kan

**KAYE, CONNIE**  
Dance Party  
WPTV-TV, Milwaukee, Wis.

**KAYE, GENE**  
Music in Hi-Fi  
KREZ, Ottumwa, Iowa

**KEEFE, BOB**  
WROC-TV, Rochester, N. Y.

**KEELS, CECIL**  
WCSI, Charleston, S. C.

**KEENE, MIKE**  
WANE, Vero Beach, Fla

**KAHL, PAUL**  
Music for Moderns  
WTAJ, Pookersburg, W. Va.

**KELLEY, FRED L.**  
Perry Lane Quiz  
WFBK, Peñ City, Ala

**KELLOGG, ROD**  
KPHO Phoenix, Ariz

**KELLY, BERNARD**  
WDETV, Evansville, Ind.

**KELLY, IRIS**  
WMTG, Vandalia, Ky

**KELLY, JIM**  
Coffee Time  
WDAV-TV, Scranton, Pa

**KELLY, JOE**  
WSTT-WSRF-TV, South Bend,  
Ind.

**KELLY, STACY**  
Sunshine Smelted  
WURO, Lake City, Fla

**KELPE, HENRY**  
KATV, Omaha, Neb

**KELSON, MARK**  
Cat Walk  
KWRD, Henderson, Tex

**KEMPER, KEN**  
KADY, St. Charles, Mo

**KENNEDY, AL**  
WNR, New Britain, Conn

**KENNEDY, BILL**  
CKLW-TV, Detroit, Mich

**KENNEDY, KEN**  
Musical Clock  
WEGO, Concord, N. C.

**KENNEDY, TED**  
KILAS-TV, Hastings, Neb

**KENNEDY, TOM**  
About Faces  
ABC-TV

**KENNEDY, TOM**  
WJH, Niagara Falls, N. Y.

**KENNEDY, WALTER**  
Old Ship Zion  
WKXV, Knoxville, Tenn

**KENNEY, TOM**  
The Big Beat  
WEXL, Royal Oak, Mich

**KENT, BOB**  
Wake Up Time  
WVNS, Madison, N. C.

**KENT, DICK**  
Night Watch  
KWK, St. Louis, Mo

**KENT, GEORGE**  
Kents Korner  
WDRP, Chesler, Pa

**KENT, JOHN**  
Wake-Up Smiling  
WLAN, Lancaster, Pa

**KERNS, ED**  
WQXT, Palm Beach, Fla

**KERRIGAN, ROBERT**  
WJOE, Port St. Joe, Fla.

**KESKOVAR, BOB**  
Sports Extra  
WALY, Herkimer, N. Y.

**KIERMAN, WALTER**  
Monitor  
NBC

**KILBOURN, R. C.**  
WRIS, Bristol, Conn

**KILGO, JIMMY**  
Kantop  
WSOC-TV, Charlotte, N. C.

**KIMBLE, BILL**  
WNBF, Binghamton, N. Y.

**KIMBRO, OBIE**  
Golden Chariot  
WCRV, Macon, Ga.

**KINCER, RON**  
Album Time  
WBLC, Lexington, Ky

**KING, BILL**  
KRON-TV, San Francisco, Calif.

**KING, BILL**  
WTOG, Savannah, Ga.

**KING, FRED**  
KANO, Anoka, Minn.

**KING, HALE**  
WHOP, Hopkinsville, Ky

**KING, HARRY**  
WMAY, Springfield, Ill

**KING, JIM**  
KGLC, Miami, Okla.

**KING, JOHN**  
WGVV, Cheboygan, Mich

**KING, LYNWOOD**  
Public Affairs  
NBC-TV

**KING, ROLAND**  
Marge  
KPTV, Sioux City, Iowa

**KING, RON**  
Clockwatcher  
WTRL, Binghamton, Fla

**KING, VAN**  
Mystery Time  
WMLF, Piquette, Ky

**KIRBY, BURWARD**  
The Garry Moore Show  
CBS-TV

**KIRBY, FRED**  
Rascals Club  
WFTV, Charlotte, N. C.

**KIRKSEY, JERRY**  
Nightbeat  
KJBS, Pensacola, Fla

**KISER, JIMMY**  
KSET, El Paso, Tex

**KISS, BILL**  
WXIX-TV, Milwaukee, Wis.

**KISSINGER, EDDIE**  
KVM, Colorado City, Tex

**KITCHELL, JAMES**  
Texas Huntley Brinkley Report  
Time Present Circ Huntley  
Reporting, NBC-NBC-TV

**KITCHART, JIM**  
KJBS, San Francisco, Calif

**KLEIN, HOWARD**  
WEIR, Weirton, W. Va.

**KLINE, JACK**  
KBNB-TV, Bismarck, N. D.

**KNELLA, CARL**  
KCLW, Hamilton, Tex

**KNESLA, BILL**  
WBAT, Mazon, Ind.

**KNIGHT, DICK**  
KFOR, Lincoln, Neb.

**KNIGHT, JERRY**  
KJOT, Reno, Nev.

**KNORR, JOHN**  
WBFL, Bellefonte, Pa.

**KNOX, JAMES**  
Golden Road  
WTTG, Tusculoosa, Ala.

**KNOX, KEITH**  
WMEG, Hobbing, Minn.

**KNUTSON, ROBERT**  
WJMS, Ironwood, Mich.

**KOGAN, JACK**  
KSHO-TV, Las Vegas, Nev.

**ROGER, JIM**  
WRFV, Athens, Ga.

**KOLBY, CAL**  
WDRU, Hartford, Conn.

**KOPP, VICTOR**  
The A Polka Party  
KAPF, Petaluma, Calif

**KORDECKI, DON**  
WBIE, Marietta, Ga.

# —RADIO-TV ANNOUNCERS—EMCEES

**KORMAN, HAROLD**  
 WWRL, New York, N. Y.

**KOSKI, NORMAN**  
 WMPL, Hancock, Mich.

**KOVACS, ERNIE**  
 Take A Good Look  
 ABC-TV

**KOVAL, JOHN**  
 WACL, Waycross, Ga.

**KRAMER, HARRY**  
 The Edge of Night  
 CBS-TV

**KRASOVEC, HANK**  
 Polka Band Box  
 KDZA, Pueblo, Colo.

**KURTZ, LEW**  
 WPNC, Plymouth, N. C.

**KUTAN, DICK**  
 WBUT, Butler, Pa.

— L —

**LA FORCE, CHARLES**  
 WISN-TV, Milwaukee, Wis.

**LaFRANCE, ART**  
 Interfraternity Quiz  
 WDCR, Hanover, N. H.

**LaFRANCHISE, CHARLIE**  
 The Better Half  
 KPTV, Portland, Ore.

**LaLANNE, JACK**  
 Hillbilly Roundup  
 KSAM, Huntsville, Tex.

**LAMB, BILL**  
 Top Ten  
 WKMF, Flint, Mich.

**LAMBERT, KEN**  
 WLDS, Jacksonville, Ill.

**LAMONT, ROY**  
 Teen Age Party  
 WRVA-TV, Richmond, Va.

**LANDFEAR, DEAN**  
 Voice of Iowa  
 WMT, Cedar Rapids, Iowa

**LANDRY, ROBERT**  
 WNRI, Woonsocket, R. I.

**LANE, DAVE**  
 KSRO, Santa Rosa, Calif.

**LANE, HAROLD**  
 WGNV, Newburgh, N. Y.

**LANFIELD, SIDNEY**  
 Bachelor Father  
 NBC-TV

**LANGE, JIM**  
 KGO, San Francisco, Calif.

**LANKFORD, BRUCE**  
 WLBN, Lebanon, Ky.

**LANSING, RAY**  
 KFBC, Cheyenne, Wyo.

**LaPORTE, LEO**  
 Breakfast Playhouse  
 WPRO-TV, Providence, R. I.

**LARACEY, JIM**  
 WWBC, Bay City, Mich.

**LARSEN, BILL**  
 KRDO, Colorado Springs, Colo.

**LARSON, PAUL**  
 Early Birds  
 WORC, Worcester, Mass.

**LATHAM, BOB**  
 Kalliedoseope  
 WABV, Abbeville, S. C.

**LATHAM, LARRY R.**  
 WLBA, Gainsville, Ga.

**LAUCKERN, EDWARD**  
 WMBO, Auburn, N. Y.

**LAWRENCE, ART**  
 WWOK, Charlotte, N. C.

**LAWRENCE, LUCKY**  
 KRUX, Phoenix, Ariz.

**LAWRENCE, REX**  
 Western Serenade  
 KOCA, Kilgore, Tex.

**LAWRENCE, TEDD**  
 ABC

**LAWSON, KEN**  
 Popeye  
 KVTV, Sioux City, Iowa

**LAWSON, LARRY**  
 KLFD, Litchfield, Minn.

**LAWSON, RALPH**  
 KWWL, Waterloo, Iowa

**LAWYER, JACK**  
 WFPG, Atlantic City, N. J.

**LAYTON, DOUG**  
 Hit Parade  
 WSGN, Birmingham, Ala.

**LAYTON, LANNY**  
 WORD, Spartanburg, S. C.

**LAZAR, MAURY**  
 WMMM, Westport, Conn.

**LAZAROW, ARTHUR**  
 Tidewater Travels  
 WDDY, Gloucester, Va.

**LAZICH, BOB**  
 KSJB, Jamestown, N. D.

**LEA, DAVID**  
 WRBL, Columbus, Ga.

**LEE, GEORGE**  
 WPLH, Huntington, W. Va.

**LEE, COL. ROBERT E.**  
 KRIZ, Phoenix, Ariz.

**LEE, RUSTY**  
 KEOS, Flagstaff, Ariz.

**LEE, TED**  
 WJJD, Chicago, Ill.

**LEIB, GEORGE**  
 WAZL, Hazleton, Pa.

**LEIGHTON, GEORGE**  
 Popeye  
 WTEN, Albany, N. Y.

**LeMAR, LEW**  
 WTAQ, LaGrange, Ill.

**LEONARD, BUD**  
 WMPB, Memphis, Tenn.

**LEONARD, LEE**  
 KNGS, Hanford, Calif.

**LePAGE, JEAN**  
 WMSA, Massena, N. Y.

**LESCOULIE, JACK**  
 Brains & Brawn, Jackie Gleason  
 Show, "Today", CBS-TV

**LeSEUR, CHARLES**  
 KCLA, Pine Bluff, Ark.

**LESIK, EDWARD**  
 ABC

**LESTER, GARY**  
 WMST, Mt. Sterling, Ky.

**LESTER, LES**  
 Dance Party  
 KANE, New Iberia, La.

**LETCHEr, SKIP**  
 Counterpoint  
 WICU, Erie, Pa.

**LEVERTON, BUCK**  
 WHVF, Wausau, Wis.

**LEWIS, BILL**  
 KLPM, Mioot, N. D.

**LEWIS, GENE**  
 KFHA, Tacoma, Wash.

**LEWIS, GEORGE**  
 Steamboat Bill  
 WSAZ-TV, Huntington, W. Va.

**LEWIS, HAL**  
 KHVH, KHVH-TV, Honolulu,  
 Hawaii

**LEWIS, HAL**  
 Honest John Show  
 KSTR, Grand Junction, Colo.

**LEWMAN, LARY**  
 WBAL-TV, Baltimore, Md.

**LEYDEN, BILL**  
 It Could Be You  
 NBC-TV

**LIEGEOIS, BILL**  
 WMAM, Marinette, Wis.

**LILLY, GENE**  
 KBLR, KBLR-TV, Goodland,  
 Kan.

**LINCOLN, DON**  
 KRIZ, Phoenix, Ariz.

**LINDBERG, STEVE**  
 Music Beat  
 WCSJ, Charleston, S. C.

**LINDSAY, BROOKS**  
 Clown Carnival  
 WSOC-TV, Charlotte, N. C.

**LINDSEY, JOHN**  
 Spiritual Jubilee  
 WESY, Greenville, Miss.

**LINKLETTER, ART**  
 People Are Funny  
 NBC, NBC-TV

**LINNE, BILL**  
 WFST, Caribou, Maine

**LIONEL, ED**  
 KRIO, MeAllen, Tex.

**LIPP, STAN**  
 WNBH, New Bedford, Mass.

**LITCH, GUSTAVE**  
 WHTG, Asbury Park, N. J.

**LIVINGSTONE, DAVE**  
 KRIC, Beaumont, Tex.

**LLOYD, BOB**  
 KDOK, Tyler, Tex.

**LLOYD, EDWARD R.**  
 On The Record  
 WHWB, Rutland, Vt.

**LLOYD, TOM**  
 Breakfast Circle  
 WGAU, Athens, Ga.

**LOCHNER, ART**  
 WPIK, Alexandria, Va.

**LOFLAND, CHUCK**  
 WJVA, South Bend, Ind.

**LOFTIN, TOM**  
 KOKL, Okmulgee, Okla.

**LOGAN, DAVE**  
 WBEX, Chillicothe, Ohio

**LOGAN, JOHN**  
 KRIG, Odessa, Tex.

**LOHMAN, ALFRED E., JR.**  
 B. Jan. 15, 1933; Sioux City,  
 Iowa; Al Lohman Jr. Show,  
 WABC, New York

**LOHMEYER, FRANK**  
 KLPW, Union, Mo.

**LOKKE, JOHN**  
 Night Patrol  
 WDSM, Superior, Wis.

**LOMBARDI, RAY**  
 WBUX, Doylestown, Pa.

**LOMINAC, HANK**  
 Junior Auction  
 WKRG-TV, Mobile, Ala.

**LOMOND, DON**  
 3 Stooges  
 KTTV, Los Angeles, Calif.

**LONG, MATT**  
 KGB, San Diego, Calif.

**LONG, STEVE**  
 WTWN, St. Johnsburv, Vt.

**LOPEZ, ARMANDO**  
 Fiesta in Mexico  
 KEPS, Eagle Pass, Tex.

**LORD, DON**  
 WJBS, DeLand, Fla.

**LORIN, BILL**  
 KUTY, Palmdale, Calif.

**LOUGHMAN, JERRY**  
 Atlantic Weather  
 WHYN, Springfield, Mass.

**LOUIS, ROBERT**  
 WLUK-TV, Green Bay-  
 Marinette, Wis.

**LOVELL, JAN**  
 KTBS-TV, Shreveport, La.

**LOWE, DONALD**  
 ABC

**LOWE, ROBERT**  
 WVVW, Grafton-Fairmont,  
 W. Va.

**LOYD, KEITH**  
 Night Beat  
 KVOP, Plainview, Tex.

# RADIO-TV ANNOUNCERS—EMCEES

**LUCAS, WILL**  
KALL, Salt Lake City, Utah

**LUCKHURST, BILL**  
Music Go Round  
KTVG, Tacoma, Wash

**LUCKK, KEN**  
WNDE, Jopling, Mo., Fla.

**LUKE, HARRY**  
Swing Angel  
WNAB, Bridgeport, Conn

**LUNA, LEOPOLDO**  
Radio Exotic  
KCTV, Corpus Christi, Tex.

**LUNDBOM, DEL**  
Joplingtown Republic  
KTVR, Boise, Ida.

**LUTPON, JOHN**  
WGAR, Cleveland, Ohio

**LUTZ, RON**  
In the Know  
KPAL, Fort Worth, Mo.

**LYLES, OBY**  
WHSU, Bensenville, S. C.

**LVMAN, PETER**  
Iron City News  
WBOY-TV, Clarksville, W. Va.

**LYNCH, BILL**  
WMO, Memphis, Tenn.

**LYNN, LAMAR**  
WDAK, Columbus, Ga.

**LYONS, CLIFF**  
KWYO, Sacramento, Wyo.

## — Mc —

**McCALL, BARON**  
KVCB, Prescott, Ariz.

**McCARY, BOB**  
KIBZY, Salem, Ore.

**McARTHUR, PAUL**  
Wake up to Music  
KVOB, Beltsville, Wash.

**McASKILL, DUDLEY**  
WIRE, Marietta, Ga.

**McCAULEY, JOE**  
WIP, Philadelphia, Pa.

**McCORMICK, PAT**  
Charley Horse Show  
KERE TV, Fresno, Calif.

**McCOY, BOB**  
KOB-TV, Albuquerque, N. M.

**McCOY, TED**  
KFIN, Baton Rouge, N. M.

**McCOY, CRAIG**  
WTRW, Two Rivers, Wis.

**McCOY, JACK**  
RHVH-TV, Honolulu, Hawaii.

**McCREERY, JOHNNA**  
1210 Jamboree  
WLAG, LaGrange, Ga.

**McCULLOCH, DONNA**  
Story Lane  
KLYM, Cordova, Alaska.

**McCULLOUGH, DAN**  
As the World Turns  
CBS-TV, WOR  
New York, N. Y.

**McCULLOUGH, EMORA**  
Merry Go Round  
WRLD, West Point, Ga.

**McCULLOUGH, JOHN E.**  
Pat Mackenzie Show  
WNDE-TV, South Bend, Ind.

**McDEWITT, LEO**  
WDCB, Tampa Springs, Fla.

**McDONALD, HOWARD**  
KFBB, Great Falls, Mont.

**McDONALD, KIM**  
WACT, Tusculooosa, Ala.

**McDONNELL, STEW**  
WIMS, Michigan City, Ind.

**McDONOUGH, TOM**  
WENE, Endicott, N. Y.

**McDUGGALD, MIKE**  
Sunday Drive  
WCHR, Canton, Ga.

**McFARLAND, HARRA**  
KSLW, Woodward, Okla.

**McGEE, JERRA**  
KRDG, Redding, Calif.

**McGEEHAN, JACK**  
Early Riser's Club  
KEYZ, Wallston, N. D.

**McGONAGLE, BOB**  
WBB, Bay Shore, N. Y.

**McGRATH, DICK**  
WSEA, Harrisonburg, Va.

**McGRAW, TERRA**  
KTOP, Oklahoma City, Okla.

**McINTARE, DAVE**  
WBOH, Hastings, Mich.

**McKAY, TED**  
Party Line  
WKRC, Cincinnati, Ohio.

**McKEE, GOODSON**  
WACO, Waco, Tex.

**McKINNEY, EDDIE**  
Teen Town  
WHIL-TV, Johnson City, Tenn.

**McKINNEY, JEAN**  
KGN, Guyton, Okla.

**McKINNEY, JERRY**  
KVOI, Lytle, Tex.

**McKONLY, JERRA**  
Top Twenty  
WTTI, Madisonville, Ky.

**McLANE, BILL**  
Breakman Ball  
KTNF-TV, Seattle/Tacoma, Wash.

**McLAMB, MAC**  
Gospel Hour  
WFAL, Fayetteville, N. C.

**McLAUGHLIN, OLLIE**  
WHBY, Amherst, Mich.

**McLEAN, DON**  
Luncheon in Crownroom  
WHDL, Okla., N. Y.

**McLEOD, ED**  
Pontman's Show  
WETC, Wendell/Zebulon, N. C.

**McLERNON, DICK**  
WEGM, Pittsburg, Miss.

**McMILLAN, BILL**  
KTV, Seattle, Wash.

**McMILLIN, RAY**  
WSZ, Paducah, Fla.

**McMORAGLE, TERRA**  
Highway 850  
KTM, Toronto, Wash.

**McMULLEN, JOHN**  
Teen Center  
WHN, Washington, N. C.

**McNAMARA, PAUL**  
WEL, Spartanburg, S. C.

**McNAMARA, ROBERT**  
KXRO, Aberdeen, Wash.

**McNEAL, RALPH**  
The Music Man  
KXLL, Missoula, Mont.

**McNEIL, ADA A.**  
KDFX, Pocom, S. D.

**McNEELY, BOB**  
Ar Lady Showcase  
KTEG, Phoenix, Ariz.

**McROY, PAUL H.**  
WCHL, Cobden/Ida, Ill.

**McVAY, KIMO**  
Kimo at Don's  
KRII, Honolulu, Hawaii.

## — M —

**MACK, BILL**  
Jockyl & Hyde  
WDEA, Edworth, Maine.

**MACK, WAYNE**  
Pop Concert  
WTPK, Cleveland, Ohio.

**MACKENZIE, JOHN**  
KNTV-TV, Sacramento, Calif.

**MacMANUS, HORACE**  
WAVY, Norfolk, Va.

**MADDOX, SKIPP**  
Afternoon Melodies  
WEFT, Van Wert, Ohio.

**MADDER, JIM**  
Coffee Club  
WJOW, Madison, Wis.

**MAEL, MERRILL**  
KBYR, Anchorage, Alaska.

**MAGEL, RON**  
WRMZ, Charleston, W. Va.

**MARAN, CHARLES**  
Party Line  
WARA, Attleboro, Mass.

**MARRER, JAY**  
Rollin' Home  
WENE, Endicott, N. Y.

**MARONEY, BERNIE**  
Operation Exotic  
WFER, Watertown, N. Y.

**MARONEY, GEORGE**  
By George, It's Mine  
KOB, Albuquerque, N. M.

**MATHE, LEN**  
WAMI, Laurel, Miss.

**MAYOR, DON**  
WBEW, Lumberton, N. C.

**MALARA, TONY**  
Adventures of Bow Wow  
WCXY-TV, Carthage, N. Y.

**MALBY, WESLEY**  
Chic 1590  
WAGO, Salamanca, N. Y.

**MALLICOAT, AL**  
KPOL, Los Angeles, Calif.

**MALLIN, JACK**  
WGYB, Bristol, Va.

**MALONE, FRANK**  
WTOB, Winston-Salem, N. C.

**MALON, HANK**  
WTRY, Troy, N. Y.

**MANGERRIDA, FRANK**  
Early Riser  
WETA, Baltimore, N. Y.

**MANLEY, BUD**  
KNOB, North Platte, Neb.

**MANN, RAY, JR.**  
WSSD, Staunton, Miss.

**MANNING, JOE**  
Open House  
WETA, Raleigh, N. Y.

**MANNO, JIM**  
WCM, Ashtand, Ky.

**MANTEJANO, DICK**  
KXO, El Centro, Calif.

**MANISH, GEORGE**  
WLO, Florence, Ala.

**MARVEST, JULES**  
KSRG, Crowley, La.

**MARLER, MIKE**  
WAND, Canton, Ohio.

**MARLOW, DICK**  
KOOB, Phoenix, Ariz.

**MARSH, DAVID**  
WAKU, Lottsburg, Pa.

## MARSHALL, REX

B. Jan 9, 1919, New Jersey, Disneyland, ABC-TV, December Bride, Doug Edwards & the News; Zane Grey Theatre, CBS-TV, Loretha Young, The Line-Up, NBC-TV

**MARSHALL, RIC**  
Morning Mayor  
KLEO, Wichita, Kan.

**MARTIN, BOB**  
KIDN, Denver, Colo.

**MARTIN, JENNINGS**  
WJRF-TV, Wheeling, W. Va.

**MARTIN, JIM**  
Spirit Ram  
KCRG, Elmd, Okla.

**MARTIN, JIM**  
WBR, Butler, Pa.

**MARTIN, RON**  
Musical Showcase  
WPAE, Tallahassee, Fla.

# RADIO-TV ANNOUNCERS—EMCEES

- MARTIN, WILLIE H.**  
960 Swings  
WMOZ, Mobile, Ala.
- MARTYN, STAN**  
The Music Man  
WBCB, Levittown, Pa.
- MARVIN, EDWARD**  
Cane Cod Show  
WFLM, Plymouth, Mass.
- MARX, GROUCHO**  
You Bet Your Life  
NBC, NBC-TV
- MASON, BILL**  
WDBQ, Dubuque, Iowa
- MASON, JERRY**  
WQXI, Atlanta, Ga.
- MASON, JOHN**  
Family Theater  
WBHD-TV, Peoria, Ill.
- MASTERS, RODNEY**  
Masters Melodies  
KPDO, Portland, Ore.
- MATTHEWS, BRUCE**  
Radio 1420  
WWSR, St. Albans, Vt.
- MATTSON, ALLEN**  
WMPL, Hancock, Mich.
- MAULDIN, PERCY**  
Basin St. Blues  
WMOZ, Mobile, Ala.
- MAYNARD, DAVE**  
Command Premiere  
WBZ-TV, Boston, Mass.
- MAYNE, BOB**  
Record Room  
WGAD, Gadsden, Ala.
- MAYO, BENJ. F.**  
Hi Neighbor  
WGAC, Augusta, Ga.
- MAYS, AUBREY**  
Strikes 'n Snares  
KLVT, Levelland, Tex.
- MEAD, BOB**  
WISH, Indianapolis, Ind.
- MEARIAN, MIKE**  
Popeye's Playhouse  
WEEN-TV, Buffalo, N. Y.
- MEATTI, ED**  
WHEC, WHEC-TV, Rochester,  
N. Y.
- MEDLIN, BARRY**  
Barnyard Barry  
WWIT, Canton, N. C.
- MEELER, JOHN**  
WTYC, Boek Hill, S. C.
- MEFFORD, CHUCK**  
WISM, Madison, Wis.
- MEJIA, TONY**  
Pan-American Serenade  
KGHF, Pueblo, Colo.
- MELQUIST, RON**  
WJOC, Jamestown, N. Y.
- MELVOIN, DON**  
WOOD-TV, Grand Rapids,  
Mich.
- MENESEE, BOB**  
Heading Home  
WIP, Philadelphia, Pa.
- MEREDITH, BUDDY**  
Musical Roundup  
KOTA-TV, Rapid City, S. D.
- MERL, BOB**  
KREO, Indio, Calif.
- MERRELL, JOHN**  
KFH, Wichita, Kan.
- MERRELL, ART**  
WGH, Newport News, Va.
- MERRIMAN, RANDY**  
WCCO, WCCO-TV, Minneapolis,  
Minn.
- MERRITT, EDWARD**  
Concert Hall  
\* WSES, Great Barrington, Mass.
- MERRITT, NEAL**  
KPAC-TV, Beaumont-Port  
Arthur, Tex.
- METROPOULOUS, JON**  
Hidden Mike  
KATL, Miles City, Mont.
- MEUNIER, JOHN**  
WVPO, Stroudsburg, Pa.
- MEYER, JERRY**  
KWVY, Waverly, Iowa
- MEYERS, DON**  
Don Patrol  
WDLB, Marshfield, Wis.
- MEYERS, WES**  
Swap Shop  
KAHL, Auburn, Calif.
- MICHAELS, ALLAN**  
Sunshine Serenade  
WTOL, Toledo, Ohio
- MILES, JIM**  
WKCT, Bowling Green, Ky.
- MILES, DR. LELAND**  
WHAS, Louisville, Ky.
- MILLARD, BRAD**  
KYSM, Mankato, Minn.
- MILLARD, TOM**  
Triple T Show  
KPAY, Fayetteville, Ark.
- MILLER, BILL**  
WJNO, West Palm Beach, Fla.
- MILLER, BILL**  
WCMR, Elkhart, Ind.
- MILLER, BOB**  
KGCK, Sidney, Mont.
- MILLER, BOB**  
KASK, Columbus, Neb.
- MILLER, CURLEY**  
Jamboree  
WWVA, Wheeling, W. Va.
- MILLER, GEORGE**  
KREX, Grand Junction, Colo.
- MILLER, LARRY**  
KCSR, Chadron, Neb.
- MILLER, NEAL**  
WSGN, Birmingham, Ala.
- MILLER, RED**  
WOLS, Florence, S. C.
- MILLER, BOB**  
WLW-I, Indianapolis, Ind.
- MILLS, BOB**  
KOTV, Tulsa, Okla.
- MILNER, ART**  
WKDN, Camden, N. J.
- MILOT, LOUIS**  
WKBZ, Muskegon, Mich.
- MILTON, JUD**  
Housewife's Hit Parade  
KTSM, El Paso, Tex.
- MINYARD, KEN**  
KRSO, Santa Rosa, Calif.
- MITCHELL, BILLY**  
Western Jamboree  
KCTI, Gonzales, Tex.
- MITCHELL, BOB**  
WSPA, Savannah, Ga.
- MITCHELL, BOB**  
Spotlight 99  
WIBG, Philadelphia, Pa.
- MITCHELL, CHUCK**  
WVOL, Nashville, Tenn.
- MITCHELL, FRED**  
Hitch with Mitch  
WOHO, Toledo, Ohio
- MITCHELL, LYLE G.**  
KDMO, Carthage, Mo.
- MIX, DORIS**  
Reminiscing  
KRPL, Moscow, Ida.
- MIX, JOHN**  
KRPL, Moscow, Ida.
- MOELLER, ARLO E., JR.**  
KGNB, New Braunfels, Tex.
- MOINKERN, LEONARD**  
WBHH, Warren, O.
- MOLINARI, BOB**  
KONE, Reno, Nev.
- MOLINARO, LARRY**  
Polka Party  
WNAE, Morristown, Pa.
- MONACO, DEL**  
KTAR, Phoenix, Ariz.
- MONGOLD, BOB**  
Midland Music Time  
KMMT, Austin, Minn.
- MONROE, JOE**  
KBCL, Shreveport, La.
- MOONEY, FRANK**  
WHUM, Reading, Pa.
- MOORE, BILL**  
KREX, Grand Junction, Colo.
- MOORE, GARRY**  
I've Got A Secret  
CBS-TV
- MOORE, HOWARD**  
Musical Cloak  
WFIG, Sumter, S. C.
- MOORE, LARRY**  
KUSN, St. Joseph, Mo.
- MOORE, TOM**  
KITVE, El Dorado, Ark.
- MOORHEAD, JOHN**  
Adventurama  
WJAC-TV, Johnstown, Pa.
- MOORE, PAT**  
KVNC, Winslow, Ariz.
- MOORE, TOM**  
Million Dollar Matinee  
KHJ-TV, Los Angeles, Calif.
- MORHEAD, WAYNE**  
Wax Works  
KIUP, Durango, Colo.
- MORGAN, BOB**  
WBBW, Youngstown, Ohio
- MORGAN, HAL**  
WABR, Orlando, Fla.
- MORGAN, HANK**  
WQXI, Atlanta, Ga.
- MORGAN, KENT**  
KJCK, Junction City, Kan.
- MORGAN, MARTIN**  
Super Western Theatre  
WLOS-TV, Asheville, N. C.
- MORGAN, MARY**  
Million Dollar Movie  
CKLW-TV, Detroit, Mich.
- MORGAN, RAY**  
KOKL, Okmulgee, Okla.
- MORGAN, STAN**  
Rise 'n Shine  
WARA, Attleboro, Mass.
- MORGAN, WILLIAM**  
Breakfast with Billy  
WYRN, Louisburg, N. C.
- MORRISON, ALEX**  
WKDX, Hamlet, N. C.
- MORROW, DON**  
B. Jan. 29, 1927, Stamford,  
Conn.; G.E. College Bowl, Jackie  
Gleason Show, CBS-TV; Lowell  
Thomas News, CBS Radio; Rin-  
tin-Tin, ABC-TV
- MORROW, ROBIN**  
Fantasy in Music  
KPOK, Scottsdale, Ariz.
- MORSE, CLINT**  
WCMB, Harrisburg, Pa.
- MORSE, SID**  
KTOK, Oklahoma City, Okla.
- MORTON, LOU**  
WGST, Atlanta, Ga.
- MOSENA, DICK**  
Buggy Ride  
KBUR, Burlington, Iowa
- MOWRY, LEE**  
WRGA, Rome, Ga.
- MULHERIN, PAT**  
WBBQ, Augusta, Ga.
- MULLALLY, DON**  
WTWN, St. Jobsbury, Vt.
- MULLARKEY, TOM**  
Teen Downbeat  
WBAP-TV, Fort Worth, Tex.
- MULLEN, FRANK**  
1230 Club  
WNEB, Worcester, Mass.
- MULLINS, MOON**  
Platter Parade  
WMYN, Madison, N. C.

# RADIO-TV ANNOUNCERS—EMCEES

**MULROY, BOB**  
KWG, Stockton, Calif.  
**MULYANSKY, DON**  
KKOX, Brookston, Minn.  
**MURDOCK, JACK**  
Coffee Break  
KTPL, St. Louis, Mo.  
**MURPHY, CULLEN**  
Shell News  
KTVE, Boise, Ida.  
**MURPHY, ED**  
Hollywood Matinee  
W5YR-WSAR-TV, Saratoga,  
N. Y.  
**MURPHY, PAUL**  
WAVI, Dayton, Ohio  
**MURPHY, PERRY**  
KAWL, York, N. D.  
**MURRAY, GEORGE**  
Texas-Huntley-Bankley Report,  
Time Present—Chet Huntley  
Reporting  
NBC-NBC-TV  
**MURRAY, JEE**  
WISN-TV, Milwaukee Wis.  
**MYER, RON**  
WDSY, Hattiesburg, Miss.

## — N —

**NABORS, LES**  
Listen Ladies  
WONA, Winona, Miss.  
**NADAM, LES**  
WDEA, Ellsworth, Maine  
**NAGLE, JEFF**  
KML, Fresno, Calif.  
**NAISH, RAY**  
WATV, Birmingham, Ala.  
**NARDI, JIM**  
W5JM, St. Joseph, Mo.  
**NARGIS, DON**  
KVVQ, Sheridan, Wyo.  
**NASH, BILL**  
WFDQ, Chattanooga, Tenn.  
**NASH, JOHN**  
Luncheon Club  
W5TV, St. Thomas, V. I.  
**NEELA, ROBERT**  
Early Bird Show  
WRAJ, Anna, Ill.  
**NEHRING, WAULA**  
WRE, Indianapolis, Ind.  
**NEIMAN, WIN**  
Scandinavian Hour  
KWBO, Salt Lake City, Utah  
**NELLS, DICK**  
Rosen Varieties  
WREM, Remsen Union, N. Y.  
**NELSON, BOB**  
WFMJ, Goldsboro, N. C.  
**NELSON, CY**  
WJD, Chicago, Ill.  
**NELSON, DALE**  
Garden Echoes  
KGDN, Edmonds, Wash.  
**NELSON, HOWARD D.**  
RUCY, Nome, Alaska  
**NELSON, JERRY W.**  
WELP, S. Portsmouth, Tenn.  
**NELSON, ROBERT**  
Early Bird Show  
KFBI, Great Falls, Mont.  
**NESSERROAD, PAUL**  
KRTV, Colorado Springs, Colo.  
**NESTER, ROY**  
Platter Party  
WNC, Winchester, Va.  
**NEVLAND, JOHN**  
Aloha Presents  
ABC-TV  
**NEWMAN, AL**  
WMSO, Columbia, S. C.  
**NEWMAN, JIM**  
Top Times  
WOOW, Greenville, S. C.

**NEWTON, LESLIE**  
WHGR, Houghton Lake, Mich.  
**NICHOLSON, NICK**  
W5SR, Butler, Pa.  
**NIXON, MILT**  
WULB, Inkster, Mich.  
**NOE, ROBERT**  
Man on Street  
WBKX, West Bend, Wis.  
**NOLAN, TERRY**  
KMEJ, Medford, O.  
**NOLAN, TIM**  
KPRC, Houston, Tex.  
**NORMAN, BOB**  
WAVZ, New Haven, Conn.  
**NORMAN, HERB**  
WWRL, New York, N. Y.  
**NORMAN, WALLACE**  
KYCA, Prescott, Ariz.  
**NORRIS, BARRY G.**  
KFBH, Marshalltown, Iowa  
**NORTON, MIKE**  
WPOR, Portland, Me.  
**NORWOOD, BILL**  
Three Stooges  
WLOS-TV, Asheville, N. C.

## — O —

**O'BRIEN, JOE**  
WMCB, New York, N. Y.  
**O'BRIEN, JOHN**  
WKZO, Kalamazoo, Mich.  
**O'BRIEN, TOM**  
B. April 3, 1925, New York;  
News, WINS; Chevrolet Weekend  
News, CBS-Radio; Big Story,  
WNEW-TV; Monitor, NBC  
**O'CALLAGHAN, TOM**  
KYSM, Manito, Minn.  
**O'CONNOR, MEL**  
WLAJ, Grand Rapids, Mich.  
**O'CONNOR, STEVE**  
WEAV, Plattsburgh, N. Y.  
**O'DONNELL, LEW**  
Breakfast Bar  
WHEN-TV, Syracuse, N. Y.  
**O'HARA, SEAMUS**  
KYA, San Francisco, Calif.  
**OLDYK, BEN**  
Police Special  
KFRD, Rosenberg, Richmond,  
Tex.  
**OLEWIN, DALE**  
KDLR, Davis Lake, N. D.  
**OLIVER, DAVID**  
WMEB, Chattanooga, Tenn.  
**OLIVER, DOUG**  
Zooama  
KEMBT-TV, San Diego, Calif.  
**OLSON, GLENN**  
REVD, Oakes, N. D.  
**OLSON, TOR**  
KRRI, Florida, Calif.  
**O'REILLY, MIKE**  
WJTV, Jackson, Miss.  
**ORLANDO, J. J.**  
WAVP, Avon Park, Fla.  
**ORR, JEROME**  
Mayhem in the AM  
KELD, Ft. Lauderdale, Ark.  
**ORR, BILL**  
Coffee Time  
KRRC, Emd, Okla.  
**OSBORNE, KARL**  
Dinner Showcase  
WAST, Albany, N. Y.  
**OSBORNE, WILLIAM D.**  
KFBC-TV, Cheyenne, Wyo.  
**O'SHANTER, TOM**  
The Road Show  
KOFA, Anna, Ariz.  
**OSFROM, BILL**  
Sunny Side Up  
WMSN, Ocean, N. Y.

## O'SULLIVAN, TERRY J.

B. July 7, Kansas, Mo.; "Search  
for Tomorrow" leading man;  
Keep Talking; Commercials for:  
Mutual of Omaha, Alpine Cigar-  
ettes, Chemstrand

**O'TOOLE, WILLIAM**  
ABR  
**OULETTE, GEORGE**  
Engage House, S.  
WMTW-TV, Poland Spring, Me.  
**OWEN, ALAN**  
WOUN, Pennsylvania, N. J.

## — P —

**PACELLI, FRANK**  
Public Affairs  
NBC-TV  
**PACICA, CARMEN**  
WRAJ, Rome, N. Y.  
**PACK, MARSHALL**  
Pious Memories  
WBAU, Cleveland, Tenn.  
**PADGETT, DAVID**  
WAVB, Waynesboro, Va.  
**PAGE, DAVE**  
KREM-TV, Spokane, Wash.  
**PAGEL, DEE**  
Rest and Shine  
KBRH, McCook, Neb.  
**PALMER, BILL**  
WTVN-TV, Columbus, Ohio  
**PALMER, JOHNNY**  
WBOW, Terre Haute, Ind.  
**PALMER, RICHARD**  
WMTS, Murretsboro, Tenn.  
**PALMER, TRAVIS**  
WSSO, Starkville, Miss.  
**PALMQUIST, JAMES R.**  
KLR, Denver, Colo.  
**PARR, DON**  
Price Is Right  
NBC-TV  
**PARK, CHARLEY**  
Time out for Music  
WJR, Detroit, Mich.  
**PARKER, MARY E.**  
Platter Party  
KBBP, Pleasanton, Tex.  
**PARKER, PETE**  
1200 Club  
WFLG, Sumter, S. C.  
**PARKER, TOM**  
KFOR, Lincoln, Neb.  
**PARKURST, DEANE**  
WSET, Glen Falls, N. Y.  
**PARNELL, JACK**  
WHQ, Memphis, Tenn.  
**PARR, WILLARD**  
Highland A. M.  
W5RW, Hillboro, Ohio  
**PARRA, JACK**  
Wake to Music  
KWEW, Hobbs, N. M.  
**PARSONS, BEN**  
WRBL, Columbus, Ga.  
**PARSONS, BEN, JR.**  
KOLA, Pine Bluff, Ark.  
**PARTIDO, FRED**  
KVVQ, Chickasha, Okla.  
**PASQUALI, JOE**  
WNC, Winchester, Va.  
**PATE, JOE**  
KLEX, Lexington, Mo.  
**PATRICK, JOE**  
WRMC, Tusculum, Fla.  
**PATRICK, KAE**  
KERV, Kerrville, Tex.  
**PATTERSON, JIMMY**  
WBTY, Charlotte, N. C.  
**PATTERSON, PAUL**  
Tops in Pops  
WLH, Lowell, Mass.  
**PATTERSON, SAM**  
WWPE, Canton, N. C.

**PAUL, RALPH**

Strike It Rich, "Dotto," The  
Millionaire, Top Dollar, CBS-TV;  
Goodyear Playhouse, The Big  
Payoff, NBC-TV

**PAXSON, BUD**

WACK, Newark, N. Y.

**PAXTON, BOBBY**

WFTW, Ft. Walton Beach, Fla.

**PAXTON, TOM**

WKY-TV, Oklahoma City, Okla.

**PEACH, FRED**

WHYN, Springfield, Mass.

**PEARL, JIM**

KBTN, Neosho, Mo.

**PEARLMAN, HOWARD**

Musical Masterpieces  
KPOK, Scottsdale, Ariz.

**PEASE, CHARLES**

Strictly Music  
WWHG, Hornell, N. Y.

**PEDEN, OSCAR**

Your Night Out  
WOWL-TV, Florence, Ala.

**PEELEE, BUDDY**

KMUL, Muleshoe, Tex.

**PEISS, ED**

KOOK-TV, Billings, Mont.

**PELA, JOHN**

Pecos Pete  
KCRG-TV, Cedar Rapids, Iowa

**PELGER, FRED**

KYUM, Yuma, Ariz.

**PEMBERTON, ART**

KJRG, Newton, Kan.

**PENNINGTON, MEL**

KXYZ, Houston, Tex.

**PEPPER, KEN**

Make It Or Break It  
KICA-TV, Clovis, N. M.

**PERLIN, ALLEN**

Sunday Serenade  
WAYE, Baltimore, Md.

**PERRY, DICK**

KMNS, Sioux City, Iowa

**PERRY, LOU**

KSRA, Salmon, Ida.

**PERRY, NICK**

WTAE, Pittsburgh, Pa.

**PERRY, SID**

Sheriff Sid  
KBKA-TV, Bakersfield, Calif.

**PETERS, JOHN**

Ford News  
WBOY-TV, Clarksburg, W. Va.

**PETERSON, ART**

WFBL, Syracuse, N. Y.

**PETERSON, FRED**

KRIC, Beaumont, Tex.

**PETERSON, JERRY**

WJBS, DeLand, Fla.

**PETERSON, RALPH**

NBC News, Washington  
NBC-TV

**PETTY, NORM**

KBLL, Goodland, Kan.

**PFAU, GEORGE**

KXLL, Missoula, Mont.

**PFLEEGER, GEORGE**

Saturday Breakfast Party  
WJTN, Jamestown, N. Y.

**PHLAN, TOM**

KREM, Spokane, Wash.

**PHELPS, BOB**

Music Beyond Stars  
KRES, St. Joseph, Mo.

**PHILLIPS, BY**

WGBI, Scranton, Pa.

**PHILLIPS, DICK**

WEVA, Emporia, Va.

**PHILLIPS, KENNETH**

KAFP, Petaluma, Calif.

**PIERCE, AL**

Morning Owl  
KASK, Ontario, Calif.

**PIERCE, BILL**

Luncheon Melodies  
WWCC, Bremen, Ga.

**PIERCE, BILL**

WEJL, Scranton, Pa.

**PIERCE, RONALD**

WJMS, Ironwood, Mich.

**PIERRE, FRANCIS**

Breakfast with Pierre  
KPAM, St. Cloud, Minn.

**PIKE, CLIFF**

Noontime Jamboree  
KOTA, Rapid City, S. D.

**PILE, ANN**

Children's Story Time  
WMTL, Leitchfield, Ky.

**PINCKNEY, DOUGLAS**

Dateline  
WMSO, Auburn, N. Y.

**PINNIX, JIMMY**

WNAG, Grenada, Miss.

**PINTO, JOHN A.**

WBUD, Trenton, N. J.

**PIRTLE, JANE**

Romper Room  
KTVI, St. Louis, Mo.

**PITCAITHLEY, AL**

KPBM, Carlsbad, N. M.

**PITTS, LES**

RFD Jamboree  
WVOP, Vidalia, Ga.

**PLACHTA, AL**

KOPR, Butte, Mont.

**PLATER, BILL**

Mr. Cartoon Man  
WSL-TV, Harrisburg, Ill.

**PLATT, DAVE**

Communique  
WVIP, Mount Kisco, N. Y.

**POLLOCK, GOBLE**

WCBL, Benton, Ky.

**POOLE, BOB**

WBIG, Greensboro, N. C.

**POOLE, LYNN**

Johns Hopkins File 7  
ABC-TV

**PORTILLO, ERNESTO**

KBVT, Tucson, Ariz.

**POSTON, TOM**

Split Personality  
NBC-TV

**POWELL, CHARLES**

Mid-Day Merry Go Round  
WATP, Marion, S. C.

**POWELL, STEVE**

Fabulous 4 Fun House  
WKY-TV, Oklahoma City, Okla.

**POWERS, BOB**

WGST, Atlanta, Ga.

**POWERS, JOSEPH**

WBMD, Baltimore, Md.

**PRATT, CHUCK**

Carnival of Music  
WDSU, New Orleans, La.

**PRESCOTT, GEORGE**

Ladies Hall of Hits  
WLEE, Richmond, Va.

**PRESSLEY, REGINALD**

The Best in Dixie  
WGOG, Walhalla, S. C.

**PRIBBLE, ROBERT**

ADC

**PRICE, BOB**

KWHI, Brenham, Tex.

**PRICE, ED**

Tempo II  
WMTR, Morristown, N. J.

**PRICE, GENE**

KIRG, Newton, Kan.

**PRICE, HERB**

920 Special  
WTND, Orangeburg, S. C.

**PRICE, JOE**

Mister X  
WDBM, Statesville, N. C.

**PRICE, WILLIAM**

WVPO, Stroudsburg, Pa.

**PRIDE, PETE**

WYDE, Birmingham, Ala.

**PROCTOR, JOE**

WLBJ, Bowling Green, Ky.

**PROCTOR, LES**

KNEB, Scottsbluff, Neb.

**PRUITT, WELDON**

Early Bird  
WCON, Cornelia, Ga.

**PRYCE, DAVID R.**

WPOW, New York, N. Y.

**PRYOR, WALLY**

Cactus Pryor Show  
KTBC, KTBC-TV, Austin, Tex.

**PURTAN, DICK**

WHEN, Syracuse, N. Y.



**QUAVE, EDWARD D.**

WPMP, Pascagoula, Miss.

**QUAVE, MACKIE**

Cactus & Popeye  
WIS, WIS-TV, Columbia, S. C.

**QUINN, JACK L.**

Ringo  
KARY, Prosser, Wash.

**QUINN, MEL**

WAQE, Towson, Md.

**QUINTERO, JOSE**

Our Town  
NBC-TV



**RABE, JIMMY**

KAML, Kenedy, Tex.

**RABE, EDWARD**

WHMS, Charleston, W. Va.

**RADKA, AL**

Party Lane  
KFRE-TV, Fresno, Calif.

**RAGSDALE, GENE**

KSNY, Snyder, Tex.

**RAMEY, LAMAR**

Musio for Mama  
WLET, Toccoa, Ga.

**RAMSEY, CHARLES**

WLUK-TV, Green Bay-  
Marquette, Wis.

**RAMSEY, WAYNE**

KENA, Mena, Ark.

**RANDALL, ROB**

KPHO, Phoenix, Ariz.

**RANDALL, DALE**

KBOI-TV, Boise, Ida.

**RANDOLPH, VANCE**

WJJD, Chicago, Ill.

**RANFY, REX**

WBIR-TV, Knoxville, Tenn.

**RANKIN, CHARLES**

RFD-Rio Grande Valley  
KRGV, Weslaco, Tex.

**RANSONE, PRESTONE**

Musical Clock  
WCHV, Charlottesville, Va.

**RAPOZA, NORM**

WSAR, Fall River, Mass.

**RAUB, TED**

WDAU-TV, Scranton, Pa.

**RAWLINSON, CHUCK**

Wake up to Music  
WPGA, Savannah, Ga.

**RAY, JIMMY**

Hayride  
KBOP, Pleasanton, Tex.

**RAY, JOSEPH**

WSEE, Erie, Pa.

**RAYBURN, DON**

KWCL, Oak Grove, La.

**RAYBURN, GENE**

Dough Re Mi  
NBC-TV

**RAYMAND, OLLIE**

KMOX, St. Louis, Mo.

**RAYMOND, HAL**

KISN, Portland, Ore.

**RAYNER, RAY**

WBBM-TV, Chicago, Ill.



# RADIO-TV ANNOUNCERS—EMCEES

**READ, CHUCK**  
WBUX, Doylestown, Pa.

**READY, TOM**  
Charley Weaver's Hobby Lobby  
ABC-TV

**KEARDON, JOHN**  
KBZ, Ottumwa, Iowa

**REDDY, TOM**  
Be Our Guest  
CBS-TV

**REED, WARREN**  
All Star Movie  
KTNT-TV, Seattle Tacoma,  
Wash.

**REETS, RANDY**  
KWHI, Drenham, Tex.

**REEVES, JIM**  
KICO, El Centro, Calif.

**REITZ, PINKY**  
Breakfast Party  
WLEC, Sandusky, Ohio

**REMYINGTON, JACK**  
WKRC, Cincinnati, Ohio

**REX, JAMES**  
WMT-TV, Cedar Rapids, Iowa

**REYNOLDS, BILL**  
WTMJ-TV, Milwaukee, Wis.

**REYNOLDS, CLIFF**  
WCSB-TV, Portland, Maine

**REYNOLDS, RON**  
KJOY, Stockton, Calif.

**RHOADS, JERRY**  
Musical Afternoon  
WNSD, West Palm Beach, Fla.

**RHOADS, JERRY**  
Party Line  
KSID, Sidney, Neb.

**RHODES, LLOYD**  
WBNS, Uniontown, Pa.

**RHODES, SANDY**  
KABY, Albany, Ore.

**RICARDO, RICK**  
Rock-a-rama  
WSTA, St. Thomas, V. I.

**RICE, BILL**  
WATG, Arcadia, Fla.

**RICE, DICK**  
WSPD, Toledo, Ohio

**RICHARD, PAUL**  
WSPD, Toledo, Ohio

**RICHARDS, TOMMY**  
WISN, Milwaukee, Wis.

**RICHARDS, TONY**  
Afternoon Handstand  
WIVA, Lynchburg, Va.

**RICHARDSON, MEL**  
Opinion Please  
KID, Idaho Falls, Ida.

**RICHESON, DON**  
Hermi's Cave  
WADS, Ansonia, Conn.

**RICHMOND, ROBERT**  
Melody Morgue  
WRSW, Warsaw, Ind.

**RICHTER, AL**  
WORM, Savannah, Tenn.

**RICKENBACH, TED**  
Prof. Schmitzel Show  
WHUM, Reading, Pa.

**RICKWA, JOHN**  
KIDW, Denver, Colo.

**RIDNER, JACK**  
Circle 6 Ranch  
WCTV, Tallahassee, Fla.  
Thomasville, Ga.

**RIGGS, DON**  
WBNS-TV, Columbus, Ohio

**RIGGS, JIM**  
WMYB, Myrtle Beach, S. C.

**RIGGS, JOHN**  
WRIV, Riverhead, N. Y.

**RINGWALL, RUDOLPH**  
WZV, Cleveland, Ohio

**RISNER, JIM**  
KRMS, Osage Beach, Mo.

**RITCHIE, GARRY**  
Hi-Fi Club  
WTIP, Charleston, W. Va.

**RITE, JOE**  
WLCK, Scottsville, Ky.

**RIZZ, TONY**  
WFST, Caribou, Maine

**ROBBINS, ED**  
Operation Earlybird  
WVIP, Mount Kisco, N. Y.

**ROBBINS, PHIL**  
The Robbins' Nest  
KBON, Omaha, Neb.

**ROBBINS, SAUL**  
Bozo the Clown  
XETV, San Diego, Calif.

**ROBERTS, BILL**  
WISH, Indianapolis, Ind.

**ROBERTS, DIRK**  
KSNY, Snyder, Tex.

**ROBERTS, FRANK**  
WDDJ, Edenton, N. C.

**ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Iowa

**ROBERTS, JERRY**  
WJCM, Bay City, Mich.

**ROBERTS, JERRY**  
Tempo  
WAKU, Latrobe, Pa.

**ROBERTS, JIMMY**  
Hillbilly Jamboree  
WLIL, Lenoir City, Tenn.

**ROBERTS, JOE**  
WGSN, Huntington, N. Y.

**ROBERTS, JOHN**  
KBRA-TV, Pittsburgh, Pa.

**ROBERTS, KENT**  
KFTM, Fort Morgan, Colo.

**ROBERTS, MARTY**  
WDZ, Decatur, Ill.

**ROBERTS, MURRAY**  
WAVY, Norfolk, Va.

**ROBERTS, PETER**  
Monitor  
NBC

**ROBERTSON, ART**  
Hillbilly Hits  
KWHN, Fort Smith, Ark.

**ROBERTSON, FORD**  
KBUB, Berger, Tex.

**ROBINSON, JACK**  
KJAX, Santa Rosa, Calif.

**ROBINSON, MAX**  
Saturday Breakfast Party  
WJTN, Jamestown, N. Y.

**ROBINSON, RON**  
Music Hall  
KMIL, Marshall, Minn.

**ROBINSON, STAN**  
Broadway Showtime  
WNI, Columbus, Ohio

**ROY, VIC**  
NBC-TV

**ROCHE, HAL**  
KBOR, Brownsville, Tex.

**RODRICK, BOB**  
KFMA, Davenport, Iowa

**ROESLER, DEE**  
Country Handstand  
KWEW, Hobbs, N. M.

## ROGERS, BILL

\$64,000 Question, \$64,000 Challenge, G.E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

**ROGERS, BOB**  
Open House  
KWED, Seattle, Tex.

**ROGERS, DICK**  
KDUZ, Hutchinson, Minn.

**ROGERS, JOHN**  
Carnival of Music  
WROD, Daytona Beach, Fla.

**ROGERS, TED**  
WDBJ, Roanoke, Va.

**ROOT, LES**  
Finta Favorites  
WBBQ, Flint, Mich.

**ROPER, JAMES O.**  
Mystery Voice  
WJOT, Lake City, S. C.

**ROPPOLO, JOE**  
KFPW, Fort Smith, Ark.

**ROSS, DALE**  
Dale Darling  
KVFU, Cortez, Colo.

**ROSS, DON JOHN**  
WMT-TV Cedar Rapids, Iowa

## ROTE, KYLE

**ROTH, BEVEN**  
Voice Your Choice  
KTEL, Walla Walla, Wash.

**ROTH, MARTY**  
The Paul Winchell Show  
ABC-TV

**ROWAN, GAYLON**  
Funtime with Uncle Gabe  
KFOR-TV, Provo-Salt Lake  
City, Utah

**ROWE, PRENTISS**  
Zeb's Partytime  
KGIU, Pueblo, Colo.

**ROWELL, GLENN**  
Hoodown Jamboree  
KOTA-TV, Rapid City, S. D.

**ROWZIE, JACK**  
Club 1260  
WWDC, Washington, D. C.

**ROY, RANGER**  
Cartoon Circus  
KXTV-TV, Sacramento, Calif.

**RUDD, WIL**  
Nite Ride  
WIMO, Cleveland, Ohio

**RUDDLE, DAVE**  
WRGS, Knoxville, Tenn.

**RUGLIERI, ROBERT**  
WEKZ, Monroe, Wis.

**RUNNELLS, RUDY**  
The Kissin' Kat Show  
KISSN, Dallas, Tex.

**RUOHOMAKI, LES**  
WJPD, Ishpeming, Mich.

**RUSE, PAUL**  
KQEL, Osceola, Iowa

**RUSSELL, BOB**  
7-11 Show  
KDMS, El Dorado, Ark.

**RUSSELL, DON**  
Monitor: It's Network Time  
NBC

**RUSSELL, KENNETH**  
WIVK, Knoxville, Tenn.

**RUSSELL, VERNIE**  
The Coffee Club  
KUL, Walla Walla, Wash.

**RUTLEDGE, CHARLES**  
KVOR, Colorado Springs, Colo.

**RYAN, BILL**  
KVOO, Tulsa, Okla.

**RYAN, CHARLIE**  
WKYR, Keyser, W. Va.

**RYAN, DICK**  
Teen Chatter  
WJRT, Flint, Mich.

**RYAN, JACK**  
Speedytime Express  
WBKR, Pittsfield, Mass.

**RYAN, JOHNNY**  
Clockwatcher  
KVOO, Tulsa, Okla.

**RYAN, TED**  
WHIO-TV, Dayton, Ohio

**SALE, GLENN**  
Poppye & Skipper  
WRRV-TV, Cincinnati, Ohio

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**SAFFLE, JOE**  
The Women Speak  
KHAM, Albuquerque, N. M.

# RADIO-TV ANNOUNCERS—EMCEES

- SAHLEY, AL**  
Al's Alley  
WHMS, Charleston, W. Va.
- SAMS, TERRY**  
Junior Auction  
WJHL-TV, Johnson City, Tenn.
- SAMTER, GENE**  
Morning Concert  
WLSV, Wellsville, N. Y.
- SANCHEZ, NICK**  
WFBL, Syracuse, N. Y.
- SANDS, GEORGE**  
WMAS, Springfield, Mass.
- SARGENT, KENNY**  
WRK, Dallas, Tex.
- SAUER, MACK**  
WSRW, Hillsboro, Ohio
- SAUNDERS, AL**  
WSBA, York, Pa.
- SAUNDERS, BRUCE**  
WSBT, WSBT-TV, South Bend, Ind.
- SAUNDERS, EDDIE**  
WVKK, Columbus, Ohio
- SAUNDERS, TOM**  
WTRK, Ithaca, N. Y.
- SAUNDERS, WALT**  
WADC, Akron, Ohio
- SAUTER, DAVE**  
WAST, Albany, N. Y.
- SCANLAN, JIM**  
WOW-TV, Omaha, Neb.
- SCHAEFFER, MARTIN**  
WEHT, Evansville, Ind.
- SCHAFFER, RON**  
KBRL, McCook, Neb.
- SCHARF, FRANK, JR.**  
Platter Party  
WJJC, Commerce, Ga.
- SCHERER, JOE**  
KHOW, Denver, Colo.
- SCHMIDHORNE, DICK**  
WEAV, Plattsburgh, N. Y.
- SCHOFIELD, JIM**  
1280 Serenade  
WDSP, De Funiak Springs, Fla.
- SCHOLBE, ROGER**  
Cartoon Time  
KBEX-TV, Grand Junction, Colo.
- SCHROEDER, BERNIE**  
WMTT, Manistee, Mich.
- SCHUETT, PAUL**  
KENY, Bellingham, Wash.
- SCHWARTZ, JIM**  
KFIZ, Fond du Lac, Wis.
- SCOTT, ANDY**  
WMSC, Columbia, S. C.
- SCOTT, DAVE**  
2 On the Aisle  
KTVR, Denver, Colo.
- SCOTT, ED C.**  
3-D Danny  
WTVT, Tampa, Fla.
- SCOTT, FRED**  
B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberace-Host, WABD
- SCOTT, HOWARD**  
Coffee Pot  
WROM, Rome, Ga.
- SCOTT, LARRY**  
KBTN, Neosho, Mo.
- SCOTT, TED**  
Harmony Highway  
WRTA, Altoona, Pa.
- SCOTT, WILLARD**  
Bozo the Clown  
WRC-TV, Washington, D. C.
- SEARS, LARRY**  
Rise & Shine  
KFKA, Greeley, Colo.
- SEAY, JIM**  
Metrobeat  
KENS, San Antonio, Tex.
- SEELYE, RANDY**  
WION, Ionia, Mich.
- SEIFERT, FRANK**  
Movie Spectacular  
WTCN-TV, Minneapolis-St. Paul, Minn.
- SELLECK, JOHN**  
KVOL, Lafayette, La.
- SENNETT, DAVE**  
WPRO, Providence, R. I.
- SERVEZ, CARL**  
WMEG, Eau Gallie, Fla.
- SETTLES, GEORGE W., JR.**  
Kallidoscope  
WABV, Abbeville, S. C.
- SEWALL, JOHN**  
KANO, Anoka, Minn.
- SHADBURN, BILL**  
WSAV, Savannah, Ga.
- SHADBURN, GRADY**  
Chalk it Up  
WALB-TV, Albany, Ga.
- SHANER, WILL**  
KSCB, Liberal, Kan.
- SHANNON, PAUL**  
WTAE, Pittsburgh, Pa.
- SHARP, IRVING**  
WDBJ, Roanoke, Va.
- SHARP, TIF**  
Jamboree  
WWKY, Winchester, Ky.
- SHAW, CHARLES**  
Best of 40,000  
WSPB, Sarasota, Fla.
- SHAW, JIM**  
WSAC, Ft. Knox, Ky.
- SHAW, JOHNNY**  
Jumpin Show  
WOBS, Jacksonville, Fla.
- SHAW, JOSEPH V.**  
Hanover Inn  
WTSL, Hanover, N. H.
- SHEA, RICK**  
All Night Serenade  
WKGX, Knoxville, Tenn.
- SHEELDS, DAN**  
WCBN, Baltimore, Md.
- SHELDON, HERB**  
B. February 9, 1910, Brooklyn, N. Y.; Herb Sheldon Show, WOR-TV
- SIOLLADY, BOB**  
KXIC, Iowa City, Iowa
- SHELLER, LeROY**  
WDMJ, Marquette, Mich.
- SHELTON, JIM**  
KDSX, Denison-Sherman, Tex.
- SHELTON, RAY**  
WHAS, Louisville, Ky.
- SHEPARD, ROGER**  
The Tunebook  
WJIM, Lansing, Mich.
- SHEPARDSON, PHIL**  
WWLP, Springfield, Mass.
- SHERMAN, JOHN**  
Showcase  
KTW, Seattle, Wash.
- SHERRILL, BOB**  
WORD, Spartanburg, S. C.
- SHERRY, ROD**  
Pantry Playhouse  
KFSD-TV, San Diego, Calif.
- SHINE, TOM**  
WGHN, Grand Haven, Mich.
- SHIPLEY, BILL**  
The Big Story, NBC-TV; You Are There, Jonathan Winters Show, The Twentieth Century, CBS-TV
- SHORE, HAL**  
Sound Off  
WBCM, Bay City, Mich.
- SHORR, MICKEY**  
WXYZ, Detroit, Mich.
- SHREVE, THERON**  
WHAK, Rogers City, Mich.
- SHUMATE, TOM**  
Yawn Patrol  
KICD, Spencer, Iowa
- SIEVERS, BOB**  
One Moment Please  
WOWO, Fort Wayne, Ind.
- SIEVERS, FRANK**  
KCTI, Gonzales, Tex.
- SILLS, RICHARD**  
WGGO, Salamanca, N. Y.
- SIMMONS, CHARLES**  
WAGY, Forest City, N. C.
- SIMMS, FRANK A.**  
B. June 3, 1921, Tulsa, Okla.; I Love Lucy, CBS-TV
- SIMMS, HAL**  
What's My Line?  
CBS-TV
- SIMON, ERNIE**  
Simply Simon  
WKAT, Miami Beach, Fla.
- SIMPSON, JIM**  
WJPD, Ishpeming, Mich.
- SINCLAIR, DICK**  
Polka Party  
KFI, Los Angeles, Calif.
- SINCLAIR, GORDON**  
KULE, Ephrata, Wash.
- SINGER, JACK**  
Bandstand Matinee  
WGRO, Lake City, Fla.
- SINGLETON, JACK**  
Danville Bandstand  
WDAN-TV, Danville, Ill
- SIZEMORE, ASHER**  
WKLX, Paris, Ky.
- SKAFF, BONNIE**  
Coffee with Chris  
WHRW, Toledo, Ohio
- SKINNER, RALPH**  
Wake Up Smiling  
WWRJ, White River Junction, Vt.
- SLADE, WALTER**  
1490 Club  
WAYB, Waynesboro, Va.
- SLATER, GRAHAM**  
KXLJ-TV, Helena, Mont.
- SLATER, NORVELL**  
Brunch Party  
WFAA, Dallas, Tex.
- SLATON, BILL**  
WJQS, Jackson, Miss.
- SLATTERY, JACK**  
Art Linkletter's House Party  
CBS-TV
- SLOANE, ALAN**  
WAGA-TV, Atlanta, Ga.
- SMITH, AL**  
WRMP, Titusville, Fla.
- SMITH, AL**  
WFLO, Farmville, Va.
- SMITH, BILLY**  
Top 40 Show  
WATP, Marion, S. C.
- SMITH, CLARK**  
WLW-C, Columbus, Ohio
- SMITH, DON**  
WRRF, Washington, N. C.
- SMITH, DONN**  
Mnsic Festival  
KCLS, Flagstaff, Ariz.
- SMITH, GARY**  
WOKK, Meridian, Miss.
- SMITH, HAROLD**  
KIXL, Dallas, Tex.
- SMITH, HARRY K.**  
WFLN, Philadelphia, Pa.
- SMITH, JACK**  
KONE, Reno, Nev.

# RADIO-TV ANNOUNCERS—EMCEES

**SMITH, JAMES**  
KCOH, Houston, Tex

**SMITH, PAUL**  
Radio Abierto  
KCPX, Salt Lake City, Utah

**SMITH, R. KEN**  
KUTY, Palmdale, Calif

**SMITH, VERNON**  
Hi Parade  
WLAG, LaGrange, Ga.

**SMITH, WENDELL**  
Rise & Shine  
KRVN, Lexington, Neb

**SMITH, WHEELER**  
KXA, Seattle, Wash

**SMITH, WILLIAM**  
Studio Party  
WRVA-TV, Richmond, Va

**SNIDER, PAUL**  
Melody in Hi Fidelity  
KPOL, Los Angeles, Calif

**SNADER, JAY**  
KGO, San Francisco, Calif

**SNYDER, JIM**  
Metronome  
WAJR, Morgantown, W Va

**SOLSSON, PHILIP**  
WGR, Buffalo, N Y

**SOLEIF, JEFF**  
Bingo  
KABR, Aberdeen, S D

**SOLOMON, CHUCK**  
WFLB, Fayetteville, N C

**SOUTHWICK, ROY**  
KID-TV, Idaho Falls, Ida

**SOWERS, JOHN**  
WQXT, Palm Beach, Fla

**SPARK, DON**  
Highway to the World  
WQXR, New York, N Y

**SPECK, KEN**  
WAND, Canton, Ohio

**SPECTOR, JACK**  
Saturday Bandstand  
WPRO-TV, Providence, R. I

**SPENCE, LEE**  
Snugs  
KASK, Ontario, Calif

**SPENCER, LESTER**  
WBNS, Columbus, Ohio

**SPIES, BILL**  
This n That  
KOLD-TV, Tucson, Ariz

**SPRINGER, CHUCK**  
KBEM-TV, Spokane, Wash

**SPRINGMANN, TED**  
KADY, St. Charles, Mo

**SQUIER, KEN**  
Almanac  
WBEV, Waterbury, Vt

**STACEY, GAYLON**  
Junior Anchor  
KWTV, Oklahoma City, Okla

**STAEGER, BOB**  
KLEE, Ephrata, Wash

**STALLARD, DAL**  
1310 Club  
KCKN, Kansas City, Kan

**STALLINGS, CURT**  
KVOE, Emporia, Kan

**STALLINGS, WILLARD**  
Melody Magic  
WTUP, Tupelo, Miss.

**STANLEY, BILL**  
WDSH, New Orleans, La

**STANLEY, PAUL**  
Adventures in Paradise  
ABC-TV

**STAPLETON, JIM**  
Dance Party  
WLVA, WLVA-TV, Lynchburg, Va.

**STARK, RICHARD S.**  
B. November 7, 1911, Grand Rapids, Mich.; Gunsmoke, The Brighter Day, CBS-TV, Leave It To Beaver, Rough Riders, ABC-TV; The Rebel, Back to School '59, NBC-TV

**STARLING, FRANK**  
Toast & Coffee  
WWOD, Lynchburg, Va

**STARR, MARTIN**  
WABC, New York, N Y

**STEBBINS, ROGER**  
WLEI, Erie, Pa

**STEELE, BRETT**  
KONL, Phoenix, Ariz

**STERLE, MIKE**  
WSEF, Greens Falls, N Y

**STEGMAN, HERR**  
KBLR-TV, Goodland, Kan

**STEIN, WALLY**  
WPAV, Portsmouth, Ohio

**STENDEL, DAN**  
WAMV, E. St. Louis, Ill

**STENGER, PETE**  
Wake Up & Sing  
WSAZ, Huntington, W Va

**STEPHENS, CARL**  
Cartoon Cart  
WSFA-TV, Montgomery, Ala.

**STEPHENS, STEVE**  
KTHV, Little Rock, Ark

**STEPHENSON, SKIP**  
KCOW, Alliance, Neb.

**STERLING, JACK**  
Hardy Gurdy  
WJOL, Jamestown, N Y.

**STERLING, YAC**  
KLEO, Fresno, Calif.

**STEVENS, AL**  
WAMV, E. St. Louis, Ill.

**STEVENS, BILL**  
WCVE-TV, Bristol, Va

**STEVENS, DICK**  
Coffee Concert  
KFML, Denver, Colo.

**STEVENS, DON**  
WFAU, Augusta, Maine

**STEVENS, EDWARD**  
WVWV, Grafton-Farmington, W. Va.

**STEVENS, MATT**  
WBHB, Warren, Ohio

**STEWART, DICK**  
Dance Party  
KPIX, San Francisco, Calif

**STEWART, JOHN**  
WTEN, Albany, N. Y

**STIKER, RUD**  
WLEF, Erie, Pa

**STIKES, JOHN**  
WMSL, Decatur, Ala.

**STINGLEA, ROY**  
Country Music  
WHOR, Lancaster, Ohio

**STIVERS, JIM**  
Yawn Patrol  
WPKY, Frankfort, Ky

**STONE, CRAIG**  
Musethon  
WAVE, Baltimore, Md

**STONE, DEWEY**  
WDEC, Amherst, Ga

**STOWE, JAMES**  
1050 Club  
WLYC, Williamsport, Pa.

**STRACK, BOB**  
KOAM, Pittsburg, Kan

**STRAND, NORM**  
Capt. Sandy Weather  
WSAV, WSAV-TV, Savannah, Ga.

**STRASSER, MEL**  
Thoroughfare  
WYAF, Marion, Ind

**STREBECK, BILL**  
Dixie Express  
WLAG, Forest, Miss.

**STRIBLING, CHARLES**  
KRRX, San Jose, Calif.

**STRICKLAND, BEN**  
Howling Talk  
KFDX-TV, Wichita Falls, Tex

**STRUCK, BILL**  
KWVY, Waverly, Iowa

**STUART, GENE**  
WAVZ, New Haven, Conn

**STUBBS, CARLON**  
Musical Five  
WHEE, Griffin, Ga.

**STUCKEY, NAT**  
KALT, Atlanta, Tex

**SPURM, DEAN**  
Saturday Night Jamboree  
WSAZ-TV, Huntington, W Va

**STUTZ, CARL**  
WRVA, Richmond, Va

**SUHR, GARY**  
WFRH, Wisconsin Rapids, Wis

**SULLIVAN, ALEX**  
Sunrise Sounds  
WGLL, Babylon, N Y

**SULLIVAN, CHUCK**  
Hospitality Time  
WHEEL, Fairfax, Va

**SULLIVAN, GARY**  
Radio 1420  
WWSR, St. Albans, Vt

**SULLIVAN, TIM**  
Commuter's Express  
KGM - Englewood, Denver, Colo

**SUMNER, DICK**  
WISL, Indianapolis, Ind.

**SUMNER, WAYNE**  
Tops in Pops  
WLET, Tooele, Ga

**SUNKEL, RUD**  
Musical Clock  
WDXN, Danville, Ill

**SUSSEX, MARY ELLEN**  
Popeye Playhouse  
WTVT, Tampa, Fla

**SUTHERLAND, CAPPS**  
Sponsorama  
KBUR, Burlington, Iowa

**SUTLIF, DICK**  
Mid-Day Melodies  
WTHI, Terre Haute, Ind

**SWANSON, DEAN**  
KFBI, Marsden, Iowa

**SWARTZ, NELSON**  
WILLM, Bloomsburg, Pa

**SWARZ, BOB**  
Coffee Time  
KGVO, Missoula, Mont

**SWEET, JERRY**  
Sweet State  
KPHA, Tacoma, Wash

**SWENSON, WARD**  
KNON-TV, Grand Forks, N D.

**SWIFT, AL**  
On the Go  
KVOS, Bellingham, Wash

**SWIFT, ALLEN**  
Emcee of Popeye Show, WPIX; Commercial: I Love Lucy, Hitchcock Presents, CBS; Disneyland, ABC; Steve Allen Show, Drag-net, NBC

**SWANSON, BOBBY**  
KCBW, Hamilton, Tex

**SWISHER, BOB**  
Dance Party  
WPSD-TV, Paducah, Ky.

# RADIO-TV ANNOUNCERS—EMCEES

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**TANNER, ELMO**  
WILZ, St. Petersburg Beach, Fla.

**TANNER, KEN**  
WROV, Roanoke, Va.

**TATUM, T. E.**  
WHEE, Martinsville, Va.

**TAYLOR, BILL**  
WISN, Milwaukee, Wis.

**TAYLOR, BOB**  
Working People  
WELS, Kinston, N. C.

**TAYLOR, BROOKE**  
B. Nov. 21, 1918, Indianapolis, Ind.

**TAYLOR, JOHN**  
Music Taylor Made  
WEPM, Martinsburg, W. Va.

**TAYLOR, NED**  
Fun with Ned  
KMSS-TV, Missoula, Mont.

**TAYLOR, RONNIE**  
WCRT, Birmingham, Ala.

**TEAS, FRANK**  
WSMN, Nashua, N. H.

**TELEK, FRANK**  
WSTS, Massena, N. Y.

**TELLEZ, RUDY**  
Off the Record  
KTSM-TV, El Paso, Tex.

**TENNANT, JACK**  
Melronome  
WAJR, Morgantown, W. Va.

**THACKERY, FLOYD**  
KORK, Las Vegas, Nev.

**THAXTON, LLOYD**  
Record Shop  
KCOP, Hollywood, Calif.

**TERNES, AL**  
Calling All Cars  
KGNC, Amarillo, Tex.

**THOMAS, BERNIE**  
Musically Yours  
KDEP, Albuquerque, N. M.

**THOMAS, GEORGE**  
WCAU, Philadelphia, Pa.

**THOMAS, HAL**  
KOYN, Billings, Mont.

**THOMAS, HELEN**  
Party Line  
WRJN, Racine, Wis.

**THOMAS, JERRY**  
Quality Showcase  
WBLG, Lexington, Ky.

**THOMAS, JERRY**  
WBIZ, Eau Claire, Wis.

**THOMAS, LEE**  
WBHY, Appleton, Wis.

**THOMAS, RAY**  
Musical Clock  
WOKE, Charleston, S. C.

**THOMES, WALT**  
KVFD, Fort Dodge, Iowa

**THOMPSON, BILL**  
KTLM, San Rafael, Calif.

**THOMPSON, BILL**  
Brunch with Billy  
WGOR, Lexington-Georgetown, Ky.

**THOMPSON, GOLDIE**  
Peace in the Valley  
WTMP, Tampa, Fla.

**TIFFIN, BOB**  
WBEX, Chillicothe, Ohio

**TILFORD, RUSS**  
XETV, San Diego, Calif.

**TOLAND, DON**  
Timekeeper  
KOA, Denver, Colo.

**TOLBERT, WENDELL**  
WBLO, Evergreen, Ala.

**TOMLINSON, CLAUDE**  
WIVK, Knoxville, Tenn.

**TONKEN, PHIL**  
B. April 13; 77 Sunset Strip,  
Hawaiian Eye, Zane Grey Theatre, TV; "Lucy" Show

**TOPPING, JIM**  
KPHO, Phoenix, Ariz.

**TORGERSON, GARY**  
KGCX, Sidney, Mont.

**TOUBER, SELWIN**  
Ford Show  
NBC-TV

**TOWNE, SUMNER**  
Hits for the Mrs.  
WNEH, New Bedford, Mass.

**TOWNSEND, DUDLEY**  
Saturday Session  
WDBJ-TV, Roanoke, Va.

**TOWRY, RANDY**  
Sunnyside Club  
WEKR, Fayetteville, Tenn.

**TRAHAN, WALTER**  
WYNG, Warwick-E. Greenwich, E. I.

**TRENT, TOMMY**  
KTHS, Little Rock, Ark.

**TROTTIER, NORBERT**  
WRJN, Racine, Wis.

**TROUT, WAYNE**  
WSBA, York, Pa.

**TROXLER, AL**  
Countdown #2  
WPET, Greensboro, N. C.

**TRUE, BARRY**  
WAVP, Avon Park, Fla.

**TUBBY, CARMAN**  
WATC, Staunton, Va.

**TUCK, DON**  
KGBC, Galveston, Tex.

**TUCKER, DAVE**  
Bandstand  
WONA, Winona, Miss.

**TUCKER, ED**  
KOLD, Tucson, Ariz.

**TUCKER, ERNEST J.**  
Howdy Neighbor  
WEKR, Fayetteville, Tenn.

**TUCKER, GORDON**  
WGOV, Montgomery, Ala.

**TUCKER, JACK**  
Refreshment Break  
WFVA, Fredericksburg, Va.

**TURNER, BRUCE**  
Peninsula Playhouse  
WLUC-TV, Marquette, Mich.

**TURNER, TINY**  
Western Jamboree  
KBMV, Coalinga, Calif.

**TUTTLE, ROGER**  
Dough Re Mi  
NBC-TV

## — U —

**ULIBERRY, RAY**  
Utah Bandstand  
KCPX-TV, Salt Lake City, Utah

**URY, JOHN**  
Easy Listening  
WERT, Van Wert, Ohio

**USLANDER, JERRY**  
Sea Wolf  
KOLN-TV, Lincoln, Neb.

## — V —

**VABER, ALAN D.**  
WSBS, Great Barrington, Mass.

**VALENTA, LEN**  
From These Roots  
NBC-TV

**VALENTINE, JACK**  
WBOY, Clarksburg, W. Va.

**VALENTINE, LIZ**  
Homemaker Harmonies  
WCHV, Charlottesville, Va.

**VALLIGUETTE, BOB**  
WCLL, Newark, Ohio

**VAN AMBERG, FRED**  
Yawn Patrol  
KSBW, Salinas, Calif.

**VAN BUREN, PETE**  
Music for Dining  
WLAN, Lancaster, Pa.

**VANCE, DICK**  
KSO, Des Moines, Iowa

**VANDERHOOF, BRUCE**  
KOMO, Seattle, Wash.

**VANDERVENTER, CHARLES**  
KTHE, Thermopolis, Wyo.

**VANMETER, DALE**  
Music of the Masters  
WMTC, Vancevie, Ky.

**VANN, BOBBY**  
WIST, Charlotte, N. C.

**VATER, TOM**  
Teensville!  
WHCT, Hartford, Conn.

**VAUGHAN, WALTER**  
Hi-Fi Club  
KWTX, Waco, Tex.

**VAUGHN, CARL**  
WEHT, Evansville, Ind.

**VAUGHN, REESE**  
WBIA, Augusta, Ga.

**VELAZQUEZ, ARTURO**  
Camino de las Estrellas  
KIFN, Phoenix, Ariz.

**VERDON, ROBERT**  
KFBC, Cheyenne, Wyo.

**VIANDS, BILL**  
Platter Party  
WTAP-TV, Parkersburg, W. Va.

**VICK, GLENN**  
Supper Serenade  
WGTM, Wilson, N. C.

**VICKERS, LEE**  
WCKR, Miami, Fla.

**VICKERY, DILLON**  
Home Folks Show  
WPPA, Pensacola, Fla.

# RADIO-TV ANNOUNCERS—EMCEES

- VICKNAIR, ROY**  
KLPT, Golden Meadow, La.
- VICTOR, BILL**  
Tecumseh MG  
WABJ, Adrian, Mich.
- VIGOREUX, LUIS**  
Lluvia de Jesus  
WRAQ-TV, San Juan, P. R.
- VIKING, BILL**  
Music Box  
KKEO, Idaho, Calif.
- VILLANUEVA, ERNIE**  
KVEN, Ventura, Calif.
- VILLEGAS, HENRY**  
KEVT, Tucson, Ariz.
- VINCENT, SCOTT**  
ABC
- VINCENT, YINNIE**  
WWOK, Charlotte, N. C.
- VINEY, DEL**  
WEKZ, Monroe, Wis.
- VOGEL, PHIL**  
Anything Goes  
WWNR, Beckley, W. Va.
- VON PEIN, JOHN**  
WCNB, Coopersville, Ind.
- W —
- WADSWORTH, RALPH**  
Limelight  
KBHJ, Phoenix, Ariz.
- WAHL, DICK**  
KPOP, Los Angeles, Calif.
- WAHLEN, BERT**  
KSET, El Paso, Tex.
- WAKEFIELD, DAVE**  
WTOM-TV, Cheboygan, Mich.
- WALKER, CLIFF**  
KBEK, Elkh City, Okla.
- WALKER, DAVID L.**  
WKVT, Brattleboro, Vt.
- WALKER, DENNY**  
WJMM, Lewisburg, Tenn.
- WALKER, GLEN**  
KVMA, Magnolia, Ark.
- WALKER, TUTTLE**  
Hi Neighbor Show  
WACT, Tuscaloosa, Ala.
- WALLACE, GIL**  
Kofee Klub  
WPIW, Fairfield, Ill.
- WALLACE, MIKE**  
E. May 9, 1918; Brookline, Mass.;  
Mike Wallace Interview, Mike  
Wallace Newsbeat; Syndicated by  
Notional Telefilm Assoc.
- WALLING, JIM**  
Marshall Jim  
KXAB-TV, Aberdeen, S. D.
- WALLS, ROLAND**  
Let's Get Together  
WPHK, Pell City, Ala.
- WALTERS, BILL**  
WDCZ, Green Bay, Wis.
- WALTERS, GENE**  
KIDO, Colorado Springs, Colo.
- WALTON, BILL**  
Tempo  
WTMA, Charleston, S. C.
- WALTON, JIM**  
Fun Fair  
WHAS, Louisville, Ky.
- WARD, JIM**  
Morning Mayor Show  
WILK, Wilkes-Barre, Pa.
- WARD, ROBERT**  
Platter Party  
WGOR, Lexington-Georgetown,  
Ky.
- WARE, JACK**  
First National News  
KOOL-TV, Phoenix, Ariz.
- WARNER, HUB**  
KIRO, Seattle, Wash.
- WARNES, GORDON**  
Thriller Diller  
WTAP-TV, Parkersburg, W. Va.
- WARREN, DOUG**  
WKDN, Camden, N. J.
- WARREN, JIM**  
Symphony  
KKA, Seattle, Wash.
- WARREN, LOWELL**  
Blue Jean Jive  
KDQN, Dequoin, Ariz.
- WATERS, AL**  
WJVA, South Bend, Ind.
- WATERS, TEX**  
Club 1240  
KSOX, Raymondville, Tex.
- WATSON, BILL**  
KXOA, Sacramento, Calif.
- WATSON, CHARLIE**  
WMPS, Memphis, Tenn.
- WATSON, TOM**  
KPLC, Lake Charles, La.
- WAUDELL, JACK**  
Gonna Home Show  
KBYR, Anchorage, Alaska.
- WAV, JOHN**  
KALE, Atlanta, Tex.
- WAYNE, KEN**  
WTAO, Boston, Mass.
- WAYNE, PHIL**  
KYLE, Alpine, Tex.
- WAYNE, RALPH**  
It Happened Last Nite  
KFDA-TV, Amarillo, Tex.
- WEANT, BILL**  
Nitewatch  
WSTP, Salisbury, N. C.
- WEATHERS, BILL**  
Poppye Show  
WECT, Wilmington, N. C.
- WEBB, CHUCK**  
KGUN-TV, Tucson, Ariz.
- WEBB, DICK**  
Mr. 910  
WFDE, Flint, Mich.
- WEBBER, BILL**  
Breakfast Time  
WFIL-TV, Philadelphia, Pa.
- WEBBER, DAVE**  
WKKK, Vansburg, Ky.
- WEBER, LARRY**  
WRTA, Altoona, Pa.
- WEBSTER, KURT**  
Teen Bance Party  
WAVY-TV, Norfolk, Va.
- WEEMS, BOB**  
WPPG, Atlantic City, N. J.
- WEILER, BOB**  
Country Cousins  
KDIX-TV, Dickinson, N. D.
- WEINSTEIN, JEFF**  
Big Fifty  
WLOB, Portland, Maine.
- WEISS, FRED**  
Night Train  
WXYZ, Detroit, Mich.
- WELCH, JERRY**  
Wonderful Candy Music  
KNDE, Aztec, N. M.
- WELCH, JIM**  
Early Birds  
WGBA, Columbus, Ga.
- WELLER, ROSS**  
Home Cooking  
WROC-TV, Rochester, N. Y.
- WELLS, JACK**  
Closeup  
WJZ-TV, Baltimore, Md.
- WELLS, ROGER**  
Morning Devotional  
KOOL, Houston, Tex.
- WENDELL, BILL**  
Tie Tap Dough  
NBC-TV
- WENGE, RALPH**  
WDRP, Chester, Pa.
- WENTWORTH, DOUGLAS**  
WBAK, Rogers City, Mich.
- WESLEY, JIM**  
1500 Club  
WTRW, Two Rivers, Wis.
- WESSNER, LEE**  
WISM, Madison, Wis.
- WEST, BILL**  
Parade of Favorites  
KDZA, Pueblo, Colo.
- WEST, BOB**  
Party Line  
WPTF, Raleigh, N. C.
- WEST, CLARK**  
WBMD, Baltimore, Md.
- WEST, LARRY**  
KPIN, Casa Grande, Ariz.
- WEST, LARRY**  
Mad House  
WWLP, Springfield, Mass.
- WEST, WAYNE**  
Mr. Mystic  
KOLN-TV, Lincoln, Neb.
- WESTERN, MIKE**  
KISN, Portland, Ore.
- WESTON, LEE**  
KOLM, Detroit Lakes, Minn.
- WETHERALL, CHUCK**  
T-T-F  
KMHL, Marshall, Minn.
- WHALEN, TOM**  
Breakfast Time  
WNEF-TV, Binghamton, N. Y.
- WHATLEY, GEORGE**  
KHEP, Phoenix, Ariz.
- WHEELER, DELL**  
KVCY, Redding, Calif.
- WHEELER, JEAN**  
WARE, Jasper, Ala.
- WHEELER, JOE**  
KDXE, No. Little Rock, Ark.
- WHISNANT, C. NORMAN**  
WJRI, Lenox, N. C.

# RADIO-TV ANNOUNCERS—EMCEES

**WHITCOMB, BOB**  
WGRD, Grand Rapids, Mich.

**WHITE, BOB**  
WQXQ, Daytona Beach, Fla.

**WHITE, CLYDE**  
WTA Y, Robinson, Ill.

**WHITE, JACK**  
Kaleidoscope t  
KDEN, Denver, Colo.

**WHITE, JERRY**  
ABC

**WHITE, MAURY**  
Carnival  
KGHL-TV, Billings, Mont.

**WHITEHEAD, COMM. EDWARD**  
This Is Britain  
WQXR, New York, N. Y.

**WHITLOCK, CORDEWL**  
Wake Up Music  
WSSB, Crestview, Fla.

**WHITED, NORFLEY**  
Carolina Radio Show  
WSRC, Durham, N. C.

**WICHNER, JERRY**  
WGMA, Hollywood, Fla.

**WICKS, BOB**  
The Thin One  
KASO, Minden, La.

**WIEBELL, TOM**  
Around Town  
WHIZ, Zanesville, Ohio

**WIENER, BUDD**  
KOLD-TV, Tucson, Ariz.

**WIGGINTON, BILL**  
WPBC, Minneapolis, Minn.

**WIGGS, BILL**  
WVOT, Wilson, N. C.

**WILKIE, OSCAR**  
Night Swing  
KALV, Alva, Okla.

**WILKINSON, DON**  
Organ & Chimes  
KTPDQ, Portland, Ore.

**WILLES, RAY**  
KBZY, Salem, Ore.

**WILLIAM, SONNIE**  
WGCM, Gulfport, Miss.

## **WILLIAMS, ALUN B.**

B. Feb. 21, 1908, Ferndale, Wales; Mama, Date with Judy, CBS-TV; WMCA News, WMCA; Serving Thru Science; WABD

**WILLIAMS, DANNY**  
Time & Tune Parade  
WKY, Oklahoma City, Okla.

**WILLIAMS, DOUG**  
WOLS, Florence, S. C.

**WILLIAMS, JOHNNY**  
Breakfast Platters  
WJDY, Salisbury, Md.

**WILLIAMS, TOM**  
Spins & Needles  
KOKO, Warrensburg, Mo.

**WILLIS, JACK**  
KTAR, Phoenix, Ariz.

**WILLS, BARBARA**  
WECT, Wilmington, N. C.

**WILLS, MICKEY**  
Gospel Ship  
WBOP, Pensacola, Fla.

**WILLS, PAUL**  
KMOX, St. Louis, Mo.

**WILSON, BILL**  
Wild Cargo  
WWL-TV, New Orleans, La.

**WILSON, CAL**  
Popeye Cartoon Theater  
WKRK, Mobile, Ala.

**WILSON, DAVE**  
WPSD-TV, Paducah, Ky.

**WILSON, DON**  
The Jack Benny Program  
CBS-TV

**WILSON, ED**  
Mnsic in the Air  
WMNA, Gretna, Va.

**WILSON, FRANK**  
KHOU-TV, Houston, Tex.

**WILSON, GLENN**  
WLW, Cincinnati, Ohio

**WILSON, LES**  
More with Les  
KLTZ, Glasgow, Mont.

**WINARSKI, PETER**  
Polka Party  
WPAW, Pawtucket, R. I.

**WINDSOR, BILL**  
KHSL-TV, Chico, Calif.

**WING, KEN**  
KJOY, Stockton, Calif.

**WINSLOW, FRANK**  
KDLR, Devils Lake, N. D.

**WISE, JIM**  
KPIN, Casa Grande, Ariz.

**WISMER, HARRY**  
ABC

**WOEHRMAN, BILL**  
Briar Patch  
WKBV, Richmond, Ind.

**WOLDT, ART**  
WTRY, Troy, N. Y.

**WOLFF, LINN**  
WPAD, Paducah, Ky.

**WOLKEN, ROBERT**  
Ya Gotta Get Up  
WGPA, Bethlehem, Pa.

**WOMACK, GEORGE**  
KIRK, Kirksville, Mo.  
Top O' Morning Show

**WOMACK, KERMIT**  
KLEX, Lexington, Mo.

**WOOD, BILL**  
Woodshed Dancing Party  
KNOP, North Platte, Neb.

**WOOD, DALE**  
KOEL, Oelwein, Iowa

**WOOD, JAN**  
Melody Go 'Round  
WCMA, Corinth, Miss.

**WOODS, CHARLES**  
ABC

**WOODS, JACK**  
Smile Time  
KFMA, Davenport, Iowa

**WOODS, WILLIAM H.**  
KDMO, Carthage, Mo.

**WOODWARD, LEE**  
The Three Stooges  
KOTV, Tulsa, Okla.

**WOODWARD, LeROY**  
Tele-Tunes  
WVJS, Owensboro, Ky.

**WOODY, BILL**  
Yawn Patrol  
WCAS, Gadsden, Ala.

**WOODY, JOHN, JR.**  
KSML, Seminole, Tex.

**WOOLEY, JIM**  
WKCT, Bowling Green, Ky.

**WOOSLEY, HARRY**  
WMTL, Leitchfield, Ky.

**WORKMAN, BILL**  
KAGR, Yuba City, Calif.

**WORTHEN, RICHARD**  
Morning Dial  
WFAU, Augusta, Maine

**WRIGHT, HOLLIS**  
Garden Guide  
WRC-TV, Washington, D. C.

**WYGERIC, DAVE**  
WBBB, Burlington, N. C.

**WYNN, PAUL**  
WDEC, Americus, Ga.

## — Y —

**YAPLE, HYACINTH**  
WSEE, Erie, Pa.

**YELLAND, STARR**  
Party Line  
KLZ, Denver, Colo.

**YONTZ, ROBERT L.**  
Smilin' Bob  
WRLY, Springfield, Ohio

**YORK, TOM**  
WBRC-TV, Birmingham, Ala.

**YOUNG, BILL**  
WACO, Waco, Tex.

**YOUNG, JIM**  
WRAJ, Anna, Ill.

**YOUNG, JIM**  
KCRG, KCRG-TV, Cedar Rapids, Iowa

**YOUNG, JOE**  
KSCB, Liberal, Kan.

**YOUNG, O. C.**  
WHIS, Bluefield, W. Va.

**YOUNG, SID**  
Housewives Houseparty  
WRLD, West Point, Ga.

**YOUNT, CHUCK**  
1490 Club  
WKBV, Richmond, Ind.

## — Z —

**ZACHARY, HUGH**  
WGTO, Cypress Gardens, Fla.

**ZAEH, BILL**  
WZIP, Cincinnati, Ohio

**ZIMMERMAN, BOB**  
WJAC, Johnstown, Pa.

**ZURLO, RUDY**  
Wake to Music  
WCKB, Dunn, N. C.



**"HITCH with MITCH"**

**(FRED MITCHELL)**

Monday Thru Saturday

2 PM to 7 PM

**WO-HO 1470 — Toledo, Ohio**



**STAN DALE**

**"THE MUSIC MAN"**

Chicago's Original  
Musicaster

WAIT



**JACK LACY WINS**

**"Listen to Lacy"**



**ART FORD**



# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1959

### — A —

**AAMODT, VERLAND**  
KQDY, Minot, N. D.  
**ABARAY, JOHN**  
WBIS, Bristol, Conn.  
**AGEE, MYLES**  
Platter Party  
WJAM, Marion, Ala.  
**ALEXANDER, LARRY**  
KREI, Farmington, Mo.  
**ALEY, WYNN**  
WROV, Roanoke, Va.  
**ALLEN, ART**  
Dial M for Music  
WKNX, Saginaw, Mich.  
**ALLEN, BOB**  
KIOA, Des Moines, Iowa  
**ALLEN, BURT**  
Moonwatch  
WOOW, Greenville, N. C.  
**ALLEN, CHUCK**  
WIBM, Jackson, Mich.  
**ALLEN, DICK**  
WALT, Tampa, Fla.  
**ALLEN, EDDY III**  
WDOR, Sturgeon Bay, Wis.  
**ALLEN, FRED**  
WIRK, West Palm Beach, Fla.  
**ALLEN, GEORGE**  
WLEA, Hornell, N. Y.  
**ALLEN, HUGH**  
WRKH, Rockwood, Tenn.  
**ALLEN, PAUL**  
KROD, El Paso, Tex.  
**ALLEN, PERRY**  
KRLA, Los Angeles, Calif.  
**ALLEN, PHILIP A., JR.**  
Top Tunes & Big Top Ten  
WBUD, Trenton, N. J.  
**ALLEN, RON**  
WSAI, Cincinnati, Ohio  
**ALSONO, IVO**  
Dedicando su Cancion  
KIFN, Phoenix, Ariz.  
**AMBROSE, DON**  
WRRF, Washington, N. C.  
**ANCELL, BOB**  
WGBS, Miami, Fla.  
**ANDERSON, CHUCK**  
Sunnyside of the Street  
WHTC, Holland, Mich.  
**ANDERSON, DUANE**  
Matinee Melody  
KCLM, Carroll, Iowa  
**ANDERSON, GEORGE**  
WOOP, Dothan, Ala.  
**ANDERSON, HERB OSCAR**  
WMCA, New York, N. Y.  
**ANDERSON, JOE**  
WGBG, Greensboro, N. C.  
**ANDERSON, JON**  
Hi Fi Club  
KABR, Aberdeen, S. D.  
**ANDERSON, RUSSELL**  
KNOC, Natchitoches, La.  
**ANDREUCCI, JOHN**  
WOLS, Florence, S. C.  
**ANDREWS, DON**  
WSGW, Saginaw, Mich.  
**ANDREWS, DOUGLAS**  
Music from Broadcast House  
WKZO, Kalamazoo, Mich.  
**ANDREWS, FRED**  
KDOV, Medford, Ore.  
**ANSON, MARC**  
KCRS, Midland, Tex.

**ANTHONY, BOB**  
Musical Scoreboard  
KMOX, St. Louis, Mo.  
**ANTHONY, JIM**  
WDMJ, Marquette, Mich.  
**ANTHONY, JOE**  
Harlem Serenade  
KMAC, San Antonio, Tex.  
**ANTHONY, TOM**  
Good Music Survey  
WOC, Davenport, Iowa  
**ARABIA, PAUL**  
Rumpus Room  
KSEK, Pittsburg, Kan.  
**ARCHARD, DAVE**  
WALT, Tampa, Fla.  
**ARKEI, BUD**  
Doctor Jive  
WANS, Anderson, S. C.  
**ARNOLD, CHUCK**  
WISN, Milwaukee, Wis.  
**ARNOLD, GENE**  
KWTX, Waco, Tex.  
**ARNOLD, LEE**  
WNIA, Newark, N. J.  
**ARNOLD, RON**  
Radio Clock  
KNCY, Nebraska City, Neb.  
**ARNOLD, TED**  
Record Parade  
WSP, Paintsville, Ky.  
**ARNOLD, TED**  
WTOB, Winston-Salem, N. C.  
**ARNOTT, BOB**  
KBAR, Burley, Ida.  
**ARTHOBS, BILL**  
WMIX, Mt. Vernon, Ill.  
**ARTHUR, DOUG**  
WCAU, Philadelphia, Pa.  
**ARTHUR, VERN**  
Hi-Fi Music  
KWEB, Rochester, Minn.  
**ASBURY, RON**  
WHLB, Greensburg, Pa.  
**ASH, TOM**  
WEET, Richmond, Va.  
**ASHWORTH, AUDIE**  
Pop Party  
WBMC, McMinnville, Tenn.  
**ASP, DAVID**  
Reveille  
KYNT, Yankton, S. D.  
**ATHNOS, BOB**  
KLIZ, Brainerd, Minn.  
**ATKINS, ROBERT**  
WTCB, Flomaton, Ala.  
**AUSTIN, RIF**  
Red Hot & Blues  
WTMP, Tampa, Fla.  
**AUSTIN, TOM**  
WELM, Bloomsburg, Pa.  
**AVERY, LES**  
Music of the Masters  
KRE, Berkeley, Calif.  
**AXTON, GERRY**  
Top Tunes  
WAZF, Yazoo City, Miss.  
**AYALA, MARCOS G.**  
Reloj Musical  
KIFN, Phoenix, Ariz.  
**AYCOCK, EARL**  
WDAL, Meridian, Miss.  
**AYER, LARRY**  
Kar-Hop Kapers  
KRPL, Moscow, Ida.

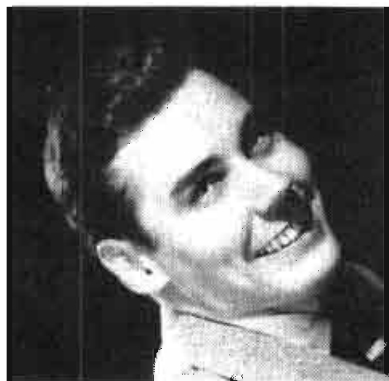
### — B —

**BACKUS, JIM**  
KLAC, Los Angeles, Calif.  
**BACON, BOB**  
WDRG, Hartford, Conn.  
**BADGER, BOB**  
WPCF, Panama City, Fla.  
**BAILEY, CHARLES**  
Club 900  
WIAM, Williamston, N. C.  
**BAILEY, DAVE**  
WBRV, Boonville, N. Y.  
**BAILEY, ED**  
KDKE, No. Little Rock, Ark.  
**BAILEY, JIM**  
KAGT, Anacortes, Wash.  
**BAILEY, NORM**  
Smile Awhile  
WFEA, Manchester, N. H.  
**BAKER, BILL**  
WIBC, Indianapolis, Ind.  
**BAKER, BOB**  
KAMP, El Centro, Calif.  
**BAKER, GENE**  
Baker Shop  
WSLM, Salem, Ind.  
**BAKER, GEORGE**  
WESA, Charleroi, Pa.  
**BALDWIN, BUD**  
WPF, Middletown, Ohio  
**BALDWIN, RUSS**  
WIBX, Utica, N. Y.  
**BALDWIN, WAXNE**  
KQTE, Missoula, Mont.  
**BALE, FRANK**  
KIDD, Monterey, Calif.  
**BALL, NOEL**  
Rock-It 98  
WSIX, Nashville, Tenn.  
**BALLANCE, BILL**  
KFWB, Los Angeles, Calif.  
**BALLARD, DREW**  
Dragging with Drew  
KVMC, Colorado City, Tex.  
**BANKS, MARK**  
The Banks Hours  
WTRU, Muskegon, Mich.  
**BARBER, BILL**  
WOOD, Grand Rapids, Mich.  
**BARGER, CARL**  
WFDF, Flint, Mich.  
**BARLE, LOU**  
WIBX, Utica, N. Y.  
**BARKER, PEPPER**  
WCMB, Harrisburg, Pa.  
**BARNHART, PHIL**  
KODI, Cody, Wyo.  
**BARR, FRED**  
Gospel Time  
WWRL, New York, N. Y.  
**BARRETT, ART**  
Country Music Album  
WSTG, Mt. Jackson, Va.  
**BARRETT, TONY**  
KRMD, Shreveport, La.  
**BARRY, BOB**  
KJOE, Shreveport, La.  
**BARRY, JACK**  
KFH, Wichita, Kan.  
**BARTON, BILL**  
Three T's  
KSOX, Raymondville, Tex.  
**BARWICK, LARRY**  
Pleasure Time  
KEEP, Twin Falls, Ida.  
**BASSETT, JOHN**  
WORLD, Boston, Mass.



# RADIO-TV DISC JOCKEYS

- BASSETT, GEORGE**  
DSSA-phnne
- BATEMAN, JACK**  
WGPA, Bethlehem Pa
- BOAM, JEFFREY**  
KOHM, Pittsburgh Kan
- BATTEN, WESLEY**  
Biller's Bandstand
- WEBB, Huntington** N. C.
- BAUM, JERRY**  
Sping 'n' Needle
- WEBB, Evansville** Ind
- BAUM, JERRY**  
WGPA, Clearfield Pa.
- BAUMAN, BILL**  
KPYR, Rosmarck N. D.
- BAUMAN, BOB**  
WSAV, Savannah Ga
- BAXTER, GORDON**  
KTRM, Beaumont Tex
- BEACH, MIAN**  
KNEZ, Lompoc, Calif
- BEACH, MORT**  
Roadshow
- WEIN, Findlay** Ohio
- BEACH, RICHARD**  
Dial 1470
- WSRO, Marlboro** Mass
- BEACH, RON**  
Coastal 1390
- WLAN, Lancaster** Pa
- BEAL, BILL**  
WGL, Fort Wayne, Ind
- BEAL, BOB**  
KVLK, Alpine, Tex
- BEALE, GEORGE**  
WNSL, Homoset, N. H.
- BEAMISH, BILL**  
Mid-Morning Men
- WAVZ, New Haven** Conn
- BEATY, BYRNE**  
KALM, Thayer Mo
- BEATTA, JOHN**  
WNOG, Naples, Fla
- BECKMAN, SUOOK**  
WTVN, Columbus, Ohio
- BECHAM, WALLA**  
WENO, Nashville, Tenn
- BEJANO, PIERRE**  
Turntable Travels
- WRUF, Gainesville** Fla
- BELL, FRANK**  
KEWB, San Francisco-Oakland, Calif
- BENDER, TED**  
Luncheon at Skychef
- KTSM, El Paso** Tex
- BENHAM, DICK**  
WBET, Brockton, Mass
- BENNETT, JERRY**  
KTMJ, San Rafael, Calif
- BENNETT, JIM**  
Soundhouse
- WKMT, Kings Mountain** N. C.
- BENSON, AL**  
WGES, Chicago, Ill
- BENSON, RED**  
WPEN, Philadelphia, Pa
- BENTSON, RED**  
RBIS, Bakersfield, Calif
- BERGMAN, JIM**  
KUMA, Pendleton, Ore
- BERNARDO, PAUL**  
WNLC, New London Conn
- BERNIER, DON**  
KMEI, Wenatchee, Wash
- BERRYMAN, ED**  
WTAC, Flint, Mich
- BERTENSHAW, BILL**  
Radio U.S.A.
- WIBH, Newark** N. J.
- BEST, BILL**  
KVOL, Lafayette, La
- BEST, KALE**  
Tops in Pops
- WJGC, Clinton** S. C.
- BICKETT, BOB**  
KWRD, Henderson Tex
- BIELEFELDT, VALORIE**  
KNFL, Abilene, Tex
- BIRER, GORDON**  
KWON, Bartlesville, Okla
- BILLUPS, HUGH**  
WOKK, Meridian, Miss
- BIRCH, DON**  
KPBM, Carlbad, N. M.
- BIRD, TOMMY**  
WSAC, Ft. Knox Ky
- BLACK, JOE**  
WGAR, Cleveland Ohio
- BLAIR, HARRY**  
WBRB, Mt. Clemens Mich
- BLECK, DON**  
WBAT, Marion, Ind
- BLOOD, RUSSELL**  
Dial 1470
- WSRO, Marlboro** Mass
- BOHNERT, DON**  
WITZ, Jasper Ind
- BOLLINGER, GENE**  
Sdas Hiely Show
- WLET, Toccoa** Ga
- BOLTE, BILL**  
WKNB, New Britain-Hartford, Conn
- BOLYARD, BOB**  
Hi-Fi Club
- WVWV, Grafton-Farmont** W. Va.
- BONNER, ED**  
WHL, St. Louis Mo
- BOONE, CHARLIE**  
WCOO, Minneapolis-St. Paul Minn



**HARRY HARRISON**

Announcer - M.C. - Host

Ki 3-7828



**Bruce Morrow**

WINS

- BORBA, JOHN**  
KWIP, Merced, Calif.
- BORCHARD, CHUCK**  
WOAP, Owosso, Mich.
- BORDEN, CHRIS**  
KTKT, Tucson, Ariz.
- BOUCHARD, DICK**  
Rise & Shine  
WNRI, Woonsocket, R. I.
- BOURNE, ALAN**  
WFOR, Portland, Me.
- BOWERS, JACK**  
Masters of Music  
WGAC, Augusta, Ga.
- BOWLER, CLARK**  
KEYY, Provo, Utah
- BOWLES, FRAN**  
Barry Co. Breakfast Club  
WBCH, Hastings, Mich.
- BOWMAN, DON**  
KLLL, Lubbock, Tex.
- BOWMAN, DUKE**  
KANS, Kansas City, Mo.
- BOYD, JIM**  
WOC, Davenport, Iowa
- BOYLE, CHUCK**  
KBUS, Mexia, Tex.
- BOYNTON, DICK**  
KSON, San Diego, Calif.
- BOYNTON, JIM**  
680 Skyliner  
WFLN, St. Petersburg, Fla.
- BRACKEN, DENNY**  
Contact  
KFMB, San Diego, Calif.
- BRADBY, KENNETH S.**  
WDDY, Gloucester, Va.
- BRADFORD, JOHN**  
WSON, Henderson, Ky.
- BRADLEY, GARNET**  
Koffee Karavan  
WEXL, Royal Oak, Mich.
- BRADLEY, JIM**  
KXOK, St. Louis, Mo.
- BRADLEY, JIM**  
KUMA, Pendleton, Ore.
- BRADLEY, LYLE**  
WRVA, Richmond, Va.
- BRADSHAW, TOM**  
KLUB, Salt Lake City, Utah
- BRADY, BILL**  
WDZ, Decatur, Ill.
- BRAGG, NELSON**  
WJDA, Quincy, Mass.
- BRAUN, BOB**  
WLW, Cincinnati, Ohio
- BREHM, DICK**  
KHOW, Denver, Colo.
- BRETZ, PETE**  
KCOY, Santa Maria, Calif.
- BRIGGS, EDDIE**  
KEAP, Fresno, Calif.
- BRIGHAM, PAUL**  
WBLR, Batesburg, S. C.
- BRINE, SALTY**  
WPRO, Providence, R. I.
- BRINK, LOU**  
WEZL, Richmond, Va.
- BRINKMAN, AL**  
Al's Alley  
KNEB, Scottsbluff, Neb.
- BRJTE, LARRY**  
WAKE, Atlanta, Ga.
- BROADNAX, WILLIE**  
Precious Memories  
WOKS, Columbus, Ga.
- BROCK, JOHN**  
WGOR, Lexington-Georgetown,  
Ky.
- BRODERSON, DICK**  
WLAM, Lewiston, Me.
- BROOKES, DICK**  
Metronome  
WAJR, Morgantown, W. Va.
- BROOKINS, DONNELL**  
WPCF, Panama City, Fla.
- BROOKS, FRANK**  
WRVA, Richmond, Va.
- BROOKS, KIRBY**  
WINZ, Miami, Fla.
- BROOKS, LEON**  
Baubles, Bangles & Brooks  
KBUR, Burlington, Iowa
- BROOKS, NORMAN**  
WGST, Atlanta, Ga.
- BROWDER, JOE**  
Criss Cross  
KIXZ, Amarillo, Tex.
- BROWN, ART**  
WWDG, Washington, D. C.
- BROWN, BING**  
KZOK, Prescott, Ariz.
- BROWN, BOB**  
WBIR, Knoxville, Tenn.
- BROWN, DICK**  
Route 91  
WHYE, Roanoke, Va.
- BROWN, DON**  
Sunrise Circus  
KVON, Napa, Calif.
- BROWN, FRANK**  
WRIV, Riverhead, N. Y.
- BROWN, GILES W.**  
WKIN, Kingsport, Tenn.
- BROWN, JIM**  
WCNT, Centralia, Ill.
- BROWN, JOE**  
WTOE, Spruce Pine, N. C.
- BROWN, PHIL**  
WPBC, Minneapolis, Minn.
- BROWN, BONNY**  
Platter Party  
WTWB, Auburndale, Fla.
- BROWN, SHERM**  
WJAR, Providence, R. I.
- BROWN, TOM**  
WHK, Cleveland, Ohio
- BROWNING, JOHN**  
WWNS, Statesboro, Ga.
- BRUCE, DON**  
KALL, Salt Lake City, Utah
- BRUCE, FRANK**  
WPLH, Huntington, W. Va.
- BRUNELL, JOHN**  
WSKI, Barre-Montpelier, Vt.
- BRYAN, JERRY**  
KFRU, Columbia, Mo.
- BRYAN, TED**  
Nitebeat  
KNET, Palestine, Tex.
- BUCKNER, BILL**  
Sunshine Express  
WTEL, Elizabethtown, Ky.
- BULAND, VERNE**  
WIZZ, Streator, Ill.
- BULARD, RANDY**  
WAGE, Lumberton, N. C.
- BULLOCK, SHELDON E.**  
WWSG, Glens Falls, N. Y.
- BURGESS, PHIL**  
WINF, Manchester, Conn.
- BURKE, DWAYNE**  
KGRG, Gresham, Ore.
- BURKE, GARY**  
WETZ, New Martinsville,  
W. Va.
- BURKHEAD, HARLAN**  
Top 30  
KNDY, Marysville, Kan.
- BURKS, SPIDER**  
KSTL, St. Louis, Mo.
- BURNETT, DON**  
Dial 1460  
WLPN, Suffolk, Va.
- BURNS, BILL**  
WROW, Albany, N. Y.
- BURNS, GARY**  
KEDO, Longview, Wash.
- BURNS, JACK**  
KCUB, Tucson, Ariz.
- BURTON, DICK**  
WIST, Charlotte, N. C.
- BURTON, JOE**  
WNOR, Norfolk, Va.
- BUTER, SAL**  
WJER, Dover, Ohio
- BUTT, LARRY**  
Rhythm at Random  
WRJN, Racine, Wis.
- BYERS, LARRY**  
KAVE, Carlsbad, N. M.
- BYRD, BOB**  
WGAU, Athens, Ga.
- BYRD, JIMMY**  
Dr. Jive  
WSRC, Durham, N. C.

— C —

- CABE, RON**  
KEPS, Eagle Pass, Tex.
- CAHILL, JOHN**  
KCRG, Cedar Rapids, Iowa
- CALVERT, BOB**  
WGH, Newport News, Va.
- CAMACHO, CESAR**  
El Gallito Madrugador  
KUBO, San Antonio, Tex.
- CAMILLI, JIMMY**  
WCSS, Amsterdam, N. Y.
- CAMPAGNA, VINCE**  
Off the Record  
KPMC, Bakersfield, Calif.
- CAMPBELL, JACK**  
Sleepwalker  
KVOO, Tulsa, Okla.
- CAMPBELL, JOHN**  
Sandman's Serenade  
KWBB, Wichita, Kan.
- CAMPBELL, JOHN**  
WSMN, Nashua, N. H.
- CANDLER, JOHN**  
Album Time  
KFSA, Fort Smith, Ark.
- CANNEY, GEORGE**  
Matinee Bandstand  
WHWB, Rutland, Vt.
- CANNON, LOWELL**  
KTOO, Henderson, Nev.
- CANTER, BERNIE**  
WAAAT, Trenton, N. J.
- CANUP, LAMAR**  
WRWH, Cleveland, Ga.
- CAPPS, JIMMY**  
WPTF, Raleigh, N. C.
- CARL JOE**  
WYDE, Birmingham, Ala.
- CARLISLE, JIMMY**  
Late Date with Johnny Reb  
WDAK, Columbus, Ga.
- CARLSON, HUGH**  
WLDS, Jacksonville, Ill.
- CARMACK, ARTHUR**  
Gospel Memories  
WBMC, West Point, Ga.
- CARMICHAEL, JOHN**  
Johnny Come Lately  
WFEC, Miami, Fla.
- CARNEGIE, PAUL**  
WBRB, Mt. Clemens, Mich.
- CARNEY, EARL**  
WDBM, Statesville, N. C.
- CARNEY, JACK**  
WIL, St. Louis, Mo.
- CARON, CHUCK**  
WNHC, New Haven, Conn.
- CARPENTER, LANCE**  
KORT, Grangeville, Ida.
- CARPENTER, WALT**  
Rhythm Serenade  
KCIM, Carroll, Iowa
- CARR, DICK**  
KRAK, Sacramento, Calif.
- CARR, FRED**  
Carp Capers  
KINT, El Paso, Tex.
- CARTER, JAMES**  
Mr. Cee's Party  
WOIC, Columbia, S. C.
- CARTER, JOE**  
WSPA, Spartanburg, S. C.
- CARTER, VIVIAN**  
WWCA, Gary, Ind.

# RADIO-TV DISC JOCKEYS

- GARY, TOM**  
Munchin' Club  
WABR, Orlando, Fla.
- GASTANEDA, LES**  
KNRX, San Jose, Calif.
- CAYSON, JAMES**  
Top Thirty  
WUP, Tupelo, Miss.
- CAYWOOD, DANIEL**  
KNOR, Norman, Okla.
- CECH, CHUCK**  
The Swingin' Years  
KFI, Los Angeles, Calif.
- CERVERA, ERNESTO**  
KWKW, Pasadena, Calif.
- CHADDERTON, JACK**  
WHLL, Medford, Mass.
- CHAMBERS, BOB**  
1450 Special  
WSPB, Sarasota, Fla.
- CHAMBERS, ROBERT B.**  
Coffee Concert  
KWHO, Salt Lake City, Utah
- HANDLER, JOEL**  
WCAX, Burlington, Vt.
- CHAPMAN, HARRY**  
KMGM, Albuquerque, N. M.
- CHAPPEL, LLOYD**  
KYNO, Fresno, Calif.
- CHARLES, NICK**  
Albums  
WGHB, Freeport, N. Y.
- CHARLES, PRESTON**  
WPLO, Atlanta, Ga.
- CHARLES, TOMMY**  
WGUN, Birmingham, Ala.
- CHASE, BILL**  
KTIX, Seattle, Wash.
- CHEDWICK, PORKY**  
WAMO, Pittsburgh, Pa.
- CHESNEY, RUSS**  
KQDY, Minot, N. D.
- CHICK, JOHN**  
Sunday Serenade  
WPAH, Alliance, Ohio
- CHRISTENSEN, C. A.**  
Songs of Faith  
WJEM, Valdosta, Ga.
- CHRISTIE, CHARLES**  
7-11 Show  
KVCL, Winfield, La.
- CHURCH, GEORGE**  
KLAC, Los Angeles, Calif.
- CHURCHES, GLENN E.**  
KCRB, Sacramento, Calif.
- CIMINO, RICK**  
KIOY, Stockton, Calif.
- CLARK, BOB**  
KRCT, Houston, Tex.
- CLARK, DON**  
WTCM, Lawrence, Mass.
- CLARK, GARY**  
The Biz 3 Show  
KSPL, Stillwater, Okla.
- CLARK, LARRY**  
WRTT, Milwaukee, Wis.
- CLARK, MEL**  
WKIP, Poughkeepsie, N. Y.
- CLARKE, DON**  
790 Club  
WRTM, Rumford, Me.
- CLARKE, EDDIE**  
Musical Clock  
WBE, Kansas City, Mo.
- CLAWSON, JIM**  
KRUX, Phoenix, Ariz.
- CLEARY, ED**  
Sunrise Salute  
WELQ, Tupelo, Miss.
- CLEMENTS, CHASE**  
Sound of Jazz  
WTOO, Toledo, Ohio
- COALEY, JACK**  
WRNB, New Britain, Conn.
- COATS, BOB**  
Albums  
KVAS, Astoria, Ore.
- COGSWELL, BILL**  
WDCR, Hanover, N. H.
- COLE, BOB**  
KRLA, Los Angeles, Calif.
- COLE, TRACY**  
WSMN, Nashua, N. H.
- COLEMAN, CARLTON**  
WMBM, Miami Beach, Fla.
- COLEMAN, CHARLES**  
Coffee Call  
WHMS, Charleston, W. Va.
- COLEMAN, TIM**  
Gospel Time  
WANS, Anderson, S. C.
- COLLEY, JIM**  
WBK West Point, Ga.
- COLLIE, BIFF**  
KLAC, Los Angeles, Calif.
- COLLINS, BILL**  
KINS, Eureka, Calif.
- COLLINS, DAVE**  
WPLH, Huntington, W. Va.
- COLLINS, DAVID**  
WTSB, Lunenburg, N. C.
- COLLINS, TEX**  
Stereo-Phonic Hour  
WAZL, Hazleton, Pa.
- COLLINS, TOM**  
WKWZ, Muskegon, Mich.
- COMBES, JIM**  
1240 Club  
KSTC, Susanville, Calif.
- COMELLO, HAI**  
Records at Radio Ranch  
WFPA, Fort Payne, Ala.
- COMER, JACK**  
1430 Top Thirty Show  
WIPS, Evansville, Ind.
- CONDRY, JIM**  
RSTN, Stockton, Calif.
- CONKLIN, MIKE**  
Record Review  
WSTV, Pekin, Ill.
- CONNOLLY, ED**  
WAXE, Vero Beach, Fla.
- CONNORS, THOMAS**  
WLEM, Emporium, Pa.
- CONRAD, RUSS**  
KEX, Portland, Ore.
- CONROY, FRANK**  
WDLG, Port Jervis, N. Y.
- CONTENTE, LEON**  
WHTG, Asbury Park, N. J.
- COOK, BOB**  
WRJN, Racine, Wis.
- COOK, DICK**  
KSFQ, San Francisco, Calif.
- COOK, DICK**  
WSTZ, Masona, N. Y.
- COOK, ED**  
WFBC, Miami, Fla.
- COOK, RANDY**  
KDWB, St. Paul, Minn.
- COOKE, RUS**  
Cooke's Tour of Music  
WELA, Welch, W. Va.
- COOLBAUGH, PETE**  
Java-Junction  
WAYZ, Wayneboro, Pa.
- COOPER, AL**  
1430 Club  
KHEM, Monticello, Ark.
- COOPER, LARRY**  
Hi-Fi Club  
KYOL, Greeley, Colo.
- CORDIC, REGE**  
KDKA, Pittsburgh, Pa.
- CORRIGAN, JOHN**  
1170 Club  
WVVA, Wheeling, W. Va.
- COUGHLIN, DON**  
Nitebeat  
KAGT, Anacortes, Wash.
- COURTMANCH, RAY**  
KQTY, Everett, Wash.
- COUSINS, RICHARD**  
590 At Night  
WKZO, Kalamazoo, Mich.
- COVALA, AL**  
KJBS, San Francisco, Calif.
- Cox, LARRY**  
Record Shop  
KVOW, Littlefield, Tex.
- Cox, VIRGIL**  
KLMO, Louzmont, Colo.
- COY, JIM**  
WOR, New York, N. Y.
- CRABLE, BILL**  
KSD, St. Louis, Mo.
- CRABTREE, JIM**  
KNOR, Norman, Okla.
- CRAIG, TONY**  
WTAD, Quincey, Ill.
- CRATER, HAL**  
WSJM, St. Joseph, Mich.
- CRAWFORD, BLACKIE**  
Radio Ranch Party  
KPEP, San Angelo, Tex.
- CRICKMORE, BRUCE**  
Tops n' Pops  
WETC, Wendell-Zebulon, N. C.
- CREWS, COLEMAN**  
Down Beat  
WCLE, Cleveland, Tenn.
- CRITES, BOB**  
KBLN, Yuma, Ariz.
- CROFT, CLANCY**  
The Bub Club  
KHUB, Fremont, Neb.
- CROFT, MIKE**  
Best on Wax  
WJAC, Johnstown, Pa.
- CULLEN, BILL**  
WRCA, New York, N. Y.
- CUMMINS, DAVE**  
WAVI, Dayton, Ohio
- CUMMINS, DON**  
KMUS, Muskegon, Okla.
- CUNNINGHAM, HUNT**  
WLAG, LaGrange, Ga.
- CURRAN, JIM**  
Nite Owl  
KWHB, Wichita, Kan.
- CURRY, BUD**  
KOWH, Omaha, Neb.
- CURTIS, RAY**  
KPHO, Phoenix, Ariz.
- CURTIS, RON**  
WREN, Syracuse, N. Y.
- CURTIS, SANDY**  
Breakfast Bell  
WKMF, Flint, Mich.
- CUTTING, LLOYD**  
Clockwatchers Show  
WGHM, Skowhegan, Me.

— D —

- DAROU, JOE**  
WMAS, Springfield, Mass.
- DAHLIN, ED**  
KWIQ, Moses Lake, Wash.
- DAHMER, ROY**  
WMT, Cedar Rapids, Iowa
- DAILEY, TOM**  
Recall It and Win  
WFW, St. Louis, Mo.
- DALE, BILLY**  
WTAO, Boston, Mass.
- DALE, BOBBY**  
KDWR, St. Paul, Minn.
- DALE, FRANK**  
Coffee Shop Show  
WOSU, Fulton, N. Y.
- DALE, STAN V.**  
8. December 20, 1927, New York City; Stan the Music Man, WAIT; Community's Playhouse of Stars, Flash Gordon, WNBQ
- DALY, JOEL**  
Penthouse Serenade  
WGAR, Cleveland, Ohio

- DALY, LARRY**  
WENN, Birmingham, Ala.
- DANBOM, MIKE**  
KTBB, Tyler, Tex.
- DANDY, JIM**  
WJAK, Jackson, Tenn.
- DANIELS, BOB**  
Polka Time  
WFHR, Wisconsin Rapids, Wis.
- DANIELS, DAN**  
Honor Roll of Hits  
WMX, Mt. Vernon, Ill.
- DANIELS, ED**  
WEAB, Mobile, Ala.
- DANIELS, GLENN**  
Dean's Den  
KDDB, Alexandria, La.
- DANN, HARVEY**  
The Clock Watcher  
KENT, Shreveport, La.
- DARK, JOHNNY**  
Hit the Road Show  
WJPS, Evansville, Ind.
- DARY, ALAN**  
WBZ, Boston, Mass.
- DAUGHERTY, GLENN**  
WPRN, Butler, Ala.
- DAUGHERTY, LEE**  
WHAR, Clarksburg, W. Va.
- DAVID, RON**  
KENO, Las Vegas, Nev.
- DAVIDSON, GENE**  
Club 1400  
WUUB, Cookeville, Tenn.
- DAVIES, BUD**  
CKLW, Detroit, Mich.
- DAVIS, BILL**  
Spins & Needles  
WTCB, Flomaton, Ala.
- DAVIS, BILL**  
KTLN, Denver, Colo.
- DAVIS, BILL**  
KGW, Portland, Ore.
- DAVIS, CARL**  
Rhythm Ranch  
WDEM, Statesville, N. C.
- DAVIS, DeWAYNE**  
WPIK, Alexandria, Va.
- DAVIS, ERNIE**  
WIRK, West Palm Beach, Fla.
- DAVIS, GENE**  
KWK, St. Louis, Mo.
- DAVIS, JAMES**  
WHOK, Lancaster, Ohio
- DAVIS, JAY**  
KBUC, Corona, Calif.
- DAVIS, LEE**  
WKYE, Paducah, Ky.
- DAVIS, LES**  
WAYZ, New Haven, Conn.
- DAVIS, MAC**  
On the House  
KEDO, Longview, Wash.
- DAVIS, PERRY**  
KTUT, Tooele, Utah
- DAVIS, RED**  
WRMF, Titusville, Fla.
- DAVIS, SID**  
Night Train  
KFOR, Lincoln, Neb.
- DAVIS, TONY**  
Platter Party  
WOCB, West Yarmouth, Mass.
- DAVISON, MIKE**  
WCHI, Chillicothe, Ohio
- DAY, BOB**  
Breakfast Express  
WOKZ, Alton, Ill.
- DAY, DANNY**  
KCUB, Tucson, Ariz.
- DAY, ED**  
KURY, Brookings, Ore.
- DAY, JOHN**  
KXIC, Iowa City, Iowa
- DEAL, COY H.**  
K Klub  
WRSK, West Jefferson, N. C.
- DEAN, BOBBY**  
KLMS, Lincoln, Neb.
- DEAN, TONY**  
KRIO, McAllen, Tex.
- DEAR, GLENN**  
Music for Adults  
WMDC, Hazlehurst, Miss.
- DEHONEY, TRENT**  
K-Car Korral  
KCAR, Clarksville, Tex.
- DELL, FRANK**  
WJAC, Johnstown, Pa.
- DEME, JAY**  
Afternoon Showcase  
WINE, Manchester, Conn.
- DEMING, CHARLIE**  
Gloom Chaser  
WKPT, Kingsport, Tenn.
- DEMING, DAN**  
Night Life  
KWHK, Hutchinson, Kan.
- DEMJAN, BILL**  
WEIR, Weh'nton, W. Va.
- DENT, GARY**  
WJLS, Beckley, W. Va.
- deSUZE, CARL**  
WBZ, Boston, Mass.
- DEVINCENT, SAM**  
Sams Place  
WOWO, Fort Wayne, Ind.
- DEWEY, DAVE**  
WEAV, Plattsburgh, N. Y.
- DeWITT, CHUCK**  
WPIN, St. Petersburg, Fla.
- DeWITT, JOHN**  
Musical Merry-Go-Round  
WVHG, Hornell, N. Y.
- DIDUCH, GENE**  
Top 40 Show  
WJOT, Lake City, S. C.
- DILL, FRANK**  
WGR, Buffalo, N. Y.
- DION, DENNIS**  
910 Matinee  
WWRJ, White River Junction, Vt.
- DIXON, BILL**  
KDXE, No. Little Rock, Ark.
- DIXON, LARRY**  
WCHB, Inkster, Mich.
- DIXON, ROY**  
KTRM, Beaumont, Tex.
- DOANE, BILL**  
KARY, Prosser, Wash.
- DOBBYN, DICK**  
KXYZ, Houston, Tex.
- DODD, FRANK**  
Up to the minute  
WPAR, Parkersburg, W. Va.
- DODDS, DAR**  
KBOI, Boise, Ida.
- DOLES, PETE**  
WCRB, Corinth, Miss.
- DOLTER, JERRY**  
KTOE, Mankato, Minn.
- DONADO, MAL**  
KANE, New Iberia, La.
- DONOVAN, JERRY**  
WOPF, Bristol, Tenn.
- DONZE, ELMO, JR.**  
KSGM, Ste. Genevieve, Mo.
- DOREMUS, JOHN**  
WMAQ, Chicago, Ill.
- DORSEY, TERRY**  
WDBQ, Dubuque, Iowa
- DOSS, HENRY**  
Dancing with Doss  
WJEH, Gallipolis, Ohio
- DOUGHERTY, JIM**  
Diamond Jim  
WHOL, Allentown, Pa.
- DOUGLAS, JACK**  
WNIL, Niles, Mich.
- DOUGLAS, JOHN**  
KTYM, Inglewood, Calif.
- DOWELL, SAXIE**  
KTAR, Phoenix, Ariz.
- DOWNNEY, GERALD**  
Aircastle Serenade  
WARF, Jasper, Ala.
- DOWNNEY, PAT**  
1020 Special  
WPEO, Peoria, Ill.
- DOWNIE, HARRY**  
WICC, Fairfield, Conn.
- DRAWBRIDGE, BRAD**  
Up with the Birds  
WSBS, Great Barrington, Mass.
- DROUNE, PETE**  
Swinghouse  
WDCR, Hanover, N. H.
- DUCKETT, TRUMAN**  
WEOF, Dothan, Ala.
- DUGGAN, THURSTON**  
Musical Clock  
WLAR, Athens, Tenn.
- DUKE, BILL**  
KDSX, Denison-Sherman, Tex.
- DUMONT, KEN**  
Early Bird  
WRUM, Rumford, Me.
- DuMONT, OSCAR**  
WKDN, Camden, N. J.
- DUNCAN, JAMES**  
Intermission Riff  
WBUZ, Fredonia, N. Y.
- DUNHAVER, JACK**  
Reveille with J. D.  
KOOK, Billings, Mont.
- DUNN, BOB**  
KEWB, San Francisco-Oakland, Calif.
- DUNN, J. TYLER**  
WDOE, Dunkirk, N. Y.
- DUNN, PAUL**  
KANO, Anoka, Minn.
- DUNNAWAY, CHUCK**  
WKY, Oklahoma City, Okla.
- DUNNIGAN, JERRY**  
KPAR, Fairbanks, Alaska
- DUNWELL, DON**  
KQTE, Missoula, Mont.
- DUPREE, BILL**  
Rendezvous with Music  
WGSM, Huntington, N. Y.
- DURKIN, JAY**  
WDEW, Westfield, Mass.
- DYE, TOM**  
KTRR, Rolla, Mo.
- DYER, GEORGE**  
WHYE, Roanoke, Va.

— E —

- EARL, BENNIE**  
Rhythm Roundup  
WAGR, Lumberton, N. C.
- EATON, BOB**  
WLEU, Erie, Pa.
- EBERT, LEE**  
KBHM, Branson, Mo.
- EBY, WALT**  
Sunday Serenade  
KPPC, Pasadena, Calif.
- ECKES, LYNN**  
1450 Club  
WDLB, Marshfield, Wis.
- EDENS, BILL**  
KWEL, Midland, Tex.
- EDGE, BILLY**  
Hit Parade  
WNVY, Pensacola, Fla.
- EDMOND, DWIGHT**  
KODI, Cody, Wyo.
- EDWARDS, BOB**  
WTAX, Springfield, Ill.
- EDWARDS, CHUCK**  
KR0D, El Paso, Tex.
- EDWARDS, GEOFF**  
KFMB, San Diego, Calif.
- EDWARDS, HOWARD**  
KONO, San Antonio, Tex.
- EDWARDS, JOHNNY**  
KPRC, Houston, Tex.
- EDWARDS, RED**  
Roadshow  
WTMA, Charleston, S. C.

# RADIO-TV DISC JOCKEYS

**EGGER, FRITZ**  
KLAB, Klamath Falls, Ore.

**EISNER, JACK**  
WMAS, Springfield, Mass.

**ELKINS, TOM**  
KBUS, Mexico, Tex

**ELLER, DICK**  
That Feller  
WCVS, Springfield, Ill

**ELLSWORTH, LEO**  
RSRV, Ontario, Ore

**ELAVELL, ROY**  
KRLA, Los Angeles, Calif

**ELZ, RON**  
1340 Club  
KCKN, Kansas City, Mo

**EMERSON, JACK**  
WJGN, Bowling Green, Ky

**EMERSON, BILL**  
Early Bird  
WFYI, Garden City, N. Y.

**ENGELHART, ED**  
Playhouse  
KWED, Seaman, Tex

**ENGLER, BILL**  
Rockin' 60  
KBEK, Elk City, Okla

**ERBES, LES**  
KJRA, Monticello, Utah

**ERICKSON, RONALD**  
KMO, Tacoma, Wash

**ERICSON, JAMES**  
Yawn Patrol  
KPAS, Banning, Calif

**ESCEN, BOB**  
Turntable Twins  
KLPD, Litchfield, Minn

**ESCEN, DICK**  
Turntable Twins  
KLPD, Litchfield, Minn.

**ESSEX, LOU**  
Essex House  
WMSO, Columbia, S. C.

**ESTHER, JON**  
Early Bird  
WFYI, Garden City, N. Y.

**EVANS, BOB**  
Radio Ranch  
WHVH, Henderson, N. C.

**EVANS, DEAN**  
KCLJ, Shreveport, La.

**EVANS, DON**  
WJET, Erie, Pa.

**EVANS, JOHN**  
KAVE, Carlbad, N. M.

**EVANS, SAM**  
Jam with Sam  
WGES, Chicago, Ill

**EVEREST, BEN**  
D's Choice  
WTRV, Pigeon Forge, N. Y.

**EVERETT, JOHN**  
WMTA, Moultrie, Ga.

**EVERHART, BILL**  
WSOS, High Point, N. C.

**EWING, JOHN**  
Spotlight Time  
WDWS, Champaign, Ill

**EZZELL, CHARLIE**  
WTRN, Butler, Ala.

## — F —

**FABER, CHUCK**  
WTMJ, Milwaukee, Wis

**FAIRCHILD, JOHNSA**  
KEZY, Anaheim, Calif

**FALK, VERN**  
WEKZ, Monroe, Wis

**FARMER, CARROLL**  
WIKP, Hendersonville, N. C.

**FARMER, JACK**  
WEAG, Atcoa, Tenn.

**FARRELL, BILL**  
Sunset Boulevard  
WJFH, Gallipolis, Ohio

**FARRELL, JIM**  
Commuter's Concert  
WCRB, Boston, Mass.

**FARRIS, GEORGE**  
WNBH, New Bedford, Mass

**FAULKNER, RAY**  
WASP, Kingston, N. C.

**FAY, DICK**  
WDRG, Hartford, Conn.

**FAZIO, TOM**  
WLS, Beckley, W. Va.

**FELLMER, FRANK**  
WAAT, Trenton, N. J.

**FENDER, BOB**  
WKLK, Cloquet, Minn.

**FENNELL, GEORGE**  
WJHL, Medford, Mass.

**FENTON, JEFF**  
Serenade of Music  
WPAW, Pawtucket, R. I.

**FERGUSON, EMMETT**  
1240 Club  
WEKR, Fayetteville, Tenn.

**FERRILL, CICERO**  
WOKK, Meridian, Miss.

**FERRIS, BOB**  
KZIP, Amarillo, Tex

**FIELD, CHARLES**  
KROY, Medford, Ore.

**FIELD, ELLIOT**  
KPWB, Los Angeles, Calif

**FIELD, KEN**  
Field Frolic  
KBLU, Yuma, Ariz.

**FIEB, AUGIE**  
Crescent Serenade  
WBSF, New Orleans, La.

**FINN, GREGG**  
WORL, Boston, Mass.

**FISK, LEE**  
1450 Club  
KIAM, Cordova, Alaska

**FISKE, FRED**  
WWDC, Washington, D. C.

**FITZGERALD, CARL**  
WMOX, Meriden, Miss.

**FLANAGAN, BOB**  
Yawn Patrol  
WJPM, Suffolk, Va.

**FLANAGAN, MARK**  
WEEP, Pittsburgh, Pa.

**FLANAGAN, PAUL**  
WPTB, Albany, N. Y.

**FLINT, WALTER**  
Musical Clock  
WGFC, Albany, Ga.

**FLORENCE, JAMES**  
WISV, Viroqua, Wis.

**FLOWERS, BOB**  
WLSV, Wellsville, N. Y.

**FOLLIS, JIMMA**  
Records at Ruffo Ranch  
WFPY, Fort Payne, Ala.

**FOOR, WILLIAM**  
WSRW, Hillsboro, Ohio

## FORD, ART

WNAT, New York, N. Y.

**FORD, DAVID**  
KWTX, Waco, Tex

**FORD, ROZ**  
WWIN, Baltimore, Md.

**FORD, RUSSELL W., JR.**  
WABZ, Albemarle, N. C.

**FOREMAN, BILL**  
KTOK, Oklahoma City, Okla.

**FOREST, GERRY**  
WROW, Albany, N. Y.

**FORRESTER, ERNIE**  
Housewives Music Shop  
WGEE, Indianapolis, Ind.

**FORTUNE, BILL**  
Wheel of Fortune  
WHOL, Abertown, Pa.

**FOSTER, MARK**  
KEWB, San Francisco-Oakland, Calif.

**FOULKES, BILL**  
Front Row Center  
KBIG, Avalon, Calif

**FOWLER, JIM**  
Riding Easy  
WGPC, Albany, Ga.

**FRANKLIN, DON**  
WCKR, Miami, Fla.

**FRANKS, BILLY**  
Gospel Tune  
KCLJ, Shreveport, La.

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FRAZEE, SKIP**  
Swingin' with Skip  
KMMO, Marshall, Mo.

**FREEMAN, ED**  
RWYO, Sheridan, Wyo.

**FREEMAN, STAN**  
WCBS, New York, N. Y.

**FREGONO, TEDDY**  
KWKW, Pasadena, Calif.

**FREIBERG, WARREN**  
WMAM, Marguette, Wis.

**FRENCH, DICK**  
WWJ, Detroit, Mich.

**FRENCH, JIM**  
KIRO, Seattle, Wash.

**FREUND, JIM**  
WFTT, Lewisburg, Pa.

**FRIEND, BOB**  
KDMB, St. Paul, Minn.

**FRITTS, PAUL**  
Tea Pan Alley  
WMEF, High Point, N. C.

**FROYD, JOHN**  
Ladies Choice  
KFAM, St. Cloud, Minn.

**FRYE, MARTIN**  
WHOK, Lancaster, Ohio

**FULLER, KEN**  
WCOV, Montgomery, Ala.

**FURLONG, BOB**  
WSKJ, Barre-Montpelier, Vt.

**FURRY, BOB**  
Mr. Morningside  
KTAR, Phoenix, Ariz.

**FUSCO, DANNY**  
WRUN, Utica, N. Y.

**FUTRELL, LARRY**  
KWYN, Wynne, Ark.

## — G —

**GAGE, BOB**  
Sunny Side Up  
KBIG, Avalon, Calif

**GAINES, FOSTER**  
Sunday Showcase  
WLYC, Williamsport, Pa.

**GAINES, WALT**  
Top Pops  
WLEB, Little Falls, N. Y.

**GALLAGHER, DENNY**  
KOPA, Yuma, Ariz.

**GALLO, JACK**  
WHBQ, Memphis, Tenn.

**GAMBLING, JOHN A.**  
WHR, New York City, N. Y.

**GANNON, JIM**  
Duo Serenade  
WSBT, South Bend, Ind.

**GAR, LARRY**  
WLDG, Laurens, S. C.

**GARDNER, MILLER**  
KEVY, Provo, Utah

**GARNER, JOHNNY**  
Operation Moonbeam  
KTMG, Meaklester, Okla.

**GARRY, JOHN**  
Operation Y-8  
WSPD, Toledo, Ohio

**GAVIN, MIKE**  
WMNI, Columbus, Ohio

**GAYNOR, BOB**  
WGMA, Hollywood, Fla.

**GEE, JOHN**  
WGEZ, Beloit, Wis.

**GEIGER, JACK**  
WOND, Pleasantville, N. J.

**GENTRY, PAUL**  
Platter Parade  
KVIN, Vinita, Okla.

**GERNETZKE, HOWARD**  
Howie's House  
WSAU, Wausau, Wis.

**GESSNER, ROBERT**  
Midday Melodies  
WBNR, Beacon, N. Y.

**GIBBONS, SANDY**  
KNOT, Prescott, Ariz.

**GIBSON, D. E.**  
WSON, Henderson, Ky.

**GIBSON, RUSS**  
KJCK, Junction City, Kan.

**GILBERT, BOB**  
KEYZ, Williston, N. D.

**GILBERT, TOMMY**  
WKAB, Mobile, Ala.

**GILL, CURT II**  
Jam-a-ditty  
WGBG, Greensboro, N. C.

**GILLETTE, LEN**  
KRIC, Beaumont, Tex.

**GIRARD, MIKE**  
WBBQ, Augusta, Ga.

**GLINER, ART**  
WMEG, Eau Gallie, Fla.

**GODWIN, CARROLL**  
WCSO, Charleston, S. C.

**GODWIN, DAVE**  
KPRC, Houston, Tex.

**GOLDMAR, ERIC**  
House of Sounds  
KTRH, Houston, Tex.

**GOLIGHTLY, GROVER**  
WSPA, Spartanburg, S. C.

**GOODFELLOW, JOHNNY**  
WIRE, Indianapolis, Ind.

**GOODING, BOB**  
Sound Service  
KTBC, Austin, Tex.

**GOODWIN, NED**  
Platter Poll  
KBUN, Bemidji, Minn.

**GORDON, DON**  
WEND, Baton Rouge, La.

**GORDON, JERRY**  
Pops in Hi-Fi  
WBUD, Trenton, N. J.

**GORHAM, MAL**  
KBRO, Bremerton, Wash.

**GOSDEN, BY**  
WMT, Cedar Rapids, Iowa

**GOSS, JOHN H.**  
The Morningside  
KALV, Alva, Okla.

**GOTT, MIKE**  
KETX, Livingston, Tex.

**GOVE, ELLIOTT**  
Timekeeper  
WSYR, Syracuse, N. Y.

**GRAHAM, JAMES**  
WISV, Viroqua, Wis.

**GRAHAM, JERRY**  
KVNC, Winslow, Ariz.

**GRAHAM, JOHNNY**  
KIT, Yakima, Wash.

**GRAHAM, LARRY**  
KENT, Shreveport, La.

**GRAJALES, FRANCISCO**  
Latin American Hour  
KSOX, Raymondville, Tex.

**GRAMS, STAN J.**  
WBEL, Leesburg, Fla.

**GRANGER, JIM**  
WPGC, Washington, D. C.

**GRANT, BILLY**  
Teen Time  
WPRY, Perry, Fla.

**GRANT, JOE**  
WAKR, Akron, Ohio

**GRAY, ALLEN**  
WCBS, New York, N. Y.

**GRAY, CLAUDE**  
WDAL, Meridian, Miss.

**GRAY, DICK**  
KRUX, Phoenix, Ariz.

**GRAYSON, GENE**  
Nightbeat  
WJOC, Jamestown, N. Y.

**GREEN, HAL**  
WBLEF, Bellefonte, Pa.

**GREENE, CHARLES L.**  
Big Saul  
WCRY, Macon, Ga.

**GREER, BILL**  
Evening Serenade  
WNDB, Daytona Beach, Fla.

**GREER, CHARLIE**  
Top O' the Morning  
WAKR, Akron, Ohio

**GREGG, GEORGE**  
KSO, Des Moines, Iowa

**GREGORY, BOB**  
KTUL, Tulsa, Okla.

**GREGORY, BOB**  
WGEZ, Beloit, Wis.

**GREGORY, KERM**  
The Clockwatchers  
WAEB, Allentown, Pa.

**GRIFFITH, HERMAN**  
Record Caravan  
KGFJ, Los Angeles, Calif.

**GRIGSBY, TOM**  
Hillbilly Hit Corral  
KUAM, Agana, Guam

**GRIMES, JOHN**  
WGBS, Miami, Fla.

**GRIMSLEY, JOE**  
Farm Show  
WJOT, Lake City, S. C.

**GRISWOLD, JAN**  
WIMS, Michigan City, Ind.

**GROSS, ALAN**  
KSRC, Socorro, N. M.

**GROSS, RON**  
WADC, Akron, Ohio

**GROSS, TONY**  
Daily Almanac  
WBAW, Barnwell, S. C.

**GULDAGER, MIKE**  
Music Man  
KERG, Eugene, Ore.

**GUNDERSON, LYELL**  
KRNY, Kearney, Neb.

**GUNN, FRANK**  
KFH, Wichita, Kan.

**GUNN, JOHNNY**  
KOMY, Watsonville, Calif.

**GUNTER, HARDROCK**  
WWVA, Wheeling, W. Va.

**GUSEMAN, CARL**  
My Favorite Opera  
KVNU, Logan, Utah

**GUYETTE, NELSON**  
WOLF, Syracuse, N. Y.

**GWYNN, EASY**  
WIBC, Indianapolis, Ind.

**— H —**

**HACK, GEORGE**  
WBOC, Salisbury, Md.

**HAIST, DICK**  
KSJO, San Jose, Calif.

**HAKES, DAN**  
Night Watch  
KAGR, Yuba City, Calif.

**HALE, BOB**  
WMAF, Springfield, Ill.

**HALE, CECIL**  
WZIP, Cincinnati, Ohio

**HALE, CHARLIE**  
1570 Bandstand  
WPTW, Piqua, Ohio

**HALE, MONTE**  
90-Tonite  
WEPM, Martinsburg, W. Va.

**HALE, PHIL**  
WKNB, New Britain-Hartford, Conn.

**HALE, SAMMY**  
WYDE, Birmingham, Ala.

**HALEY, PAT**  
WMCK, McKeesport, Pa.

**HALL, BILL**  
Where Jive is Live  
WGEE, Indianapolis, Ind.

**HALL, FRED**  
KVEN, Ventura, Calif.

**HALL, MEL**  
Rolling Home  
KDEO, El Cajon, Calif.

**HALL, PATRICK**  
1320 Club  
KWHN, Fort Smith, Ark.

**HALL, RAY**  
WEAV, Plattsburgh, N. Y.

**HALL, REX**  
Karnival  
KRES, St. Joseph, Mo.

**HALL, THOM**  
WVJS, Owensboro, Ky.

**HALLOCK, DON**  
KGHF, Pueblo, Colo.

**HAMILTON, DALE**  
Top Thirty  
KWEB, Rochester, Minn.

**HAMMOND, DAVE**  
WCSH, Portland, Me.

**HAMOD, BUD**  
WCNT, Centralia, Ill.

**HANA, CHUCK**  
KVOL, Lafayette, La.

**HANAN, ED**  
WFUN, Huntsville, Ala.

**HANCOCK, HUNTER**  
KGFJ, Los Angeles, Calif.

**HANNA, AL**  
KLVT, Levelland, Tex.

**HANSON, CHARLIE**  
WISN, Milwaukee, Wis.

**HANSON, KEN**  
KFRE, Fresno, Calif.

**HARDWICK, WADE**  
730-K Rauch  
KBLR, Goodland, Kan.

**HARDY, CARROLL**  
WEBR, Buffalo, N. Y.

**HARDY, JOHN**  
KSAN, San Francisco, Calif.

**HARPER, JIMMIE**  
WMBR, Jacksonville, Fla.

**HARPER, TOMMY**  
WMBR, Jacksonville, Fla.

**HARRINGTON, BILL**  
Nightbeat  
WCLT, Newark, Ohio

**HARRIOTT, JIM**  
Rhapsody  
WFLA, Tampa, Fla.

**HARRIS, DEAN**  
Best on Wax  
KTCB, Malden, Mo.

**HARRIS, DEAN**  
WHEN, Syracuse, N. Y.

**HARRIS, FROSTY**  
KRLA, Los Angeles, Calif.

**HARRIS, HAL**  
KRCT, Houston, Tex.

**HARRIS, JOE**  
KMMO, Marshall, Mo.

**HARRIS, MARK**  
WGSM, Huntington, N. Y.

**HARRIS, RUSS**  
Uncle Ed's Gang  
KAHI, Auburn, Calif.

# RADIO-TV DISC JOCKEYS

## HARRISON, HARRY

B. Sept. 20, 1933; Chicago, Ill.; Musicaster, WCFL, WBCZ, WPCO, WTVH-TV, WMCA

## HARRISON, HENKA

Gospel Songs  
WFMC, Goldsboro, N. C.

## HARRY, JIM

WLDJ, Jacksonville, Ill.

## HARVEY, RON

KFIZ, Fond du Lac, Wis.

## HARVISTON, KEN

KNEI, Brady, Tex.

## HARWOOD, BRIAN

Green Mt. Ballroom  
WDEV, Waterbury, Vt.

## HASKAY, RICHARD

Randy-go Round  
WRIG, Warsaw, Wis.

## HAWKINS, STEVE

Melody Go Round  
WHEL, Lexington, Va.

## HAYES, BRUCE

KFWB, Los Angeles, Calif.

## HAYES, RICHARD

WCBS, New York, N. Y.

## HAYMES, BOB

WRCA, New York, N. Y.

## HAYNES, DICK

KIAC, Los Angeles, Calif.

## HAYNES, PHIL

KZOK, Prescott, Ariz.

## HAYWARD, BRUCE

KMOX, St. Louis, Mo.

## HECKENDORN, MILES

WJUN, Mexico, Pa.

## HELLER, RALPH

Hi-Fi Panorama  
WLAG, LaGrange, Ga.

## HELVEY, DON

KNEZ, Lompoc, Calif.

## HENDERSON, HANK

KGBC, Galveston, Tex.

## HENDERSON, LARRY

Coke Hi-Fi Club  
KGBC, Galveston, Tex.

## HENDERSON, RAY

KUKO, Post, Tex.

## HENDRICKS, STAN

Top 75  
WGAD, Gadsden, Ala.

## HENDRIX, JERRY

KLRA, Little Rock, Ark.

## HENDRIX, VAN

KSPA, Nacogdoches, Tex.

## HENEGAR, HAL

Music for Adults  
KTOW, Oklahoma City, Okla.

## HENNESSEE, BILL

Saturday Frolic  
WSIR, Durham, N. C.

## HENNESSEY, BILL

WTIC, Hartford, Conn.

## HENY, DAN

WDAP, Kansas City, Mo.

## HENRY, JULES

Hospitality Time  
WEEL, Fairfax, Va.

## HENRY, LORRAN

Record Room  
KDMO, Hilo, Hawaii

## HEPLER, BRIAN

Nite Train  
KRLC, Lewiston, Ida.

## HERLBY, ED

WRCA, New York, N. Y.

## HERRING, BUCK

KEWB, San Francisco-Oakland, Calif.

## HERRON, FRANK

Frantic Frank Show  
KXLY, Spokane, Wash.

## HESTER, VERN

Melody Marie  
WLYC, Williamsport, Pa.

## HESTERMAN, BILL

KNAK, Salt Lake City, Utah

## HEAT, JACK

KPRK, Livingston, Mont.

## HICKEY, BILL

Time Keeper Show  
WBEI, Pittsfield, Mass.

## HICKMAN, BILL

Tops in Pops  
KSNB, Cedar City, Utah

## HICKOK, BILL

WPTK, Albany, N. Y.

## HICKS, CAP

Sundial  
WRGA, Rome, Ga.

## HIGGINS, TOM

AWCA, Gary, Ind.

## HILDEBRANDT, DICK

KDIX, Dickinson, N. D.

## HILL, BAYNE

Pays to Listen  
WJAF, Decatur, Ala.

## HILL, BRENT

Penthouse Party  
WMSU, Columbia, S. C.

## HILL, MARVIN

WGOG, Wauhatchie, S. C.

## HILL, SAM

KPDA, Amarillo, Tex.

## HILMER, GLENN

WOME, Brunswick, Me.

## HOAG, DAVE

WWNR, Rochester, N. H.

## HOBERT, DAVE

KITN, Olympia, Wash.

## HOHL, FRED

Mayhem in AM  
WAM-E, Miami, Fla.

## HOLIDAY, DOC

KOPA, Yuma, Ariz.

## HOLIDAY, SONNY

WOKS, Columbus, Ga.

## HOLLAND, DONN

WBIS, Bristol, Conn.

## HOLLAND, HARRY

KJAX, Santa Rosa, Calif.

## HOLLAND, MAX

Sound Track  
WZEP, De Funiak Springs, Fla.

## HOLLER, CARL

WKAN, Kankakee, Ill.

## HOLLIDAY, BOB

WIBC, Minneapolis, Minn.

## HOLLIDAY, JOHNNY

WBK, Cleveland, Ohio.

## HOLLINGSWORTH, DON

Musical Clock  
WHCB, Cookeville, Tenn.

## HOLLOWAY, BOB

WCRK, Corinth, Miss.

## HOLMAN, PHIL

KFIT, Klamath Falls, Ore.

## HOLMES, BOB

WISH, Indianapolis, Ind.

## HOLMES, DICK

WILM, Wilmington, Del.

## HOLT, DICK

KIDD, Monterey, Calif.

## HOLT, JIM

WIZ, Boston, Mass.

## HOOKER, TED

Ebony Hit Parade  
WGTM, Wilson, N. C.

## HOPKINS, ART

Melody-Go-Round  
WELS, Kingston, N. C.

## HOPKINS, ROLAND

WLOB, Portland, Me.

## HOPSON, DON

KLRA, Little Rock, Ark.

## HORN, JIMMY

Bytham Room  
WMAG, Forest, Miss.

## HORNING, GALE

Teen-Time  
WATT, Cadillac, Mich.

## HOSKINS, JACK

Morning Coffee  
WHLN, Harlan, Ky.

## HOUGH, JOHN STUART

WRNB, New Bern, N. C.

## HOVER, FREEMAN

KEYZ, Wilhinton, N. D.

## HOWARD, JOE

WCHB, Inkster, Mich.

## HOWARD, MARC

WMBD, Peoria, Ill.

## HOWARD, TOBE

WLOU, Louisville, Ky.

## HOWARD, TOM

Night Beat  
WLCX, La Crosse, Wis.

## HOWELL, WAYNE

WRCA, New York, N. Y.

## HOWSER, DON

Just Music  
WMAK, Nashville, Tenn.

## HUBBARD, BILL

Tempo for Teenagers  
WMTL, Louisville, Ky.

## HUBBARD, EDDIE

WGN, Chicago, Ill.

## HUGH, IVOR

WCCC, Hartford, Conn.

## HUGHES, EDWARD

WSCR, Scranton, Pa.

## HUME, ROD

Musie on the Go  
KVOS, Bellingham, Wash.

## HUNDLEY, JERRY

KRFS, Superior, Neb.

## HUNT, JOHN

Record Party  
WBSU, Hartsville, S. C.

## HUNTER, AL

Musical Roller Coaster  
WESB, Bradford, Pa.

## HUNTER, DAN

The Early Bird  
WFDF, Flint, Mich.

## HUNTER, HED

Rock Pile  
WKCB, Berlin, N. H.

## HURST, FRANK E.

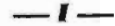
All Star Quartet Hour  
WTRP, LaGrange, Ga.

## HURST, JULIAN P.

The Hive of Five  
WTRP, LaGrange, Ga.

## HUSSON, RAYMOND

WWNR, Beckley, W. Va.



## IMEL, DAN

Special Events  
WCHB, Anderson, Ind.

## INGRAM, DAN

KBOX, Dallas, Tex.

## IRWIN, CHARLES

Night Watch  
WBHL, Ocean, N. Y.

## ISLEY, JIM

Chocolate Jam  
WBBB, Burlington, N. C.

## IVORY, REG

Dixieland  
WTAL, Tallahassee, Fla.



## JACKS, PAT

WONA, Winona, Miss.

## JACKSON, BILL

Downbeat  
KLUE, Longview, Tex.



**JACKSON, BRANT**  
 WTOR, Torrington, Conn.

**JACKSON, CLARENCE**  
 Hymn Time  
 WCAY, Cayce-Columbia, S. C.

**JACKSON, JERRY**  
 Jerry-Go-Round  
 KINT, El Paso, Tex.

**JACKSON, MAURICE**  
 WTVN, Columbus, Ohio

**JACKSON, SANDY**  
 KOIL, Omaha, Neb.

**JACKSON, TED**  
 WRCV, Philadelphia, Pa.

**JACOBS, BILL**  
 Teen Time  
 KVEG, San Luis Obispo, Calif.

**JACOBS, RON**  
 KPOI, Honolulu, Hawaii

**JAMES, JOHN**  
 Tumbleweed Tempos  
 KDDD, Dumas, Tex.

**JAMES, NORMAN**  
 Spins & Needles  
 WDEV, Waterbury, Vt.

**JARVIS, AL**  
 KFWB, Los Angeles, Calif.

**JAY, JOHN**  
 Land of Dreams  
 WJQS, Jackson, Miss.

**JAY, LARRY**  
 WPAW, Pawtucket, R. I.

**JAYE, RONNIE**  
 Best by Request  
 WUSJ, Lockport, N. Y.

**JEROME, DAVE**  
 Music Box Revue  
 WEXL, Royal Oak, Mich.

**JERVE, JOE**  
 WKBZ, Muskegon, Mich.

**JIMINES, CLAUDIO**  
 KEVT, Tucson, Ariz.

**JOBS, JIM**  
 1520 Albums  
 KGOB, Portland, Ore.

**JOHNSON, BOB**  
 KICK, Springfield, Mo.

**JOHNSON, BRADLEY**  
 WTCN, Minneapolis, Minn.

**JOHNSON, DEANE**  
 KWMT, Fort Dodge, Iowa

**JOHNSON, DICK**  
 WMTE, Manistee, Mich.

**JOHNSON, DON**  
 WRLY, Springfield, Ohio

**JOHNSON, DOUG**  
 KBYR, Anchorage, Alaska

**JOHNSON, IRWIN**  
 Earlyworm  
 WBNS, Columbus, Ohio

**JOHNSON, JERRY**  
 Songs of Faith  
 KPAM, Portland, Ore.

**JOHNSON, MARVIN**  
 Wake Up Time  
 WHLN, Harlan, Ky.

**JOHNSON, RICHARD**  
 WLOB, Portland, Me.

**JOHNSON, TED**  
 WTAC, Flint, Mich.

**JOHNSON, TOM**  
 Dancing in the Dark  
 WGAU, Athens, Ga.

**JOHNSTON, HUGH**  
 WBBW, Youngstown, Ohio

**JOHNSTON, JIM**  
 KREM, Spokane, Wash.

**JONES, BUZZ**  
 Clockwatcher  
 KOOL, Phoenix, Ariz.

**JONES, DON**  
 WWWG, Hornell, N. Y.

**JONES, E. RODNEY**  
 Mad Lad  
 KXLW, St. Louis, Mo.

**JONES, JAY**  
 Coffee Club  
 KTUL, Tulsa, Okla.

**JONES, JIM**  
 Midnight Flyer  
 KASK, Ontario, Calif.

**JONES, JIM**  
 WTAX, Springfield, Ill.

**JONES, LEW**  
 KAJI, Little Rock, Ark.

**JONES, WILLYE**  
 KAKC, Tulsa, Okla.

**JONES, W. W.**  
 Music for Adults  
 KTOW, Oklahoma City, Okla.

**JORDAHL, BERNHARD**  
 WKAN, Kaukaakee, Ill.

**JORDAN, LEE**  
 WCBS, New York, N. Y.

**JOYCE, ED**  
 WCBS, New York, N. Y.

**JUDGE, CHUCK**  
 Choice Not Chance  
 KATL, Miles City, Mont.

**— K —**

**KALOMEER, BOB**  
 WNOR, Norfolk, Va.

**KARANT, MARTIN**  
 Housewife Serenade  
 WKPT, Kingsport, Tenn.

**KARVER, WALLY**  
 Nightcap  
 WILK, Wilkes-Barre, Pa.

**KASEM, CASEY**  
 WJW, Cleveland, Ohio

**KASSIK, RON**  
 Turntable Caravan  
 KALV, Alva, Okla.

**KATZ, BARRY**  
 TNT Revue  
 WITY, Danville, Ill.

**KAY, FRED**  
 Camel Jockey Caravan  
 KAAA, Kingman, Ariz.

**KAYE, GENE**  
 The Clockwatchers  
 WARB, Allentown, Pa.

**KAYE, TOMMY**  
 WSEN, Baldwinsville, N. Y.

**KEATHLEY, HAMPTON**  
 Hamp 'n Eggs  
 KTRR, Luftkin, Tex.

**KEATING, BILL**  
 WSTN, St. Augustine, Fla.

**KEATING, TOM**  
 WBRV, Boonville, N. Y.

**KEEF, BARNEY**  
 KEX, Portland, Ore.

**KELLER, BUDDY**  
 KAPP, Petaluma, Calif.

**KELLER, DEAN**  
 WCOY, Columbia, Pa.

**KELLER, FRANK K.**  
 1050 Club  
 WBRG, Lynchburg, Va.

**KELLY, BOB**  
 WKIX, Raleigh, N. C.

**KELSEY, DALLAS**  
 KGGF, Coffeyville, Kan.

**KEMERY, DALE**  
 WARK, Hagerstown, Md.

**KEMP, DICK**  
 KFJZ, Ft. Worth, Tex.

**KENDRICK, JIM**  
 KWTO, Springfield, Mo.

**KENNEDY, BOB**  
 WOLF, Syracuse, N. Y.

**KENNEDY, DON**  
 WELB, Greensburg, Pa.

**KENNEY, JOE**  
 Music Box  
 WGFJ, Covington, Ga.

**KENNISON, DAN**  
 KABR, Aberdeen, S. D.

**KENNY, CHUCK**  
 KKRIS, Pittsburg, Calif.

**KENSLEY, BILL**  
 Top Pops  
 WCHO, Washington, Ohio

**KENT, HERB**  
 Cool Gent Show  
 WBEE, Chicago, Ill.

**KENT, RODGER**  
 WTCN, Minneapolis, Minn.

**KERNS, ERNIE**  
 WOCH, North Vernon, Ind.

**KEYES, CHARLES**  
 Dance Party  
 WMLF, Pineville, Ky.

**KIETH, BILL**  
 Top 23  
 KCRC, Enid, Okla.

**KIETH, RONNIE**  
 Club 1230  
 KRXX, Rexburg, Ida.

**KIKER, DAVE**  
 Hours of Good Listening  
 KORA, Bryan, Tex.

**KING, CHUCK**  
 WTAD, Quincy, Ill.

**KING, DEL**  
 KBHM, Branson, Mo.

**KING, JIM**  
 Pushbutton I  
 WJDX, Jackson, Miss.

**KING, SHORTY**  
 WSIG, Mt. Jackson, Va.

**KING, VERN**  
 WABR, Orlando, Fla.

**KIRKWOOD, JOHN**  
 Quest  
 KBOL, Boulder, Colo.

**KLAVAN & FINCH**  
 WNEW, New York, N. Y.

**KNEISLER, CHUCK**  
 KYSN, Colorado Springs, Colo.

**KNIGHT, DICK**  
 WGBB, Freeport, N. Y.

**KNIGHT, FRED**  
 WAVY, Norfolk, Va.

**KNIGHT, JACK**  
 WSOC, Charlotte, N. C.

**KNIGHT, JOE**  
 Melody Ballroom  
 WFBR, Baltimore, Md.

**KNIGHT, LANCE**  
 WJBW, New Orleans, La.

**KNIGHT, SID**  
 WAM-E, Miami, Fla.

**KNUTH, JACK**  
 Knight Beat  
 WSUM, St. Joseph, Mich.

**KOBAK, ED**  
 WBIA, Augusta, Ga.

**KOPP, LEE**  
 KSJO, San Jose, Calif.

**KORTE, ODELL**  
 WMOK, Metropolis, Ill.

**KOTT, KEN**  
 Koffee Klub  
 WMTE, Manistee, Mich.

**KRAFT, LARRY**  
 Coffee Call  
 RTMC, McAlester, Okla.

**KRAUSE, ROBERT**  
 WRSW, Warsaw, Ind.

**KRELL, FRED**  
 WSGW, Saginaw, Mich.

**KULT, ERV**  
 WFHR, Wisconsin Rapids, Wis.

**KULZ, BOB**  
 Halifax Music Hall  
 WROD, Daytona Beach, Fla.

**KUNKLE, JERRY**  
 WKY, Oklahoma City, Okla.

**KUNSAK, JOHN**  
 KILE, Galveston, Tex.

**KUSHLER, DAVE**  
 Sunriser  
 WKNX, Saginaw, Mich.



# RADIO-TV DISC JOCKEYS

## — L —

**LaBARR, TED**  
Hospitality Time  
WEEL, Fairfax, Va.

**LaBOE, ART**  
KPOP, Los Angeles, Calif.

**LAUCK, SAM**  
Good Neighbor Show  
EGEN, Tulare, Calif.

**LACY, JACK**  
Listen to Lacy, WINS, N. Y.

**LAEFLER, GENE**  
KWHL, Breckham, Tex.

**LaLIBERTE, ROGER**  
Request Parade  
WWRL, West Warwick, R. I.

**LAMB, MAGANN**  
Teen Time Parade  
KMUL, Midshore, Tex.

**LAMBER, BUCK**  
KRCC, Prineville, Ore.

**LAMONT, EARL**  
KYSM, Mangato, Minn.

**LANCASTER, JOHN**  
WCEH, Hawkinsville, Ga.

**LANDERS, BOB**  
WNEW, New York, N. Y.

**LANGDOE, JIM**  
Moonlight Serenade  
WTMA, Charleston, S. C.

**LANGE, JERRY**  
KXLY, Spokane, Wash.

**LAPP, DON**  
Breakfast with BUZ  
WBUZ, Fredonia, N. Y.  
WDOE, Dunkirk, N. Y.

**LARSEN, BILL**  
KVOX, Moorhead, Minn.

**LARSEN, BOB**  
WRIT, Milwaukee, Wis.

**LARVENZ, LARRY**  
WARR, Fort Pierce, Fla.

**LASCHELLE, JOHN**  
WGR, Buffalo, N. Y.

**LASSITER, BILL**  
WZYX, Cowan, Tenn.

**LATTO, LEW**  
WEBC, Duluth, Minn.

**LAUBL, PAUL**  
Roseland Revue  
WPEP, Taunton, Mass.

**LAURIS, TED**  
WTVB, Coldwater, Mich.

**LAUTEK, BURL**  
WCRA, Ellingham, Ill.

**LAWRENCE, GENE**  
Patio Party  
WDSU, New Orleans, La.

**LAWRENCE, KEN**  
KDLB, Detroit Lakes, Minn.

**LAWRENCE, LEN**  
WTAO, Boston, Mass.

**LAWSON, ELISHA**  
Hotfoot Club  
WELS, Kingston, N. C.

**LAZARE, JACK**  
WNEW, New York, N. Y.

**LeBLANCE, PAUL**  
Ballroom  
WFCB, Berlin, N. H.

**LeCOUNT, BOB**  
WCBY, Cheboygan, Mich.

**LEE, BOB**  
WFIN, Findlay, Ohio

**LEE, BUD**  
Shack of Wax  
KSLD, Sidney, Neb.

**LEE, JIMMY**  
KLMS, Lincoln, Neb.

**LEHR, BILL**  
KENY, Bellingham, Wash.

**LEIGH, BUCK**  
WTRC, Elkhart, Ind.

**LEONARD, BILL**  
WCBZ, New York, N. Y.

**LESLIE, DON**  
1460 Hop  
WOCH, North Vernon, Ind.

**LESTER, GEORGE**  
KOWH, Omaha, Neb.

**LEWIS, DEAN**  
WBNS, Columbus, Ohio

**LEWIS, TOM**  
WCSI, Columbus, Ind.

**LEWIS, TOM**  
KBRC, Mount Vernon, Wash.

**LIGHTING, LES**  
After Hours  
KROX, Crookston, Minn.

**LILES, BOB**  
Hillbilly Time  
WPLK, Rockmart, Ga.

**LINDAHOOD, RON**  
WDBJ, Roanoke, Va.

**LINDEMANN, BUD**  
WLAY, Grand Rapids, Mich.

**LINDNER, VINCE**  
WOND, Pleasantville, N. J.

**LINGER, JERRY**  
WDXJ, Chaitanooga, Tenn.

**LINKS, HAL**  
RTW, Seattle, Wash.

**LINN, SAM**  
KHKI, Honolulu, Hawaii

**LIT, HY**  
Flight 99  
WIBC, Philadelphia, Pa.

**LITTEK, J. ROBERT**  
Bobalong Show  
KEED, Springfield, Ore.

**LITTLE, BILL**  
WTVL, Waterville, Me.

**LITTLE, BUD**  
Top 100 Countdown  
KVOZ, Laredo, Tex.

**LOCKARD, MURRAY**  
Evening in Hi-Fi  
KRAM, Portland, Ore.

**LOCKWOOD, DON**  
KRSC, Othello, Wash.

**LOERKE, WAYNE**  
KFJL, Klamath Falls, Ore.

**LOTESNESS, RAY**  
KSOO, Sioux Falls, S. D.

**LOGAN, LUCKY**  
KYA, San Francisco, Calif.

## LOHMAN, ALFRED E., JR.

B. Jan. 15, 1933, Sioux City, Iowa; Al Lohman Jr. Show, WABC, New York

**LONDON, MARK**  
WBAY, Hartford-New Britain, Conn.

**LONG, SHORTY**  
WHUM, Reading, Pa.

**LORENZ, DON**  
WJUN, Mexico, Pa.

**LOVE, SHURLEY**  
Juke Box Review  
WOAY, Oak Hill, W. Va.

**LOVELACE, DON**  
WAGY, Forest City, N. C.

**LOVETT, DON**  
WJAM, Marion, Ala.

**LOWE, BRAD**  
KCLX, Colfax, Wash.

**LOWE, JIM**  
WRCA, New York, N. Y.

**LOWRY, BILL**  
Kaleidoscope  
KVOO, Tulsa, Okla.

**LUCAS, BEN**  
Talk of the Town  
WRGA, Rome, Ga.

**LUCIER, JIM**  
Dinner Date with Music  
WNAB, Munising, Mich.

**LUCIER, ROD**  
Music Box  
KVOX, Moorhead, Minn.

**LUCK, GIL**  
WTRC, Sanford, Fla.

**LUDDY, BILL**  
KXRX, San Jose, Calif.

**LUNDELL, ART**  
KVPD, Fort Dodge, Iowa

**LUTCHER, RUBBER**  
Cooling Shack  
KAOK, Lake Charles, La.

**LUTHER, DAVID**  
WBTM, Danville, Va.

**LYMAN, DAVE**  
Lee Bandstand  
WLEE, Richmond, Va.

**LYNCH, WILLIAM G.**  
KDBS, Alexandria, La.

**LYNN, BOB**  
WSSB, Crestview, Fla.

**LYNN, FRANK**  
WKKO, Cocoa-Cape Canaveral, Fla.

**LYNN, FRED**  
Platter Time  
KWTO, Springfield, Mo.

**LYONS, BOBBY**  
WQAM, Miami, Fla.

## — Mc —

**McADAM, JOHN**  
Coffee Time  
KRKC, King City, Calif.

**McANULTY, BOB**  
KLIQ, Portland, Ore.

**McCARTY, JON**  
Record Rack  
KFBB, Great Falls, Mont.

**McCLANE, PETE**  
KWMT, Fort Dodge, Iowa

**McCLATCHEY, ARNIE**  
The Big Beat  
KPVA, Camas, Wash.

**McCLELLAN, DON**  
Good Neighbor Time  
WCHK, Canton, Ga.

**McLENDON, RAY**  
Hillbilly Express  
WAYU, Albertville, Ala.

**McCORMACK, FRANK**  
Homeward Bound  
WHWB, Rutland, Vt.

**McCORMICK, LARRY**  
Reveille Rock  
KGFJ, Los Angeles, Calif.

**McCoy, RON**  
KLAC, Los Angeles, Calif.

**McCoy, SID**  
The Real McCoy  
WGES, Chicago, Ill.

**McULLOCH, J. E.**  
Coffee Klub  
KLAN, Cordova, Alaska

**McDANIEL, GRANT**  
RIT, Yakima, Wash.

**McDONALD, MARY ANN**  
KNIT, Abilene, Tex.

**McDONNELL, BILL**  
RQTY, Everett, Wash.

**McELLATTON, DAVE**  
KCBS, San Francisco, Calif.

**McFARLIN, JOE**  
Dawn Patrol  
WDSM, Superior, Wis.

**McGARVIN, DICK**  
KIDO, Boise, Ida.

**McGEE, GIL**  
Night Train  
KWAL, Osburn, Ida.

**McGINNIS, PAT**  
Matinee Melodies  
KHEM, Monticello, Ark.

**McGRATH, DOUG**  
KFIZ, Fond du Lac, Wis.

- McGRAW, DAN**  
WRR, Dallas, Tex.
- McGRAW, DON**  
WBLU, Salem, Va.
- McGUIRE, CHARLES**  
WOPI, Bristol, Tenn.
- McINROY, SAM**  
1490 Club  
WNET, Wellsboro, Pa.
- McINTIRE, CARL**  
KLAC, Los Angeles, Calif.
- McKEE, BOB**  
WAKE, Atlanta, Ga.
- McKEEHAN, BOB**  
KAIR, Tucson, Ariz.
- McKINNEY, JOHNNY**  
KBGX, Dallas, Tex.
- McLAIN, BILL**  
KAKE, Wichita, Kan.
- McLAUGHLIN, OLE RED**  
WOWL, Florence, Ala.
- McLEAN, DOUG**  
Bandstand  
WPKY, Frankfort, Ky.
- McLEAN, PHIL**  
WERE, Cleveland, Ohio
- McLELLAN, BILL**  
KWYK, Farmington, N. M.
- McLELLAND, BUD**  
Top 50  
KDMS, El Dorado, Ark.
- McMILLAN, CHUCK**  
Merry-go-round  
KROX, Crookston, Minn.
- McNALLEY, PAUL**  
WFGM, Fitchburg, Mass.
- McPHERSON, CLYDE**  
WROB, West Point, Miss.
- McQUAY, CARL**  
KFPW, Fort Smith, Ark.
- McREE, JIM**  
WFLK, Rockmart, Ga.
- McROBERTS, EARL**  
KSON, San Diego, Calif.
- M —**
- MacALLISTER, BILL**  
KEAP, Fresno, Calif.
- MacCAULLY, CHUCK**  
KGDN, Edmonds, Wash.
- MacDONALD, NORMAN**  
Hi-Fi Interludes  
KUEQ, Phoenix, Ariz.
- MacDONALD, SANDY**  
WIDE, Biddeford-Saco, Me.
- MACE, MAX**  
Kitchen Klatter  
WESC, Greenville, S. C.
- MacGREGOR, BUDDY**  
KXOK, St. Louis, Mo.
- MACK, BILL**  
Night Scene  
KXYZ, Houston, Tex.
- MacKAY, BOB**  
The Man from Manomet  
WBET, Brockton, Mass.
- MAGGARD, DEAN**  
Night Watch  
WLBK, Bowling Green, Ky.
- MacKELVIE, ARTHUR R.**  
KZUN, Spokane, Wash.
- MAGNUS, JOHN**  
KGFJ, Los Angeles, Calif.
- MAHAFFEY, BOB**  
KSIG, Crowley, La.
- MAHONEY, BILL**  
WHYL, Carlisle, Pa.
- MANDEL, SID**  
Musicana  
KPOK, Scottsdale, Ariz.
- MANN, RAY**  
WPAC, Patchogue, N. Y.
- MANNING, TURNER**  
WRRF, Washington, N. C.
- MANSFIELD, BILL**  
Morning Hit Parade  
WGGG, Gainesville, Fla.
- MANUEL, CLAY**  
KVCL, Winnfield, La.
- MAPEL, ROY**  
Listening Post  
KIML, Gillette, Wyo.
- MARCEL, LOU**  
WCCM, Lawrence, Mass.
- MARGGRAFF, NORMAN**  
Fritz the Plumber  
WMLL, Milwaukee, Wis.
- MARINO, JACK**  
Step Lively  
WDOF, Burlington, Vt.
- MARKWELL, DON**  
DM in the AM  
WCOV, Montgomery, Ala.
- MARLOW, JOE**  
WBOF, Virginia Beach, Va.
- MARLOWE, BILL**  
WMAY, Springfield, Ill.
- MARLOWE, BILL**  
WILD, Boston, Mass.
- MARR, BILL**  
WDVH, Gainesville, Fla.
- MARSHALL, PERRY**  
WEFP, Pittsburgh, Pa.
- MARTELL, WALT**  
Music Hall  
KTOE, Mankato, Minn.
- MARTIN, ALEX**  
King Bee Show  
WBEE, Chicago, Ill.
- MARTIN, BOB**  
KRDG, Redding, Calif.
- MARTIN, BOB**  
KUSN, St. Joseph, Mo.
- MARTIN, CHIP**  
KLIK, Jefferson City, Mo.
- MARTIN, FRANK**  
Breakfast Time  
WJET, Erie, Pa.
- MARTIN, HAL**  
Clockwatcher  
WJOC, Jamestown, N. Y.
- MARTIN, LARRY**  
WJAR, Providence, R. I.
- MARTIN, JOE**  
Breakfast Bandstand  
WOW, Omaha, Neb.
- MARTIN, SAM**  
KJBS, San Francisco, Calif.
- MARTIN, TED**  
The Breakfast Nook  
KUEQ, Phoenix, Ariz.
- MARTINEZ, JUAN**  
KABQ, Albuquerque, N. M.
- MARTZ, BOB**  
Fabulous '59  
WSPD, Toledo, Ohio
- MASON, JERRY**  
WRLY, Springfield, Ohio
- MASON, MARY**  
Tunes for Teens  
KERV, Kerrville, Tex.
- MASON, MIKE**  
Lobster Line  
WPST, Caribou, Me.
- MASON, NEAL**  
Curley Haired Kid Show  
WPGC, Washington, D. C.
- MASTERS, JOHN**  
WKEN, Dover, Del.
- MASTIN, RON**  
WMST, Mt. Sterling, Ky.
- MATHIS, BOB**  
Pop Music time  
WRAJ, Anna, Ill.
- MATHIS, JERRY**  
1490 Melody Lane  
KBRO, Brenterton, Wash.
- MATHIS, TOM**  
Music 'Til Dawn  
WISH, Indianapolis, Ind.
- MATTHEWS, PAT**  
Rise & Smile  
WLYN, Lynn, Mass.
- MAUNEY, RICH**  
Tom Cat  
WCGC, Belmont, N. C.
- MAWYER, DICK**  
WAFC, Staunton, Va.
- MAXWELL, BOB**  
WWJ, Detroit, Mich.
- MAY, DAVE**  
WGSB, Ephrata, Pa.
- MAY, MIKE**  
WSET, South Bend, Ind.
- MAY, ROY**  
KRIC, Beaumont, Tex.
- MAYER, GEORGE**  
Music Mayor  
WLEC, Sandusky, Ohio
- MAYES, TOM**  
WBGH, Bowling Green, Ky.
- MAYHEW, FRANK**  
Parade of Hits  
KVEC, San Luis Obispo, Calif.
- MAYHUGH, BILL**  
WOL, Washington, D. C.
- MAYNARD, DAVE**  
WBZ, Boston, Mass.
- MEAD, JIM**  
WPAC, Patchogue, N. Y.
- MELICHAPP, BUD**  
Bandstand Matinee  
WGRO, Lake City, Fla.
- MELTON, JIM**  
Sugar 'n Spice  
WKMF, Flint, Mich.
- MELTZER, AL**  
WBRR, Buffalo, N. Y.
- MENDENHALL, DICK**  
Off the Record  
WWIT, Canton, N. C.
- MENDINE, MARTIN**  
KTUX, Pueblo, Colo.
- MERCADO, GERMAN**  
WHL, Mayaguez, P. R.
- MERCER, BILL**  
The Burner  
WNJR, Newark, N. J.
- MERCER, KENNY**  
WMPJ, Daytona Beach, Fla.
- MERCER, WALLY**  
Rockin with BOP  
WBOP, Pensacola, Fla.
- MERCHANT, BILL**  
WTRU, Muskegon, Mich.
- MERCHANT, WOODY**  
Old Dominion Jamboree  
WPRW, Manassas, Va.
- MERONEY, RON**  
WBHQ, Memphis, Tenn.
- MERRITT, DICK**  
Homeward Bound  
WWRI, West Warwick, R. I.
- METKO, MIKE**  
Mikes Mad Pad  
KENE, Toppenish, Wash.
- METZ, MIKE**  
KYSN, Colorado Springs, Colo.
- MEYER, MIKE**  
Best in Pops  
KRVN, Lexington, Neb.
- MEYERS, IRV**  
1260 Record Club  
WBNR, Beacon, N. Y.
- MEYERS, MARY**  
Coffee Club  
KBMO, Benson, Minn.
- MIDDLETON, BOB**  
WQXI, Atlanta, Ga.
- MIKELL, GENE**  
Operation Music  
WCHK, Canton, Ga.
- MILLER, BILL**  
WMET, Miami Beach, Fla.
- MILLER, DAN**  
KOOK, Billings, Mont.
- MILLER, ED**  
WDOV, Dover, Del.
- MILLER, GARRY**  
Homeward Bound  
WTOL, Toledo, Ohio
- MILLER, HAL**  
WSEN, Baldwinsville, N. Y.

# RADIO-TV DISC JOCKEYS

**MILLER, HARVEY**  
Wake up Time  
WRSW, Warsaw, Ind.

**MILLER, HARVEY**  
W.A.A.T., Trenton, N. J.

**MILLER, HOWARD**  
WMAQ, Chicago, Ill.

**MILLER, JERRY**  
KONO, San Antonio, Tex.

**MILLER, JOE**  
WTTT, Lewisburg, Pa.

**MILLER, LYNN**  
KBSN, Los Alamos, N. M.

**MILLER, ROSS**  
WTH, Hartford, Conn.

**MILLER, WIL**  
Night Pabonama  
WSOY, Decatur, Ill.

**MINEO, RAY**  
Old Commuter  
WSTC, Stamford, Conn.

**MINK, ALAN**  
WWIZ, Lornin, Ohio

**MIRCOS, GUS**  
KJMO, Longmont, Colo.

**MITCHELL, MIKE**  
KCLV, Clovis, N. M.

**MITCHELL, DICK**  
KELA, Centralia-Chehalis,  
Wash.

**MITCHELL,  
FRED J.**  
B. March 12, 1923, Elwood City,  
Pa.; Hitch with Mitch, WOHO

**MOFFATT, TOM**  
Uncle Tom's Cabin  
KPOL, Honolulu, Hawaii

**MOLINE, JOHN**  
KJGA, Arizona, Iowa

**MOLLISON, CRAIG**  
KWHQ, Salt Lake City, Utah

**MONACO, DICK**  
KCAP, Helena, Mont.

**MONROE, LARRY**  
KRIO, McAllen, Tex.

**MONROE, ROGER**  
Record Review  
WSIV, Pekin, Ill.

**MONTGOMERY, FERRY**  
KFAM, St. Cloud, Minn.

**MONTS, JIM**  
WELO, Tupelo, Miss.

**MOODY, JOHN**  
Rock n Roll Rhythm Time  
WYTH, Madison, Ga.

**MOON, GENE**  
Music for Pleasure  
WWUC, Bremen, Ga.

**MOORE, HARVEY, JR.**  
Morning Madness  
WSTL, Eminence, Shelbyville,  
Ky.

**MOORE, RONALD**  
Royal Coachmen  
KPOD, Anchorage, Alaska

**MOORE, WILLIAM D.**  
Dance Hour  
WRHL, Rock Hill, S. C.

**MORAN, DICK**  
KNFW, Spokane, Wash.

**MORELLS, KENNETH J.**  
Breakfast with Woody  
WDDY, Gloucester, Va.

**MOREY, DON**  
Dancing Party  
KSEK, Pittsburg, Kan.

**MORGAN, BOB**  
KAJL, Little Rock, Ark.

**MORGAN, LANE**  
980 Club  
WITY, Danville, Ill.

**MORGAN, ROBERT**  
Coffee Club  
WBOP, Pensacola, Fla.

**MORRIS, ED**  
Relaxation Time  
WFST, Caribon, Me.

**MORRISON, BOB**  
KRRZ, Freeport, Tex.

**MORRISON, RUD**  
Nightbeat  
WMAB, Marquette, Mich.

**MORROW, BRUCE**  
B. October 13, 1935; WINS,  
WNYC, WEVD, ZBM & ZBM-TV;  
Radio & TV Bermuda; WPIX,  
WABD-TV

**MORSE, GARY**  
WRIN, Kingsport, Tenn.

**MORSON, LES**  
WNLC, New London, Conn.

**MORTON, JACK**  
Jack's Wax  
KMO, Tacoma, Wash.

**MORTON, JAY**  
WMIK, McKeesport, Pa.

**MOTT, MAX**  
KSEL, Lubbock, Tex.

**MOUNTEER, JOHN**  
WTRY, Troy, N. Y.

**MOWBRAY, JOHN W.**  
KASY, Auburn, Wash.

**MULLICAN, CHUCK**  
Musical Chuck  
WBMC, McMinnville, Tenn.

**MULVHILL, JOE**  
WFTL, Ft. Lauderdale, Fla.

**MUNDT, PAUL B.**  
Commuter's Club  
KOOL, Phoenix, Ariz.

**MUNI, SCOTT**  
WMCB, New York, N. Y.

**MUNN, DAN**  
Shawense  
WVNS, Statesboro, Ga.

**MURPHY, BILL**  
Sunday Sunshine  
KPYA, Camas, Wash.

**MURPHY, JACK**  
WRUN, Union, N. Y.

**MURRAY, DON**  
Tops of the Morning  
WDLG, Athens, Ga.

**MURRAY, DUB**  
Downbeat  
KJUE, Loneview, Tex.

**MURRAY, HAL**  
KDWB, St. Paul, Minn.

**MURRAY, JOHNNY**  
WQXI, Atlanta, Ga.

**MUSCARE, ED**  
KENO, Las Vegas, Nev.

**MYERS, IMOGENE**  
WTTL, Madisonville, Ky.

**MYERS, JACK**  
Nightwatch  
WSAL, Logansport, Ind.

**MYERS, PETE**  
WKEW, New York, N. Y.

## — N —

**NAGLE, JAY**  
WCAY, Cayce-Columbia, S. C.

**NAKAI, RAYMOND**  
Grand Canyon Sunrise Serenade  
KCLS, Flagstaff, Ariz.

**NASH, MURI**  
KTTR, Rolla, Mo.

**NAUGHT, VERNE**  
Knot Hole Gang  
KOPR, Batte, Mont.

**NEER, CHUCK**  
Chuck's Wagon  
WIAM, Williamston, N. C.

**NEER, ROGER**  
KGGE, Coffeyville, Kan.

**NEURLING, WALLY**  
WIRE, Indianapolis, Ind.

**NEILSON, BIG ED**  
WSET, Glens Falls, N. Y.

**NEILX, JIM**  
KBRC, Mount Vernon, Wash.

**NEILSON, DON**  
WQUA, Moline, Ill.

**NESBIT, BILL**  
Little Club  
WAEF, Pittsburgh, Pa.

**NEUBAUER, VON**  
Music in Hi-Fi  
KHZ, Ottumwa, Iowa

**NEWLAND, BILL**  
KSEM, Moses Lake, Wash.

**NEWSOME, GIL**  
KWRK, St. Louis, Mo.

**NIMBLE, JACK B.**  
KJAX, Santa Rosa, Calif.

**NIXON, GENE**  
KNOE, Monroe, La.

**NOE, BEN**  
KCLV, Clovis, N. M.

**NOEL, DICK**  
WCBS, New York, N. Y.

**NOLAN, TOM**  
WOLA, Ann Arbor, Mich.

**NORDINE, JOHN**  
Morning Express  
WADP, Kane, Pa.

**NORELL, GENE**  
Big Record Show  
WRIG, Wausau, Wis.

**NORFLEET, JOE**  
Jolly Joe Show  
WJAK, Jackson, Tenn.

**NORMAN, BILL**  
Polka Party  
WCHO, Washington, D. C.

**NORMAN, HAL**  
KFDL, Beaumont, Tex.

**NORMAN, RUSS**  
Album Show  
KTIJ, Seattle, Wash.

**NORRIS, BOB**  
WDVH, Gamesville, Fla.

**NYE, LOUIS**  
KLAC, Los Angeles, Calif.

## — O —

**OAKLEY, JERRY**  
Skycastle  
WCOG, Greensboro, N. C.

**O'BRIEN, BILL**  
Evening Serenade  
WDRF, Chester, Pa.

**O'DELL, MAURICE**  
The Dagger O'Dell Show  
WGOG, Walthalla, S. C.

**O'HARA, BOB**  
WOOD, Grand Rapids, Mich.

**OLESON, DOUG**  
KBKW, Aberdeen, Wash.

**O'NEIL, JIM**  
Happy Irishman  
KEED, Springfield, Ore.

**O'NEILL, JERRY**  
KWIP, Merced, Calif.

**O'NEILL, JIMMY**  
KRLA, Los Angeles, Calif.

**O'REILLY, JACK**  
WPEI, Philadelphia, Pa.

**ORTEN, JIM**  
Mister Music  
WVJS, Owensboro, Ky.

**OSBORNE, DON**  
KQEO, Albuquerque, N. M.

**OSBORNE, ED**  
WWRJ, White River Junction,  
Vt.

**OSBORNE, JACK**  
WFRX, West Frankford, Ill.

**OSBORNE, LEE**  
KBUR, Burlington, Iowa

**OSBORNE, THOMAS**  
WBAR, Bartow, Fla.

# RADIO-TV DISC JOCKEYS

**OSBORNE, WILEY**  
KNOC, Natchitoches, La.  
**OVERTON, JOE**  
WMAK, Nashville, Tenn.  
**OVERTON, TOM**  
KFDM, Beaumont, Tex.  
**OWEN, BILL**  
WLW, Cincinnati, Ohio  
**OWENS, GARY**  
KEWB, San Francisco-Oakland, Calif.

## — P —

**PADRON, LONNIE**  
WTTR, Sanford, Fla.  
**PAINE, BILL**  
Musical Merry-go-round  
WBEC, Pittsfield, Mass.  
**PALEN, JIM**  
OK Ballroom  
WOKZ, Alton, Ill.  
**PALLAN, ART**  
KDKA, Pittsburgh, Pa.  
**PALMA, LORENZO**  
KEVT, Tucson, Ariz.  
**PALMER, BILL**  
Brite Side  
WSBB, New Smyrna Beach, Fla.  
**PALMER, HELEN**  
KURA, Moab, Utah  
**PALMER, JIM**  
WPEO, Peoria, Ill.  
**PAPCUN, GEORGE**  
Starlight Serenade  
KOLD, Tucson, Ariz.  
**PAPPAS, JIM**  
WALL, Middletown, N. Y.  
**PARKER, ROY**  
KRUN, Ballinger, Tex.  
**PARKS, C. MICHAEL**  
KGRO, Gresham, Ore.  
**PARMER, BUD**  
WETU, Wetumpka-Montgomery, Ala.  
**PARROTT, EVAN**  
Party Line  
WKCT, Bowling Green, Ky.  
**PARSONS, BARRY**  
Nite Beat  
WLEU, Erie, Pa.  
**PARSONS, JOHNNY**  
WKIP, Poughkeepsie, N. Y.  
**PARTRIDGE, DICK**  
WNEW, New York, N. Y.  
**PARTRIDGE, DON**  
WMOX, Meridian, Miss.  
**PATANE, JEAN**  
Swinging Down the Lane  
KCHV, Indio-Coachella, Calif.  
**PATE, JERRY**  
Platter Party  
WCRE, Cheraw, S. C.  
**PATRICK, GEORGE**  
Private File  
KXEL, Waterloo, Iowa  
**PATRICK, JACK**  
New, Nice and Novel  
WFEA, Manchester, N. H.  
**PAUL, CHUCK**  
KYON, Napa, Calif.  
**PAUL, LARRY**  
KGON, Portland, Ore.  
**PAUL, NICK**  
KLAC, Los Angeles, Calif.  
**PAUL, VINCEL**  
Night Sounds  
KWNO, Winona, Minn.  
**PAULEY, RICH**  
Gulf Coast Serenade  
WFLA, Tampa, Fla.  
**PAWLAK, TONY**  
Music Market  
WASK, Lafayette, Ind.  
**PAYNE, BRUCE**  
WENN, Birmingham, Ala.  
**PAYNE, TED**  
KJOY, Stockton, Calif.

**PEACE, EVERETT**  
WISP, Kinston, N. C.  
**PEARSON, BOB**  
Dawnbeat  
KENS, San Antonio, Tex.  
**PEDERSON, JIM**  
KHOG, Fayetteville, Ark.  
**PEELEE, JERRY**  
The Best on Wax  
WWEQ, Laurinburg, N. C.  
**PELLETIER, GEORGE**  
Musical Tidbits  
WFAU, Augusta, Ga.  
**PEMBROKE, JOHN**  
Underground Sounds  
WOKC, Charleston, S. C.  
**PENNEWELL, RALPH**  
Platter Party  
WBOC, Salisbury, Md.  
**PERRY, BOB**  
WCKR, Miami, Fla.  
**PERRY, DON**  
WABI, Bangor, Me.  
**PERRY, CHARLES**  
WNAG, Grenada, Miss.  
**PERRY, JAY**  
KBYR, Anchorage, Alaska  
**PERRY, PORTIA**  
Jocko  
WDAS, Philadelphia, Pa.  
**PERRY, TOM**  
Nite Club  
WBCM, Bay City, Mich.  
**PERSON, ROD**  
KANO, Anoka, Minn.  
**PESHA, RON**  
KFPW, Fort Smith, Ark.  
**PETERSON, CHUCK**  
KSEM, Moses Lake, Wash.  
**PETERSON, RAYMOND**  
1450 Club  
KCLX, Colfax, Wash.  
**PETERSON, SKIP**  
KLIZ, Brainerd, Minn.  
**PEIFFER, RUDY**  
Music Man  
KERG, Eugene, Ore.  
**PHILLIPS, CHUCK**  
WEMP, Milwaukee, Wis.  
**PHILLIPS, HUGH**  
Platter Party  
KFAR, Fairbanks, Alaska  
**PHILLIPS, LEE**  
Masters of Music  
WGAC, Augusta, Ga.  
**PHILLIPS, RICK**  
WSTN, St. Augustine, Fla.  
**PHILLIPS, TERRY**  
KMGM, Albuquerque, N. M.  
**PHILLIPS, WALLY**  
WGN, Chicago, Ill.  
**PHIPPS, RAY**  
WSAV, Savannah, Ga.  
**PIATT, GENE**  
WOW, Omaha, Neb.  
**PICKEL, CHARLIE**  
WEAG, Alcoa, Tenn.  
**PINKSTON, CHUCK**  
Club 1570  
WEER, Warrenton, Va.  
**PIRKLE, JOHN**  
Say it with Music  
WLAR, Athens, Tenn.  
**PIRNE, DUNCAN**  
Cocktail Time  
WQXR, New York, N. Y.  
**PLATZ, GUS**  
KWIQ, Moses Lake, Wash.  
**PLEDGEE, DOUG**  
KNBC, San Francisco, Calif.  
**POLLACK, FRANK**  
KRLA, Los Angeles, Calif.  
**POLLARD, BILL**  
WETC, Wendell-Zebulon, N. C.  
**POLLOCK, KES**  
WIZZ, Streator, Ill.

**POLMAN, NORM**  
WNHC, New Haven, Conn.  
**PORTER, DON**  
Melody Time  
WOSC, Fulton, N. Y.  
**POST, WRAY**  
Sound Service  
KRGV, Weslaco, Tex.  
**POWELL, BILL**  
WAMO, Pittsburgh, Pa.  
**POWELL, JOHN**  
Teen Time  
WMNA, Gretna, Va.  
**POWERS, BOB**  
WGST, Atlanta, Ga.  
**POYNER, RICHARD**  
KGVJ, Greenville, Tex.  
**PRATHER, BOB**  
Record Ranch  
WMDC, Hazlehurst, Miss.  
**PRICE, JIM**  
KBON, Omaha, Neb.  
**PRICE, NORM**  
Western Jamboree  
KSTR, Grand Junction, Colo.  
**PRITCHARD, MARIE**  
WGTO, Cypress Gardens, Fla.  
**PRITCHARD, WAYNE**  
KSOO, Sioux Falls, S. D.  
**PRUITT, AL**  
WSBB, New Smyrna Beach, Fla.  
**PRUITT, AL**  
Sun Dial  
WDNC, Durham, N. C.  
**PYLE, JACK**  
WIP, Philadelphia, Pa.  
**PUGH, ARNIE**  
Request Time  
WKAL, Rome, N. Y.  
**PURRINGTON, JACK**  
560 Breakfast Club  
WQAM, Miami, Fla.

## — Q —

**QUACKENBUSH, LARRY**  
KPCK, Los Angeles, Calif.  
**QUAIN, TOM**  
WGRD, Grand Rapids, Mich.  
**QUAY, BILL**  
WMBS, Uniontown, Pa.  
**QUEEN, RON**  
WKTB, Paducah, Ky.  
**QUINN, LOUIS**  
KLAC, Los Angeles, Calif.  
**QUINTANA, VIRGINIA**  
El Fandango  
KFLJ, Walsenburg, Colo.

## — R —

**RADANT, KEN**  
Hall of Hits  
WBCH, Hastings, Mich.  
**RADKA, AL**  
KPRE, Fresno, Calif.  
**RAE, BOB**  
KPMC, Bakersfield, Calif.  
**KAIFORD, BOB**  
WSOG, Charlotte, N. C.  
**KALSTON, DAVE**  
WZYX, Cowan, Tenn.  
**KAMTREZ, JOE**  
Latin American Melodies  
KDZA, Pueblo, Colo.  
**RAMSEY, RAY**  
KREM, Spokane, Wash.  
**RANDAL, TED**  
KEWB, San Francisco-Oakland Calif.  
**RANDLE, BILL**  
WERE, Cleveland, Ohio  
**RANDOLPH, JIM**  
Champion Show Case  
KGFJ, Los Angeles, Calif.

# RADIO-TV DISC JOCKEYS

- RAVEY, JIM**  
Coffee Club  
KWRF, Warren, Ark.
- RAUER, CHARLES**  
WGCM, Gulfport, Miss.
- RAUSH, BOB**  
WGCM, Gulfport, Miss.
- RAY, DICK**  
WUPS, Taboro, N. C.
- RAY, FRED**  
KGOY, Santa Maria, Calif.
- READ, ED**  
WILL, Willimantic, Conn.
- READY, JOHN**  
ROBT, Grangeville, Ida.
- REARDON, RUSS**  
WARR, Winston-Salem, N. C.
- REED, DALE**  
Top Pops  
KASH, Eugene, Ore.
- REES, WALT**  
Early Bird Show  
KBCG, Corona, Calif.
- REEVES, BILLA**  
Clockwatchers  
WGN, Knoxville, Tenn.
- REID, BILL**  
WBLA, Salem, Va.
- REID, JIM**  
KRIS, Pittsburg, Calif.
- REILLY, JAMES**  
WISL, Shamokin, Pa.
- REILLY, JIM**  
WKEN, Dover, Del.
- REINERT, JEFFREY**  
P. M. Patterns  
WTSI, Hanover, N. H.
- RENO, ROGER**  
WJWB, New Orleans, La.
- RENWICK, CHUCK**  
WJW, Cleveland, Ohio.
- REYNOLDS, JACK**  
WKKO, Cocoa-Cape Canaveral, Fla.
- REYNOLDS, JACK**  
WSAI, Cincinnati, Ohio.
- RHEA, DON**  
KNDE, Aztec, N. M.
- RICARDO, RIC**  
Rock with Ric  
WGES, Chicago, Ill.
- RICE, JOHNNY**  
KLPW, Union, Mo.
- RICHARDS, DICK**  
WLSV, Wellsville, N. Y.
- RICHARDS, RICH**  
Record Hop  
WMBS, Uniontown, Pa.
- RICHARDS, STAN**  
WILD, Boston, Mass.
- RICHARDSON, BUTCH**  
WMST, Mt. Sterling, Ky.
- RICHARDSON, EARL**  
Let's Face It  
WASK, Lafayette, Ind.
- RICHARDSON, NED**  
WBTM, Danville, Va.
- RICHBOURG, JOHN**  
Record Parade  
WLAC, Nashville, Tenn.
- RIDDLE, ALAN**  
Mature  
WESC, Greenville, S. C.
- RILEY, DICK**  
Afternoon Concert  
KRE, Berkeley, Calif.
- RILEY, DON**  
KIRO, Seattle, Wash.
- RILEY, JOHN**  
WFBG, Altoona, Pa.
- RIPPY, GARY**  
The Music Rack  
KSPJ, Stillwater, Okla.
- RIVERA, ERNIE**  
Q. T. Show  
KVSP, Santa Fe, N. M.
- ROANE, TOM**  
Platter Party  
WJQS, Jackson, Miss.
- ROBERTS, BOB**  
WECL, Ft. Lauderdale, Fla.
- ROBERTS, DON**  
ROA, Denver, Colo.
- ROBERTS, JAY**  
Night Flight  
WJR, Detroit, Mich.
- ROBERTS, LARRY**  
1350 Club  
WCHI, Chillicothe, Ohio.
- ROBERTS, PAUL**  
Sandman Serenade  
WSPB, Sarasota, Fla.
- ROBERTS, SCOTT**  
WEAH, Alliance, Ohio.
- ROBERTS, STAN**  
WTRY, Troy, N. Y.
- ROBERTS, WALT**  
WBBH, Warren, Ohio.
- ROBERTSON, KEN**  
Kenny's Korner  
WCST, Berkeley Springs, W. Va.
- ROBINSON, BOB**  
WBCA, Bay Minette, Ala.
- ROBINSON, CARL**  
Best by Request  
KYOW, Littlefield, Tex.
- ROBINSON, DAVE**  
WFBH, Baltimore, Md.
- ROBINSON, LARRY**  
Platter Palace  
KWCL, Oak Grove, La.
- ROBINSON, RED**  
KGW, Portland, Ore.
- ROBINSON, ROCK**  
WHDQ, Orlando, Fla.
- RODDY, JIM**  
Night Flyer  
KSTB, Cedar City, Utah.
- ROGERS, ART**  
Yawn Patrol  
KWYN, Wynne, Ark.
- ROGERS, BILL**  
RedA, Amarillo, Tex.
- ROGERS, BILL**  
KEJZ, Ft. Worth, Tex.
- ROGERS, JOHN**  
Wake-up Time  
WRWJ, Selma, Ala.
- ROLLER, JOHN**  
KONI, Phoenix, Ariz.
- ROLLINS, BILL**  
Hi Parade  
WGGC, Belmont, N. C.
- ROLLINS, CLAP**  
KAMP, El Centro, Calif.
- ROLLINS, DON**  
Top Twenty  
WACT, Tusculooosa, Ala.
- ROSE, BILL**  
The Rose Room  
KAAA, Kingman, Ariz.
- ROSS, AL**  
Timekeeper  
WIC, Washington, D. C.
- ROSS, ED**  
WHLI, Wheeling, W. Va.
- ROSS, KEN**  
Noon Beat  
KENS, San Antonio, Tex.
- ROSS, LANSY**  
WCBS, New York, N. Y.
- ROSS, WALT**  
Walt's Wax Works  
KSRV, Ontario, Orz.
- ROSSEAN, MAX**  
Night Watch  
KNEB, Scottsbluff, Neb.
- ROSSI, BILL**  
Rise n' Shine  
WSAR, Fall River, Mass.
- ROULSTONE, TOM**  
Curlew Time  
WPEP, Taunton, Mass.
- ROUND, BILL**  
WMMT, McMinnville, Tenn.
- ROUNTREE, ROBERT**  
Wake-up  
WAAA, Winston-Salem, N. C.
- ROYANG, REX**  
KMU, Muskogee, Okla.
- ROY, DON**  
Top O' the Morning  
KDEP, Albuquerque, N. M.
- RUARK, ROBERT**  
Nifty Top Fifty  
KRAM, Agaña, Guam.
- RUCKER, JIM**  
Jim Dandy Show  
WLDF, Louisville, Ky.
- RUCKLE, BOB**  
Uncle Bob  
WBLA, Augusta, Ga.
- RIDD, SEARLE**  
Prize Platters  
KOLD, Tucson, Ariz.
- RUDDERMAN, EDDIE**  
Nitbeat  
WACL, Waycross, Ga.
- RUDDLE, DAVE**  
WGN, Knoxville, Tenn.
- RUDDY, RICHARD**  
RGGM, Albuquerque, N. M.
- RU MORE, DUKE**  
WSGN, Birmingham, Ala.
- RUNYON, CHARLES**  
WSAC, Ft. Knox, Ky.
- RUSK, JOHN**  
KBOL, Boulder, Colo.
- RUSNAK, BILL**  
WDWS, Champaign, Ill.
- RUSSELL, AL**  
WGL, Fort Wayne, Ind.
- RUSSELL, CHARLES**  
Midnight Rambler  
WTFP, Tupelo, Miss.
- RUSSELL, FRAN**  
WLVA, Lynchburg, Va.
- RYAN, DAN**  
WBWV, Youngstown, Ohio.
- RYAN, JIM**  
Record Shop  
WOLC, Port Jervis, N. Y.
- RYEL, FLOYD**  
WBBH, Warren, Ohio.
- RYLANDER, JOHN**  
Rockin' Lucky Show  
KSN, San Francisco, Calif.

— S —

- SADAR, DICK**  
KDIX, Dickinson, N. D.
- SAND, LES**  
WNTA, Newark, N. J.
- SANDS, JIM**  
Music Box Mature  
WPAU, Augusta, Me.
- SANDERS, BILL**  
WDXB, Chattanooga, Tenn.

# RADIO-TV DISC JOCKEYS

- SANFORD, RON**  
Record Room  
KIDO, Boise, Ida.
- SANTORA, MICKEY**  
WHLM, Bloomsburg, Pa.
- SAUNDERS, GARY**  
WBIR, Knoxville, Tenn.
- SAWYER, BUD**  
WORL, Boston, Mass.
- SAWYER, VERNE**  
Koffee Klatsch  
KENE, Toppenish, Wash.
- SCAFFE, WADE**  
WAUC, Wauchula, Fla.
- SCHELL, OLLIE**  
KNEW, Spokane, Wash.
- SCHIEFER, DAVE**  
WDOV, Dover, Del.
- SCHILLING, TERRY**  
KWYO, Sheridan, Wyo.
- SCHLADEMAN, DON**  
WIRE, Indianapolis, Ind.
- SCHMEER, BILL**  
The Record Room  
WAZL, Hazleton, Pa.
- SCHMIDT, BOB**  
Radio 1420  
WWSR, St. Albans, Vt.
- SCHOFIELD, JOHN**  
WSAU, Wausau, Wis.
- SCHUCHARD, RICK**  
KBOY, Medford, Ore.
- SCHWAN, SAM**  
KYNO, Fresno, Calif.
- SCOTT, DAVE**  
KPPC, Pasadena, Calif.
- SCOTT, DICK**  
WBKV, West Bend, Wis.
- SCOTT, HARRY**  
WSPR, Springfield, Mass.
- SCOTT, JOE**  
Coffee Shop  
WBRE, Wilkes-Barre, Pa.
- SCOTT, LARRY**  
KTNC, Falls City, Neb.
- SCOTT, LEE**  
WGSA, Ephrata, Pa.
- SCOTT, LLOYD A., JR.**  
WBAR, Bartow, Fla.
- SCOTT, MARTY**  
House of Records  
WTRL, Bradenton, Fla.
- SCOTT, PAUL**  
Make Mine Music  
WCCC, Hartford, Conn.
- SEGARRA, ISMAEL**  
WTHL, Mayaguez, P. R.
- SENICH, JIM**  
800 Radio Row  
WLAD, Danbury, Conn.
- SERGI, SHL**  
Record Revue  
WBVP, Beaver Falls, Pa.
- SERPICO, DAN**  
Coffee Break  
WOCB, West Yarmouth, Mass.
- SESSIONS, BUDDY**  
WEND, Baton Rouge, La.
- SEVITZ, BILL**  
Nifty 50 Club  
WVLD, Valdosta, Ga.
- SEXTON, BILL**  
Woman's World  
KDEF, Albuquerque, N. M.
- SHANKWEILER, GLEN**  
U-Name It  
WKOK, Sunbury, Pa.
- SHARP, JERRY**  
WATW, Ashland, Wis.
- SHARPE, JOHN**  
Night Beat  
WSTA, St. Thomas, V. I.
- SHAW, BOB**  
WACB, Kittanning, Pa.
- SHAW, DON**  
WAIR, Winston-Salem, N. C.
- SHELLEY, GLENN**  
KOIN, Portland, Ore.
- SHELTON, KEN**  
WEET, Richmond, Va.
- SHERIDAN, BILL**  
WICH, Norwich, Conn.
- SHERIDAN, PHIL**  
Rise & Shine  
WFIL, Philadelphia, Pa.
- SHERMAN, OWEN**  
Spinorama weelcnd  
KMAN, Manhattan, Kan.
- SHERWOOD, DON**  
KSFO, San Francisco, Calif.
- SHIELDS, BOB**  
Teen Time  
KTNC, Falls City, Neb.
- SHIELDS, TOM**  
Scrapbook  
WCDJ, Edenton, N. C.
- SHUMP, BERT**  
Turnabout  
WSAZ, Huntington, W. Va.
- SHIPLEY, RED**  
Impulse  
WPRW, Manassas, Va.
- SHORE, PETE**  
Shore Patrol  
WCAE, Pittsburgh, Pa.
- SHORE, SANDY**  
KCRG, Cedar Rapids, Iowa
- SHORT, JOE**  
KWFT, Wichita Falls, Tex.
- SHOUP, MILTON**  
Swingtime Srenade  
WCLT, Newark, Ohio
- SHRODE, NIKI**  
KSRC, Socorro, N. M.
- SHUMATE, LESLIE**  
Top Teu Time  
KRKK, Rexburg, Ida.
- SHUPERT, BILL**  
Shupert Alley  
WGBI, Scranton, Pa.
- SIDES, JOHN**  
WBYE, Calera, Ala.
- SIDOTE, SAM**  
Goodmorning from Goodrich  
WELC, Welch, W. Va.
- SIKES, JOE**  
KANE, New Iberia, La.
- SILK, DAN**  
Supper Party  
WHIZ, Zanesville, Ohio
- SILVA, BOB**  
KJCK, Junction City, Kan.
- SIMMONS, CALVIN**  
Teen Time  
WPRY, Perry, Fla.
- SIMMONS, JOE**  
Joe's Record Party  
KSML, Seminole, Tex.
- SIMONDS, RAY**  
WEIM, Fitchburg, Mass.
- SIMPSON, JOHNNY**  
WLCY, St. Petersburg, Fla.
- SIMS, HERB**  
KONI, Phoenix, Ariz.
- SIMS, SCOTT**  
Big Beat  
WMNI, Columbus, Ohio
- SINCLAIR, BOB**  
KTKT, Tucson, Ariz.
- SINGPIEL, DICK**  
Accent on Youth  
WKLK, Cloquet, Minn.
- SKAPURA, SKIP**  
Melody Time  
WADC, Akron, Ohio
- SKIDMORE, JACK**  
Night Watch  
WBKV, West Bend, Wis.
- SKINNER, CHARLES**  
WGAD, Gadsden, Ala.
- SKUBA, ALAN**  
Teen Time  
KSBW, Salinas, Calif.
- SLAGLE, SKIP**  
Pop Hits  
KNCY, Nebraska City, Neb.
- SLATTERY, JACK**  
WHAM, Rochester, N. Y.
- SLAWSON, JIM**  
KBRZ, Freeport, Tex.
- SLOCUM, KENT**  
Music on the Sunnyside  
KOTA, Rapid City, S. D.
- SMALL, JOHN**  
WOIA, Ann Arbor, Mich.
- SMALLS, TOMMY**  
Dr. Jive Show  
WWRL, New York, N. Y.
- SMALLWOOD, JIM**  
KRAK, Sacramento, Calif.
- SMITH, BARRY**  
KSO, Des Moines, Iowa
- SMITH, BEN**  
WMOK, Metropolis, Ill.
- SMITH, BILL**  
WHAR, Clarksburg, W. Va.
- SMITH, BOB**  
WCMI, Ashland, Ky.
- SMITH, BOBBY**  
KGVJ, Greenville, Tex.
- SMITH, ED**  
Wake up & live  
KTBB, Tyler, Tex.
- SMITH, GUY**  
KANS, Kansas City, Mo.  
KCKN, Kansas City, Kan.
- SMITH, HUGH**  
Music for Military and You  
KASK, Ontario, Calif.
- SMITH, JIM**  
Tunesmith Show  
KAOK, Lake Charles, La.
- SMITH, JOHNNY**  
KEOS, Flagstaff, Ariz.
- SMITH, KILGALON**  
WCNC, Elizabeth City, N. C.
- SMITH, MERWIN**  
Musical  
KLZ, Denver, Colo.
- SMITH, MILTON**  
WMBM, Miami Beach, Fla.
- SMITH, MONTY**  
KAIR, Tucson, Ariz.
- SMITH, RAY**  
Memory Matinee  
KHUB, Fremont, Neb.
- SMITH, RICHARD**  
Dick Stevens Show  
WBLL, Leesburg, Fla.
- SMITH, ROLLAND**  
Evensong  
WONG, Oneida, N. Y.
- SMITH, RUDY**  
WPAR, Parkersburg, W. Va.
- SMITH, SHEL**  
KMAN, Manhattan, Kan.

# RADIO-TV DISC JOCKEYS

- SMITH, STEVE**  
WLYN, Lynn, Mass.
- SMITH, THOM**  
WXYV, Pensacola, Fla.
- SNYDER, BOB**  
U-Name It  
WKOK, Sunbury, Pa.
- SOLANDER, GEORGE**  
Spinning Bandstand  
KGVO, Missoula, Mont.
- SOUTHWICK, TOREY**  
KMBC, Kansas City, Mo.
- SPAIR, BILL**  
WDEJ, Roundke, Va.
- SPANN, OWEN**  
KCBS, San Francisco, Calif.
- SPAULDING, DICK**  
Rise n' Shine  
WESJ, Lockport, N. Y.
- SPAULDING, NORM**  
WGES, Chicago, Ill.
- SPEARS, LEN**  
KRMD, Shreveport, La.
- SPECK, BARRELL**  
WANY, Albany, Ky.
- SECTOR, JACK**  
WPRO, Providence, R. I.
- SEEGLE, DAN**  
Top 'n' the Morning  
KSFA, Nacogdoche, Tex.
- SPENCER, STEWART**  
Nocturne  
WCSC, Charleston, S. C.
- SHIVAK, JOEL A.**  
KILT, Houston, Tex.
- SPOO, EDDY**  
WLEA, Hornell, N. Y.
- SRAGUE, DICK**  
Date with Dick  
WDEE, Huddford-Saco, Me.
- STAAB, JACK**  
KWON, Bartlesville, Okla.
- STAATS, WILLIE**  
Playhouse  
KWED, Seaside, Tex.
- STACK, JACK**  
WGRD, Grand Rapids, Mich.
- STAG, JOHN**  
WDCJ, Tarpon Springs, Fla.
- STAKELIN, BILL**  
WGOR, Lexington-Greentown, Ky.
- STALLINGS, JACK**  
WPNC, Plymouth, N. C.
- STAMPS, BILL**  
Basinets with Bill  
WGLE, Cleveland, Tenn.
- STAMZ, RICHARD**  
WGES, Chicago, Ill.
- STANGL, GARNET**  
WCAS, Gadsden, Ala.
- STANLEY, ART**  
WQUA, Moline, Ill.
- STANLEY, JIM**  
WCHL, Norwich, Conn.
- STANLEY, BILL**  
KICK, Springfield, Mo.
- STANLEY, JIM**  
WGH, Newport News, Va.
- STANT, JACK**  
WILM, Wheeling, W. Va.
- STARKEY, DALE**  
KVI, Seattle, Wash.
- STARLING, DAVID**  
Hit the Road  
RFL, Lags Branches, Calif.
- STARR, LONNY**  
WNBW, New York, N. Y.
- STEELE, BUD**  
Time Out  
WSTC, Stamford, Conn.
- STEELE, DON**  
KIAK, Jefferson City, Mo.
- STEERE, DAVE**  
KPHO, Phoenix, Ariz.
- STEFANO, MARK**  
KSTN, Stockton, Calif.
- STEGMAN, HERB**  
KBLR, Goodland, Kan.
- STEPHAN, BUD**  
WDEW, Westfield, Mass.
- STEPHENS, DOUG**  
KTLN, Denver, Colo.
- STERLING, JACK**  
WCBS, New York, N. Y.
- STERLING, VAN**  
Tele-Quest Time  
WEAM, Arlington, Va.
- STEVENS, AL**  
Great Albums of Music  
WAYE, Baltimore, Md.
- STEVENS, JIM**  
KASI, Ames, Iowa
- STEVENSON, ROSS**  
Radio 1420  
WWSR, St. Albans, Vt.
- STEWART, RUENELL**  
Ladies on Parade  
WPET, Greensboro, N. C.
- STIGERS, BARRY**  
Breakfast in Bedlam  
WSET, Glen Falls, N. Y.
- STILES, DANNY**  
The Katman  
WNJR, Newark, N. J.
- STITT, WAYNE**  
WUB, Kansas City, Mo.
- STORKE, DICK**  
KPKP, Bellevue, Wash.
- STONE, BUD**  
Town and Country  
KTTT, Tooele, Utah
- STONE, DAVE**  
KLIQ, Portland, Ore.
- STOVALL, JIM**  
KTEL, Walla Walla, Wash.
- STRADEK, TED**  
Sunlin' Time  
KRES, St. Joseph, Mo.
- STRATTON, RONALD**  
Bus Stop A.M.  
WHGR, Houghton Lake, Mich.
- STREET, TED**  
Afternoon Hit Parade  
WGGG, Gainesville, Fla.
- STRICKLAND, HERB**  
Musical Clock  
WACL, Waycross, Ga.
- STRUNK, GEORGE**  
Big Beat  
KHAS, Hastings, Neb.
- STUART, BUD**  
Rhythm Roundup  
KASH, Eugene, Ore.
- SUART, CHUCK**  
Car Parade  
WARA, Attleboro, Mass.
- STUART, GENE**  
WHOO, Orlando, Fla.
- STUDY, STEVE**  
Shades of Sunset  
WLEM, Emporium, Pa.
- STURGIS, JERRY**  
KAFP, Petaluma, Calif.
- SUBLETT, JOHN**  
Record Room  
KIMO, Hilo, Hawaii.
- SULLIVAN, CHUCK**  
WPIK, Alexandria, Va.
- SULLIVAN, JIM**  
WBYR, Waterbury, Conn.
- SULLIVAN, JOE**  
WMSR, Manchester, Tenn.
- SURREY, RED**  
WTAQ, LaGrange, Ill.
- SWAIM, DON**  
Open Line  
WSAZ, Huntington, W. Va.
- SWANSON, BYRON**  
Cascade Bandstand  
KLOG, Kelso, Wash.
- SWANSON, FRED**  
The Big Show  
WHAY, Hartford-New Britain, Conn.
- SWANSON, LOU**  
KNOE, Monroe, La.
- SWARTZ, ROBERT L.**  
KZUN, Spokane, Wash.
- SWINSON, BOBBY**  
Fiddlin' Time  
KCLW, Hamilton, Tex.

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- TAFF, JERRY**  
KWEL, Midland, Tex.
- TALLEY, JOHNNY**  
WENO, Nashville, Tenn.
- TALLEY, NORM**  
WJWS, South Hill, Va.
- TALLMAN, PAT**  
KRTA, San Antonio, Tex.
- TANNAHILL, GARY**  
Records in Review  
KPAN, Herford, Tex.
- TATE, JIM**  
Quintet Time  
WEKR, Fayetteville, Tenn.
- TAYLOR, DON**  
KUBA, Yuba City, Calif.
- TAYLOR, FRED**  
Saturday Night Dancing Party  
WBKP, Hendersonville, N. C.
- TAYLOR, JIM**  
Music at Night  
WKLV, Richmond, Ind.
- TAYLOR, JIM**  
WKAZ, Charleston, W. Va.
- TAYLOR, JOHN**  
WGTO, Cypress Gardens, Fla.
- TAYLOR, LEE**  
WINZ, Miami, Fla.
- TAYLOR, FLAS**  
WRKH, Rockwood, Tenn.
- TAYLOR, STEVE**  
KBIS, Bakersfield, Calif.
- TELLEZ, RUDY**  
KTSM, El Paso, Tex.
- TERMINE, JIM**  
Coffee Grand Show  
WDRP, Chester, Pa.
- TERRY, BILL**  
Town and Country KLCB  
KLCB, Salt Lake City, Utah
- TERRY, DON**  
WACB, Kittanning, Pa.
- TERRY, JACK**  
WRR, Dallas, Tex.
- THACKER, LOU**  
Steppin' Along  
WSIX, Nashville, Tenn.
- THOMALE, TINY**  
WHAS, Louisville, Ky.



**THOMAS, BILL**  
WDBQ, Dubuque, Iowa

**THOMAS, EARL**  
Rise & Shine  
WKNY, Kingston, N. Y.

**THOMAS, GLENN**  
WAFC, Staunton, Va.

**THOMAS, GORDON**  
Top o' the Morning  
WTMJ, Milwaukee, Wis.

**THOMAS, MIKE**  
KVEN, Ventura, Calif.

**THOMAS, ROBB**  
WEMP, Milwaukee, Wis.

**THOMPSON, DANNY**  
Winner's Circle  
WWIN, Baltimore, Md.

**THOMPSON, J. ALLEN**  
Houn' Dawg  
WCXY, Macon, Ga.

**THOMPSON, J. I.**  
WNOS, High Point, N. C.

**THOMPSON, RON**  
Top 40 Show  
KOMA, Oklahoma City, Okla.

**THOMPSON, STEVE**  
KPAN, Hereford, Tex.

**THORNTON, CAL**  
WCLA, Claxton, Ga.

**THORNTON, GEORGE**  
Dine n' Dance  
WSAR, Fall River, Mass.

**THORP, BILL**  
WBIC, Bay Shore, N. Y.

**THURMAN, JOHNNY**  
Record Rack  
KPEP, San Angelo, Tex.

**THURMAN, WALTER**  
Musical Clock  
WMBD, Peoria, Ill.

**TIDWELL, MARVIN**  
Night Beat  
WOWL, Florence, Ala.

**TILTON, BILL**  
KELA, Centralia-Chehalis,  
Wash.

**TINNEY, LOUIS**  
WWSC, Glens Falls, N. Y.

**TOLBY, BRIAN**  
WOOO, Deland, Fla.

**TOMIION, RON**  
Turntable Terrace  
WFLR, Dundee, N. Y.

**TOMPKINS, BILL**  
KRKS, Ridgecrest, Calif.

**TOOMBS, BOB**  
WOAP, Owosso, Mich.

**TORIN, SIDNEY**  
Midnight Jamboree  
WEVD, New York, N. Y.

**TORRANCE, TOM**  
Club 710  
WDSM, Superior, Wis.

**TOUGHTON, JOHN**  
Parade of Music  
WBIE, Marietta, Ga.

**TRAVIS, JIM**  
KFSA, Fort Smith, Ark.

**TREMAYNE, TONY**  
KYA, San Francisco, Calif.

**TRIMBLE, PHIL**  
Requestfully Yours  
KERV, Kerrville, Tex.

**TROSTLE, DEWEY**  
KARY, Prosser, Wash.

**TRUELOVE, OSCAR**  
Flatter Parade  
WLBA, Gainesville, Ga.

**TRUSSELL, CHARLEY**  
KXEL, Waterloo, Iowa

**TUCKER, JERRY**  
Sound Board  
WMFS, Chattanooga, Tenn.

**TUCKER, TOMMY**  
Early Risers  
WJAX, Jacksonville, Fla.

**TULEY, RAY**  
KGGM, Albuquerque, N. M.

**TURNAGE, BOB**  
WCRE, Cheraw, S. C.

**TURNER, DON**  
1st thru 19th  
KORA, Bryan, Tex.

**TURNER, GEORGE**  
Night Watch  
KICD, Spencer, Iowa

**TURRENTINE, BOB**  
The Wax Shack  
KLVT, Levelland, Tex.

**TYLER, BUD**  
WLBJ, Bowling Green, Ky.

**TYSON, DAVEY**  
WAMP, Pittsburgh, Pa.

— U —

**UNDERWOOD, JACK**  
WOWO, Fort Wayne, Ind.

**UPTON, REED**  
Rumpus Room  
WICC, Fairfield, Conn.

— V —

**VAIL, KIT**  
Call for Coffee  
WKTY, La Cross, Wis.

**VALLEY, NORMAN R.**  
Valley's Alley  
KFQD, Anchorage, Alaska

**VAN, JOE**  
CKLW, Detroit, Mich.

**VAN, RICK**  
Anaconda Man  
KOPR, Butte, Mont.

**VANCE, BILL**  
Nightwatch  
KILE, Galveston, Tex.

**VANCE, LARRY**  
KJOE, Shreveport, La.

**VAN OSS, JUKE**  
Clock Watcher  
WHTC, Holland, Mich.

**VAN ROY, BOB**  
Cascade Bandstand  
KLOG, Kelso, Wash.

**VAN SANDT, JOLI**  
WJOI, Florence, Ala.

**VAUSE, ALLEN**  
The Road Show  
WTSB, Lumberton, N. C.

**VEAL, JULIAN**  
Top 100  
WMVG, Milledgeville, Ga.

**VENTER, MEL**  
KNBC, San Francisco, Calif.

**VERLEY, MAC**  
Musical Clock  
KCAR, Clarksville, Tex.

**VEUM, BABE**  
Matinee  
KBMO, Benson, Minn.

**VIKEN, HOWARD**  
WCCO, Minneapolis-St. Paul,  
Minn.

**VINCENT, KENNY**  
WBRD, Bradenton, Fla.

**VOGT, ROGER**  
Hall of Sound  
WKTY, La Crosse, Wis.

**VOSS, BOB**  
Top 40 on 1340  
WROD, Daytona Beach, Fla.

— W —

**WAGER, CLINT**  
KEOS, Flagstaff, Ariz.

**WAGGONER, DON**  
Duke til' Dawn  
WCMI, Ashland, Ky.

**WAHL, JAMES K.**  
KCRA, Sacramento, Calif.

**WALDO, DWIGHT A.**  
KFLD, Floydada, Tex.

**WALKER, BILL**  
Bill's Bandstand  
WBCA, Bay Minette, Ala.

**WALKER, CHARLIE**  
RFD Texas & Hillbilly  
Houseparty  
KMAC, San Antonio, Tex.

**WALKER, DOUG**  
KLAD, Klamath Falls, Ore.

**WALKER, ED**  
Twilight Tunes  
WRC, Washington, D. C.

**WALKER, JIMMY**  
KIKI, Honolulu, Hawaii

**WALL, AL**  
Night Beat  
WLX, La Crosse, Wis.

**WALL, EDDIE**  
WHEO, Stuart, Va.

**WALLACE, JACK**  
On-the-night  
KTBC, Austin, Tex.

**WALLACE, RALPH**  
WTVL, Waterville, Me.

**WALLGREN, REX**  
KCPX, Salt Lake City, Utah

**WALSH, GORDEN**  
WHYL, Carlisle, Pa.

**WALTER, JULIUS**  
KOIN, Portland, Ore.

**WALTERS, BUCKEY**  
KMBC, Kansas City, Mo.

**WALTERS, RAY**  
Tempo  
WBLR, Batesburg, S. C.

**WALTERS, RAY**  
Best on Wax  
WOBT, Rhinelander, Wis.

**WALTERS, RONALD**  
KINS, Eureka, Calif.

**WALTERS, TOM**  
WEIR, Weirton, W. Va.

**WALTON, ART**  
Good Morning Show  
WBRC, Birmingham, Ala.

**WAMBACH, PETE**  
WGMB, Harrisburg, Pa.

**WARD, BILL**  
KGDN, Edmonds, Wash.

**WARD, DAVE**  
KYVA, Gallup, N. M.

**WARD, JAY**  
KFKF, Bellevue, Wash.

**WARE, RICCI**  
KTSA, San Antonio, Tex.



# RADIO-TV DISC JOCKEYS

- WARLICK, FRANK**  
Hi-Fi Club  
WKDX, Hamlet, N. C.
- WARNER, JEFF**  
Piano Show No. 1 & No. 2  
WOKL, Charleston, S. C.
- WARREN, BILL**  
1100 Club  
KRPL, Moscow, Ida.
- WARREN, DON**  
WOOD, Greenville, N. C.
- WAYNE, CLAUDE**  
Musical Monologue  
WSTL, Eminence-Shelbyville, Ky.
- WAYNE, DENNIS**  
WDM, Jackson, Mich.
- WEAVER, JOE**  
Penthouse Party  
WTOJ, Toledo, Ohio.
- WEBBER, BILL**  
WFFL, Philadelphia, Pa.
- WEBSTER, KURT**  
WAVY, Norfolk, Va.
- WELCH, DICK**  
WCBY, Cheboygan, Mich.
- WELLER, LARRY**  
KFMA, Davenport, Iowa.
- WELLS, BOB**  
WHAJ, Kansas City, Mo.
- WENAS, TOM**  
KPRK, Livingston, Mont.
- WERTZ, IRA**  
Platter Parade  
WRTA, Altoona, Pa.
- WESINGER, MERLE**  
KVIN, Vinita, Okla.
- WESTERN, LEE**  
KIOY, Des Moines, Iowa.
- WHALEN, TOM**  
WNEF, Binghamton, N. Y.
- WHEELER, DOC**  
Gospel Caravan  
WWRL, New York, N. Y.
- WHEELER, JOHN**  
WIDL, Olean, N. Y.
- WHITCOMB, MEL**  
WCME, Brunswick, Me.
- WHITE, DUANE**  
KMO, Tacoma, Wash.
- WHITE, JIM**  
KGHE, Pueblo, Colo.
- WHITEHEAD, BRUCE**  
Top of the Morning  
KROJ, Boise, Ida.
- WHITEHEAD, DAVID**  
Sounds in the Afternoon  
WHGR, Houghton Lake, Mich.
- WHITING, JIM**  
Early Worm  
WFLR, Dundee, N. Y.
- WHITTEN, WILL**  
WCSH, Portland, Me.
- WHITTIER, CHUCK**  
WLEK, Wilkes-Barre, Pa.
- WICKUS, BOB**  
WJEM, Valdosta, Ga.
- WILCOX, JOHNNY**  
KLZ, Denver, Colo.
- WILEY, R. C.**  
Pop Parade  
WJIM, Lewisburg, Tenn.
- WILKINS, JIM**  
KLGA, Alcona, Iowa.
- WILLIAMS, ANDY**  
Platter Parade  
KFLJ, Wraynaburg, Colo.
- WILLIAMS, BILL**  
KSLG, Crowley, La.
- WILLIAMS, BILL**  
WNEW, New York, N. Y.
- WILLIAMS, BILLA**  
Early Train  
WTMP, Tampa, Fla.
- WILLIAMS, CHARLES**  
Teen Time  
WKDX, Hamlet, N. C.
- WILLIAMS, DON**  
WKIX, Raleigh, N. C.
- WILLIAMS, DUANE**  
KDEX, Dexter, Mo.
- WILLIAMS, GLADYS**  
Dial-a-time  
KORC, Emd, Okla.
- WILLIAMS, JACKIE**  
KGYN, Gaymon, Okla.
- WILLIAMS, JOE**  
Caravan  
WSOY, Decatur, Ill.
- WILLIAMS, KAE**  
Six Lanelet  
WDAS, Philadelphia, Pa.
- WILLIAMS, PAUL**  
KROK, Tyler, Tex.
- WILLIAMS, RAY**  
Teen Time  
WHSC, Harrisville, S. C.
- WILLIAMS, WADE**  
WBOF, Virginia Beach, Va.
- WILLIAMSON, GEORGE**  
KLER, Orofino, Ida.
- WILSON, DOUG**  
WABA, Abbeville, S. C.
- WILSON, ED**  
KSD, St. Louis, Mo.
- WILSON, HARRY**  
KAKC, Tulsa, Okla.
- WILSON, JOHN**  
KRUX, Phoenix, Ariz.
- WILSON, KEN**  
WPLD, Atlanta, Ga.
- WINGARD, MIKE**  
WAXE, Vero Beach, Fla.
- WINKIE, DARRELL**  
KDEU, Decorah, Iowa.
- WINN, BILL**  
Luncheon Club  
WNSL, Bradford, Pa.
- WINSTANLEY, KEN**  
WJBO, Baton Rouge, La.
- WINTER, BILL**  
Breakfast with the Parson  
KHAM, Albuquerque, N. M.
- WINTER, PAUL**  
WXXZ, Detroit, Mich.
- WINTERS, DON**  
WBBQ, Augusta, Ga.
- WINTERS, JIM**  
WABJ, Bangor, Me.
- WOLF, FRED**  
WXYZ, Detroit, Mich.
- WOLFE, AL**  
WFBG, Altoona, Pa.
- WOLFE, JOHN**  
Hi-Fi Holiday  
KDEN, Denver, Colo.
- WOLFE, JOHN**  
KURY, Brookings, Ore.
- WOLFE, JOHN**  
1450 Housewives  
KRWK, Aberdeen, Wash.
- WOOD, BILL**  
KEWB, San Francisco-Oakland  
Calif.
- WOOD, DICK**  
WSPR, Springfield, Mass.
- WOOD, DICK**  
KDSX, Denison Sherman, Tex.
- WOOD, JAY B.**  
Time, Temp & Time  
WGBF, Evansville, Ind.
- WOOD, JIM**  
Showcase  
WJR, Detroit, Mich.
- WOODARD, KENNETH**  
WTOE, Spruce Pine, N. C.
- WOODS, JOHN**  
WHAM, Rochester, N. Y.
- WOODS, JOHNNA**  
WFTW, Ft. Walton Beach, Fla.
- WOOTEN, DEE**  
KURS, Midland, Tex.
- WORKMAN, JIM**  
KMEL, Wenatchee, Wash.
- WORKMAN, VAN W.**  
WATC, Wauchula, Fla.
- WORRELL, BLAINE**  
Pulsebeat  
KGB, San Diego, Calif.
- WRIGHT, BILL**  
Top o' the Mornin'  
WIBG, Philadelphia, Pa.
- WRIGHT, DAVE**  
WCSI, Columbus, Ind.
- WRIGHT, DAVE**  
Pushbutton One  
WIS, Columbia, S. C.
- WRIGHT, MARTHA**  
WBS, New York, N. Y.
- WRIGHT, WILL**  
KNAK, Salt Lake City, Utah.
- WRISLEY, JOHN**  
Hi-Fi Club  
WIS, Columbia, S. C.
- WUERTZ, ERROL**  
WJNC, Plymouth, N. C.
- WYNN, PAUL**  
Hi Parade  
WLBG, Laurens, S. C.

## — Y —

- YANCV, BILL**  
WCPK, College Park, Ga.
- YARNS, JOHN**  
Rhythm at Random  
WRWJ, Selma, Ala.
- YOUNG, AL**  
Matinee at WCMA  
WCMA, Corinth, Miss.
- YOUNG, JOHNNY**  
The Music Beat  
WABT, Tuskegee, Ala.
- YOUNG, STAN**  
KVOM, Morrilton, Ark.
- YUNKER, LLOYD**  
Classics  
KTEL, Walla Walla, Wash.

## — Z —

- ZAK, BILL**  
House of Sounds  
KTRH, Houston, Tex.
- ZIEGLER, BOB**  
Musical Miles  
WISL, Shamokin, Pa.
- ZERO, LOU**  
WICU, Erie, Pa.
- ZIEGLER, DICK**  
WFGM, Fitchburg, Mass.

# SPORTS COMMENTATORS

RADIO AND TELEVISION  
—their work during 1959

## — A —

**ABBOTT, CHARLES L.**  
WFHK, Pell City, Ala.

**ACKER, BOB**  
Flash-Back  
WLYN, Lynn, Mass.

**ACKERMAN, AL**  
WOOD, WOOD-TV, Grand Rapids, Mich.

**ADAMS, TONY**  
Sports Desk  
WCAX, Burlington, Vt.

**AGRE, EDDIE**  
KNOX, Grand Forks, N. D.

**AHMANN, MARK**  
KTV, Sioux City, Iowa

**ALBERTS, MAL**  
WIIIC, Pittsburgh, Pa.

**ALBRIDGE, KEN**  
Sports Page  
KFRU, Columbia, Mo.

**ALDRIDGE, L. JAY**  
WACR, Columbus, Miss.

**ALDRIDGE, MAHLON**  
KFRU, Columbia, Mo.

**ALEWINE, JIMMIE**  
WCOC, Cornelia, Ga.

**ALLAIN, ORREN**  
Sizing Up Sports  
WKAN, Kankakee, Ill.

**ALLAN, STAN**  
Sports Capsule  
WPAC, Patchogue, N. Y.

**ALLEN, CONNIE**  
WCNT, Centralia, Ill.

**ALLEN, MEL**  
B. 1915, Birmingham, Ala.; N. Y.  
Yankee season, training games,  
WMGM, WPIX (Home of Cham-  
pions Network) World Series,  
NBC Radio; Rose Bowl Game,  
Liberty Bowl Game, Jackpot  
Bowling Show, NBC-TV; Mike  
Wallace Interview, WNTA-TV

**ALLEN, TOMMY**  
WAJF, Decatur, Ala.

**ALLINGER, RALPH**  
WIBX, Utica, N. Y.

**ALLISON, DAN**  
WKY-TV, Oklahoma City, Okla.

**ALLISON, KEN**  
WANS, Anderson, S. C.

**AMBROSE, JOHN V.**  
WTAG, Worcester, Mass.

**AMON, C. DON**  
WMOD, Moundsville, W. Va.

**ANDERSON, AL**  
KGVO, Missoula, Mont.

**APPLE, BILL**  
KTHS, Little Rock, Ark.

**ARMENDARIZ, JOE O.**  
El Deportazo  
KIFN, Phoenix, Ariz.

**ARMSTRONG, STU**  
WAGA-TV, Atlanta, Ga.

**ARNOLD, DR. JOHN**  
WCWC, Ripon, Wis.

**ARRAGON, JACK**  
WPET, Greensboro, N. C.

**ARTHUR, FRANK**  
KYNO, Fresno, Calif.

**ARTHUR, HARRY**  
Sports Whirl  
KNDE-TV, Monroe, La.

**ATKINSON, DON**  
KBRO, Bremerton, Wash.

**AXELSON, JOE**  
WWNS, Statesboro, Ga.

## — B —

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAILEY, ED**  
KDXE, No. Little Rock, Ark.

**BAKER, BOB**  
KHVH, KHVH-TV, Honolulu,  
Hawaii

*Chris  
Schenkel*

**Sports Announcer**

**AL 4-7981**



# RADIO-TV SPORTS COMMENTATORS

- BAKER, PAUL**  
All Star Duckpin Bowling  
WHTT, Hartford, Conn.
- BAKER, PETE**  
WWIZ, Lorain, Ohio
- BALLARD, AL**  
WESY, Greenville, Miss.
- BALTER, SAM**  
KLAC, Los Angeles, Calif.
- BARBER, PHIL**  
KTRB, Modesto, Calif.
- BARNES, JAY**  
WJBO, Baton Rouge, La.
- BARNET, BOB**  
KYVA, Gallup, N. M.
- BARRETT, DENNY**  
WKBN, Youngstown, Ohio
- BARRIOS, JOSE**  
Momento Deportivo  
KLEB, San Antonio, Tex.
- BARRUS, GABBY**  
Sports Roundup  
KODI, Coak, Wyo.
- BARRIS, BOB**  
KNOR, Norman, Okla.
- BARRY, NORMAN**  
WNBO, Chicago, Ill.
- BASS, JIM**  
WIRM, Columbia, Tenn.
- BATES, GENE**  
Sports Parade  
KXOX, Raymondville, Tex.
- BATES, MARVIN R.**  
Spotlight on Sports  
WGDF, Evansville, Ind.
- BATTEN, JIM**  
Batten Breeze  
WFAI, Fayetteville, N. C.
- BAUMAN, BOB**  
WSAV-TV, Savannah, Ga.
- BAXTER, ED**  
Sports Hi-Lites  
KYNC, Winslow, Ariz.
- BEALE, GEORGE**  
WFSI, Haver, N. H.
- BECKER, GUS**  
KBOB, Bismarck-Mandan,  
N. D.
- BEBBE, NORMAN**  
WACT, Tuscaloosa, Ala.
- BEGLEY, MARTIN**  
WJOE, Port St. Joe, Fla.
- BELCHER, ROD**  
KVI, Seattle, Wash.
- BELL, ALLEN**  
KIT, Yakima, Wash.
- BELL, JOE**  
WVJS, Owensboro, Ky.
- BELOTE, WILLARD**  
WVLD, Vidalia, Ga.
- BENDER, BOB**  
Fishin' Clips  
WTRJ, Bradenton, Fla.
- BENDER, ED**  
KFAL, Fulton, Mo.
- BENDER, TOM**  
KDKA, Pittsburgh, Pa.
- BENEDICT, RUSS**  
WTVT, Tampa, Fla.
- BEVERIDGE, JACK**  
KOOL-TV, Phoenix, Ariz.
- BIBDRZYCKI, TOM**  
KATL, Miles City, Mont.
- BIGGERS, JIM**  
Sports Roundup  
WYTH, Madison, Ga.
- BILLINGS, BILL**  
WCDJ, Edmonton, N. C.
- BILFELP, LARRY**  
KFBC, KFBC-TV, Cheyenne,  
Wyo.
- BLAKE, TOMMY**  
KWH, Brenham, Tex.
- BLANTON, FRED**  
WAGY, Forest City, N. C.
- BLUE, IRA**  
RGO, San Francisco, Calif.
- BODA, LOU**  
WWL-TV, New Orleans, La.
- BODLEY, HAL**  
WDOV, Dover, Del.
- BOGGS, OTIS**  
WRUF, Gainesville, Fla.
- BOHNHOFF, ED**  
1020 Sports Club  
KILQ, Grand Forks, N. D.
- BOLAND, JOE**  
WSBT, WSBT-TV, South Bend,  
Ind.
- BOLLING, BILL**  
WAQE, Towson, Md.
- BOOTH, AUBREY**  
Sports in Review  
WDXL, Lexington, Tenn.
- BOBRIDGE, JOHN**  
KSEW, Sitka, Alaska
- BOSE, ERIC**  
WSAI, Cincinnati, Ohio
- BOWEN, BOB**  
WSAZ-TV, Huntington, W. Va.
- BOWEN, GENE**  
Sports Picture  
WDVB, Gainesville, Fla.
- BOWER, BOB**  
Sports Call  
WTHP, Charleston, W. Va.
- BOWERS, BLACKIE**  
Huntin' & Fishing Club  
RCNY, San Marcos, Tex.
- BOYLE, JOE**  
KXGO-TV, Fargo, N. D.
- BRADLEY, DON**  
RSL, Ames, Iowa
- BRADWAY, HARRY**  
WASK, Lafayette, Ind.
- BRADY, BUD**  
KNOC, Natchitoches, La.
- BRADY, JAY**  
KCSR, Chadron, Neb.
- BRANDT, JACK**  
WITZ, Jasper, Ind.
- BRANSOME, BILL**  
Sports Roundup  
WCAU, Philadelphia, Pa.
- BRATTIN, DICK**  
WOPJ, Bristol, Tenn.
- BRAZELL, JOHN**  
KFLY, Corvallis, Ore.
- BRESCIA, DICK**  
WDEW, Westfield, Mass.
- BRICKHOUSE, JACK**  
WGN, Chicago, Ill.
- BRIJT, TOM**  
WKIP, Poughkeepsie, N. Y.
- BROCK, ART**  
KPHO, Phoenix, Ariz.
- BROCKMAN, CHARLES**  
Deadline Sports  
WLW-I, Indianapolis, Ind.
- BRODE, BUDDY**  
WNAR, Norristown, Pa.
- BRODERS, SPANK**  
KXIC, Iowa City, Iowa
- BROOKS, BOB**  
KCRG, KCRG-TV, Cedar Rapids,  
Iowa
- BROOKS, FRED**  
KFDD-TV, Wichita Falls, Tex.
- BROOKS, NORMAN**  
WRCV, Philadelphia, Pa.
- BROWN, BILL**  
Wonderful World of Sports  
WVCC, Bremen, Ga.
- BROWN, BILL**  
WVKO, Columbus, Ohio
- BROWN, BO**  
KETX, Livingston, Tex.
- BROWN, BOB**  
WJER, Dover, Ohio
- BROWN, BOB**  
WBSC, Bennettsville, S. C.
- BROWN, BOB**  
KGOS, Torrington, Wyo.
- BROWN, FRED**  
WYTI, Rocky Mount, Va.
- BROWN, HANK**  
Sports in your Coffee Cup  
WALY, Herkimer, N. Y.
- BROWN, PETE**  
WKTU, Utica, N. Y.
- BROWN, RAYMOND**  
WHUB, Cookeville, Tenn.
- BROWN, WIN**  
WGGG, Gainesville, Fla.
- BRYAN, BILL**  
KTOK, Oklahoma City, Okla.
- BRYSOON, GEORGE**  
WLW, Cincinnati, Ohio
- HUCK, JACK**  
Cardinal Baseball Broadcasts  
KMOX, St. Louis, Mo.
- BUFFEL, FRANK**  
Neutral Corner  
WTCN, WTCN-TV, Minneapolis  
St. Paul, Minn.
- BURGER, DICK**  
Sports Desk  
KRCO, Prineville, Ore.
- BURGESS, JACK**  
Around the World of Sports  
WOSC, Fulton, N. Y.
- BURGMAN, HORST**  
Montana State Football &  
Basketball  
KXXL, Bozeman, Mont.
- BURNS, BIFF**  
On the Sidelines  
WCBK, Canton, Ga.
- BUTLER, JIM**  
Hawk Professional Basketball  
KMOX, St. Louis, Mo.

## — C —

- CAHILL, AL**  
WPTZ-TV, Plattsburgh, N. Y.
- CAIRNS, JAMES**  
WARR, Fort Pierce, Fla.
- CALDWELL, MERLE**  
KOTN, Pine Bluff, Ark.
- CALKINS, BRIAN K.**  
KASY, Auburn, Wash.
- CALO, DON**  
WDOK, Cleveland, Ohio
- CAMERON, GEORGE**  
Sports Page  
WDOT, Burlington, Vt.
- CAMERON, HOWARD**  
WIIWB, Rutland, Vt.
- CAMPANA, YINCE**  
Sports Whirl  
WLYC, Williamsport, Pa.
- CAMPBELL, BILL**  
WCAU, Philadelphia, Pa.
- CAMPBELL, JOHN**  
KXLL, Missoula, Mont.
- CAMPBELL, NENNIE**  
WJCK, McKeesport, Pa.
- CANE, LEN**  
WIRY, Plattsburgh, N. Y.
- CANTFORT, VAN**  
WAYV, WAVY-TV, Norfolk,  
Va.
- CANTON, AMY**  
WMBB, Umontown, Pa.
- CANTY, JOHN**  
WGGM, Lawrence, Mass.
- CAPALTO, RICHARD**  
WSTN, St. Augustine, Fla.
- CAREY, PAUL**  
WJR, Detroit, Mich.
- CARLKER, KEN**  
Sports Scoreboard  
KWTU, Oklahoma City, Okla.
- CARLSON, GEORGE**  
KLMS, Lincoln, Neb.
- CARLSON, ROBERT M.**  
The Sportsman  
KIRX, Kirksville, Mo.
- CARLTON, BOB**  
Sports Spotlight  
WJHL-TV, Johnson City, Tenn.
- CARMICHAEL, LES**  
KMOX-TV, St. Louis, Mo.

## RADIO-TV SPORTS COMMENTATORS

**CARPENTER, JOHNNY**  
KOLN, KOIN-TV, Portland, Ore.

**CARR, DICK**  
WCUE, Akron, Ohio

**CARROUTHERS, JACK**  
KKSJ, Dallas, Tex.

**CARSON, TOM**  
WJW, Cleveland, Ohio

**CARTER, ERNIE**  
KFAB, Fairbanks, Alaska

**CARTER, LEW**  
WBBB, Burlington, N. C.

**CASE, GEORGE**  
Delaware Valley  
WTTM, Trenton, N. J.

**CASE, JOHN G.**  
WWNY, WCNY-TV, Watertown, N. Y.

**CASEY, AL**  
KGEK, Sterling, Colo.

**CASTLE, BILLY**  
Sports Round-Up  
WMIL, Milwaukee, Wis.

**CELANIA, JOE**  
Big 10 Basketball  
WTVW, Evansville, Ind.

**CHALMERS, JIM**  
WFGM, Fitchburg, Mass.

**CHANDLER, CHRIS**  
KHOU-TV, Houston, Tex.

**CHARLES, BERT**  
WVKO, Columbus, Ohio

**CHASE, BOB**  
WOWO, Fort Wayne, Ind.

**CHILDS, FRANKIE**  
KDDD, Dumas, Tex.

**CHOMEL, FRANCIS**  
Sports Trail  
WCNB, Connerville, Ind.

**CHRISTENSEN, RAY**  
WLOL, Minneapolis-St. Paul, Minn.

**CIAPONNI, DICK**  
KVON, Napa, Calif.

**CHRALDO, AL**  
WGST, Atlanta, Ga.

**CLARK, BOB**  
KULE, Ephrata, Wash.

**CLARK, CHRIS**  
WPRO, WPRO-TV, Providence, R. I.

**CLARK, LEE**  
Pulsebeat Sports  
KGB, San Diego, Calif.

**CLARK, PORTER**  
WEKR, Fayetteville, Tenn.

**CLASE, MILO**  
WRSW, Warsaw, Ind.

**CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa

**CLAWSON, LEW**  
WWVA, Wheeling, W. Va.

**CLAYTON, TOM**  
Grandstand Quarterback  
WLLH, Lowell, Mass.

**CLEARY, BILL**  
KREX, KREX-TV, Grand Junction, Colo.

**COBB, RICHARD**  
Pig Skin Parade  
WAPG, Arcadia, Fla.

**COBURN, HUGH**  
WCPK, College Park, Ga.

**COE, BUDD**  
WLL, St. Louis, Mo.

**COFFMAN, JOHN**  
WPAD, Paducah, Ky.

**COGGESHALL, JOE**  
KGGM, Albuquerque, N. M.

**COLE, DON**  
KGCX, Sidney, Mont.

**COLEMAN, HAL**  
Coffee with the Coaches  
KOLY, Moberidge, S. D.

**COLEMAN, KEN**  
WDOK, Cleveland, Ohio

**COLLIER, ART**  
WLW-I, Indianapolis, Ind.

**COLLINS, SID**  
WIBC, Indianapolis, Ind.

**CONNELLY, BOB**  
WWNH, Rochester, N. H.

**CONNOLLY, WILLIAM**  
WRSB, Saratoga Springs, N. Y.

**CONNORS, DAVE**  
C.G.A. Football  
WNLC, New London, Conn.

**CONNORS, JOHN**  
KLZ-TV, Denver, Colo.

**COOK, JOE**  
KBHM, Branson, Mo.

**COOKE, BOB**  
WCBS, New York, N. Y.

**COON, FLOYD**  
Sports High Lights  
KASH, Eugene, Ore.

**COONEY, JIM**  
WRSW, Warsaw, Ind.

**COOPER, DON**  
WREM, Remsen-Utiea, N. Y.

**COOPER, SHELTON**  
WCNC, Elizabeth City, N. C.

**CORLEY, BILL**  
WBNS, Columbus, Ohio

**CORNELL, ED**  
KBUC, Corona, Calif.

**COSELL, HOWARD**  
Sports Page of the Air  
WABC-TV, New York, N. Y.

**COUCH, BILL**  
KCLS, Flagstaff, Ariz.

**CRAIG, BENNY**  
KTHV, Little Rock, Ark.

**CRAIG, DON**  
Play-by-play  
KUKO, Post, Tex.



**SAM MENACKER**

# RADIO-TV SPORTS COMMENTATORS

**CRAMER, CHRIS**  
WCHV, Charlottesville, Va

**CRAWFORD, MARY**  
WDEC, Americus, Ga

**CREAGER, MACK**  
KOTV, Tulsa, Okla

**CREWS, BILL**  
KTUL, St. Louis, Mo

**CROCKETT, HUDLEY**  
Football Predictions  
WSIX, Nashville, Tenn

**CROGHAN, JOE**  
Sports Final  
WBAL-TV, Baltimore, Md

**CRUM, JIMMY**  
WLV-C, Columbus, Ohio

**CRYAN, WALLY**  
Sports Trail  
WARA, Athleboro, Mass.

**CUENEO, GENE**  
WLEU, Erie, Pa

**CUMMINS, TAIT**  
WMT, WMT-TV, Cedar Rapids, Iowa

**CURRY, BUTCH**  
WVLD, New Orleans, La

**CURTIS, BOB**  
Sportzych  
RCLX, Colfax, Wash

**CURTIS, DICK**  
Bluegrass Sports  
WIEL, Elizabethtown, Ky

## — D —

**DADAA, ROBERT**  
Sports Parade  
WGPA, Bethlehem, Pa

**DAHLBERG, JERRY**  
KROX, Crookston, Minn

**DANES, SPENCER**  
WMEF, Miami Beach, Fla

**D'ANGELO, ARNIE**  
WHEW-TV, Syracuse, N. Y.

**DANIELS, DAN**  
WTOP, WTOP-TV, Washington, D. C.

**DARK, JOHNNY**  
WLAJ, Grand Rapids, Mich.

**DAVIDSON, CULLA**  
WXXX, Hattiesburg, Miss.

**DAVIS, DICK**  
WKNS, Saginaw, Mich.

**DAVIS, LEN**  
WGL, Ft. Wayne, Ind.

**DAVIS, LES**  
KVTY, Sioux City, Iowa

**DAVIS, LES**  
WNAX, Yankton, S. D.

**DAVIS, RALPH**  
WKRS, Vmoberburg, Ky

**DAVIS, RICHARD**  
WMMT, McMinnville, Tenn.

**DAY, MIKE**  
Sports Capsule  
WVGN, Knoxville, Tenn

**DEAN, BOB**  
KAGT, Anacortes, Wash

**DeCOSTER, GORDY**  
Money Bowl  
KQTV, Fort Dodge, Iowa

**DELANEA, BOB**  
WCTV, Tallahassee, Fla.  
Thomasville, Ga

**DELGADO, ED**  
KTFX, Santa Fe, N. M.

**DENMOISE, DEAN**  
Sports in Your Coffee Cup  
WLFH, Little Falls, N. Y.

**DENTON, BILL**  
KREM, Spokane, Wash

**DeSACCELLI, BUD**  
KGIW, Alamosa, Colo

**DESJARDIN, RONNIE**  
WCOJ, Lewiston, Me.

**DE VICTOR, MARTY**  
WBNS, Columbus, Ohio

**DEWS, MAC**  
WCHO, Washington, Ohio

**DIAB, GEORGE**  
WTRF-TV, Wheeling, W. Va

**DICKMEYER, BEN**  
KTOE, Mankato, Minn

**DICKSON, BOB**  
KRGV, KRGV-TV, Washoe, Tex.

**DICKSON, CURTIS**  
KSPA, Nacogdoches, Tex

**DIONNE, ROBERT**  
WNR1, Woonsocket, R. I.

**DIROMA, RICHARD**  
WLSV, Wellsville, N. Y.

**DITMER, BOB**  
Roundup  
WHGR, Houghton Lake, Mich

**DITTEKT, ED**  
KRIC, Beaumont, Tex

**DOBELSTEIN, ROBERT**  
WGRD, Lake City, Fla

**DOUGHERTY, RODGER**  
Air Force Academy Football  
KYSN, Colorado Springs, Colo

**DOWTY, BYRON**  
KAOK, Lake Charles, La

**DOYLE, VINCE**  
WTRC, Elkhart, Ind

**DRAGIN, TED**  
WSAY, Savannah, Ga.

**DREES, JACK**  
WKAB, Mobile, Ala.

**DRUMMOND, JOHN**  
KNEI, Waterloo, Iowa

**DUDLEY, BILL**  
Locker Room  
WVA-TV, Lynchburg, Va.

**DUDLEY, JIMMY**  
WERE, Cleveland, Ohio

**DUFFY, GEORGE**  
WJAW, Pawtucket, R. I.

**DUGAN, PAUL**  
WSMN, Nashua, N. H.

**DUGGAN, BOB**  
KLEK, Lexington, Mo.

**BUGGER, DEAN**  
Commentary  
WMNI, Columbus, Ohio

**DULL, JIM**  
WGBI, WDAU-TV, Scranton, Pa

**DUENBAR, WAET**  
WFGA-TV, Jacksonville, Fla

**DUNLAP, DAN**  
Sports Parade  
WLPO, LaSalle, Ill

**DUNPHY, DON**  
Gillette Cavaleade of Sports  
NBC

**DUNPHY, JERRY**  
WBEM-TV, Chicago, Ill

**DURNEY, BILL**  
WGBS, Miami, Fla

**DAE, BOB**  
KSRV, Ontario, Ore

**DAER, BRAVEN**  
Football and Golf  
NBC-TV

## — E —

**EARDLEY, DICK**  
KBOI, Boise, Ida.

**EDGER, JACK**  
WJAX, Jacksonville, Fla.

**EDWARDS, ED**  
WABR, Orlando, Fla.

**EDWARDS, PAUL**  
WBEC, Pittsfield, Mass.

**EDWARDS, TOMMY**  
WACL, Waycross, Ga.

**EGAN, LEO**  
WBZ, WBZ-TV, Boston, Mass.

**EHRLICH, GEORGE**  
WTFJ-TV, Hartford, Conn.

**ELIAS, BOB**  
Arm-chair Quarterback  
KPMC, Bakersfield, Calif

**ELIAS, EDDIE**  
WAKR-TV, Akron, Ohio

**ELKINS, TOM**  
KH-S, Mexia, Tex.

**ELLIOT, WIN**  
Gillette Cavaleade of Sports  
NBC

**ELLIS, ED**  
Parade of Sports  
WTSA, Beaufort, Va

**ELLISON, BILL**  
KAMP, El Centro, Calif

**ENDSLEY, PAT**  
KWRD, Henderson, Tex.

**ENROTH, DICK**  
WCCO, WCCO-TV, Minneapolis, Minn

**EPLING, LEONARD**  
Ten Pin Time  
KWRD, Coonille, Ore.

**ERDOSSEY, BILL**  
WHF-TV, Harrisburg, Pa.

**ERP, JOHNNY**  
WMAQ, WNBQ, Chicago, Ill

**ERWIN, TOMMY**  
KALB-TV, Alexandria, La

**ETHERTON, BILL**  
WSDU, WSDU-TV, South Bend, Ind.

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

**EVANS, MEL**  
WAVI, Albertville, Ala

## — F —

**FANAZINI, KEN**  
Davis Mobil Sports  
WGL, Erie, Pa.

**FANTASIA, NICK**  
WTPS, Fairmont, W. Va

**FARIS, CLINT**  
WVOT, Wilson, N. C.

**FARIS, LYNN**  
WBRC, Birmingham, Ala

**FARRAR, WAYNE**  
In the Spotlight  
WTON, Staunton, Va

**FARRELL, MAURY**  
WATV, Birmingham, Ala

**FARRELL, PETER**  
WTFE, Lewisburg, Pa

**FARRINGTON, FRANK**  
KRAM, St. Cloud, Minn.

**FARRIOR, BILL**  
In the Spotlight  
WIAM, Williamson, N. C.

**FAUCHER, RALPH**  
WTAQ, LaGrange, Ill.

**FAY, HAINES**  
KVOZ, Bellingham, Wash

**FENSLER, DICK**  
KMAN, Manhattan Kan

**FENTON, ED**  
Scoreboard  
WCBM, Baltimore, Md

**FERGUSON, JOHN**  
Telesports Final  
WBRZ, Baton Rouge, La.

**FERRALL, TOM**  
KOTV-TV, Columbia, Mo.

**FILBEN, PAUL**  
WDEC, Americus, Ga.

**FINLAYSON, JACK**  
KRDO, KRDO-TV, Colorado Springs, Colo.

**FINNIGAN, TIM**  
Past Spotlight  
WTVR, Richmond, Va

**FINSBERTA, HUGH**  
KTUL-TV, Tulsa, Okla

**FISER, JACK**  
World of Sports  
KWKH, Shreveport, La.

**FISHER, FRAN**  
WHJB, Greensburg, Pa

# RADIO-TV SPORTS COMMENTATORS

**FISHER, JERRY**  
WBRY, Waterbury, Conn.

**FLEISCHMAN, SOL**  
Sports & Fishing  
WTVT, Tampa, Fla.

**FLEMING, JACK**  
WAJR, Morgantown, W. Va.

**FLEMING, PAT**  
WDBQ, Dubuque, Iowa

**FLEMMING, BILL**  
WWJ, Detroit, Mich.

**FLORA, EARL**  
WBNS-TV, Columbus, Ohio

**FLYNN, TONY**  
WISN, WISN-TV, Milwaukee, Wis.

**FONDE, HANK**  
WHRV, Ann Arbor, Mich.

**FOOTIT, JIM**  
In the Dugout  
KWAL, Osburn, Ida.

**FORBES, BOB**  
WTHI-TV, Terre Haute, Ind.

**FORD, MIKE**  
KTYM, Inglewood, Calif.

**FORD, TED**  
KREX-TV, Grand Junction, Colo.

**FORNEY, JAMES**  
WLAN, Lancaster, Pa.

**FOSTER, BILL**  
Sierra Sports Desk  
KAHI, Auburn, Calif.

**FOSTER, BUDD**  
KNBC, San Francisco, Calif.

**FOSTER, LOYD**  
Highlights in Sports  
WFNC, Fayetteville, N. C.

**FOUTS, BOB**  
KCBS, San Francisco, Calif.

**FOWLER, WILLIAM**  
WBAT, Marion, Ind.

**FOX, JOHN**  
WKYR, Keyser, W. Va.

**FOX, WILLIAM F., JR.**  
WIBC, Indianapolis, Ind.

**FRALEY, REX**  
WCBS, Anderson, Ind.

**FRANKE, JERRY**  
WUSJ, Lockport, N. Y.

**FREDRICKSON, ED**  
In Season  
KWRO, Coquille, Ore.

**FREEMAN, HARRY**  
KFSA, Fort Smith, Ark.

**FREEZE, JACK**  
KFPW, Fort Smith, Ark.

**FRENCH, BOB**  
WBSY, Hattiesburg, Miss.

**FRENCH, JACK**  
KNOX, KNOX-TV, Grand Forks, N. D.

**FREW, DAVE**  
WEIR, Weirton, W. Va.

**FROST, HOWARD**  
Play-by-play  
KIES, Bishop, Calif.

**FULLER, CLINTON**  
Locker Room  
WYRN, Louisburg, N. C.

**FULTON, BOB**  
Carolina Football  
WIS-TV, Columbia, S. C.

## — G —

**GAGE, FRED**  
Sport-light  
WLAN, Lewiston, Me.

**GAINES, DAN**  
WLFH, Little Falls, N. Y.

**GAINES, RUEBEN**  
KBYR, Anchorage, Alaska

**GAIR, WALLY**  
WICS, Springfield, Ill.

**GALLAGHER, JACK**  
WCMI, Ashland, Ky.

**GALLUP, STAN**  
KGFL, Roswell, N. M.

**GALVIN, DAN**  
KSRO, Santa Rosa, Calif.

**GANTT, EBB**  
Sports Final  
WCGC, Belmont, N. C.

**GARCIA, RUDY**  
KWKW, Pasadena, Calif.

**GARDNER, DON**  
WKBN, WKBN-TV,  
Youngstown, Ohio

**GARRISON, BANTY**  
WOKK, Meridian, Miss.

**GATES, HILLIARD**  
WKJG, WKJG-TV, Ft. Wayne, Ind.

**GEORGE, NICK**  
WCDJ, Edenton, N. C.

**GIBBONS, JIM**  
WRC-TV, Washington, D. C.

**GIBBS, WALTER**  
KSWI, Council Bluffs, Iowa

**GIBSON, TOM**  
WLEA, Hornell, N. Y.

**GILHOOLEY, FRANK**  
Four Star Final  
WTOL, Toledo, Ohio

**GILLESPIE, EARL**  
WEMP, Milwaukee, Wis.

**GLENN, RALPH**  
WOND, Pleasantville, N. J.

**GLICKMAN, MARTY**  
Pro Basketball  
NBC-TV

**GOCHUS, DILL**  
Sports Final  
KRUT, Tooele, Utah

**GODFREY, RICHARD**  
Sports Roundup  
WGAD, Gadsden, Ala.

**GONDER, GEORGE**  
KFHA, Tacoma, Wash.

**GONZALES, NAP**  
KABQ, Albuquerque, N. M.

**GOODRICH, BILL**  
WJDX, WLBT, Jackson, Miss.

**GORDON, MITCH**  
WCBY, Cheyboygan, Mich.

**GORDON, SAM**  
KVON, Napa, Calif.

**GORMAN, JIM**  
Sports Slants  
KROD-TV, El Paso, Tex.

**GOTTESMAN, ARTHUR**  
WHTG, Asbury Park, N. J.

**GOVE, RICHARD**  
Baseball Warm-up  
WMTW-TV, Poland Spring, Me.

**GOWDY, CURT**  
Pro Basketball and Football  
NBC-TV

**GRAHAM, WALTER**  
WRBL, Columbus, Ga.

**GRAMMER, JOE**  
WGAU, Athens, Ga.

**GRANGE, RED**  
Football  
NBC-TV

**GRANT, VINCE**  
KRKS, Ridgecrest, Calif.

**GREEN, DON**  
KFYR, Bismarck, N. D.

**GREENLEE, BILL**  
WPRW, Manassas, Va.

**GREER, ROY**  
KORA, Bryan, Tex.

**GREGORY, BOB**  
KTUL, Tulsa, Okla.

**GRIEVE, STAN**  
KLIK, Jefferson City, Mo.

**GRIFFIN, JERRY**  
WGBI, WDAU-TV, Scranton, Pa.

**GRIFFITHS, DAVE**  
WSCR, Scranton, Pa.

**GRIGGS, JIMMY**  
WDAK, Columbus, Ga.

**GRISWOLD, JACK**  
WEJL, Scranton, Pa.

**GRISWOLD, ROGER**  
WBMD, Baltimore, Md.

**GRIZZARD, HERMAN**  
WLAC, Nashville, Tenn.

**GROSSENBACHER, BOB**  
WNBT, Wellsboro, Pa.

**GUNDERSON, DALE**  
Tip off time  
KXRO, Aberdeen, Wash.

**GUOKAS, MATT**  
WPEN, Philadelphia, Pa.

## — H —

**HACKETT, JIM**  
WBUX, Dolyestown, Pa.

**HACKETT, TED**  
WOLF, Syracuse, N. Y.

**HACKMAN, JACK**  
WDLB, Marshfield, Wis.

**HAFFORD, BILL**  
Panorama  
KGUN-TV, Tucson, Ariz.

**HAGER, BOB**  
WDCR, Hanover, N. H.

**HETTLAND, JIM**  
KFDA, Amarillo, Tex.

**HEFTI, BUZZ**  
KYNT, Yankton, S. D.

**HELLUM, LYMAN**  
Byline 12  
WJTV, Jackson, Miss.

**HEMINGWAY, TOM**  
WKZO, Kalamazoo, Mich.

**HENRIKSON, LES**  
WPLO, Atlanta, Ga.

**HENRY, JOHN**  
Sports Overnight  
KOA, Denver, Colo.

**HENRY, MIKE**  
KFWB, Hollywood, Calif.

**HENSHAW, GLENN, JR.**  
KABY, Albany, Ore.

**HERMAN, BERNIE**  
Sports Five  
WIRE, Indianapolis, Ind.

**HERNDON, TOMMY**  
Speed Sport News  
WBSC, Bennettsville, S. C.

**HICKEY, BILL**  
KKTU, Colorado, Springs, Colo.

**HICKOK, BILL**  
WHIS-TV, Bluefield, W. Va.

**HICKS, TOM**  
WLOH, Princeton, W. Va.

**HIGGINS, BILL**  
KVFD, KQTV, Fort Dodge, Iowa

**HILL, DAVE**  
KNDE, Aztec, N. M.

**HILL, DAVE**  
KWAM, Memphis, Tenn.

**HILL, EDDIE**  
WRR, Dallas, Tex.

**HILL, DON**  
WWGS, Tifton, Ga.

**HILL, DON**  
KBON, Omaha, Neb.

**HILL, JOE**  
Sports X-perts  
WTVN, WTVN-TV, Columbus, Ohio

**HILL, WALTER**  
Players Bench  
WBRZ, Baton Rouge, La.

**HIRSCH, SONNY**  
WCKR, Miami, Fla.

**HITE, TED**  
WPAD, Paducah, Ky.

**HOBBAUGH, PAUL**  
WISR, Butler, Pa.

**HOBBS, FRED**  
KTHE, Thermopolis, Wyo.

# RADIO-TV SPORTS COMMENTATORS

— J —

- HODGES, RUSS**  
Sports Final  
KSPD, KPIX, San Francisco, Calif.
- HOENIG, JIM**  
WJLB, Adrian, Mich.
- HOFFMAN, BILL**  
C.G.A., Football  
WNLG, New London, Conn.
- HOGAN, BILL**  
WLBG, Laurens, S. C.
- HOGAN, JOHN**  
WOFI, Rhineland, Wis.
- HOLBROOK, SQUEEK**  
KLOG, Kelso, Wash.
- HOLMQUIST, DON**  
KPRK, Livingston, Mont.
- HOLT, CHUCK**  
WVFA, Frieslecksburg, Va.
- HOONAN, BOB**  
KBBW, Aberdeen, Wash.
- HOOPER, DON**  
KWJB, Wichita, Kan.
- HOPPE, TOM**  
WHDZ, Green Bay, Wis.
- HOPSON, CHARLES**  
WMOX, Metropolis, Ill.
- HORTSMAN, BOB**  
KRES, St. Joseph, Mo.
- HORT, ZACK**  
KPJZ, Ft. Worth, Tex.
- ROSS, FRANK**  
WBEL, Lexington, Va.
- HOWARD, BILL**  
Pieskan Pickins  
WJTG, WERY-TV, Green Bay, Wis.
- HAGER, MARLEN**  
WTRL, Brandon, Fla.
- HAINES, DAVID**  
High School Football  
KORA, Bryan, Tex.
- HALL, HALSEY**  
WCCO, Minneapolis, St. Paul, Minn.
- HALL, LEE**  
KBBW, Aberdeen, Wash.
- HALL, PHIL**  
WTDG, Toledo, Ohio
- HALLMAN, BILL**  
WTMA, Charleston, S. C.
- HAMILTON, CARLE**  
KALM, Thayer, Mo.
- HAMILTON, KEN**  
Sportscope  
WELD, Harrisburg, Ill.
- HAMLEN, R. K.**  
KOKL, Okemuh, Okla.
- HAMMONDS, NORRIS**  
WKSJ, Polaski, Tenn.
- HARRICK, HAL**  
WRIT, Kinsport, Tenn.
- HARRICK, HOWARD**  
WIS, Columbia, S. C.
- HANDELAN, JOE**  
WPAR, Parkersburg, W. Va.
- HANEY, BOB**  
WSEU, Somerset, Ky.
- HANLON, JOHN**  
WEAN, Providence, R. I.
- HANNA, BUD**  
Sports Scoreboard  
KHSL-TV, Chico, Calif.
- HANSON, HARLEY**  
Sports Scoreboard  
KOTA, KOTA-TV, Rapid City, S. D.
- HANSON, RANDY**  
KJMO, Benson, Minn.
- HARRISON, SHELBY**  
Sports Column of Air  
WEX, Springfield, Ill.
- HARRIS, CHUCK**  
KID, KID-TV, Idaho Falls, Ida.
- HARRIS, STERLING**  
Welcome Aboard  
KSD, St. Louis, Mo.
- HARLING, HUGH**  
KVEC, San Luis Obispo, Calif.
- HARMON, MERLE**  
WDAF, Kansas City, Mo.
- HARMON, TOM**  
KNX, Los Angeles, Calif.
- HARRIGAN, ED**  
WTOR, Torrington, Conn.
- HARRINGTON, JOHN**  
WBDM-TV, Chicago, Ill.
- HARRINGTON, W. EARL**  
WCVB-TV, Bristol, Va.
- HASEL, JOSEPH**  
WNEW, New York, N. Y.
- HATCH, DUANE**  
Scoreboard  
WSPA, Savannah, Ga.
- HATHAWAY, GENE**  
WKEZ, Muskegon, Mich.
- HAWKINS, AERN**  
KWTO, Springfield, Mo.
- HAYDEN, FRANK**  
WOLD, Spartanburg, S. C.
- HAYES, PAT**  
KIRO, Seattle, Wash.
- HAYNES, JAMES**  
KTCB, Malden, Mo.
- HEAD, DON**  
WREX, Chillicothe, Ohio
- HEAD, IVAN R.**  
GE Play by Play  
KVSF, Santa Fe, N. M.
- HEALY, CHUCK**  
WBEN-TV, Buffalo, N. Y.
- HEALY, DAN**  
WBRK, Pittsfield, Mass.
- HEALY, JIM**  
KBIG, Avalon, Calif.
- HEALY, JIM**  
Sports Extra  
WTRY, Troy, N. Y.
- HEARN, CHUCK**  
KRCA, Los Angeles, Calif.  
Football and Golf  
NBC-TV
- HOWARD, LEN**  
KORK, Las Vegas, Nev.
- HOWARD, MARC**  
KOLN-TV, Lincoln, Neb.
- HUBBELL, RALPH**  
Sports Column of the Air  
WREN, Buffalo, N. Y.
- HUBER, PAUL**  
WRKD, Rockland, Me.
- HUDDINS, BUZ**  
KRIG, Odessa, Tex.
- HULL, CHUCK**  
KENO, Las Vegas, Nev.
- HUMPHISON, HOD**  
KWHR, Hutchinson, Kan.
- HUMPHREY, DAN**  
WFPB, Middletown, Ohio
- HUMPHRIES, KENNETH**  
WSRW, Hillsboro, Ohio
- HUNT, CHARLIE**  
KSLB, Jamestown, N. D.
- HUNTINGTON, CLAY**  
RMO, Tacoma, Wash.
- HURKE, ROBERT**  
KFIZ, Fond du Lac, Wis.
- INFANTINE, STU**  
WMSA, Massena, N. Y.
- INKMANN, PAUL**  
The Sporting Report  
KNOT, Pecos, Ariz.
- IRWIN, BOB**  
WBCM, Jolly City, Mich.
- IRWIN, MIKE**  
KORT, Grangeville, Ida.
- ISAAC, FRED**  
WBOF, Virginia Beach, Va.
- JACKSON, BILL**  
WPTF, Raleigh, N. C.
- JACKSON, KETH**  
WOMO, Seattle, Wash.
- JACKSON, RICHARD**  
W.S.A.L., Logansport, Ind.
- JACKSON, SHEP**  
WJW, Cleveland, Ohio
- JACKSON, STONEY**  
WMSR, Manchester, Tenn.
- JACKSON, WAYNE**  
WEET, Wilmington, N. C.
- JACOBS, DAVE**  
WWNC, Asheville, N. C.
- JACOBS, JOHNNY**  
WMB, Myrtle Beach, S. C.
- JACOBS, PILL**  
WGSA, Ephrata, Pa.
- JACOBS, ROLLIE**  
Club House  
WWLP, Springfield, Mass.
- JACKSON, JAKE**  
Sports-Scope  
WWTY, Cadillac, Mich.
- JACRE, SYD**  
WNHC-TV, New Haven, Conn.
- JAMES, PALL**  
KCPX, KCPX-TV, Salt Lake City, Utah
- JOHNSON, BOB**  
WAKU, Lafayette, Pa.
- JOHNSON, BUDDY**  
KPAU-TV, Beaumont Port Arthur, Tex.
- JOHNSON, JEN**  
KRUX, Phoenix, Ariz.
- JOHNSON, PAUL**  
Pieskan Parade  
KQFO, Owatonna, Minn.
- JOHNSON, ROGER**  
Sports Wire  
WBVF, Wausau, Wis.
- JOHNSON ROLLIE**  
WCCO-TV, Minneapolis, Minn.
- JOHNSON, WARREN**  
WPEB, Middletown, Ohio
- JOHNSTON, TOM**  
WOLA, Ann Arbor, Mich.
- JONES, BOB**  
KNOE, Monroe, La.
- JONES, BOB**  
KTRK-TV, Houston, Tex.
- JONES, JAY**  
KSTN, Stockton, Calif.
- JONES, JIMMY**  
WFVA, Fredericksburg, Va.
- JONES, LARRY**  
KFJL, Klamath Falls, Ore.
- JONES, MAL**  
WMLC, Hazlehurst, Miss.
- JONES, TED**  
WTRG, Elmer, N. Y.
- JORGENSEN, ROY**  
KSHW-TV, Salinas, Calif.
- JORSTAD, DON**  
KGPC, Grafton, N. D.
- JOYCE, FRANK**  
KOB, KOB-TV, Albuquerque, N. M.
- KACHEL, VIRGIL**  
KNEM, Nevada, Mo.
- KAHN, AL**  
WAGR, Lambertton, N. C.
- KAHLE, J. D.**  
KPEE, Albuquerque, N. M.
- KAPLAN, MOREY**  
KLAS-TV, Las Vegas, Nev.
- KARAYFA, JOHN**  
WOHL, East Liverpool, Ohio
- KASSERA, LOU**  
WBIZ, Eau Claire, Wis.

— I —

— K —

# RADIO-TV SPORTS COMMENTATORS

**KAUFMAN, SAM**  
Human Side of Sports  
WOL, Washington, D. C.

**KAY, MARVIN**  
KVLE, Alpine, Tex.

**KEARNS, CHARLES**  
WKTY, La Crosse, Wis.

**KEENE, BILL**  
Extra Point  
KNXT, Los Angeles, Calif.

**KEIM, ED**  
KSIG, Crowley, La.

**KELLEY, BILL**  
WDMJ, Marquette, Mich.

**KELLY, TOM**  
WMBD, WMBD-TV, Peoria, Ill.

**KEMMERER, RUSS**  
WEEL, Fairfax, Va.

**KEMPER, WARREN**  
KPQ, Wenatchee, Wash.

**KENNEDY, ED**  
Sports Vue  
WKRC, Cincinnati, Ohio

**KEVIN, HARRY**  
Newsman & Sports  
WDBJ, Roanoke, Va.

**KEYS, DICK**  
WHIZ, Zanesville, Ohio

**KIEL, JERRY**  
WABJ, Adrian, Mich.

**KIMBALL, ART**  
WCMY, Ottawa, Ill.

**KIMBROUGH, BILL**  
WTOC-TV, Savannah, Ga.

**KIMBROUGH, BOB**  
Previews & Reviews  
KLVT, Levelland, Tex.

**KING, DUKE**  
KOA, Denver, Colo.

**KING, JAN**  
KIDD, Monterey, Calif.

**KING, JOHN E. JR.**  
WROB, West Point, Miss.

**KINGMAN, JIM**  
WSPA-TV, Spartanburg, S. C.

**KINSINGER, VERN**  
KTEL, Walla Walla, Wash.

**KIRKSEY, PAUL**  
WBAC, Cleveland, Tenn.

**KLAGAS, KARL**  
KVNU, Logan, Utah

**KLEIN, DON**  
KCBS, San Francisco, Calif.

**KLEMP, DUTCH**  
Sports Pictorial  
KUBA, Yuba City, Calif.

**KOSCHMANN, MARTY**  
KXLY, Spokane, Wash.

**KOZLOWSKI, FRANK**  
WBRV, Boonville, N. Y.

**KRAHLING, ED**  
WFAH, Alliance, Ohio

**KRAVITZ, PINKY**  
WLDB, Atlantic City, N. J.

**KREMER, DON**  
6 Star Edition  
WJIM, WJIM-TV, Lausing, Mich.

**KRIBBS, KEN**  
WEAG, Alcoa, Tenn.

**KRIEGER, BILL**  
WFBC-TV, Greenville, S. C.

**KURTZ, LARRY**  
KGRO, Gresham, Ore.

**KURTZ, LEW**  
WPNC, Plymouth, N. C.

## — L —

**LADD, GLENN**  
Sports Final  
WCVP, Murphy, N. C.

**LAMBERT, VINCE**  
KVCV, Redding, Calif.

**LA MEAR, DOUG**  
KGW, Portland, Ore.

**LAMKIN, NORM**  
WVLN, Olney, Ill.

**LANDAU, DANNY**  
KTUR, Turlock, Calif.

**LANDON, PAT**  
Sportswirl  
WRCV, Philadelphia, Pa.

**LANE, ART**  
WSSV, Petersburg, Va.

**LANE, BRYANT**  
WVLD, Valdosta, Ga.

**LANE, EDDIE**  
WMNT, Columbus, Ohio

**LANGEWISCH, CARL**  
KBRC, Mt. Vernon, Wash.

**LAWRENCE, JIMMIE**  
KLOR-TV, Provo-Salt Lake City, Utah

**LAYER, BRUCE**  
KPRC, Houston, Tex.

**LEAMING, JIM**  
WIP, Philadelphia, Pa.

**LE BLANC, CHARLES**  
WELM, Fitchburg, Mass.

**LeBOE, GUY**  
Strikes, Spares  
WNTA, Newark, N. J.

**LEDET, LES**  
KOLE, Port Arthur, Tex.

**LEDFORD, CAWOOD**  
WHAS, Louisville, Ky.

**LEE, BERT, JR.**  
WCBS-TV, New York, N. Y.

**LEE, BOB**  
KICK, Springfield, Mo.

**LEE, JACK**  
KKGJ, Ft. Madison, Iowa

**LEEDS, CARLYLE D.**  
KQJM, Havre, Mont.

**LeGRAND, OATS**  
KOTE, Fergus Falls, Minn.

**LEIGHTON, AL**  
KDLM, Detroit Lakes, Minn.

**LEIS, HANS**  
LSU, Football  
KALB-TV, Alexandria, La.

**LEO, FRED**  
KBTV, KDEN, Denver, Colo.

**LESCOULIE, JACK**  
"Today"  
NBC-TV

**LESTER, JIM**  
KTKR, Taft, Calif.

**LEWIS, BARNEY**  
Sportscaster  
WLDS, Jacksonville, Ill.

**LEWIS, EVAN A.**  
WCBI, Columbus, Miss.

**LEWIS, ROBE**  
Touchdown  
KYUM, Yuma, Ariz.

**LIBBY, JOHN C.**  
WCOU, Lewiston, Me.

**LINCOLN, ED**  
Alley 43  
WSBA-TV, York, Pa.

**LIND, ELLIS**  
KSTN, Stockton, Calif.

**LORENS, SANTIAGO**  
Extra de la Tarde  
WTLI, Mayaguez, P. R.

**LLOYD, BOB**  
WHBY, Appleton, Wis.

**LLOYD, LONDON**  
WPAW, Pawtucket, R. I.

**LOFLIN, BOB**  
Home Edition  
WKRQ-TV, Mobile, Ala.

**LOMAX, STAN**  
WOR, New York City, N. Y.

**LOUDEN, ROD**  
Keedland Sports  
KEED, Springfield, Ore.

**LOVE, DAN**  
KTBC-TV, Austin, Tex.

**LOVE, KEN**  
KFAL, Fulton, Mo.

**LOVE, SHIRLEY**  
Sports Whirl  
WOAY-TV, Oak Hill, W. Va.

**LOWERY, JIM**  
Sentinel Sports  
WSEN, Baldwinsville, N. Y.

**LUDKA, JOE**  
WENE, Eudicot, N. Y.

**LUNDQUIST, ELDON**  
WTRC, Elkhart, Ind.

**LUSK, BERNIE**  
KRQC-TV, Rochester, Minn.

**LXDLE, WILLIAM**  
WSVA-TV, Harrisonburg, Va.

**LXNCH, BUDD**  
WWJ, Detroit, Mich.

## — Mc —

**McADAMS, HARRY**  
High School Games  
KWEW, Hobbs, N. M.

**McALEECE, GERALD**  
KDTH, Dubuque, Iowa

**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.

**McARTHUR, BILL**  
WMAK, Nashville, Tenn.

**McCARTHY, JIM**  
On the Sports Scene  
WBRE, Wilkes Barre, Pa.

**McCARTHY, TOM**  
WGBB, Freeport, N. Y.

**McCARTNEY, CHUCK**  
KANO, Anoka, Minn.

**McCOLGAN, BILL**  
WGAR, Cleveland, Ohio

**McCORD, BILL**  
WRCA, New York, N. Y.

**McCOY, AL**  
KOOL, KOOL-TV, Phoenix, Ariz.

**McCOY, MICKEY**  
KENN, Farmington, N. M.

**McCOY, ROGER**  
WBOY-TV, Clarksburg, W. Va.

**McDONALD, ARCH**  
WTOP, WTOP-TV, Washington, D. C.

**McDONALD, ART**  
KREM-TV, Spokane, Wash.

**McGHEE, DAVE**  
WSJM, St. Joseph, Mich.

**McNEENEY, FRANK**  
WHYN, Springfield, Mass.

**McINTYRE, JIM**  
WISH, WISH-TV, Indianapolis, Ind.

**McINTYRE, WARD**  
WSGN, Birmingham, Ala.

**McKAY, BILL**  
WCPA, Clearfield, Pa.

**McKAY, JIM**  
WCBS, New York, N. Y.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McKERNAN, JOHN**  
Great Moments  
WLBZ, Bangor, Me.

**McNARON, KEN**  
Florida Sportsman  
WTAL, Tallahassee, Fla.

**McNUTT, JACK**  
WMSL, WMSL-TV, Decatur, Ala.

**McVAY, BOB**  
KRKC, King City, Calif.

## — M —

**MacADIE, JACK**  
WICH, Norwich, Conn.



# RADIO-TV SPORTS COMMENTATORS

**MacDONALD, JOHN**  
WHEC, WHEC-TV, Rochester,  
N. Y.

**MacNEIL, BOB**  
WSVA, WSVA-TV, Harrison-  
burg, Va.

**MacWILLIAMS, DON**  
Sports Journal  
WCSE, WCSE-TV, Portland Me

**MAIDONADO, JUAN**  
Hit Chestersfield  
WKAQ-TV, San Juan, P. R.

**MAMANA, NICK**  
Nick's Picks  
KMSO-TV, Missoula, Mont

**MAYNGHAM, LAMAR**  
WJAM, Marion, Ala.

**MANGOLD, FRANK**  
KWPC, Muscatine, Iowa

**MANN, CARL**  
KPRC, Houston, Tex.

**MANN, HAL**  
KCBE, Cherokee, Iowa

**MANNING, GUS**  
WKGN, Knoxville, Tenn

**MANSFIELD, ROGER**  
WALB-TV, Albany, Ga.

**MANTAJANO, DICK**  
Play by Play  
KXO, El Centro, Calif

**MAPES, BILL**  
WOWL, WOWL-TV, Florence,  
Ala.

**MARGET, MANNY**  
KVOX, Moorhead, Minn

**MARLEY, WILLIAM B.**  
Play-by-play  
WABZ, Albemarle, N. C.

**MARS, LEE**  
KTBS-TV, Shreveport, La.

**MARTIN, BERT**  
KRUX, Phoenix, Ariz.

**MARTIN, BOB**  
Univ. of Denver Hockey  
KLZ, Denver, Colo.

**MARTIN, DAVE**  
WHAS, Louisville, Ky.

**MARTIN, JIMMA**  
WNAJ, Grenada, Miss.

**MARTIN, JOHN**  
WGST, Atlanta, Ga.

**MARTIN, LANN J.**  
KTTR, Rolla, Mo.

**MARTIN, MURPHY**  
KTRE, KTRE-TV, Lutkin, Tex.

**MARTIN, RUSS**  
KGLA, Miami, Okla.

**MARX, EUZER**  
WFTY, Danville, Ill.

**MASON, ALBERT F., JR.**  
KERV, Kerville, Tex.

**MASON, LUTE**  
KFMB, KFMB-TV, San Diego,  
Calif.

**MATTSON, OLLIE**  
KGFJ, Los Angeles, Calif.

**MAXWELL, JOCKO**  
Schaeffer Sports  
WNJR, Newark, N. J.

**MAZER, BILL**  
WGR, Buffalo, N. Y.

**MEEHAN, DICK**  
KCLW, Hamilton, Tex.

**MELOY, VINCE**  
WLCY, St. Petersburg, Fla.

**MELLOV, JACK**  
WNTL, Niles, Mich.

## **MENACKER, SAM**

B. May 13, 1914, New York City;  
Live Pro Wrestling, WBZ-TV,  
Boston; Bedlam From Boston,  
Guild Films; Big Time Wrestling,  
CKLW-TV, Windsor; Live Pro  
Wrestling, WITI-TV, Milwaukee

**MENNINGER, ED**  
WSTU, Stuart, Fla.

**MERCER, BILL**  
KRLL-TV, Dallas, Tex.

**MESSEK, FRANK**  
WRNL, Richmond, Va.

**METZGER, DON**  
KPAS, Banning, Calif.

**MIKKALSON, BOB**  
WMT, Cedar Rapids, Iowa

**MILES, RAY**  
WVIP, Mount Kisco, N. Y.

**MILLEK, AL**  
WSPB, Sarasota, Fla.

**MILLEK, BOB**  
Tip Off on Sports  
KEYZ, Williston, N. D.

**MILLER, BRUCE**  
WDSU, New Orleans, La.

**MILLEK, DICK**  
KAPR, Douglas, Ariz.

**MILLEK, DON**  
WCBI-TV, Columbus, Miss.

**MILLER, HOWARD**  
WPHO, Washington, Ohio

**MILLER, JIM**  
WLAJ, Nashville, Tenn.

**MINDER, GENE**  
WIP, Philadelphia, Pa.

**MINOR, SAM**  
WAVC, Boaz, Ala.

**MISTOVICH, MIKE**  
KVEE, Austin, Tex.

**MITCHELL, BILL**  
KTHS, Little Rock, Ark.

**MITCHELL, JIM**  
WNH, Niles, Mich.

**MITCHELL, TED**  
KTM, San Rafael, Calif.

**MOFFATT, HAM**  
KGDN, Edmonds, Wash.

**MOFFETT, ERNEST**  
KSCU, Suisunville, Calif.

**MOLEN, SAM**  
Bowling with Molen  
KMBU, KMBU-TV, Kansas City,  
Mo.

**MONK, CHARLES**  
KIMP, Mt. Pleasant, Tex.

**MONSON, JAY**  
KSGR, Cedar City, Utah.

**MOORE, TOM**  
WPTM, Danville, Va.

**MOOREHEAD, TOM**  
WKDN, Camden, N. J.

**MORAN, DICK**  
WHLJ, Salem, Va.

**MORAN, GLENN**  
KABH, Marshall, Minn.

**MOREHOUSE, GENE**  
WJLS, Beckley, W. Va.

**MORRY, BOB**  
KIAS-TV, Hastings, Neb.

**MORGAN, PHILIP**  
WGBL, Benton, Ky.

**MORRIS, MEL**  
WXXX, Hattiesburg, Miss.

**MORRIS, TRUMAN**  
WBEX, Chillicothe, Ohio.

**MORTON, CONNIE**  
WRHL, Rock Hill, S. C.

**MORTON, ED**  
WQXL, Atlanta, Ga.

**MORTON, LEN**  
KVOO, Tulsa, Okla.

**MOSS, DAVE**  
WKDN, Camden, N. J.

**MUELLER, ED**  
KRSO-TV, Rapid City, S. D.

**MULINAX, ED**  
WLAG, La Grange, Ga.

**MUNLEY, JACK**  
KTVH, Hutchinson, Kan.

**MURDOCK, CHARLIE**  
WQAM, Miami, Fla.

**MURDOCK, HOWARD**  
WTMS, Michigan City, Ind.

**MURPHY, C. JIM**  
Sports Aloft  
WGMK, West Point, Ga.

**MURPHY, KEN**  
Coaches Bench  
KHP, Durango, Colo.

**MURRAY, DON**  
Hilates in Sports  
WAZL, Hazelton, Pa.

**MURRAY, TOM**  
Sports Scope  
KWBA, Baytown, Tex.

**MURRAY, WILLIAM M.**  
KFQD, Anchorage, Alaska

## — N —

**NAGLE, JAV**  
Sports Desk  
WCAV, Cayce Columbia, S. C.

**NAHAN, STU**  
KCRJ, KCRJ-TV, Sacramento,  
Calif.

**NAHLEV, DON**  
WRHL-TV, Columbus, Ga.

**NATION, HERSCHEL**  
Sports Corner  
WDEF-TV, Chattanooga, Tenn.

**NAVARRO, AUGIE**  
KALL, Salt Lake City, Utah

**NEAL, BOB**  
WERE, Cleveland, Ohio

**NEAL, SAM**  
WDEH, Gallipolis, Ohio

**NELSON, GEORGE B.**  
WYRB, New Bern, N. C.

**NELSON, JOHNNY**  
WWHO, Hornell, N. Y.

**NELSON, LINDSEA**  
Football, Baseball, Pro Basket-  
ball  
NHT-TV

**NEWMAN, EDWARD R.**  
WWIN, Baltimore, Md.

**NICHOLS, DICK**  
KELA, Centralia, Chehalis  
Wish

**NICHOLS, HAROLD**  
Sports Roundup Time  
KCOM, Morrilton, Ark.

**NORTON, HOMER**  
KFRD, Rosenberg, Richmond,  
Tex.

**NORWIG, GEORGE**  
WCSU-TV, Charleston, S. C.

**NORWOOD, RICHARD**  
WEGO, Concord, N. C.

**NOVACK, DAVE**  
KDZA, Pueblo, Colo.

**NOVICK, JOE**  
Outdoor Show  
WPTW-TV, Poland Spring, Me.

**NOYES, AL**  
WHAV, Haverhill, Mass.

## — O —

**O'BRIEN, SHERRA**  
WJMJ, Philadelphia, Pa.

**UCHMANSKI, LOU**  
WFAU, Augusta, Me.

**O'CONNOR, TOM**  
WIBM, Jackson, Mich.

**O'DONNELL, BILL**  
WSYR, WSYR-TV, Syracuse,  
N. Y.

**OLDS, BILL**  
WLL, Willimantic, Conn.

**OLDS, PAUL**  
WDDL, Carbondale, Pa.

**OLSON, DANNA**  
KSOO, Sioux Falls, S. D.

**OLSON, ROBERT**  
WJMS, Ironwood, Mich.

**OLSON, STUART**  
WUCB, Manitowoc, Wis.

## RADIO-TV SPORTS COMMENTATORS

**O'ROURKE, JOHN**  
KTVO, Ottumwa, Iowa

**OSBORN, GENE**  
Sportsfoho  
WKMP, Flint, Mich.

**OSTERMAN, LARRY**

**OTTE, CHUCK**  
KLPW, Union, Mo.

**OVERMAN, JACK**  
WPAY, Portsmouth, Ohio

### — P —

**PABON, SALVADOR E.**  
Voz del Pueblo  
WTLI, Mayaguez, P. R.

**PAGE, ELIOT A.**  
WSKI, Montpelier, Vt.

**FALM, TIM**  
WJUN, Mexico, Pa.

**PALMER, BUD**  
Tennis: Golf  
NBC-TV

**PARK, JOHN**  
WJDA, Quincy, Mass.

**PARKER, BRUCE**  
WTWB, Auburndale, Fla.

**PARKER, JOHN**  
WWJ-TV, Detroit, Mich.

**PARKER, TONY**  
KMSP-TV, Minneapolis, Minn.

**PARKER, VIRG**  
KRSN, Los Alamos, N. M.

**PARKS, BOB**  
WTWV, Tupelo, Miss.

**PARKS, BARYL**  
WKRC-TV, Cincinnati, Ohio

**PARMLEY, T. L.**  
KSOK, Arkansas City, Kan.

**PARRISH, JOHN**  
WLAH, Lakeland, Fla.

**PASEK, CHARLES F.**  
KYSM, Mankato, Minn.

**PATRICK, JOE**  
KFAB, KMTV, Omaha, Neb.

**PATRICK, PAUL**  
Sports Camera  
KSDA, Redding, Calif.

**PATTERSON, PAT**  
WYSE, Lakeland, Fla.

**PAUL, LEROY**  
WSFA-TV, Montgomery, Ala.

**PAULIN, ED**  
WMRN, Marion, Ohio

**PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.

**PEARCY, DOUG**  
WSUG, Clewiston, Fla.

**PEISS, ED**  
Coaches' Corner  
KOOK, Billings, Mont.

**PENFIELD, ADD**  
WBIG, Greensboro, N. C.

**PERCIVAL, JACK**  
WLEC, Sandusky, Ohio

**PERLIN, BERLIN**  
KOLD, KOLD-TV, Tucson, Ariz.

**PETERS, BOB**  
WBLG, Lexington, Ky.

**PETERSEN, GARY**  
Tip-off on Sports  
KLTZ, Glasgow, Mont.

**PETERSON, JOHN**  
WHEH, Warren, Ohio

**PETERSON, PETE**  
KFBB, Great Falls, Mont.

**PETERSON, ROD**  
KRVN, Lexington, Neb.

**PETERSON, RON**  
WHRV, Ann Arbor, Mich.

**PHELAN, JOHN**  
KESM, KTSM-TV, El Paso, Tex.

**PHILYAW, ROGER**  
WGTM, Wilson, N. C.

**PLATT, BILL**  
KSPI, Stillwater, Okla.

**PLATT, CHUCK**  
WBTA, Batavia, N. Y.

**PORTER, DICK**  
In This Corner  
KLAS-TV, Las Vegas, Nev.

**PORTS, TOM**  
WAAE, Peoria, Ill.

**POWELL, BILL**  
WROD, Daytona Beach, Fla.

**POWERS, JIMMY**  
Gillette Cavalcade of Sports  
NBC-TV; WRCA, New York, N. Y.

**POWERS, PERCY**  
Spotlight on Sports  
WJQS, Jackson, Miss.

**PRATT, ARTHUR E.**  
WPLM, Plymouth, Mass.

**PRESHO, GORDON**  
KTKR, Taft, Calif.

**PRICE, JOHN**  
WVHE, Henderson, N. C.

**PRICKETT, BILL, JR.**  
WROS, Scotsboro, Ala.

**PRINCE, BOB**  
KDKA-TV, Pittsburgh, Pa.

**PROCTOR, BOB**  
WLBK, Bowling Green, Ky.

**PYLES, DAVE**  
WMOA, Marietta, Ohio

### — Q —

**QUIGLEY, DON**  
KBOL, KBOL-TV, Boise, Ida.

**QUINLAN, JACK**  
WGN, Chicago, Ill.

### — R —

**RABAT, KENNETH G.**  
WJRT, Flint, Mich.

**RADER, JOCKO**  
Let's Look at Sports  
WDOR, Sturgeon Bay, Wis.

**RADICK, JERRY**  
WMAH, Marinette, Wis.

**RAFREY, DON**  
WIRA, Ft. Pierce, Fla.

**RAGEN, MIKE**  
KGGF, Coffeyville, Kan.

**RAINBOLT, JACK**  
KMMT, Austin, Minn.

**RAINES, JOHN M., JR.**  
Hi-School Sports  
WBLO, Evergreen, Ala.

**RAINS, DOUG**  
KFDA-TV, Amarillo, Tex.

**RANDOLPH, JAY**  
WVWV, Grafton-Fairmount, W. Va.

**WBOY-TV, Clarksburg, W. Va.**

**RANDOLPH, JENNINGS**  
WHAH, Clarksburg, W. Va.

**RASKIN, RICHARD**  
WGNV, Newburgh, N. Y.

**RATHER, DAN**  
KTRK-TV, Houston, Tex.

**RAY, BOB**  
WOOV, Greenville, N. C.

**RAY, LARRY**  
WHE, Kansas City, Mo.

**RAYNOR, JIM**  
WOKO, Albany, N. Y.

**RECTOR, BRUCE**  
Marine Midland Bank Sports  
WRUN, Utica, N. Y.

**REED, BILL**  
KHOW, KTVR, Denver, Colo.

**REEVES, JACK**  
WRWH, Cleveland, Ohio

**REID, WILLIAM C.**  
WFRN, Butler, Ala.

**REIFF, GUY**  
KFKA, Greeley, Colo.

**REINA, RON**  
KWG, Stockton, Calif.

**RENFROW, CHARLES E.**  
WHKP, Hendersonville, N. C.

**RENSCH, TY**  
KGFY, Pierre, S. D.

**RETICA, MARIO**  
WMFG, Hibbing, Minn.

**REYNOLDS, BOB**  
WJR, Detroit, Mich.

**REYNOLDS, REDD**  
WBLR, Batesburg, S. C.

**RHODEN, ED**  
KASK, Ontario, Calif.

**RHODES, DUSTY**  
WAMM, Flint, Mich.

**RHODES, ROY**  
KAOK, Lake Charles, La.

**RICHARDS, FLOYD**  
WTC, Hartford, Conn.

**RICHARDS, RAY**  
WDOE, Dunkirk, N. Y.

**RIFENBURG, DICK**  
WBN, Buffalo, N. Y.

**RIMMER, JACK**  
Sportsound  
WGBG, Greensboro, N. C.

**RIZZUTO, PHIL**  
Sports Time, CBS;  
Short Stop, WPIX,  
New York, N. Y.

**ROACH, JACK**  
WTRU, Muskegon, Mich.

**ROBERTS, TOMMY**  
Horse Racing  
NBC-TV

**ROBERTS, TONY**  
WSOY, Decatur, Ill.

**ROBERTSON, BOB**  
KTNT-TV, Seattle-Tacoma,  
Wash.

**ROBERTSON, DON**  
WLOS-TV, Asheville, N. C.

**ROBERTSON, JAMES**  
WKOA, Hopkinsville, Ky.

**ROBINSON, AL**  
WANS, Anderson, S. C.

**ROBINSON, DONALD L.**  
KURA, Moab, Utah

**ROBINSON, GENE**  
WLBK, Gainesville, Ga.

**ROCKWELL, BART**  
KXGN, Glendive, Mont.

**RODGERS, TOM**  
Sports Scoreboard  
WFIL, Philadelphia, Pa.

**ROGERS, RON**  
WACC, Waco, Tex.

**ROLLINS, TOM**  
KWFT, Wichita Falls, Tex.

**ROMANO, RALPH**  
WWSC, Glens Falls, N. Y.

**ROMERO, JOHN**  
KLRJ-TV, Las Vegas, Nev.

**ROSELLE, JIM**  
WJTN, Jamestown, N. Y.

**ROSHOLT, JERRY**  
WTCN-TV, Minneapolis-St. Paul, Minn.

**ROSS, CHARLIE**  
WKCB, Berlin, N. H.

**ROSS, JACK**  
WBBC, Flint, Mich.

**ROTE, KYLE**

**ROTHFUSS, PAUL**  
WMPT, Williamsport, Pa.

**ROTZ, SID**  
WDZ, Decatur, Ill.

**ROWAN, RIP**  
WCSS, Amsterdam, N. Y.

**RUSHTON, RAY**  
WINA, Charlottesville, Va.

**RUSSELL, EARLE**  
Sports Reel  
KSJO, San Jose, Calif.

# RADIO-TV SPORTS COMMENTATORS

**RUSSELL, JIM**  
KOW, Alliance, Neb.  
**RUSSELL, LANCE**  
WHBQ, Memphis, Tenn.  
**RUST, ART**  
Sports Round-up  
WWRL, New York, N. Y.  
**RUST, BILL**  
KGYL, Greenville, Tex.  
**RUTLEDGE, BUDDY**  
WHMA, Anniston, Ala.  
**RYAN, BILL**  
Sports Final  
WNOG, Naples, Fla.  
**RYAN, JOE**  
WALL, Middletown, N. Y.

## — S —

**SAIDT, HAROLD N.**  
WBUD, Trenton, N. J.  
**SALMONA, STELIO**  
WAVZ, New Haven, Conn.  
**SAMP, PHIL**  
WMBD, Peoria, Ill.  
**SANCHEZ, MARION**  
KVTU, Barstow, Calif.  
**SANDERFORD, CLIFF**  
KJUN, Pecos, Tex.  
**SANDERS, JERRY**  
KSEL, Lubbock, Tex.  
**SANTOS, GIL**  
WNBH, New Bedford, Mass.  
**SARGENT, RHETT**  
KLEN, Killeen, Tex.  
**SAUER, JOHNNY**  
WAVI, Dayton, Ohio  
**SAULINE, FRANK**  
WMS, Michigan City, Ind.  
**SAVAGE, GUY**  
KXYZ, Houston, Tex.  
**SAYLES, CONNY**  
KICO, El Centro, Calif.  
**SCHAPP, MORTY**  
WBDB, Burlington, N. C.

## SCHENKEL, CHRIS

B. Aug. 21, 1923, Wabash, Ind.;  
St. Nick's Boxing, DuMont; N. Y.  
Football Giants, Football Round-  
up, Horse Racing, CBS-TV; Tele-  
sports Digest, Tel RA Produc-  
tions, Milwaukee Braves, Midwest  
Network, Sports Final, WABC-  
TV; Pre-Game Shows, NBC-TV

**SCHENKELBERG, DALE**  
Sports Parade  
KICD, Spencer, Iowa  
**SCHERMEKHORN, JOHN**  
WKOW-TV, Madison, Wis.  
**SCHILLING, FRED**  
WFOY, St. Augustine, Fla.  
**SCHOKK, RICHARD**  
WHOK, Lancaster, Ohio  
**SCHUMANN, ARNOLD**  
KREO, Owatonna, Minn.  
**SCHUSS, AL**  
The World Today  
KPSD-TV, San Diego, Calif.  
**SCHWEDER, JOHN**  
Football Predictions  
WGFA, Highstown, Pa.  
**SCOTT, BILL**  
KWCO, Chickasha, Okla.  
**SCOTT, HAL**  
WCAE, Pittsburgh, Pa.  
**SCOTT, RAY**  
WCAE, WTAE, Pittsburgh, Pa.  
**SCOTT, SIDNEY**  
Basketball  
WANE, Albany, Ky.  
**SCOVILLE, CLEVE**  
Last Word in Sports  
WCHL, Hawkinsville, Ga.  
**SEIGEL, SEAN**  
WBBC, Birmingham, Ala.

**SELLERS, LARRY**  
KGOB, Portland, Ore.  
**SELLER, BILL**  
WRWJ, Schua, Ala.  
**SEMAN, RON**  
WJMO, Cleveland, Ohio  
**SETNGI, ANDY**  
KULV, Lido-Coachella, Calif.  
**SHADGURN, BILL**  
WSAY-TV, Savannah, Ga.  
**SHADRICK, WAYNE**  
WSTP, Salisbury, N. C.  
**SHAEFFER, MAX**  
WDAN, WDAN-TV, Danville,  
Ill.  
**SHANLEY, GIB**  
WOHO, Toledo, Ohio  
**SHARP, ROGER**  
WRLY, Springfield, Ohio  
**SHACK, LEW**  
KMAP, Bakersfield, Calif.  
**SIBLDON, RUTH**  
WBWZ, Freedom, N. Y.  
**SIBLDON, RUSS**  
KOLO, Reno, Nev.  
**SHELLEY, BILL**  
WLEC, Erie, Pa.  
**SHEPARD, CHARLES A., JR.**  
KRSC, Othello, Wash.  
**SHERMAN, ART**  
WJAC-TV, Johnstown, Pa.  
**SHERMAN, BUD**  
WBAP, WBAP-TV, Fort Worth,  
Tex.  
**SIRIVER, HARRY**  
WFBR, Baltimore, Md.  
**SHULL, ROB**  
KYEC, San Luis Obispo, Calif.  
**SILUMATE, GENE**  
KRKX, Rexburg, Ida.  
**SIGPE, EVERETT**  
KYOL, Greeley, Colo.  
**SIMMONS, LON**  
KSFO, San Francisco, Calif.  
**SIMONCELLI, MORRIS**  
WJNF, Manchester, Conn.  
**SIMPSON, JIM**  
11th Hour sports  
WRC, WRCT-TV, Washington,  
D. C.  
**SIMPSON, JIMMY**  
Sports Page of the Air  
WFLB, Fayetteville, N. C.  
**SIMS, ROLLO**  
WKHM, Jackson, Mich.  
**SIMS, WAYNE**  
WARE, Jasper, Ala.  
**SINGER, BILL**  
Delaware Valley  
WTTM, Trenton, N. J.  
**SLATER, SAM**  
Sports Caravan  
WTAP, WTAP-TV, Parkersburg,  
W. Va.  
**SLAYTON, GLENN**  
WFUN, Huntsville, Ala.  
**SUGIH, CHARLES**  
WOLS, Florence, S. C.  
**SMITH, ART**  
WFRX, West Frankfort, Ill.  
**SMITH, BOB**  
WRVA, Richmond, Va.  
**SMITH, CLIFTON**  
Living Day  
KCOH, Houston, Tex.  
**SMITH, DALE**  
Top O Sports  
KREB, Westland-Bowling, Mich.  
**SMITH, DAN**  
WESH, Bradford, Pa.  
**SMITH, GUY**  
KLEN, Kansas City, Kan.  
**SMITH, LES**  
WOLK, New York, N. Y.  
**SMITH, RUSS**  
Sports Eye-witness  
KLFY, Miami, N. D.  
**SMITH, TED A.**  
KOMA, Pendleton, Ore.

**SMITH, WILLIAM D.**  
WMPR, High Point, N. C.  
**SNOW, STEVE**  
KYA, San Francisco, Calif.  
**SNYDER, BILL**  
WSOC, WSOC-TV, Charlotte,  
N. C.  
**SOBEL, BUD**  
WNOX, Knoxville, Tenn.  
**SOBOL, JOHNNY**  
WLLK, Wilkes-Barre, Pa.  
**SOBKERO, FRANK**  
KRE, Berkeley, Calif.  
**SOLOMON, JAY**  
WCAT-TV, W. Palm Beach,  
Fla.  
**SONVILLE, LARRY**  
KILE, Galveston, Tex.  
**SORRELL, BILL**  
WLS, Lansing, Mich.  
**SPANGLER, BOB**  
KNPT, Newport, Ore.  
**SPENCER, MILTON**  
WFLA, Tampa, Fla.  
**SPIVEY, DON**  
KCLW, Hamilton, Tex.  
**SPRACKLIN, JIM**  
Sports Report  
KWYO, Sheridan, Wyo.  
**STARKE, CHUCK**  
KVOE, Emporia, Kan.  
**STARKEY, BILL**  
WPVL, Painesville, Ohio  
**STARNEY, ROY**  
KPOK, Scottsdale, Ariz.  
**STARWYCK, STEVE**  
Ozark Sports Review  
KHOG, Fayetteville, Ark.  
**STEEL, PETE**  
KLJZ, Brainerd, Minn.  
**STEELE, BOB**  
WTIC, WTIC-TV, Hartford,  
Conn.  
**STERE, BURT**  
WSBS, Great Barrington, Mass.  
**STEIN, LEN**  
Fire Star Final  
WSTA, St. Thomas, V. I.  
**STENGLE, DAN**  
High School Basketball  
KPLR-TV, St. Louis, Mo.  
**STENSON, GLEN**  
KAVI, Rocky Ford, Colo.  
**STERLING, BOB**  
KNGS, Hanford, Calif.  
**STERN, BILL**  
Baseball Central  
WPIX, New York, N. Y.  
**STEVENS, CHUCK**  
WPTW, Plaquemine, Ohio  
**STEVENS, DICK**  
WTAY, Robinson, Ill.  
**STEVENS, DOTTIE**  
WBER, Memphis, Tenn.  
**STEVENS, ED**  
KBYR, Anchorage, Alaska  
**STEVENS, ZACK**  
KOPR, Butte, Mont.  
**STEWART, BILL**  
KLMO, Louisa, Colo.  
**STEWART, CHARLIE**  
WNEK, Macon, Ga.  
**STEWART, LARRY**  
KSRQ, Santa Rosa, Calif.  
**STEWART, LARRY**  
WBWS, Champaign, Ill.  
**STEWART, MARK**  
Sports Wheel  
WEVS, Springfield, Ill.  
**STIEGLER, ERNIE**  
WABL, Allentown, Pa.  
**STONE, HARRY**  
Sports Extra  
KTVI, St. Louis, Mo.  
**STONE, ROCKY**  
WOTI, Bristol, Tenn.

## RADIO-TV SPORTS COMMENTATORS

### STONE, VIRGIL

KTBB, Tyler, Tex.

### STOREY, ROY

KNX, KCOP, Los Angeles, Calif.

### STOVER, JIM 'SMOKEY'

WCVA, Culpeper, Va.

### STREATON, GIL

KNXT, Los Angeles, Calif.

### STREETER, REG

Beat the Expert  
KWIP, Merced, Calif.

### STRONG, FORD

Sports Special  
KSTR, Grand Junction, Colo.

### SULLIVAN, CHARLEY

WHBQ, Memphis, Tenn.

### SULLIVAN, CLAUDE

WWKY, Winchester, Ky.

### SULLIVAN, RICHARD

WSBS, Great Barrington, Mass.

### SUMMER, LOUIS

WOIC, Columbia, S. C.

### SWEENEY, FRANK

WWJD, Chicago, Ill.

### — T —

### TABNER, DOUG

Four Star Final  
WTOL, Toledo, Ohio

### TABNER, ORRIS

WTOL-TV, Toledo, Ohio

### TAPPE, MEL

KHQA-TV, Hannibal, Mo.

### TATE, VERNER

Scoreroom  
WSPA, WSPA-TV, Spartanburg, S. C.

### TATHAM, HOWARD

Georgia Outdoors  
WLEF, Toccoa, Ga.

### TAWWATER, TUT

World of Sports  
KVOP, Plainview, Tex.

### TERRY, HUB

WJOT, Lake City, S. C.

### TERWEY, TYS

WMPB, Memphis, Tenn.

### THACKER, JIM

WSAZ, WSAZ-TV, Huntington, W. Va.

### THAYER, MIKE

KLTR, Blackwell, Okla.

### THLENIUS, ED

WRFC, Athens, Ga.

### THOMAS, DICK

KBUR, Burlington, Iowa

### THOMAS, JERRY

Dr. Ross Sportsreel  
KVEN, Ventura, Calif.

### THOMAS, JOHN

WCYB, WCYB-TV, Bristol, Va.

### THOMAS, ROBERT V.

WAYB, Waynesboro, Va.

### THOMAS, ROLLIE

KFI, Los Angeles, Calif.

### THOMLINSON, BOB

KAFP, Petaluma, Calif.

### THOMPSON, BILL

KMJ, Fresno, Calif.

### THOMPSON, GEORGE

KFRD, Rosenberg-Richmond, Tex.

### TIGHE, RON

KSID, Sidney, Neb.

### TOEPP, JACK

WATT, Cadillac, Mich.

### TOLBERT, JERRY

WTVW, Evansville, Ind.

### TOLLEFSON, GENE

KENE, Toppenish, Wash.

### TOOTHMAN, BOOTH

WBOY, Clarksburg, W. Va.

### TOWERS, JOHN

Channel 6 Report  
KAVE-TV, Carlsbad, N. M.

### TRAEGER, JOHN

For the Ladies  
KWED, Seguin, Tex.

### TREPS, MIKE

KSEK, Pittsburg, Kan.

### TRINE, PHIL

KUKI, Ukiah, Calif.

### TROLAND, MAXNARD

KBUN, Bemidji, Minn.

# BEHIND THE MIKE BEFORE THE CAMERA

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# RADIO-TV SPORTS COMMENTATORS

**TUCKER, DARRELL**  
KIKO, Globe-Miami, Ariz.

**TURNBULL, BENJAMIN**  
WDOS, Onondaga, N. Y.

**TURNER, BOB**  
WIAM, Rochester, N. Y.

**TURNER, JIM**  
WSTF, Charlotte, N. C.

**TALBER, WAYNE**  
High School, Hudders  
WLYA, WLYA-TV, Lynchburg, Va.

## — U —

**UFER, ROBERT**  
WPAG, Ann Arbor, Mich.

**ULRICH, MAX**  
WSJS-TV, Winston-Salem, N. C.

**URRIGHT, GENE**  
WIS-TV, Columbus, S. C.

**URBAN, JOHN**  
KICA, KICA-TV, Clovis, N. M.

**URBAN, JOHN**  
WCNY-TV, Cazenovia-Waterstown, N. Y.

## — V —

**VACHE, BOB**  
KTAR, Phoenix, Ariz.

**VALENTI, FRANK**  
KGMB-TV, Honolulu, Hawaii

**VALENTINO, DOM**  
WBET, Brookline, Mass.

**VALICENTI, JOSEPH**  
WBWB, Youngstown, Ohio

**VAN, BILL**  
WTMT, Louisville, Ky.

**VANDERHAYDEN, BUD**  
WSTC, Stamford, Conn.

**VAN KUREN, JIM**  
CKLW, Detroit, Mich.

**VALUGHN, BEN**  
KWTX-TV, Waco, Tex.

**VALUGHN, GEORGE**  
WFTL, Maitland, Fla., Ky.

**VAEDT, BILL**  
The Scoreboard  
KCNV, San Marcos, Tex.

**VETH, DON**  
KEDJ, Longview, Wash.

**VIDNOVICH, SAM**  
WMCK, McKeesport, Pa.

**VOLKEMA, H.M.**  
WFTC, Holland, Mich.

**VOLKS, SAM**  
Sports Page  
KBMX, Coalinga, Calif.

**VON BERGEN, JOHN**  
WNBP-TV, Scranton, Pa.

## — W —

**WADE, HAI, 'DOC'**  
WMOZ, Mobile, Ala.

**WAITE, DAVE**  
WDAM-TV, Hattiesburg, Miss.

**WALDEN, MIKE**  
WTMJ, WTMJ-TV, Milwaukee, Wis.

**WALDEN, WARREN**  
WJAR, Providence, R. I.

**WALKER, CHARLIE**  
WDDJ, Kingsport, S. C.

**WALKER, JOE**  
WMBM, Miami Beach, Fla.

**WALSH, BLAINE**  
WTMJ, Milwaukee, Wis.

**WALSH, FRANK**  
WWBC, Bay City, Mich.

**WALSH, LLOYD**  
WRUN, Erie, N. Y.

**WALTHER, FRED**  
WKMT, Kings Mountain, N. C.

**WALTON, EARL**  
WJZM, Clarksville, Tenn.

**WARD, BILL**  
WFTV, Charlotte, N. C.

**WARREN, HARRY**  
KATV-TV, Sacramento, Calif.

**WATERS, BENJIE**  
WRFP, Washington, N. C.

**WATTRICK, DON**  
Sports Headlines  
WXYZ, WXYZ-TV, Detroit, Mich.

**WEATHERLY, BOB**  
WTAN, Clearwater, Fla.

**WEAVER, RICK**  
KPH, Wichita, Kan.

**WEBB, JERRY**  
WCHL, Carbondale, Ill.

**WEBB, NOLAN**  
WKRY, Neenah, Ky.

**WEBBE, TED**  
Sport of Speed  
WXTA, Newark, N. J.

**WEBER, RON**  
Tele-sports  
WBOC, WBOC-TV, Salisbury, Md.

**WECHSLER, JIM**  
WWRJ, White River Junction, Vt.

**WEEMS, WILLIE**  
Scores Are Yours  
WMAZ, Forest, Miss.

**WEHMEIER, H.M.**  
KLOO, Covalds, Ore.

**WEHMEYER, WALLA**  
KSGM, Ste. Genevieve, Mo.

**WEILER, BOB**  
KDIX, Dickson, N. D.

**WEIN, OSCAR**  
WDBJ, Port Jervis, N. Y.

**WEISER, DAVE**  
In the Lockerroom  
KEYV, Provo, Utah

**WEISKOPF, DON**  
KKPL, Moscow, Idaho

**WENDLANDT, LOU**  
WGEZ, Beloit, Wis.

**WESSON, BUDDY**  
KUQN, DeQueen, Ark.

**WEST, BILL**  
KPBH, Carlisle, N. M.

**WEST, LARRY**  
Sports Wheel  
KENT, Shreveport, La.

**WESTER, M.**  
WJBW, New Orleans, La.

**WHALEN, JOSEPH**  
WVPO, Stroudsburg, Pa.

**WHEELER, JACK**  
Game Roundups  
WZOK, Jacksonville, Fla.

**WHITAKER, BOB**  
WMIJ, Mt. Vernon, Ill.

**WHITE, BILL**  
KTHL, Porterville, Calif.

**WHITE, BILL**  
KWSO, Waco, Calif.

**WHITE, JERRY**  
KBER, Elk City, Okla.

**WHITAKER, GLEN**  
Sports  
WHRW, Toledo, Ohio

**WIBLE, DARRI**  
WPHI, Torrington, Ind.

**WIGHT, THOMAS**  
WPAG, Ann Arbor, Mich.

**WILE, OTIS**  
KSPJ, Stillwater, Okla.

**WILKINSON, JOHN J.**  
WLOB, Portland, Me.

**WILL, BOB**  
WWDC, Washington, D. C.

**WILLIAMS, CHUCK**  
Midside of Sports  
KWNO, Wmington, Minn.

**WILLIAMS, EARL**  
KEYD, Oakes, N. D.

**WILLIAMS, ED**  
KNEL, Brady, Tex.

**WILLIAMS, GARNETT**  
WFBW, Fairfield, Ill.

**WILLIAMS, HARRY**  
WFTL, Ft. Lauderdale, Fla.

**WILSON, BOB**  
WABC, Akron, Ohio

**WILSON, JIM**  
WSPT, WSPT-TV, South Bend, Ind.

**WILSON, LEO V.**  
WHOP, Hopkinsville, Ky.

**WILSON, PHIL**  
XETV, San Diego, Calif.

**WILSON, WARD**  
WCAT-TV, W. Palm Beach, Fla.

**WINTERS, MELVIN E.**  
WFGC, Washington, D. C.

**WISE, WES**  
WFAA-TV, Dallas, Tex.

**WISMER, HARRY**  
Notre Dame Football, ABC; Blue-Grey Football Game, ABC-TV

**WITHROW, JIM**  
Sports Parade  
WRLX, Paris, Ky.

**WOLF, FRED**  
Bowling Champions  
WXYZ-TV, Detroit, Mich.

**WOLF, HAL**  
KNBC, San Francisco, Calif.

**WOLFE, BOB**  
WDBC, Washington, D. C.

**WOOD, EARL**  
WROC-TV, Rochester, N. Y.

**WOODMAN, DAVE**  
KNDE-TV, Monroe, La.

**WOOLEY, EDWARD**  
WMTL, Leitchfield, Ky.

**WYLIE, BOB**  
WAKR, Akron, Ohio

**WYNNE, BILL**  
WOLV-TV, Florence, Ala.

**WYNNE, JAMES**  
WARR, Winston-Salem, N. C.

## — Y —

**YANICH, BOB**  
WILB, Hartsville, Pa.

**YATES, SONNY**  
WDSB, De Funiak Springs, Fla.

**YELLAND, STARR**  
KLTZ-TV, Denver, Colo.

## — Z —

**ZACK, ED**  
WOT, WOC-TV, Dayton, Iowa

**ZELICH, MARK**  
WSAU, WSAU-TV, Wausau, Wis.

**ZIMMERMAN, BOB**  
KOEL, Oelwein, Iowa

**ZUCHELLI, ED**  
KCOY, Santa Maria, Calif.

# WOMEN COMMENTATORS

of U. S. Radio and TV Stations

## — A —

**ABDOU, GLORIA**  
WCAE, Pittsburgh, Pa.

**ABEYTA, VERGIE**  
KGGM-TV, Albuquerque, N. M.

**ABRAMSON, JO**  
WROW, Albany, N. Y.

**ABRARIA, ELWANDA**  
KFSA, Fort Smith, Ark.

**ADAIR, PERRY SHEEHAN**  
KLAS-TV, Las Vegas, Nev.

**ADAMS, BETTY**  
WBZ-TV, Boston, Mass.

**ADAMS, DEBORAH**  
WFIL-TV, Philadelphia, Pa.

**ADAMS, LOUISE**  
WHGB, Harrisburg, Pa.

**ADAMS, RUTH**  
WSKI, Barre-Montpelier, Vt.

**ADLAM, SUG**  
WKEN, Dover, Del.

**AGEE, ALETHA**  
WPIK, Alexandria, Va.

**AGNEW, MINNIE V.**  
WTUP, Tupelo, Miss.

**AIKEN, JUNIE**  
WIRA, Ft. Pierce, Fla.

**AKERMAN, LUCILE**  
WCRE, Cheraw, S. C.

**ALBERTSON, PEGGY JO**  
KXGO-TV, Fargo, N. D.

**ALDEN, ANN**  
KFJZ-TV, Fort Worth, Tex.

**ALEXANDER, MILDRED**  
WPAR, Norfolk, Va.

**ALLEN, DOLORES**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, LOIS**  
KIML, Gillette, Wyo.

**ALLEN, RUTH**  
WGAR, Cleveland, Ohio

**ALSTOTT, SALLY**  
WBCM, Bay City, Mich.

**ALWYN, EVE**  
WGAT-TV, W. Palm Beach, Fla.

**ALWYN, LAURI**  
WGAT-TV, W. Palm Beach, Fla.

**ANDE', MARGO**  
KOMA, Oklahoma City, Okla.

**ANDERS, LOVINA**  
WSMN, Nashua, N. H.

**ANDERSON, BECKY**  
WJDY, Salisbury, Md.

**ANDERSON, BLANCH**  
WLOA, Pittsburgh, Pa.

**ANDERSON, MARY B.**  
WAPG, Arcadia, Fla.

**ANDREA, MARY**  
WJOC, Jamestown, N. Y.

**ANDREWS, LAURIE**  
WELM, Fitchburg, Mass.

**ANNAND, SHIRLEY**  
WTPP, Charleston, W. Va.

**ANTONETTI, CLARA K.**  
W TSA, Brattleboro, Vt.

**APOSTLE, RUBY**  
WLUC-TV, Marquette, Mich.

**ARCHER, (Mrs.) McCANN**  
KGPC, Grafton, N. D.

**ARGO, VERLA**  
KARY, Prosser, Wash.

**ARMISTEAD, BEA**  
WEBG, Memphis, Tenn.

**ARTHUR, SADIE**  
KICA-TV, Clovis, N. M.

**ASHLOCK, MARGUERITE**  
WMT-TV, Cedar Rapids, Iowa

**ASHWORTH, DOROTHY**  
KORA, Bryan, Tex.

**ATKINS, JUDITH**  
WACR, Columbus, Miss.

**AUSTIN, BARBARA**  
WROM, Rome, Ga.

## — B —

**BADHAM, MARY**  
WBEC, Birmingham, Ala.

**BAGLEY, ORLO**  
KOMB, Cottage Grove, Ore.

**BAHWELL, MARILYN**  
WKTY, La Crosse, Wis.

**BAILEY, CATHARINE**  
KKTU, Colorado Springs, Colo.

**BAILEY, KAY**  
WSTA, St. Thomas, V. I.

**BAILEY, LYNN**  
WNOG, Naples, Fla.

**BAILEY, SHURLEY**  
WMNA, Gretna, Va.

**BAILEY, VIRGINIA**  
WPME, Punxsutawney, Pa.

**BAKER, ANN**  
WAND, Canton, Ohio

**BAKER, BEVERLY**  
WOLF, Syracuse, N. Y.

**BAKER, EVANGELINE**  
KNBC, San Francisco, Calif.

**BAKER, EVELYN H.**  
KHBM, Monticello, Ark.

**BALL, JANE ELLEN**  
WAMP, Pittsburgh, Pa.

**BALLARD, BARBARA L.**  
KWIP, Merced, Calif.

**BARNETT, GAY**  
KKIS, Pittsburg, Calif.

**BARRETT, EMILY**  
WTUG, Tuscaloosa, Ala.

**BARRIE, WENDY**  
WN TA, Newark, N. J.

**BARRY, JOAN**  
WDDO, Chattanooga, Tenn.

**BARTELLI, INGRID**  
WMAB, Munising, Mich.

**BARTON, ELEANOR**  
WESC, Greenville, S. C.

**BARTON, SUE**  
KMGM, Albuquerque, N. M.

**BATH, HELEN**  
WETZ, Jasper, Ind.

**BAUER, JAN**  
WTSL, Hanover, N. H.

**BEANE, RUTH M.**  
WSSV, Petersburg, Va.

**BEARD, SHARON**  
KSCB, Liberal, Kan.

**BEAUBIEN, BETTY**  
KPH, Wichita, Kan.

**BECKER, BARBARA**  
WTFI-TV, Milwaukee, Wis.

**BECKER, HELEN MARGARET**  
KNDE, Aztec, N. M.

**BECKER, JEAN**  
KRSL, Russell, Kan.

**BEECROFT, MILDRED**  
WMLL, Milwaukee, Wis.

**BELIFUSS, TRUDY**  
WISN-TV, Milwaukee, Wis.

**BELL, JO ANN**  
KWYO, Sheridan, Wyo.

**BELL, RITA**  
WXYZ-TV, Detroit, Mich.

**BELOTE, GRACE D.**  
WVLD, Valdosta, Ga.

**BENELL, JULIE**  
WFAA-TV, Dallas, Tex.

**BENNETT, NANCY**  
KTAR, Phoenix, Ariz.

**BENSON, BONNIE**  
KPBM, Carlsbad, N. M.

**BERG, MARY**  
KOFA, Yuma, Ariz.

**BERG, NANCY**  
WNBP-TV, Scranton, Pa.

**BERMON, LEN**  
KTVR, Denver, Colo.

**BERRY, WINIFRED**  
WBBH, Warren, Ohio.

**BICKEL, HELEN**  
WMMN, Fairmont, W. Va.

**BIDWELL, DORIS**  
WELG, Lexington, Ky.

**BIGBEE, NELLE**  
WOWL, Florence, Ala.

**BIGNALL, NORMA**  
WLUC-TV, Marquette, Mich.

**BISHOP, BARBARA**  
KHKL, Honolulu, Hawaii

**BISSELL, MAZIE**  
WIS-TV, Columbia, S. C.

**BLACK, GERALDINE**  
KWAL, Osburn, Idaho

**BLACK, LOUISE**  
KLRJ-TV, Las Vegas, Nev.

**BLACK, PAT**  
WMVG, Milledgeville, Ga.

**BLACK, SNOOKS**  
KNEL, Brady, Tex.

**BLACKSTEAD, CONNIE**  
KXGO-TV, Fargo, N. D.

**BLAINE, MARY**  
WRLD, West Point, Ga.

**BLAIR, BETTY**  
WMST, Mt. Sterling, Ky.

**BLAKEMORE, ELYIA**  
WCVP, Murphy, N. C.

**BLAND, LOUISE**  
KTUL-TV, Tulsa, Okla.

**BLAZER, ELEANOR**  
WHOK, Lancaster, Ohio

**BLISS, JOCK**  
WLA V, Grand Rapids, Mich.

**BLUE, ADELE**  
WJBO, Baton Rouge, La.

**BLUM, VAUNCEIL**  
KMMO, Marshall, Mo.

**BOAM, SUE**  
KOPR, Bntle, Mont.

**BOMBOY, MARY LOUISE**  
WXXX, Hattiesburg, Miss.

**BONTEMPI, FEDORA**  
WNHC-TV, New Haven, Conn.

**BORDALLO, MADELEINE M.**  
KUAM, KUAM-TV, Agana, Guam

**BOULDIN, BETTY**  
WZOB, Port Payne, Ala.

**BOWERLY, JOANNE E.**  
KJMJ, Havre, Mont.

**BOYD, BETTY**  
KOTV, Tulsa, Okla.

**BRAHM, BARBARA**  
KDOT, Reno, Nev.

**BRAINARD, KAY**  
KORT, Grangeville, Ida.

**BRANNEN, (Mrs.) ERNEST**  
WWNS, Statesboro, Ga.

**BRAWNER, ONALEE**  
KWYN, Wynne, Ark.

**BRIDGES, DORIS**  
WKMT, Kings Mountain, N. C.

**BRIDGES, MARGARET E.**  
WCBC, Anderson, Ind.

# WOMEN COMMENTATORS

**BRIDGES, ORA**  
KSHO-TV, Las Vegas, Nev.

**BIGGGS, CAROLEE**  
KLTR, Blackwell, Okla.

**BRISCOE, CHARLOTTE**  
KTVH, Hutchinson, Kan.

**BRITT, JUNE**  
WFOR, Portland, Me.

**BROCK, MABEL**  
WMTS, Murfreesboro, Tenn.

**BROOKS, BESS**  
KSEA, Nacozoches, Tex.

**BROOKS, IDELLE**  
WSEA-TV, Montgomery, Ala.

**BROWN, ALVA ROSE**  
WJNC, Plymouth, N. C.

**BROWN, BARBARA**  
WINA, Charlottesville, Va.

**BROWN, GLADYS**  
KOKO, Warrensburg, Mo.

**BROWN, JOAN**  
KRRK, King City, Calif.

**BROWN, JOSEFINE**  
KJCT, Corpus Christi, Tex.

**BROWN, MARGORIE**  
WCPN, Tarboro, N. C.

**BROWN, MARY**  
WLOS-TV, Asheville, N. C.

**BROWN, MINA**  
KNDU, Yakima, Wash.

**BRUCE, FRAN**  
KVCY, Redding, Calif.

**BURNIOT, ALBERTA**  
KJUC, Iowa City, Iowa.

**BURGER, MARGARET**  
WTAQ, LaGrange, Ill.

**BURGESS, JANE L.**  
WOSC, Fullon, N. Y.

**BURKE, KATHY**  
WJLC, Port Jervis, N. Y.

**BURNETT, HAZEL**  
WSEB-TV, South Bend, Ind.

**BURNS, ALMA**  
WLCX, La Crosse, Wis.

**BURR, GWEN**  
KSEF, Susanville, Calif.

**BURR, MAE**  
WAJB, Adrian, Mich.

**BURROUGHS, ANN**  
WHWB, Redland, Va.

**BURSHHEIM, CHARLOTTE**  
KJMO, Benson, Minn.

**BUSHNELL, GEORGINA**  
WFIN, St. Petersburg, Fla.

**BUTTON, JEANNIE**  
WTRF-TV, Wheeling, W. Va.

**BUTZIN, HENRIETTA**  
WAVE, Ripon, Wis.

**BYBEE, ELYNNE**  
KID, Idaho Falls, Ida.

## — C —

**CAIN, SANDA**  
WBLE, Bedford, Pa.

**CALLOWAY, BLANCHE**  
WPEC, Miami, Fla.

**CALLOWAY, ELIZABETH**  
KTRE, KTRE-TV, Lubbock, Tex.

**CAMPBELL, FRAN**  
WGBG, Greensboro, N. C.

**CAMPBELL, MARIANNA B.**  
WJFH, Galipolis, Ohio.

**CAREL, CONNIE**  
KREO, Idaho, Calif.

**CARLSON, BETTA**  
WBCR, Levittown, Pa.

**CARLSON, NORAH**  
WTVG, Williamsport, Pa.

**CARLSON, NORAH B.**  
WCNL, Newport, N. H.

**CARR, LORRAYNE**  
KTRX, Santa Fe, N. M.

**CARROLL, CLEORA**  
WWIG, Hornell, N. Y.

**CARRADON, LINDA**  
KLEF, Golden Meadow, La.

**CARSON, CAROL**  
KGVU, Missoula, Mont.

**CARSON, NANCA**  
WCDE, Edenton, N. C.

**CARTER, FRANCES**  
WAZL, Hazleton, Pa.

**CARTER, TEREJA**  
KAMD, Camden, Ark.

**CARTER, JUNE**  
WRME, Tusculum, Fla.

**CARVER, LOUISE**  
WRZO, Kalamazoo, Mich.

**CASEY, MARY ANN**  
KEYT, Santa Barbara, Calif.

**CASTLEBURY, JOANNE M.**  
WMPY, Williamsport, Pa.

**CAVTELL, MARGARET**  
WEBB, Weirton, W. Va.

**CAVIN, PATTY**  
WRB, Washington, D. C.

**CERVI, SAMMYE**  
WCNT, Centuria, Ill.

**CHAPMAN, LIL**  
KAMI, Kenady, Tex.

**CHAPPEL, JANICE**  
WOWL-TV, Florence, Ala.

**CHASE, DOROTHY**  
KFRG, Eugene, Ore.

**CHASE, JULIE**  
WTAG, Worcester, Mass.

**CHESSEB, FAYE**  
KVED, Seaman, Tex.

**CHRISTIAN, JO**  
KFAI, Fulton, Mo.

**CLARK, KAY**  
WBYE, Caledon, Ala.

**CLARK, NANCA**  
KTPB, Boise, Ida.

**CLARK, TEMPE**  
WJIN, Washington, N. C.

**CLAYTON, ELISEN**  
WALB-TV, Albany, Ga.

**CLIM, GERTRUDE**  
WKIX, Paris, Ky.

**COBEY, MARGE**  
KEYT, Santa Barbara, Calif.

**COLBERT, JEAN**  
WTFB, Hartford, Conn.

**COLE, FAY**  
WLOH, Princeton, W. Va.

**COLE, JEAN**  
WVGS, Titton, Ga.

**COLLEY, SUNSHINE**  
WCBI, Benton, Ky.

**COLLINS, JOY**  
WGLY, Bangor, Me.

**COLONE, ANN**  
WANE-TV, Fort Wayne, Ind.

**CONNELLA, JEAN**  
WTAJ, Pittsburg, Pa.

**CONNORS, DORSEY**  
WGN, Chicago, Ill.

**COOK, MUREA**  
WRFJ, Gainesville, Fla.

**COOK, MARION**  
WTFB, Flint, Mich.

**COOPER, ANNE**  
WBCA, Bay Minette, Ala.

**COOPER, MADGE**  
WBRN, Marion, Ohio.

**COPE, KITHY**  
WSAV, Savannah, Ga.

**COPENHAVER, CARLEA**  
KABY, Albany, Ore.

**CORNWELL, MARY**  
WVPT, Clinton, N. C.

**COTTON, DOROTHY**  
WHEC, Rochester, N. Y.

**COTTON, LIZ**  
KGPL, Roswell, N. M.

**COURY, ROSELLE**  
WCOU, Lewiston, Me.

**COVERT, JEAN**  
KTRB-TV, Austin, Tex.

**COMLEY, DOROTHY**  
KBS, Bishop, Calif.

**COX, JANCIE**  
KBAR, Burley, Ida.

**CRAIG, LOUISE**  
WSEI, Somerset, Ky.

**CRAMEL, ALMA**  
WVAD-TV, Johnstown, Pa.

**CRISO, ISU S.**  
KARR, The Son, Ariz.

**CROM, MILDIE**  
KSON, San Diego, Calif.

**CRONAN, MARYANNE**  
KPH, Klamath Falls, Ore.

**CROOKS, HELEN**  
WOKK, Meridian, Miss.

**CULLEN, JOY**  
WSTU, Stuart, Fla.

**CUMMINS, GAYLE**  
KJZA, Pueblo, Colo.

**CURRAN, BETTE**  
KPRD, Columbia, Mo.

## — D —

**DAEMLER, POLLY**  
WPAV, Portsmouth, Ohio.

**DALE, DOROTHY**  
WBET, Brockton, Mass.

**DALTON, JANE**  
WSEA, WSFA-TV, Spartanburg, S. C.

**DARNELL, PATSY LOU**  
WNKY, Neon, Ky.

**DAUDEL, LOIS M.**  
KRRX, Koksville, Mo.

**DAUM, ELEANOR**  
WTRW, Two Rivers, Wis.

**DAVIS, BARBARA**  
KAMP, El Centro, Calif.

**DAVIS, BETTY**  
WSON, Henderson, Ky.

**DAVIS, BETTY**  
KOLN-TV, Portland, Ore.

**DAVIS, LOUISE**  
KIDJ, Boise, Ida.

**DAVIS, PAT**  
WAAZ, Boaz, Ala.

**DAVIS, SARA**  
KAGR, Yuba City, Calif.

**DAWITT, BARBARA**  
WKID, Poughkeepsie, N. Y.

**DAW, JANE**  
WIBZ-TV, Boston, Mass.

**DAY, JUNE**  
KWHB, Wichita, Kan.

**DEAL, ELIZABETH**  
WROF, Virginia Beach, Va.

**DEANE, MARTHA**  
WOR, New York City, N. Y.

**DeBRUAN, ELEANOR**  
KMAN, Mandan, Kan.

**DECKER, KAY**  
KODI, Cody, Wyo.

**DEE, MARY**  
WHAU, Philadelph., Pa.

**de GARYA, LADIA**  
KUTB, San Antonio, Tex.

**DE GRAY, LOUISE**  
KATL, Miles City, Mont.

**DEHNE, VAN**  
WBRV, West Bend, Wis.

**DELBURIDGE, MARNA**  
WFFA, Bayview, N. Y.

**BEL, PIERRE, MARGUERITE**  
KTYO, Ottumwa, Iowa.

**DEMAS, JYNA**  
WHIO-TV, Dayton, Ohio.

**DENTON, CLADE**  
WSPC, Somerset, Ky.

**DENTON, PAT**  
KGNK, Amarillo, Tex.

**DETTINGER, ALMA**  
WQXR, New York, N. Y.

**DEVANA, CAROLAN**  
WBRH, Hastings, Mich.

**DeVORE, GLORIA**  
KPHM-TV, Beaumont, Tex.

**DEWART, RITA**  
KFXN, Portland, Ore.

**DIAM, LINDA**  
WNSA, Charleroi, Pa.

— F —

**DILLIN, ALBERTA**  
WFOY, St. Augustine, Fla.

**DILLON, HELEN**  
KAPR, Douglas, Ariz.

**DITMER, BEVERLY J.**  
WHGR, Houghton Lake, Mich.

**DIXON, MARTHA**  
WJIM, WJIM-TV, Lansing, Mich.

**DOAN, BERTSCH**  
WVIP, Mount Kisco, N. Y.

**DOKE, DELE**  
KWTO, Springfield, Mo.

**DOLIN, MARGARET**  
WPRN, Butler, Ala.

**DOLLAR, LYNN**  
WABC-TV, New York, N. Y.

**DONOHUE, BEULAH**  
WTMJ-TV, Milwaukee, Wis.

**DONZE, BETTY**  
KSGM, Ste. Genevieve, Mo.

**DOONON, KATIE**  
WSAZ-TV, Huntington, W. Va.

**DORSEY, THELMA L.**  
WTAY, Robinson, Ill.

**DOUGLASS, MARIE**  
WDSP, De Funiak Springs, Fla.

**DOZIER, KATHRYN**  
WGAU, Athens, Ga.

**DRAKE, JUNE**  
KVHL, Homer, La.

**DREWERY, (Mrs.) HOWARD**  
WARF, Jasper, Ala.

**DUKATE, GWEN**  
WPCE, Panama City, Fla.

**DURNAT, GINNY**  
KCHV, Indio-Coachella, Calif.

**DURRETT, SARAH M.**  
KELD, El Dorado, Ark.

**DUVALL, CAROL**  
WOOD, WOOD-TV,  
Grand Rapids, Mich.

— E —

**EARLS, HILDA**  
KWRF, Warren, Ark.

**EARLY, CHRISTMAS**  
KPVA, Camas, Wash.

**EASON, ELIZABETH**  
WVOF, Wilson, N. C.

**ECHLOFF, MAUREEN**  
KRNY, Kearney, Neb.

**ECHOLS, PAT**  
KCLV, Clovis, N. M.

**EDWARDS, DOROTHY**  
WESY, Greenville, Miss.

**EICHORN, DOROTHY**  
WLAM, Lewiston, Me.

**ELIZABETH, FAYE**  
WWJ-TV, Detroit, Mich.

**ELKINS, JOAN**  
KBUS, Mexia, Tex.

**ELMEN, EVELYN**  
KTHV, KTHS, Little Rock, Ark.

**EMBREY, MYRTLE**  
WSUG, Clewiston, Fla.

**EMMEL, GENE**  
WBOY, Clarksburg, W. Va.

**ERICSON, CAROL**  
KPAS, Banning, Calif.

**EUBANKS, VELMA**  
WMUU, Greenville, S. C.

**EVANS, ANNE**  
KTOK, Oklahoma City, Okla.

**EVANS, DOROTHY**  
WYSE, Lakeland, Fla.

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WIBC, Indianapolis, Ind.

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KCRG-TV, Cedar Rapids, Iowa

**EVERITT, RAE**  
KOFK, Pullman, Wash.

**EWARD, FRAN**  
WKBY, Richmond, Ind.

**EWELL, KATHERINE**  
WMSR, Manchester, Tenn.

**FABIANI, ROZELL**  
WRBL-TV, Columbus, Ga.

**FAHL, CECILE**  
WWSR, St. Albans, Vt.

**FARBER, WILDA**  
WJTV, Jackson, Miss.

**FARENBURG, HELEN**  
KORK, Las Vegas, Nev.

**FARMER, FAE**  
WEEB, Southern Pines, N. C.

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KCTV, San Angelo, Tex.

**FEARN, JUNE**  
KLUK, Evanston, Wyo.

**FELDER, HELEN**  
WCOV, Montgomery, Ala.

**FELIX, DELIA**  
KEVT, Tucson, Ariz.

**FELTON, BARBARA**  
WROV, Roanoke, Va.

**FENNER, JUANITA**  
KIND, Independence, Kan.

**FERRER, SALLY**  
WVPO, Stroudsburg, Pa.

**FERRILL, CHARLOTTE**  
KWCL, Oak Grove, La.

**FLACK, MARGARET F.**  
WAGY, Forest City, N. C.

**FLAHOVE, ELLA**  
WDEW, Westfield, Mass.

**FLETCHER, LOUISE**  
WVOL, Nashville, Tenn.

**FLOURNOY, ROSE**  
WRBL, Columbus, Ga.

**FLOYD, FLORENCE**  
KWHN, Fort Smith, Ark.

**FLOYD, ODELL**  
WCEH, Hawkinsville, Ga.

**FLYNN, GAIL**  
WAOV, Vincennes, Ind.

**FOLLMER, ANN**  
WVKO, Columbus, Ohio

**FONTAINE, PAT**  
KMOX-TV, St. Louis, Mo.

**FOSTER, LYNN**  
WTAN, Clearwater, Fla.

**FREZZOR, BETTY**  
WBTB, Charlotte, N. C.

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WCYB, WCYB-TV, Bristol, Va.

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WGOG, Wauhatchie, S. C.

**FRIEZ, ALENE**  
KNAF, Fredericksburg, Tex.

**FUNNELL, MILDRED**  
WJW, Cleveland, Ohio

**FURTAW, ELLEN**  
WHAK, Rogers City, Mich.

— G —

**GABRIEL, SYLVIA**  
WHTG, Asbury Park, N. J.

**GAINES, MYRTLE**  
WOKZ, Alton, Ill.

**GALE, VIRGINIA**  
WGN, Chicago, Ill.

**GALLE, MARY**  
KHBR, Hillsboro, Tex.

**GALLEHER, MURIEL E.**  
WLEA, Hornell, N. Y.

**GALVIN, GRACE**  
WBRI, Waterbury, Conn.

**GARBETT, GRACE**  
WEDO, McKeesport, Pa.

**GARDNER, VIRGINIA**  
WLEE, Richmond, Va.

**GARNER, MARY LOU**  
WZYX, Cowan, Tenn.

**GARRISON, LOU**  
KBK, Elk City, Okla.

**GAY, PAT**  
KLZ, Denver, Colo.

**GEHART, SUE**  
KTHE, Thermopolis, Wyo.

**GEDDIE, MARTHA**  
WELO, Tupelo, Miss.

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WLAB, Athens, Tenn.

**GERHART, JULIA M.**  
WKMC, Roaming Springs, Pa.

**GERSEN, AILEEN**  
KCUB, Tucson, Ariz.

**GIBBS, AGNES**  
WCSH-TV, Portland, Me.

**GIBSON, CHERRY**  
WLBN, Lebanon, Ky.

**GIDDINGS, KATHY**  
KNDE-TV, Monroe, La.

**GIERE, MARILYNE**  
WMNE, Menomonie, Wis.

**GIGER, MARIE**  
WHLM, Bloomsburg, Pa.

**GILL, JANE**  
WJPD, Ishpeming, Mich.

**GINGER, ELEANOR**  
KLMS, Lincoln, Neb.

**GLADSTEIN, BOBBY**  
KTMC, McAlester, Okla.

**GLENN, JEAN**  
WDAF, Kansas City, Mo.

**GODFREY, KATHY**  
WHCT, Hartford, Conn.

**WINF, Manchester, Conn.**

**GOERINGER, VERA**  
KRVN, Lexington, Neb.

**GOODMAN, RUTH**  
WTOC, WTOC-TV, Savannah, Ga.

**GOODWIN, BOBBIE H.**  
WMAG, Forest, Miss.

**GOSAR, DONNA**  
KEYY, Provo, Utah

**GOSHEN, KAY**  
KGOS, Torrington, Wyo.

**GOTHBERG, OZELLE G.**  
WPPA, Fort Payne, Ala.

**GOTTLIEB, RUTH**  
WMSC, Columbia, S. C.

**GOVAN, VINETTE B.**  
WEPG, S. Pittsburg, Tenn.

**GRANT, CLAIRE**  
WMOA, Marietta, Ohio

**GRAVES, CONSTANCE**  
WDEV, Waterbury, Vt.

**GRAY, PAT**  
WBRC-TV, Birmingham, Ala.

**GREEN, CAROL**  
WSAU, WSAU-TV, Wausau, Wis.

**GREEN, CONNIE**  
KBOR, Brownsville, Tex.

**GREEN, GRACE**  
KDLA, De Ridder, La.

**GREEN, MARY JANE**  
WNAG, Grenada, Miss.

**GREEN, SALLY**  
WWRI, West Warwick, R. I.

**GREENDAHLE, JEANNE**  
WKB, Kansas City, Mo.

**GREENWOOD, KATHARINE**  
WALL, Middletown, N. Y.

**GREGORY, LUCY**  
WOLA, Ann Arbor, Mich.

**GREINER, MARY ANN**  
WRIT, Milwaukee, Wis.

**GRIEM, BETA**  
WTMJ-TV, Milwaukee, Wis.

**GRIFFITH, MADELINE**  
WPAD, Paducah, Ky.

**GRISWOLD, ESTHER DONAT**  
KOMU-TV, Columbia, Mo.

**GROCHOWSKI, LUCILLE**  
WNRI, Woonsocket, R. I.

**GWYN, IZABEL**  
WKSX, West Jefferson, N. C.

— H —

**HACH, PHILA R.**  
WJZM, Clarksville, Tenn.

**HAEBERLE, ARLE**  
WCCO-TV, Minneapolis, Minn.



# WOMEN COMMENTATORS

**HAYG, MARGARET**  
 KXNO, Anoka, Minn.  
**HAYLEY, PEGGY**  
 KFTX, L. Vinton, Tex.  
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 ROMY, Watsonville, Calif.  
**HALL, MARGARETTE**  
 KTW, Seattle, Wash.  
**HALL, MARTHA**  
 WCOV-TV, Mountlornery, Ala.  
**HALL, NANCY**  
 WDFB-TV, Cassmville, S. C.  
**HALLFAY, HELENE**  
 WGEZ, Richd., Wis.  
**HAMMONS, TISHIE**  
 RQGN, Daphnion, Ark.  
**HANLEY, MARY LO**  
 WJCT-TV, Fort, Pa.  
**HANSON, MAE**  
 KCOO, Alliance, Neb.  
**HARLAN, CYNTHIA**  
 WWTW, Col. Hq., Mich.  
**HARLAN, NAY**  
 WSOY, Davenport, Ill.  
**HARPOLE, MARY**  
 KVOU, Canby, Tex.  
**HARRIS, ESTHER**  
 WKNY, Kingston, N. Y.  
**HARRIS, FRANCES KAYE**  
 KGB, Galveston, Tex.  
**HARRIS, JEAN**  
 KWRH, San Antonio, La.  
**HARRIS, LAURA**  
 KSMZ, Sananton, Tex.  
**HARTNETT, ALICE**  
 KTFB, Tyler, Tex.  
**HAULIK, CAROL**  
 WADP, Kane, Pa.  
**HAYES, HELEN**  
 WRNL, Richmond, Va.  
**HAYNES, TRUDY**  
 WCHB, Inkster, Mich.  
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 KIDH-TV, Houston, Tex.  
**HEAL, SANDRA**  
 WRKD, Rockland, Me.  
**HEALA, DOLORES**  
 KBRG, Alameda, Oregon, Wash.  
**HEALA, MEG**  
 KXKL, Dallas, Tex.  
**HELEBRANT, EUCLE J.**  
 KOEL, Oklawaha, Iowa.  
**HENDERSON, BEVERLY**  
 KJAT, Jax, Tenn., Tex.  
**HENDRIX, BETTIE**  
 WPEC, Clinton, S. C.  
**HENNIS, PATT**  
 WAJE, Decatur, Ala.  
**HENRIKSEN, SHIRLEY**  
 KXGN, Glendale, Mont.  
**HENRY, JULIA**  
 WKOV, Hopkinsville, Ky.  
**HENTOSH, VIRGINIA**  
 WLEH, Little Falls, N. Y.  
**HERTRICK, LANN**  
 KMB-TV, Bismarck, N. D.  
**HERSH, GLADYS E.**  
 WRAP, Allentown, Pa.  
**HEWETTSON, FRANCES**  
 WFXA, F. Ochsenschlurz, Va.  
**HICKOX, MARY**  
 KFI, Los Angeles, Calif.  
**HICKS, ANN**  
 WQXQ, Daytona Beach, Fla.  
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 KTRB, Moberg, Calif.  
**HILL, HILDA**  
 WTPW, Tinto, Miss.  
**HILLIER, MARIAN**  
 WGMX, Hollywood, Fla.  
**HOAK, JOSEFINA**  
 KABQ, Albuquerque, N. M.  
**HOBERT, ALICE**  
 WDOT, Burlington, V.  
**HODGES, DOROTHY**  
 WGTM, Wilson, N. C.  
**HODGES, GENIE**  
 WROD, Daytona Beach, Fla.

**HOLLAND, JANICE KING**  
 WHSC, Hertsyville, S. C.  
**HOLLIDAY, MARY**  
 WACO, Waco, Tex.  
**HOLLIDAY, SUZE**  
 KDFD, El Centro, Calif.  
**HOLLOWAY, FRAN**  
 KOA, Killego, Tex.  
**HOLMES, ALMA**  
 KFLL, Floydada, Tex.  
**HOLMES, AUDREY**  
 WLVJ, Nashville, Tenn.  
**HOPE, BEA**  
 WKRG-TV, Mobile, Ala.  
**HOPKINS, MAURINE**  
 KFLA, Amarillo, Tex.  
**HORN, ELAINE**  
 KPTG, Bellington, Wash.  
**HOTTON, ESTHER**  
 WTMJ, Milwaukee, Wis.  
**HOUSTON, MARGARET P.**  
 KVKR, Colorado Springs, Colo.  
**HOWARD, ANN**  
 WDBF-TV, Roanoke, Va.  
**HOWARD, NANCY**  
 KMTS, Muskogee, Okla.  
**HOWE, KAY**  
 KHOW, Denver, Colo.  
**HUISEN, ROCK**  
 WCVS, Springfield, Ill.  
**HUGHES, (Mrs.) EVAN H.**  
 KVVU, Lathrop, La.  
**HULBERT, MARJE**  
 KOLN-TV, Laredo, Neb.  
**HUNT, M DREA**  
 WIS, WIS-TV, Columbia, S.  
**HUNTER, EDNA**  
 WJHO, Washington, Ohio.  
**HUNTERSON, NELL**  
 WJAK, Jackson, Tenn.  
**HUTCH, NITA**  
 WTVN, Columbus, Ohio.  
**HUTCHINS, ELAINE**  
 KLG, Alamo, Iowa.  
**HUTCHINSON, CHARLOTTE**  
 WBBF, Elm, Mich.  
**HUTCHINSON, EMILIA**  
 WLEK, Wokos-Barre, Pa.

## — J —

**INGRAM, MERIAM**  
 WJWS, South Hill, Va.  
**IRWIN, ROBERTA**  
 KVM, Yuma, Ariz.  
**ISLEY, JANE**  
 KXMI, Bozeman, Mont.  
**ISOM, JUNE**  
 KCOY, Santa Maria, Calif.  
**IYES, CAROL**  
 WSRD, Marlboro, Mass.

## — J —

**JACKSON, ANNEIDA**  
 WCKR, Dagon, N. C.  
**JAMES, MARIANNE**  
 WERY-TV, Green Bay, Wis.  
**JAMIESON, RUTH G.**  
 WATO, Oak Ridge, Tenn.  
**JANKOSKI, MARY LOU**  
 WBIS, Bristol, Conn.  
**JENNINGS, HELEN MAMA**  
 WEND, Baton Rouge, La.  
**JENSEN, IRIS**  
 KOFJ, Webster, Cuy. Iowa.  
**JERNAQUIST, DOROTHY**  
 WTKR-TV, Green Bay, Mar. 20, Wis.  
**JETER, LEE**  
 KFLL, Waldenburg, Colo.  
**JOHN, ALMA**  
 WWRL, New York, N. Y.  
**JOHNSON, BEA**  
 KMBG, KMBG-TV, Kansas City, Mo.

**JOHNSON, CAROL**  
 WSYR, Syracuse, N. Y.  
**JOHNSON, FRAN**  
 KHLAS-TV, Hastings, Neb.  
**JOHNSON, GAIL**  
 KIDQ, Boise, Ida.  
**JONES, DOT**  
 WADG, Hazelhurst, Miss.  
**JONES, KATHRYN**  
 WJET, Emp., Pa.  
**JONNIGAN, GERRA**  
 KZEY, Ft. Worth, Tex.  
**JOUBREAN, JOAN**  
 KUKI, Uk. de, Calif.  
**JUMP, JEANNINE**  
 KGVU, Greenville, Tex.

## — K —

**KANTZER, GAY**  
 WSNL, Loganport, Ind.  
**KANZ, PATRICIA H.**  
 KGNB, New Braunfels, Tex.  
**KARRAKER, MONLEADA**  
 WRAJ, Yuma, Ill.  
**KAUFLUSS, GRACE**  
 WDFE, Chester, Pa.  
**KEATING, LOLA**  
 KTEL, Wally Walla, Wash.  
**KELLER, JOANN**  
 WKKS, Vancenburg, Ky.  
**KEILEY, DELAND**  
 WSES, Great Barrington, Mass.  
**KELLY, PEGGY**  
 KKAB-TV, Aberdeen, S. D.  
**KIDD, MARGARET**  
 WFCN, Hartsyville, Ala.  
**KIEFA, PAT**  
 KDKA-TV, Pittsburgh, Pa.  
**KIMBALL, BETTA**  
 WIAV, Hartford-New Britain, Conn.  
**KING, BEVERLY B.**  
 WDEA, Ellsworth, Me.  
**KING, CAROL**  
 WCAX, Burlington, Vt.  
**KING, JOYCE**  
 WHP-TV, Harrisburg, Pa.  
**KING, JUNE**  
 WJDX, WJBT, Jackson, Miss.  
**KING, KAY**  
 KREN, KREN-TV, Grand Junction, Colo.  
**KING, NORMA**  
 KEPS, Eagle Pass, Tex.  
**KING, PEARL N.**  
 KMB, Kimball, Neb.  
**KING, REA**  
 WTOR, Torrington, Conn.  
**KINGBAY, MEG**  
 WPRC, Minneapolis, Minn.  
**KINNEY, NANCY**  
 WPDH, Port au, Wis.  
**KINSLEY, MARY ANN**  
 WJWH, Henderson, N. C.  
**KINSLEY, VERA**  
 WTOT, Margoma, Fla.  
**KIRBY, ROSE M.**  
 WROS, Southboro, Ala.  
**KIRK, Dorothy Ann**  
 KILQ, Grand Forks, N. D.  
**KJARR, KITTY**  
 WAKV, Winchester, Ky.  
**KLEIN, BETTY**  
 KXYZ, Houston, Tex.  
**KNIGHT, PHYLLIS**  
 WHAS, Louisville, Ky.  
**KNOCK, CAROL**  
 WAVY, WAVY-TV, Norfolk, Va.  
**KNOLLMAN, JOAN**  
 WBRV, Boonville, N. Y.  
**KOLENCE, NIKKI**  
 KPRK, Laramie, Mont.  
**KOSTAO, RUTH**  
 WTWB, Amundobale, Fla.

**KOUNOVSKY, ROSELLA**

KPLM, Minot, N. D.  
**KRAUS, BETTY**  
 WIRY, Plattsburgh, N. Y.  
**KRUSER, PAULINE**  
 KPCK, Scottsdale, Ariz.  
**KUKRENDALL, JO**  
 WHPK, Hendersonville, N. C.  
**KWESKIN, ETHEL**  
 WSTC, Stamford, Conn.  
**KYBER, DORIS**  
 KOIN-TV, Portland, Ore.

— L —

**LABBITT, MYRTLE**  
 CKLW, CKLW-TV, Detroit, Mich.  
**LAMB, OLABELLE**  
 KMUL, Juleshoe, Tex.  
**LAMONT, JOYCE**  
 WCCO, Minneapolis-St. Paul, Minn.  
**LAMPSHIRE, ARLYNE**  
 KBTV, Denver, Colo.  
**LANE, JUDITH**  
 KIRO, Seattle, Wash.  
**LANGDON, HARRIETTE**  
 WARN, Fort Pierce, Fla.  
**LARSON, KAY**  
 WHEN, WHEN-TV, Syracuse, N. Y.  
**LARSON, MILDRED**  
 KEYZ, Williston, N. D.  
**LAW, ELAYNE**  
 WFBG-TV, Altoona, Pa.  
**LAZAROW, JOAN R.**  
 WDDY, Gloucester, Va.  
**LEAKOS, KATHERINE**  
 WGHM, Skowhegan, Me.  
**LEE, BONNIE**  
 WHFV, Wausau, Wis.  
**LEE, DOROTHY**  
 KPQ, Wenatchee, Wash.  
**LEE, JUNE**  
 KSTR, Grand Junction, Colo.  
**LEE, PAT**  
 WBT, Charlotte, N. C.  
**LOMAY, MARY ANN**  
 WISN, Milwaukee, Wis.  
**LESUEUR, BILLIE**  
 K O O K, KOOK-TV, Billings, Mont.  
**LEWIS, ELAINE**  
 WNBZ-TV, Binghamton, N. Y.  
**LEWIS, MARION**  
 WINC, Winchester, Va.  
**LEWMAN, NANCY**  
 WBAL-TV, Baltimore, Md.  
**LINDAMOOD, VIRGINIA**  
 WSWA, WSWA-TV, Harrisonburg, Va.  
**LINDER, LOIS**  
 KVSF, Santa Fe, N. M.  
**LOCKE, DOROTHY**  
 KHSL-TV, Chico, Calif.  
**LOGAN, MARY**  
 WTTM, Trenton, N. J.  
**LONGLOIS, DORIS**  
 KNOC, Natchitoches, La.  
**LOTT, IONA P.**  
 WPMP, Paseagoula, Miss.  
**LOUY, ESTELLE**  
 KERV, Kerrville, Tex.  
**LOVEJOY, PHYLLIS**  
 KFTM, Fort Morgan, Colo.  
**LUNG, PHYLLIS**  
 KYNO, Fresno, Calif.  
**LYNN, CAROL**  
 WMBD, Peoria, Ill.  
**LYNN, JANE**  
 WKRC-TV, Cincinnati, Ohio  
**LYNN, JOYCE**  
 WWIZ, Lorain, Ohio

— Mc —

**McCABE, PATSY**  
 WJBW, New Orleans, La.  
**McCLOSKEY, OUIDA**  
 WSTL, Eminence - Shelbyville, Ky.  
**McCLUGGAGE, HARRIETTE**  
 KSEW, Sitka, Alaska  
**McCOLLUM, COLEENE**  
 WRQB, West Point, Miss.  
 WCBT-TV, Columbus, Miss.  
**McCRAIN, JUDY**  
 KGEN, Tulare, Calif.  
**McCREA, DENALDA**  
 WTRU, Muskegon, Mich.  
**McDONALD, MARY**  
 KOB, Albuquerque, N. M.  
**McFADDEN, JUDY**  
 KRRC, Lewiston, Ida.  
**McGARY, PAULINE**  
 KAVE-TV, Carlsbad, N. M.  
**McGEE, LAURA**  
 WCHK, Canton, Ga.  
**McGILL, JANE**  
 WIAM, Williamston, N. C.  
**McGRAW, MARY**  
 WJNO, West Palm Beach, Fla.  
**McGREGOR, MARGUERITE**  
 WPEP, Taunton, Mass.  
**McGREW, EVA**  
 WMTL, Leitchfield, Ky.  
**McKENZIE, KAY**  
 KSJB, Jamestown, N. D.  
**McLELLAN, ANNETTE**  
 KBMX, Coalinga, Calif.  
**McMILLIN, BETTY**  
 WSUZ, Palatka, Fla.  
**McNALL, TRUDY**  
 WRQC-TV, Rochester, N. Y.  
**McNEELY, BETH**  
 WLCY, St. Petersburg, Fla.  
**McPEAK, JERRY**  
 KGRO, Gresham, Ore.

— M —

**MacADIE, VIRGINIA**  
 WICH, Norwich, Conn.  
**MacEACHRON, PEG**  
 WQXT, Palm Beach, Fla.  
**MACKENZIE, PAT**  
 WNDU-TV, South Bend, Ind.  
**MACKKEY, THEORA**  
 WTAP, WTAP-TV, Parkersburg, W. Va.  
**MACKNEY, JACKIE**  
 KRCT, Houston, Tex.  
**MacLEE, GINNY**  
 KGMC, Englewood-Denver, Colo.  
**MACY, OLMA**  
 WHMA, Anniston, Ala.  
**MADDOX, CATHY**  
 WMCK, McKeesport, Pa.  
**MADISON, JANE**  
 WITT, Lewisburg, Pa.  
**MADSEN, CORNELIA**  
 KSID, Sidney, Neb.  
**MADSON, LINDA**  
 KLTZ, Glasgow, Mont.  
**MAGILL, JUDY**  
 WCGA, Calhoun, Ga.  
**MAGNO, NINA**  
 WADC, Akron, Ohio  
**MAGUIRE, BONNE**  
 WQAM, Miami, Fla.  
**MALEY, LEE**  
 WGGQ, Salamanca, N. Y.  
**MALLOY, MARTHA**  
 WWNH, Rochester, N. H.  
**MANGHAN, BLANCHE**  
 WWC, Bremen, Ga.  
**MANSFIELD, ROBERTA**  
 WABR, Orlando, Fla.  
**MARCHESCHI, ANN**  
 WMP, Hancock, Mich.

**MARMADUKE, VIRGINIA**

WMAQ, Chicago, Ill.  
**MARTIN, CAROL**  
 KTUX, Pueblo, Colo.  
**MARTIN, CLARA**  
 WBIG, Greensboro, N. C.  
**MARTIN, DOROTHY**  
 WGHM, Grand Haven, Mich.  
**MARTIN, ESTHER**  
 KDTH, Dubuque, Iowa  
**MARTIN, MARY JO**  
 KALV, Alva, Okla.  
**MARTIN, MOLLY**  
 WBAL-TV, Baltimore, Md.  
**MARTINDALE, MARGARET**  
 KHAM, Albuquerque, N. M.  
**MASON, MARION**  
 KTOE, Mankato, Minn.  
**MASON, PATRICIA**  
 WDBQ, Dubuque, Iowa  
**MATHESON, EDITH**  
 KFBB, Great Falls, Mont.  
**MAUS, HOPE**  
 WJER, Dover, Ohio  
**MAY, AGNES**  
 WJR, Detroit, Mich.  
**MAY, BETTY L.**  
 KFAM, St. Cloud, Minn.  
**MAY, MARY**  
 WMTN, Morristown, Tenn.  
**MAYVILLE, FRAN**  
 WNBZ-TV, Binghamton, N. Y.  
**MEDLOCK, FAY**  
 WAVU, Albertville, Ala.  
**MEGARREE, MARY**  
 WDAU-TV, Scranton, Pa.  
**MEISNER, JOAN**  
 WTAX, Springfield, Ill.  
**MELLOY, ELEANOR**  
 WNLL, Niles, Mich.  
**MELROSE, EDYTHE FERN**  
 WXYZ-TV, Detroit, Mich.  
**MERRIMAN, MARY LEE**  
 WPAG, Ann Arbor, Mich.  
**MEYER, ISABEL**  
 WBBW, Youngstown, Ohio  
**MILLER, HELEN**  
 WMOK, Metropolis, Ill.  
**MILLER, JAN**  
 KSDA, Redding, Calif.  
**MILLER, MARY**  
 WBSC, Bennettsville, S. C.  
**MILLER, MILDRED**  
 WBN-TV, Buffalo, N. Y.  
**MILLER, PATTY**  
 WHLL, Wheeling, W. Va.  
**MILLER, ZOYA**  
 KKT, Colorado Springs, Colo.  
**MILLS, PATRICIA**  
 KWVY, Waverly, Iowa  
**MILLS, THELMA**  
 WYLD, New Orleans, La.  
**MILNER, OLIVE**  
 KPXP, Salt Lake City, Utah  
**MINAHAN, ANNE D.**  
 WCCM, Lawrence, Mass.  
**MITCHELL, JILL**  
 KSEK, Pittsburg, Kan.  
**MITTENDORF, VIRGINIA**  
 KOLO-TV, Tucson, Ariz.  
**MIZNER, CONNIE**  
 KVNC, Winslow, Ariz.  
**MOBLEY, ALICE**  
 KWRO, Coquille, Ore.  
**MONK, ISABEL**  
 WRJN, Racine, Wis.  
**MOODY, OLYMPIA**  
 KURY, Brookings, Ore.  
**MOORE, BARBARA**  
 WCBT-TV, Columbus, Miss.  
**MOORE, ELEANOR**  
 WSBT, South Bend, Ind.  
**MOORE, MARY**  
 WJAG, Norfolk, Neb.  
**MOORE, MARYNELL**  
 WBRC-TV, Birmingham, Ala.  
**MOORE, MEADE**  
 WCNC, Elizabeth City, N. C.

# WOMEN COMMENTATORS

**MOREAU, DONNA J.**  
WBIZ, Eau Claire, Wis.

**MORGAN, AGNES R.**  
KWSK, Pratt, Kan.

**MORGAN, MARIE**  
WOKS, Columbus, Ga.

**MORRIS, JEAN**  
WFLA, Tampa, Fla.

**MORSE, MOLLY**  
KFMB, San Diego, Calif.

**MORTENSON, LUELLA**  
WKOW, WKOW-TV, Madison, Wis.

**MOSELEY, SHILA**  
KAAB, Hot Springs, Ark.

**MOSIER, SUE**  
KFRA, Greeley, Colo.

**MOWBRAY, BARBARA**  
KASY, Auburn, Wash.

**MULDER, PHYLLIS**  
WPLM, Plymouth, Mass.

**MUMMA, ROBERTA**  
WLSV, Wellsville, N. Y.

**MUNS, EVELYN**  
KTKO, Globe-Miami, Ariz.

**MURRAY, VERNA**  
KWIQ, Moses Lake, Wash.

**MYERS, ALMA**  
WKSX, Paducah, Tenn.

**MYERS, CARLA**  
KDEN, Denver, Colo.

## — N —

**NASH, ALLETA JO**  
WELF, Salem, Va.

**NEESE, HELEN**  
KRES, St. Joseph, Mo.

**NEILSON, BETTE**  
WBRD, Bradenton, Fla.

**NEILSON, MARGE**  
KMMT, Austin, Minn.

**NEUDECKER, BARBARA**  
WABT, Tuskegee, Ala.

**NEUMANN, KAY**  
WUC, Pittsburgh, Pa.

**NEWELL, POLLY**  
WABY, Abbeville, S. C.

**NEWTON, BETTY**  
WFIN, Findlay, Ohio.

**NICHOLS, NANCY**  
WCC, Fairfield, Conn.

**NORDLIE, POLLY**  
KLEF, Lincolnfield, Minn.

**NORMAN, ADELE**  
WIOU, Kokomo, Ind.

**NORMAN, NANCY**  
WDZ, Decatur, Ill.

**NORRIS, JOAN**  
WDMJ, Philadelphia, Pa.

**NORTH, ANN**  
KSWI, Council Bluffs, Iowa.

**NUGEN, LOIS B.**  
KSOX, Arkansas City, Kan.

**NUGENT, HELEN**  
WKRC, Cincinnati, Ohio.

**NYLAND, LOUISE**  
KNEZ, Lompoc, Calif.

## — O —

**OAKES, JAN**  
WFOI, Allentown, Pa.

**ORLINGER, JACKIE**  
WHIS, WHIS-TV, Bluefield, W. Va.

**O'BRIEN, KAY**  
WOCB, West Yarmouth, Mass.

**O'BRIEN, LEE**  
KUP, Durango, Colo.

**O'BRIEN, MARGIE**  
KFBC, KFBC-TV, Cheyenne, Wyo.

**O'BRIEN, MARTHA E.**  
WASA, Havre de Grace, Md.

**O'BRIEN, MARY LOU**  
KBCL, Shreveport, La.

**O'CONNOR, HELEN**  
WCHI, Chillicothe, Ohio.

**ODAMES, ELIZABETH J.**  
WRUN, Utica, N. Y.

**ODEK, LOUISE W.**  
WKEL, Lexington, Va.

**OFIARA, OLGA**  
WNG, Canonsburg, Pa.

**O'GRADY, ROSY**  
WHRB, Mt. Clemens, Mich.

**OLDS, CHARLENE**  
KWEW, Hobbs, N. M.

**OLDS, GRACE**  
WCPK, College Park, Ga.

**OLSHIEWSKY, ANNE**  
WOTW, Nashua, N. H.

**OPPENHEIMER, KITTY**  
KTM, San Rafael, Calif.

**ORTON, KAY**  
WUCB, Manitowoc, Wis.

**OSTFEN, RUTH**  
WMOX, Meridian, Miss.

**OTTERSON, LOUISE**  
WJVA, South Bend, Ind.

**OWEN, JOSEPHINE M.**  
WEKR, Fayetteville, Tenn.

## — P —

**PABON, AURORA R.**  
WTLL, Mayaguez, P. R.

**PACK, PATTI**  
KML, Fresno, Calif.

**PAGE, CONNIE**  
KTNT-TV, Seattle - Tacoma, Wash.

**PAGE, FRAN**  
KRGV, KRGV-TV, Westlake, Tex.

**PAIRESEAU, MARION**  
WJOE, Port St. Joe, Fla.

**PAIRIE, JULIE**  
WMEG, Hibbing, Minn.

**PARK, BOOTS**  
WIRE, Indianapolis, Ind.

**PARKER, FAYE**  
KDKA-TV, Pittsburgh, Pa.

**PARKER, MARGE**  
KNCY, Nebraska City, Neb.

**PARKER, MARY E.**  
KBOP, Pleasanton, Tex.

**PARNELL, SARAH**  
WJAM, Marion, Ala.

**PARR, DOROTHY**  
WVNY, WVNY-TV, Watertown, N. Y.

**PARRY, BARBARA**  
KPSD-TV, San Diego, Calif.

**PATTERSON, DARALENE**  
KXO, El Centro, Calif.

**PEARSON, IRENE**  
KNOX-TV, Grand Forks, N. D.

**PENLAND, NELL BATES**  
WACL, Waycross, Ga.

**PERKINS, MARGARET**  
KWTC, Beslow, Calif.

**PERKINS, PATTI**  
KFHA, Tacoma, Wash.

**PERSON, VIOLET**  
WMTG, Van-Leve, Ky.

**PETERS, IRENE**  
KWLM, Wilbur, Minn.

**PETERS, MARIANNE**  
KMTV, Omaha, Neb.

**PETERSON, MYRNA**  
KBIZ, Ottumwa, Iowa.

**PHAU, JEAN**  
WKTU, Utica, N. Y.

**PHILLIP, LEE**  
WBBM-TV, Chicago, Ill.

**PHILLIPS, HAZEL**  
WOAY-TV, Oak Hill, West Va.

**PHOENIX, ROSEMARY**  
WHRV, Ann Arbor, Mich.

**PINDER, TRUDY**  
KTLQ, Tallahassee, Fla.

**PINTO, SHELBY**  
WCHI, Columbus, Miss.

**PITTS, MARGO**  
WISR, Butler, Pa.

**PORTER, HAZEL**  
WRGA, Rome, Ga.

**POTTER, ALICE**  
WPTZ-TV, Plattsburgh, N. Y.

**POWELL, ALVCE M.**  
KVOX, Napa, Calif.

**POWERS, LONNIE**  
WMBS, Unontown, Pa.

**PRATT, CLARA**  
KSEL, Lubbock, Tex.

**PRESSLY, HARRIET**  
WPTF, Raleigh, N. C.

**PRESTON, ALICE**  
KWOF, Clinton, Okla.

**PRICE, JOAN**  
KALG, Alhambra, N. M.

**PRUE, BEVERLY**  
WDOE, Danville, N. Y.

**PRUITT, BERNICE**  
WBBB, Burlington, N. C.

**PUGH, CLARA**  
WBEY, Millington, Tenn.

**PURVIS, NANCY**  
WTRL, Bradenton, Fla.

## — Q —

**QUINN, FRAN**  
KJEO, Fresno, Calif.

## — R —

**RADOM, EDYTH**  
WHTT, Hartford, Conn.

**RAGAN, MARY**  
WCOH, Newnan, Ga.

**RAHOF, DOLAN, ALB.**

**RAILSBACK, BARBARA**  
WPTA, Fort Wayne, Ind.

**RAISANEN, ELLEN**  
WRLK, Cloquet, Minn.

**RAKES, BARBARA**  
WHEO, Stuart, Va.

**RAMEY, WANDA**  
KPIX, San Francisco, Calif.

**RANKIN, MARY**  
KVPD, Fort Dodge, Iowa.

**RANS, SALLY S.**  
WRWJ, Selma, Ala.

**RAYMOND, (MRS.) EDDIE M.**  
WBRG, Lynchburg, Va.

**READY, JANE**  
KNDY, Marysville, Kan.

**REARDON, DORRIS**  
WAIR, Winston-Salem, N. C.

**REDDICK, HELEN**  
KBBB, Berger, Tex.

**REECE, MARY LOUISE**  
WGJA, Columbus, Ga.

**REED, CAROL**  
WCBS-TV, New York, N. Y.

**REGAN, WILLETA**  
KNSS, Hanford, Calif.

**REGISTER, JANICE**  
WCLA, Chaston, Ga.

**REID, ANNE**  
WSTN, St. Augustine, Fla.

**REIDER, ANN**  
WBSS-TV, Columbus, Ohio.

**REILLY, JOANN I.**  
WAVZ, New Haven, Conn.

**REISING, MARIE M.**  
WOND, Pleasantville, N. J.

**RHOODES, JOY**  
KNET, Palestine, Tex.

**RHOODES, ROXIE**  
KTRR, Rolla, Mo.

**RICE, CATHERINE**  
WFAU, Augusta, Me.

**RICK, ETHEL A.**  
WILL, Williamette, Conn.

**RICHARDS, JACKIE**  
WKRC-TV, Mobile, Ala.

**RICHEY, DOROTHY**  
KWBA, Baytown, Tex.

**RILEY, SUE**  
WNDU, South Bend, Ind.

**RISING, SYLVIA**  
WKGN, Knoxville, Tenn.

**RISNER, ELLA-MAE**  
KRMS, Osage Beach, Mo.

**ROBERSON, MILDRED**  
KVOP, Plainview, Tex.

**ROBERTSON, LINDA**  
KPLR-TV, St. Louis, Mo.

**ROBINSON, DOTTIE B.**  
WENE, Endicott, N. Y.

**ROBINSON, PHOEBE**  
KOLD, Tucson, Ariz.

**RODEKORH, SHARON**  
KLEX, Lexington, Mo.

**ROEMER, MADGE**  
WAXE, Vero Beach, Fla.

**ROGERS, ANN W.**  
WCVA, Culpeper, Va.

**ROGERS, LAURA**  
WATV, Birmingham, Ala.

**ROGERS, MARJORIE**  
KGB, San Diego, Calif.

**ROLAND, JUNE**  
WWPA, Williamsport, Pa.

**RONAN, HONORE**  
WDAN, WDAN-TV, Danville, Ill.

**ROSSBACH, MARLENE**  
WBRK, Pittsfield, Mass.

**ROTH, ROSE MARIE**  
WSJM, St. Joseph, Mich.

**ROUSSELLE, PAT**  
WZOK, Jacksonville, Fla.

**ROWE, JOANN**  
KRDO, Colorado Springs, Colo.

**RUBENSTIEN, EVE**  
KQTV, Fort Dodge, Iowa

**RUDE, EILEEN STEENS**  
WEKZ, Monroe, Wis.

**RUNDVOLD, INGA**  
WRC-TV, Washington, D. C.

**RUSSELL, KAY**  
WSYR-TV, Syracuse, N. Y.

**RUSSELL, MARVEL**  
KWTX, KWTX-TV, Waco, Tex.

**RUTLEDGE, NANCY**  
WTMA, Charleston, S. C.

**RYAN, ERIKA E.**  
KUBA, Yuba City, Calif.

**RYAN, HELEN**  
WTHI, Terre Haute, Ind.

**RYMER, PEGGY**  
WHAW, Weston, W. Va.

**— S —**

**SADLER, VERA**  
KTAC, Tacoma, Wash.

**SALTER, ADELINE**  
KPAC-TV, Beaumont-Port Arthur, Tex.

**SALYER, ILO**  
WJHL-TV, Johnson City, Tenn.

**SANDERS, KAY**  
WARA, Attleboro, Mass.

**SANDERS, LEE**  
WBG-C, Chipley, Fla.

**SANDIN, NORMA**  
KDLM, Detroit Lakes, Minn.

**SATULOFF, SUZY**  
KBUC, Corona, Calif.

**SAUER, ALYEEN**  
WSRW, Hillsboro, Ohio

**SCARBOROUGH, FAYE**  
WLAG, LaGrange, Ga.

**SCHOURICH, CATHY**  
WITY, Danville, Ill.

**SCHUERMAN, SHEILA**  
KBES-TV, Medford, Ore.

**SCHWEYEN, JOYCE**  
KQDY, Minot, N. D.

**SCHYMANSKI, HELEN M.**  
WRIG, Wausau, Wis.

**SEAMAN, GINNY**  
WICU, Erie, Pa.

**SEAVER, GLENNA**  
KNEM, Nevada, Mo.

**SEGARRA, NORI**  
WKAQ-TV, San Juan, P. R.

**SEID, SHIRLEY**  
KBRO, Bremerton, Wash.

**SELLERS, JERMI**  
WAGR, Lumberton, N. C.

**SHANK, DOROTHY**  
WJUL, Niagara Falls, N. Y.

**SHARP, FERN**  
WBNS, WBNS-TV, Columbus, Ohio

**SHAY, VIRGINIA**  
KRAK, Sacramento, Calif.

**SHEPHERD, ELEANOR**  
KUSN, St. Joseph, Mo.

**SHERRY, JULIE**  
KIDD, Monterey, Calif.

**SHIBLEY, NONA**  
KTUT, Tooele, Utah

**SHELDON, SANDRA**  
WPLK, Rockmart, Ga.

**SHORT, KATHRYN**  
WBZA, Kingston, N. Y.

**SHUMATE, MAY-FLOYD**  
KRXX, Rexburg, Ida.

**SHURTZ, MARGARET**  
WJHL, Johnson City, Tenn.

**SICKLES, HELEN**  
KSRC, Socorro, N. M.

**SIDDLE, ANN**  
WBTM, Danville, Va.

**SIEG, ANN**  
WDOL, Athens, Ga.

**SILER, LUCY**  
WMLF, Pineville, Ky.

**SILKWOOD, MARGARET**  
KDOV, Medford, Ore.

**SILLAY, JUNE**  
WTVC, Chattanooga, Tenn.

**SILVERT, ANNA RUTH**  
WSIP, Paintsville, Ky.

**SIMMONS, ALMA**  
KICA, Clovis, N. M.

**SIMPSON, MONA**  
WFIW, Fairfield, Ill.

**SKAFF, BONNIE**  
WHRW, Toledo, Ohio

**SKELTON, CAROLYN**  
WCPC, Houston, Miss.

**SLATER, LYDIA**  
KRSO-TV, Rapid City, S. D.

**SLATON, NORMA**  
WEBQ, Harrisburg, Ill.

**SMALL, ANNE LEE**  
WYTH, Madison, Ga.

**SMEDLEY, NORMA**  
WSLM, Salem, Ind.

**SMITH, ILEEN**  
WPMC, Goldsboro, N. C.

**SMITH, JANE**  
KVEN, Ventura, Calif.

**SMITH, JEANNE**  
WTHI-TV, Terre Haute, Ind.

**SMITH, JUDY**  
KCLS, Flagstaff, Ariz.

**SMITH, LONI**  
KMO, Tacoma, Wash.

**SMITH, MARY**  
WLET, Toccoa, Ga.

**SMITH, SHIRLEY Z.**  
WWRJ, White River Junction, Vt.

**SMITH, SUE M.**  
WDEC, Americus, Ga.

**SMITH, VIRGINIA**  
WBMK, West Point, Ga.

**SMYSER, BETTYE**  
KHVH-TV, Honolulu, Hawaii

**SNYDER, MARIE**  
WRSW, Warsaw, Ind.

**SOMMERS, MARGARET**  
KCRG, Cedar Rapids, Iowa

**SOUTHWOOD, JANE**  
WFKY, Frankfort, Ky.

**SPAULDING, JEANNE**  
WUSJ, Lockport, N. Y.

**SPEECE, WYNN**  
WNAX, Yankton, S. D.

**STADLER, HELENE N.**  
KEDD, Springfield, Ore.

**STAMPS, MILDRED**  
KFAY, Fayetteville, Ark.

**STANLEY, RUBY**  
KMMP, Mt. Pleasant, Tex.

**STANTON, LYNN**  
WREM, Remsen-Utica, N. Y.

**STEBBINS, HAZEL**  
KFOR, Lincoln, Neb.

**STEGER, BRANDY**  
KRSN, Los Alamos, N. M.

**STEPHENS, ALMA**  
KBRL, McCook, Neb.

**STERLING, ANN**  
KXA, Seattle, Wash.

**STERN, TESS**  
WMNI, Columbus, Ohio

**STEVENS, CARRIE**  
WBAW, Barnwell, S. C.

**STEVENS, JUDITH**  
WCSH, Portland, Me.

**STEVENSON, CONNIE**  
WKYL, Concord, N. H.

**STEWART, LILA JEAN**  
KLMO, Longmont, Colo.

**STEWART, NORMA**  
KCKN, Kansas City, Kan.

**STIVERS, WICKIE**  
WMEG, Eau Gallie, Fla.

**STODDARD, BETTY**  
KOLO, Reno, Nev.

**STRICKLIN, EDITH**  
WORM, Savannah, Tenn.

**STROEMEL, GINNY**  
WMTE, Manistee, Mich.

**STRUTIN, BETTY PARKS**  
WSCR, Scranton, Pa.

**STUART, VIRGINIA**  
WPRO-TV, Providence, R. I.

**SULLINS, JESSIE**  
WTOE, Spruce Pine, N. C.

**SULLIVAN, MARION E.**  
WBLL, Leesboro, Fla.

**SULLIVAN, MOLLIE**  
KCRA, KCRA-TV, Sacramento, Calif.

**SUNDIN, ANITA**  
WOC, Davenport, Iowa

**SUNDINE, PAT**  
WOC-TV, Davenport, Iowa

# WOMEN COMMENTATORS

SUTHERIN, EV  
WGL, Fort Wayne, Ind.  
SWANSON, JOAN  
KGDN, Edmonds, Wash  
SWENEY, RUTH  
WHYN, Springfield, Mass  
SWIFT, MILDRED  
KNOB, KNOE-TV, Monroe, La

## — T —

TARRIS, KATHA  
WSBA-TV, York, Pa  
TAYLOR, ETHEL  
WQIC, Columbia, S. C.  
TAYLOR, PAT  
WPEN, Philadelphia, Pa  
TAYLOR, PAULA  
WWSZ, Huntington, W. Va.  
TETV, LILLIAN  
WTEN, Albany, N. Y.  
THABES, NORDICA  
KLIZ, Bismarck, Minn.  
THOMAS, ANNE  
WMNS, G. Conn., N. Y.  
THOMAS, JACKIE  
WATP, Marion, S. C.  
THOMAS, REBA  
KQVT-TV, Albuquerque, N. M.  
THOMPSON, BERNICE  
WDBS, Philadelphia, Pa.  
TIERNEY, MARY JOE  
WTN, KMSPTV, Minneapolis, Minn.  
TIERNEY, REBA  
WFHR, Wisconsin Rapids, Wis.  
TITUS, MURIEL  
KYNT, Yorkton, S. D.  
FOMLINSO, DEANNA  
WFRX, West Frankfort, Ill.  
TRIMBLE, GLENA  
KENS, San Antonio, Tex.  
TRINNEER, BETTY  
KEDQ, Lancaster, Wash.  
TROBE, GERTRUDE B.  
WBVP, Beaver Falls, Pa.  
TROUTVINE, FERN  
WFB, Middletown, Ohio.  
TRUEDELL, BETTY  
KYSN, Colorado Springs, Colo.  
TURK, PAUL  
WIM, Michigan City, Ind.  
TURNER, LINDA  
WEER, Washington, Va.  
TURNER, PAT  
WBEQ, Pittsfield, Mass.  
TYSON, GERTRUDE  
WMLS, Saltzburg, Mo.

## — V —

VALLANCE, ADELE  
KMSO-TV, Missoula, Mont.  
VANDERWERF, SHIRLEY  
KOTE, Purgis Falls, Minn.  
VAUGHN, BETTY  
WVNR, Beckley, W. Va.  
VEIDT, JERRI  
KINY, San Marcos, Tex.  
VESPOINT, FLORA  
WBAR, Clarksburg, W. Va.  
VICKERS, RUTH  
WPAC, Potosi, N. Y.  
VOLKMER, ROMONA  
KAWL, York, N. D.

VOSS, JAN  
WMTT, WMT-TV, Cedar Rapids, Iowa  
VOLDRIE, ARLENE  
WGRT, Birmingham, Ala.

## — W —

WALKER, BARBARA  
WELR, Dundee, N. Y.  
WALKER, HARRIET  
WLYN, Lynn, Mass.  
WALKER, JOYCE  
WTVB, Coldwater, Mich.  
WALKER, PHYLLIS  
WGOR, Lexington-Georgetown, Ky.  
WALKER, RUTH  
WESB, Bradford, Pa.  
WALLACE, KATHERINE  
KCMR, Clarksville, Tex.  
WALLING, ESTHER  
WDOO, Orono, N. Y.  
WALLIS, BONNIE  
KBOI-TV, Boise, Ida.  
WALROD, FAITH  
KRSO-TV, Rapid City, S. D.  
WALSTRUM, MARTHA  
WUW-1, Indianapolis, Ind.  
WARD, L. AUDREY  
WBH, Newark, N. J.  
WASHBURN, VIRGINIA  
WBAP, Hopewell, Va.  
WATERHOUSE, NORMA JEAN  
WCMR, Elkhart, Ind.  
WATERS, BEE  
WVWV, Grifton-Farmont, W. Va.  
WATERS, MURIEL  
KHUH, Honolulu, Hawaii.  
WATKINS, PAULA  
KSOX, Raymondville, Tex.  
WATKINS, SHERRY  
WICK, Scottsville, Ky.  
WATSON, LOUISE  
WHOP, Pensacola, Fla.  
WATTS, RUTH  
WDAI, Meridian, Miss.  
WAVE, DOROTHY J.  
KVFC, Cortez, Colo.  
WEBBER, MELBA  
WJTN, Jamestown, N. Y.  
WEEDMAN, POLLY  
KOTA, Round Gully, S. D.  
WEGGELAND, BARBARA  
KSL-TV, Salt Lake City, Utah.  
WEICK, SHIRLEY  
KPIN, Casa Grande, Ariz.  
WELCH, JEAN  
KVKM, Monahans, Tex.  
WELLS, LADLA  
WVAB, Bridgeport, Conn.  
WERMER, DONNA  
WERT, Van Wert, Ohio.  
WERNER, CLARE  
WWBC, Bay City, Mich.  
WEST, MARGARET  
KLEN, Killeen, Tex.  
WEST, RILLA  
KRAM, El Dorado, Ark.  
WESTON, JANE  
WOWO, Fort Wayne, Ind.  
WESTPHAL, FLORENCE  
WSTV, Uelen, Ill.  
WHEELER, DODIE  
KONO, Juneau, Alaska

WHEELER, JEAN  
WBRZ, Baton Rouge, La.  
WHITE, MARGE  
KOB-TV, Albuquerque, N. M.  
WHITEFELD, (MRS.) RICHARD  
WYRN, Lonsburg, N. C.  
WHITLOCK, SALLIE J.  
WEVA, Emporia, Va.  
WHITNEY, BETTY  
KICO, El Centro, Calif.  
WHITWORTH, JANIE  
WGGC, Belmont, N. C.  
WICKS, MARIETTE  
WCSC, Charleston, S. C.  
WILLIAMS, EDNA  
WTSB, Orangeburg, S. C.  
WILLIAMS, GLADYS  
KCR, Emd, Okla.  
WILLIAMS, JOANNE  
WTVC, Rock Hill, S. C.  
WILLIAMS, NANCY  
WGPA, Bethlehem, Pa.  
WILLIAMS, ROBERTA  
WMOZ, Mobile, Ala.  
WILLIAMSON, MIRI  
WRWH, Cleveland, Ga.  
WILLIS, ELLA MAE  
KYOM, Morrilton, Ark.  
WILLS, JEAN  
KSYD-TV, Wichita Falls, Tex.  
WILSON, KIM  
WICS, Springfield, Ill.  
WILSON, LOUISE  
WHAM, Rochester, N. Y.  
WILSON, MARY  
R-LX, Colfax, Wash.  
WISE, KATHERINE  
KOMO-TV, KOMO-TV, Seattle, Wash.  
WISEMAN, SALVIA  
WSTU, Salisbury, N. C.  
WOOD, ELEANOR  
WAPG, Huntsville, Ala.  
WORDEN, MAGGI  
WSPR, Sarasota, Fla.  
WORLEY, JUSTINE  
KDX, RDX-TV, Dickinson, N. D.  
WORTH, KONNIE  
KGV, Portland, Ore.  
WREN, VIRGINIA  
WLAD, Danbury, Conn.  
WRIGHT, NINA  
RSOO, Sioux Falls, S. D.  
WYATT, MARGARET  
WHOP, Hopkinsville, Ky.

## — Y —

YAKEL, BETTY  
KUL-TV, Los Angeles, Calif.  
YOUNG, BARBARA  
WLAK, Lakeland, Fla.  
YOUNG, MARY EMMA  
WHUV, Holland, Mich.

## — Z —

ZAGAR, ETHEL  
WDLB, Marshfield, Wis.  
ZELMER, NANCY  
KTPC, Pasadena, Calif.  
ZEPP, HELEN  
WZEL, DeFunct Springs, Fla.  
ZIEGLER, JEAN  
WIRK, West Palm Beach, Fla.

# 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

Albertville, Sand Mountain Reporter: **Charles Perry**  
Bay Minette, Baldwin Times: **Morgan S. Little**  
Birmingham News: **Roger Thames**  
Birmingham Post-Herald: **Emmett Weaver**  
Boaz Leader: **Glydis Amos**  
Evergreen Courant: **R. G. Bozeman, Jr.**  
Flomaton, Tri-County Journal: **Earl Britt**  
Florence Herald: **Harold Mays**  
Florence Times: **Ben Knight**  
Fort Payne, DeKalb County News: **Dave Vowell**  
Fort Payne, Times-Journal: **Doward Jones**  
Gadsden Times: **Betty Cravens**  
Mobile Beacon: **Mr. Thomas**  
Mobile Press & Register: **Ellen Bodden**  
Montgomery Advertiser: **Arch McKay**

## ALASKA

Cordova Times: **Fran Bouzer**  
Nome Nugget: **Emily Boucher**

## ARIZONA

Holbrook Tribune-News: **V. P. Richards**  
Kingman, The Mohave County Miner: **Diek Waters**  
Phoenix, Arizona Gazette: **Mrs. Bobbie Johnston**  
Phoenix, Arizona Republic: **Carol L. Faulkner**  
Phoenix TeeVee: **Mike Jarvis**  
Prescott, The Courier: **Cluck Mabry**  
Tucson, Arizona Daily Star: **Hal Marshall**  
Tucson Daily Citizen: **Micheline Keating**  
Winslow Mail: **J. Morris Richards**  
Yuma Daily Sun: **Pam Messenger**

## ARKANSAS

Little Rock, Arkansas Gazette: **Martha Douglas**  
Magnolia, Banner News: **Bob Chowning**  
Mena Star: **Diek St. John**  
Pine Bluff Commercial: **Bobby Jones**

## CALIFORNIA

Barstow, Desert Dispatch: **Bob Streigel**  
Berkeley Gazette: **Ellis Walker**  
Beverly Hills Citizen: **Ed Lukas**  
Bishop, Inyo Register: **Don Calkins**  
Fresno Bee: **John Anderson**  
Hollywood, Citizen News: **Arlene Garber, Zuma Palmer**  
Indio News: **Ole Norgren**  
King City, Rustler-Herald: **Harry F. Casey, Jr.**  
Lompoc Record: **Diek Anderson**  
Long Beach, Independent: **Terry Vernon**  
Los Angeles, Examiner: **Chuck Denton, Paul Baessler**  
Los Angeles, Herald-Express: **Bob Hull, Art Ronnie**  
Los Angeles, Mirror-News: **Hal Humphrey, Bob Brooks**  
Los Angeles, Times: **Cecil Smith, Don Page**  
Los Angeles, See & Hear: **Nancy McClure**  
Marysville, Appeal-Democrat: **Warren Thornton**  
No. Hollywood Valley Times: **Allen Rich**  
Novato Advance: **George Barnwell**  
Oakland Tribune: **James Abbe**  
Ontario, Daily Report: **Quay House**  
Palm Desert, Resortor: **Ann Fitzgerald**  
Pasadena Independent: **Mildred Simpson**  
Pasadena Star News: **Mike Connelley**  
Petaluma, Argus Courier: **Bill Sobranes**  
Porterville Evening Recorder: **Henry Brock**

Porterville, Farm Tribune: **Bill Rodgers**  
Riverside Press: **Bob Boden**  
Sacramento Bee: **Charles Irish**  
San Diego, Evening Tribune: **Dave McIntyre**  
San Diego, Independent: **Bob Bartell**  
San Diego Union: **Don Freeman**  
San Francisco, California Voice: **Lou Campbell**  
San Francisco, Chronicle: **Terrance O'Flaherty**  
San Francisco, Examiner: **Dwight Newton**  
San Francisco, Independent: **Don Welcher**  
San Francisco, News-Call Bulletin: **Paul Speegle, Gny Wright**  
San Jose, Mercury-News: **Ken Conn**  
San Luis Obispo, Telegram-Tribune: **John Sarber**  
San Rafael, Independent Journal: **Andy Anderson**  
Santa Rosa, Press Democrat: **Art Volkerts**  
Watsonville, Register Pajaronian: **Glenn Dieley**  
Yuba City, Independent-Herald: **Hank Tweith**

## COLORADO

Alamosa, Courier: **Jerry Crawford**  
Colorado Springs, Free Press: **Joan Byrne, Nell Womack Evans**  
Colorado Springs, Gazette Telegraph: **Ruth Erwin**  
Cortez, Journal: **Russ Brown**  
Cortez, Sentinel: **Barbara Quackenbush**  
Denver, Post: **Larry Ingram, Thompson R. Watt**  
Denver, Rocky Mountain News: **Walter Saunders**  
Englewood, Herald: **John Jameson**  
Grand Junction, Daily Sentinel: **Ken Johnson**  
La Junta, Arkansas Valley Journal: **Milt Booth**  
Longmont Ledger: **Jerry Archuletta**  
Pueblo Chieflain: **Ralph Taylor**  
Pueblo Star Journal: **Dorothy Baker**

## CONNECTICUT

Bridgeport, Post & Telegram: **F. Russell**  
Bridgeport Herald: **Leigh Dancenberg, Jr.**  
Bristol Press: **Bart Barnes**  
Hartford Courant: **IL Viggo Andersen, Robert Stansfield**  
Hartford, Times: **Tony Davenport, Jane Farrell**  
Manchester, Herald: **Harold Turkington**  
New Haven, Info Magazine: **Sol Chain**  
New Haven, Sunday Herald: **Irwin Alpert**  
Waterbury, Republic & American: **Neil Buler, Russ Sumpf**

## DISTRICT OF COLUMBIA

Washington, Evening Star: **Bernie Harrison**  
Washington, The Washington Daily News: **Dave Reque**  
Washington, Post Herald: **Lawrence Laurent**  
Washington, Sunday Star: **Fifi Gorska**

## FLORIDA

Arcadia, The Arcadian: **Bert Close**  
Auburndale Star: **Robert Bobroff**  
Clearwater Sun: **Lois Madigan**  
Clewiston News: **Mrs. Bowden**  
Ft. Lauderdale, News: **Tom Vineguerra**  
Ft. Walton Beach, Playground News: **Wayne Bell**  
Hollywood, Sun Tattler: **Beta Fayne**  
Jacksonville, Florida Times Union: **Bill Kastelz**  
Lake City Reporter: **Donald E. Dockery**  
Melbourne, Daily Times: **Elinor Devlin**  
Miami Herald: **Jack Anderson**

## RADIO-TV EDITORS

Miami News: Kristine Dunn, Herb Rau  
Miami Daily News: Art Grace  
Miami Times: Garth Reeves  
Miami Beach Sun: Si Steinhilber  
Orlando Sentinel Star: Charlie Wadsworth  
Port St. Joe, The Star: Wesley Ramsey  
St. Petersburg Independent: Marlene Matouk  
St. Petersburg Times: Sandy Stiles  
Tampa Tribune: Roscoe Fry  
Tallahassee Times: Letitia Gray  
Wewahatchee Breeze: Ed Banjough

## GEORGIA

Athens: Banner Herald: Bryan Lumpkin  
Atlanta Constitution: Paul Jones  
Atlanta Journal: Norman Shavin  
Atlanta Chronicle: Don Shephard  
Blackshear Times: Lee Broome  
Brunswick: Ann Weeks, Jane Skelton  
Columbus, Ledger-Enquirer: David Miller,  
Wesley Owens  
Covington News: Bob Greer  
Forest Park Free Press: Jack Troy  
Hugobossle Herald: Cecil Hamby  
LaGrange News: Phil Harrison  
Marietta Daily Journal: Jane Comer  
Newnan Times Herald: (Mrs.) James Thomasson  
Savannah Morning News: Frank Rossiter  
Statesboro, The Bulloch Herald: Leodel Coleman  
Statesboro, The Bulloch Times: Shields Kenan  
Valdosta Times: Tommy Newsome  
Wadsworth, The Ocean Enterprise: L. B. Christian  
Waycross Journal Herald: Dorothy Smith

## HAWAII

Honolulu Advertiser: Seoms Casey  
Honolulu Star Bulletin: Jane Vertices  
Waikiki, Maui News: Ezra J. Crane

## IDAHO

Boise Idaho Statesman: Sander Klein  
Grimmerville Idaho County Free Press: Bob Anderson  
Idaho Falls Post Register: Ben Pfaffino  
Kellough Evening News: June Gault  
Moscow Daily Idahoian: Al Barackman

## ILLINOIS

Aurora Gazette Democrat: Fred Fritzingler  
Carle Evening Citizen: Guyla Moreland  
Chicago American: Janet Kero  
Chicago Daily News: Terry Turner  
Chicago Defender: Al Monroe  
Chicago Sun Times: Ivy Kupcinet, Paul Malloy  
Chicago Tribune: Larry Walters  
Danville Commercial News: Joe Towusley  
Harrisburg Daily Register: Curt Small  
Lawrenceville Daily Record: Winifred Armstrong  
Mazon Daily Republican: Hance Butler  
Moline Dispatch: Carla Reynolds  
Olney Daily Mail: Barry Hillis, Jr.  
Peoria Journal Star: William J. Lytleton  
Robinson News: Vic Smith  
Rock Island Argus: Charles Sanders  
Springfield Illinois State Journal Register:  
Wayne Allen

## INDIANA

Anderson, Record: Joyce Bates  
Elkhart Truth: Tom Stephenson  
Evansville Courier: Bernita Dongan  
Evansville Press: Carol Wetsch  
Evansville, Sunday Courier & Press: Loretta Volkman  
Fort Wayne, The Journal-Gazette: Jean Muck  
Fort Wayne, The News Sentinel: John Aokenbruck  
Gary Post Tribune: Jerrie Atkin

Indianapolis News: Charles Staff  
Indianapolis Star: Julia Inman, Penny Nelson  
Indianapolis Times: "Casey"  
Jasper, Dubois City, Daily Herald: Jack Rumbach  
Kokomo, Tribune: Grace Maher  
Lafayette, Journal Courier: Frank Argenbright  
Lafayette, Leader: Bud Cloyd  
South Bend Tribune: Jim McNeill  
Wausau, Times-Union: Ronald Sharp

## IOWA

Burlington Hawkeye Gazette: Grant Marshall  
Cedar Rapids Gazette: Nadine Subotnik  
Council Bluffs, Nonpareil: Rose Witke, Peggy Tinley  
Davenport, The Democrat: Polly Singletary,  
William Wundrum  
Davenport, Times: Ron Lorenzen  
Davenport, Times-Democrat: Janice Strum  
Des Moines, Register-Tribune: Ogdon Dwight  
Moline, Dispatch: Carla Reynolds, Cliff Lucas  
Muscatine Journal: Gil Dietz  
Rock Island Argus: Charles Sanders  
Story City Journal-Tribune: Willis Forbes  
Waterloo, Courier: Ted Stevens

## KANSAS

Emporia, Times: Frank Lill  
Hawortha World: Ewing Herbert  
Kansas City, Kansan: Shirley Rouseh  
Mankato, Mercury: May Good  
Marysville, Advocate: Byron Grise  
Russell, Record: Lamone Fredrick  
Wichita, Beacon: Judy Arthur

## KENTUCKY

Rowling, Town, Park City Daily News: J. Ray Gaines  
Burlington, Cumberland City News: Ernie Lawson  
Elizabethtown, Herdin County Enterprise:  
George Wright  
Elizabethtown, News: Watts Franklin  
Henderson, Greener-Journal: Hugh E. Sandefur  
Lebanon, Marion Pideon: Louis G. Mattingly  
Lexington, Herald-Leader: Joe Coyle  
Louisville, Courier Journal: Bill Ladd  
Louisville, Times: Sherwood Kohn  
Paris, Daily Enterprise: Jess Myerson  
Paris, Kentucky Citizen: Paul Brannon  
Pine Bluff Sun: Harold Raines  
Vanderburg: Lewis County Herald: Bill Dugan  
Winchester, Sun: William Tatham

## LOUISIANA

Alexandria, Town Talk: Adras LaBorle  
New Orleans, Louisiana Weekly: Elgin Hychew  
New Orleans, Pittsburg Courier: Bulch Curry  
New Orleans, States Item: Bob Sublette  
New Orleans, Times-Picayune: Sim Myers  
Shreveport Journal: Lillie Cella  
Shreveport Times: Pericles Alexander,  
James T. Briggs

## MAINE

Augusta, Kennebec Journal: Jim McClay  
Caribou, Aroostook Republican: Eddy Stevens  
Lewiston, Le Messenger: Romeo Boisvert

## MARYLAND

Baltimore, News-Post: Aldine Bird  
Baltimore, Evening Sun: Hope Pantell  
Baltimore, Morning Star: Donald Kirkley, Bob Snyder  
Baltimore, Sunday Sun: William Hyder  
Salisbury, Advertiser: Sam Sherwell  
Salisbury, Times: Oscar L. Morris

**MASSACHUSETTS**

Attleboro, Sun: **Gustave Jacobson**  
 Boston, Christian Science Monitor: **Maybelle Joyce**  
 Boston, Globe: **Elizabeth Sullivan**  
 Boston, Herald-Traveler: **Arthur Fetridge,**  
**Eleanor Roberts**  
 Boston, Record-American: **Bill Buchanan,**  
**Anthony La Camera**  
 Brockton, Enterprise-Times: **Malcolm Dalton**  
 Great Barrington, Berkshire Courier: **John LaFontana**  
 Hyannis, Cape Cod Standard Times: **Herbert Murray**  
 Lynn, Daily Evening Item: **Larry Hendrickson**  
 Mansfield, Press: **Richard Yeager**  
 North Attleboro, Chronicle: **Richard Sherman**  
 Pittsfield, Berkshire Eagle: **Milton Bass**  
 Springfield, Daily News, Morning Union,  
 Sunday Republican: **Ad Hachadorian**  
 Worcester, Evening Gazette: **James Gourgouras**  
 Worcester, Sunday Telegram: **Don Williams**  
 Worcester, Telegram: **Fred Rushton**

**MICHIGAN**

Ann Arbor, News: **Ronald Muchnick**  
 Blissfield, Advance: **Dnaue DeLoach**  
 Cheboygan, Daily Tribune: **Gordon Turner**  
 Detroit, Free Press: **Betelou Peterson**  
 Detroit, News: **Frank Judge**  
 Detroit, Times: **Andy Wilson**  
 Flint, Journal: **John Steve**  
 Grand Rapids, Press: **Joan Noorman**  
 Grayling, Crawford County Avalanche: **Bob Strong**  
 Hastings Bamber: **Buzz Youngs**  
 Kalamazoo Gazette: **Louis Bockstanz**  
 Lansing, State Journal: **Thelma Harnett**  
 Munising News: **Charles Symon**  
 Nashville News: **John Bouton**  
 Niles Daily Star: **Beverly Welch**  
 Owosso Argus Press: **Mary Alice Campbell**  
 Saginaw News: **Jerry Peters**

**MINNESOTA**

Brainerd, Daily Dispatch: **Bill Zickrick**  
 Brainerd, Crow Wing County Review: **Bea Ross**  
 Crosby, Courier: **Arvey Hanson**  
 Detroit Lakes, Record: **Jack Benshoof**  
 Detroit Lakes, Tribune: **Wes Meyer**  
 Duluth, News-Tribune: **Walter Eldot**  
 Glencoe, Enterprise: **Marie Tudhope**  
 Hutchinson: Leader: **Lowell Mills**  
 Litchfield, The Independent Review: **John Harmon**  
 Minneapolis, Star: **Forrest Powers**  
 Minneapolis, Tribune: **Will Jones, Florence Murphy**  
 Moorhead, Red River Scenic: **Mary Brush**  
 Owatonna, Photo News: **Don Deigel**  
 Pine River, Journal: **Clark Amy**  
 St. Paul, Dispatch-Pioneer Press: **Patrick Clepper**

**MISSISSIPPI**

Columbus, Commercial Dispatch: **Birney Imes, Jr.**  
 Hattiesburg, American: **Jess Hughes**

**MISSOURI**

Branson, Beacon: **Steve Miller**  
 Branson, White River Leader: **W. E. Freeland**  
 Columbia, Tribune: **Max Baird**  
 Farmington, Press: **Jesse Stewart**  
 Galena, Stone City, Republican: **Leon Fredericks**  
 Hardin News: **Lee Meador**  
 Kansas City, Star: **Robert J. Hoyland**  
 Perryville, The Monitor: **Jim Wehmeyer**  
 Richmond, Ray County Herald: **Bill McCreery**  
 Springfield Newspapers, Inc.: **Dale Freeman**  
 St. Louis, Globe Democrat: **Bob Goddard, Peter Rahm**  
 St. Louis, Post-Dispatch: **Selwyn Pepper**  
 Sullivan, Sentinel: **Louise Rice**  
 Washington, Missourian: **Bill Miller**

**MONTANA**

Billings, Yellowstone News: **Randie Poe**  
 Fairview, News: **Earl Hardin**  
 Glasgow, Courier: **Sam Gilluly**  
 Livingston, Park County News: **Fred Martin**

**NEBRASKA**

Beatrice, Daily Sun: **Robert Marvin**  
 Falls City, Journal: **Leo Nusbaum**  
 Humboldt, Standard: **Wayne Friedly**  
 Kimball, Western Nebraska Observer: **Boh Pinkerton**  
 Lincoln, Star Journal: **Luigrace Switzer**  
 Omaha, World-Herald: **Denman Kountze, Jr.**  
 Omaha, South Omaha Sun: **Phil Gurney**  
 Scottsbluff, Star-Herald: **H. J. Wisner**  
 Sidney, Telegraph: **Jack Lowe**

**NEVADA**

Las Vegas, Review Journal: **Forrest Duke**  
 Las Vegas, Sun: **Hank Greenspun**  
 Las Vegas, Sun: **Don Digillo, Deirdrie Coakley**

**NEW HAMPSHIRE**

Lebanon, Daily Eagle: **Roy Kimball**  
 Lebanon, Union-Leader: **Joseph Duggan**  
 Lebanon, Valley News: **Mike deSherbinin,**  
**Marvin Midgette**  
 Manchester, Union Leader: **Paul Tracy**  
 West Lebanon, The Valley News: **Art Mountain,**  
**Jim Wechsler**

**NEW JERSEY**

Atlantic City, Press: **Paul Learn**  
 Belmar, Coast Advertiser: **William F. Watters**  
 Farmingdale, Howell Booster: **Finnan W. Ward**  
 Hackensack, Bergen Eve. Record: **Kenneth Wallace**  
 Newark News: **Roland Lindbloom, Thomas Mackin,**  
**Robert Bush**  
 Passaic, Herald News: **Ed Van Den Ameerle**  
 Patterson Call: **Ida Brullo**  
 Patterson News: **Henry C. Schwartz**  
 Pt. Pleasant, Leader: **George Brown**  
 Red Bank, Register: **Harold Kelly**  
 Trenton, Trentonian: **Bud Henry, Sol Weinstein**  
 Trenton, Times: **Robert Mueller**

**NEW MEXICO**

Alamogordo News: **Billy Holder**  
 Albuquerque, Journal: **Mary K. Badgley**  
 Albuquerque, News-Chieftain: **John Gordon**  
 Albuquerque, Tribune: **Howard Bryan**  
 Gallup, The Independent: **Diek Watts**  
 Hobbs, Daily News-Sun: **Robert A. McGrath**  
 Socorro, El Defensor: **Alice Morgan**

**NEW YORK**

Albany, Knickerbocker News: **Walter Hawver**  
 Albany, Times-Union: **Mary Tessier**  
 Boonville, Herald: **A. O'Donnell**  
 Buffalo, Courier-Express: **J. Don Schlaerth**  
 Buffalo Evening News: **Sturgis Hedrick**  
 Clinton, Courier: **John Boynton**  
 Freeport Leader: **Ed Vasil**  
 Fulton Patriot: **J. Swiatkowski**  
 Ithaca Journal: **John Marcham**  
 Jamestown Post-Journal: **John Hall, Charles Poquerand**  
 Jamestown Sun: **Edward Byrne, Jim Fox**  
 Lockport, Union Sun-Journal: **Elting Wells**  
 New York, Daily Mirror: **Nick Kenny**  
 New York, Daily News: **Ben Gross**  
 New York, Herald Tribune: **Tony Gentile, Marie Torre**  
**Sid Bakat, Hy Gardner**



## RADIO-TV EDITORS

New York, Journal-American, Jerome J. Kumpf  
New York, Post, Bob Williams  
New York, Telegraph, Leo Mishkin  
New York, Times, Val Adams  
Niagara Falls Gazette, Dick Utis  
North Tonawanda, Tonawanda News, Betty Molnar  
Olean Times Herald, Marie Conner  
Rochester, Democrat-Chronicle, Harold Nichols  
Rochester, Times-Union, John C. Haulley  
Rome, Daily Sentinel, M. McCarthy  
Salamonia Republican Press, Latham Weber  
Syracuse, Herald-Journal, Bob Sokolsky  
Syracuse, Post-Standard, J. E. Gorman, Peg Stevens  
Utica Daily Press, M. C. Taylor, Robert Pryor  
Utica Daily Press-Observer Dispatch, Chuck Booth  
Utica News, L. Stanton  
Walden Citizen Herald, Ray Dulye  
White Plains, Reporter-Dispatch, William T. Bookman  
Yonkers, Herald Statesman, David S. Jensen

## NORTH CAROLINA

Burlington, The Times-News, Howard White  
Canton, The Enterprise, Dick Mendenhall  
Charlotte News, E. S. Griffith, Lera Washam,  
Julian Scheer, Emery Wister  
Charlotte Observer, Dick Banks, C. A. McKnight,  
Phillis Young  
Durham Herald, Martha Sherrill  
Durham Star, John R. Barry, Wyatt Dixon  
Edenton, Chowan Herald, Frank Roberts  
Elizabeth City, Daily Advance, Fred Haney  
Fayetteville, Observer, Bob Gray  
Gastonia Gazette, Ray Jimson  
Havelock, The Marley Mailer, Charles Markey  
Kinston Free Press, Jake P. Strother  
Kinston, Lenoir County News, Jack Rider  
Lumberton Post, Willard Cole  
Lumberton, The Robesonian, Badley Williamson  
New Bern, The Mirror, J. Gaskill MacDaniel  
Raleigh News & Observer, Ray Lowery  
Raleigh, Times, Ann Fuller  
Sall-bury Post, Jim Harley III  
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# STATUS OF COLOR EQUIPPED STATIONS IN THE U. S. A.

• As of February 1, 1960

## CBS-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	
				FILM	STUDIO
<b>Eastern Time Zone</b>					
New York	WCBS-TV	•	•	•	•
Albany	WTPN	•	---	---	---
Altoona	WFBG-TV	•	---	---	---
Anderson	WAAM-TV	•	---	---	---
Atlanta	WAGA-TV	•	•	•	---
Augusta	WRDW-TV	---	---	---	---
Baltimore	WMAR-TV	•	•	•	---
Bangor	WABI-TV	•	---	---	---
Binghamton	WNEP-TV	•	---	---	---
Boston	WNAO-TV	•	---	---	---
Buffalo	WREN-TV	•	•	•	•
Burlington	WCAX-TV	---	---	---	---
Cadillac	WWTV	---	---	---	---
Charleston, S. C.	WCSC-TV	•	---	---	---
Charlotte	WBTV	•	•	•	•
Chattanooga	WDEF-TV	•	---	---	---
Cincinnati	WKRC-TV	•	---	---	---
Clarksburg, W. Va.	WBOY-TV	•	---	---	---
Cleveland	WJW-TV	•	---	---	---
Columbia, S. C.	WSOK-TV	•	---	---	---
Columbus, Ga.	WRBL-TV	•	---	---	---
Columbus, Ohio	WBNS-TV	•	---	---	---
Dayton	WHIO-TV	•	---	---	---
Detroit	WJBK-TV	•	•	•	---
Durham	WTVD	•	---	---	---
Erie	WSEE-TV	•	---	---	---
Florence, S. C.	WBTW	•	---	---	---
Greensboro	WPMY-TV	•	•	•	---
Greenville, N. C.	WNCN	•	---	---	---
Harrisburg	WHF-TV	•	---	---	---
Harrisonburg	WSVA-TV	•	---	---	---
Hartford	WTIC	•	---	---	---
Huntington, W. Va.	WHHN	•	---	---	---
Indianapolis	WISH-TV	•	---	---	---
Jacksonville	WJXT-TV	•	---	---	---
Johnson City	WJHL-TV	•	---	---	---
Johnstown	WARD-TV	---	---	---	---
Kalamazoo	WKZO-TV	•	---	---	---
Knoxville	WIBR-TV	•	---	---	---
Lancaster	WGAL-TV	•	•	•	•
Lansing	WJIM-TV	•	---	---	---
Macon	WMAZ-TV	•	•	•	---
Miami	WTVJ	•	•	•	•
Norfolk	WTAR-TV	•	•	•	---
Oak Hill, W. Va.	WOAY-TV	•	---	---	---
Orlando	WDBO-TV	•	---	---	---
Philadelphia	WCAU-TV	•	•	•	---
Pittsburgh	KDKA-TV	•	•	•	---
Portland, Me.	WGAN-TV	•	---	---	---
Providence	WPRO-TV	•	---	---	---
Richmond	WRVA-TV	•	•	•	---
Roanoke	WDBJ-TV	•	•	•	---
Rochester	WHBC-TV/WVBT-TV	•	---	---	---
Saginaw	WRNX-TV	•	---	---	---
Savannah	WTOG-TV	•	---	---	---
Seranton	WDAU-TV	•	---	---	---
Spartanburg	WSPA-TV	•	---	---	---
Springfield, Mass.	WHYN-TV	•	---	---	---
Steubenville	WSTV	•	---	---	---

# STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
Syracuse	WHEN-TV	•	—	—	—
Tampa	WTVT	•	•	•	—
Toledo	WTOL-TV	•	—	—	—
Washington	WTOP-TV	•	•	•	—
Watertown	WCNY-TV	—	—	—	—
Youngstown	WKBN-TV	•	—	—	—

## Central Time Zone

Amarillo	KFDA-TV	—	—	—	—
Austin	KTBC-TV	•	—	—	—
Baton Rouge	WAFB-TV	—	—	—	—
Beaumont	KFDM-TV	•	—	—	—
Birmingham	WBRC-TV	•	—	—	—
Cape Girardeau	KFVS-TV	•	—	—	—
Cedar Rapids	WMT-TV	•	—	—	—
Champaign	WCIA-TV	•	—	—	—
Chicago	WBBM-TV	•	—	—	—
Corpus Christi	KZTV	—	—	—	—
Dallas	KRLD-TV	•	•	•	—
Des Moines	KRNT-TV	•	—	—	—
Duluth	KDAL-TV	—	—	—	—
Evansville	WEHT	•	—	—	—
Fort Smith	KNAC-TV	•	—	—	—
Fort Wayne	WANE-TV	•	—	—	—
Green Bay	WBA Y-TV	•	—	—	—
Harlingen	KGBF-TV	•	—	—	—
Houston	KHOU-TV	•	—	—	—
Jackson, Miss.	WJTV	•	—	—	—
Jefferson City	KRCG-TV	—	—	—	—
Joplin	KODE	•	—	—	—
Kansas City	KCMO-TV	•	—	—	—
Kearney	KHOL-TV	•	—	—	—
La Crosse	WKBT-TV	•	—	—	—
Lafayette, La.	KLFX-TV	•	—	—	—
Lincoln	KOLN-TV	•	—	—	—
Little Rock	KTHV	•	—	—	—
Louisville	WHAS-TV	•	—	•	—
Lubbock	KDUB-TV	•	•	•	—
Madison	WISC-TV	•	•	•	•
Mason City	KGLO-TV	•	—	—	—
Memphis	WREC-TV	•	—	—	—
Meridian	WTOK-TV	•	—	—	—
Milwaukee	WITI-TV	•	—	—	—
Minneapolis	WCCO-TV	•	—	—	—
Minot	KXMC-TV	•	—	—	—
Mobile	WKRQ-TV	•	—	—	—
Monroe	KNOE-TV	•	—	—	—
Montgomery	WCOV-TV	•	—	—	—
Nashville	WLAC-TV	•	—	—	—
New Orleans	WWL-TV	•	—	—	—
Odessa	KOSA-TV	•	—	•	—
Oklahoma City	KWTU	•	—	—	—
Omaha	WOW-TV	•	—	—	—
Peoria	WMBD-TV	•	—	—	—
Quincy	KHQA-TV	•	—	—	—
Rock Island	WHBF-TV	•	—	—	—
Rockford	WREX-TV	•	—	—	•
San Angelo	KCTV	—	—	—	—
San Antonio	KENS-TV	•	—	•	—
Shreveport	KSLA-TV	•	—	—	—
Sioux City	KVTU	•	—	—	—
Sioux Falls	KELO-TV	•	•	•	—
South Bend	WSBT-TV	•	—	—	—
Springfield, Mo.	KTTS-TV	•	—	—	—
St. Joseph	KFEQ-TV	•	—	—	—
St. Louis	KMOX-TV	•	—	—	—
Terre Haute	WTHI-TV	•	—	—	—
Texarkana	KCMC-TV	•	—	—	—
Topeka	WIBW-TV	•	—	—	—
Tulsa	KOTV	•	—	—	—
Valley City	KXJB-TV	•	•	•	—
Waco	KWTX-TV	•	—	—	—
Wansau	WSAU-TV	•	—	—	—
Wichita	KTUH	•	—	—	—
Wichita Falls	KSVD-TV	•	—	—	•

## Mountain Time Zone

Albuquerque	KGGM-TV	•	—	—	—
Billings	KOOK-TV	—	—	—	—
Boise	KBOL-TV	—	—	—	—
Butte	KXLF-TV	—	—	—	—

# STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGINATION	
				FILM	STUDIO
Cheyenne	KFBC-TV	●	---	---	---
Colorado Springs	KKTV	---	---	---	---
Denver	KLZ-TV	●	---	---	---
El Paso	KROD-TV	●	---	---	---
Idaho Falls	KID-TV	●	---	---	---
Great Falls	KFBB-TV	---	---	---	---
Phoenix	KOOL-TV	●	---	---	---
Salt Lake City	KSL-TV	●	---	---	---
Tucson	KOLD-TV	---	---	---	---
<b>Pacific Time Zone</b>					
Hakersfield	KBAK-TV	---	---	---	---
Chico	KHSL-TV	---	---	---	---
Eureka	KIPM-TV	●	---	---	---
Fresno	KFRE-TV	●	---	---	---
Los Angeles	KNXT	●	●	●	●
Medford	KBES-TV	●	---	---	---
Portland, Ore.	KOTN-TV	●	---	---	---
Reno	KOLO-TV	---	---	---	---
Sacramento	KXTV	●	●	●	---
Salinas	KSBB-TV	●	---	---	---
San Diego	KFMB-TV	●	---	---	---
San Francisco	KPIX-TV	●	●	●	---
Seattle	KIRO-TV	●	●	●	---
Spokane	KXLY-TV	●	---	---	---
Yakima	KIMA-TV	●	---	---	---
<b>Emp Network</b>					
Azusa, Guam	KUAM-TV	---	---	---	---
Bellingham, Wash.	KVOS-TV	---	---	---	---
Bryan, Texas	KBTX	---	---	---	---
Carlsbad	KAVE-TV	---	---	---	---
Casper, Wyo.	KSPR-TV	---	---	---	---
Clovis, N. M.	KICA-TV	---	---	---	---
Columbus, Miss.	WCBF-TV	---	---	---	---
Decatur, Ala.	WMSL-TV	---	---	---	---
Dickinson	KDIX-TV	---	---	---	---
Dothan, Ala.	WTVV	---	---	---	---
Ephrata	KBAS-TV	●	---	---	---
Florence, Ala.	WOWL-TV	---	---	---	---
Fort Myers, Fla.	WINK-TV	---	---	---	---
Glendive, Mont.	KXGN-TV	---	---	---	---
Goodland, Kan.	KBLL-TV	---	---	---	---
Grand Junction, Colo.	KREX-TV	---	---	---	---
Jackson, Tenn.	WDXI-TV	●	---	---	---
Jameau	KINY-TV	---	---	---	---
Kahspell	KULR-TV	---	---	---	---
Klamath Falls	KOTI-TV	●	---	---	---
Lafayette, Ind.	WFAM-TV	●	---	---	---
Lake Charles, La.	KTAG-TV	---	---	---	---
Laredo	KGNS-TV	---	---	---	---
Las Vegas, Nev.	KLAS-TV	●	---	---	---
Lewiston	KLEW-TV	●	---	---	---
Lexington	WKYT	---	---	---	---
Marquette	WDMJ-TV	---	---	---	---
Missoula, Mont.	KMSO-TV	---	---	---	---
Ottumwa, Ia.	RTVO	●	---	---	---
Panama City, Fla.	WJDM-TV	---	---	---	---
Parkersburg	WTAP	---	---	---	---
Pasco	KEPR-TV	●	---	---	---
Pembroke, Bermuda	ZBM-TV	---	---	---	---
Presque Isle	WAGM-TV	---	---	---	---
Rapid City, S. D.	KOTA-TV	●	---	---	---
Riverton, Wyo.	KWRB-TV	---	---	---	---
Salsbury, Md.	WBOC	---	---	---	---
Sweetwater	KPAR-TV	●	---	---	---
Twin Falls, Ida.	KJLX-TV	---	---	---	---
Williston, N. D.	KUMV-TV	---	---	---	---
Yuma	KIVA-TV	---	---	---	---

● Equipment in use.  
 --- No equipment.

**STATUS OF COLOR EQUIPPED STATIONS**

**NBC-TV**

<b>CITY</b>	<b>STATION</b>	<b>NETWORK</b>	<b>SLIDE</b>	<b>LOCAL ORIGATION FILM</b>	<b>STUDIO</b>
Aberdeen, S. D.	KXAB-TV	•	—	—	—
Abilene, Tex.	KRBC-TV	•	•	•	—
Albany, Ga.	WALB-TV	•	—	—	—
Albuquerque, N. M.	KOB-TV	•	—	—	•
Alexandria, La.	KALB-TV	•	—	—	—
Alexandria, Minn.	KCMT	•	—	—	—
Amarillo, Tex.	KGNC-TV	•	—	—	—
Anchorage, Alaska	KENI-TV	—	—	—	—
Ardmore, Okla.	KXII-TV	•	—	—	—
Asheville, N. C.	WISE-TV	—	—	—	—
Atlanta, Ga.	WSB-TV	•	•	•	—
Augusta, Ga.	WJBF	•	—	—	—
Austin, Tex.	KTBC-TV	•	—	—	—
Bakersfield, Cal.	KERO-TV	•	—	—	•
Baltimore, Md.	WBAL-TV	•	•	•	—
Bangor, Me.	WLBZ-TV	•	—	—	—
Baton Rouge, La.	WBRZ	•	—	—	—
Beaumont-Pt. Arthur	KPAC-TV	•	—	—	—
Billings, Mont.	KGHL-TV	—	—	—	—
Binghamton, N. Y.	WINR-TV	•	—	—	—
Birmingham, Ala.	WAPI-TV	•	•	•	—
Bismarck, N. D.	KFYR-TV	•	—	—	—
Bluefield, W. Va.	WHIS-TV	•	—	—	—
Boise, Idaho	KTVB	—	—	—	—
Boston, Mass.	WBZ-TV	•	•	•	—
Bristol, Va.- Johnson City, Tenn.	WCYB-TV	•	•	•	—
Buffalo, N. Y.	WGR-TV	•	—	—	—
Butte, Mont.	KXLF-TV	—	—	—	—
Helena, Mont. (S)	KXLJ-TV	—	—	—	—
Casper, Wyo.	KTWO-TV	•	—	—	—
Charleston, S. C.	WUSN-TV	•	—	—	—
Charlotte, N. C.	WSOC-TV	•	—	—	—
Chattanooga, Tenn.	WRGP-TV	•	—	—	—
Cheyenne, Wyo.	KFBC-TV	•	—	—	—
Scotts Bluff, Neb. (S)	KSTF	—	—	—	—
Chicago, Ill.	WNBQ	•	•	•	•
Cincinnati, O.	WLW-TV	•	•	•	•
Clarksburg, W. Va.	WBOY-TV	•	—	—	—
Cleveland, O.	KYW-TV	•	—	—	—
Columbia, Mo.	KOMU-TV	—	—	—	—
Columbia, S. C.	WIS-TV	•	—	—	—
Columbus, Ga.	WTVM	•	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Columbus, O.	WLW-C	•	—	—	•
Corpus Christi, Tex.	KRIS-TV	•	•	•	—
Davenport, Iowa	WOC-TV	•	—	—	—
Dayton, O.	WLW-D	•	—	—	—
Daytona Beach-Orlando, Fla.	WESH-TV	•	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Denver, Colo.	KOA-TV	•	—	—	—
Des Moines, Iowa	WHO-TV	•	•	•	—
Detroit, Mich.	WWJ-TV	•	•	•	—
Duluth, Minn.- Superior, Wisc.	WDSM-TV	•	—	—	—
Eau Claire, Wisc.	WEAU-TV	•	—	—	—
Eldorado, Ark.	KTFE	•	—	—	—
El Paso, Tex.	KTSM-TV	•	—	—	—
Erie, Pa.	WICU-TV	•	—	—	—
Eugene, Ore.	KVAL-TV	•	—	—	—
Roseburg, Ore. (S)	KPIC-TV	—	—	—	—
Eureka, Cal.	KVIQ-TV	—	—	—	—
Evansville, Ind.	WFIE-TV	•	—	—	—
Fairbanks, Alaska	KFAR-TV	—	—	—	—
Fargo, N. D.	WDAY-TV	•	—	—	—
Florence, Ala.	WOWL-TV	•	—	—	—
Fort Dodge, Ia.	KQTV	•	—	—	—
Fort Smith, Ark.	KPSA-TV	•	—	—	—
Fort Wayne, Ind.	WKJG-TV	•	—	—	—
Fort Worth, Tex.	WBAP-TV	•	•	•	•
Fresno, Cal.	KMJ-TV	•	•	•	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Montrose, Colo. (S)	KREY-TV	•	—	—	—
Grand Rapids, Mich.	WOOD-TV	•	—	—	—
Great Bend, Kans.	KCRT-TV	•	•	—	—
Garden City, Kans. (S)	KGLD-TV	—	—	—	—
McCook, Nebr.	KOMC-TV	•	•	—	—
Great Falls, Mont.	KFPB-TV	—	—	—	—

# STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	LOCAL ORIGATION		
			SLIDE	FILM	STUDIO
Green Bay, Wis.	WFRV-TV	•	-	---	---
Greenville-					
Spartanburg, S. C.	WFBC-TV	•	-	---	---
Harrisonburg, Va.	WSVA-TV	•	---	-	---
Hartford-					
New Britain, Conn.	WNBC	•	-	---	---
Hastings-Kennedy, Neb.	KHAS-TV	•	-	---	---
Hattiesburg-Laurel, Miss.	WDAM-TV	•	-	---	---
Honolulu, Hawaii					
(Waialuku, O.S.)	KONA (KALA)	•	-	---	---
Houston, Tex.	KPRC-TV	•	•	•	•
Huntington-					
Charleston, W. Va.	WSAZ-TV	•	•	•	•
Idaho Falls, Ida.	KID-TV	•	•	•	•
Indianapolis, Ind.	WFBM-TV	•	•	•	•
Jackson, Miss.	WLBT	•	•	•	•
Jacksonville, Fla.	WFGA-TV	•	•	•	•
Johnstown, Pa.	WJAC-TV	•	•	•	•
Kansas City, Mo.	WDAE-TV	•	•	•	•
Knoxville, Tenn.	WATE-TV	•	-	---	---
La Crosse, Wis.	WKBT	•	-	---	---
Lake Charles, La.	KPLC-TV	•	-	---	---
Lancaster-Harrisburg					
York, Pa.	WGAL-TV	•	•	•	•
Lansing, Mich.	WJIM-TV	•	-	---	---
Lansing-Okondaga, Mich.	WJLX-TV	•	-	---	---
Laredo, Tex.	KGNS-TV	•	-	---	---
Las Vegas-					
Henderson, Nev.	KLRJ-TV	•	-	---	---
Lexington, Ky.	WLEX-TV	•	-	---	---
Lima, O.	WIMA-TV	•	---	-	-
Little Rock, Ark.	KARK-TV	•	-	---	---
Los Angeles, Cal.	KIOA	•	•	•	•
Louisville, Ky.	WAVE-TV	•	---	-	-
Lubbock, Tex.	KCID-TV	•	-	---	---
Lufkin	KPRE-TV	•	-	---	---
Macon, Ga.	WMAZ-TV	•	-	---	---
Madison, Wis.	WMTV	•	-	---	---
Medford, Ore.	KHBS-TV	•	-	---	---
Klamath Falls, Ore. (S)	KOTI-TV	•	-	---	---
Memphis, Tenn.	WMCB	•	-	---	---
Meriden, Miss.	WTOK-TV	•	-	---	---
Miami, Fla.	WCKT	•	•	•	•
Midland-Odessa, Tex.	KMID-TV	•	-	---	---
Milwaukee, Wis.	WTMJ-TV	•	•	•	•
Minneapolis-St. Paul, Minn.	KSTP-TV	•	•	•	•
Minot, N. D.	KMOT-TV	•	-	---	---
Williston, N. D. (S)	KEMV-TV	•	-	---	---
Mobile, Ala.					
Pensacola, Fla.	WALA-TV	•	-	---	---
Montgomery, Ala.	WSFA-TV	•	-	---	---
Muncie, Ind.	WLBC-TV	•	-	---	---
Nashville, Tenn.	WSM-TV	•	•	•	•
New Orleans, La.	WDSU-TV	•	•	•	•
New York, N. Y.	WRCA-TV	•	•	•	•
Norfolk, Va.	WAVY-TV	•	•	•	•
Norfolk, Va.	WVEC-TV	•	-	---	---
North Platte, Neb.	KNOP-TV	•	-	---	---
Oklahoma City, Okla.	WKY-TV	•	•	•	•
Omaha, Neb.	KMTV	•	•	•	•
Ottumwa, Ia.					
Kirksville, Mo.	RTVO	•	-	---	---
Paducah, Ky.	WPSD-TV	•	-	---	---
Palm Beach, Fla.	WPTV	•	-	---	---
Panama City, Fla.	WJDM	•	-	---	---
Parkersburg, W. Va.	WTAP-TV	•	-	---	---
Peoria, Ill.	WEEK-TV	•	-	---	---
LaSalle, Ill. (S)	WEEQ-TV	•	-	---	---
Philadelphia, Pa.	WRCV-TV	•	•	•	•
Phoenix-Mesa, Ariz.	KVAR	•	-	---	---
Pittsburg, Kan.					
Joplin, Mo.	ROAM-TV	•	-	---	---
Pittsburgh, Pa.	WTH	•	-	---	---
Plattsburgh, N. Y.					
Burlington, Vt.	WPTZ	•	-	---	---
Pocatello, Idaho	KTLE	•	-	---	---

# STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	
				FILM	STUDIO
Portland, Me.	WCSS-TV	●	—	—	—
Portland, Ore.	KGW-TV	●	●	●	●
Providence, R. I.	WJAR-TV	●	●	●	—
Pueblo, Colo.	KCSJ-TV	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	●	—
Rapid City, S. D.	KRSD-TV	—	—	—	—
Redding, Cal.	KVIP-TV	—	—	—	—
Reno, Nev.	KOLO-TV	●	—	—	—
Richmond-Petersburg, Va.	WXEX-TV	●	●	●	—
Roanoke, Va.	WSLS-TV	●	●	●	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rochester, N. Y.	WRCC-TV	●	—	—	—
Rockford, Ill.	WTVO	●	—	—	—
Roswell, N. M.	KSWB-TV	●	—	—	—
Sacramento, Cal.	KCRA-TV	●	●	●	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	●	—
Salinas-Monterey, Cal.	KSBW-TV	●	—	—	—
San Luis Obispo, Cal. (S)	KSBY-TV	—	—	—	—
Salt Lake City, Utah	KCPX	●	●	●	—
San Angelo, Tex.	KCTV	—	—	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Cal.	KFSD-TV	●	●	●	—
San Francisco, Cal.	KRON-TV	●	●	●	●
Santa Barbara, Cal.	KEY-T	●	—	—	—
Savannah, Ga.	WSA V-TV	●	—	—	—
Schenectady, N. Y.	WRGB	●	●	●	—
Seattle-Tacoma, Wash.	KING-TV	●	●	●	●
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Ia.	KTIV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	—	—	—	—
Florence, S. D. (S)	KDLO-TV	—	—	—	—
Reliance, S. D. (S)	KPLO-TV	—	—	—	—
South Bend-Elkhart, Ind.	WNDU-TV	●	—	—	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Champaign-Urbana, Ill. (S)	WCHU	●	—	—	—
Springfield, Mo.	KYTV	●	—	—	—
Springfield-Holyoke, Mass.	WWLP	●	●	—	—
Greenfield, Mass. (S)	WRLP	●	—	—	—
St. Louis, Mo.	KSD-TV	●	●	●	—
Syracuse, N. Y.	WSYR-TV	—	●	—	●
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	●	—
Temple-Waco, Tex.	KCEN-TV	●	—	—	—
Traverse City, Mich.	WPBN-TV	●	—	—	—
Cheboygan, Mich. (S)	WTOM-TV	—	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Tulsa, Okla.	KVOO-TV	—	●	●	—
Twin Falls, Idaho	KLIX-TV	—	—	—	—
Tyler, Tex.	KLTV	●	—	—	—
Utica, N. Y.	WKTV	●	●	●	●
Washington, D. C.	WRC-TV	●	●	●	●
Washington-Greenville, N. C.	WITN	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wisc.	WSAU-TV	●	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	●	—	—	—
Wichita, Kans.	KARD-TV	●	●	●	●
Wichita Falls, Tex.	KFDX-TV	●	—	—	—
Wilkes Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Wilmington, N. C.	WBCT	●	—	—	—
Winston-Salem-Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
Ephrata, Wash. (S)	KBAS-TV	●	—	—	—
Lewiston, Ida. (S)	KLEW-TV	—	—	—	—
Pasco, Wash. (S)	KEPR-TV	—	—	—	—
Youngstown, O.	WFMJ-TV	●	—	—	—
Yuma, Ariz.	KIVA	●	—	—	—
Zanesville, O.	WHIZ-TV	●	—	—	—

● Equipment in use.  
 — No equipment.  
 (S) Satellite Station.



**STATUS OF COLOR EQUIPPED STATIONS** 

**ABC-TV**

CITY	STATION	NETWORK	SLIDE	FILM	STUDIO
Albany, N. Y.	WASB-TV	•	—	—	—
Ames, Ia.	WOL-TV	•	—	—	—
Baltimore, Md.	WJZ-TV	•	•	•	•
Boston, Mass.	WHDH-TV	•	•	•	•
Ruffalo, N. Y.	WRBW-TV	•	•	•	•
Charleston, W. Va.	WCHS-TV	—	•	•	—
Chicago, Ill.	WBKB	•	—	—	—
Cincinnati, O.	WCPO-TV	•	—	—	—
Dallas, Tex.	WFAA-TV	—	•	•	—
Detroit, Mich.	WXYZ-TV	•	—	—	—
Elkhart, Ind.	WSJV	•	—	—	—
Evansville, Ind.	WTWV	•	•	•	—
Fresno, Cal.	KJEO	—	—	—	•
Harrisonburg, Ill.	WSIL-TV	•	—	—	—
Harrisburg, Pa.	WTPA	•	—	—	—
Honolulu, Hawaii	KHYH-TV	—	•	•	—
Houston, Tex.	KTRK-TV	—	•	•	—
Indianapolis, Ind.	WLWI	—	•	•	—
Kansas City, Mo.	KMBL-TV	•	—	—	—
Knoxville, Tenn.	WTVK	—	—	—	—
Little Rock, Ark.	KATV	•	—	—	—
Los Angeles, Calif.	KA BC-TV	•	—	—	—
Lynchburg, Va.	WLVA	—	—	—	—
Madison, Wisc.	WKOW-TV	—	—	—	—
Memphis, Tenn.	WHBQ-TV	•	—	—	—
Miami, Fla.	WPST-TV	•	—	—	—
Milwaukee, Wisc.	WISN-TV	—	•	•	—
New Haven, Conn.	WNHC-TV	—	•	•	—
New York, N. Y.	WABC-TV	•	—	—	—
Norfolk, Va.	WAVY-TV	—	•	•	—
Philadelphia, Pa.	WFIL-TV	—	•	•	—
Phoenix, Ariz.	KTVK	•	—	—	—
Pittsburgh, Pa.	WTAE	•	—	—	—
Richmond, Va.	WTYR	—	•	•	—
Salt Lake City, Utah	KUTV	•	—	—	—
San Antonio, Tex.	KONO-TV	•	—	—	—
San Francisco, Calif.	KGO-TV	•	—	—	—
St. Louis, Mo.	KPTI	•	—	—	—
St. Paul, Minn.	KTCA	—	•	•	—
Tucson, Ariz.	KGUN-TV	•	—	—	—
Tulsa, Okla.	KTUL-TV	•	—	—	—

**INDEPENDENT STATIONS**

Bay City, Mich.	WNEM-TV	—	•	•	—
Chicago, Ill.	WGN-TV	—	•	•	—
Denver, Colo.	KTVR	•	—	—	—
Emid, Okla.	KOCO-TV	•	—	—	—
Hartford, Conn.	WTTU-TV	•	—	—	—
Lebanon, Pa.	WLBR-TV	•	—	—	—
Los Angeles, Calif.	KOP	•	—	—	—
Los Angeles, Calif.	KHJ-TV	•	—	—	—
Los Angeles, Calif.	KTLA	—	•	•	•
Los Angeles, Calif.	KTTV	•	—	—	—
Milwaukee, Wisc.	WXIX	—	—	—	—
Minneapolis, Minn.	KMSP-TV	•	—	—	—
New York, N. Y.	WNBW-TV	•	•	•	—
New York, N. Y.	WNTA-TV	•	—	—	—
New York, N. Y.	WOR-TV	•	•	•	•
New York, N. Y.	WPIX	•	•	•	—
Norfolk, Va.	WVEC-TV	•	—	—	—
Oakland, Calif.	KTVF	•	•	•	—
Phoenix, Ariz.	KPHO-TV	•	—	—	—
Portland, Ore.	KGW-TV	•	•	•	—
Provo, Utah	KLOR-TV	—	•	•	—
San Francisco, Calif.	KTVU	•	—	—	—
San Jose, Calif.	KNTV	•	—	—	—
Seattle, Wash.	KING-TV	—	•	•	—
Spokane, Wash.	KPLR-TV	—	•	•	—
St. Louis, Mo.	KRFM-TV	•	•	•	—

# EQUIPMENT MANUFACTURERS

## Specializing in AM & FM Radio and Television

### Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.

Phone: NEw Rochelle 6-1620

President ..... Ben Adler  
 V.P.'s ..... Alfred Strogoff, Harry Adler  
 Treasurer ..... L. Marks  
 Advertising Manager ..... Emanuel Strumin

PRODUCTS: Manufacturers of low-power TV broadcast equipment: TV translators, antennas, UHF transmitters: translator amplifiers, heterodyne repeaters, microwave equipment.

### Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.

Phone: Spaulding 2-0100

Pres., Chairman ..... Ross D. Siragusa  
 Exec. Vice-Pres. .... V. Barreca  
 Exec. Vice-Pres.-Treas. .... John B. Huarisa  
 Vice-Pres., Sales ..... Carl E. Lantz  
 V.P., Gov't. Labs., Sales ..... J. F. Gilberte  
 Vice-Pres., Purchasing ..... Frank J. Kazda  
 Vice-Pres., Prod. .... Cy S. Rossate  
 Treas. .... George E. Driscoll  
 Vice-Pres., Gen. Counsel ..... F. H. Uriell  
 Nat'l. Sls. Mgr. (Radio) ..... A. A. Medica  
 Nat'l. Sls. Mgr. (TV) ... Ross D. Siragusa, Jr.

Gen. Sales Manager ..... R. J. Bambery  
 Advertising Mgr. .... George S. Grill  
 V.P. and Dir. of Eng. .... William L. Dunn  
 V.P. Gov't. Electronics ..... T. J. Lloyd  
 Dir. of Pub. Rel. .... Martin Sheridan  
 PRODUCTS: AC-DC radios, Hi-Fi radio/phonos, color TV, portable receivers.

### Albion Optical Co.

1410 N. Van Ness Ave., Hollywood 28

Vice Pres. .... Benjamin Berg  
 PRODUCTS: Fixed focus and variable focal length lenses for TV & motion pictures.

### Alford Manufacturing Co., Inc.

299 Atlantic Ave., Boston 10, Mass.

Phone: HANcock 6-2150

Senior Engineer ..... Harold H. Leach

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

### Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.

Phone: HAYmarket 1-6800

President ..... A. D. Davis



# LIBERTY TOWER

## Erection Co.

A. M. & F. M.

TOWERS

TV and COMMUNICATION  
TOWERS

- SALES
- SERVICE
- ERECTION

SE of City

OR 7-3281

9100 South Sunny Lane Road

OR 7-3880

Oklahoma City, Oklahoma

## EQUIPMENT MANUFACTURERS

V.P., Treas. . . . . A. E. Davis  
 V.P., Mktg., Adm. . . . . A. W. Preskill  
 V.P., Gen. Mktg. Mgr. . . . . A. Brodsky  
 Comm Sales Mgr. . . . . S. H. Levey  
 Advertising Manager . . . . . J. W. Rubin

PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

### Alpar Manufacturing Co.

220 Demeter St., Palo Alto, Calif.  
 Phone: DAVenport 6-8105

Sales Manager . . . . . R. V. Laustrup  
 PRODUCTS: Towers, accessories & assoc. eqpt.

### Altec Lansing Corp.

(Subsidiary of Ling-Altec Electronics)  
 1515 S. Manchester Ave., Anaheim, Cal.  
 Phone: PRespect 4-2900

N. Y. Phone: ALgonquin 5-3636

President . . . . . A. A. Ward  
 Vice President . . . . . A. Fiore  
 Staff V. P. . . . . J. K. Hilliard  
 Sales Manager . . . . . H. S. Morris  
 Advertising Manager . . . . . G. H. Evans  
 Comptroller . . . . . C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers.

monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

### Alto Fonic Tape Service, Inc.

1067 Transport St., Palo Alto, Calif.

President . . . . . D. Allan Clark  
 Sales Mgr. . . . . Walter Merila

### American Electronics, Inc.

(Audio Div.)

9449 W. Jefferson Blvd., Culver City, Calif.  
 Phone: UPton 6-7245

Gen. Mgr. . . . . M. Oelrich  
 PRODUCTS: Prof. tape recording eqpt.; Series 30 and Mk. VII and Mk. X recorders.

### American Telephone & Telegraph Co.

(Long Lines Dept.)

250 Park Ave., New York 17, N. Y.  
 Phone: EXeter 3-5725

Div. Comm. Mgr. . . . . F. R. MacFarland  
 COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

### Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.  
 Phone: Wells 1-6200

President . . . . . Frank Randall  
 Sales Mgr. (Transmitting Tubes)

John Messerschmitt

Sales Mgr. (Semiconductors and Sp. Purpose Tubes) . . . . . I. Rudich  
 Dist & Renewal Tube Sl. Mgr. . . . . A. J. Peterson  
 Mgr. Adv. & Sl. Prom. . . . . M. D. Smoller  
 PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers, Semiconductors (diodes & transistors.)

### Amperex Professional Products Co.

934 Charter St., Redwood City, Calif.  
 Phone: EMerson 9-7111

N. Y. Phone: PLaza 5-8405

Nat'l Sales Mgr. . . . . Robert Paulson  
 PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multi-channel & 351 professional recorders, series 3000 high speed tape duplicators, Video magnetic recorders, accessories, systems, incl. Ampex Videotape Recorder.

### Amplifier Corp. of America

398 Broadway, New York 13, N. Y.  
 Phone: WOrth 6-2929

President . . . . . R. Epstein  
 Vice-Pres. . . . . N. M. Haynes  
 Purchasing Agent . . . . . M. R. Ellis  
 Sales Manager . . . . . A. J. Gillette  
 Advertising Mgr. . . . . Harold Wallerstein  
 PRODUCTS: Magnemite Portable, VU

## FOR TRUE REPRODUCTION

BUILT TO PROFESSIONAL STANDARDS  
 FOR PROFESSIONAL USE

## califone PORTABLE PLAYBACKS

Ideal for

RADIO STATIONS • ADVERTISING AGENCIES  
 PROFESSIONAL MUSICIANS and VOCALISTS

(illustrated)

DIRECTOR  
 Model 12V-9

Your Best Buy is Califone from the 11-pound EXECUTIVE Model 6U-7A to the Deluxe CONTINENTAL Model 16VP2-9. For complete details write Dept. RTY-2



califone CORPORATION

1020 N. LA BREA AVENUE  
 HOLLYWOOD 38, CALIFORNIA

## EQUIPMENT MANUFACTURERS

Magnemite, Weathertite VU Magnemite and Weathertite Magnemite, Magneraser, Magne-loop, Stereo Magnemite, Flutter Meter, A.V.C. Amplifier, Secret Recorder, Constant Voltage Power Amplifier, VU TransMagnemite, Trans Flyweight, Magnematic Automatic Sound-Slide Projector, TransFormerettes, Vari-volt-er, Voltage Deviometer, 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 receivers and Hi-Fi phonographs; special electronic products; military electronics.

### Andrew Corp.

363 E. 75th St., Chicago 19, Ill.  
Phone: TRiangle 4-4400

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

East Reg. Mgr.....C. P. Lane

### ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.  
Claremont, Cal.

Phone: NAational 6-3505

Mgr.....J. D. Montgomery

### ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.

Phone: MOhawk 8-3348

Gen. Mgr.....J. W. McLeod

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 circuit 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., distribution amplifiers, line splitters & tap boxes, matching transformers, cable lashers, combining networks, filters, fixed pads.

### 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, cord and cable test sets, designation strips and cards, jack mountings, terminal blocks, telephone jacks and plugs.

STATIONS EQUIPPED IN 1959:

NBC, ABC Networks

### Audio Devices, Inc.

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

Phone: PLaza 1-6640

Ch. of Board.....Win. C. Speed

President.....William T. Hack

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 (Audio-points), Magnetic Recording Tape (Audio-tape), 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

## EQUIPMENT MANUFACTURERS

PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

### 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

TV Mgr. .... J. R. Jones  
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

### Bauer Electronic Corp.

1011 Industrial Way, Burlingame, Calif.  
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 & tilt.

### Bausch & Lomb Optical Co.

77560 Bausch St., Rochester 2, N.Y.  
Phone: LOcUst 2-3000  
N. Y. Phone: CIRCLE 7-5400

Pres. .... W. W. McQuilkin  
PRODUCTS: Balopticon TV slide projection 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 timers, dimmers, and electrical controls.

### John F. Beasley Construction Co.

402 S. "D" St., Muskogee, Okla.  
Phone: MURray 7-6381

President ..... John F. Beasley  
Vice-President ..... Lothar E. Berg  
Secretary-Treasurer ..... Andrew B. Lytle  
PRODUCTS: Steel crectors (radio-television towers and antennas).

### Bell and Howell Company

7100 McCormick Rd., Chicago 45, Ill.  
Phone: AMbassador 2-1600

Manager ..... J. L. Wassel  
PRODUCTS: Photographic equipment and closed circuit installations.

### Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.  
Phone: JUDson 6-4350

President ..... Martin Sugar  
V.P.'s ..... Lee Bunting, James Bronis  
Secretary ..... Anthony Mullen  
Service Mgr. .... Victor Peters  
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

### 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 1198, 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. Kernner  
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast), AM-FM.

### Bodde Projector Company

11541 Bradley Ave., San Fernando, Cal.  
Phone: EMpire 5-2551

President ..... B. M. Bodde, Jr.  
PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

### Bogen-Presto Co.

(Div. Siegler 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.

### Browning Laboratories, Inc.

100 Union Ave., Laconia, N. H.  
Phone: LAkeside 4-5451

President ..... G. G. Greene  
Chief Engineer ..... H. Paul  
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.

## EQUIPMENT MANUFACTURERS

### Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.  
Phone: HARRison 7-8393

President ..... George Drucker  
V.P. .... E. W. Hoy  
Mgr. .... A. Drucker  
PRODUCTS: TV lenses, special mounts;  
"Videoptics" processing eqpt.

### Bussman Mfg. Division

(McGraw-Edison Co.)

University at Jefferson St., St. Louis 7, Mo.  
Phone: GARfield 1-1740  
New York Phone: COrtlandt 7-1466  
Manager ..... J. C. Ingram  
PRODUCTS: Electronic Fuses.

### Califone Corp.

1020 No. La Brea Ave. Hollywood 38, Calif.  
Phone: HOllYwood 2-2353  
President ..... Robert G. Metzner  
PRODUCTS: Portable transcription play-  
ers, high fidelity magnetic tape recorders.

### 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: Remote controlled pan and  
tilt head for vidicon cameras, motion picture  
film examining equipment-high speed type.  
Vidicon pan and tilt head and ceco pro jr  
fluid head for vidicon cameras.

### 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 profes-  
sional motion picture & TV production eqpt.,  
incl. cameras, sound recording, lights, dol-  
lies, 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. Bst. Sls. & Planning ..... C. E. Spence  
Broadcast Sales ..... E. J. Gareau  
Adv. & Sales Prom. .... M. D. Locke  
PRODUCTS: Complete AM & TV broad-  
cast transmitting and studio systems; con-  
sulting; systems, design & production en-  
gineering; facilities for development and  
manufacture of all electronic products.

### Canadian Marconi Co.

2442 Trenton Ave., Montreal 16, Quebec, Can.  
Phone: REgent 8-9441

President ..... S. M. Finlayson  
Gen. Manager ..... W. V. George  
Sec.Treas. .... A. G. McCaughey  
Asst. General Manager ..... L. M. Daley  
Equipment Mgr. .... A. B. Clapp  
Mgr., Comm. Products Div. ... W. R. Bitcheno  
Sales and Contracts Mgr. .... J. H. Martin  
PRODUCTS: Transmitters and studio  
equipment for AM-FM TV stations; transmit-  
ting and receiving tubes.

### Cannon Electric Co.

3208 Humboldt St., Los Angeles 31, Calif.  
Phone: CApitol 5-1251

Gen. Sls. Mgr. .... F. M. Cate  
PRODUCTS: Audio and TV camera con-  
nectors.

### Capehart Corporation

87-46 123rd St., Richmond Hill 18, N.Y.  
Phone: HIckory 1-4400

President ..... Jack M. Winer  
Exec. Vice Pres. .... Seymour Levy  
V.P., Eng. .... Pasquale Galella  
V.P., Manuf. .... Ben Goldner  
V.P., Military and Ind. Div. .... J. D. Winer  
V.P. and Treas. .... Leonard S. Jaffe  
Sec. and Gen. Mgr. .... George Ginsburg  
General Sls. Mgr. .... Dave Cole  
Adv. Dir. .... Norman Axelband  
PRODUCTS: Stereo console phonos, also  
with AM-FM radios, AM-FM tuners, stereo  
and monaural amplifiers and speaker sys-  
tems, speaker-amplifier systems.

### Caterpillar Tractor Co.

Peoria, Ill.  
Phone: 6-3311

N. Y. Phone: CIrcle 5-9054  
V.P., Engine Div. .... H. H. Howard  
Sales Manager, Eng. Div. .... F. V. Jacobs  
Asst. Sls. Mgr., Eng. Div. .... R. A. Cumming  
PRODUCTS: Diesel electric sets for use  
as prime or emergency power.

### CBS Electronics

(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 3-9081  
President ..... Arthur L. Chapman  
V.P., Gen. Mgr., Semi-conductor  
Oper. .... Robert G. Marchisio  
V.P., Gen. Mgr., Receiving Tube  
Oper. .... Michael Callahan  
V.P., Marketing ..... Reed V. Bontecou  
V.P., Engineering ..... Norman L. Harvey  
Mgr. Mktg. Adm. .... Roy A. Juusola  
Semi-conductor Sls. Mgr. .... Louis H. Niemann  
Controller ..... Walter J. Hungerford  
Credit Mgr. .... Malcolm S. Jones  
Advertising Mgr. .... Harry G. Burnett

## EQUIPMENT MANUFACTURERS

Dir. of Purchasing.....Edward R. Carroll  
Dir. of Personnel.....Albert S. Nelson  
Distributor Sales Mgr.....John H. Hauser  
Export Div.....CBS International  
Mgr. Research & Dev. (Tubes)

Dr. Philip N. Hambleton  
Mgr., Advanced Prod. Dept., E. W. Schaler  
Mgr. Engineering.....Wilson R. Smith

### Plant Managers

Danvers.....Charles E. Coffin  
Lowell.....Edward J. Quirk  
Newburyport.....Michael Balog

PRODUCTS: Electron tubes and semiconductor products; cartridges and stylus tone arms; microphones; phonographs.

### Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.  
Phone: CH 4-7050

President.....Edward Kook  
Chmn. & Exec. V.P.....Saul Levy

### Branch Offices

1477 N.E. 129th St., N. Miami, Fla.

1820-40 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.

### Cellomatic Corp.

756 Seventh Ave., New York 19, N. Y.  
Phone: PLaza 7-7895

Manager.....Thomas B. Howell  
PRODUCTS: Cellomatic projectors, new composite animation projector.

### Collins Radio Co.

855-35th St., N.E., Cedar Rapids, Iowa  
Phone: EMpire 3-0281

N. Y. Phone: MURray Hill 7-6740

Rest. Sales Mgr.....E. S. Gagnon

### Branch Offices

1200 No. Alma Rd., Dallas, Tex.  
Phone: ADAnis 5-4511

Regional Sales Mgr.....T. A. Farrell  
261 Madison Ave., New York, N. Y.

Regional Sales Mgr.....J. M. Haerle  
1510 W. Verdugo, Burbank, Cal.

Phone: THOrnwall 5-1751

Regional Sales Mgr.....G. T. Tasto  
4471 N.W. 36 St., Miami, Fla.

Phone: TU 8-2407

Regional Sales Mgr.....L. O. Embree

11 Bernard-ey Rd., Toronto 16, Ont., Canada  
Phone: PL 7-1101

PRODUCTS: Radio, AM & FM transmitters, FM antennas, phasing equipment, remote amplifiers, audio, studio, and Automatic Tape Control equipment, microphones, package radio stations and Mobile studios and stations, TV-STL, Microwave and 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.

### Community Engineering Corp.

Box 824, State College, Pa.  
Phone: ADAnis 8-2161

President.....James R. Palmer  
Vice-President.....Floyd B. Fischer  
Sales Mgr.....John E. Hines, Jr.

PRODUCTS: Complete electronic eqmt. for RF distribution of TV signals for community antenna, master, closed circuit, educational & industrial systems, Ultra low noise UHF and VHF pre-amplifiers.

### Comprehensive Filmreat, Inc.

421 W. 54th St., New York 19, N. Y.  
Phone: CO 5-0372

President.....Michael Freedman  
Vice-Pres.....Stanley Gitner  
Sect.....Jane Leni  
Treas.....Jules Leni

PRODUCTS: Comprehensive filmreat process; For films in constant use; print life service; comprehensive film rejuvenation.

### Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.  
Phone: EDgewood 5-0511

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: Video 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 1-1135

President.....James Weldon  
Gen. Mgr.....Wm. M. Witty  
Sales Mgr.....Thomas B. Moseley

## EQUIPMENT MANUFACTURERS

PRODUCTS: AM Broadcast transmitters (both standard and short wave), remote control transmitters.

STATIONS EQUIPPED IN 1959: KFI, Los Angeles; KMOX, St. Louis; WCAU, Philadelphia; WBBM, Chicago; KNX, Los Angeles; KCBS, San Francisco; KDKA, Pittsburgh; WBZ, Boston WXYZ, Detroit; WRFD, Worthington, O.; WSUN, St. Petersburg, Fla.; KRLA, Pasadena; CKXL, Calgary, Alta., Can.; CJAD, Montreal; CFRN, Edmonton, Alta., Can.; Radio Rumbos, Caracas, Venezuela; CMZ, Havana, Cuba.

### Continental Mfg., Inc.

1612 Calif. St., Omaha 2, Neb.

President.....Ray B. McMartin  
Chief Eng.....Leonard Hedlund

PRODUCTS: Receivers; receivers & monitors; audio amplifiers; AM-FM tuners; stereo amplifiers; radio intercom systems.

### Cozzens & Cudahy, Inc.

125 Old Orchard Arcade, Skokie, Ill.

Phone: ORchard 5-6700

General Manager.....Warren B. Cozzens  
Sales Mgr.....Michael J. Cudahy

PRODUCTS: Microwave relay equipment & systems.

### Crouse-Hinds Co.

Wolf & 7th N. Sts., Syracuse 1, N. Y.

Phone: GR 4-8411

Vice-Pres. Sales.....Erle R. Monesmith  
Mgr., Illumination.....J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

### Dage Television Div.

(Thompson Ramo Wooldridge, Inc.)

W. 10th St., Michigan City, Ind.

Phone: TR 4-3251

Gen. Manager.....J. L. Lahey  
Mgr. of Mkt.....Wells Chapin  
Chief Eng.....J. Alinsky

PRODUCTS: Television Equipment for both Closed-Circuit and Broadcast application.

### Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.

Phone: WYman 2-4300

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.

### Daystrom-Western Sales Div.

(Div. of Daystrom, Inc.)

614 Frelinghuysen Avenue, Newark 12, N. J.

Phone: BIgelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp

#### Branch Offices

5 Herbert Drive, Latham (Albany), N. Y.  
Phone: STate 5-5161

66 Central St., Wellesley 81, Boston, Mass.  
Phone: CEdar 5-4300

4446 Main St., Buffalo 26, N. Y.

Phone: CIrcle 3355

213 Higley Bldg., Cedar Rapids, Iowa  
Phone: EMpire 3-9304

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: FR 2-4656

7613 Reading Rd., Cincinnati 37, Ohio  
Phone: VAlley 1-9105

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

3405 Mercer, Houston 27, Tex.  
Phone: JACkson 6-4115

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

407 Carondelet St., New Orleans, La.  
Phone: JACkson 5-9794

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

207 Burke Bldg., 5 St. Paul St.  
Rochester 4, N. Y.

Phone: BAKER 5-9546

147 10th St., San Francisco 3, Cal.  
Phone: UNderhill 3-4250

831 Airport Way, Seattle 4, Wash.  
Phone: MUTual 2-3355

Pa. Bldg., 425 13th St., NW, Washington 4,  
D. C.

Phone: DIstrict 7-3636

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.



# EQUIPMENT MANUFACTURERS

## Dewald Radio

(Div. of United Scientific Labs., Inc.)  
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.

## Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio  
Phone: OLive 3-6540  
N.Y. Phone: MURray Hill 2-7080

President ..... W. J. Fitzburgh  
Gen. Mgr., Electronics Div. .... D. J. Tricebock

PRODUCTS: Industrial TV systems, TV camera pickup tubes, video monitors, industrial TV accessories.

## Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.  
Phone: EDDgewood 4-3200

President ..... Arthur Dorne  
Vice-Pres., Treas. .... Joseph Margolin

PRODUCTS: Antenna research, development and production.

## Dresser-Ideco Company

875 Michigan Ave., Columbus 15, Ohio  
Phone: AX 9-2123  
N. Y. Phone: OX 7-2800

Pres. and Gen. Mgr. .... Henry Knippenberg  
Manager Tower Div. .... J. M. Hogan  
Comm. Sales Mgr. .... J. R. Hayden  
Tower Design Mgr. .... Orville Pelkey  
Tower Sales ..... Jess Rodriguez

PRODUCTS: Broadcast TV Towers.

STATIONS EQUIPPED in 1959: WSAV, Savannah, Ga.; WTOL-TV, Toledo, O.; WVEC-TV, Hampton, Va.; KFDX-TV, Wichita Falls, Tex.; KTSMTV, El Paso, Tex.; WLEX-TV, Lexington, Ky.; KNMF-TV, U. of New Mexico, Albuquerque, N.M.; KHOU-TV, Houston, Tex.

## Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.  
Phone: PRescott 3-2000

Chmn. Bd. Dir. .... Dr. Allen B. DuMont  
President and Treas. .... David T. Schultz  
V.P., Research & Engr. .... Dr. Thos. T. Goldsmith, Jr.

Asst. Gen. Mgr. .... Nicholas De Falco  
Controller ..... Eugenio J. Tanner  
Asst. Treas. .... Robert W. Norcross  
Gen. Superintendent. .... William Clark  
Ind. Rel. Dir. .... Edward Van Houten  
Public Relation Director. .... Edward Allen, Jr.

### ELECTRONIC TUBE DIV.

Manager ..... Joseph P. Gordon  
Sales ..... Daniel Echo  
Engineering. .... Albert E. Beckers

## INDUSTRIAL ELECTRONICS DIVISION

Dir. of Oper. .... Walter H. Edge  
Asst. Mgr. .... Fred C. Zorn  
Industr. TV, Sales. .... Charles E. Spicer

MILITARY ELECTRONICS OPERATIONS  
Gen. Mgr. .... Robert T. Cavanagh  
Mil. Prog. Dir. .... John S. Auld

### WEST COAST DIVISION

11800 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: CRAnite 7-4271  
Mgr. .... Edward F. Phillippi, Jr.

## INTERNATIONAL DIVISION

315 Madison Ave., New York, N. Y.  
Phone: PLaza 1-4652

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, Oscar Lasdon Robert  
A. Maes.

PRODUCTS: Industrial & spec. cathode-ray tubes, photosensitive devices, oscilloscopes & related scientific instruments, automotive test eqpt., 2-way mobile radio, industrial TV, radar, data display devices, direct-view storage tubes, microwave tubes, military electronics, missile and nuclear instrumentation, test equipment, reconnaissance and communications systems.

## Eastman Kodak Co.

343 State St., Rochester 4, N. Y.  
Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.  
Donald E. Hyndman  
342 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 7-7080

Mgr., East Coast Office. .... E. M. Stifle  
130 E. Randolph Dr., Chicago 1, Ill.  
Phone: RAndolph 6-7476

Mgr., Midwest Office. .... K. M. Mason  
6706 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: HOLlywood 9-3101

Mgr., West Coast Office. .... Emery Huse  
PRODUCTS: Motion picture film and equipment for TV use, camera lenses, television film projectors.

## Eidson Electronic Company

1902 N. Third St., Temple, Texas  
Phone: PRospect 3-3901

Owner. .... M. Eidson  
PRODUCTS: Sta. frequency measuring service, communications receivers & transmitters.

## Eitel-McCullough, Inc.

301 Industrial Way, San Carlos, Calif.  
Phone: LYtell 1-4451

Dir. of Marketing. .... O. H. Brown  
PRODUCTS: Eimac Electron, power transmitting 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., Bcst. Microphones....L. R. Burroughs  
Product Mgrs.....Jame Price, George Riley,  
Allen Johnson, Larry Hermann, C. E. Seaman.

PRODUCTS: Microphones, commercial sound equipment, drivers, horns; loudspeakers and systems, enclosures, crossover networks; phono needles and cartridges; radio communications and equipment.

**Electron Corp.**

(Subsidiary of Ling-Altec Electronics, Inc.)  
747 S. Central Expressway, Richardson, Tex.  
Phone: ADams 5-3424

President.....M. Zimmerman  
Sec.-Treas. ....John Duke  
Nat. Sales Mgr.....Mike Ling  
Prod. Mgr.....Lawrence Kendall

PRODUCTS: Closed-circuit cameras. UHF-VHF TV Transmitters, Broadcast TV Cameras, Video-Audio Switches and Monitors, Slide and Film Chains, TV Translators.

**Electronic Applications, Inc.**

194 Richmond Hill Ave., Stamford, Conn.  
Phone: DAVis 5-1574

President.....V. J. Skee  
Sales .....A. Goerk

PRODUCTS: Turntables, microphones, monitor loudspeakers, tape recorders, all for radio.

STATIONS EQUIPPED in 1959: WFLN-FM, Philadelphia; WBAI-FM, New York; WCAE-AM-FM, Pittsburgh; WNOB-AM-FM, Cleveland.

**Electronics Development Co., Inc.**

3743 Cahuenga Blvd., N. Hollywood, Calif.  
Phone: TRiangle 7-3223

Pres., Chief Eng.....Joseph H. Leaming  
Sec., Treas.....Fred P. Leaming  
Vice Pres.....C. G. W. Anderson

PRODUCTS: Audiplex sound duplexing units, high speed data TV transmission, systems, design and development of special studio equipment, low power 200 watt TV transmitters.

**Emerson Radio & Phonograph Corp.**

14th & Cole Sts., Jersey City 2, N. J.  
Phone: SWarhmore 5-3500

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  
Dir. Public Rel.....L. H. Liberman  
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, Jr.

PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies, Microwave equipment.

**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  
Nat. Sls. Mgr.....Simon Lynn  
Purchasing Agent.....Ernie Cooke  
Coutroller.....L. Saquall

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 1, N.Y.  
Phone: STillwell 4-6163

President.....Donald J. Plunkett  
Sales Engineer.....George T. Dietz  
Customer Svc.....M. P. McLaughlin

PRODUCTS: Broadcast transcription tables, tone arms and cartridges, equalizers, monitor amplifiers, limiters, cutters (stereo and monophonic), recording and playback systems.

**Fish-Schurman Corp.**

70 Portman Rd., New Rochelle, N. Y.  
Phone: NE 6-1300

PRODUCTS: Optical elements including

## EQUIPMENT MANUFACTURERS

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 Fisher  
V.P. and Gen. Mgr.....B. L. Acons  
V.P., Eng.....Fred Mergner  
V.P., Purch.....Walter O'Donnell  
V.P., Director of Sales.....J. J. Parks

PRODUCTS: Hi-Fi Radio, Phonographs, tape recorders, Hi-Fi stereo FM-AM tuners and receivers, master audio controls, amplifiers, pre-amplifiers, and speaker systems.

### 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 Electronics, Inc.

36 Commerce Rd., Cedar Grove, N. J.  
Phone: CEntral 9-6100

Pres., Chief Eng.....A. J. Baracket  
Sales Mgr.....Joseph Carris

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 wave-form monitor, 225 MA 250 to 300 V DC regulated low voltage supply.

### Gates Radio Co.

123 Hampshire St., Quincy, Ill.  
Phone: BAldwin 2-8202

N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates  
Vice-President.....L. I. McEwen  
Secretary.....A. S. Petzoldt  
Sales Manager.....L. J. Cervone  
Adv. Dir.....John Price  
Dir. of Engr.....N. L. Jochem  
Works Manager.....Howard Young  
Purchasing Agent.....John Bowers

#### Branch Offices

13th & E St., N. W., Washington 4, D. C.  
Phone: METropolitan 8-0522  
2700 Polk Ave., Houston, Tex.

Phone: CAPITol 8-8536

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

Janesville Rd., Fort Atkinson, Wisc.  
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

16 East 42nd St., New York 17, N. Y.  
V.P., Gen. Mgr.....H. A. Strickland, Jr.

#### Technical Products Operation

Electronics Park, Syracuse 1, N. Y.  
Gen. Mgr.....R. L. Casselberry

PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

#### TV Receiver Dept.

Electronics Park, Syracuse, N. Y.  
General Manager.....Herbert Riegelman  
Manager Marketing.....I. L. Griffin  
Mgr. Sales Planning.....Jos. F. Effinger  
Mgr. Adv. & Sales Prom.....Dale O. Akridge  
PRODUCTS: TV Receivers.

#### 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,

## EQUIPMENT MANUFACTURERS

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.

### *Audio Products Section*

General Electric Co., W. Genesee St.,

Auburn, N. Y.

General Manager.....Charles J. Coward

PRODUCTS: Portable & Console phonographs, High Fidelity components.

### *Communication Products Dept.*

Mountain View Rd., Lynchburg, Va.

Phone: VI 6-7311

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.....Robert C. Wilson

PRODUCTS: Full line of portable radios, clock-radios, table radios.

## **General Electronic Labs, Inc.**

18 Ames St.—195 Mass. Ave.,

Cambridge, Mass.

Phone: UNiversity 4-8500

Sales Mgr.....Sal Fulchino

PRODUCTS: FM transmitters with FM multiplex exciters.

## **General Radio Co.**

22 Baker Ave., W. Concord, Mass.

Phone: EMerson 9-4400

N. Y. Phone: WORth 4-2722

President.....C. C. Carey

Vice-Pres.....A. E. Thiessen

Treasurer.....Lawrence H. Pexton

Secretary.....John D. Quackenbos

Director of Sales.....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.

## **GPL Division, Gen. Precision, Inc.**

63 Bedford Rd., Pleasantville, N. Y.

Phone: ROgers 9-5000

President.....R. W. Lee

V.P. and Gen. Mgr.....W. P. Hilliard

V.P., Ind. Products.....Blair Foulds

V.P., Sls. and Eng.....W. J. Tull

Dir., Sls. and Svc. Div.....R. Tate

Assoc. Dir., Industrial Prod...N. M. Marshall

PRODUCTS: Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems; simplex motion picture projectors and sound systems.

## **Granco Products, Inc.**

83-30 Kew Gardens Rd.

Kew Gardens 15, N.Y.

Phone: VIRginia 9-8900

President.....Henry Fogel

Sales Director.....Herbert A. Frank

V.P. Chg. Eng.....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.

## **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.

## **J. M. Hamilton, Inc.**

1106 N. Oakwood St., Gastonia, N. C.

Phone: UNiversity 4-2115

President.....J. M. Hamilton

PRODUCT: Paint and erect radio and TV towers.

## **The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.

Phone: LONGacre 5-1300

President.....Lloyd A. Hammarlund

Vice-Pres.....Hugh A. McCloskey

Sls. Mgr., Engr. Prod.....L. C. Menkes

# EQUIPMENT MANUFACTURERS

Mgr., Comm'l Prod. .... F. Lester  
 Dir. of Engr. .... P. L. Epstein  
 Comptroller .... Walter Knorr  
 Advertising & Promotion

Manager ..... Lescarboursa Agency  
 Personnel Director ..... George Froehlich  
 Purchasing Agent ..... 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  
 Sales Engineer ..... Sam Caldwell

**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.

## Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.  
 Phone: DAvenport 5-4451

President ..... David Packard  
 Sales Mgr. .... C. Van Rensselaer

**PRODUCTS:** TV & FM monitors and test equipment.

## Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.  
 Phone: ILLinois 9-0800

President, Chg. of Sales .... Frank A. Hinners  
 V.P., Treas. .... Leo J. Galanek  
 Ass't V.P. .... Grace V. Ramey  
 Chief Engineer ..... Daniel P. Brand  
 Purchasing .... Milton Landau, Charles Avery  
 Office Mgr. .... Claire J. Sassi  
 Prod. Mgr. .... Seymour Smolin  
 Traffic Mgr. .... Mach Wachs  
 Plant Mgr. .... Paul Swist

**PRODUCTS:** AM FM, AM, Table and clock model radios, transistor radios (portable), monaural and Stereo portable phonographs, Stereo cassettes.

## Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.  
 Phone: RICHmond 7-4488

President ..... H. Leslie Hoffman  
 Vice-Pres., Treas. .... C. E. Underwood

### Consumer Products Division

V.P., Sales ..... P. E. Bryant  
 V.P., Mfg. .... J. Stevens  
 V.P., Admin. .... M. G. Whitney  
 Asst. Sls. Mgr., Radio & Hi Fi. .... P. L. Henry  
 V.P. Indust. Rel. .... Ted S. Hoffman

### Laboratories Division

President ..... J. D. McLean  
 Treasurer ..... J. Kuhner

### Semiconductor Division

Exec. Vice President ..... M. E. Paradise  
 Treas., Asst. Gen. Mgr. .... J. S. McGee

**PRODUCTS:** TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

## Houston-Fearless Corporation

11801 W. Olympic Blvd., Los Angeles, Calif.  
 Phone: BRadshaw 2-4331

Sales Mgr. .... A. J. Kjoontvedt  
 Ass't V.P. Mkt. .... Thomas C. Clark, Jr.

**PRODUCTS:** Pedestals, friction heads, geared heads, dollies, cranes, remote control heads, etc.

## Huggins Laboratories, Inc.

999 E. Arques, Sunnyvale, Calif.  
 Phone: REgent 6-9330

President ..... Richard A. Huggins

**PRODUCTS:** Manufacturer and developer of traveling wave tubes, backward wave oscillators, permanent magnet and electrostatic focused tubes.

## 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 Transmitters & Antennas Inc.

235 Fairfield Ave., Upper Darby, Pa.  
 Phone: FLanders 2-0355

President ..... Bernard Wise  
 Sales Mgr. .... Eliot Baker

**PRODUCTS:** FM broadcast transmitters, multiplex and relay equipment; remote control equipment.

## Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.  
 Phone: CEntal 2-0806

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.

## 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.

## EQUIPMENT MANUFACTURERS

### International Telemeter Co.

(Div. Paramount Pict. Corp.)  
1501 Broadway, New York 36  
Phone: BR 9-8700

Chairman ..... Paul Raibourn  
President ..... L. A. Novins  
Vice-Pres. .... P. MacNamara, C. I. Lappen  
Secretary ..... Jacob Karp  
Treas. .... James H. Richardson  
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. Cbg. Marketing ..... P. R. Roehm  
PRODUCTS: Mobile radio systems, closed-circuit TV systems, tubes, rectifiers & condensers.

### ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.  
Phone: NOrth 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: NO 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  
Purchasing Agent ..... Charles Messner

PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

### ITT Laboratories

(A Div. of Internat'l Tel. & Tel. Corp.)  
500 Washington Ave., Nutley 10, N. J.  
Phone: NOrth 1-1100

President ..... Henri Busignies  
V.P.'s. .... R. S. Caruthers, Peter C. Sandretto, Armig G. Kandoian  
Lab Director ..... William Sichak

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. E. Beery  
Sales Mgr. .... James A. Hawkins  
Purch. Agent. .... D. F. Eltzroth  
PRODUCTS: Radio-TV electronic test equipment.

### Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.  
Phone: CIRCLE 7-1429

President ..... Claude Frederick  
Vice President ..... Grace V. Frederick  
PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

### Jerrold Electronics Corp.

15th & Lehigh Ave., Philadelphia, Pa.  
Phone: BALdwin 6-3456

N. Y. Phone: SYcamore 2-3700

President ..... Milton Shapp  
V.P.'s. .... Henry J. Arbeiter, Caywood Cooley  
Asst. to the Pres. .... Zalmon H. Garfield,  
Sales Manager ..... William Miller  
Dir. of Pub. Rel. .... Daniel Aaron  
Distrib. Sales Mgr. .... Walter Goodman

PRODUCTS: TV receptor, Jerrold Home System, FM range extenders, antenna, closed circuit TV, and data transportation systems, test instruments, cable theatre, meters, converters, two set couplers.

### 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  
TV Sales ..... C. Wilson

PRODUCTS: Antenna insulators, RF connectors, 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.

81 So. Bergen Pl., Freeport, N.Y.  
Phone: FREeport 9-8800

President ..... Leonard R. Kahn  
V.P. Chg. of Sls. .... Kenneth B. Boothe  
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Sym-

## EQUIPMENT MANUFACTURERS

metra-peak, a network to maintain symmetrical waveform modulation (AM-FM and TV transmitters). Dual sideband AM stereo adapters.

### Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.  
Phone: CApital 6-4000

Partner.....Harry R. Foster  
Partner, Chief Eng.....Elmo E. Crump  
Sales Manager.....John Gilmore  
PRODUCTS: Broadcast test equipment.

### Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.  
Phone: EVergreen 8-2272

General Manager.....Jack Mendelson  
Sales Manager.....Benjamin Wax  
Prod. Mgr.....L. L. Hechtlinger  
PRODUCTS: Hi-Fi stereo & TV units.

### Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)  
Owens-Illinois Bldg., Toledo 1, Ohio  
Phone: CHerry 2-6543

Montclair, N. J. Phone: PIlgrim 6-3852  
President.....R. H. Mulford  
V.P., Gen. Mgr.....J. P. Kearney  
V.P., Chief Engr.....F. D. Pinotti  
Plant Mgr., TV Plant  
(Columbus).....C. E. Reed, Jr.  
Sls. Mgr., Electronic Prods. Div., J. P. Gleason  
Sls. Mgr., Component Parts.....R. W. Ritter  
Mgr. New Products,  
Electronic Prods. Div.....G. P. Molloy  
PRODUCTS: TV bulbs.

### Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.  
Phone: COlumbus 5-0130

Vice President.....Herbert A. Kliegl  
TV Sales Mgr.....Herbert R. More  
PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards.

### Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.  
Phone: AL 4-0301

President.....B. H. Kline  
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

### Kriss Electronics Corp.

191 Oraton St., Newark, N. J.  
Phone: HU 4-3137

President.....Charles J. Kriss  
Prod. Mgr.....Emanuel Jasuik  
PRODUCTS: TV picture tubes, cathode ray tubes.

### Lambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.  
Phone: TRiangle 3-2400

President.....L. W. Mallach  
PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

### Langevin

(Div. W. L. Maxxon Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.  
Phone: RAvenswood 9-1850

Manager.....A. Schneider  
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  
PRODUCTS: Vertical radiators, supporting towers, relay towers.

### Liberty Tower Erection Co., Inc.

Box 9100 South Sunny Lane Rd.  
Oklahoma City, Okla.  
Phone: OR 7-3881

President.....Earl Griffith  
Gen. Mgr.....B. J. Griffith  
Secy., Treas.....Evelyn Griffith  
PRODUCTS: TV towers, AM & FM towers.

### Ling Systems, Inc.

11949 Vose St., N. Hollywood, Cal.  
Phone: POplar 5-9041

V.P. Sales.....R. H. Goodwin  
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.

### Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.  
Phone: FReside 8-7511

President.....W. E. Stevenson  
Sls. Mgr., Power tube div.....R. E. Nelson  
Field Engineers, Eastern  
District.....C. Kirka, C. J. Taylor  
Field Engineer, Central  
District.....D. S. Frankel  
Mgr. 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.

**MacKenzie Electronics, Inc.**

145 W. Hazel St., Inglewood 3, Calif.

Phone: ORegon 8-9335

President.....Louis G. MacKenzie

PRODUCTS: Multi-channel program repeaters, automatic announcing machines.

**Magnasync Manufacturing Co., Ltd.**

5546 Satsuma Ave., North Hollywood, Cal.

Phone: TRiangle 7-5493

President.....D. J. White

Exec. V.P.....W. H. Stutz

V.P., Chief Eng.....J. W. Green

Dir. Customer Svc.....R. H. Sogge

PRODUCTS: Motion Picture/TV recording and reprodnceing equipment; related accessories.

STATION EQUIPPED IN 1959: KRC, Tokyo, Japan.

**The Magnavox Company**

2131 Bueter Rd., Ft. Wayne 4, Ind.

Phone: EAstbrook 9721

Chairman.....Richard A. O'Connor

President.....Frank M. Freimann

V.P., Secy.....Gerard M. Ungaro

V.P., Treas.....John S. Sturgeon

V.P.....Edwin S. Pridham

V.P., Govt. & Indust. Div....Gen. G. 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.

V.P., Merchandising.....George Fezell

V.P. Sales.....T. Elwood Reeves

Retail Ad Mgr.....Robert K. Daniel

Adv. Art Dir.....Allyn N. Farmer

Dir. of Sales Plan.....Stewart Roberts

Sls. Prom. Mgr.....Charles H. Strawbridge

Dir. Public Relations.....Dawson Newton

Export Mgr.....M. A. Newman

Advertising Manager.....Karl Carstens

Purchasing Director.....Warren Frebel

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 combinations.

**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 bestg. 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

PRODUCTS: TV receivers, hi-fi eqpt., radio-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. Galvanometers, kinescope recording equipment 16 mm., rapid processing equipment for 16 and 35 mm. film.

**The Mectron Co.**

166 Ridge Ave., N. Plainfield, N. J.

Phone: 6-6513

Sales Manager.....J. F. Cosgrove

Production Mgr.....Saul Esocoff

PRODUCTS: Insulated Coaxial transmission lines and fittings, ohm replacement parts, coaxial switches, harmonic filters.

**Metropolitan Electric Mfg. Co.**

(Lumitron Division)

2250 Steinway St., Long Island City 5, N. Y.

Phone: AStoria 8-3200

Gen. Mgr.....James J. Shelley

Assoc. Gen. Mgr.....Charles Shevelin

PRODUCTS: Studio lighting control.

**Metropolitan Telecommunications Corp.**

964 Dean St., Brooklyn 38, N. Y.

Phone: NEvins 8-5900

President.....S. Beidler

PRODUCTS: Cameramen's telephone head & chest sets, telephone jacks, plugs, switchboards & assoc. eqpt.

**Miles Reproducer Co., Inc.**

812 Broadway, New York 3, N. Y.

Phone: SPring 7-7670

Sls. Mgr.....J. M. Kuhlik

PRODUCTS: Tech. recorders, briefcase type.

**Milo Electronics Corp.**

530 Canal St., New York 13, N. Y.

Phone: BEekman 3-2980

Sales Mgr.....Robert A. Smith

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: PRespect 6-8511

Gen. Sales Mgr., Magnetic Prod.

Dan Denham



# EQUIPMENT MANUFACTURERS

Sales Mgr., Dist. Trades.....W. H. Madden  
*Branch Offices*  
 6850 S. Harlem Ave., Argo P.O.  
 Bedford Park, Ill.

Manager.....D. T. Windahl  
 6023 S. Garfield Ave., Los Angeles 22, Calif.

Manager.....A. J. Blower  
 320 Shaw Rd., S. San Francisco, Calif.  
 700 Grand Ave., Ridgefield, N. J.

Sls. Mgr.....W. F. Enright  
 10725 Baur Blvd., St. Louis 14, Mo.  
 2121 Santa Anna Ave., Dallas 28, Tex.

Sls. Mgr.....R. A. Henderson  
 367 Grove St., St. Paul 1, Minn.  
 1330 Centre St., Newton Center 59, Mass.  
 Box 2012, Buffalo 6, N. Y.

5698 Rising Sun Ave., Philadelphia 20, Pa.  
 732 Ashby St., N. W., Atlanta 18, Ga.

Sls. Mgr.....L. C. Atkins  
 4835 Para Dr., Cincinnati, Ohio  
 12200 Brookpark Road, Cleveland 30, Ohio  
 411 Piquette, Detroit 2, Mich.

PRODUCTS: Magnetic and video tape and accessories.

## Miratel, Inc.

1088 Dionne St., St. Paul 13, Minn.  
 Phone: HUmboldt 9-7417

President.....William S. Sadler  
 Sales Mgr.....H. E. Kurzweg

PRODUCTS: Television video monitors.

## Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.  
 Phone: CHapman 5-1086

President.....Mrs. Eva Fox  
 V.P.....J. D. McCall  
 V.P. & Mgr.....Victor T. Carbone

PRODUCTS: Film cameras and accessories.

## Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.  
 Phone: OLdfield 4-3660

First Vice-Pres., Treas.....W. K. Parker

PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

## Mycalex Corporation of America

125 Clifton Blvd., Clifton, N. J.  
 Phone: PRescott 9-8866

N.Y. Phone: COlumbus 5-5989

Pres.....Jerome Taishoff  
 Acting Gen. Mgr.....A. S. Bachus  
 Mgr.....F. D. Butters

### Branch Offices

20 N. Wacker Dr., Chicago, Ill.  
 Phone: DE 2-3455

Manager.....H. G. Lake  
 384 W. First St., Dayton, Ohio

Manager.....J. Nalls  
 401 N.W. 71st St., Miami 38, Fla.

Phone: PLaza 7-2911

1411 Pennsylvania Ave., NW, Washington, D. C.

Phone: REpublic 7-7040

Manager.....E. C. Gray

PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica commutation switches.

## Narda Microwave Corp.

118 Herricks Rd., Mineola, N. Y.  
 Phone: Pioneer 6-4650

President.....W. A. Bourke

PRODUCTS: Microwave test equipment; 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 Pan and tilthead tripod.

## Nat'l Engr. & Mfg. Co.

1579 Morristown St., Orlando, Fla.  
 Phone: GArden 4-9715

Execs.....D. L. Dine, R. D. Sidwell

PRODUCTS: On-air lights, electronic fabrication, towers.

## National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.  
 Phone: PR 8-5900

Pres., Sales Director.....John Sansone  
 Sec'y-Treas., Engr.....A. Wasek

PRODUCTS: Cathode Ray Tubes.

## Nems-Clarke Inc.

(Div. of Vitro Corp. of America)

919 Jesup Blair Drive, Silver Spring, Md.  
 Phone: JUUniper 5-1000

President.....A. S. Clarke  
 Director of Sls.....J. F. Whitehead  
 Radio & TV Sls.....R. C. Curry

PRODUCTS: TR-1 TV Rebroadcast receivers, field intensity meters, phase meters, 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.

## Gunnar A. Olsen Corp.

215-11 42 Ave., Bayside, L.I., N.Y.  
 Phone: BAyside 9-8092

President.....Gunnar A. Olsen  
 Vice President.....Gunnar Olsen

PRODUCTS: Tower Antenna systems installations & maintenance.

## Orr Industries

(Div. of Ampex Corp.)

P.O. Box 90, Opelika, Ala.

Phone: SHERwood 5-5771

V.P. and Gen. Mgr. . . . . John M. Leslie, Jr.  
 Mkt. Mgr. . . . . Nat Welch  
 Sales Mgr., Prof. Products. . . . . William A. Fink  
 Mannf. Mgr. . . . . Carl Schladen  
 Research & Devlp. Mgr. . . . . Herbert A. Hard  
 Quality Control Mgr. . . . . R. D. Browning

PRODUCTS: Recording tapes, various lengths.

## Pacific Mercury Television Electronics

8345 Hayvenhurst Ave., Sepulveda, Calif.

Phone: EMpire 2-3131

President. . . . . Joe Benaron  
 V.P., Engr. Dir. . . . . S. Cutler  
 TV Sales Manager . . . . . George DeRado  
 Manufacturing Dir. . . . . T. McAnliffe  
 Purchasing Director . . . . . D. Stein  
 Ch. TV Engineer . . . . . Sava Jacobson  
 Indus. Relations Dir. . . . . George Brudney  
 Controller . . . . . H. Johnson

PRODUCTS: Silvertone TV sets, stereo radio phonograph combinations, Thomas-organ-stereo phonograph combinations, electric organs.

## Page Communications Engineers, Inc.

(Subsidiary of Northrop Corp.)

710 Fourteenth St., N.W., Wash. 5, D.C.

Phone: EXecutive 3-3152

President. . . . . Esterly C. Page  
 Exec. V.P. . . . . Joseph A. Waldschmitt  
 Sr. V.P., Staff Svcs. . . . . F. W. Donkin  
 Sr. V.P., Contract Svcs. . . . . C. J. Seely  
 V.P., Research & Devel. . . . . Ross Bateman  
 V.P., Engineering. . . . . H. H. Schenck  
 V.P., Maint. & Oper. . . . . Charles H. Singer

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: HUDson 5-4521

N. Y. Phone: YUKon 6-5166

President. . . . . B. P. McDonough  
 V.P., Sales Mgr. . . . . J. W. Robbins  
 Secy., 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

Mgr. . . . . Geo. Sullivan

PRODUCTS: "Pemar" and "Telinc" projectors, and accessories.

## The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.

Phone: SACramento 2-3201

President. . . . . Irving Rossman  
 Chief Engineer. . . . . T. Brown

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.  
 V.P., Oper. . . . . Joseph H. Gillies  
 Exec. V.P., Res. & Eng. . . . . Leslie J. Woods  
 Vice President. . . . . Harold W. Butler  
 V.P., Res. & Eng. . . . . Leslie J. Woods  
 V.P., Technical Planning. . . . . David B. Smith  
 General Counsel. . . . . Philip Dechert  
 V.P. Fin. & Treasurer. . . . . William R. Wilson  
 Secretary. . . . . Charles F. Steinrueck, Jr.  
 Dir. of Pub. Rel. . . . . Robert M. Jones

Consumer Products Division

V.P., Gen. Mgr. . . . . Larry F. Hardy  
 V.P., Marketing. . . . . Henry E. Bowes  
 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  
 Gen. Mgr.-Appl. Eng. . . . . 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: ULysses 5-4681

N. Y. Phone: STilwell 6-8400

Vice-Pres., Gen. Mgr. . . . . W. J. Peltz  
 Gen. Sales Mgr. . . . . C. H. Warshaw  
 Distributor Sls. Mgr. . . . . J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Stereophonic Hi-Fidelity phonographs.

## 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. . . . . Fred Kaufman  
 Treasurer . . . . . Murray Granat  
 Sec'y.-Sls. Mgr. . . . . Jerry Granat  
 Office Mgr. . . . . Milton Greenker

## EQUIPMENT MANUFACTURERS

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 communication receiver and transceiver units.

### Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.  
Phone: STillwell 4-5454

President.....Isidor Goldberg  
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 Shottonfeld

PRODUCTS: Tuners—stereo; FM-AM, Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components.

### Polarad Electronics Corp.

13-20 34th St., Long Island City, N. Y.  
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe  
Exec. V.P.....P. H. Odessey  
Sls. Mgr.....A. A. Goldberg

PRODUCTS: Microwave test equipment, signal generators, signal sources, spectrum analyzers, microwave reception equipment, accessories and components, general lab equipment.

### Precision Apparatus Company, Inc.

70-31 84th St., Glendale 27, N. Y.  
Phone: DAVenport 6-3982

Pres. & Gen. Mgr.....S. M. Weingast  
V.P. & Dir. of Eng.....G. N. Goldberger  
V.P., Chg. of Sales.....S. S. Sparer  
Sec.....A. S. Weingast  
Treas.....A. D. Mentzer

PRODUCTS: RF Signal Generators, vacuum tube testers, ATMF's, V.O.M's, transistor testers, cathode ray oscillographs, sine-square wave generators, and other test and measuring instruments.

### Prodelin Inc.

307 Bergen Ave., Kearny, N. J.  
Phone: WYman 1-3600

Pres.....L. A. Bondon  
V.P., Gen. Mgr.....A. Haselman

PRODUCTS: Coaxial transmission line and connectors, antennas, telemetering buoys.

### Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio  
Phone: PRospect 1-6574

Owner.....T. Kulka  
PRODUCTS: Film reel protective band, tape reel fastening clip.

### Radex Corporation

2076 Elston Ave., Chicago 14, Ill.  
Phone: ARmitage 6-6900

President.....R. Cook  
PRODUCTS: Radio test eqpt.

## 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

Front & Cooper Sts., Camden, N. J.

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. Emlein

Mgr., Bizmat 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. Kaneen  
Gen. Comm. Mgr.....L. S. Thees

Mgr., Dist. Products.....L. F. Holleran  
Mgr., Ind. Tube Prod.....C. E. Burnett

Mgr., Kinescope Oper.....H. R. Seelen  
Mgr., Adv. & Sls. Prom.....Edward J. Carney

Mgr., Mkt. Plng., Kine.....C. W. Taylor  
Mgr., Merchandising.....H. F. Bersche

Mgr., Market Planning, Revg. Tubes  
.....C. 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.....C. 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., Sls. 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.....T. R. Hays

Mgr., Semiconductor Prod.....N. H. Green

## EQUIPMENT MANUFACTURERS

Mgr., Micromodules Dept.....B. V. Dale  
 Mgr., Prod. Dept.....R. E. Koehler  
 Mgr., Computer Prod. Dept.

K. M. McLaughlin  
 Mgr., Personnel.....C. E. Sharp  
 Controller.....F. R. Buchanan  
 Mgr., Adv. and Sls Prom.....E. B. May  
 Purchasing Agent.....G. D. Meimaris

### 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.....G. H. Bahl

#### RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek  
 V.P., Record Oper. Dept.....Jas. Davis  
 Mgr, Comm. Sls. & 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 receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex an-

tenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio 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.  
 Exec. V.P., Gen. Mgr.....F. A. Gunther  
 V.P. & Research Dir.....J. R. Day  
 Vice President.....Joseph Behr  
 Chief Engineer.....R. E. Hull  
 Treasurer.....James A. Cronin  
 Sec.....C. R. Runyon, III.  
 Ind. Rel. Mgr.....James J. Kelly  
 Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay.

#### Radio Receptor Co., Inc.

(Subsid. of Gen. Instrument Corp.)  
 240 Wythe Ave., Brooklyn 11, N. Y.

Phone: EVergreen 8-6000

President.....J. G. Mayer  
 V.P.....Ralph Mendel  
 Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

#### Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.

Phone: HUmboldt 5-2550

Pres., Treas.....R. H. Ranger

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt.

#### 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

## EQUIPMENT MANUFACTURERS

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 recording 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, Rhythmster, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Stereo turntable series and Recitalists system & Stereo Tone arms.

### 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.

829 No. Highland Ave., Hollywood 38, Calif.  
Phone: HO 2-6631

President.....Robert G. Metzner  
Vice-Pres.....Robert Craig  
Gen. Mgr.....Frederick A. Lyman

PRODUCTS: Tape recorders and recording amplifiers, stereo model: two and four track record/playback; monaural model: half and full track record/playback; all portable, hysteresis drive motor, VU meter.

### Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.  
Phone: WALnut 2-6800

Owner.....W. Robinson  
PRODUCTS: Precision 3 speed turntables. STATIONS EQUIPPED IN 1959: WHDH, Boston, WCCM, Lawrence, Mass.

### Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.  
Phone: 7-8416

Sales Manager.....R. A. Kleine  
Factory Sales.....Wm. Hall  
PRODUCTS: Radio-TV microwave towers.

### Schafer Custom Engineering

(Div. of Textron Inc.)

235 S. Third St., Burbank, Calif.  
Phone: TH 5-3561

President.....Paul C. Schafer  
Chief Eng.....William N. Amidon  
P. A.....Mary Bergman

PRODUCTS: Automation (Audio and programming), transmitter remote control.

### Self Winding Clock Co., Inc.

631 Canal St., N.Y. 13  
Phone: CAnal 6-6800

Sales Manager.....Laurence Hill  
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.

### Setchell-Carlson, Inc.

New Brighton, St. Paul 12, Minn.  
Phone: MElrose 3-3131

President.....B. T. Setchell  
V.P. & Off. Mgr.....A. P. Chermak  
Sales Adms.....Cal Karnstedt

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unitized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

### Shields Studio

5537 Suburban Tracks, St. Louis, Mo.  
Phone: FÖrrest 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.

### Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.  
Phone: WATkins 4-7060

President.....Arthur Levey  
Exec. V.P.....Kenneth L. King  
Secretary-Treas.....Frank V. Quigley  
Ass't Sec.....Thomas F. O'Brien  
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.

**Sonetone Corp.**

Elmsford, N. Y.  
Phone: LYric 2-9600

Pres., Gen. Mgr.....Irving I. Schachtel  
Sls. Mgr., Electronic

Applications.....Robt. L. Lewis

PRODUCTS: Vacuum tubes, 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.....Oliver E. Cain

PRODUCTS: Sale & leasing of motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

**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 16 tracks, all transistor, for communications recording, Model CRM16.

**Standard Electronics**

(Div. of Reeves Instrument Corp.)  
Lakewood Road, Farmingdale, N. J.  
Phone: WEBster 8-6671

Vice President.....William H. Zillger

C. E.....A. R. Taylor  
Customer Svc.....Joseph Noll  
Field Eng.....Joseph Ewansky

*District Sales Engineering Managers*

District Sls. Eng. Mgr.....J. T. Campbell  
1026 17th St., N.W., Wash 6, D. C.  
Phone: REpublic 7-2246

PRODUCTS: Transmitters, transformers, dummy loads & filters for AM, FM, & TV; FM antennas; TV color equipment.

**Stephens Trusonic Inc.**

8538 Warner Dr., Culver City, Calif.  
Phone: UPTon 0-6671

President .....Bert Berlant  
V.P. & Sales Mgr.....B. B. Cirlin  
Mkt. & Adv. Mgr.....R. Rose  
Prod. Mgr.....E. J. Petre  
PRODUCTS: Loudspeakers, enclosures, wireless microphones.

**Stereovision, Inc.**

500 Fifth Ave., New York, N. Y.  
Phone: COlumbus 5-5400

President .....Fred Pittera  
Exec. V.P. & Tech. Dir...Merrill Braverman  
Secy-Treas.....Geri Lynn  
Art Director.....Adam Mark  
Public Relations.....Bosb 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, O.  
Phone: CHerry 8-3741

President.....Arthur J. Hatch  
Vice Pres.....Harold E. Brown  
Asst. Sec'y-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; tronperette incandescent spotlight; trouser and super trouser high intensity arc spotlights; universal arc slide projector for background.

**Studio Television Products Sales Corporation**

356 W. 40th St., New York 18, N.Y.  
Phone: PENsylvania 6-5849

Manager.....James B. Tharpe  
PRODUCTS: Pneumatic-balance camera dolly, color & B & W.

**Swager Tower Company**

R. R. No. 2, Fremont, Indiana  
Phone: 4625

Pres.....W. E. Swager  
PRODUCTS: Radio & TV and microwave broadcast towers.

**Sylvania Electric Products, Inc.**

730 Third Ave., N.Y.C.  
Phone: JUdson 6-2424

Board Chairman.....Don G. Mitchell  
President.....Robert E. Lewis  
Sr. V.P.....Matthew D. Burns

# EQUIPMENT MANUFACTURERS

Dir. Indust. Rel. .... David G. Christie  
 Sr. V.P., Marketing .... B. K. Wickstrum  
 Dir. Pub. Rel. .... Herbert Johnson, 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 ..... Biagio Presti  
 PRODUCTS: TV transmitters.

## Tech-Master Corp.

75 Front St., Brooklyn, N. Y.  
 Phone: ULster 5-3535

President ..... L. Lazoff  
 Gen. Mgr. .... R. Lazoff  
 Sales Manager ..... A. Lazoff  
 PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

## Technical Appliance Corporation

1 Taco St., Sherburne, New York  
 Phone: ORchid 4-2211

Exec. V.P. .... T. Lundahl  
 Sales Prom. Mgr. .... F. R. Voorhaar  
 Chief Engineer ..... N. Rea  
 Sales Mgr. .... S. K. McNeil  
 PRODUCTS: Antennas, TV & FM installation supplies.

## Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.  
 Phone: LLncoln 1-3600

President ..... J. R. Popkin-Clurman  
 Exec. V.P. .... S. Dubin  
 Vice-Pres., Sales ..... H. C. Riker  
 Chief Engineer ..... Hans Schmid  
 Prod. Mgr. .... Mal Albaun  
 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  
*Southeastern Engineering Div.*  
 1207 Gaston Ave., Dallas, Tex.  
 Phone: TAYlor 3-3291

Director ..... R. F. Wulfe  
 PRODUCTS: Color and monochrome special effect generators for wipes and matting; video transmission test equipment; TV studio equip., oscilloscope cameras; TV monitoring equip., TV studio cameras.

## Telecontrol Corp.

1118 W. 166th St., Gardena, Calif.

President ..... John W. Doering  
 Ch. Devel. Eng. .... L. Jorgenson  
 PRODUCTS: Video-audio distribution, studio video switching, master control switching systems.

## 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. Rosencrans  
 Dir. of Adv. .... Alfred N. Greenberg  
 Sec.-Treas. .... Monroe Rifkin  
 TV, Film Serv. Mgr. .... Don Redell  
 Acc. Exec. .... Hubert Wilke  
 Public Rel. Dir. .... John Barrington  
 Creative Dir. .... Edward Reveaux  
 Production Mgr. .... Jay Merkle

### Branch Offices

357 N. LaBrea, Los Angeles, Calif.  
 Phone: WEBster 6-6195

V.P. West Coast ..... Fred Barton  
 Acc. Exec. .... Bart Swift, Hubert Wilke  
 316 N. Michigan Ave., Chicago, Ill.  
 Phone: FRanklin 2-1752

Manager ..... Ted Boisumneau  
 2700 S. Memorial Pkwy., Huntsville, Ala.  
 Phone: JEFFerson 4-1902

Manager ..... Ray Hagan  
 447 Jarvis St., Toronto, Canada  
 Phone: WALnut 2-2130

Pres., TelePrompTer of  
 Canada ..... Spence Caldwell

PRODUCTS: TelePrompTer reading unit and accessories, cueing equipment for film, TV, public speaking; TelePro 6000 rear screen projection; TeleMation for automatic cueing; lights; audio systems; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. TV.

## Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.  
 Phone: CY 9-1900

Vice President ..... M. Perlmutter  
 Chief Eng. .... B. Berger  
 PRODUCTS: AM-FM radios, AM clock radios.

## Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.  
 Phone: SUsquehanna 7-8111

President ..... Robert P. Swanson  
 V.P. Sales ..... Curtis R. Howard  
 V.P. Engineering ..... Peter Jackson  
 Operations Mgr. .... Trygve W. Lund  
 Mgr., Tech. Facilities ..... Charles R. Krum  
 PRODUCTS: TV studio prompting eqpt., rear screen projector and projection equipment, automatic programming and audio equipment.

## EQUIPMENT MANUFACTURERS

### Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.

Phone: MICHigan 2-2281

V.P., Exec. in Chg. TV.....Jack 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

Gen. Mgr.....Howard Ryder, Jr.

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 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.....Mark Tamburelli

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: Lenses — Super Universal Zoomar & Super Studio Zoomar.

### Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.

Phone: WEbster 3-1600

V.P., Sales Mgr.....E. W. Brinkerhoff

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

Gen. Sales Mgr.....Wm. C. Rolley

Dir. of Pgms.....Marc Daniels

Dir. of Oper.....Edward F. Addiss

Eastern Sales Mgr.....J. B. O'Connor

Dir. of Prod.....Robert F. White

Sec.-Treas. ....George Frank

### Branch Offices

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

W. Div. Mgr.....Gordon N. Morford

412 Fisher Bldg., Detroit 2, Mich.

Midwest Div. Mgr.....John L. Beers

5859 Melrose Ave., Los Angeles 28, Cal.

250 Golden Gate Ave., San Francisco, Calif.

Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

### Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 2-3631

Owner.....M. M. Lasensky

Gen. Mgr.....C. A. Wright

Ass't Sales Mgr.....G. S. Chesen

Eng. Mgr.....L. J. Tokarczyk

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections. Radio towers, AM, VHF.

### 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.

### 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.

### Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.

Phone: HARRison 7-9151

President.....Joe Friedman

V.P. & Gen. Sales Mgr.....I. Edelman

Vice-Pres., Mfg.....Ellis Friedman

Adv. Mgr.....Jerry Friedman

PRODUCTS: Radio, TV, Hi-Fi Phonographs, Tape Recorders.

### John D. Trilsch, Inc.

Box 14201, 12901 Chocolate Bayou Road

Houston 21, Texas

Phone: REpublic 4-2545

President & Treas.....John D. Trilsch

Vice President.....E. E. Armstrong

Secretary.....T. Ralph Bloese

PRODUCTS: Radio, microwave and radar towers.



# EQUIPMENT MANUFACTURERS

## Tung-Sol Electric Inc.

One Summer Ave., Newark 4, N.J.  
Phone: HUmboldt 4-8500

Chairman ..... Louis Rieben  
President ..... Milton Schulte  
Vice-Pres., Sales ..... G. W. Keown  
V.P., Oper. & Eng. .... Dr. A. K. Wright  
V.P. .... Donald A. Harper  
Sec. .... Paul Hemschoot  
Treas. .... H. Merle Darling  
Comptroller ..... George Hallett  
Gen. Mdse. Mgr. .... Daniel J. Webster  
Mgr., Mkt. Svcs. .... Harold F. Cook

PRODUCTS: Electron tubes, transistors, semi-conductor rectifiers, miniature lamps, cathode ray tubes.

## 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.

## Vacuum Tube Products Co., Inc.

(Div. of Hughes Aircraft)  
506 S. Cleveland St., Oceanside, Calif.  
Phone: SARatoga 2-6567  
N. Y. Phone: HUnter 2-9320

Vice Pres. .... James J. Sutherland  
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.

## Visual Electronics Corp.

356 W. 40th St., New York 18, N. Y.  
Phone: PENnsylvania 6-5840

President ..... James B. Tharpe  
Vice-President ..... John P. Gallagher  
Home Office Mgr. .... Charles C. Caldabaugh  
Export Sales Mgr. .... Bert Kupperman  
Mgr., Closed Cir. Oper. .... M. A. Mayers  
Replacement Pts. Supply

Mgr., Sec. .... Jessica C. Rafsky  
PRODUCTS: All AM-FM-TV best. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & dist. of Orth Savers, Spot Saver-TV automation system.

STATIONS EQUIPPED IN 1959: ABC, NBC, CBS, CBC networks.

## 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. .... O. H. Yoxsimer  
Asst. to Gen. Mgr. .... W. T. Eutz

Mgr. Mfg. .... M. N. Cinelli  
Mgr. Market. .... C. J. Urban  
Prod. Mgr. TV. .... J. J. Eagan  
Prod. Mgr. Radio. .... E. D. Smithers  
Service Mgr. .... K. H. Brown  
Adv. Mgr. .... R. W. Johnson  
Eng. Mgr. .... N. S. Kornetz  
Purchasing Agent. .... I. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

## Wheeler Laboratories, Inc.

(Subsidiary of Hazeltine Corp.)  
122 Cutter Mill Rd., Great Neck, N. Y.  
Phone: HUnter 2-8353

President ..... Harold A. Wheeler  
V.P. Ch. Engr. .... David Dettinger  
Treas., 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.

## 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.

## Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.  
Phone: BERkshire 7-7500  
N. Y. Phone: PLaza 1-3700

Chrm. of Bd. .... Hugh Robertson  
Pres. and Gen. Mgr. .... Joseph S. Wright  
Exec. V.P., Ass't. Gen. Mgr. &

Treas. .... S. Kaplan  
V.P. and Dir. of Mkt. .... Leonard C. Truesdell  
V.P. in Chg. of Eng. .... J. E. Brown  
V.P. in Chg. of Prod. .... Donald MacGregor  
V.P. Advertising. .... Erik Isgrig  
V.P. in Chg. Indust. Rel. .... J. M. Ferren  
V.P. & Assoc. Dir. of Res. .... Dr. Robert Adler  
V.P. Distribution. .... C. J. Hunt  
V.P. Hearing Aid. .... Eugene M. Kinney  
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  
Controller ..... Ralph M. Spang  
Asst. Treas. and Asst. Secty. .... J. Kuhajek  
Asst. Secretaries. .... H. M. Chesser & E. M. Schroeder

Asst. V.P. & Chief Eng. .... Nathan W. Aram  
Public Relations Director. .... Ted Leitzell  
Mgr., Mkt. Svcs. .... Philip J. Wood

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-stereophonic high-fidelity combinations; console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Portable, table, & console. TV-stereo phono combinations; hearing aids.

# TV SERVICE FIRMS

(Also see Equipment Manufacturers)

## Large Screen

**Bodde Screen Co.**, 11541 Bradley Ave., San Fernando, Calif. . . . . **EM**pire 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. . . . . **PL**aza 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. . . . . **JU**dson 6-1420  
**Century Projector Corp.**, 729 7th Avenue, New York, N. Y. . . . . **CI**rcle 5-7048  
**National Theatre Supply**, 356 W. 44th St., New York, N. Y. . . . . **CI**rcle 5-6900  
**Projection Optics Co., Inc.**, 330 Lyell Avenue, Rochester, N. Y.  
**Raytone Screen Co.**, 165 Clermont Ave., Brooklyn 5, N. Y. . . . . **TR**iangle 5-4152  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. . . . . **PL**aza 7-0440

## Laboratories

### LOS ANGELES, CALIF.

**Acme Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) . . . . . **HOL**lywood 4-7471  
**Anseo Processing Lab.**  
 1001 No. LaBrea (38) . . . . . **OL**dfield 4-0550  
**BRM Film Co.**  
 8235 1/2 W. Third . . . . . **WE**bster 1-6602  
**Cinema Research**  
 716 N. LaBrea . . . . . **WE**bster 3-9301  
**Color Reproduction Co.**  
 7936 Santa Monica Blvd. (46) . . . . . **OL**dfield 4-8010  
**Consolidated Film Industries**  
 959 Seward St. (38) . . . . . **HOL**lywood 9-1441  
**DeLuxe Labs.**  
 1418 N. Western . . . . . **HOL**lywood 9-3141  
**Dunn, Linwood G.**  
 1153 N. Highland Ave. . . . . **HOL**lywood 9-5808  
**Eastman Kodak Research Laboratory**  
 1017 N. Las Palmas Ave. (38) . . . . . **HOL**lywood 5-7151  
**Film Effects of Hollywood**  
 1153 N. Highland (38) . . . . . **HOL**lywood 9-5808  
**Film Service Laboratories**  
 6327 Santa Monica Blvd. . . . . **HOL**lywood 2-3237  
**Flora Color**  
 1715 N. Mariposa St. (27) . . . . . **NO**rmandy 3-2291  
**General Film Labs Corp.**  
 1546 N. Argyle Ave. . . . . **HOL**lywood 2-6171  
**Hollywood Film Enterprises Inc.**  
 6060 Sunset Blvd. (28) . . . . . **HOL**lywood 4-2181  
**Houston Color Film Labs.**  
 230 W. Olive Ave., Burbank . . . . . **VI**ctoria 9-4627  
**Mereer, Ray, & Co.**  
 4241 Normal Ave. (29) . . . . . **NO**rmandy 3-9331  
**Modern Movies, Inc.**  
 6018 Fountain Ave. . . . . **HOL**lywood 4-7293  
**National Screen Service**  
 7026 Santa Monica Blvd. . . . . **HOL**lywood 5-3136  
**Paeplitz Colorfilm**  
 8248 Santa Monica Blvd. . . . . **OL**dfield 4-0747

**Pathe Laboratories, Inc.**  
 6823 Santa Monica Blvd. . . . . **HOL**lywood 9-3961  
**Peerless Film Processing**  
 959 Seward . . . . . **HOL**lywood 4-7156  
**Permafilm, Inc.**  
 6446 Santa Monica Blvd. . . . . **HOL**lywood 4-4168  
**Producers Photographic Lab. Inc.**  
 6556 Santa Monica Blvd. . . . . **HOL**lywood 2-1334  
**Technicolor Motion Picture Corp.**  
 6311 Romaine St. . . . . **HOL**lywood 7-1101  
**Telefilm, Inc.**  
 6039 Hollywood Blvd. . . . . **HOL**lywood 9-7205  
**Westheimer Co.**  
 6585 Santa Monica Blvd. . . . . **HOL**lywood 2-6381

### SAN FRANCISCO, CALIF.

**Bull Film Laboratory**  
 1256 Howard St. . . . . **UN**derhill 1-8638  
**Cinematic Developments Co.**  
 2125 - 32nd Ave. . . . . **MO**ntrose 4-2435  
**Commercial Film Enterprises**  
 125 Hyde St. . . . . **OR**dway 3-9162  
**D. D. Monaco Proc. Lab.**  
 2434 Leavenworth . . . . . **OR**dway 3-0511  
**Motion Picture Service Co.**  
 125 Hyde St. . . . . **OR**dway 3-9162  
**Multichrome Laboratories**  
 760 Gough St. . . . . **HE**mlock 1-6567  
**Sola Photo & Sound**  
 37 Prospect Ave. . . . . **AT**water 2-6004

### COLORADO

**Alexander Film Co.**  
 Colorado Springs . . . . . **MA**in 4200  
**Johnson Tele-Visuals**  
 Wheatridge, Colo. . . . . **BE**lmont 3-6231  
**Western Cine Service**  
 114 East Eighth Ave., Denver . . . . . **AM**herst 6-3061

### WASHINGTON, D. C.

**Byron, Inc.**  
 1226 Wisconsin Ave., N.W. . . . . **FE**deral 3-4000  
**Capital Film Laboratories, Inc.**  
 1905 Fairview Ave., N.E. . . . . **LA**wrence 6-4634  
**Koster Film Facilities, Inc.**  
 1017 N. J. Ave., S.E. . . . . **LI**ncoln 4-4410  
**Nat'l Cine Labs.**  
 2006 Powhatan Rd., Hyattsville . . . . . **HA** 2-4333

### ATLANTA, GA.

**Beeland Wood Films, Inc.**  
 752 Spring St., N.W. . . . . **TR**inity 6-7558  
**Paramount News**  
 135 Cain, N.W. . . . . **JA**ckson 3-1636  
**Strickland Film Co.**  
 220 Pharr Rd., N.E. . . . . **CE**dar 3-5317

### CHICAGO, ILL.

**Atlas Film Corp.**  
 1111 S. Boulevard, Oak Pk. . . . . **AU**stin 7-8620  
**Bell and Howell Co.**  
 7100 McCormick, Lincolnwood . . . . . **AM** 2-1600  
**Chicago Film Laboratory, Inc.**  
 1322 W. Belmont Ave. . . . . **BI**ttersweet 8-6780  
**Colburn, Geo. W., Laboratory**  
 165 N. Wacker Dr. . . . . **DE**arborn 8-6780  
**Croscent Film Laboratories**  
 7510 N. Ashland . . . . . **AM**bassador 2-5000  
**Eskay Color Print, Inc.**  
 1325 S. Wabash . . . . . **WA**bash 2-8583  
**Filmack Studios**  
 1327 S. Wabash Ave. . . . . **HA**rrison 7-3395

## TV SERVICE FIRMS

**Wilding Picture Productions Inc.**  
1315 W. Angyle St. . . . . Longbeach 1-8410

### DES MOINES, IOWA

**Parrot Films Studio**  
1000 14th Pl. . . . . Atlantic 2-4211

### GARY, INDIANA

**Lakeside Laboratory**  
5929 E. Dunes Hwy. . . . . Gary 8-1114

### INDIANAPOLIS, IND.

**Robert Young Studio**  
1059 S. Holt Rd. . . . . Chapel 4-9526

### NEW ORLEANS, LA.

**Monter Picture Advertising Service Co. Inc.**  
1032 Carondelet St. . . . . Raymond 2253

### BALTIMORE, MD.

**Alpha Film Laboratories**  
6900 Publico Rd. . . . . Liberty 6216

### BOSTON, MASS.

**Master Motion Picture Co.**  
50 Piedmont St. . . . . Hancock 6-3592

### DETROIT, MICH.

**General Film Laboratory, Inc.**  
66 Sibley . . . . . Woodward 1-7818

**Jam Handy Organization**  
2821 E. Grand Blvd. . . . . Trinity 5-2450

**Wilding Picture Prod., Inc.**  
4925 Cadoux St. . . . . Uxedo 5-3740

### ST. PAUL, MINN.

**Reid H. Ray Film Industries**  
2269 Ford Parkway . . . . . Midway 9-1393

### KANSAS CITY, MO.

**The Calvin Co.**  
1195 Truman Rd. . . . . Harrison 1-1230

**Eso-S Pictures**  
1121 W. 47th St. . . . . Valentine 1-8780

**Stodan, Louis, Films**  
3214 Gillham 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 Filmtreat Inc.**  
421 W. 54th St. . . . . Columbus 5-0372

**Consolidated Film Industries**  
Div. of Republic Pictures Corp.  
10 Columbus Circle . . . . . Judson 6-1700

559 Main St. Fort Lee, N. J. . . . . Windsor 1-3400

**Criterion Film Labs, Inc.**  
33 W. 60th St. . . . . Columbus 5-2180

**Custom Film Lab.**  
1780 Broadway . . . . . Circle 6-4830

**DeLuxe Laboratories, Inc. (20th Century-Fox)**  
450 Tenth Ave. . . . . Circle 7-3220

**Du-Art Film Laboratories, Inc.**  
245 W. 55th St. . . . . Plaza 7-4580

**Filmfab, Inc.**  
126 W. 16th St. . . . . Judson 2-2863

**Guffanti Film Laboratories, Inc.**  
630 Ninth Ave. . . . . Columbus 5-5530

**Kin-O-Lux, Inc.**  
17 W. 45th St. . . . . Judson 6-1880

**Lab-TV**  
723 Seventh Ave. . . . . Judson 6-2293

**Malcolm Laboratories Corp.**  
244 W. 49th St. . . . . Circle 6-8150

**Meca Film Laboratories, Inc.**  
630 Ninth Ave. . . . . Columbus 5-7676

**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

**Pathe Laboratories, Inc.**  
105 E. 106th St. . . . . TRafalgar 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.**  
3702 27th St., L. I. C. . . . . STH-w-8 6-4601

**Swift Motion Picture Lab.**  
1183 University Ave. . . . . CY 3-2400

**Tetra Film Labs**  
1600 Broadway . . . . . Plaza 7-6681

**Tri Art Color Corp.**  
245 W. 55th St. . . . . Plaza 7-4580

**Video Film Laboratories**  
350 W. 50th St. . . . . Judson 6-7198

### CLEVELAND, O.

**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave. . . . . ENdicott 1-2707

### DAYTON, O.

**Film Assoc., Inc.**  
1600 S. Dixie Ave. . . . . ZENith 1-2164

### PHILADELPHIA, PA.

**Beswick, Harold W.**  
1017 W. Allegheny Ave. . . . . BALdwin 9-9356

**News Reel Laboratory**  
1729 Sansom St. . . . . RITTEnhouse 6-3802

**Welsh Studios**  
1209 E. Chelton Ave. . . . . LIVingstone 8-4811

### 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.**  
1790 S. 19th St. . . . . MITchell 5-0523

### CANADA

#### CALGARY

**Barnes Calgary Film Production Co.**

#### MONTREAL

**Associated Screen News, Ltd.**  
5271 Western Ave. . . . . DEXter 1186

**Cinecraft Studios, Inc.**  
1181 St. Catherine St. W. . . . . LANcaster 8092

**Northern M. P. Labs, Inc.**  
10 Bell Park Ave. . . . .

#### TORONTO

**Associated Screen News, Ltd.**  
109 Adelaide St. W. . . . . WAVERly 4671

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.  
310 Lakeshore Rd.....CLifford 1-5211

Shelly Films, Ltd.  
156 King St. W.....LYndhurst 3431

**OTTAWA**

Crawley Films, Ltd.  
19 Fairmont Ave.

National Film Board of Canada  
John & Sussex Sts.....DIdean 9-5730

**REGINA, SASK.**

General Films, Ltd.  
1924 Rose St.

**VANCOUVER**

Motion Screenadz, Ltd.  
Film Exchange Bldg.

Trans-Canada Films, Ltd.  
1210 Burrard St.....PA 1458

Vancouver Motion Pictures, Ltd.  
Film Exchange Bldg.

**Color Processes**

Acme Film Labs  
1161 N. Highland, Hollywood 38, Calif.; HOLlywood 4-7471.

AnSCO Color  
AnSCO Division of General Aniline & Film Corp.,  
2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; OXFord 7-6161; 1001 N. LaBrea, Los Angeles; OLDfield 4-0550.

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 5-7161.

Film Effects  
1153 N. Highland Ave., Hollywood 38, Calif.; HOLlywood 9-5808.

Flmra Color  
1715 N. Mariposa, Hollywood, Calif.; NORmandy 3-2291.

Kodachrome  
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Sunset Blvd., Hollywood; HO 4-2181.

Mercer, Ray, & Co.  
4241 Normal Ave., Hollywood; NORmandy 3-9331.

Fathe Lab., Inc.  
6823 Santa Monica Blvd., Hollywood; HOLlywood 9-3961.

Polaroid Process  
Polaroid Corp., Cambridge 39, Mass.

Technicolor Motion Picture Corp.  
6311 Romalne 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.

**Projectors**

Ballantyne Co., 1712 Jackson, Omaha 2, Nebr.

Bodde Projector Co., 11541 Bradley Ave., San Fernando, Calif. ....EMpire 5-2551

Century Projector Corp., 729 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., Pelham, N. Y. PELham 8-4003

Ariel Davis Supply Co., 3687 S. State St., Salt Lake City, Utah.

Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y. ....CIRCLE 6-7770

Compeco 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., 666 West Harvard St., Glendale 4, Calif. ....CHApman 5-1086

Motigraph, Inc., 4441 W. Lake St., Chicago 24, Ill. ....ES 8-6600

National Theater Supply, 356 W. 44th St., New York, N. Y. ....CIRCLE 5-6900

Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J. ....BI 3-6850

Radio Corp. of America, Front & Cooper Sts., Camden, N. J.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y. ....PL 7-0440

Sylvania Electric Products Co., 1740 Broadway, New York, N. Y. ....JUDson 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. ....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. Masland & Sons, Carlisle, Pa.

Alexander Smith, Inc., 295 5th Ave., New York 16, N. Y. ....MURray Hill 9-1300

**Background Processes**

**LOS ANGELES, CALIF.**

Acme Film Laboratories, Inc.  
1161 N. Highland Ave. (38) HOLlywood 4-7471

Anderson, Howard A., Co.  
751 N. Fairfax.....OLive 3-4880

Bodde Screen Co.  
11541 Bradley Ave., San Fernando, Calif. EMPIre 5-2551

# TV SERVICE FIRMS

**Cinema Research**  
716 N. LaBrea, Los Angeles... WEBster 3-9301  
HOLlywood 2-7464

**Consolidated Films Industries, Inc.**  
959 Seward St... HOLlywood 9-1441

**Mercer, Ray**  
4241 Normal Ave... NORmandy 3-9331

**Puffe Laboratories, Inc.**  
6823 Santa Monica Blvd... HOLlywood 9-3961

**Technicolor Motion Picture Corp.**  
6311 Romaine St... HOLlywood 7-1101

## Raw Stock

**Anso**  
Anso Division of General Aniline & Film Corp.,  
Binghamton, N. Y., 405 Lexington Ave.,  
OXford 2-0161, New York 19, N. Y.; 1001 N.  
LaBrea, Oldfield 4-0550, Los Angeles, Calif.

**DuPont**  
I. E. du Pont de Nemours and Co. (Inc.)  
Photo Products Division, Wilmington, Del.,  
7051 Santa Monica Blvd., HOLlywood 9-5147,  
HOLlywood 38, Calif. Factories: Parlin, N. J.

**Eastman**  
See W. J. German, Inc., Factories: Eastman  
Kodak Co., Rochester, N. Y.

**German, W. J., Inc.**  
Distributor of Eastman motion picture film.  
John St., Fort Lee, N. J., Windsor 8-5100;  
6077 Santa Monica Blvd., HOLlywood 4-6131  
HOLlywood 38, Calif.

## Storage Vaults

### LOS ANGELES, CALIF.

**Hollywood Film Co.**  
956 Seward St... HOLlywood 2-3284

**Seward Film Vaults**  
1010 N. Seward St... HOLlywood 4-0141

### NEW YORK, N. Y.

**Bonded Film Storage Corp.**  
630 Ninth Ave... JUDson 6-1030

**Consolidated Film Industries,  
Div. of Republic Pictures Corp.**  
10 Columbus Circle... JUDson 6-1700

## Stock Shot Libraries

### LOS ANGELES, CALIF.

**ABC Film Library**  
4151 Prospect... NORmandy 3-3311

**Bailey Color Stock Library**  
7934 Santa Monica, Hollywood, Calif.  
OLdfield 4-8197

**Elmer Dyer**  
711 N. La Jolla Ave (46)... WEBster 9-8308

**Lee Green Stock Footage**  
1100 Ridgewood Place... HOLlywood 2-1281

**Sherman Grinberg Film Libraries**  
1138 N. Gower... HOLlywood 4-7491

**Holbrook's Film Library**  
1426 N. Beachwood... HOLlywood 7-7715

**Mercer, Ray & Co.**  
4241 Normal Ave. (27)... NORmandy 3-9331

**Smith & Holst Films**  
2408 W. Seventh St... DUNlark 7-8228

### NEW YORK, N. Y.

**Stock Shots To Order, Inc.**  
350 Fifth Ave... CLeek 6-0690

## Cartoon Producers

### LOS ANGELES, CALIF.

**Animation, Inc.**  
736 N. Seward St., HOLlywood (38)  
HOLlywood 4-1117

**Avery, Tex. Cartoons**  
10681 Santa Monica Blvd., Los Angeles (25)  
GRAnite 7-3325

**Cain, Mary, I & P Service**  
7107 DeLongpre, HOLlywood (46)  
HOLlywood 4-5186

**Cascade Pictures**  
1025 N. Seward St., Los Angeles (38)  
HOLlywood 2-6481

**Churchill-Wexter**  
801 No. Seward St., Los Angeles (38)  
HOLlywood 2-9671

**Cinema Research Corp.**  
716 N. LaBrea... WEBster 3-9301

**Disney, Walt**  
500 S. Bimla Vista, Burbank, VICTOR 9-3411

**Glenar (Sld) Productions**  
6618 1/2 Sunset Blvd (38)... HOLlywood 4-0406

**H-B Productions**  
1116 N. LaBrea, HOLlywood (38)  
HOLlywood 3-2141

**Loetz, Walter**  
861 Seward St... HOLlywood 9-2907

**Mercer, Ray**  
4241 Normal Ave... NORmandy 3-9331

**Miles, Celine, I & P Service**  
6350 DeLongpre, HOLlywood (28)  
HOLlywood 9-3009

**Munk, Hedy, I & P Service**  
923 Seward, HOLlywood (28) HOLlywood 4-5196

**Patin, Ray, Productions, Inc.**  
6659 Sunset Blvd., HOLlywood (28)  
HOLlywood 2-1147

**Playhouse Pictures**  
1401 No. La Brea, HOLlywood (28)  
HOLlywood 5-2193

**Quartet Films**  
5631 HOLlywood Blvd., HOLlywood (28)  
HOLlywood 4-9225

**Sketchbook Films**  
11465 Chandler, No. HOLlywood  
TRAnslar 7-1729

**Sutherland Productions, Inc.**  
201 No. Occidental Blvd., Los Angeles (26)  
DUNlark 8-5121

**Technique Productions**  
9424 Dayton Way, Beverly Hills CR 5-8616

**Thompson's, Aurl, I & P Service**  
11459 Riverside Drive, No. HOLlywood  
Poplar 6-5723

**UPA**  
4440 Lakeside Dr., Burbank... TH 2-7171

**Warner Bros. Cartoons, Inc.**  
161 S. Calhoun St., Burbank... THornwall 5-2633

### NEW ROCHELLE, N. Y.

**Terrytoons**  
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

**Paramount Pictures Corp.—Cartoon Studio**  
25 W. 45th St... JUDson 2-4500

**Radio & TV Packers, Inc.**  
11 E. 40th St. (16)... LEXington 2-1717

**Smith, Fletcher, Studios, Inc.**  
321 E. 110th St... MURray Hill 5-9010

**Prizes,  
Premiums, Etc.**

- Certified Projects, Inc.**  
408 W. 57th St., N.Y. 19.....PL 7-8150
- Community Club Service**  
20 E. 46th St.....Murray Hill 7-4466
- The Reuben H. Donnelley Corp.**  
305 East 45th St., N. Y. C.....ORegion 9-4000
- Ethos**  
141 E. 44th St., N. Y. C.....OXford 7-3047
- Robert A. Gold**  
302 East 4th St., N. Y. C.....ORegion 7-3880
- Robert Marr**  
80 Eighth Ave., N. Y. C.
- Merchandising Mart, Inc.**  
175 Fifth Ave., N.Y.C.....GR 7-2205
- Al Petker**  
59 East 54th St., N.Y.C.
- Ramee-Duke Ltd., Inc.**  
408 W. 57th St., N.Y. 19.....PL 7-8150
- S. J. Reiner Co., Inc.**  
155 Mineola Blvd.....Murray Hill 2-8540
- Richard S. Robbins**  
163 Bleecker St., N. Y. C.....SPring 7-2568
- Shopper Topper**  
60 E. 42nd St., N. Y. C.....OXford 7-0306
- 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. West Coast: 9441 Wilshire Blvd., Beberly Hills, Calif.—CRestview 4-2770; Southern Office—Healey Bldg., Atlanta, Ga., JAcKson 5-1576.
- Haskell Bloomberg**  
Lowell, Mass.: 208 Fairmount St., GLeuvieu 5-5823. Haskell Bloomberg, Gen. Mgr., Muriel Joan Bloomberg, Asst. Gen. Mgr.
- R. C. Crisler Co.**  
Cincinnati, O.: Fifth-Third Bank Bldg., DUNbar 1-7775.  
New York: 41 E. 42nd St., MU 7-8436.
- 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.
- Kander, Allen & Co.**  
Washington, D. C.: 1625 Eye St., N.W., NA-tional 8-1990.  
New York 17, N. Y.: 60 E. 42nd St., MUrray Hill 7-3727.  
Chicago 1, Ill.: 35 E. Wacker Dr., RANdolph 6-6760.

Denver, Colo.: 1700 Broadway, AComa 2-8623.  
**Frederick Pittera Associates**  
New York: 500 Fifth Ave., COlumbus 5-5400.

**Radio Broadcast/Management Associates**  
Wirthman Bldg., Kansas City 9, Mo.: WEstport 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.

**Edwin Tornberg & Co., Inc.**  
60 E. 42nd St., N. Y. C.....MU 7-4242;  
West Coast—860 Jewell Ave., Pacific Grove, Calif., FRontier 2-7475; Washington—1625 Eye St. N.W., DIstrict 7-8531.

**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.....WIconsin 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.**  
601 Madison Ave., N.Y.C...MUrray Hill 8-1071

**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 6-9500

# 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 Safe Co.)  
(Closed Circuit Programming)  
901 Livernois Ave., Ferndale 20, Mich.  
Lincoln 8-2500  
110 Park Ave. S., New York, N. Y.  
MU 6-9212

Richard L. Colten.....Exec. in Charge

### INTERNATIONAL TELEMETER CO.

(Division of Paramount Pictures Corp.)  
1501 Broadway, New York 36, N. Y.  
BRyant 9-8700

Louis A. Novius.....President  
Leslie Winik.....Vice President

### JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.  
BALdwin 6-3156

Milton J. Shapp.....President  
Zalmon Garfield.....Asst. to President

### JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York  
CIrcle 5-4800

Phil Harling.....Chairman

### SKIATRON ELECTRONICS & TELEVISION CORP.

180 Varick St., New York 11, N. Y.  
W Atkins 1-7060

Arthur Levey.....President  
Frank A. Quigley.....Secy./Treas.

### SKIATRON TV INC.

100 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 1-5100

George W. W. Brewster.....Chairman  
Donald Spencer.....Pres./Treas.

### TECO INC.

231 S. LaSalle St., Chicago 4, Ill.  
FIncancial 6-3199

S. I. Marks.....President

### TELEGLOBE PAY-TV SYSTEM INC.

15 E. 18th 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.  
BERkshire 7-7500

Hugh Robertson.....President

# Motion Picture Theatres in the U. S. Equipped for Television

<i>State</i>	<i>City</i>	<i>Seating 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
			1,363	Ritz
			2,646	Paramount
	San Francisco	399	Telenews	
	COLORADO	Denver	2,096	Paramount
DIST. OF COL. Washington		3,452	Capitol	
FLORIDA	Jacksonville	1,838	Keith's	
		1,155	Florida	
	Miami	2,000	Carib	
ILLINOIS	Chicago	1,234	Capitol	
		1,299	Crown	
		3,931	Marbro	
		2,649	State Lake	
		606	Loop	
		3,414	Tivoli	
INDIANA	Indianapolis	4,320	Uptown	
		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	
MASS.	Boston	1,860	State	
		1,500	Pilgrim	
		3,583	State	
MICHIGAN	Detroit	2,500	Easttown	
		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	
	2,282	Victoria		

(Continued on Next Page)



**THEATRES EQUIPPED FOR TV***(Continued from Preceding Page)*

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>
N.Y.C.	Flushing	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
PENNSYLVANIA	Toledo	2,455	Rivoli
	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
WASHINGTON	Seattle	2,559	Orpheum
WISCONSIN	Milwaukee	2,436	Riverside
		2,431	Warner

**FOR AM RADIO LISTING****SEE PAGE 261****FOR CANADIAN RADIO****SEE PAGE 624****FOR TV STATIONS****SEE PAGE 778**

# INDUSTRY ORGANIZATIONS

## Personnel—Addresses—Unions

## Guilds—Associations—Radio-TV Groups

### ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.  
Phone: PLaza 7-7660

#### OFFICERS

President ..... Ralph Bellamy  
1st Vice-President ..... Frank Maxwell  
2nd Vice-President ..... James Schlader  
3rd Vice-President ..... Hiram Sherman  
4th Vice-President ..... Lois Wilson  
Treasurer ..... Paul Dullzell  
Recording Secretary ..... John Effrat  
Exec. Sec. .... Angus Duncan  
Counsel ..... Herman E. Cooper

#### BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.  
6636 Hollywood Blvd., Los Angeles 28, Calif.  
230 Jones St., San Francisco 2, Calif.  
519 Jarvis St., Toronto, Ont.

#### COUNCIL

Walter Abel, Royal Beal, Jeanna Belkin, Alan Bunce, Chas. Blackwell, Rowan Tudor, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Nancy Deylin, Gordon Dilworth, Joy L. Sica, Stephen Douglass, John Emery, Robt. Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margalo Gillmore, Margaret Hamilton, Carl Harms, Hurd Hatfield, Helen Hayes, Fred. Tozere, Earle Hyman, Leo Kayworth, Richard Kiley, Shevlin A. Rodgers, Judson Laire, Jack Leigh, Ralph Lowe, Ruth McDevitt, Roddy McDowell, Patrick McVey, Edith Meiser, Chester Morris, May Muth, Robt. Neukum, Frederick O'Neal, Bibi Osterwald, Leonard Patrick, Iggie Wolfington, Howard Roberts, Mary Roche, Wm. Roerick, Arthur Rubin, Dorothy Sands, Jean Sincere, Jean Stapleton, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Eddie Weston, Jane White, Ruth White, Peggy Wood, Blanche Yurka.

### THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.  
Phone: JUDson 2-1520

#### OFFICERS

Chairman ..... John C. Sterling  
Vice-Chairmen ..... Lee H. Bristol,  
Leo Burnett, Edw. C. VonTress  
President ..... Theodore S. Repplier  
Vice-President ..... Allan M. Wilson  
Vice-President ..... George P. Ludlam  
Secretary ..... Frederic R. Gamble  
Treasurer ..... Paul B. West  
Radio-TV Director ..... Gordon C. Kinney  
Pub. Rel. Director ..... Maxwell Fox

#### BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. Phone: STerling 3-9153. T. S. Repplier, President.  
203 N. Wabash Ave., Chicago 1, Ill. Phone: RAndolph 6-1753. L. S. Schwartz, midwest representative.  
9100 Sunset Blvd., Los Angeles 46, Cal. Phone: CRestview 4-8039.  
Robert Grey, West Coast Representative.  
425 Bush Street, San Francisco 8, Cal. Phone: 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.  
Phone: 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.  
Phone: PLaza 1-5656

#### OFFICERS

Chairman ..... Arno H. Johnson  
Research Statistician ..... Ingrid C. Kildegaard  
Treasurer ..... Frank W. Mansfield  
Managing Director ..... A. W. Lehman  
Tech. Dir. .... Charles K. Ramond  
General Counsel ..... Gilbert H. Weil

#### DIRECTORS

A. H. Johnson, F. W. Mansfield, Richard J. Babcock, Hugh M. Beville, Jr., Lyndon O. Brown, Rex M. Budd, Thomas C. Dillon, Sherwood Dodge, 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

A non-profit membership organization devoted to the furthering of scientific practices 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  
Phone: LEXington 2-7980

#### OFFICERS

Chairman of the Board ..... Robert M. Ganger  
Vice-Chairman ..... Harry Harding  
President ..... Frederic R. Gamble  
Secretary-Treasurer ..... Andrew B. Meldrum

#### 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.  
Phone: COland 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 Barrow, 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.  
Phone: PLaza 8-0600

#### OFFICERS

President . . . . . Herman D. Kenn  
Vice-Pres. . . . . William J. Harris  
Secretary . . . . . Stanley Ballard  
Treasurer . . . . . George V. Ciancy

#### EXECUTIVE COMMITTEE

Alfred J. Manuti, C. H. Kennedy, Lee Repp, Walter M. Murdoch, E. E. Stokes.

#### BRANCH OFFICE

220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
HUMboldt 4-6600.

### AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.  
Phone: MURray Hill 7-1810

#### NATIONAL OFFICERS

President	Clayton Collyer
1st Vice-Pres.	Ken Carpenter
2nd Vice-Pres.	Leonor 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.	Horola E. Wallis
Recording Sec.	Stanley Farrar
Treasurer	Iris Johnson
Nat'l. Exec. Sec.	Donald P. Conway
Counsel	Mortimer Becker
Dir., Central Region	Raymond A. Jones
Dir., Western Region	Claude L. McCue

#### BOARD OF DIRECTORS

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Herb Vigran, Vicki Yola, Harold E. Wallis, Willard Waterman, Dwight Weist, Walt Williams, Ernie Winston, Will Wright, Clark Yocum.

#### BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HOLLYwood 4-5125 Claude L. McCue, Western Regional Director

102 E. Hubbard St., Chicago 11, Ill. Phone: 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.  
Phone: 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.	Sommy Cahn
Co-Chairman	Donald Kohn
Executive Director	Miriam Stern
Copyright Department	Margaret Thiele
Counsel	John Schulman

#### COUNCIL

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, 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.  
Phone: 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.  
Phone: COlumbus 5-3687-8-9

#### NATIONAL OFFICERS

Honorary President	Lawrence Tibbett
President	John Brownlee
1st Vice-President	Jascha Heifetz
2nd Vice-President	George London
3rd Vice-President	Betty Stone
4th Vice-President	Regina Resnik
5th Vice-President	Lloyd Harris
Treasurer	Lawrence Davidson
Recording Secretary	Ann Ayars
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. Edward Reith, Rep.

## ORGANIZATIONS

621 La Barre Rd, New Orleans, La. Earl Von Hoven, Rep.  
519 Jarvis St., Toronto 5, Ont., Canada. Phone: WA 4-6532. Larry H. McCance, Rep.

### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

## AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.  
Phone: Circle 6-7130

### OFFICERS

President ..... Penny Singleton  
1st Vice-Pres. .... Rajah Raboid  
2nd Vice-Pres. .... Johnny Woods  
3rd Vice-Pres. .... Frank Rass  
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: CEntal 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.  
Phone: CEntal 6-8306

### OFFICERS

President ..... Wendell R. Smith  
V.P.'s. .... Harper W. Boyd, Jr.,  
Robt. T. Browne, Donald R. Longman, 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.  
Phone: YUKon 6-8200

### OFFICERS

President ..... D. Tennant Bryan  
Vice-President ..... Mark Ferree  
Secretary ..... H. H. Cahill  
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.  
Phone: 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, Howard Dietz, Arthur Schwartz, John D. Marks, Bernard Goodwin Jack Mills, Douglas Moore, Rudolph Touhart, Maurice Scapp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen, Morton Gould.

### BRANCH OFFICES

In all principal cities throughout the United States.

### FUNCTIONS

ASCAP is a performing right society through which users of music obtain clearance of the right to perform publicly for profit the copyright works of its members.

## AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

75 E. 55th St., New York 22, N. Y.  
Phone: Eldorada 5-7281

### OFFICERS

President ..... Ester V. W. Tufty  
Washington, D. C.  
\*V.P.'s. .... Margaret M. Kearney, WCAU-AM-TV, Phila., Pa.; Marcer Livermore, WRKT, Cocoa Beach, Fla.; Dee Sweet, Indianapolis, Ind.; Montez Tjaden, KWTW, Okla. City, Okla.

\*Secy., Treas. .... Martha Rupprecht  
CBS-TV, New York, N. Y.

### DIRECTORS-AT-LARGE

Marion Annenberga, WDSU-AM-TV, New Orleans; Lucile Bush, Racine, Wisc.; Muriel Fox, N.Y.C.

### FUNCTIONS

Year-round medium of exchange of information 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.  
\* New election in June

## ANIMATION PRODUCERS ASSOCIATION

60 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-8477

### OFFICES

President ..... Jack Zander  
Vice President ..... Lew Gifford  
Treasurer ..... Sam Magdoff  
Secretary ..... Bill Weiss

## ORGANIZATIONS

### DIRECTORS

Fred Hankinson, Ralph Koch, Sam Levy, Ken Drake, Robert Klaeger, Lars Colonius, Martin Gottlieb.

### FUNCTIONS

To further the use of animation, and to promote harmonious relations among producers, adv. agencies, distributors, and employee 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.	Edward R. Wade
2nd Vice-Pres.	Russell Hillier
Secretary	Andrew K. Nelsen
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.  
Phone: Circle 6-1379

### OFFICERS

President	Eddie Elkort
1st Vice-President	Hattie Althoff
2nd Vice-President	Leonard Ramm
Vice-Presidents	Jack Russell, James Lanagan,, Dinty Moore, Wim J. O'Halloran
Secretary	Ben Kuchuk
Treasurer	Joseph Singer

### BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.  
1005 Century Bldg., Pittsburgh, Pa  
470 Columbus Ave., San Francisco, Calif  
301 Fox Bldg., Detroit, Mich.

### BOARD OF GOVERNORS

Hattie Althoff, Larry Barnett, Eddie Elkort, James J. Grady, Howard L. Hausman, Dick Henry, Ben Kuchuk, James Lanagan, Dinty Moore, William J. O'Halloran, Vic Rocco, Jack Russell, Joseph Singer, Edward E. Smith, Norman Weiss, George Werfel.

### FUNCTIONS

To establish, maintain and advance high ethical standards among members in the conduct of their individual business of representing persons engaged in the theatrical business and allied activities.

## THE ASSOCIATED PRESS RADIO & TV ASSOCIATION

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

### OFFICERS

President	Daniel W. Kops
Vice-President	WAVZ, New Haven, Conn. Tom Eaton
Vice-President	WTIC, Hartford, Conn. James M. Gaines
Vice-President	WOAI, San Antonio, Tex. Richard Cheverton
Vice-President	WOOD, Grand Rapids, Mich. William W. Grant
Secretary	KOA, Denver, Colo. Oliver Gramling
Treasurer	Robert Booth

### FUNCTIONS

An association of radio and television members of the Associated Press to enable AP management and subscribers to work together adapting wire service to needs of broadcasters, and to stimulate membership activity in news field.

## 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 Folderson, Sydney Head, Ward Quaal, Lee Ruvitch, W. C. Swartley, Bruce Linton, Kenneth Harwood
Exec. Secretary	Fred Garrigus
Prom., Pub. Head	Leo 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.

## ASSOC. OF CANADIAN ADVERTISERS, INC.

85 Richmond St., West, Toronto 1, Ontario  
Phone: EMpire 3-8046

### OFFICERS

President	J. J. McGill
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V. P. Treas.	A. B. Yeates
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### 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

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1st Vice-Pres.	Charles H. Crutchfield
2nd Vice-Pres.	Donald D. Davis
Secy.-Treas.	Harold Essex
Ass't Secy.-Treas., Exec. Dir.	Lester W. Lindaw
Ass't Executive Director	Arch L. Madsen

### BOARD OF DIRECTORS

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### FUNCTIONS

AMST 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.  
Phone: Oxford 7-5950.

### OFFICERS

Chairman	Donald S. Frost
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Vice-President, Secy.	Peter W. Allport

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**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.  
Phone: Oxford 7-5300

**OFFICERS**

President.....Robert Trout  
V.P.....John MacVane  
Secretary.....Blair Clark  
Treasurer.....Cesar Saerchinger  
Executive Board.....Quincy Howe,  
H. V. Kaltenborn, Leon Pearson.

**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.  
Phone: Murray Hill 9-4950

**OFFICERS**

President.....Pearl S. Buck  
Vice-President.....Cleveland Amory  
Secretary.....John Vandercook  
Secretary to the Council.....Luise M. Sillcox  
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.  
Phone: Murray Hill 9-4950

**OFFICERS**

President.....Moss Hart  
Vice-President.....Rex Stout  
Treasurer.....Arthur Schwartz  
Secretary.....Ann Petry  
Executive Secretary.....Luise M. Sillcox

**FUNCTIONS**

The national business organization of authors and dramatists.

**BRAND NAMES FOUNDATION, INC.**

437 Fifth Ave., New York 16, N. Y.  
Phone: Murray Hill 5-0888

**OFFICERS**

Chmn. of Bd.....John H. Breck, Jr.  
Vice-Chmn.....Robert E. MacNeal  
Vice-Chmn.....Frank Armour, Jr.  
Chmn. Exec. Committee.....Edward R. Taylor  
Vice-Chmn. Exec. Comm.....Walter Jeffrey  
Treasurer.....Robert L. Connelly  
President.....Henry E. Abt

**FUNCTIONS**

Conducts a year round promotional program in Radio, TV, and other media which emphasizes 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.  
Phone: Circle 7-0656

**OFFICERS**

U. S. Representative.....Derek Russell  
Ch. Ass't (TV).....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. Phone: Plaza 4-1234, Ext. 3121. J. C. Crawley, U. N. Correspondent.  
907 Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Christopher Serpell, Gerald Priestland, Washington correspondents.

**FUNCTIONS**

Promotes and distributes BBC Radio & TV programs in the U. S., and produces Radio & TV material for British audiences.

**BRITISH INFORMATION SERVICES**

45 Rockefeller Plaza, New York 20, N.Y.  
Phone: 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.  
Phone: OREGon 9-2968

**OFFICERS**

Exec. Dir.....S. Franklin Mact  
Assoc. Exec. Dir.....Wesley B. Goodman  
Bus. Mgr.....Arthur W. Rhinow  
Dir., Program Oper.....Ben E. Wilbur  
Dir., of Films.....Alexander B. Ferguson  
Dir., Program Prom.....Carl Cannon  
Dir., of Special Proj.....Arthur Austin  
Dir., Bcst. Tng.....Charles H. Schmitz  
and Enlistment  
Assoc. Prod.....Richard A. Cobb  
Dir., Film Dist.....Margaret Carter

**BRANCH OFFICE**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7464. George Heimrich, Director.

**BROADCAST INFORMATION BUREAU**

535 Fifth Ave., New York 17, N. Y.  
Phone: 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.  
Phone: PLaza 9-1500

**OFFICERS**

President.....Carl Haverlin  
Vice-President—General Counsel.....Sydney M. Kaye  
Vice-Pres. in charge Station Relations.....Glenn Dalberg

# ORGANIZATIONS

Vice-Pres. in charge Foreign Relations, Jean Geringer  
 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. Saur  
 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-Treasurer, 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, Dwight Martin, Herbert Hollister, Leonard Kopper, Paul W. Morency, William Regan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shaffo, E. R. Vadeboncoeur.

## STATION RELATIONS

Vice-Pres., Glenn Dalberg, Field Staff: Justin Bradshaw, Turner Cooke, Richard Crans, Graeme Fletcher, Bob Fuller, Wayland Fullington, Al Marlin, Dorsey Owings, Lin Pattee, Ken Sparrow, Burt Squire.

## FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

## BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.  
 Phone: PLazo 9-1500

## OFFICERS

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 Roger W. Clipp, Howard Lane, J. Leonard Reinsch  
 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

## OFFICERS

President, Charles A. Wilson  
 WGN, Inc., Chicago  
 First V.P., Gene Godt  
 WCCO-TV, Indianapolis, Ind.  
 Second V.P., Burt Teppen  
 WTV, Miami, Fla.  
 Secy.-Treas., William Pierson  
 WBKB, Chicago, Ill.

## DIRECTORS

Janet Byers, KYW, Cleveland, Ohio; Hurvey M. Clarke, London, Ont., Canada, Austin Heywood, KNXT, Los Angeles, Cal.; L. Walton Smith, Transcontinent Television Corp., Rochester, N. Y.; Jas. M. Kiss, WPN, Philadelphia, Pa.; Ken McCluro, KENS-TV, San Antonio, Tex.; Don Curran, KTVI, St. Louis, Mo.; John F. Harbut, WFBM-AM-TV, Indianapolis, Ind.; Bruce Wallace, WTMJ-AM-TV, Milwaukee, Wis.; Hayward 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 Bestig. 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-telesharing 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  
 Phone: HUDson 5-9464

## OFFICERS

President, George S. Bartram  
 Vice-President, Ross A. MacCreath  
 Exec. V. P., Charles A. Burton  
 Research & Development Director, Wilfred L. Hudson  
 Secretary & Treasurer, Charles J. Follett  
 Honorary President, Charles R. Vint  
 Crm. Advisory Coman, Horan N. Stevin

## DIRECTORS

Wm. H. Erskine, Montreal, Roy B. Collett, Toronto; Andre Dawitay, CKAC, Montreal, Ernest T. Gater, Aurora, Ont.; T. Ralph Hart, Toronto, Wm. N. Hawkins, CFOS, Owen Sound, Ont.; W. Harold Poole, Toronto; Ralph T. Snelgrove, CKBB, Barrie, Ont.; William E. Trimble, Toronto; Wm. W. Vanderburgh, Toronto; E. Clifford Wingrove, CFPL-TV, London, Ont.

## FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada  
 Phone: CE 3-4035

## OFFICERS

President, D. M. Neill  
 Executive Vice-President, T. J. Allard  
 Vice-President Radio, M. Brown  
 Vice-President Television, T. Burhan  
 Secretary-Treasurer, Flora Love

## DIRECTORS

Atlantic Region—D. M. Neill, CFNB, Fredericton and R. F. Large, CFYJ, Charlottetown, Radio G. String, CJON-TV, St. John's, TV Central Canada—W. Hawkins, CFOS, Owen Sound, M. T. Brown, CFPL, London, Allan Waters, CHJM, Toronto, and T. D. French, CKLC, Kingston, Radio. R. T. Snelgrove, CKVR-TV, Barrie, TV Prairies—J. O. Blick, CJOB, Winnipeg, R. J. Buss, CHAT, Medicine Hat, and D. Dawson, CKCK, Regina, Radio. Blair Nelson, CFQC-TV, Saskatoon, TV Pacific—J. L. Sayers, CFUN, Vancouver, and K. Hutchison, CJAV, Port Alberni, Radio. R. G. Chapman, CHBC-TV, Kelowna, TV, French Language—D. A. Gourd, CKRN, Rouyn; Roland Couture, CKSB, St. Boniface, and M. Dansereau, Three Rivers, Radio. T. Burhan, CKRS-TV, Jonquiere, TV.

## SALES OFFICE

703 St. Clair Avenue West, Toronto 7 Ont. Phone: WALnut 2-2334; Karl Steeves, TV Director

## FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 156 privately owned (independent) radio broadcasting stations and 41 television stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.  
 Phone: Circle 6-5566

## OFFICERS

President, Walter Kiernan  
 Vice-Pres., William Gaxton, Pat O'Brien  
 Historian, Kay MacDonald  
 Exec. Secy., Fred Kelly  
 Com. Exec. Bd., Charles J. McGuire  
 Chairman, Rt. Rev. Msgr. Vincent J. Bronson  
 Treasurer, Very Rev. Msgr. Francis M. Costello

## FUNCTIONS

Social and charitable organization which strives

## ORGANIZATIONS

to care for the spiritual and physical needs of members of the theatrical profession, regardless of creed. In particular, every effort is made to assure care and attention in the case of illness, hospitalization, burial whenever the need arises.

### CENTRAL CANADA BROADCASTERS ASS'N

c/o S. C. Ritchie, Pres., CKLW AM & TV, Windsor, Ont., Canada  
President..... S. C. Ritchie, CKLW AM & TV, Windsor, Ont.  
Vice Pres..... R. E. Misener, CFCF, Montreal, Quebec  
Secy., V.P..... Ray Peters, CHCH-TV, Hamilton, Ont.  
Treas..... John Moore, CHLO, St. Thomas, Ont.  
Secy..... Gordord Keeble, CFJB, Brampton, Ont.  
Directors..... E. A. Bestall, CKCY, Sault Ste. Marie, Ont.; Gordon Garrison, CKLB, Ottawa  
CAB Bd. of Directors: T. F. French, CKCL, Kingston, Ont.; Howard Caine, CHWO, Oakville, Ont.; Murray Brown, CFPL, London, Ont.; Ralph Enelgrove, CKVR-TV, Barrie, Ont.; Allen Waters, CHUM, Toronto, Ont.

### COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.  
Phone: MU 3-0966  
12924 Sarah Street, North Hollywood, Calif.  
Phone: PO 2-8377

#### OFFICERS

President..... Leith Stevens  
1st Vice-President..... Ben Ludlow  
2nd Vice-President..... David Reksin  
3rd Vice-President..... Milton Kraus  
Secretary-Treasurer..... Jerry Livingston  
Asst. Sec. Treasurer..... John Galt  
Executive Secretary..... Elsa Clay

#### FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

### COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

(CAWMBA)

730 Fifth Ave., New York 19, N. Y.  
Phone: COLUMBUS 5-3530

#### OFFICERS

Founder & Director..... Charles Bernard  
President..... Kurt A. Meier (KCUL)  
Exec. V. P..... Dave Stone (KDAV)  
First V. P..... Cal Young (WENO)  
Second V. P..... Wally King (WOOO)  
Third V. P..... James R. Reese (WCBG)  
Ass't. to the Pres..... Jack Nobles (WMIE)  
Secretary..... Henry Hilton (KSOP)  
Treasurer..... Ed Slusarczyk (WREM)  
Delegate at Large..... Morey DeVolt (KLAK)  
Dir. Research..... Bruce Barrington (WEW)  
Dir. Public Rel..... Earl F. Hash (WTMT)

#### 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.

### DIRECTORS GUILD OF AMERICA, INC.

114 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 9-8215  
7950 Sunset Blvd., Hollywood 46, Calif.  
Phone: OLdfield 6-1220

#### OFFICERS

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Vice Presidents..... Michael J. Kane,  
Frank Borzage, Jack Sughrue, Franklin Schaffner,  
John Rich, Shields Dierkes  
Secretary..... Calude Binyon  
Assistant Sec..... Tom Donovan  
Treasurer..... Howard W. Koch

#### NATIONAL BOARD MEMBERS

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#### FUNCTIONS

A national organization to advance, foster, promote, and benefit the interests of directors, associate directors and stage managers of TV, radio programs, and theatrical releases, and to protect and secure their rights in their professional activities.

### THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
Phone: MURRAY HILL 9-4950

#### OFFICERS

President..... Oscar Hammerstein, II  
Exec. Secretary..... Mills Ten Eyck, Jr.

#### COUNCIL

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#### FUNCTIONS

The national business organization of dramatists.

### ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
Phone: WALNUT 1-2898

#### OFFICERS

Pres., Chrm. of Board..... R. M. Robinson  
V.-P., Chrm. Receiver Div..... S. D. Brownlee  
V.-P., Chrm., 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.  
Phone: MURRAY HILL 5-2927

#### OFFICERS

Hon. Presidents..... Most Rev. Arthur C. Lichtenberger,  
Rt. Rev. Horace W. B. Donegan  
President..... Vinton Freedley  
Vice-Presidents..... Rev. Randolph Ray, Rev. Orin A.  
Griesmyer, Charles Coburn, Peggy Wood  
Rec. Secy..... Rev. Chas. Breck Ackley  
Treasurer..... John Knight  
Exec. Secy..... Helen Morrison



## ORGANIZATIONS

### COUNCIL

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### FUNCTION

Cultural, social, philanthropic. Membership open 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.

Phone: Executive 3-6800

### OFFICERS

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Commissioner	Edward T. Tait
Commissioner	Sigurd Anderson
Commissioner	William C. Kern
Commissioner	Robert T. Secrest
Sec. to the Commission	Robert M. Parrish
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Director of Public Information	S. F. Stowe
Dir., Bur. of Consultation	John R. Heim
Dir. Bur. of Economics	Simon N. Whitney
Dir. of Hearing Examiners	Edward F. Haycroft
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. Lott, 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

15 E. 48th St., New York 17, N. Y.

Phone: PLaza 1-1920

### OFFICERS

President	Nathan Zucker
Executive V. P.	Lee Blair
First V. P.	Judd Folkick
Second V. P.	Robert Crane
Secretary	Henry Strauss
Treasurer	Edward Lamm
Legal Counsel	John Wheeler, Herbert Burstein
Pub. Rel. Counsel	Phil Dean
Executive Director	Irving W. Cheskin

### BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Lowendahl, Robert L. Lawrence, Harold Wandsel, 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.  
 Phone: WE 6-1186

### OFFICERS

President John B. Kiefer  
 Secretary Maurice Bucher

## THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA (Radiodiffusion-Television Francaise, N. American Branch)

972 Fifth Ave., New York 21, N. Y.  
 Phone: REgent 4 1501

### OFFICERS

Director	Pierre Crenesse
Ass't. Dir.	Alice Lewitlin
Administrator	Suzanne Weltman
Program Director	Ann McMillan
Public Relations	Kenneth Tepfer

### 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.  
 Phone: LEhigh 5-5100

### OFFICERS

President	R. L. McFarlan
Vice-President (No. America)	J. N. Dyer
V. P. (Outside N. Amer.)	J. A. Rotcliffe
Treasurer	W. R. G. Baker
Secretary	Horoden Proff
Editor	F. Hamburger, Jr.
Exec. Sec'y.	G. W. Bailey

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### 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.  
 Phone: PLaza 7-5237

### OFFICERS

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President	Eddie Cantor
Exec. Vice-Pres.	Harry E. Gould
1st Vice-Pres.	George Jessel
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Treasurer	Abe Lastfogel
Asst. Treasurer	Nat Lefkowitz
Legal Committee	Henry M. Katz
Chaplan	Rabbi Abraham Burstein
Executive Secretary	Leonard B. Sung

### 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 COUNCIL ON EDUCATIONAL TELEVISION**

1785 Massachusetts Ave., N.W., Washington 6, D. C.  
Phone: HUDson 3-6628

**OFFICERS**

Chairman.....Dr. Albert N. Jorgensen  
Executive Director.....Ralph Steetle  
Ass't. Dir.....David C. Stewart  
Eng. Cons.....Cyril M. Braum

**JCET MEMBERS**

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; William Harley, Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garey, Nat'l Congress of Parents & Teachers; Dr. Lyle Ashby, National Education Association of the United States.

**FUNCTIONS**

The JCET is concerned with the preservation and utilization of educational TV channels, and represents the educational TV movement before the FCC, Congressional committees, and other government agencies. It also gives legal and technical advice to any group seeking to activate an educational TV channel.

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
Phone: 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 Lahr, Herman Phillips, Clarence Jacobson, Thomas MacLeod, Emil Friedlander, Davil Seidman, Hudson Faussett.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

**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.  
Phone: LACKawanna 4-9735

**OFFICERS**

President.....Bernard Reiss  
Exec. Sec'y.....Julian Ross  
Vice-Presidents.....Wm. G. Seidenbaum, Max B. Pearlman, Jay 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**

(Of the National Association of Credit Management)  
229 Fourth Ave., New York 3, N. Y.  
Phone: OREGon 4-5100

**OFFICERS**

Chairman.....Kern Moyle  
Vice-Chairman.....Walter Lynch  
Committee Men.....Jack Fellers,  
Murray Kahn, 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 television and motion pictures.

**MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION**

1270 Sixth Avenue, New York 20, N. Y.  
Phone: CO 5-7364

**OFFICERS**

President.....Robert Miller  
Vice-President.....Leo Diston

**MEMBERS OF EXECUTIVE COUNCIL**

Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman, Mickey Glass.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill., Morton Schaeffer.  
Regional Dir.; 225 - 26th St., San Monica, Cal., Al Comparte, Reg. Dir.; 36 E. 5th St., Cincinnati, Ohio, Donny Engel, Reg. Director.

**FUNCTIONS**

Labor Union.

**MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.**

460 Park Ave., New York, N. Y.  
Phone: 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

**MUSICIANS GUILD OF AMERICA**

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 1-9461

**OFFICERS**

Chairman.....Cecil F. Reed  
Vice-Chairman.....Justin Gordon  
Recording Secretary.....Ted Nash  
Treasurer.....Larry Sullivan

**FUNCTIONS**

Independent trade union for professional musicians in major motion picture studios.

**NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES**

2610 N. Charles St., Baltimore 18, Md.  
Phone: HOpkins 7-3000  
Suite 1108, 203 N. Wabash, Chicago 1, Ill.  
Phone: Financial 6-8320  
9126 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CRESview 4-5209

Exec. Secy.....Thomas Freebairn-Smith  
200 Central Park South, New York 19, N. Y.  
Phone: JUDson 6-3833  
Exec. Dir.....Kenneth Leedom  
4461 Connecticut Ave., N.W., Washington, D. C.  
Phone: KELlogg 7-1100

**NATIONAL OFFICERS**

President.....Walter Cronkite  
Exec. Vice-Pres.....Frederick de Cordova  
Vice-Presidents.....David Susskind, Arnold Wilkes,  
Irv Kupcinet, John Secordari  
Secretary.....Rod Serling  
Treasurer.....Henry S. White

**CHAPTER OFFICERS**

(Baltimore)  
President.....Arnold Wilkes  
Vice-President.....Fred Wehr  
Secretary.....Maryann Imhoff  
Treasurer.....Charles Cooper  
(Chicago)  
President.....Irv Kupcinet  
1st Vice-Pres.....Frank Atlas

# ORGANIZATIONS

2nd Vice-Pres. . . . . Alex Drier  
 Secretary . . . . . Ned E. Williams  
 Treasurer . . . . . Richard Reinauer  
 (Los Angeles)  
 President . . . . . Harry S. Ackerman  
 1st Vice-Pres. . . . . Frederick de Cordova  
 2nd Vice-Pres. . . . . Louis F. Edelman  
 Secretary . . . . . June Lockhart  
 Treasurer . . . . . Fred Berger  
 (New York)  
 President . . . . . Walter Cronkite  
 1st Vice-Pres. . . . . Henry S. White  
 2nd Vice-Pres. . . . . David Susskind  
 Secretary . . . . . Royal E. Blokeman  
 Treasurer . . . . . Thomas W. Moore  
 (Washington)  
 President . . . . . John Secondari  
 1st Vice-Pres. . . . . David Brinkley  
 2nd Vice-Pres. . . . . Rhoda Raider  
 Secretary . . . . . Robert Adams  
 Treasurer . . . . . Ruth Hagy

## 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. Through public information, lecture and service bureau, provides lectures, advisers, and consultants to colleges and universities offering courses in television.

## NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.  
 Phone: WEBster 4-7830

### OFFICERS

President . . . . . Mrs. Clara S. Lagan  
 1st Vice-Pres. . . . . Dr. Lee de Forest  
 2nd Vice-Pres. . . . . Dr. Francis W. Noel  
 Secretary . . . . . Mrs. Victor Roberts  
 Treasurer . . . . . Mrs. Gertrude Blackstock

### FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

## NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.  
 Phone: WA 2-2462

### OFFICERS

International President . . . . . George Smith  
 International Vice-President . . . . . N. James Green  
 International Sec'y-Treasurer . . . . . Arthur Hjorth  
 Int'l Asst. Sec'y-Treasurer . . . . . Giacomo Popo

### 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.; 120 Delaware Ave., Buffalo 2, N. Y.; 1410 Stanley, Montreal, P. Q.

### FUNCTIONS

NABET has contracts for its 5,800 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 25 private radio and TV stations and film studios in Canada.

## NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.  
 Phone: JUdson 2-5130

### OFFICERS

National Chairman . . . . . Oliver W. Nicoll

## COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130  
 Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

## 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 BROADCASTERS

(For Complete Listing See NAB Section)

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.  
 Phone: EMpire 7-6611, Ext. 3394

### OFFICERS

President . . . . . Dr. Harry J. Skornia  
 Admin. Vice-Pres. . . . . Harold E. Hill

### DIRECTORS

TV Board: Region I, Richard S. Burdick; Region II, Raymond D. Hurlbert; Region III, William G. Harley; Region IV, Dr. John C. Schwarzwalder; Region V, Howard L. Johnson; Region VI, Loren B. Stone  
 Radio Board: Region I, Seymour N. Siegel; Region II, Roy Flynn; Region III, James S. Miles; Region IV, Edward J. Slack; Region V, Edwin Browne; Region VI, Kenneth Harwood

### FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers & closed circuit TV installations owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

## NATIONAL ASSOCIATION OF FM BROADCASTERS

Radio Station KITT, Suite 525, U. S. Grant Hotel, San Diego 1, Calif.

### OFFICERS

President . . . . . Fred Robell, KITT, San Diego, Calif.  
 Exec. V.P. . . . . T. Mitchell Hastings, Concert Network  
 Treasurer . . . . . Bill Tomberlin, KMLA, Los Angeles, Calif.  
 Secretary . . . . . Frank Knorr, Jr., WPKM, Tampa, Fla.

### DIRECTORS

Tom Baxter, KFMU, Los Angeles; Lynn Christian, KHGM, Houston, Tex.; Cortlandt T. Clark, KLSN, Seattle, Wash.; Dr. Wm. G. Harley, WHA, Madison, Wis.; W. F. Johnston, WQXT-FM, Palm Beach, Fla.; H. W. Slovick, WMCF, Memphis, Tenn.; Harold L. Tanner, WLDM, Detroit, Mich.

### FUNCTIONS

To develop FM broadcasting as a communications medium, through promotion of home listening in FM, the sale of advertising time based on circulation, and the betterment of programming on FM stations. We act primarily as a clearing house of information on FM stations, exchanges of ideas, and contact with national advertisers and their agencies.

## NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.  
 Phone: Circle 7-8194

### OFFICERS

President . . . . . Fred Worley  
 General Counsel . . . . . Alfred Rice

# ORGANIZATIONS

## 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.  
Phone: TRafalgar 9-6070

#### OFFICERS

President.....Peter Goelet  
Exec. Vice-Pres.....Bernard F. Kamins  
Treasurer.....David J. Colton  
Secretary.....Harriet H. Nicol

#### BRANCH OFFICES

190 N. Canon Drive, Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUNiper 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.  
Phone: OXford 7-9494

#### OFFICERS

Chmn. of Bd.....Wallace E. Campbell  
Vice-Chmn.....Harry M. Dunlap  
President.....Kenneth B. Willson  
Exec. V. P.....Allan E. Backman  
Secretary.....DeWitt J. Paul  
Treasurer.....Lowell Shumway

#### DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, 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. Felio, Jules Herbeveaux, 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.....A. J. Malin  
Vice-Pres.....Sandford Randolph  
Secretary.....Charles E. Clements  
Treasurer.....Bruce Merrill  
Exec. Dir.....Edward P. Whitney  
Public Relation Mgr.....Frank H. Nowaczek  
General Counsel.....E. Stratford Smith

## FUNCTIONS

A national non-profit trade association to assist the growth and development of community antenna television systems.

### NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.  
Phone: 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. Widlund  
V. P., TV Stations.....Edward Hamilton  
V. P., Membership.....Joseph T. Dougherty

## DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genack, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, 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.  
Phone: COlumbus 5-0956

#### OFFICERS

President.....Louis Handin  
1st Vice-Pres.....Joe Woods  
2nd Vice-Pres.....Frank O'Connell  
Secy., Treas.....Edna Osborne

## DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollsich, Lillian Weed, Lou Wills.

### NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
Phone: Clrcle 5-4343

#### OFFICERS

President.....Leigh Whipper  
Vice-President.....Edith Wilson  
Executive Secretary.....Virginia Girvin  
Treasurer.....A. Edward Walters  
Recording Secretary.....Lillian Roberts McBride  
Admin. Secy.....Thomas W. Moseley  
Chaplain.....Dr. John H. Johnson  
Counsel.....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.  
Phone: Clrcle 5-3838-9

President.....Thomas D. Zumbo  
1st Vice-Pres.....Edward Kirkman  
2nd Vice-Pres.....Robert Mindlin  
Secretary.....John Yauchstetter  
Treasurer.....James Antone  
Financial Secy.....Joseph Schaefer  
Corresponding Secy.....Fred J. Mutz  
Sergeant-at-Arms.....Harry Singer

### PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
Phone: COlumbus 5-7362

#### OFFICERS

Honorary President.....Rocco Vocco  
President.....Robert Miller  
Vice-President.....Leo Diston  
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, Mickey Glass.

#### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
Regional Director.....Morton Schaefer  
36 E. 5th St., Cincinnati, O.  
Regional Director.....Danny Engel  
225 - 26th St., Santa Monica, Calif.  
Regional Director.....Al Compante

## FUNCTIONS

Charitable and Benevolent Organization.

## ORGANIZATIONS

### PUBLICISTS LOCAL NO. 872

#### I.A.T.S.E.

100 Central Park, S., New York 19, N. Y.  
Phone: JUdson 6-6285

#### OFFICERS

President	Harry Rice
Secretary-Treasurer	Thomas Kirby
Business Agent	David Cassidy
1st Vice-President	Alvin Adams
2nd Vice-President	Melbourne Smith
Sergeant-at-Arms	Stanley Van Saxe

#### TRUSTEES

Morris Green, Harry Clark, John Cassidy, David Kane.

#### FUNCTIONS

Labor organization with jurisdiction over television, radio, motion pictures, and advertising agency publicists

### RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-4020

#### OPERATING GROUP

President	Kevin B. Sweeney
V.P., Dir. Member Svcs.	Warren J. Boorum
V.P., Director of Promotion	Miles David
Asst. Secy.-Treas.	William L. Morison

#### GOVERNING GROUP

Chrmn. of the Board	Allen M. Woodall
WDAK, Columbus, Ga.	
Secretary	Frank P. Fogarty
WOW, Omaha, Neb.	
Treasurer, Chrmn., Fin. Comm.	Alex Keese
WFAA, Dallas, Tex.	
Chrmn. of Executive Committee	John S. Hayes
Washington, D. C.	

#### BOARD OF DIRECTORS

Hugh K. Baice, Jr., WEMP, Milwaukee, Wisc.; Paul Braden, WPFB, Middletown, O.; Gustav Brandborg, KVOO, Tulsa, Okla.; F. H. Brinkley, WENE, Edincoff, N. Y.; Kenyon Brown, KFOX, Long Beach, Calif.; Dec Coc, WWCA, Gary, Ind.; George Comte, WTMJ, Milwaukee, Wisc.; Matthew J. Culligan, NBC Radio, N. Y.; Victor C. Diehm, WAZL, Hazleton, Pa.; Herbert Evans, Peoples Bestg. Corp., Columbus, O.; Frank P. Fogarty, WOW, Omaha, Neb.; Arthur H. Hayes, CBS Radio, N. Y.; John S. Hayes, Washington, D. C.; Robert Jones, Jr., WFBR, Baltimore, Md.; Eugene Katz, Katz Agency, N. Y.; Alex Keese, WFAA, Dallas, Tex.; ohn Kluge, Kluge Stations, Washington, D. C.; Harold Krelstein, Plough Bestg. Co., Memphis, Tenn.; Elroy McCaw, WINS, N. Y.; Donald H. McGannon, N. Y.; Weston C. Pullen, Jr., N. Y.; William E. Rine, Staror Bestg. Co., Miami Beach, Fla.; Don Searle, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, N. Y.; Edwin K. Wheeler, WWJ, Detroit, Mich.; Robert Wolfenden, WMEV, Marion, Va.; Allen M. Woodall, WDAK, Columbus, Ga.

#### 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 FREE EUROPE

Two Park Ave., New York 16, N. Y.  
Phone: LE 2-8902

#### OFFICERS

Director	Thomas H. Brown, Jr.
Ass't Dir's.	John L. Dunning, Tyrell G. Rogers
N. Y. Prog. Mgr.	Jos. L. Ranft
PR Dir.	Alton Kastner
Tech. Dir.	Claude Harris
Eur. Dir. (Munich)	Erik Hazelhoff
Mng. Dir. (Lisbon)	Henry Lolliot

#### 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-NEWSREEL-TELEVISION WORKING PRESS ASSOC. INC.

527 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-2720

#### OFFICERS

President	Gabe Pressman
1st Vice-President	Herb Schwartz
2nd Vice-President	Tom O'Brien
Sergeant-at-Arms	George Jordan
Secretary	Charles Campbell
Ass't Sec'y	Lewis Cass
Treasurer	Richard Milbauer

#### BOARD OF GOVERNORS

Chairman: Lawrence Racics. Cy Avnet, Dave Klein, Max Klein, Ed Silverman, Joseph Wersbha.

#### FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

### RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

515 Madison Ave., New York 22, N. Y.  
Phone: PLaza 8-2450

#### OFFICERS

President	Richard S. Salant
1st Vice-President	Robert H. Teter
V.P.'s	Ernest L. Jahncke, Jr., David C. Moore
Secretary	Mary McKenna
Treasurer	Edward J. DeGray

#### BOARD OF GOVERNORS

Ted Bergmann, Sidney N. Berry, R. David Kimble, Albert B. Shepard, Edward P. Shurick, Sol Paul, Frank E. Pellegrin, Sam Cook Digges, Josef C. Dine, Jayne Shannon, P. A. Sugg.

#### FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members.
2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium.
3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry.
4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

### RADIO-TV CORRESPONDENTS' ASSN.

U. S. Capitol, Washington, D. C.  
Phone: CApitol 4-3121, Ext. 6421

#### OFFICERS

President	David Brinkley (NBC)
Vice-President	Lewis W. Shollenberger (CBS)
Secretary	Ann M. Corrick (Westinghouse Bestg. Co.)
Treasurer	John M. Secondoni (ABC)
Members-at-large	Donald W. Richardson (CBS); Stephen J. McCormick (MBS); Ned Brooks (Three-Star Extra); Edward P. Morgan (ABC), member ex-officio.

#### FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

## ORGANIZATIONS

### THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WMSB, Michigan State U., East Lansing, Mich.

**OFFICERS**  
 President ..... Bill Small  
 Board Chairman ..... WHAS-TV, Louisville, Ky.  
 Ralph Renick  
 Treasurer ..... WTVJ, Miami, Fla.  
 Lee White  
 1st Vice-President ..... KROS, Clinton, Ia.  
 Bill Monroe  
 WDSU-TV, New Orleans, La.  
 V.P. for TV ..... NBC, New York, N. Y.  
 Julian Goodman  
 V.P. for Radio ..... Dick Cheverton  
 WOOD-AM-TV, Grand Rapids, Mich.

#### DIRECTORS

Bert Cannings, CFCE, Montreal, Can.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Edward Ryan, WTOP, Washington, D. C.; Phillip Berk, KOMU-TV, Columbia, Mo.; Hugh Bremner, CFPL, London, Ont., Can.; Bill Garry, WBBM-AM-TV, Chicago, Ill.; Sheldon Peterson, WTCN, Minneapolis, Minn.; Charles Shaw, WCAU, Phila., Pa.; Jack Morris, KTUL-TV, Tulsa, Okla.

#### REGIONAL VICE-PRESIDENTS

East: William Sheehan, WJR, Detroit, Mich.; South: Crawford Rice, WTVT, Tampa, Fla.; Mid-West: Bruce Palmer, KWTW, Oklahoma City, Okla.; West: John Thompson, NBC-KRCA, Hollywood, Calif.; Canada: Paul Boudreau, CKAC, Montreal.

#### 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

5a. Calle Poniente No. 9  
 San Salvador, El Salvador

#### OFFICER

President ..... Boris Eserski

#### 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.  
 Phone: HOLlywood 9-7311

#### OFFICERS

President ..... Ronald Reagan  
 1st Vice-President ..... Howard Keel  
 2nd Vice-President ..... Dana Andrews  
 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. Phone: MUR-ray 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. Phone: WHItetail 3-1344. Mr. Raymond A. Jones, Executive Secretary.  
 11 Beacon Street, Room 624, Boston 8, Mass. Phone: RICHmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. Phone: EXbrook 2-6990. Edward Reith, Executive Secretary.

#### FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

### SCREEN COMPOSERS' ASSOCIATION

9250 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 6-3123  
 292 Madison Ave., New York, N. Y. c/o Zissu & Marcus  
 Phone: MU 3-0966

#### OFFICERS

President ..... Dr. Miklos Rozsa  
 Vice-President ..... David Buttolph  
 Secretary ..... Arthur Morton  
 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 ..... Charles H. Wasserman  
 1st Vice-President ..... Jack Glenn  
 2nd Vice-President ..... Howard T. Magwood  
 Secretary ..... Bert Lawrence  
 Treasurer ..... Joseph Lerner  
 Executive Secretary ..... George L. George  
 General Counsel ..... Erwin Feldman

#### EXECUTIVE BOARD

Paul Falkenberg, Don Hershey, Nicholas Webster, Leo Hurwitz, Jean Lenauer, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

#### ALTERNATES

Lewis Jacobs, Robert J. Kingsley, Don Livingston, Fred Pressburger, Francis Thompson.

#### FUNCTION

Labor organization.

### SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.  
 Phone: JUdson 6-3450

#### OFFICERS

President ..... Paul Heinecke  
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 Publicity, Promotion ..... Alice Heinecke

#### FUNCTIONS

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### SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

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 Chrm. Nashville Section ..... Wm. R. McCown  
 Executive Secretary ..... Charles S. Stodter  
 Pub. Rel. Director ..... Barbara D. Skeeter

## ORGANIZATIONS

### 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

### SOUTHERN CALIFORNIA BROADCASTERS ASS'N

6047 Hollywood Blvd., Hollywood 28, Calif.  
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### FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

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366 Madison Ave., New York 17, N. Y.  
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 Dir. Central Div . . . . . George Lindsay

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### FUNCTIONS

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41 East 42nd St., New York 17, N. Y.  
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### FUNCTIONS

To promote and expand the export of American TV programs throughout the world. To assist American exporters in reducing barriers to foreign distribution. To compile, analyze and disseminate significant statistical information effecting foreign markets for American television programs.

### UNITED NATIONS—RADIO & VISUAL SERVICES DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.  
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 Dir., Radio & Visual Services Div. . . . . W. Gibson Parker  
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## ORGANIZATIONS

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Ch, Operations.....Michael Hayward

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1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: RRepublic 7-8340  
330 Independence Ave., Washington 25, D. C.  
Phone: RRepublic 7-7500

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Dir., TV Service.....Romney Wheeler

#### New York Office

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Asst. Dir. TV Service.....Howard Maier  
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250 West 57th St., N. Y. C.  
Phone: JU 6-2000  
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#### FUNCTIONS

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Phone: CRestview 4-8601

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#### FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

**FOR N.A.B. LISTINGS**

**SEE PAGE 232**

**FOR F.C.C. LISTINGS**

**SEE PAGE 644**

**FOR STATE BROADCASTERS**

**SEE PAGE 659**



# TRADE PUBLICATIONS

Covering the Field of Radio—Television—FM

Trade — Fan — Technical — General

## ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.  
Editorial Director.....S. R. Bernstein  
Editor.....John Crichton  
Managing Editor.....Jarlath J. Graham

## ADVERTISING NEWS OF NEW YORK (ANNY)

249 E. 18th St., New York 17, N. Y.

Phone: PLaza 2-0340

Publisher.....Ed Cooper  
Editor.....Joe Morris  
Assoc. Editor.....Les Hollingsworth  
Circulation Mgr.....Toby Cooper

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1564 Broadway, New York, N. Y.

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Co-Publisher.....R. S. Littleford, Jr.  
Asst. Publisher.....Sau Chase  
Music Editor.....Paul Ackerman

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Phone: CEntal 6-8761

Manager.....Maynard L. Reuter  
1520 North Gower, Hollywood 28, Calif.

Phone: HOLlywood 9-5831

Manager.....Sam Abbott  
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Phone: Cchestnut 1-0443

Manager.....Frank Joerling

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J. Frank Beatty, Bruce Robertson, Fred  
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topher

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Bureau News Mgr.....Don West  
Sales Manager.....Winfield R. Levi  
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Midwestern News Editor.....John Osborn  
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Hollywood 28, Calif.

Phone: HOLlywood 3-3148

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Executive-in-Chg. ....James Montagnes

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Advertising Manager.....Hal Scott  
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(See listing under VARIETY)

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Publisher.....Robert E. McKenna

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Working Press Association

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Production Mgr.....Edward I. Davis

**MUSICAL COURIER**

119 West 57 St., New York 19, N. Y.  
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Managing Editor.....Russell Kerr

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Exec. In Charge.....George Nichols  
872 National Press Bldg., Washington 1, D. C.  
Washington Editor.....Ed Michelson

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Phone: EX 4-1731

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Editor.....R. T. Fresto  
Bus. Mgr.....Steve Tripodes  
Adv. Mgr.....Howard Simpson  
FM Editor.....Donn Herling

### RADIO ANNUAL & TELEVISION YEAR BOOK

YEARLY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Bill Smith, Managing Editor; Herbert Berg, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

### RADIO-TELEVISION DAILY

DAILY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Bill Smith, Managing Editor; Jerry Gast, Associate Editor; Herbert Berg, Associate Editor; Arthur Simon, Advertising Manager; West Coast, 6125 Hollywood Blvd., Phone Hollywood 9-3951, News Editor, William R. Weaver; N. Y. Representative, Harriet Margulies; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Hal Tate, 192 North Clark St., Phone Randolph 6-7340; Mexico Office: Emil

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### RADIO-ELECTRONICS

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Production Mgr.....Elizabeth Stalcup  
Technical Illustration Dir.,

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Don Harway & Company.....Don Harway  
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Phone: HUbbard 3-5141

See complete listing in Standard Rate & Data Service, Inc. for: Spot Radio Rates & Data, Spot Television Rates & Data, Network Rates & Data, Films for Television.

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422 Madison Ave., New York 17, N. Y.  
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West Coast Office  
R. J. Friedman

5880 Hollywood Blvd., Los Angeles, Calif.  
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Managing Editor.....Harold B. Clemenko  
Assoc. Editor.....David Lachenbruch

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**TV GUIDE**

N. Y. Metropolitan Ed. Office  
625 Madison Ave., New York 22, N. Y.  
Phone: TEMpleton 8-4700  
Advertising Manager..Robert G. Baumler, Jr.  
Regional Editor.....Arthur Sainer  
National Office  
Radnor, Pa.  
Phone: MUrray Hill 8-7400

Editor .....Merrill Panitt  
Publisher.....James T. Quirk  
Managing Editor....Alexander H. Joseph  
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Advertising Director.....Michael J. O'Neill  
Advertising Prom. Mgr.....Jules Hoffman

**U. S. RADIO**

50 W. 57th St., New York 19, N. Y.  
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Managing Editor .....Jonah Gilitz  
Art Editor .....Rollie Devendorf  
Senior Editor.....Carol M. Scinto  
Assistant Editor.....Patty Kirch  
Admin.-Prod. ....Blanche Stein  
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154 West 46th St., New York 36, N. Y.  
Phone: LUxemburg 2-2700

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Editor .....Abel Green  
Advertising Manager.....J. J. Colby

**Branch Offices**

6404 Sunset Blvd., Hollywood 28, Calif.  
Editor (Daily Variety).....Tom Pryor  
612 N. Michigan Ave., Chicago 11, Ill.  
Manager .....Les Brown

1202 National Press Bldg.,  
Washington 4, D. C.

Bureau Head.....Les Carpenter  
8 St. Martin's Pl., Trafalgar Square, W-C-2,  
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Bureau Head.....Harold Myers

TELEVISION DAILY

presents

# 1959 COMMERCIAL AM & TV PROGRAMS

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ALPHABETICALLY LISTED BY  
TITLE — SHOWING SPONSOR —  
PRODUCT — NETWORK — AND  
ADVERTISING AGENCY

1960

# COMMERCIAL AM PROGRAMS OF 1959

(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, 1959. 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 —

### **A Salute to Johnny Program (NBC)**

**Advertiser and Product:**  
Philip Morris Co. (Smoking tobacco products)  
Ad Agency—Leo Burnett

### **Academy Awards—1959 (NBC)**

**Advertiser and Product:**  
Academy of Motion Picture Arts & Sciences

### **All Star Football Game (ABC)**

**Advertiser and Product:**  
Carling Brewing Co. (Carling's "Black Label"  
Beer)  
Ad Agency—Lang, Fisher & Stashower

### **All-Daytime Programs (NBC)**

**Advertiser and Product:**  
American Dairy Assn. (Butter)  
Ad Agency—Campbell-Mithun  
Bristol-Myers Co. (Trushay)  
Ad Agency—BBD & O  
Carter Products (Colonaid)  
Ad Agency—Kastor, Farrell, Chesley & Clifford  
Ex-Lax Co. (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Foods Corp. (Jell-O) (Swansdown)  
Ad Agency—Young & Rubicam  
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
Ad Agency—Arthur Meyerhoff Co.  
Lehn & Fink (Lysol)  
Ad Agency—McCann-Erickson  
Lever Bros. (Good Luck Margarine)  
Ad Agency—Ogilvy, Benson & Mather  
Lever Bros. (Pepsodent)  
Ad Agency—Foote, Cone & Belding  
Lever Bros. (Surf)  
Ad Agency—BBD & O

Pan American Coffee Bureau (Iced Coffee)  
Ad Agency—BBD & O  
Plough, Inc. (St. Joseph Aspirin)  
Ad Agency—Lake-Spiro-Shurman  
Quaker Oat Co. (Cereals)  
Ad Agency—Baker, Tilden, Bolgard & Larger  
Parker Games (games)  
Ad Agency—Badger, Browning, Parcher  
Shulton Co. (Insecticides)  
Ad Agency—Wesley Associates  
Society of Plastics (Safe use of plastic bags)  
Ad Agency—BBD & O  
United Fruit Co. (Bananas)  
Ad Agency—BBD & O

### **All Star Football Game (ABC)**

**Advertiser and Product:**  
Western Air Lines  
Ad Agency—BBD & O

### **All Star Game (NBC)**

**Advertiser and Product:**  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

### **Amos 'n' Andy (CBS)**

**Advertiser and Product:**  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS Electronics—Div. of Columbia Broadcasting  
System  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Fram Corp.  
Ad Agency—Marschalk & Pratt (Div. of McCann-  
Erickson)

## COMMERCIAL AM PROGRAMS

Grove Laboratories (Div. of Bristol-Myers Co.)

Ad Agency—Cohen, Dowd & Aleshire  
Gardner Advertising

Hudson Vitamin Products

Ad Agency—Face

Kellogg Co.

Ad Agency—Leo Burnett

Mail Pouch Tobacco Co.

Ad Agency—Charles W. Hoyt

McCall Corp.

Ad Agency—Donahue & Coe

Mutual Benefit Health & Accident Assn.

Ad Agency—Bozell & Jacobs

Savings & Loan Foundation, Inc.

Ad Agency—McCann-Erickson

Shulton Inc.

Ad Agency—Wesley Associates

The Watchmakers of Switzerland

Ad Agency—Cunningham & Walsh

Whitehall Laboratories

Ad Agency—Tatham Laird

Yardley of London, Inc.

Ad Agency—N. W. Ayer & Son

### Answer Please (CBS)

Advertiser and Product:

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son

Fram Corp.

Ad Agency—Marschalk & Pratt

(Div. of McCann-Erickson Inc.)

Grove Laboratories (Div. of Bristol-Myers Co.)

Ad Agency—Cohen, Dowd & Aleshire

Gardner Advertising

McCall Corp.

Ad Agency—Donahue & Coe

R. J. Reynolds Tobacco Co.

Ad Agency—William Esty Co.

Savings & Loan Foundation, Inc.

Ad Agency—McCann-Erickson

Shulton, Inc.

Ad Agency—The Wesley Associates

### Army-Navy (NBC)

Advertiser and Product:

Dupont (Men's clothing)

Ad Agency—BBD & O

### Army-Navy Game (1/4) (NBC)

Advertiser and Product:

Singer Mfg. Co. (Military Product)

Ad Agency—O. S. Tysen

Sylvania Co. (Sylvania Products)

Ad Agency—Kudner Adv.

### Avalon, Frankie (ABC)

Advertiser and Product:

Pfizer Laboratories (Acnecare Kool-Gold)

— B —

### Back to God Hour (ABC, NBC)

Advertiser and Product:

The Christian Reformed Church (Religion)

Ad Agency—Stoetzel Associates

### Backgrounding the News (CBS)

Advertiser and Product:

Longines-Wittnauer Watch Co. Inc.

Ad Agency—Victor A. Bennett Co.

### Bandstand (NBC)

Advertiser and Product:

Alden Rug Mills (Rugs)

Ad Agency—Richard & Raymond

Hearst Magazine Div. (Good Housekeeping)

Ad Agency—Grey

C. H. Musselman Co. (Applesauce)

Ad Agency—Arndt, Preston, Chapin, Lamb & Keene

Pepsi-Cola Co. (Pepsi-Cola)

Ad Agency—Kenyon & Eckhardt

Procter & Gamble (Royal Drene Shampoo)

Ad Agency—Compton

Q-Tips Inc. (Q-tips)

Ad Agency—L. C. Gumbinner

Renuzit Home Products (Renuzit)

Ad Agency—Arndt, Preston, Chapin, Lamb & Keene

Scholl Mfg. Co. (Zino pads)

Ad Agency—Donahue & Coe

### Better Homes For Better America (NBC)

Advertiser and Product:

Aluminum Co. of America (Aluminum products)

Ad Agency—Fuller, Smith & Ross

### Bible Study Hour (NBC)

Advertiser and Product:

Evangelical Foundation (Religion)

Ad Agency—Paul Locke

### Bob & Ray (CBS)

Advertiser and Product:

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son

CBS Electronics—Div. of Columbia Broadcasting System

Grove Laboratories—Div. of Bristol-Myers Co.

Ad Agency—Cohen, Dowd & Aleshire

The Watchmakers of Switzerland

Ad Agency—Cunningham & Walsh

Yardley of London, Inc.

Ad Agency—N. W. Ayer & Son

**Breakfast Club  
(ABC)**

**Advertiser and Product:**

American Home Foods Division;  
 American Home Products Corp. (Chef-Boy-Ar-Dee)  
 Ad Agency—Young & Rubicam  
 Ben Mont Paper Inc. (Metalized Saran Christmas Tree & Icicles)  
 Ad Agency—Woodard, Voss & Henenor  
 Bruce, L. E., & Co. (Bruce Cleaning Wax, Floor Cleaner & Self Polishing Wax)  
 Ad Agency—Christiansen Adv.  
 Campana Sales Co. (Ayds, Italian Balm, Lotion Spray)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Chicopee Mills, Inc. (Miracloth & Dottie Dustcloth)  
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
 Clairol, Inc.  
 Ad Agency—Foote, Cone & Belding  
 Curtis Publishing Co. ("The American Home")  
 Ad Agency—BBD & O  
 Dow Chemical Co. (Saran Wrap)  
 Ad Agency—MacManus, John & Adams, Inc.  
 Ex-Lax Inc. (Ex-Lax)  
 Ad Agency—Warwick & Legler  
 Food Specialties (Appian Way Pizza Pie Mix)  
 Ad Agency—Charles F. Hutchinson  
 General Foods (Kool Aid)  
 Ad Agency—Foote, Cone & Belding  
 Grosset & Dunlap Inc. (Books)  
 Ad Agency—Friend-Reiss  
 Hudson Vitamins (Vitamin Catalog)  
 Ad Agency—Pace  
 The Kretschmer Corp. (Kretschmer Wheat Germ)  
 Ad Agency—George H. Hartman  
 The KVP Company (Freezer Wrapping & Shelving Paper)  
 Ad Agency—Grant  
 Landers, Fray & Clark (Universal Coffeematic)  
 Ad Agency—Goold & Tierney  
 Levolor Lorentzen, Inc. (Levolor Venetian Blinds)  
 Ad Agency—Friend-Reiss  
 Magla Products (Silocone Ironing Board Covers)  
 Ad Agency—Edward Lieb  
 The Mentholatum Co. (Deep Heat Rub Medicated Stick)  
 Ad Agency—J. Walter Thompson  
 C. H. Musselman Co. (Tomato juice, Apple juice)  
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
 Parker Pen Co. (Parker pens)  
 Ad Agency—Tatham-Laird  
 Peter Paul Inc. (Candy)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Plantables Corp. (Plant Food Tablets)  
 Ad Agency—W. B. Doner & Co.

Renuzit Home Products Co. (Deodorizer Fabric Cleaner)  
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
 Rock of Ages Corp.  
 Ad Agency—Harold Cabot & Co.  
 The Scholl Mfg. Co. (Zino pads & other products)  
 Ad Agency—Donahue & Coe  
 Russel Spruance Co. (Spruance Bread Mix)  
 Ad Agency—Cheiv, Harvey & Thomas  
 A. E. Staley Mfg. Co.  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Standard Brands (Chase & Sanborn Instant Coffee)  
 Ad Agency—Compton  
 Eugene Stevens, Inc. (Fred Streeter's Plant Growth Tablets)  
 Ad Agency—Curtis  
 Swanson Cookie Co. (Archway Cookies)  
 Ad Agency—Grant  
 Syntex Chemical Co. (Actva-Iny)  
 Ad Agency—Anderson & Cairns  
 Union Carbide Corp. (6-12 Insect Repellant)  
 Ad Agency—J. M. Mathes, Inc.  
 U. S. Pharmacal Co. (Baby Sweet & Soothene)  
 Ad Agency—Gresh & Kramer  
 Van Nuys Savings & Loan Assn. (4% Interest Saving)  
 Ad Agency—J. V. Raymond  
 Watchmakers of Switzerland (Swiss watches)  
 Ad Agency—Cunningham & Walsh

**Burns & Allen  
(CBS)**

**Advertiser and Product:**

Kellogg Co.  
 Ad Agency—Leo Burnett  
 Whitehall Laboratories  
 Ad Agency—Tatham-Laird

**Business Final  
(ABC)**

**Advertiser and Product:**

Belton Hearing Aid Co. (Hearing Aids)  
 Ad Agency—Olian & Bronner

**Business News  
(CBS)**

**Advertiser and Product:**

General Foods Corp.  
 Ad Agency—Young & Rubicam  
 General Motors Corp.  
 Ad Agency—D. P. Brothers  
 Lewis-Howe Co.  
 Ad Agency—McCann-Erickson  
 Longines-Wittnauer Watch Co.  
 Ad Agency—Victor A. Bennett  
 Popular Science Publishing Co.  
 Ad Agency—Schwab, Beatty & Porter



## COMMERCIAL AM PROGRAMS

### **Buttram, Pat, Show (CBS)**

Advertiser and Product:  
Wm. Wrigley Jr. Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

— C —

### **Changing Times (ABC)**

Advertiser and Product:  
Kiplinger Washington Editors, Inc.  
Ad Agency—Albert Frank-Gunther Law

### **Couple Next Door (CBS)**

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Adv.  
The Hearst Corp. (Magazine Div.)  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Syntex Chemical Co. Inc.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### **Crosby, Bing, Golf Tournament (ABC)**

Advertiser and Product:  
General Motors (Oldsmobile)

— D —

### **Daly, John, News (ABC)**

Advertiser and Product:  
Cadillac Motor Car Division  
Ad Agency—MacManus, John & Adams  
Chevrolet Motor Division of General Motors  
(Chevrolet)  
Ad Agency—Campbell-Ewald

### **Decorating (NBC)**

Advertiser and Product:  
Princeton Knitting Mills (Pouff rugs)  
Ad Agency—Erich Neuwirth & Sobo

### **Dr. Pierce (ABC)**

Advertiser and Product:  
World Vision, Inc. (Institutional)  
Ad Agency—Walter F. Bennet

### **Drake, Galen (CBS)**

Advertiser and Product:  
Clairol, Inc.  
Ad Agency—Foote, Cone & Belding  
Comstock Foods, Inc.  
Ad Agency—Gordon Best & Co.  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James Co.  
Grove Laboratories, Div. of Bristol-Myers Co.  
Ad Agency—Gardner  
The Hearst Corp. (Magazine Div.)  
Ad Agency—Ellington & Co.  
Hudson Vitamin Products Inc.  
Ad Agency—Pace  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
Puritan Research Corp.  
Ad Agency—Curtis  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson Co  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
United Fruit Co.  
Ad Agency—BBD & O

**Dreier, Alex  
(NBC)**

Advertiser and Product:  
Marion-Kay Products (Vanilla extract, black pepper)  
Ad Agency—Biddle Agency

**Durocher, Leo  
(15 min. Pre-series)  
(NBC)**

Advertiser and Product:  
International Harvester Co. (Trucks)  
Ad Agency—Young & Rubicam

— E —

**East-West Football Game  
(NBC)**

Advertiser and Product:  
Savings & Loan Assn. (Savings & loans)  
Ad Agency—McCann-Erickson

**Eleventh Hour Call  
(ABC)**

Advertiser and Product:  
General Assn. of Davidian 7th Day Adventists (Institutional)

**Emphasis  
(NBC)**

Advertiser and Product:  
Frito Company (Fritos)  
Ad Agency—Dancer-Fitzgerald-Sample  
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
Ad Agency—Arthur Meyerhoff Co.  
Popular Science Monthly (Popular Science Magazine)  
Ad Agency—Schwab, Beatty & Porter

— F —

**15 Minute Program  
(NBC)**

Advertiser and Product:  
General Motors (Fisher Body Awards)  
Ad Agency—Kudner

**Foley, Red, Show  
(NBC)**

Advertiser and Product:  
Hess & Clark (Warfarat)  
Ad Agency—Klau-Van-Pieteron

**Frank and Ernest  
(ABC)**

Advertiser and Product:  
Dawn Bible Students Assn. (Institutional)  
Ad Agency—W. L. Gleeson & Co.

**Funny Side Up  
(CBS)**

Advertiser and Product:  
Campbell Soup Co.  
Ad Agency—BBD & O  
CBS-Electronics Div.  
Curtis Circulation Co.  
Ad Agency—BBD & O  
The Scholl Mfg. Co.  
Ad Agency—Donahue & Coe

— G —

**Gillette Fights  
(NBC)**

Advertiser and Product:  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

**Godfrey, Arthur, Time  
(CBS)**

Advertiser and Product:  
Aluminum Co. of America  
Ad Agency—Ketchum, MacLeod & Grove  
Ben Mont Papers Inc.  
Ad Agency—Woodard, Vass & Hevenor  
The Borden Co.  
Ad Agency—Young & Rubicam  
Bristol-Myers Co.  
Ad Agency—Young & Rubicam  
Campana Sales Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Clairol Inc.  
Ad Agency—Foote, Cone & Belding  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Helene Curtis Industries  
Ad Agency—Gordon Best  
Campbell-Mithun  
Dumas Milner Corp.  
Ad Agency—Gordon Best  
Food Specialties Inc.  
Ad Agency—Charles F. Hutchinson  
General Electric Co.  
Ad Agency—BBD & O  
Hartz Mountain Products Corp.  
Ad Agency—George A. Hartman  
Kellogg Co.  
Ad Agency—Leo Burnett  
Kitchens of Sara Lee  
Ad Agency—Cunningham & Walsh  
Knouse Foods, Inc.  
Ad Agency—N. W. Ayer & Son  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis  
Puritron Corp.  
Ad Agency—Maxwell Sackheim

## COMMERCIAL AM PROGRAMS

Reddi-Wip Inc.  
Ad Agency—D'Arcy  
The Sandura Company  
Ad Agency—Hicks & Greist  
Sealy Inc.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Standard Brands, Inc.  
Ad Agency—Compton  
Standard Packaging Corp.  
Ad Agency—Smith, Hagel, Knudsen  
Sweets Company of America Inc.  
Ad Agency—Henry Eisen  
Sylvania Electric Products Inc.  
Ad Agency—Kudner  
William Underwood Co.  
Ad Agency—Kenyon & Eckhardt  
United States Plywood Corp.  
Ad Agency—Kenyon & Eckhardt

### **Gorme, Edie (ABC)**

Advertiser and Product:  
Dr. Pepper Co. (Dr. Pepper-Soft Drink)  
Ad Agency—Grant  
General Motors Corp. (Guardian Maintenance  
Service Centers)  
Ad Agency—D. P. Brother

### **Graham, Billy (NBC)**

Advertiser and Product:  
Billy Graham Evangelistic (Religion)  
Ad Agency—Walter F. Bennett

### **Grand Ole Opry (NBC)**

Advertiser and Product:  
R. J. Reynolds Tobacco Co. (Prince Albert  
Tobacco)  
Ad Agency—William Esty

### **Great Moments In Music (NBC)**

Advertiser and Product:  
Whitehouse Co. (Recordings)  
Ad Agency—Kushins, Anderson, Takara

### **Griffith, Andy (CBS)**

Advertiser and Product:  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty

### **Groucho (NBC)**

Advertiser and Product:  
American Telephone & Telegraph (Telephone  
service)  
Ad Agency—N. W. Ayer & Son

Grove Labs (Bromo-Quinine)  
Ad Agency—Gardner  
Hudson Vitamin Co. (Hudson vitamins)  
Ad Agency—Packer  
Mail Pouch Tobacco Co. (Tobacco)  
Ad Agency—Chas. W. Hoyt Co.

### **Gunsmoke (CBS)**

Advertiser and Product:  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Fram Corp.  
Ad Agency—Marschaik & Pratt  
(Div. of McCann-Erickson)  
General Motors Corp. (Service Div.)  
Ad Agency—D. P. Brother & Co.  
Grove Laboratories—Div. of Bristol-Myer Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Kellogg & Co.  
Ad Agency—Leo Burnett  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co. Inc.  
Ad Agency—Victor A. Bennett  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
Popular Science Publishing Co.  
Ad Agency—Schwab, Beatty & Porter  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Sta-Nu Corp.  
Ad Agency—Reach, McClinton, Pershall  
Turtle Wax-Plastone Co.  
Ad Agency—Bozell & Jacobs  
The Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### **— H —**

### **Harvey, Paul, News (ABC)**

Advertiser and Product:  
Bankers Life & Casualty Co. (White Cross  
Hospital Plan)  
Ad Agency—Phillips & Cherbo

**Have Gun, Will Travel  
(CBS)**

**Advertiser and Product:**

American Motors  
 Ad Agency—Geyer, Morey, Madden & Ballard  
 American Telephone & Telegraph Co.  
 Ad Agency—N. W. Ayer & Son  
 CBS-Electronics Div.  
 Cowles Magazines Inc.  
 Ad Agency—McCann-Erickson  
 Ex Lax, Inc.  
 Ad Agency—Warwick & Legler  
 Fram Corp.  
 Ad Agency—Marschalk & Fratt—Div. of McCann-Erickson  
 General Motors Corp.—Service Div.  
 Ad Agency—D. P. Brother  
 Grove Laboratories—Div. Bristol-Myers Co.  
 Ad Agency—Cohen, Dowd & Aleshire  
 Hastings Mfg. Co.  
 Ad Agency—Keeling & Co.  
 Lehn & Fink Products Corp.  
 Ad Agency—McCann-Erickson  
 Longines-Wittnauer Watch Co.  
 Ad Agency—Victor A. Bennett  
 Mail Pouch Tobacco Co.  
 Ad Agency—Charles W. Hoyt  
 McCall Corp.  
 Ad Agency—Donahue & Coe  
 Mutual Benefit Health & Accident Assn.  
 Ad Agency—Bozell & Jacobs  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon & Eckhardt  
 Popular Science Publishing Co.  
 Ad Agency—Schwab, Beatty & Porter  
 R. J. Reynolds Tobacco Co.  
 Ad Agency—William Esty Co.  
 Savings & Loan Foundation Inc.  
 Ad Agency—McCann-Erickson  
 Shulton, Inc.  
 Ad Agency—Wesley Associates  
 The Watchmakers of Switzerland  
 Ad Agency—Cunningham & Walsh  
 Whitehall Laboratories  
 Ad Agency—Tatham-Laird  
 Yardley of London, Inc.  
 Ad Agency—N. W. Ayer & Son

**Hayes, Peter Lind  
(ABC)**

**Advertiser and Product:**

A. E. Staley Mfg. Co.  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Herald Of Truth  
(ABC)**

**Advertiser and Product:**

Highland Church of Christ (Institutional)  
 Ad Agency—Fidelity Adv.

**Hour Of Decision  
(ABC)**

**Advertiser and Product:**

Billy Graham Evangelistic Assn., Inc.  
 (Institutional)  
 Ad Agency—Walter F. Bennett

**House Party  
(CBS)**

**Advertiser and Product:**

Beltone Hearing Aid Co.  
 Ad Agency—Olian & Bronner  
 Ben Mont Papers, Inc.  
 Ad Agency—Woodard, Voss & Hevenor  
 Bristol-Myers Co.  
 Ad Agency—Doherty, Clifford, Steers & Shenfield  
 Burgess Vibrocrafters, Inc.  
 Ad Agency—Olian & Bronner  
 Campbell Soup Co.  
 Ad Agency—BBD & O  
 CBS-Electronics Div.  
 Curtis Circulation Co.  
 Ad Agency—BBD & O  
 Firestone Tire & Rubber Co.  
 Ad Agency—Sweeney & James  
 The Hearst Corp.—Magazine Div.  
 Ad Agency—Grey  
 Hudson Vitamin Products  
 Ad Agency—Pace  
 Kellogg Co.  
 Ad Agency—Leo Burnett  
 Lehn & Fink Products Corp.  
 Ad Agency—McCann-Erickson  
 Lever Brothers Co.  
 Ad Agency—Ogilvy, Benson & Mather  
 The Mentholatum Co.  
 Ad Agency—J. Walter Thompson  
 The C. H. Musselman Co.  
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
 Niagara Therapy Mfg. Corp.  
 Ad Agency—George L. Mallis  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon & Eckhardt  
 Peter Paul, Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Q-Tips, Inc.  
 Ad Agency—L. C. Gumbinner Adv.  
 Renuzit Home Products Co.  
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
 Savings & Loan Foundation Inc.  
 Ad Agency—McCann-Erickson  
 Scott Paper Co.  
 Ad Agency—J. Walter Thompson  
 Shulton, Inc.  
 Ad Agency—The Wesley Associates  
 United Fruit Co.  
 Ad Agency—BBD & O

## COMMERCIAL AM PROGRAMS

Vitamin Specialties Corp.  
Ad Agency—Henry S. Goodsett  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

— I —

### It's Network Time (NBC)

Advertiser and Product:  
Scholl Mfg. Co. (Zino pads)  
Ad Agency—Donahue & Coe

— L —

### Life & World Daytime Programs (NBC)

Advertiser and Product:  
Vick Chemical Co. (Cold remedies)  
Ad Agency—Morse International

### Lutheran Hour, The (NBC)

Advertiser and Product:  
Lutheran Layman's League (Religion)  
Ad Agency—Gotham-Vladimir

— M —

### Ma Perkins (CBS)

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Adv.—BBD & O  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
Dr. Peter Fahrney & Sons  
Ad Agency—Bozell & Jacobs  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
Foster-Milburn Co.  
Ad Agency—Street & Finney  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories, Div. of Bristol-Myers  
Ad Agency—Cohen, Dowd & Aleshire  
Doherty, Clifford, Steers & Shenfield

The Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.—Grey Adv.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Niagara Therapy Mfg. Co.  
Ad Agency—George L. Mallis  
Renuzit Home Products Co.  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen

Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Sterling Drug Inc.—Glenbrook Lab. Div.  
Ad Agency—Brown & Butcher  
Syntex Chemical Co. Inc.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### Metropolitan Opera (CBS)

Advertiser and Product:  
Texaco Inc.  
Ad Agency—Cunningham & Walsh

### Miller, Mitch (CBS)

Advertiser and Product:  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Fram Corp.  
Ad Agency—Marschalk & Pratt—Div. of McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brother  
Grove Laboratories Div.—Bristol-Myers  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett

Lewis-Howe Co.  
 Ad Agency—McCann-Erickson  
 Mail Pouch Tobacco Co.  
 Ad Agency—Charles W. Hoyt Co.  
 McCall Corp.  
 Ad Agency—Donahue & Coe  
 Mutual Benefit Health & Accident Assn.  
 Ad Agency—Bozell & Jacobs  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon & Eckhardt  
 R. J. Reynolds Tobacco Co.  
 Ad Agency—William Esty  
 Savings & Loan Foundation Inc.  
 Ad Agency—McCann-Erickson  
 Shulton, Inc.  
 Ad Agency—The Wesley Associates  
 Whitehall Laboratories  
 Ad Agency—Tatham-Laird  
 Yardley of London, Inc.  
 Ad Agency—N. W. Ayer & Son

**Monitor  
(NBC)**

**Advertiser and Product:**

Alden Rug Mills (Rugs)  
 Ad Agency—Richard & Raymond  
 Aluminum Co. of America (Aluminum boats, etc.)  
 Ad Agency—Fuller, Smith, Ross  
 American Telephone & Telegraph (Telephone Service)  
 Ad Agency—N. W. Ayer & Son  
 Anderson Co. (Windshield wipers)  
 Ad Agency—Reincke, Meyer & Finn  
 Armour & Co. (Dash Dog Food)  
 Ad Agency—Foote, Cone & Belding  
 Book Enterprises, Inc. (Maps)  
 Ad Agency—Schwab, Beatty & Porter  
 Harry Campbell (Sakrete)  
 Ad Agency—Van Sant, Dugdale  
 Chrysler Corp. (Simca Cars)  
 Ad Agency Richard N. Meltzer  
 Dupont (Men's Clothing)  
 Ad Agency—BBD & O  
 Evinrude Motors (Outboard motors)  
 Ad Agency—Cramer-Kasselt  
 Excello Corp. (Pure-Pak containers)  
 Ad Agency—Fred M. Randall  
 Florists Telegraph Delivery (Flowers by wire)  
 Ad Agency—Grant  
 Food Specialties Inc. (Appian Way pizza pie)  
 Ad Agency—Chas. F. Hutchins  
 Ford Motor Co. (Institutional)  
 Ad Agency—Kenyon & Eckhardt  
 Ford Motor Co. (Trucks, cars & parts)  
 Ad Agency—J. Walter Thompson  
 Formica (Wall tile)  
 Ad Agency—Perry-Brown  
 Gabriel Co. (Shock absorbers)  
 Ad Agency—Gray & Rogers

General Foods Corp. (Swansdown)  
 Ad Agency—Young & Rubicam  
 General Insurance Co. (Insurance)  
 Ad Agency—Cole & Weber  
 General Mills (Cheerios)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Motors (GMC trucks)  
 Ad Agency—McCann-Erickson  
 General Motors (Oldsmobile) (Service)  
 Ad Agency—D. P. Brothier  
 GHP Cigar Co. (El Productor cigars)  
 Ad Agency—Compton  
 I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
 Ad Agency—Arthur Meyerhoff  
 Greyhound Corp. (Bus travel)  
 Ad Agency—Grey  
 Grove Labs (Fitch)  
 Ad Agency—Cohen Dowd, & Aleshire  
 Grove Labs (No Doz) (Bromo-Quinine)  
 Ad Agency—Gardner  
 Gulf Guaranty Land & Title Co. (Cape Coral)  
 Ad Agency—Paul Venze Assoc.  
 Hollingshead Corp. (Car waxite)  
 Ad Agency—Gray & Rogers  
 Kiplinger "Changing Times"  
 Ad Agency—Albert Frank-Guenther Law  
 Lever Bros. (Pepsodent)  
 Ad Agency—Foote, Cone & Belding  
 Lewis-Howe (Tums)  
 Ad Agency—McCann-Erickson  
 Liggett & Myers (L & M cigarettes)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Longines-Wittnauer Watch Co. (Watches)  
 Ad Agency—Victor A. Bennett  
 Mack Trucks (Trucks)  
 Ad Agency—Doyle, Kitcher, McCormick  
 Mail Pouch Tobacco Co. (Tobacco)  
 Ad Agency—Chas. W. Hoyt  
 B. Manischewitz Co. (Food products)  
 Ad Agency—Al Paul Lefton  
 Marion-Kay Products (Vanilla extract, black pepper)  
 Ad Agency—Biddle  
 Mogen David Wine Co. (Wine)  
 Ad Agency—Edward H. Weiss  
 Monroe Auto Equipment Co. (Shock absorbers)  
 Ad Agency—Aitkin-Kynett  
 No. American Van Lines (Long distance moving)  
 Ad Agency—Applegate  
 Pan American Coffee Bureau (Iced Coffee)  
 Ad Agency—BBD & O  
 Parker Games (Games)  
 Ad Agency—Badger, Browning & Parcher  
 Pepsi-Cola Co. (Pepsi-Cola)  
 Ad Agency—Kenyon & Eckhardt  
 Pharmacraft Co. (Coldene)  
 Ad Agency—J. Walter Thompson  
 Philip Morris Co. (Smoking tobacco products)  
 Ad Agency—Leo Burnett

## COMMERCIAL AM PROGRAMS

Popular Science Monthly (Magazine)

Ad Agency—Schwab, Beatty & Porter

Purolator Products (Oil filters)

Ad Agency—J. Walter Thompson

Quaker Oat Co. (Cereals)

Ad Agency—Baker, Tilden, Bolgard & Larger

Radio Corporation of America (Appliances, TV, Radios)

Ad Agency—Kenyon & Eckhardt

Radio Corporation of America (Institutional)

Ad Agency—Kenyon & Eckhardt

Raybestos Div. (Brake linings)

Ad Agency—Gray & Rogers

Raytheon (Raytheon dealers)

Ad Agency—Fuller, Smith, Ross

R. J. Reynolds Tobacco Co. (Camels, Winston)

Ad Agency—William Esty

Savings & Loan Assn. (Savings & Loans)

Ad Agency—McCann-Erickson

Simoniz Co. (Simoniz)

Ad Agency—Young & Rubicam

Socony Mobil Co. (Gasoline)

Ad Agency—Compton

A. Stein Co. (Perma-lift bras)

Ad Agency—Cruttenden

Sterling Drug Co. (Bayer Aspirin)

Ad Agency—Dancer-Fitzgerald-Sample

Sylvania Co. (Sylvania products)

Ad Agency—Kudner

Time Inc. (Life, Sports Illustrated & Time Magazine)

Ad Agency—Young & Rubicam

Tipon (Tipon)

Ad Agency—Rothstein, Simmons, Pascoe

Tyrex Inc. (Tyrex Viscose Tire Cord)

Ad Agency—McCann-Erickson

Twentieth Century Fox (Film)

Ad Agency—Chas. Schlaifer Co.

Union Carbide & Carbon Co. (6-12 Insect Repellent)

Ad Agency—J. M. Mathes

United Insurance Co. of No. America (Insurance)

Ad Agency—Joy Inc.

U. S. Royal Tire Div. (U. S. Royal Tire)

Ad Agency—Fletcher D. Richards

Universal International Pictures (Film "Spartacus")

Ad Agency—Chas. Schlaifer Co.

Vick Chemical Co. (Cold remedies)

Ad Agency—Morse International

Walker Mfg. Co. (Auto muffler silencers)

Ad Agency—Artken-Kynett

Watch Makers of Switzerland (Swiss watches)

Ad Agency—Cunningham & Walsh

### Moore, Garry (CBS)

Advertiser and Product:

Amana Refrigeration Inc.

Ad Agency—Maury, Lee & Marshall

Niagara Therapy Mfg. Corp.

Ad Agency—George L. Mallis Inc.

### Morgan, Edward P. (ABC)

Advertiser and Product:

AFL-CIO

Ad Agency—Furman, Feiner & Co.

### Murrow, Edward R. (CBS)

Advertiser and Product:

Longines-Wittnauer Watch Co.

Ad Agency—Victor A. Bennett

Savings & Loan Foundation Inc.

Ad Agency—McCann-Erickson

### My True Story (NBC)

Advertiser and Product:

Foster-Milburn (Doan's Pills)

Ad Agency—Street & Finney

Hudson Vitamin Co. (Hudson vitamins)

Ad Agency—Packer

## — N —

### National Farm & Home Hour (NBC)

Advertiser and Product:

Allis Chalmers (Farm equipment)

Ad Agency—Bert S. Giltens

### National League Baseball Playoffs (ABC)

Advertiser and Product:

Schick Inc. (Electric Razor & Top Brass)

Ad Agency—Benton & Bowles

### NBA Basketball (NBC)

Advertiser and Product:

Gillette Safety Razor Corp. (Razors)

Ad Agency—Maxon

### News—Ned Calmer (CBS)

Advertiser and Product:

Bristol-Myers Co.

Ad Agency—Doherty, Clifford, Steers & Shenfield

R. J. Reynolds Tobacco Co.

Ad Agency—William Esty Co.

Stewart-Warner Corp.; Alemite Div.

Ad Agency—MacFarland, Aveyard & Co.

### News—Allan Jackson (CBS)

Advertiser and Product:

General Motors Corp.—Chevrolet Div.

Ad Agency—Campbell-Ewald

**News—Robert Trout  
(CBS)**

**Advertiser and Product:**

General Motors Corp.—Chevrolet Div.  
Ad Agency—Campbell-Ewald

**News: 10:00-10:05 A.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Scholl Mfg. Co.  
Ad Agency—Donahue & Coe  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News: 11:00-11:05 A.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue & Coe

Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News: 2:00-2:05 P.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News: 3:00-3:05 P.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs



## COMMERCIAL AM PROGRAMS

Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

### **News Analysis, Monday-Friday (CBS)**

**Advertiser and Product:**  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS—Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wiltner Watch Co.  
Ad Agency—Victor A. Bennett  
McCall Corp.  
Ad Agency—Donahue & Coe  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard

### **News Analysis, Saturday (CBS)**

**Advertiser and Product:**  
General Motors Corp.—United Motors Service  
Div.—Delco  
Ad Agency—Campbell-Ewald  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

### **News Analysis, Sunday (CBS)**

**Advertiser and Product:**  
General Motors Corp.—United Motors Service  
Div.—Delco  
Ad Agency—Campbell-Ewald  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

### **News Around The World (ABC)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Colgate Dental Cream)  
Ad Agency—Street & Finney  
Foster-Milburn (Doan's Pills)  
Ad Agency—Street & Finney  
Hudson Vitamins (Vitamin catalog)  
Ad Agency—Pace  
Pharmaco Inc. (Chooz)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds (Winston, Camels)  
Ad Agency—William Esty

### **News Of The World (NBC)**

**Advertiser and Product:**  
American Motors (Rambler cars)  
Ad Agency—Geyer, Morey, Madden & Ballard  
A-P Parts (Auto mufflers)  
Ad Agency—Gray & Rogers  
Bellone Hearing Aid Co. (Hearing aids)  
Ad Agency—Olian & Bronner  
Chapstick Co. (Chapstick)  
Ad Agency—L. C. Gumbinner  
Ex-Lax Co. (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Motors (GMC trucks)  
Ad Agency—McCann-Erickson  
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
Ad Agency—Arthur Meyerhoff  
Grove Labs (Bromo-Quinine)  
Ad Agency—Gardner  
Mogen David Wine Co. (Wine)  
Ad Agency—Edward H. Weiss  
Pharmacraft Co. (Coldene)  
Ad Agency—J. Walter Thompson  
Plastone Co. (Turtle Wax)  
Ad Agency—Bozell & Jacobs  
Popular Science Monthly (Magazine)  
Ad Agency—Schwab, Beatty & Porter  
Quaker Oat Co. (Cereals)  
Ad Agency—Baker, Tilden, Bolgard & Larger  
Q-Tips Inc. (Q-tips)  
Ad Agency—L. C. Gumbinner  
R. J. Reynolds Tobacco Co. (Camels, Winston)  
Ad Agency—William Esty  
Socony Mobil Co. (Gasoline)  
Ad Agency—Compton

### **News On The Hour (NBC)**

**Advertiser and Product:**  
American Motors (Rambler cars)  
Ad Agency—Geyer, Morey, Madden & Ballard  
B. T. Babbitt Co. (Savay Car Shampoo & Cameo  
copper cleaner)  
Ad Agency—Brown & Butcher  
Brown Williamson Tobacco Co. (Viceroy & Kools)  
Ad Agency—Ted Bates  
California Packing Co. (Delmonte juices)  
Ad Agency—McCann-Erickson  
Church & Dwight (Arm & Hammer)  
Ad Agency—J. Walter Thompson  
Electric Autolite Co. (Electrical equip for cars)  
Ad Agency—Grant  
Florists Telegraph Delivery (Flowers by wire)  
Ad Agency—Grant  
Lewis-Howe (Tums)  
Ad Agency—McCann-Erickson  
Midas Inc. (Mufflers)  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co. (Pepsi-Cola)  
Ad Agency—Kenyon & Eckhardt

Readers Digest Assn. (Book club)  
Ad Agency—J. Walter Thompson  
Renault Inc.  
Ad Agency—Kudner  
Scott Paper Co. (Cut-rite Wax Paper)  
Ad Agency—J. Walter Thompson  
Sylvania Co. (Sylvania products)  
Ad Agency—Kudner  
Time Inc. (Life Magazine & Sports Illustrated)  
Ad Agency—Young & Rubicam  
Tyrex Inc. (Tyrex Viscoxe Tire Cord)  
Ad Agency—McCann-Erickson  
Vick Chemical Co. (Cold remedies)  
Ad Agency—Morse International  
Warner-Lambert—Anahist Div. (Anahist)  
Ad Agency—Ted Bates  
Yardley of London (Men's toiletries)  
Ad Agency—N. W. Ayer

**Nightline  
(NBC)**

**Advertiser and Product:**  
Curtis Circulation Co. (Saturday Evening Post)  
Ad Agency—BBD & O  
Ex-Lax Co. (Ex-Lax)  
Ad Agency—Warwick & Legler  
Mail Pouch Tobacco Co. (Tobacco)  
Ad Agency—Chas. W. Hoyt  
Mogen David Wine Co. (Wine)  
Ad Agency—Edward H. Weiss  
Popular Science Monthly (Popular Science magazine)  
Ad Agency—Schwab, Beatty & Porter  
Princeton Knitting Mills (Pouff rugs)  
Ad Agency—Erlich, Neuwirth & Sobo  
Vick Chemical Co. (Cold remedies)  
Ad Agency—Morse International  
Waverly Fabrics (Waverly bonded fabrics)  
Ad Agency—Ehrlich, Neuwirth & Sobo

**Notre Dame Football Games  
(ABC)**

**Advertiser and Product:**  
Pontiac Motor Division (Pontiac)  
Ad Agency—MacManus, John & Adams

— O —

**Old Fashioned Revival Hour  
(ABC)**

**Advertiser and Product:**  
Gospel Broadcasting Assn. (Institutional)  
Ad Agency—R. H. Alber

**Olympic Games  
(NBC)**

**Advertiser and Product:**  
Longines-Wittnauer Watch Co. (Watches)  
Ad Agency—Victor A. Bennett

**On The Line With Considine  
(NBC)**

**Advertiser and Product:**  
Mutual of Omaha (Insurance)  
Ad Agency—Bozell & Jacobs

**One Man's Family  
(NBC)**

**Advertiser and Product:**  
Foster-Milburn (Doan's Pills)  
Ad Agency—Street & Finney  
Q-Tips Inc. (Q-tips)  
Ad Agency—L. C. Gumbinner

— P —

**Patterson-Johansson Fight  
(ABC)**

**Advertiser and Product:**  
United Artists Corp. (Film "The Horse Soldiers")  
Ad Agency—Monroe Greenthal Co.

**People  
(NBC)**

**Advertiser and Product:**  
American Telephone & Telegraph (Telephone service)  
Ad Agency—N. W. Ayer & Son  
Hudson Vitamin Co. (Hudson vitamins)  
Ad Agency—Packe  
Mail Pouch Tobacco Co. (Tobacco)  
Ad Agency—Chas. W. Hoyt Co.

**Post-Game Wrap Up  
(ABC)**

**Advertiser and Product:**  
Food Specialties, Inc. (Appian Way Pizza Pie Mix)  
Ad Agency—Charles F. Hutchinson

**Pro-Football  
(NBC)**

**Advertiser and Product:**  
Savings & Loan Assn. (Savings & Loan)  
Ad Agency—McCann-Erickson

**Pro-Football Championship  
Game  
(NBC)**

Philip Morris Co. (Smoking tobacco products)  
Ad Agency—Leo Burnett  
Hygrade Food Prod.  
Ad Agency—W. B. Doner

**Professional Football  
(CBS)**

**Advertiser and Product:**  
P. Ballantine & Sons  
Ad Agency—William Esty  
General Cigar Co., Inc.  
Ad Agency—Young & Rubicam

## COMMERCIAL AM PROGRAMS

— R —

### Radio Bible Class (ABC)

Advertiser and Product:  
Radio Bible Class (Institutional)  
Ad Agency—John M. Camp & Co.

### Radio Theatre (NBC)

Advertiser and Product:  
Foster-Milburn (Doan's Pills)  
Ad Agency—Street & Finney

### Revival Time (ABC)

Advertiser and Product:  
Assemblies of God (Institutional)  
Ad Agency—Walter F. Bennett

### Right To Happiness (CBS)

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty Clifford, Steers & Shenfield  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services, Inc.  
Curtis Circulation Co.  
Ad Agency—BBD & O  
d-Con Company  
Ad Agency—Thompson Koch Co.  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Advertising  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—BBD & O; Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson Co.  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Syntex Chemical Co., Inc.  
Ad Agency—Anderson & Cairns, Inc.

United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### Roberts, Oral (ABC)

Advertiser and Product:  
Oral Roberts Evangelistic Assn. Inc.  
(Institutional)  
Ad Agency—Swan & Mason

### Romance of Helen Trent (CBS)

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Foster-Milburn Co.  
Ad Agency—Street & Finney  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire, Inc.  
Gardner Advertising  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Lever Brothers Co.  
Ad Agency—BBD & O; Ogilvy, Benson & Mather  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Westley Associates  
Syntex Chemical Co.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

**Rusty Draper  
(CBS)**

**Advertiser and Product:**

R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard

— S —

**Second Mrs. Burton  
(CBS)**

**Advertiser and Product:**

Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Facking Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Ex-Lax Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad. Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Gardner Advertising  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis, Inc.  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Sterling Drug Inc.—Glenbrook Laboratories Div.  
Ad Agency—Brown & Butcher  
Syntex Chemical Co.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather, Inc.  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son, Inc.

**Speaking of Sports  
(ABC)**

**Advertiser and Product:**

Chrysler Division of Chrysler Corp.  
Ad Agency—Young & Rubicam

GMC Truck Division  
Ad Agency—Kudner Agency  
Hudson Vitamins (Vitamin Catalog)  
Ad Agency—Pace  
Plymouth-Chrysler Corp.  
Ad Agency—Grant  
Savings & Loan Foundation (Banking Services)  
Ad Agency—McCann-Erickson

**Sports Time  
(CBS)**

**Advertiser and Product:**

R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard

**Stardust  
(NBC)**

**Advertiser and Product:**

Liggett & Myers (L&M Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample

**Story Princess  
(ABC)**

**Advertiser and Product:**

Cadence Records, Inc.  
Ad Agency—Pike & Becker  
Walt Disney  
Ad Agency—Gresh & Kramer  
General Nutrition Corp. (Vitamin Sales, Vitamin Catalog)  
Ad Agency—Farfax Inc.  
Gulf, Guaranty Land & Title Co.  
(Cape Coral Real Estate)  
Ad Agency—Paul Venze Assn.  
Hollingshead Corp. (Dab)  
Ad Agency—Gresh & Kramer  
Hudson Vitamin Products (Vitamin catalog)  
Ad Agency—Pace  
Mister Softee Inc. (Ice Cream)  
Ad Agency—Gresh & Kramer  
Skamperettes Co. Inc. (Girls Lingerie)  
Trip Of The Month Club  
U. S. Pharmcal Co. (Babb Sweet, Soothene)  
Ad Agency—Gresh & Kramer  
Roy S. Durstine, Inc.  
U. S. Pool Corp.  
Ad Agency—Roy S. Durstine, Inc.

**Sunoco 3 Star Extra  
(NBC)**

**Advertiser and Product:**

Sun Oil Co. (Sunoco gas, etc.)  
Ad Agency—William Esty

**Sunshine Boys  
(ABC)**

**Advertiser and Product:**

Glenbrook Labs—Division of Sterling Drug  
("Dr. Caldwell's")  
Ad Agency—Carl S. Brown Co.

## COMMERCIAL AM PROGRAMS

### Suspense (CBS)

Advertiser and Product:  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics—Div. of Columbia Broadcasting  
System, Inc.  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson  
Fram Corp.  
Ad Agency—Marschalk & Pratt—Div. of  
McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brother  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett Co  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son, Inc.

### T

### "This Is AMF" (NBC)

Advertiser and Product:  
American Machine & Foundry (Institutional)  
Ad Agency—Cunningham & Walsh

### Thomas, Lowell (CBS)

Advertiser and Product:  
General Motors Corp.—Oldsmobile Div.  
Ad Agency—D. P. Brother  
General Motors Corp.—United Motors Div.  
(Delco)  
Ad Agency—Campbell-Ewald

### "Topic For Today" (NBC)

Advertiser and Product:  
Morton Salt Co. (Salt)  
Ad Agency—Needham, Louis & Brorby

### — V —

### Vandercook, John W. and the News (ABC)

Advertiser and Product:  
AFL-CIO (Institutional)  
Ad Agency—Furman, Feiner & Co.

### Various Programs (NBC)

Advertiser and Product:  
Sunsweet Co. (Prune juice, Prunes)  
Ad Agency—Long

### Voice of Prophecy (ABC) (NBC)

Advertiser and Product:  
Voice of Prophecy, Inc. (Institutional)  
Ad Agency—Milton Carlson

### Voice of Temperance (NBC)

Advertiser and Product:  
Voice of Temperance (Religion)  
Ad Agency—Corral

### — W —

### Wavelengths (NBC)

Advertiser and Product:  
Princeton Knitting Mills (Pouff rugs)  
Ad Agency—Erich, Neuwirth & Sobo

### Weekday Newscasts (ABC)

Advertiser and Product:  
American Home Foods Division  
(Chef-Boy-Ar-Dee)  
Ad Agency—Young & Rubicam  
American Telephone & Telegraph  
"Long Distance Telephone Service"  
Ad Agency—N. W. Ayer & Son  
Dodge Division of Chrysler Corp. (Dodge)  
Ad Agency—Grant  
Eugene Stevens, Inc.  
Ex-Lax Inc. (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Foods Corp. (Jello, Swansdown Cake-  
Mixes, Maxwell House Coffee)  
Ad Agency—Young & Rubicam; Ogilvy, Benson  
& Mather  
Grove Laboratories  
Ad Agency—Gardner

Lewis Howe Co. (NR Tablets)  
 Ad Agency—MacFarland, Aveyard  
 Midar Muffler Co. (Mufflers)  
 Ad Agency—Bozell & Jacobs  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon & Eckhardt  
 Plough Inc. (St. Joseph Almanac Calendar)  
 Ad Agency—Lake, Spiro, Shurman  
 R. J. Reynolds Tobacco Co. (Camel cigarettes)  
 Ad Agency—William Esty  
 Saving & Loan Foundation (Banking Services)  
 Ad Agency—McCann-Erickson  
 A. E. Staley Mfg. Co.  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Standard Brands  
 Ad Agency—Compton  
 Watchmakers of Switzerland (Swiss watches)  
 Ad Agency—Cunningham & Walsh

**Weekend News  
(ABC)**

**Advertiser and Product:**  
 R. J. Reynolds Tobacco Co. (Camel cigarettes)  
 Ad Agency—William Esty  
 Standard Brands  
 Ad Agency—Compton  
 Watchmakers of Switzerland (Swiss watches)  
 Ad Agency—Cunningham & Walsh

**Weekend Newscasts  
(ABC)**

**Advertiser and Product:**  
 American Home Products Division  
 (Chef-Boy-Ar-Dee)  
 Ad Agency—Young & Rubicam  
 American Telephone & Telegraph  
 "Long Distance Telephone Service"  
 Ad Agency—N. W. Ayer & Son  
 Apple Valley Building Development Assn.  
 ("Apple Valley")  
 Ad Agency—Mulle, Breen & Walde  
 Benrus Watch Co. (Benrus)  
 Chrysler Corp. (Chrysler)  
 Ad Agency—Young & Rubicam  
 Dodge Division of Chrysler Corp.  
 Ad Agency—Grant  
 Ex-Lax Inc. (Ex-Lax)  
 Ad Agency—Warwick & Legler  
 Grey Rock Division of Raybestos-Manhattan  
 (Brake Linings)  
 Ad Agency—Gray & Rogers  
 Grove Laboratories (Bromo-Quinine)  
 Ad Agency—Gardner  
 Harrison Home Products  
 Ad Agency—Victor & Richards  
 Hudson Vitamins Products (Vitamin Catalog)  
 Ad Agency—Pace  
 McCall Corp. (Magazine)  
 Puritron Corp. (Air Purifier)  
 Ad Agency—Maxwell Sackheim Co.

**Welk, Lawrence  
(ABC)**

**Advertiser and Product:**  
 Plymouth Division of Chrysler Corp.  
 Ad Agency—Grant

**Whispering Streets  
(CBS)**

**Advertiser and Product:**  
 Milton Bradley Co.  
 Ad Agency—Noyes & Co.  
 Bristol-Myers Co.  
 Ad Agency—BBD & O  
 Doherty, Clifford, Steers & Shenfield  
 California Packing Corp.  
 Ad Agency—McCann-Erickson  
 Campbell Soup Co.  
 Ad Agency—BBD & O  
 Continental Wax Corp.  
 Ad Agency—Product Services  
 Curtis Circulation Co.  
 Ad Agency—BBD & O  
 Ex-Lax, Inc.  
 Ad Agency—Warwick & Legler  
 Firestone Tire & Rubber Co.  
 Ad Agency—Sweeney & James  
 Foster-Milburn Co.  
 Ad Agency—Street & Finney  
 General Foods Corp.  
 Ad Agency—Young & Rubicam  
 Grove Laboratories—Div. of Bristol-Myers Co.  
 Ad Agency—Doherty, Clifford, Steers & Shenfield  
 Gardner Advertising  
 Hearst Corp.—Magazine Div.  
 Ad Agency—Ellington & Co.  
 Lehn & Fink Products Corp.  
 Ad Agency—McCann-Erickson  
 Lever Brothers Co.  
 Ad Agency—BBD & O; Ogilvy, Benson & Mather  
 The Mentholatum Co.  
 Ad Agency—J. Walter Thompson  
 Savings & Loan Foundation, Inc.  
 Ad Agency—McCann-Erickson  
 Scott Paper Co.  
 Ad Agency—J. Walter Thompson  
 Shulton, Inc.  
 Ad Agency—Wesley Associates  
 Syntex Chemical Co. Inc.  
 Ad Agency—Anderson & Cairns  
 Tetley Tea Co. Inc.  
 Ad Agency—Ogilvy, Benson & Mather  
 United Fruit Co.  
 Ad Agency—BBD & O  
 Whitehall Laboratories  
 Ad Agency—Tatham-Laird  
 Yardley of London, Inc.  
 Ad Agency—N. W. Ayer & Son

## COMMERCIAL AM PROGRAMS

### **Wings of Healing (ABC)**

Advertiser and Product:  
Wings of Healing (Institutional)  
Ad Agency—Century

### **World Series (NBC)**

Advertiser and Product:  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

### **World Series Special (NBC)**

Advertiser and Product:  
DuPont (Men's Clothing)  
Ad Agency—BBD & O

### — XYZ —

### **Young Dr. Malone (CBS)**

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Packing Corp  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex-Lax Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad Agency—Young & Rubicam  
General Nutrition Corp  
Ad Agency—Fairfax  
Grove Laboratories—Div. of Bristol-Myers Co  
Ad Agency—Cohen, Dowd & Aleshire  
Doherty, Clifford, Steers & Shenfield  
Gardner Advertising  
The Hearst Corp.—Magazine Div  
Ad Agency—Ellington & Co.  
Kellogg Co  
Ad Agency—Leo Burnett Co.  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—BBD & O; Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson

Scott Paper Co  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Sterling Drugs Inc.—Glenbrook Laboratories Div.  
Ad Agency—Brown & Butcher  
Synlex Chemical Co. Inc.  
Ad Agency—Anderson & Cairn  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### **Yours Truly, Johnny Dollar (CBS)**

Advertiser and Product:  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Fram Corp.  
Ad Agency—Marschalk & Pratt—Div of  
McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brother  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co  
Lehn & Fink Products Corp  
Ad Agency—McCann-Erickson  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Mail Pouch Tobacco Co  
Ad Agency—Charles W Hoyl Co  
McCall Corp.  
Ad Agency—Donahue & Coe  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
R. J. Reynolds Tobacco Co  
Ad Agency—William Esty  
Savings & Loan Foundation Inc  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
The Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

# COMMERCIAL TV PROGRAMS OF 1959

(NETWORK)

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1959. The programs listed are for the 12-month period ending Dec. 31, 1959. 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 —

## Adventures In Paradise (ABC-TV)

### Advertiser and Product:

Anahist (Cold Remedies,, Nasal & Throat Sprays)  
Ad Agency—Ted Bates

Armour (Dial Soap, Chiffon Liquid, Dial Shampoo,  
Canned Meats, Dash Dog Food)  
Ad Agency—Foote, Cone & Belding

Bristol Myers (Bufferin)  
Ad Agency—Young & Rubicam

Bulova (Watches, Portable Stereo Phonographs,  
Radios)  
Ad Agency—McCann-Erickson

DuPont (Car Waxes, Polishes, Car Wash, Sponges)  
Ad Agency—BBD & O

Isodine (Isodettes, Isodine Gargle, Antiseptic)  
Ad Agency—Reach McClinton

Johnson & Johnson (Baby Products, Surgical  
Dressings)  
Ad Agency—Young & Rubicam

L & M (All Tobacco Products of L&M)  
Ad Agency—McCann-Erickson

Luden's (Candy Bars, Cough Drops)  
Ad Agency—J. M. Mathes

Folaroid (Polaroid Cameras & Accessories)  
Ad Agency—Doyle-Dane-Bernbach

Reynolds Metals (Aluminum Products)  
Ad Agency—Clinton E. Frank

7-Up (7-Up Beverage)  
Ad Agency—J. Walter Thompson

## Adventures of Ozzie & Harriet (ABC-TV)

### Advertiser and Product:

Eastman Kodak Co. (Kodak Camera Products)  
Ad Agency—J. Walter Thompson

Quaker Oats Co. (Pancake Mixes, Cat & Dog Food)  
Ad Agency—J. Walter Thompson

## Adventures of Robin Hood (CBS-TV)

### Advertiser & Product:

Colgate Palmolive Co. (Colgate Dental Cream,  
Palmolive Soap, Lustre Creme Shampoo, Halo)  
Ad Agency—Ted Bates & Co.

## Alaskans (ABC-TV)

### Advertiser and Product:

Anahist (Cold Remedies, Nasal & Throat Sprays)  
Ad Agency—Ted Bates Co.

Armour & Co. (Dial Soap, Chiffon Liquid Deter-  
gent, Dial Shampoo, Canned Meats, Dash Dog  
Food)

Ad Agency—Foote, Cone & Belding

Bulova (Watches, Portable Stereo Phonographs  
& Radios)

Ad Agency—McCann-Erickson

Corning Glass (Glassware, Pyroceram)

Ad Agency—N. W. Ayer

DuPont (Car Waxes, Polishes, Car Wash, Sponges)  
Ad Agency—BBD & O

Johnson & Johnson (Baby Products, Surgical  
Dressings)

Ad Agency—Young & Rubicam

Liggett & Myers (Cigarettes)

Ad Agency—McCann-Erickson

Luden's (Candy Bars, Cough Drops)

Ad Agency—J.M. Mathes

National Carbon (Prestone Anti-Freeze, Eveready  
Products)

Ad Agency—William Esty

Procter & Gamble (Crest)

Ad Agency—Benton & Bowles

7-Up (7-Up Beverages)

Ad Agency—J. Walter Thompson

## Alcoa Presents ABC-TV (NBC-TV)

### Advertiser and Product:

Aluminum Co. of America (Alcoa Wrap, Aluminum)  
Ad Agency—Fuller, Smith & Ross



## COMMERCIAL TV PROGRAMS

### All Star Football (ABC-TV)

#### Advertiser & Product:

Carlings Brewing (Carlings "Black Label" Beer)  
Ad Agency—Laing, Fisher & Stashower  
Falstaff Brewing (Beer)  
Ad Agency—Dancer-Fitzgerald-Sample  
Liggett & Myers (Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Standard Oil of Indiana  
Ad Agency—D'Arcy Advertising

### All Star Golf (ABC-TV)

#### Advertiser and Product:

Miller Brewing (High Life Beer)  
Ad Agency—Mathisson Assoc.  
Reynolds Metals (Reynolds Wrap-Aluminum)  
Ad Agency—Clinton E. Frank

### Allen, Steve, Show (NBC-TV)

#### Advertiser & Products:

Hazel Bishop Inc. (Lipstick, nail polish, make-up)  
Ad Agency—Raymond Spector  
E. I. DuPont De Nemours (DuPont Anti-Freeze)  
Ad Agency—BBD & O  
Greyhound Corp. (Bus travel, Grey Van Lines,  
Greyhound Post Houses)  
Ad Agency—Grey Advertising  
Mutual Benefit Health & Accident Ass'n.  
(Insurance)  
Ad Agency—Bozell & Jacobs Inc.  
Plymouth Division of Chrysler Corp. (automobiles,  
parts & services)  
Ad Agency—N. W. Ayer  
Polaroid Corp. (Polaroid Land Cameras, Polaroid  
photographic equipment)  
Ad Agency—Doyle, Dane & Bernbach  
RCA (Electrical sight, sound receivers, recorders,  
industrial electronic communication equipment  
and services)  
Ad Agency—Kenyon & Eckhardt

### American Bandstand (ABC-TV)

#### Advertiser and Product:

Carter Products (Arid Cream Deodorant)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
E. I. DuPont (Synthetic Textile Fiber)  
Ad Agency—BBD & O  
Eastco, Inc. (Clearasil)  
Ad Agency—Lennen & Newell  
Elgin (Elgin Watches)  
Ad Agency—J. Walter Thompson  
Gaylord Products  
Ad Agency—Rothbard & Haas  
General Mills (Pancake Mixes, Dry Cereals, Gold  
Medal Flour)  
Ad Agency—Dancer-Fitzgerald-Sample

Gillette (Toni) (Adorn Hair Sprays, Pamper Sham-  
poo, Paper-Mate Pens, Tame Creme Rinse,  
Toni Home Permanents)

Ad Agency—North Advertising  
Hollywood Brand, Inc. (Candies)  
Ad Agency—Grubb & Peterson  
Lover Bros. (Wisk, Pepsodent Toothpaste, Tooth-  
brushes)  
Ad Agency—BBD & O  
Luden's (Fifth Avenue Candy Bar)  
Ad Agency—J. M. Mathes, Inc.  
Mennen  
Ad Agency—Warwick & Legler  
Northam Warren (Lipstick, Nail Polish)  
Ad Agency—Doyle, Dane Bernbach  
Old London (Food Snacks)  
Ad Agency—Richard K. Manoff  
Polk Miller (Dog Care Products)  
Ad Agency—N. W. Ayer  
A. E. Pond Co. (Keepsake Diamond Rings)  
Ad Agency—Flack Agency  
Harold F. Ritchie (Brylcreem)  
Ad Agency—Kenyon & Eckhardt  
7-Up (7-Up Soft Drink)  
Ad Agency—J. Walter Thompson  
Shulton (Dessert Flower Products, Old Spice)  
Ad Agency—Wesley Associates  
Spiedel (Watchbands, Jewelry)  
Ad Agency—Norman, Craig & Kummel  
Sterling Silversmiths (Sterling Silver)  
Ad Agency—Fuller, Smith & Ross  
Vick Chemical (Cold Products)  
Ad Agency—Morse International  
Welch (Grape Products)  
Ad Agency—Richard K. Manoff

### Armstrong Circle Theatre (CBS-TV)

#### Advertiser and Product:

Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O

### As The World Turns (CBS-TV)

#### Advertiser and Product:

Carnation Co. (Evaporated Milk, Milk Products,  
Ice Cream, Cottage Cheese, Frozen Pies)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Mentholatum Co. (Medicated Lip Pomade, Deep  
Heat Rub)  
Ad Agency—J. Walter Thompson  
Miles Labs (Alka-Seltzer, Bactine, Nervine,  
One-a-day Brand Vitamins)  
Ad Agency—Geoffrey Wade Adv.  
National Biscuit Co. (Baked Products)  
Ad Agency—McCann-Erickson

Pillsbury Mills, (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)  
 Ad Agency—Leo Burnett Co.  
 Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)  
 Ad Agency—Benton & Bowles  
 Quaker Oats Co. (Cereals, Pan Cakes, Baking Mixes, Pet Foods)  
 Ad Agency—J. Walter Thompson  
 Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)  
 Ad Agency—McCann-Erickson  
 Vick Chemical Co. (Cold Remedies)  
 Ad Agency—Morse International

— B —

**Bachelor Party  
(NBC-TV)**

**Advertiser and Product:**

American Home Products (Analgesic tablets, creams & liniments, decongestant tablets, antacid powders & tablets, Chef-Boyardee Spaghetti sauces, ravioli, pizza pie mix, spaghetti & meat balls, beefaroni & lasagne)  
 Ad Agency—Young & Rubicam  
 American Tobacco Co. (Dual Filter Tareyton Cigarettes)  
 Ad Agency—Lawrence C. Gumbinner

**Baseball Game of the Week  
(CBS-TV)**

**Advertiser and Product:**

Colgate Palmolive Co. (Colgate Rapid Shave)  
 Ad Agency—Ted Bates  
 Falstaff Brewing Corp. (Falstaff Beer)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills, Inc. (Wheaties)  
 Ad Agency—Knox Reeves  
 State Farm Mutual Automobile Insurance Co. (Automobile Insurance)  
 Ad Agency—Needham, Louis & Brorby

**Bat Masterson  
(NBC-TV)**

**Advertiser and Product:**

Hills Bros. (Regular and instant coffee and tea)  
 Ad Agency—N. W. Ayer  
 Kraft Foods and Sealtest Divisions (Salad dressings, cheeses, margarine, confections, ice cream, soft drinks dairy products)  
 Ad Agency—J. Walter Thompson

**Beat The Clock  
(ABC-TV)**

**Advertiser and Product:**

Armour (Chiffon Aqua Liquid, Dial Soap)  
 Ad Agency—Foote, Cone & Belding

Beechnut (Baby fruits, cereals)  
 Ad Agency—Young & Rubicam  
 Block Drug (Omega Oil, Minipoo)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Coty (Fragrances, Gift sets)  
 Ad Agency—BBD & O  
 Drackett (Windex, Vanish, Twinkle)  
 Ad Agency—Young & Rubicam  
 Durkee (Sauce, Spices)  
 Ad Agency—Meldrum & Fewsmith  
 Ex-Lax (Ex-Lax)  
 Ad Agency—Warwick & Legler  
 General Foods (Tapioca, Cake Mixes, Instant Potatoes)  
 Ad Agency—Young & Rubicam  
 Gillette (Toni) (Paper-Mate Pens, Shampoo)  
 Ad Agency—North Advertising  
 Johnson & Johnson (Cold Remedies, Cotton, First Aid Cream)  
 Ad Agency—Young & Rubicam  
 S. C. Johnson (Pride, Blem, Stride)  
 Ad Agency—Needham, Louis & Brorby  
 Lever Bros. (Pepsodent, Aerosol toothpaste, Surf, Oneida)  
 Ad Agency—BBD & O  
 McGraw-Edison (Toastmaster)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Paper Novelty (Christmas Tree Decorations)  
 Ad Agency—The Zlowe Co.  
 Reynolds Metals (Reynolds Wrap)  
 Ad Agency—Lennen & Newell  
 Structo (Toys)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Warner-Lambert (Listerine)  
 Ad Agency—Lambert & Feasley

**Behind Closed Doors  
(NBC-TV)**

**Advertiser and Product:**

American Home Products (Analgesic tablets, creams and liniments, decongestant tablets, antacid powders and tablets, Chef Boyardee spaghetti sauces, ravioli, pizza pie mix, spaghetti dinners, beefaroni and lasagna)  
 Ad Agency—Young & Rubicam

**Benny, Jack, Program  
(CBS-TV)**

**Advertiser and Product:**

American Tobacco Co. (Lucky Strike Cigarettes)  
 Ad Agency—BBD & O  
 Lever Brothers (Bar, Packaged, Liquid soaps, detergents, household cleaners)  
 Ad Agency—J. Walter Thompson

**Big Party  
(CBS-TV)**

**Advertiser and Product:**

Revlon, Inc. (All Revlon Products)  
 Ad Agency—Warwick & Legler

## COMMERCIAL TV PROGRAMS

### **Big Payoff (CBS-TV)**

#### Advertiser and Product:

Colgate Palmolive Co. (Cashmere Bouquet Soap, Rapid Shave, Halo, Palmolive Soap, Lustre Creme, Ad, Vel, Fab, Ajax, Colgate Dental Cream, Brisk)

Ad Agency—Lennen & Newell

General Foods Corp. (Swansdown, Jell-O, Pie Fillings, Baker's Coconut)

Ad Agency—Young & Rubicam

Lever Brothers Co. (Dove Beauty Bar, Handy Andy)

Ad Agency—Ogilvy, Benson & Mather

### **Black Saddle (ABC-TV) (NBC-TV)**

#### Advertiser and Product:

Alberto-Culver (Command, Rinse Away)

Ad Agency—Wade

Liggett & Myers (Chesterfield, Oasis) (All tobacco products)

Ad Agency—McCann-Erickson

### **Bold Journey (ABC-TV)**

#### Advertiser and Product:

Ralston Purina (Purina Dog Food, Cereals)

Ad Agency—Guild, Bascom & Bonfigli

### **Bonanza (NBC-TV)**

#### Advertiser and Product:

Bristol Myers Co. (Ban roll-on deodorant)

Ad Agency—Ogilvy, Benson & Mather

L & M (All tobacco products)

Ad Agency—McCann-Erickson

Miles Laboratories (Alka-Seltzer, one-a-day Vitamins)

Ad Agency—Wade

Procter & Gamble (Crest toothpaste)

Ad Agency—Benton & Bowles

RCA (Electronic sight and sound receivers and recorders, industrial electronic communication equipment and services)

Ad Agency—Kenyon & Eckhardt

### **Boone, Pat, Show (ABC-TV)**

#### Advertiser and Product:

General Motors Corp. (Chevrolet)

Ad Agency—Campbell-Ewald

### **Bourbon Street Beat (ABC-TV)**

#### Advertiser and Product:

Anahist (Cold Remedies, Nasal and Throat Sprays)

Ad Agency—Ted Bates

DuPont (Car Wax, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Isodine (Antiseptic, Gargle, Isodettes)

Ad Agency—Reach McClinton

Libby-Owens-Ford (Glass Products for Cars and Buildings)

Ad Agency—Fuller, Smith & Ross

P. Lorillard (Old Gold)

Ad Agency—Lennen & Newell

Phillips-Van Heusen (Shirts, Sport Shirts, Handkerchiefs, Underwear, Neckties, Fajamas, Sportswear)

Ad Agency—Grey

Reynolds Metals (Aluminum)

Ad Agency—Lennen & Newell

7-Up (7-Up Soft Drink)

Ad Agency—J. Walter Thompson

### **Brighter Day, The (CBS-TV)**

#### Advertiser and Product:

Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)

Ad Agency—Young & Rubicam

### **Broken Arrow (ABC-TV)**

#### Advertiser and Product:

Lionel Corp. (Model Trains)

Ad Agency—Grey

Mars, Inc. (Candies)

Ad Agency—Knox-Reeves

### **Bronco Sugarfoot (ABC-TV)**

#### Advertiser and Product:

American Chicle (Clorets Mints, Gum)

Ad Agency—Ted Bates

Anahist (Cold Remedies, Nasal Spray)

Ad Agency—Ted Bates

Bristol Myers (Bufferin)

Ad Agency—Young & Rubicam

Carnation Co. (Processed Milk Products)

Ad Agency, Erwin Wasey, Ruthrauff & Ryan

Corning Glass (Glassware & Pyroceram)

Ad Agency—N. W. Ayer

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Elgin Nat. Watch (Watches)

Ad Agency—J. Walter Thompson

General Mills (Betty Crocker Baking Mixes)

Ad Agency—Tatham-Laird

Glidden Paint Co. (Paint)

Ad Agency—Meldrum & Fewsmith

Luden's (Cough Drops)

Ad Agency—J. M. Mathes

National Carbon (Prestone Anti-Freeze, Eveready Products)

Ad Agency—William Esty

North American Philips (Noreico Battery, Electric Shavers)

Ad Agency—C. J. LaRoche

Procter & Gamble (Camay)

Ad Agency—Leo Burnett

Procter & Gamble (Crest)  
 Ad Agency—Benton & Bowles  
 H. F. Ritchie (Brylcream)  
 Ad Agency—Kenyon & Eckhardt  
 Whitehall  
 Ad Agency—Ted Bates

**Buckskin  
 (NBC-TV)**

**Advertiser and Product:**  
 Procter & Gamble (Women's hair care and grooming products, detergents)  
 Ad Agency—Grey

— C —  
**Californians, The  
 (NBC-TV)**

**Advertiser and Product:**  
 Lever Brothers (Beverages, soups, salad dressing)  
 Ad Agency—Young & Rubicam

**Carney, Art  
 (ABC-TV)**

**Advertiser and Product:**  
 Minnesota Mining  
 Ad Agency—MacManus, John & Adams  
 AC Spark Plug (Engine parts, accessories, aircraft and missile parts)  
 Ad Agency—D. P. Brother  
 United Motors, Div. of General Motors; (Engine parts, engine accessories, automobile parts and auto accessories, aircraft and Missile parts)  
 Ad Agency—Campbell-Ewald

**Cavalcade Of Sports  
 (NBC-TV)**

**Advertiser and Product:**  
 Gillette Safety Razor Co. (Safety razors, blades, shaving cream)  
 Ad Agency—Maxon

**Championship Bridge  
 (ABC-TV)**

**Advertiser and Product:**  
 N. American Van Lines (Van lines)  
 Ad Agency—The Biddle Co.

**Charley Weaver Show  
 (ABC-TV)**

**Advertiser and Product:**  
 Mogen David Wine Corp. (Wine)  
 Ad Agency—Edward Weiss

**Chevy Show, The  
 (NBC-TV)**

**Advertiser and Product:**  
 Chevrolet Motor Division (Autos, parts and services)  
 Ad Agency—Campbell-Ewald

**Cheyenne  
 (ABC-TV)**

**Advertiser and Product:**  
 American Chicle (Chiclets)  
 Ad Agency—Ted Bates  
 Armour (Dial Soap)  
 Ad Agency—Foote, Cone & Belding  
 Corning Glass (Glassware, Pyroceram)  
 Ad Agency—N. W. Ayer  
 Johnson & Johnson (First Aid Cream)  
 Ad Agency—Young & Rubicam  
 Mattel, Inc. (Toys)  
 Ad Agency—Carson, Roberts  
 National Carbon (Prestone Anti-Freeze, Eveready Products)  
 Ad Agency—William Esty  
 Procter & Gamble (Crest)  
 Ad Agency—Benton & Bowles  
 Ralston Purina (Dry Cereals, Purina Dog Food)  
 Ad Agency—Gardner Adv.  
 Warner Lambert  
 Ad Agency—Ted Bates

**Cimarron City  
 (NBC-TV)**

**Advertiser and Product:**  
 Bell & Howell Co. (Photographic equipment)  
 Ad Agency—McCann-Erickson  
 Bulova Watch Co. (Watches and radios)  
 Ad Agency—McCann-Erickson  
 Helene Curtis (Women's hair care and hair grooming products)  
 Ad Agency—Edward H. Weiss & Co.  
 Mennen Co. (After shave products, deodorants and baby products)  
 Ad Agency—Warwick & Legler  
 Procter & Gamble (Crest toothpaste)  
 Ad Agency—Benton & Bowles  
 W. F. Young, Inc. (Absorbine & Absorbine Jr.)  
 Ad Agency—J. Walter Thompson

**Circus Boy  
 (NBC-TV)**

**Advertiser and Product:**  
 Mars Inc. (Candies and candy bars)  
 Ad Agency—Knox-Reeves  
 Miles Laboratories (Vitamins, antiseptics)  
 Ad Agency—Wade  
 Nestle Co. (Beverages, syrups)  
 Ad Agency—McCann-Erickson

**Clark, Dick, Show  
 (ABC-TV)**

**Advertiser and Product:**  
 Beechnut-Lifesavers (Chewing Gum)  
 Ad Agency—Young & Rubicam

**Colt .45  
 (ABC-TV)**

**Advertiser and Product:**  
 Derby Foods (Peter Pan Peanut Butter)  
 Ad Agency—McCann-Erickson

## COMMERCIAL TV PROGRAMS

Nestle Co. (Quik Chocolate Mix)  
Ad Agency—McCann-Erickson

### Como, Perry, Show (NBC-TV)

#### Advertiser and Product:

Maybelline Co. (Eye care and eye grooming products)  
Ad Agency—Gordon Best  
Polaroid Corp. (Land camera, films, accessories)  
Ad Agency—Doyle Dane Bernbach  
Sunbeam Corp. (Small electrical household appliances)  
Ad Agency—Perrin-Faus

### Como's, Perry, Kraft Music Hall (NBC-TV)

#### Advertiser and Product:

Kraft Foods Co. (Salad dressings, cheese base food preparation, margarine, confections, ice cream, soft drinks, milk and orange beverages, jellies, preserves, spaghetti dinner, macaroni and cheese dinner)  
Ad Agency—J. Walter Thompson

### Concentration (NBC-TV)

#### Advertiser and Product:

Alberto-Culver (Hair care products)  
Ad Agency—Geoffrey Wade  
American Home Products (Analgesics)  
Ad Agency—Ted Bates  
Armour Co. (Canned meats, dog food, poultry, deodorant bar soap and detergents)  
Ad Agency—Foote, Cone & Belding  
Bauer & Black (Adhesive bandages, surgical pads and other dressings)  
Ad Agency—Leo Burnett & Co.  
Brillo Manufacturing Co. (Brillo pads and cleanser)  
Ad Agency—J. Walter Thompson  
Brown & Williamson (Raleigh cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Chesebrough-Ponds Inc. (Facial make-up creams, lotions, cough remedy, petroleum jelly)  
Frigidaire Div. of General Motors; (Major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal Co. (Glass Wax, Snowy Bleach, Siz charcoal fire starter)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby food, condiments)  
Ad Agency—Maxon, Inc.  
Lever Brothers (Detergents, margarine, bar soap, dentifrices)  
Ad Agency—Needham, Louis & Brorby (Chicago)  
Miles Laboratories (Antacid analgesic, Alka-Seltzer, One-a-day Vitamins)  
Ad Agency—Wade

National Biscuit Co. (Cookies, crackers, baking mixes and cereal)  
Ad Agency—McCann-Erickson  
Nestle Co. (Coffee, tea and chocolate beverages)  
Ad Agency—William Esty  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Pharmaceuticals, Inc. (Geritol & Zarumin)  
Ad Agency—Parkson Adv.  
Pillsbury Mills, Inc. (Flour, baking mixes, frosting)  
Ad Agency—Leo Burnett

### Conquest (CBS-TV)

#### Advertiser and Product:

Monsanto Chemical Co. Plastic Division; (Institutional)  
Ad Agency—Gardner

### Cotten, Joseph, Show (CBS-TV)

#### Advertiser and Product:

General Foods Corp. (Coffee, Cereals, Dog Food)  
Ad Agency—Benton & Bowles

### County Fair (NBC-TV)

#### Advertiser and Product:

Gold Seal Co. (Snowy bleach, Siz charcoal fire starter, Glass wax)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby food, condiments)  
Ad Agency—Maxon  
I. B. Kleinert Rubber Co. (Shower accessories)  
Ad Agency—Grey  
Lever Brothers (Detergents, margarine, bar soap, dentifrices)  
Ad Agency—Needham, Louis, Brorby (Chicago)  
Miles Labs (One-a-day Vitamins, Alka-Seltzer)  
Ad Agency—Wade  
National Biscuit Co. (Cookies, crackers, baking mixes, cereal)  
Ad Agency—McCann-Erickson  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor

### Crosby, Bing, Golf Tournament (ABC-TV)

#### Advertiser and Product:

Oldsmobile (Oldsmobile cars)  
Ad Agency—D. P. Brother

### Cummings, Bob, Show (NBC-TV)

#### Advertiser and Product:

R. J. Reynolds (tobacco products)  
Ad Agency—William Esty

— D —

**D. A.'s Man  
(NBC-TV)**

**Advertiser and Product:**

L & M (Oasis cigarettes, L&M tobacco products)  
Ad Agency—McCann-Erickson

**Day In Court  
(ABC-TV)**

**Advertiser and Product:**

Best Foods (Nucoa)  
Ad Agency—Dancer-Fitzgerald-Sample  
Drackett (Windex, Drano, Vanish)  
Ad Agency—Young & Rubicam  
Durkee (Coconut)  
Ad Agency—Meldrum & Fewsmith  
General Foods (Various)  
Ad Agency—Young & Rubicam  
Gillette (Toni, Paper-mate Pens, Skin Conditioner, Home Permanent)  
Ad Agency—North Adv.  
S. C. Johnson (Stride)  
Ad Agency—Needham, Louis & Brorby  
Johnson & Johnson (Various Cold Products)  
Ad Agency—Young & Rubicam  
McGraw-Edison (Toastermaster)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Structo (Toys)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Warner-Lambert (Listerine)  
Ad Agency—Lambert & Feasley  
Whitehall (Dristan Mist, Infra-Rub, Anacin, Wax)  
Ad Agency—Ted Bates

**Dean, Jimmy, Show  
(CBS-TV)**

**Advertiser and Product:**

Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Brown & Williamson Tobacco Co. (Raleigh Cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Chicken of the Sea, Inc. (Canned Fish Products)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Eastman Kodak Co. (Camera & Film)  
Ad Agency—J. Walter Thompson  
General Foods Corp. (Tang)  
Ad Agency—Young & Rubicam  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gerber Products Co. (Baby Foods)  
Ad Agency—D'Arcy  
S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Kayser-Roth Hosiery Co. (Supp-Hose)  
Ad Agency—Daniel & Charles

Lever Brothers (Breeze Detergent, Imperial Margarine, Handy Andy)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)  
Ad Agency—J. Walter Thompson  
Miles Labs (Alka-Seltzer, Bactine. Nervine, One-a-day Brand Vitamins)  
Ad Agency—Geoffrey Wade  
Toni Co., (Toni Home Permanent, Cleansing Cream, Hair Care Products, Shampoo, Lipstick)  
Ad Agency—Tatham-Laird

**December Bride  
(CBS-TV)**

**Advertiser and Product:**

Colgate-Palmolive Co. (Colgate Dental Cream, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)  
Ad Agency—Ted Bates  
Simoniz Company (Simoniz Non-Scuff Floor Wax, Ivalon Sponges, Hilight)  
Ad Agency—Young & Rubicam  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

**Dennis The Menace  
(CBS-TV)**

**Advertiser and Product:**

Kellogg Co. (Cereals and Dog Food)  
Ad Agency—Leo Burnett

**Desilu Playhouse  
(CBS-TV)**

**Advertiser and Product:**

Westinghouse Electric Corp. (Westinghouse Kitchen appliances, Radio & TV Sets, Turbojet Plane Motors)  
Ad Agency—McCann-Erickson

**Detectives Diary  
(NBC-TV)**

**Advertiser and Product:**

Sterling Drug (Bayer nasal spray, Phillips' milk of magnesia and tablets, Dr. Lyon's tooth-powder, Energine cleaning fluid, Energine lighter fluid)  
Ad Agency—Dancer-Fitzgerald-Sample

**Disney, Walt, Presents  
(ABC-TV)**

**Advertiser and Product:**

Canada Dry (Ginger Ale)  
Ad Agency—J. M. Mathes  
Derby Foods (Peter Pan Peanut Butter)  
Ad Agency—McCann-Erickson  
Hills Bros. (Coffee)  
Ad Agency—N. W. Ayer  
Mars (Milky Way, Snickers)  
Ad Agency—Knox-Reeves  
Ward Baking (Tip Top Products)  
Ad Agency—Grey

## COMMERCIAL TV PROGRAMS

### **Dough Re Mi (NBC-TV)**

#### Advertiser and Product:

Armour & Co. (Dial deodorant, liquid detergent, meats, poultry and dog food)  
Ad Agency—Foote, Cone & Beiding  
Brown & Williamson (Raleigh cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Congoleum, Inc. (Floor and wall coverings)  
Ad Agency—Keyes, Madden & Jones  
Mentholatum Co. (Cold remedies, medicated lip pomades)  
Ad Agency—J. Walter Thompson  
National Biscuit Co. (Baking mixes, baked goods, cereals)  
Ad Agency—McCann-Erickson  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Sweet Co. of America (Candy, including use in cooking)  
Ad Agency—Henry Eisen

### **Dragnet (NBC-TV)**

#### Advertiser and Product:

L & M (Fatimas, Chesterfield)  
Ad Agency—McCann-Erickson  
Dancer-Fitzgerald-Sample  
Mennen Company (Deodorants, after shave lotion, shaving creams)  
Ad Agency—Warwick & Legler  
Pillsbury Co. (Baking mixes and flour)  
Ad Agency—Leo Burnett  
Procter & Gamble (Crest Toothpaste, bar soaps, detergents, shampoos)  
Ad Agency—Benton & Bowles

### **DuPont Show with June Allyson (CBS-TV)**

#### Advertiser and Product:

E. I. DuPont De Nemours Co. (Dacron Polyester Fiber, Acrylit Fiber and Nylon)  
Ad Agency—BBD & O

— E —

### **Edge of Night, The (CBS-TV)**

#### Advertiser and Product:

American Home Products Corp. (Anacin, Dristan, Infra-Rub)  
Ad Agency—Ted Bates  
Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Atlantis Sales Corp. (All French's Products)  
Ad Agency—J. Walter Thompson  
S. C. Johnson & Sons (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Mentholatum Co. (Medicated Lip Pomade, Deep Heat Rub)  
Ad Agency—J. Walter Thompson

Miles Labs (Alka-Seltzer, Bactine, Nervine, One-a-day Brand Vitamins)

Ad Agency—Geoffrey Wade

National Biscuit Co. (Baked Products, Cereal, Dog Food)

Ad Agency—Kenyon & Eckhardt

Pet Milk Co. (Evaporated Milk, Milk Products, Frozen Pies)

Ad Agency—Gardner

Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)

Ad Agency—Leo Burnett

Procter & Gamble (Tide, Spic & Span, Lava Soap, Dreet, Comet Cleanser)

Ad Agency—Benton & Bowles

Quaker Oats Co. (Cereals, Pan-Cakes, Baking Mixes, Pet Food)

Ad Agency—J. Walter Thompson

Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)

Ad Agency—Dancer-Fitzgerald-Sample

Vick Chemical Co. (Cold Remedies)

Ad Agency—Morse International

### **Edwards, Douglas, With the News (CBS-TV)**

#### Advertiser and Product:

American Home Products Corp. (Anacin, Aero Shave, Heet)

Ad Agency—Ted Bates

Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)

Ad Agency—Ted Bates

E. I. DuPont De Nemours Co. (DuPont Synthetic Fibers)

Ad Agency—BBD & O

Equitable Life Assurance Society of the U. S. (Insurance)

Ad Agency—Foote, Cone & Beiding

Florida Citrus Commission (Fresh & Processed Citrus Products)

Ad Agency—Benton & Bowles

General Foods Corp. (Sanka Coffee)

Ad Agency—Young & Rubicam

Hilip Morris, Inc. (Parliament Cigarettes)

Ad Agency—Benton & Bowles

### **Ellery Queen (NBC-TV)**

#### Advertiser and Product:

Helene Curtis (Womens hair care and grooming products)

Ad Agency—Edward H. Weiss

Procter & Gamble (Crest toothpaste, dentifrices)  
Ad Agency—Benton & Bowles

RCA (Electronic sight and sound receivers and recorders, industrial electronic communications)

Ad Agency—Kenyon & Eckhardt

W. F. Young (Absorbine, Absorbine Jr.)

Ad Agency—J. Walter Thompson

— F —

**Father Knows Best  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (All, Lux Liquid)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson

**Fibber McGee & Molly  
(NBC-TV)**

**Advertiser and Product:**  
Singer Sewing Machine Co. (sewing machines,  
aids for same, vacuum cleaner attachments)  
Ad Agency—Young & Rubicam  
Standard Brands (Coffee and tea, desserts and  
margarine)  
Ad Agency—J. Walter Thompson

**Five Fingers  
(NBC-TV)**

**Advertiser and Product:**  
Bristol Myers (Ban deodorant)  
Ad Agency—Ogilvy, Benson & Mather  
Brown & Williamson (All tobacco products)  
Ad Agency—Ted Bates  
Corning Glass (Pyrocerom Cooking ware)  
Ad Agency—N. W. Ayer  
Helene Curtis (Hair care and grooming products)  
Ad Agency—McCann-Erickson  
Midas, Inc. (Muffler, tail pipes, automotive  
replacement parts and accessories)  
Ad Agency—Edward H. Weiss  
Procter & Gamble (Camay soap, Crest toothpaste)  
Ad Agency—Leo Burnett, Chicago  
Benton & Bowles, N. Y.  
Warner-Lambert (Cold remedies, nose and throat  
sprays, cough syrups)  
Ad Agency—Ted Bates

**For Better Or Worse  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (Breeze Detergent, Imperial  
Margarine, Handy Andy, Lipton Tea, Soups)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

**Ford Show, The  
(NBC-TV)**

**Advertiser and Product:**  
Ford Division of Ford Motor Co. (Automobiles,  
trucks, parts and services)  
Ad Agency—J. Walter Thompson

**From These Roots  
(NBC-TV)**

**Advertiser and Product:**  
Helene Curtis (Hair care and grooming products,  
deodorants)  
Ad Agency—Edward H. Weiss  
Frigidaire Div., of General Motors (Major  
electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
Nestle Co. (Beverages, tea, coffee, cocoa and  
mixes)  
Ad Agency—McCann-Erickson  
Procter & Gamble (Detergents, deodorant bar  
soap (Zest), Lilt Home Permanent, Duncan  
Hines Baking mixes)  
Ad Agency—Benton & Bowles

**Fury  
(NBC-TV)**

**Advertiser and Product:**  
Borden Co. (Milk, frozen desserts, fresh and  
concentrated fruit drinks)  
Ad Agency—Benton & Bowles  
General Foods Corp. (Post cereals)  
Ad Agency—Benton & Bowles

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**G. E. College Bowl  
(CBS-TV)**

**Advertiser and Product:**  
General Electric Co. (G.E. Small appliances)  
Ad Agency—Maxon, Inc.

**General Electric Theater  
(CBS-TV)**

**Advertiser and Product:**  
General Electric Co. (Institutional)  
Ad Agency—BBD & O

**Gobel, George, Show  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (Bar, Packaged, Liquid Soaps,  
Detergents, Household Cleaners)  
Ad Agency—J. Walter Thompson

**Godfrey, Arthur, Time  
(CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers Co. (Bufferin, Ban)  
Ad Agency—Young & Rubicam  
General Mills, Inc (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Glamorene, Inc. (Glamorene Liquid, Dry Cleaner,  
Applicators for Rug and Upholstery)  
Ad Agency—Jules Power Productions  
Hoover Company (Vacuum Cleaner, Floor  
Polishers, Irons)  
Ad Agency—Leo Burnett



## COMMERCIAL TV PROGRAMS

Kaiser-Roth Hosiery Co. (Supp-hose)  
Ad Agency—Daniel & Charles  
Libby, McNeill & Libby Co. (Canned Fruits,  
vegetables)  
Ad Agency—J. Walter Thompson  
Standard Brands, Inc. (Coffee, Tea, Gelatin,  
Puddings, Pie Fillings, Nuts, Margarine)  
Ad Agency—Ted Bates  
Compton Adv.  
United States Steel Corp. (Steel Products)  
Ad Agency—BBD & O

### **Golden Circle (ABC-TV)**

Advertiser and Product:  
Oster Mfg. Co. (Electrical appliances)  
Ad Agency—John Brady

### **Goodyear Theater (NBC-TV)**

Advertiser and Product:  
Goodyear Tire & Rubber Co. (Tire, tubes, foamed  
Latex products, tire accessories)  
Ad Agency—Young & Rubicam

### **Guiding Light (CBS-TV)**

Advertiser and Product:  
Procter & Gamble Co. (Fluffo, Ivory Liquid,  
Oxydol, Mr. Clean)  
Ad Agency—Compton

### **Gunsmoke (CBS-TV)**

Advertiser and Product:  
Liggett & Myers Tobacco Co. (L&M Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Remington Rand, Inc. (Remington Electric  
Shavers and Office Equipment)  
Ad Agency—Young & Rubicam

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### **Haggis Baggis (NBC-TV)**

Advertiser and Product:  
Brillo (Cleansing Pads and cleanser)  
Ad Agency—J. Walter Thompson  
Lever Bros. (Packaged and liquid soaps, edible  
fats)  
Ad Agency—J. Walter Thompson  
Mentholatum Co. (Cold remedies, medicated lip  
remedies)  
Ad Agency—J. Walter Thompson  
Park & Tilford (Tinlex dyes)  
Ad Agency—Mogul, Williams & Saylor

### **Have Gun—Will Travel (CBS-TV)**

Advertiser and Product:  
American Home Products Corp. (Anacin, Bisodol  
Mints, Freezone, Intra-Rub)  
Ad Agency—Ted Bates  
Lever Brothers Co. (Wisk, Lifebuoy Soap)  
Ad Agency—J. Walter Thompson

### **Hawaiian Eye (ABC-TV)**

Advertiser and Product:  
American Chicle (Clorets, Mints, Gum)  
Ad Agency—Ted Bates  
Carter Products (Arrid, Nair, Rise, Shave Cream)  
Ad Agency—Ted Bates  
H. F. Ritchie (Brylcreem)  
Ad Agency—Kenyon & Eckhardt  
Whitehall (Anacin, Oristan)  
Ad Agency—Ted Bates

### **Heckle & Jeckle (CBS-TV)**

Advertiser and Product:  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample

### **Hennesey (CBS-TV)**

Advertiser and Product:  
General Foods Corp. (Jell-O, Jell-O Pudding, pie  
fillings)  
Ad Agency—Young & Rubicam  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell

### **High Road (ABC-TV)**

Advertiser and Product:  
Ralston Purina Co. (Hot and Dry Cereals, Purina  
Dog Food)  
Ad Agency—Guild, Bascom & Bonfigli

### **Hitchcock, Alfred, Presents (CBS-TV)**

Advertiser and Product:  
Bristol-Myers Co. (Ipana Toothpaste, Bufferin,  
Vitalis, Ban, Hair Coloring, Rinses, Bleaches)  
Ad Agency—Young & Rubicam

### **Hotel De Paree (CBS-TV)**

Advertiser and Product:  
Kellogg Co. (Cereals and Dog Food)  
Ad Agency—Leo Burnett  
Liggett & Myers Tobacco Co. (L&M Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample

**Hottelet, Richard C.  
And the News  
(CBS-TV)**

**Advertiser and Product:**

M-E-L Div. of the Ford Motor Co.  
(Mercury, Edsel automobiles)  
Ad Agency—Kenyon & Eckhardt

**House On High Street  
(NBC-TV)**

**Advertiser and Product:**

Alberto-Culver (Hair care products)  
Ad Agency—Wade  
Phillips-Van Heusen Corp. (Men's shirts and  
haberdashery)  
Ad Agency—Grey

**Howdy Doody  
(NBC-TV)**

**Advertiser and Product:**

Continental Baking Co. (Wonder bread and  
Hostess cakes)  
Ad Agency—Ted Bates  
Louis Marx & Co. (Toys)  
Ad Agency—Ted Bates  
National Biscuit Co. (Cereals, salted and non-  
sweet crackers)  
Ad Agency—Kenyon & Eckhardt  
Sweets Co. of America (Tootsie rolls and  
tootsie candies)  
Ad Agency—Henry Eisen

**Hutton, Betty, Show  
(CBS-TV)**

**Advertiser and Product:**

General Foods Corp. (Coffee, Cereals, Dog Food)  
Ad Agency—Benton & Bowles

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**I Love Lucy  
(CBS-TV)**

**Advertiser and Product:**

Eastman Kodak Co. (All Products)  
Ad Agency—J. Walter Thompson  
General Foods Corp. (Swansdown, Jell-O, Pie  
Fillings, Baker's Coconut)  
Ad Agency—Young & Rubicam  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gerber Products Co. (Baby foods)  
Ad Agency—D'Arcy Adv.  
Lever Brothers (Rinso, Good Luck Margarine,  
Lucky Whip, Lux Liquid, Pepsodent, Air Wick,  
Dove Beauty Bar)  
Ad Agency—J. Walter Thompson  
Menthohatum Co. (Medicated Lip Pomade, Deep  
Heat Rub)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson

Simoniz Co. (Simoniz Non-Scuff Floor Wax,  
Ivalon Sponges, Hilite)  
Ad Agency—Young & Rubicam  
United States Steel Corp. (Steel Products)  
Ad Agency—BBD & O  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

**It Could Be You  
(NBC-TV)**

**Advertiser and Product:**

Alberto-Culver (Hair care products, Alberto V0-5  
hair dressing and conditioner, new blue Al-  
berto V0-5, Alberto V-5 lite-ner)  
Ad Agency—Wade  
American Home Products (Waxes, Polishes and  
analgesics)  
Ad Agency—Young & Rubicam  
Armour & Co. (Canned meats, dog food, poultry,  
deodorant bar soap and detergents)  
Ad Agency—Foote, Cone & Belding  
Brillo Manufacturing Co. (Brillo pads and  
cleanser)  
Ad Agency—J. Walter Thompson  
Chesebrough-Ponds Inc. (Facial make-up, facial  
creams, cough remedy)  
Ad Agency—J. Walter Thompson  
Congoleum (floor and wall coverings)  
Ad Agency—Keyes, Madden & Jones  
Corn Products Refining Co. (Karo, starches, salad  
and cooking oils, Kasco dog food and Nu-Soft)  
Ad Agency—Lennen & Newell  
Frigidaire (major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
Thomas Luming & Co. (Pacquins hand cream, Silk  
'n Satin lotion, Ben-Gay)  
Ad Agency—William Esty  
Menthohatum Co. (Cold remedies, medicated lip  
remedies, calbon, mentholatum)  
Ad Agency—J. Walter Thompson  
Miles Laboratories (Alka-Seltzer, One-a-day  
Vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Cookies, crackers, baking  
mixes, cereals)  
Ad Agency—McCann-Erickson  
Nestle Company (Coffee, tea, chocolate  
beverages)  
Ad Agency—William Esty  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Pharmaceuticals Inc. (Geritol & Devarex &  
Zarumin, Sominex, shaving lotions)  
Ad Agency—Parkson  
Pillsbury Mills, Inc. (Flour and baking mixes,  
frosting)  
Ad Agency—Leo Burnett  
Procter & Gamble (Package detergents and bar  
soap, household cleaners, dentifrices)  
Ad Agency—Dancer-Fitzgerald-Sample  
Standard Brands (Puddings, coffee, tea)  
Ad Agency—Ted Bates

**I've Got A Secret  
(CBS-TV)**

Advertiser and Product:  
Bristol-Myers Co. (Bufferin, Ipana)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds Tobacco Co. (Winston Cigarettes)  
Ad Agency—Wm. Esty Co.

— J —  
**Johnny Ringo  
(CBS-TV)**

Advertiser and Product:  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell

**Johnny Staccato  
(NBC-TV)**

Advertiser and Product:  
Bristol Myers (Headache remedies, deodorants,  
hair care and grooming products, dentifrices)  
Ad Agency—Young & Rubicam

**Jubilee, U.S.A.  
(ABC-TV)**

Advertiser and Product:  
Gulf Guaranty Co.  
Ad Agency—Paul Venze Assoc.  
Massey-Ferguson (Farm Equipment)  
Ad Agency—Needham, Louis & Brorby  
National Carbon (Freston Anti-Freeze, Eveready  
Products)  
Ad Agency—William Esty  
Williamson-Dickie (Men's Apparel)  
Ad Agency—Fuller, Smith & Ross

— K —  
**Keep Talking  
(CBS-TV) (ABC-TV)**

Advertiser and Product:  
Drug Research Corp. (Regimen Tablets)  
Ad Agency—Kastor, Hilton, Chesley, Clifford &  
Atherton  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell  
Mutual Benefit Health & Accident Ass'n.  
(Insurance)  
Ad Agency—Bozell & Jacobs  
Mutual of Omaha (Insurance)  
Ad Agency—Bozell & Jacobs

**Kraft Music Hall  
Presents Dave King  
(NBC-TV)**

Advertiser and Product:  
Kraft Foods Division (Salad dressings, cheeses,  
margarine, confections, ice cream, soft drinks,  
jellies and preserves)  
Ad Agency—J. Walter Thompson

— L —

**Laramie  
(NBC-TV)**

Advertiser and Product:  
AnSCO (Photographic equipment)  
Ad Agency—Benton & Bowles  
Bristol Myers (Ban roll-on deodorant)  
Ad Agency—Ogilvy, Benson & Mather  
Colgate-Palmolive Co. (Dentifrices, Wildroot Hair  
preparations, Halo)  
Ad Agency—Ted Bates  
Miles Laboratories (One-a-day Vitamins, Alka-  
seltzer)  
Ad Agency—Wade  
Procter & Gamble (Crest toothpaste)  
Ad Agency—Benton & Bowles  
Sunshine Biscuits (Cookies and crackers)  
Ad Agency—Cunningham & Walsh  
Warner-Lambert (Cold remedies, cough syrups)  
Ad Agency—Ted Bates

**Lassie  
(CBS-TV)**

Advertiser and Product:  
Campbell Soup Co. (Campbell Soups, Baked  
Beans, V-8)  
Ad Agency—BBD & O

**Laugh Line  
(NBC-TV)**

Advertiser and Product:  
American Home Products Corp. (Analgesic tab-  
lets, creams and liniments, decongestant tab-  
lets, antacid powders and tablets, Chef-Boy-  
ardee spaghetti sauces, ravioli, pizza pie mix,  
spaghetti dinners, beefaroni and lasagna)  
Ad Agency—Young & Rubicam

**Law Of The Plainsman  
(NBC-TV)**

Advertiser and Product:  
AnSCO (Photographic equipment)  
Ad Agency—Benton & Bowles  
Renault, Inc. (Automobiles, auto parts and  
services)  
Ad Agency—Kudner  
Sunshine Biscuit (Cookies and salted crackers)  
Ad Agency—Cunningham & Walsh

**Lawless Years, The  
(NBC-TV)**

Advertiser and Product:  
Alberto-Culver (Hair care and hair grooming  
products)  
Ad Agency—Wade  
Midas, Inc. (Auto exhaust systems, mufflers tail  
pipes, auto parts and accessories)  
Ad Agency—Edward H. Weiss

**Lawman  
(ABC-TV)**

**Advertiser and Product:**  
 R. J. Reynolds (Camels)  
 Ad Agency—William Esty  
 Whitehall (Bisodol Mints, Dristan tablets)  
 Ad Agency—Ted Bates

**Leave It To Beaver  
(ABC-TV)**

**Advertiser and Product:**  
 Associated Products  
 Ad Agency—Grey  
 Miles Laboratories (Aika-Seltzer, One-a-day Vitamins)  
 Ad Agency—Geoffrey Wade  
 Polaroid (Cameras)  
 Ad Agency—Doyle, Dane & Bernbach  
 Procter & Gamble (Crest)  
 Ad Agency—Benton & Bowles  
 Ralston Purina (Turina Dog Chow, Corn Chex)  
 Ad Agency—Gardner Adv.  
 Guild, Bascom & Bonfigli  
 Warner Lambert (Super Anahist, Cough Syrup, Nasal Spray)  
 Ad Agency—Ted Bates

**Levenson, Sam, Show  
(CBS-TV)**

**Advertiser and Product:**  
 Hoover Company (Vacuum Cleaner, Floor polishers, Irons, other appliances)  
 Ad Agency—Leo Burnett  
 Standard Brands (Gelatin, Pie Filling, Puddings, Coffee, Tea, Margarine)  
 Ad Agency—Compton  
 U. S. Steel Corp. (Steel products)  
 Ad Agency—BBD & O

**Lineup, The  
(CBS-TV)**

**Advertiser and Product:**  
 Corning Glass Works (Pyroceram Ware, Cooking Utensils)  
 Ad Agency—N. W. Ayer  
 Glidden Co. (Paints)  
 Ad Agency—Meldrum & Fewsmith  
 P. Lorillard Co. (Newport Cigarettes)  
 Ad Agency—Lennen & Newell  
 Manhattan Shirt Co. (Men's Shirts)  
 Ad Agency—Daniel & Charles  
 Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Procter & Gamble (Cheer, Gleem, Ivory Bar)  
 Ad Agency—Young & Rubicam  
 Vick Chemical Co. (Cold Remedies)  
 Ad Agency—Ogilvy, Benson & Mather

**Linkletter's, Art, House Party  
(CBS-TV)**

**Advertiser and Product:**  
 Armstrong Cork Co. (Linoleum, Tile)  
 Ad Agency—BBD & O  
 Atlantis Sales Corp. (All French's Products)  
 Ad Agency—J. Walter Thompson  
 Carnation Co. (Evaporated Milk, Milk products, Ice Cream, Cottage Cheese, Frozen Fies)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Chicken Of The Sea, Inc. (Canned Fish products)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Kellogg Co. (Cereals and Dog Food)  
 Ad Agency—Leo Burnett  
 Kendall Co., Bauer & Black Division; (All Curity Products)  
 Ad Agency—Leo Burnett  
 Lever Brothers (Rinso, Lux Liquid, Good Luck Margarine)  
 Ad Agency—J. Walter Thompson  
 Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)  
 Ad Agency—Leo Burnett  
 Scott Paper Co. (Scott Paper Products)  
 Ad Agency—J. Walter Thompson  
 A. E. Staley Mfg. Co. (Sta-Flo Liquid Laundry Starch, Sta-Puf)  
 Ad Agency—J. Walter Thompson  
 Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie fillings, Nuts)  
 Ad Agency—J. Walter Thompson  
 Swift Co. (All Meat and Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)  
 Ad Agency—McCann-Erickson  
 The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)  
 Ad Agency—North Advertising

**Lone Ranger  
(ABC-TV) (CBS-TV)**

**Advertiser and Product:**  
 General Mills (Dry Cereals, Cocoa Puffs, Pancake Mix)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills, Inc. (Cheerios, Wheaties, Kix)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Lionel Corp. (Model Electric Trains)  
 Ad Agency—Grey  
 Nestle Co. (Nestle's Quik, Chocolate, Semi-Sweet Morsels)  
 Ad Agency—McCann-Erickson  
 Sweets Co. (Tootsie Roll)  
 Ad Agency—Sweets Co. of America

**Love & Marriage  
(NBC-TV)**

**Advertiser and Product:**  
 Noxzema Chemical Co. (Skin creams, shave creams, suntan creams and lotions)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Love Of Life  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)  
 Ad Agency—Ted Bates  
 Atlantis Sales Corp. (All French's products)  
 Ad Agency—J. Walter Thompson  
 Block Drug Co. (Polident, Poli-Grip)  
 Ad Agency—Grey  
 Dow Chemical Co. (Saran Wrap)  
 Ad Agency—MacManus, John & Adams  
 General Mills, Inc. (Flour, Cake mix, Cereals)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Lever Brothers Co. (Whipped Topping, Shortening, Margarine, Air Wick, Dentifrices, Lipton Tea, Soups)  
 Ad Agency—Foote, Cone & Belding  
 Libby, McNeill & Libby (Canned Fruits, Vegetables)  
 Ad Agency—J. Walter Thompson  
 National Biscuit Co. (Baked Products, Cereal, Dog Food)  
 Ad Agency—Kenyon & Eckhardt  
 McCann-Erickson  
 Quaker Oats Co. (Cereals, Pan-cakes, Baking Mixes, Pet Food)  
 Ad Agency—J. Walter Thompson  
 Scott Paper Co. (Scott Paper Product)  
 Ad Agency—J. Walter Thompson  
 Shulton, Inc. (Old Spice Toiletries)  
 Ad Agency—Wesley Associates  
 Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)  
 Ad Agency—Tatham-Laird

**Love That Bob  
(ABC-TV)**

**Advertiser and Product:**

Alberto-Culver (VO-5, Rinse Away)  
 Ad Agency—Geoffrey Wade  
 Armour (Chiffon Aqua Liquid, Dial)  
 Ad Agency—Foote, Cone & Belding  
 Beechnut (Baby Dinners, Vegetable and Fruit juices, Cereals)  
 Ad Agency—Young & Rubicam  
 Best Foods (Nucoa)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Block Drug (Rem, Omega Oil, Minipoo)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Channel Master (TV Antenna)  
 Ad Agency—S. R. Leon Co.  
 Drackett (Windex, Vanish, Drano)  
 Ad Agency—Young & Rubicam  
 Dusharme (Hair Cream)  
 Ad Agency—Graves & Assoc.  
 Ex-Lax (Ex-Lax)  
 Ad Agency—Warwick & Legler

General Foods (Cake mix, Instant Potatoes)  
 Ad Agency—Young & Rubicam  
 Gillette (Toni)  
 Ad Agency—North  
 S. C. Johnson (Pride, Blem)  
 Ad Agency—Needham, Louis & Brorby  
 Johnson & Johnson (First Aid Cream, Cotton Buds, Baby Cream)  
 Ad Agency—Young & Rubicam  
 Lever (Pepsodent toothpaste)  
 Ad Agency—BBD & O  
 McGraw-Edison (Toastmaster)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Sterling Drug (Bayer Aspirin, Phillips' Milk of Magnesia)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Structo (Toys)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Whitehall (Oristan)  
 Ad Agency—Ted Bates

**Luncheon With Soupy Sales  
(ABC-TV)**

**Advertiser and Product:**

General Foods (Jell-O)  
 Ad Agency—Young & Rubicam

**Lux Playhouse  
(CBS-TV)**

**Advertiser and Product:**

Lever Brothers (Lux Soap, Lux Liquid)  
 Ad Agency—J. Walter Thompson

**— M —**

**Mack, Ted, and the  
Original Amateur Hour  
(CBS-TV)**

**Advertiser and Product:**

Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)  
 Ad Agency—Parkson

**Man From Black Hawk  
(ABC-TV)**

**Advertiser and Product:**

Miles Labs (Alka Seltzer, One-a-day Vitamin)  
 Ad Agency—Geoffrey Wade  
 R. J. Reynolds (Winston)  
 Ad Agency—William Esty

**Man With A Camera  
(ABC-TV)**

**Advertiser and Product:**

General Electric (Flash Bulbs)  
 Ad Agency—Grey

**Many Loves Of Dobie Gillis  
(CBS-TV)**

**Advertiser and Product:**

Philip Morris, Inc. (Marlboro, Parliament, Alpine Cigarettes)  
Ad Agency—Leo Burnett  
Pillsbury Mills Inc. (Flour, Frosting Mixes, Potato Products, Dry, Frozen and Refrigerated Mixes)  
Ad Agency—Leo Burnett

**Markham, with Ray Milland  
(CBS-TV)**

**Advertiser and Product:**

Liggett & Myers Tobacco Co. (Duke Cigarettes)  
Ad Agency—McCann-Erickson  
National Carbon Co. (Prestone and Eveready Products)  
Ad Agency—William Esty  
Schlitz Brewing Co. (Schlitz Beer)  
Ad Agency—J. Walter Thompson

**Marx, Groucho —  
You Bet Your Life  
(NBC-TV)**

**Advertiser and Product:**

Lever Brothers (Detergents, Edible fats, dentifrices)  
Ad Agency—BBD & O  
Pharmaceuticals, Inc. (Geritol, Sominex, shaving accessories)  
Ad Agency—Parkson  
Polaroid (Land Cameras, photographic equipment)  
Ad Agency—Doyle, Dane & Bernbach  
Toni Co., Division of Gillette Co.; (home permanents, shampoos, hair sprays, rinses, curlers, hair care and grooming products, creams and lotions for hands and body, pens and pencils)  
Ad Agency—North

**Masquerade Party  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Anacin, Freezone)  
Ad Agency—Ted Bates  
Hazel Bishop (Lipstick, Polish, Make-up)  
Ad Agency—Raymond Spector  
Block Drug (Polidents, Poli-Grip)  
Ad Agency—Grey  
P. Lorillard Co. (Tobacco products)  
Ad Agency—Lennen & Newell  
Polk-Miller Products (Sargeant's Dog Care products)  
Ad Agency—N. W. Ayer

**Matty's Funday Funnies  
(ABC-TV)**

**Advertiser and Product:**

Mattel (Toys)  
Ad Agency—Carson, Roberts

**Maverick  
(ABC-TV)**

**Advertiser and Product:**

Drackett Co. (Drano)  
Ad Agency—Young & Rubicam  
Kaiser Aluminum (Aluminum Foil, Universal Jeeps)  
Ad Agency—Young & Rubicam

**Meet McGraw  
(ABC-TV)**

**Advertiser and Product:**

Alberto Culver (Hair Products)  
Ad Agency—Geoffrey Wade

**Meet The Press  
(NBC-TV)**

**Advertiser and Product:**

Manhattan Shirt Co. (Manhattan shirts)  
Ad Agency—Daniels & Charles

**Men Into Space  
(CBS-TV)**

**Advertiser and Product:**

American Tobacco Co. (Lucky Strike Cigarettes)  
Ad Agency—BBD & O

**Mighty Mouse Playhouse  
(CBS-TV)**

**Advertiser and Product:**

Colgate-Palmolive Co. (Colgate Dental Cream)  
Ad Agency—Ted Bates  
General Foods Corp. (Post's Cereals)  
Ad Agency—Benton & Bowles

**Millionaire, The  
(CBS-TV)**

**Advertiser and Product:**

Colgate-Palmolive Co. (Colgate Dental Cream, Lustre-Creme Shampoo, Florient, Palmolive Soap, Liquid Vel)  
Ad Agency—Ted Bates; Lennen & Newell  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gulf Oil Co. (Gasoline, Oils)  
Ad Agency—Young & Rubicam  
Quaker Oats Co. (Cereals, Fan-cakes, Baking Mixes, Pet Food)  
Ad Agency—J. Walter Thompson

**Mr. Lucky  
(CBS-TV)**

**Advertiser and Product:**

Brown & Williamson Tobacco Corp. (Life Cigarettes)  
Ad Agency—Ted Bates  
Lever Brothers Co. (Dove Beauty Bar, Handy Andy)  
Ad Agency—Ogilvy, Benson & Mather

## COMMERCIAL TV PROGRAMS

### **Moore, Garry, Show (CBS-TV)**

Advertiser and Product:  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Kellogg Co. (Cereals & Dog Food)  
Ad Agency—Leo Burnett  
Pittsburgh Plate Glass Co. (Plate Glass Products,  
Paints)  
Ad Agency—BBD & O  
Polaroid Corp. (Polaroid Land Camera &  
equipment)  
Ad Agency—Doyle, Dane, Bernbach  
Revlon, Inc. (All Revlon Products)  
Ad Agency—Warwick & Legler

### **M-Squad (NBC-TV)**

Advertiser and Product:  
American Tobacco Co. (Pall Mall Cigarettes)  
Ad Agency—Sullivan, Staufner, Colwell & Bayles  
Sterling Drug (Analgesics, antacids, dentifrices)  
Ad Agency—Dancer-Fitzgerald-Sample

### **Murray, Arthur, Party (NBC-TV)**

Advertiser and Product:  
P. Lorillard Co. (Analgesics, antacids, laxatives)  
Ad Agency—Dancer-Fitzgerald-Sample  
Pharmaceuticals, Inc. (Geritol, Sominex, Shaving  
Lotion)  
Ad Agency—Parkson  
Sterling Drug (Analgesics, antacids, laxatives)  
Ad Agency—Dancer-Fitzgerald-Sample

### **My Friend Flicka (ABC-TV)**

Advertiser and Product:  
Crackerjack (Candy)  
Ad Agency—Henry Eisen  
General Mills (Various)  
Ad Agency—Dancer-Fitzgerald-Sample  
Lionel (Model Electric Trains)  
Ad Agency—Grey

— N —

### **Naked City (ABC-TV)**

Advertiser and Product:  
Brown & Williamson (Tobacco Products)  
Ad Agency—Ted Bates  
Whitehall Labs  
Ad Agency—Ted Bates

### **Name That Tune (CBS-TV)**

Advertiser and Product:  
American Home Products Corp. (Anacin,  
Freezone)  
Ad Agency—Ted Bates  
General Time Corp., Westclox Division: (Clocks,  
Watches)  
Ad Agency—BBD & O

### **National League Hockey (CBS-TV)**

Advertiser and Product:  
Carling Brewing Co. (Carling Red Cap Ale)  
Ad Agency—Lang, Fisher & Stashower  
Hamm Brewing Co. (Beer)  
Ad Agency—Campbell-Milthun  
Philip Morris, Inc. (Marlboro Cigarettes)  
Ad Agency—Leo Burnett  
Standard Oil of Indiana (Gasoline, Oil)  
Ad Agency—D'Arcy  
Stroh Brewing (Stroh Beer)  
Ad Agency—Zimmer, Keller & Calver

### **NBA Professional Basketball (NBC-TV)**

Advertiser and Product:  
Bayuk Cigars (Phillies cigars)  
Ad Agency—Werman & Schorr  
General Mills (Wheaties)  
Ad Agency—Knox, Reeves

### **NBC Kaleidoscope (NBC-TV)**

Advertiser and Product:  
Polaroid Corp. (Photographic equipment,  
accessories, land camera)  
Ad Agency—Doyle, Dane & Bernbach  
RCA (Electrical sight & sound receivers & re-  
corders, electrical communication equipment  
& services)  
Ad Agency—Kenyon & Eckhardt

### **NBC Major League Baseball (NBC-TV)**

Advertiser and Product:  
Bayuk Cigars (Phillies cigars)  
Ad Agency—Werman & Schorr  
Genessee Brewing Co. (Genessee Beer)  
Ad Agency—Marschak & Pratt (Div. of McCann-  
Erickson)  
National Brewing Co. (Products of the National  
Brewing Co.)  
Ad Agency—W. B. Doner & Co

### **NBC News (NBC-TV)**

Advertiser and Product:  
Bell & Howell (Photographic equipment)  
Ad Agency—McCann-Erickson

Bristol Myers (Bufferin)  
 Ad Agency—Young & Rubicam  
 Drug Research Corp. (Regimen tablets)  
 Ad Agency—Kastor, Hilton, Chesley, Clifford & Atherton  
 General Foods Corp. (Instant Maxwell House coffee)  
 Ad Agency—Benton & Bowles  
 Kemper Insurance Co. (Insurance)  
 Ad Agency—John W. Shaw  
 Mentholatum Co. (Mentholatum deep heat rub, Colban, also medicated stick)  
 Ad Agency—J. Walter Thompson  
 North American Philips Co. (Norelco Electric shaver)  
 Ad Agency—C. J. LaRoche & Co.  
 Pillsbury Co. (Flour, baking mixes & frosting)  
 Ad Agency—Leo Burnett  
 R. J. Reynolds (Came) cigarettes)  
 Ad Agency—William Esty  
 Sterling Drug (Bayer Aspirin, Philips' Milk of Magnesia)  
 Ad Agency—Dancer-Fitzgerald-Sample

**NCAA Basketball  
(NBC-TV)**

**Advertiser and Product:**  
 Bayuk Cigars (Phillies)  
 Ad Agency—Wermen & Schorr

**Niven, David, Show  
(NBC-TV)**

**Advertiser and Product:**  
 Singer Sewing Machine Co. (Sewing machines & vacuum cleaners)  
 Ad Agency—Young & Rubicam

**Northwest Passage  
(NBC-TV)**

**Advertiser and Product:**  
 Helene Curtis (Women's hair care & grooming products)  
 Ad Agency—Edward H. Weiss

— O —

**O'Keefe, Dennis, Show  
(CBS-TV)**

**Advertiser and Product:**  
 General Motors Corp. (Oldsmobile Division) (Oldsmobile automobiles)  
 Ad Agency—D. P. Brother

**Omnibus  
(NBC-TV)**

**Advertiser and Product:**  
 Aluminum Limited Sales (any of Aluminum Limited Sales, Inc. group of companies and any of their products)  
 Ad Agency—J. Walter Thompson

**On The Go  
(CBS-TV)**

**Advertiser and Product:**  
 Helene Curtis Industries (Enden, Spray Net)  
 Ad Agency—Edward H. Weiss  
 S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
 Ad Agency—Needham, Louis & Brorby

**Our American Heritage  
(NBC-TV)**

**Advertiser and Product:**  
 Equitable Life Assurance (services of company)  
 Ad Agency—Foote, Cone & Belding

— P —

**Peck's Bad Girl  
(CBS-TV)**

**Advertiser and Product:**  
 Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)  
 Ad Agency—Parkson

**People Are Funny  
(NBC-TV)**

**Advertiser and Product:**  
 The Greyhound Corp. (Bus transportation, Grey Vans)  
 Ad Agency—Grey  
 R. J. Reynolds (Salem cigarettes)  
 Ad Agency—William Esty  
 Shulton, Inc. (Men and women's toiletries)  
 Ad Agency—Wesley Assoc.

**Perry Mason  
(CBS-TV)**

**Advertiser and Product:**  
 Colgate-Palmolive Co. (Colgate Dental Cream, Halo, Rapid Shave, Liquid Vel, Wildroot Products, Fab)  
 Ad Agency—Ted Bates  
 Helene Curtis Industries (Poof, Finesse, Hair Dressing, Shampoo)  
 Ad Agency—McCann-Erickson  
 Florida Citrus Commission (Fresh & Processed Citrus Fruits)  
 Ad Agency—Benton & Bowles  
 Gulf Oil Co. (Gasoline, Oils)  
 Ad Agency—Young & Rubicam  
 Hamm Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun  
 M & R Oietetic Labs, Inc. (Pream)  
 Ad Agency—Benton & Bowles  
 Philip Morris, Inc. (Parliament Cigarettes)  
 Ad Agency—Benton & Bowles  
 Phillips-Van Heusen Corp. (Men's Apparel)  
 Ad Agency—Grey  
 Sterling Drug (Bayer Aspirin)  
 Ad Agency—Dancer-Fitzgerald-Sample



# COMMERCIAL TV PROGRAMS

## **Perry Presents (summer replacement) (NBC-TV)**

### **Advertiser and Product:**

American Dairy Assn. (Dairy Products)  
Ad Agency—Campbell-Mithun  
RCA Whirlpool Corp. (Kitchen appliances, vacuum cleaners, air conditioners, RCA-TV, RCA radio, recorder, services and appliances)  
Ad Agency—Kenyon & Eckhardt

## **Person To Person (CBS-TV)**

### **Advertiser and Product:**

P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell  
Pharmaceuticals, Inc. (Sominex, Devarex, Bararine, Sedalin)  
Ad Agency—Parkson  
Revlon, Inc. (All Revlon products)  
Ad Agency—Warwick & Legler  
Warner-Lambert Pharmaceuticals (Lipstick, Home Permanent, Hair Color, Men's Toiletries, Anahist Products)  
Ad Agency—Lambert & Feasley

## **Pete Kelly's Blues (NBC-TV)**

### **Advertiser and Product:**

L & M (All tobacco products)  
Ad Agency—McCann-Erickson

## **Peter Gunn (NBC-TV)**

### **Advertiser and Product:**

Bristol Myers (Men's hair care & grooming products, dentifrices, deodorants, mouthwashes)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds (any & all products of the Company)  
Ad Agency—William Esty

## **Philip Marlowe (ABC-TV)**

### **Advertiser and Product:**

Brown & Williamson (Life, Kool)  
Ad Agency—Ted Bates  
Whitehall Labs (Aeroshave, Anacin, Dristan, Mist)  
Ad Agency—Ted Bates

## **Phillies Jackpot Bowling (NBC-TV)**

### **Advertiser and Product:**

Bayuk Cigars (Phillies cigars)  
Ad Agency—Wermen & Schorr

## **Playhouse 90 (CBS-TV)**

### **Advertiser and Product:**

Allstate Insurance Co. (Health, Home, Car Insurance)  
Ad Agency—Leo Burnett  
American Gas Assn. (Gas & Gas Appliances)  
Ad Agency—Lennen & Newell  
Elgin National Watch Co. (Watches)  
Ad Agency—J. Walter Thompson  
General Aniline & Film Corp. (Photographic & Film equipment)  
Ad Agency—Benton & Bowles  
Helene Curtis Industries (Poof, Finesse, Hair Dressing, Shampoo)  
Ad Agency—McCann-Erickson  
Kimberly-Clark Corp. (Kleenex, Tissues, Table Napkins, Towels)  
Ad Agency—Foote, Cone & Belding  
M-E-L Div. of the Ford Motor Co. (Edsel automobiles)  
Ad Agency—Kenyon & Eckhardt  
Renault, Inc. (Products & Service of Renault, Inc.)  
Ad Agency—Needham, Louis & Brorby  
R. J. Reynolds Tobacco Co. (Camel cigarettes)  
Ad Agency—William Esty

## **Powell's, Dick Zane Grey Theatre (CBS-TV)**

### **Advertiser and Product:**

General Foods Corp. (Instant Maxwell House Coffee, Cake flour, Dog food)  
Ad Agency—Ogilvy, Benson & Mather  
S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Benton & Bowles

## **Price Is Right, The (Daytime) (Nighttime) (NBC-TV)**

### **Advertiser and Product:**

Alberto Culver (Alberto VO-5 Hair dressing, VO-5, Alberto VO-5 Hair lite-ner, Rinse-Away & Melo-Pak)  
Ad Agency—Wade  
American Home Products (Waxes & polishes, analgesics)  
Ad Agency—Ted Bates  
Armour & Co. (Toilet soaps, detergents, meats, poultry, dog food, Dial shampoo)  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's (Cough remedy, facial make-up)  
Ad Agency—J. Walter Thompson  
Congoleum-Nairn, Inc. (Floor & wall coverings)  
Ad Agency—Keyes, Madden & Jones  
Corn Products (Corn syrup, orl, laundry starch, Mazola, Karo, Niagara & Nu-soft)  
Ad Agency—Lennen & Newell

Dixie Cup Co. (Paper cups, plates, etc.)  
 Ad Agency—Hicks & Greist

Edison Electric Institute (promotion on use of  
 electricity and electrical appliances)  
 Ad Agency—Fuller, Smith & Ross

Frigidaire Div. of General Motors (Major  
 electrical household appliances)  
 Ad Agency—Dancer-Fitzgerald-Sample

General Mills Inc. (Cereals, baking mixes)  
 Ad Agency—Dancer-Fitzgerald-Sample

H. J. Heinz (Soup, baby foods, condiments,  
 spaghetti & beans)  
 Ad Agency—Maxon

Lanvin Farfums, Inc. (Perfumes)  
 Ad Agency—North

Lever Brothers Co. (Liquid detergent & margarine,  
 soaps, detergents, margarine, dentifrices,  
 toilet water, bar soaps)  
 Ad Agency—BBD & O

Ogilvy, Benson & Mather

Mentholatum Co. (Cold remedies, medicated lip  
 pomades)

Miles Laboratories (Alka-Seltzer, One-a-day  
 vitamins)  
 Ad Agency—Geoffrey Wade

Pillsbury Mills, Inc. (Flour & baking mixes,  
 frosting)  
 Ad Agency—Leo Burnett

Sandura Co. (Sandura floor, wall and counter  
 coverings)  
 Ad Agency—Hicks & Greist

Speidel Corp. (Watch bands, photo identification  
 bands, men's jewelry)  
 Ad Agency—Norman, Craig & Kummell

Standard Brands (Puddings, coffee, tea,  
 margarine, pet foods)  
 Ad Agency—Ted Bates

Sterling Drug (Analgesics, mineral oil, laxatives,  
 antacids)  
 Ad Agency—Dancer-Fitzgerald-Sample

Sunshine Biscuits (Salted crackers, cookies)  
 Ad Agency—Cunningham & Walsh

Sweets Co. of America (Candy, including use in  
 cooking)  
 Ad Agency—Henry Eisen

**Pro Football Games  
 (CBS-TV)**

**Advertiser and Product:**  
 American Oil Co. (Gasoline)  
 Ad Agency—Joseph Katz Co.

P. Ballantine & Sons (Beer, Ale)  
 Ad Agency—William Esty

Carling Brewing Co. (Carling Beer, Ale)  
 Ad Agency—F. H. Hayhurst Co.

Duquesne Brewing Co. of Pittsburgh (Beer)  
 Ad Agency—Vic Maitland Associates

Falstaff Brewing Corp. (Falstaff Beer)  
 Ad Agency—Dancer-Fitzgerald-Sample

Goebel Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun

Hamm Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun

National Brewing Co. of Michigan (National  
 Bohemian & Alters Golden Lager Beer)  
 Ad Agency—W. B. Doner & Co.

Philip Morris (Marlboro, Parliament, Alpine  
 Cigarettes)  
 Ad Agency—Leo Burnett

Shell Oil Co. (Gasoline)  
 Ad Agency—J. Walter Thompson

Speedway Petroleum Corp. (Gasoline)  
 Ad Agency—W. B. Doner & Co.

Standard Oil Co. of Indiana (Gasoline)  
 Ad Agency—D'Arcy

Union Oil Co. of Calif. (Gasoline)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Pro Football Kickoff  
 (CBS-TV)**

**Advertiser and Product:**  
 Carter Products, Inc. (Rise Instant Shave Cream)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Pro Football Preview  
 (CBS-TV)**

**Advertiser and Product:**  
 General Mills, Inc. (Wheaties)  
 Ad Agency—Knox-Reeves

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**Queen For A Day  
 (NBC-TV)**

**Advertiser and Product:**  
 Alberto-Culver (Alberto VO-5 Hair dressing &  
 conditioner, New Blue Alberto VO-5, Alberto  
 VO-5 Hair Lite-ner, Rinse Away, Melo-Pak,  
 Hair care products)  
 Ad Agency—Wade

American Home Products (Waxes, polishes, oven  
 cleaners, room deodorizers)  
 Ad Agency—Ted Bates

Armour & Co. (Meats, poultry, dog food, Dial  
 shampoo, toilet soaps, detergents)  
 Ad Agency—Foote, Cone & Belding

Chesebrough-Ponds (Facial make-up, cough  
 remedy)  
 Ad Agency—J. Walter Thompson

Congoleum (Floor & wall coverings)  
 Ad Agency—Keyes, Madden & Jones

Corn Products (Karo, starches, salad & cooking  
 oils, Kasco dog food, Nu-soft, Mazola, Niagara  
 starch)  
 Ad Agency—Lennen & Newell

Glenbrook Labs. Div. of Sterling Drug (antacids,  
 analgesics, Energine lighter & cleaner fluid,  
 laxatives)  
 Ad Agency—Dancer-Fitzgerald-Sample

Gold Seal Co. (glass wax, Snowy Bleach, Siz  
 charcoal starter)  
 Ad Agency—Campbell-Mithun

## COMMERCIAL TV PROGRAMS

Thomas Leeming & Co. (Ben-Gay)  
Ad Agency—William Esty  
Miles Laboratories (Alka-Seltzer. One-a-day vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Baking goods & baking mixes)  
Ad Agency—McCann-Erickson  
Park & Tilford, Inc. (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Pillsbury Mills, Inc (Flour, baking mixes & frostings)  
Ad Agency—Leo Burnett  
Procter & Gamble (Detergents, bar soaps, dentifrice, baking mixes & Peanut butter)  
Ad Agency—Young & Rubicam  
Reddi-Wip (Reddi-Wip)  
Ad Agency—D'Arcy  
Standard Brands (margarine, coffee, desserts)  
Ad Agency—Ted Bates  
Warner-Lambert Pharmaceuticals (Lipstick, hair care products)  
Ad Agency—Lambert & Feasley

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#### **Rawhide (CBS-TV)**

Advertiser and Product:  
Allied Van Lines, Inc  
Ad Agency—Campbell-Mithun  
Carter Products, Inc. (Ariid)  
Ad Agency—Ted Bates  
Colgate-Palmolive Co. (Colgate Dental Cream, Colgate Men's line)  
Ad Agency—Ted Bates  
Elgin National Watch Co. (Watches)  
Ad Agency—J. Walter Thompson  
Gulf Oil Co. (Gasoline)  
Ad Agency—Young & Rubicam  
Lever Brothers Co. (Ali, Stripe Toothpaste)  
Ad Agency—J. Walter Thompson  
H. C. Moores Co. (Pream)  
Ad Agency—Benton & Bowles  
National Biscuit Co. (Baked Products)  
Ad Agency—McCann-Erickson  
Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)  
Ad Agency—Dancer-Fitzgerald-Sample  
Pharmaceuticals, Inc. (William's Men's Toiletries)  
Ad Agency—Parkson  
Philip Morris, Inc (Parliament Cigarettes)  
Ad Agency—Benton & Bowles  
Procter & Gamble Co. (Prell Shampoo)  
Ad Agency—Benton & Bowles  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Ogilvy, Benson & Mather

#### **Real McCoys (ABC-TV)**

Advertiser and Product:  
Procter & Gamble (Lava Soap, Peanut Spread, Gleem Toothpaste, Ivory Liquid)  
Ad Agency—Compton

#### **Rebel (ABC-TV)**

Advertiser and Product:  
Liggett & Myers (Cigarettes—L&M)  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble (Detergents, Dentifrices, Bar Soaps)  
Ad Agency—Young & Rubicam

#### **Reckoning (CBS-TV)**

Advertiser and Product:  
Colgate-Palmolive Co. (Colgate Dental Cream, Halo, Rapid Shave)  
Ad Agency—Ted Bates  
Gulf Oil Co. (Gasoline)  
Ad Agency—Young & Rubicam  
Hamm Brewing Co. (Beer)  
Ad Agency—Campbell-Mithun  
Philip Morris Inc. (Philip Morris Cigarettes)  
Ad Agency—Benton & Bowles  
Sterling Drug Co. (Bayer Aspirin)  
Ad Agency—Dancer-Fitzgerald-Sample

#### **Reed, Donna, Show (ABC-TV)**

Advertiser and Product:  
Campbell Soup (Canned Soups)  
Ad Agency—BBD & O  
Johnson & Johnson (Cold Remedies, Baby Products)  
Ad Agency—Young & Rubicam

#### **Restless Gun (ABC-TV)**

Advertiser and Product:  
Best Foods (Nucoa)  
Ad Agency—Dancer-Fitzgerald-Sample  
Block Drug (Rem Cough Medicine)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Channel Master (TV Antenna)  
Ad Agency—S. R. Leon Co.  
Drackett (Drano, Windex, Vanish)  
Ad Agency—Young & Rubicam  
Dusharme (Hair Cream)  
Ad Agency—Graves & Assoc.  
General Foods (Cake Mix)  
Ad Agency—Young & Rubicam  
Gillette (Toni), (Various)  
Ad Agency—North  
McGraw-Edison (Toastermaster)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Procter & Gamble (Peanut butter, bar soaps, detergents)

Ad Agency—Leo Burnett

Sterling Drug (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia)

Ad Agency—Dancer-Fitzgerald-Sample

Structo Mfg. Co. (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Whitehall (Dristan)

Ad Agency—Ted Bates

**Richard Diamond  
(NBC-TV)**

Advertiser and Product:

Block Drug (Sleeping tablets, mouth wash, oral hygiene products, Polident denture cleanser, tooth brushes)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Pharma-Craft Co. (Deodorant, cold remedies, athlete's foot treatment—Ting)

Ad Agency—J. Walter Thompson

**Richard Diamond,  
Private Detective  
(CBS-TV)**

Advertiser and Product:

P. Lorillard Co. (Kent Cigarettes)

Ad Agency—Lennen & Newell

**Rifleman  
(ABC-TV)**

Advertiser and Product:

Miles Labs (Alka-Seltzer)

Ad Agency—Geoffrey Wade

Procter & Gamble (Tide)

Ad Agency—Benton & Bowles

Ralston Purina Co. (Dog Food)

Ad Agency—Gardner

**Rin Tin Tin  
(ABC-TV)**

Advertiser and Product:

Crackerjack (Candy)

Ad Agency—Henry Eisen

General Mills (Various)

Ad Agency—Dancer-Fitzgerald-Sample

Louis Marx (Toys)

Ad Agency—Ted Bates

Sweets Co. (Candy)

Ad Agency—Henry Eisen

**Riverboat  
(NBC-TV)**

Advertiser and Product:

Corn Products (Shortenings, spreads, Argo, Niagara, Nu-Soft, Rit, pickles)

Ad Agency—Lennen & Newell

**Rocky and His Friends  
(ABC-TV)**

Advertiser and Product:

General Mills (Various)

Ad Agency—Dancer-Fitzgerald-Sample

Sweets Co. (Candy)

Ad Agency—Henry Eisen

**Rogers, Jimmy, Show  
(NBC-TV)**

Advertiser and Product:

L & M (All tobacco products)

Ad Agency—Dancer-Fitzgerald-Sample

**Rough Riders  
(ABC-TV)**

Advertiser and Product:

P. Lorillard (Tobacco Products)

Ad Agency—Lennen & Newell

**Ruff & Reddy  
(NBC-TV)**

Advertiser and Product:

Borden (Milk, frozen desserts, fresh & concentrated fruit drinks)

Ad Agency—Benton & Bowles

General Foods Corp. (Cereals, puddings, pie filling & Post Cereals)

Ad Agency—Benton & Bowles

Mars Inc. (Candies & candy bars)

Ad Agency—Knox-Reeves

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**Saber Of London  
(NBC-TV)**

Advertiser and Product:

Sterling (dentifrices, Bayer Aspirin, Phillips' Milk of Magnesia, analgesics, antacids, laxatives)

Ad Agency—Dancer-Fitzgerald-Sample

**Schlitz Playhouse  
(CBS-TV)**

Advertiser and Product:

Joseph Schlitz Brewing Co. (Schlitz Beer)

Ad Agency—J. Walter Thompson

**Search For Tomorrow  
(CBS-TV)**

Advertiser and Product:

Procter & Gamble Co. (Ivory Snow, Spic & Span, Gleem, Fluffo)

Ad Agency—Compton

**Secret Storm  
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)

Ad Agency—Ted Bates

## COMMERCIAL TV PROGRAMS

General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)  
Ad Agency—Dancer-Fitzgerald-Sample  
Quaker Oats Co. (Cereals, Pet Foods, Pancake  
& Baking Mixes)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson

### **Silvers, Phil, Show (CBS-TV)**

Advertiser and Product:  
R. J. Reynolds Tobacco Co. (Camel Cigarettes)  
Ad Agency—William Esty  
Schick, Inc. (Lighters, Shavers)  
Ad Agency—Benton & Bowles

### **Sinatra, Frank, Timex Show (ABC-TV)**

Advertiser and Product:  
U. S. Time Corp. (Timex Watches)  
Ad Agency—Doner & Feck

### **Skelton, Red, Show (CBS-TV)**

Advertiser and Product:  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Foote, Cone & Belding  
Pet Milk Co. (Evaporated Milk, Milk Products,  
Frozen Pies)  
Ad Agency—Gardner

### **Sky King (CBS-TV)**

Advertiser and Product:  
National Biscuit Co. (Baked Products, Cereal,  
Dog Food)  
Ad Agency—McCann-Erickson

### **Small World (CBS-TV)**

Advertiser and Product:  
Olin Mathieson Chemical Corp. (Chemicals,  
Metals, Packaging, Squibb Pharmaceuticals,  
Winchester-Western Sporting Arms & Am-  
munition)  
Ad Agency—D'Arcy

### **Sothorn, Ann, Show (CBS-TV)**

Advertiser and Product:  
General Foods Corp. (Coffee, Cereals, Dog Food)  
Ad Agency—Benton & Bowles

### **Split Personality (NBC-TV)**

Advertiser and Product:  
American Home Products Corp. (Easy-off, Wizard  
room deodorizer)  
Ad Agency—Ted Bates

Borden Co. (Frozen desserts, Milk products)  
Ad Agency—Dancer-Fitzgerald-Sample  
Chesebrough-Ponds (Make-up, cream lotions,  
cough remedies, vaseline)  
Ad Agency—J. Walter Thompson  
Frigidaire Div. of General Motors (Major  
electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills (Cereals, mixes)  
Ad Agency—Dancer-Fitzgerald-Sample  
H. J. Heinz Co. (Soup, baby foods, spaghetti,  
beans & condiments)  
Ad Agency—Maxon  
Helene Curtis (Hair care & grooming products)  
Ad Agency—Edward H. Weiss  
Phillips-Van Heusen Corp. (Men's shirts & haber-  
dashery)  
Ad Agency—Grey  
Sweets Co. of America (Candy, including use in  
cooking)  
Ad Agency—Henry Eisen

### **Spotlight Playhouse (CBS-TV)**

Advertiser and Product:  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Foote, Cone & Belding  
Pet Milk Co. (Evaporated Milk, Milk Products)  
Ad Agency—Gardner

### **Steven Canyon (NBC-TV)**

Advertiser and Product:  
L & M (All tobacco products)  
Ad Agency—McCann-Erickson

### **Storm, Gale (ABC-TV)**

Advertiser and Product:  
Armour (Chiffon Aqua Liquid)  
Ad Agency—Foote, Cone & Belding  
Beechnut (Baby juices, Fruits, Vegetables,  
Dinners, Soups)  
Ad Agency—Young & Rubicam  
Block Drug (Minipoo, Polident)  
Ad Agency—Sullivan Stauffer, Colwell & Bayles  
Bristol-Myers (Bufferin)  
Ad Agency—Young & Rubicam  
Coty (Fragrances & Gift Sets)  
Ad Agency—BBD & O  
Drackett (Vanish, Windex, Drano, Winkle)  
Ad Agency—Young & Rubicam  
Ex-Lax (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Foods (Cake Mixes, Minute Instant  
Potato, Tapioca, Bakers Chocolate)  
Ad Agency—Young & Rubicam  
Gillette (Toni), Paper Mate Pens, Shampoo)  
Ad Agency—North  
S. C. Johnson (Pride, Blem, Stride)  
Ad Agency—Needham, Louis & Brorby

Johnson & Johnson (Baby Cream, Cotton Buds,  
First Aid Cream, Cold Remedies)  
Ad Agency—Young & Rubicam  
Lever (Surf, Oneida, Pepsodent Paste & Brushes)  
Ad Agency—BBD & O  
Polaroid (Polaroid Camera)  
Ad Agency—Doyle, Dane & Bernbach  
Reynolds Metals (Reynolds Wrap)  
Ad Agency—Lennen & Newell  
Sterling Drug (Haleys M-O)  
Ad Agency—Dancer-Fitzgerald-Sample  
Structo (Toys)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Warner-Lambert (Listerine)  
Ad Agency—Lambert & Feasley

**Strip Playhouse  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (Stripe Toothpaste)  
Ad Agency—J. Walter Thompson

**Sullivan, Ed, Show  
(CBS-TV)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Colgate Dental Cream  
Lustre-Creme Shampoo, Fab, Ajax)  
Ad Agency—Ted Bates  
Eastman Kodak Co. (All Products)  
Ad Agency—J. Walter Thompson  
M-E-L Division of the Ford Motor Co. (Mercury,  
Edsel Automobiles)  
Ad Agency—Kenyon & Eckhardt

**Sunday News Special  
(CBS-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Anacin, Bisodol,  
Freezone)  
Ad Agency—Ted Bates  
Carter Products Inc. (Arrid Cream Deodorant,  
Rise Shave Cream, Little Liver Pills, Nair)  
Ad Agency—Ted Bates

**Sunday Sports Spectacular  
(CBS-TV)**

**Advertiser and Product:**  
Schlitz Brewing Co. (Schlitz Beer)  
Ad Agency—J. Walter Thompson

**77 Sunset Strip  
(ABC-TV)**

**Advertiser and Product:**  
American Chicle (Dentyne, Rolaidis)  
Ad Agency—Ted Bates  
Elgin National Watch Co. (Watches)  
Ad Agency—J. Walter Thompson  
Reynolds Tobacco (Salem)  
Ad Agency—William Esty  
H. F. Ritchie (Brylcreem)  
Ad Agency—Kenyon & Eckhardt  
Whitehall (Dristan)  
Ad Agency—Ted Bates

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**Take A Good Look  
(ABC-TV)**

**Advertiser and Product:**  
Consolidated Cigars (Dutch Masters)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Tales Of Wells Fargo  
(NBC-TV)**

**Advertiser and Product:**  
American Tobacco (Pal Mall Cigarettes)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Buick Motor Division (Automobiles, parts &  
accessories)  
Ad Agency—Kudner  
Procter & Gamble (Bar soap, women's  
shampoos, home permanents, dentifrices)  
Ad Agency—Compton

**Taylor, Robert, starring in  
The Detectives  
(ABC-TV)**

**Advertiser and Product:**  
Procter & Gamble (Camay, Crest, Tide, Prell)  
Ad Agency—Benton & Bowles

**Temple's, Shirley, Storybook  
(ABC-TV)**

**Advertiser and Product:**  
John H. Breck Co. (Shampoo)  
Ad Agency—N. W. Ayer

**Texaco  
Huntley-Brinkley Report  
(NBC-TV)**

**Advertiser and Product:**  
Texaco, Inc. (Motor oil, gasoline products)  
Ad Agency—Cunningham & Walsh

**Texan, The  
(CBS-TV)**

**Advertiser and Product:**  
Brown & Williamson Tobacco Co. (Viceroy  
Cigarettes)  
Ad Agency—Ted Bates  
Lever Brothers (Bar, Package Soap, Detergent,  
Dentifrices, Edible Fats, Whipped Toppings,  
Room Air Refreshers)  
Ad Agency—Kenyon & Eckhardt  
Pharmaceuticals, Inc. (Williams' Men's  
Toiletries, Geritol, Serutan, Sominex)  
Ad Agency—Parkson

**Thanksgiving Day Parade  
(ABC-TV)**

**Advertiser and Product:**  
Chrysler Corp. (Cars & Trucks)  
Ad Agency—Leo Burnett

## COMMERCIAL TV PROGRAMS

### **The Deputy (NBC-TV)**

Advertiser and Product:  
General Cigar Co. (Cigar & Cigarettes)  
Ad Agency—Young & Rubicam  
Kellogg Co. (Cereals)  
Ad Agency—Leo Burnett

### **The Man And The Challenge (NBC-TV)**

Advertiser and Product:  
Chemstrand Corp. (Carpets, blankets, nylons & acrylon products)  
Ad Agency—Doyle, Dane & Bernbach  
R. J. Reynolds (Tobacco products)  
Ad Agency—William Estly

### **This Is Your Life (NBC-TV)**

Advertiser and Product:  
Procter & Gamble (Dentifrice, detergents, women's hair care & hair grooming products)  
Ad Agency—Benton & Bowles

### **Thomas, Danny, Show (CBS-TV)**

Advertiser and Product:  
General Foods Corp. (Instant Sanka Coffee, Post's Cereals)  
Ad Agency—Benton & Bowles

### **Tic Tac Dough (NBC-TV)**

Advertiser and Product:  
Alberto-Culver (Hair care products)  
Ad Agency—Wade Adv.  
Borden Co. (Milk products, frozen desserts)  
Ad Agency—Dancer-Fitzgerald-Sample  
Brown & Williamson (Raleigh cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Chesebrough-Pond's (Facial make-up, creams, lotions, cough remedies)  
Ad Agency—J. Walter Thompson  
Congoleum (Floor and wall coverings)  
Ad Agency—Keyes, Madden & Jones  
General Mills (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal Co. (Glass wax, snowy bleach, Siz)  
Ad Agency—Campbell-Milthun  
H. J. Heinz (Soup, baby foods, condiments)  
Ad Agency—Maxon  
Miles Laboratories (Alka-Seltzer, One-a-day vitamins)  
Ad Agency—Wade  
Fillsbury Mills (Flour, baking mixes, frosting)  
Ad Agency—Leo Burnett  
Procter & Gamble (Package detergents, bar soaps, cleansers, edible fats & oils)  
Ad Agency—Dancer-Fitzgerald-Sample

Standard Brands (Margarine, Royal desserts, dog food, coffee, tea, Pet foods)  
Ad Agency—Ted Bates  
Sunshine Biscuit (Salted crackers)  
Ad Agency—Cunningham & Walsh  
Thomas, Leeming & Co. (Pacquins hand cream, Silk 'n Satin Lotion, Ben-Gay)  
Ad Agency—William Estly

### **Tightrope (CBS-TV)**

Advertiser and Product:  
Pharmaceuticals, Inc. (Geritol, Niron, Zarumun, RDX, Sominex, Serutan)  
Ad Agency—Parkson

### **Time: Present— Chet Huntley Reporting (NBC-TV)**

Advertiser and Product:  
Kemper Insurance (Insurance)  
Ad Agency—John W. Shaw

### **To Tell The Truth (CBS-TV)**

Advertiser and Product:  
Cutter Products (Arid Cream, Arid Whirl-in Deodorant, Rise Shave Cream, Little Liver Pills)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Philip Morris (Marlboro, Parliament Cigarettes)  
Ad Agency—Leo Burnett  
The Toni Co. (Toni Home Permanent Wave, Cleansing Cream, Hair Care Products Shampoo, Lipslick)  
Ad Agency—North

### **Tombstone Territory (ABC-TV)**

Advertiser & Product:  
Lipton (Tea & Soup Products)  
Ad Agency—Young & Rubicam  
Philip Morris (Tobacco products)  
Ad Agency—Leo Burnett

### **Top Dollar (CBS-TV)**

Advertiser & Product:  
Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)  
Ad Agency—Ted Bates  
General Foods Corp. (Swansdown, Jeff O Pudding, Pie Filling, Baker's Cocoa Nut)  
Ad Agency—Young & Rubicam  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Worse International

**Tournament of Roses  
(ABC-TV)**

**Advertiser & Product:**

Quaker Oats (Cereals, Flours)  
Ad Agency—Lynn Baker

**Trackdown  
(CBS-TV)**

**Advertiser & Product:**

American Tobacco Co. (Lucky Strike Cigarettes)  
Ad Agency—BBD & O  
Socony Mobil Oil Co. (Mobilgas, Mobiloil)  
Ad Agency—Compton

**Treasure Hunt  
(NBC-TV)**

**Advertiser & Product:**

Alberto-Culver (Rinse & hair sprays, hair care products)  
Ad Agency—Wade  
American Home Products (Waxes & polishes, analgesics)  
Ad Agency—Ted Bates  
Armour & Co. (Soap, meat & dog foods)  
Ad Agency—Foote, Cone & Belding  
Borden Co. (Milk, frozen desserts, beverages)  
Ad Agency—Dancer-Fitzgerald-Sample  
Brillo Mfg. Co. (Pads & Cleanser)  
Ad Agency—J. Walter Thompson  
Chesebrough-Ponds (Facial make-up, creams, lotions, cough remedy)  
Ad Agency—J. Walter Thompson  
Corn Products (Mazola, Karo, Niagara, Nu-Soft)  
Ad Agency—Lennen & Newell  
Edison Electric Co. (Electricity & electrical appliances)  
Ad Agency—Fuller, Smith & Ross  
Frigidaire (Major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal Co. (Glass Wax, Snowy Bleach, Siz Charcoal Starter)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby foods, condiments)  
Ad Agency—Maxon  
Kayser-Roth Hosiery Corp. (Supp-Hose)  
Ad Agency—Daniel & Charles  
I. B. Kleinert Co. (Shower accessories)  
Ad Agency—Grey  
Lever Brothers (Dentifrices, dishwashing & laundry soaps, detergents)  
Ad Agency—J. Walter Thompson  
Mentholatum (Cold remedies, medicated lip remedies, Calbon, mentholatum)  
Ad Agency—J. Walter Thompson  
Miles (Alka-Seltzer, One-a-day vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Dog food, cereals)  
Ad Agency—Kenyon & Eckhardt

Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Pharmaceuticals, Inc. (Geritol, Devarex)  
Ad Agency—Parkson  
Pillsbury Mills (Flour, baking mixes & frosting)  
Ad Agency—Leo Burnett  
Procter & Gamble (Cheer detergent, Bar soap—Camay, Fluffo, Zest)  
Ad Agency—Young & Rubicam  
Sterling Drug (analgesics, laxatives)  
Ad Agency—Dancer-Fitzgerald-Sample

**Troubleshooters, The  
(NBC-TV)**

**Advertiser & Product:**

Bayer International Lab. (Men's hair care products, H.A. Hair arranger)  
Ad Agency—R. J. Scott, Inc.  
Philip Morris (Tobacco products)  
Ad Agency—Leo Burnett

**True Story  
(NBC-TV)**

**Advertiser & Product:**

Helene Curtis (Shampoos & dandruff treatment products, Hair sprays & dressings)  
Ad Agency—Edward H. Weiss  
Sterling Drug (Bayer aspirin, Nasal spray, Phillips' Milk of Magnesia tabs, Dr. Lyons tooth powder, Energine lighter & cleaning fluid, Ironized yeast)  
Ad Agency—Dancer-Fitzgerald-Sample  
Sweet Co. of America (Candy including use in cooking)  
Ad Agency—Henry Eisen

**Truth Or Consequences  
(NBC-TV)**

**Advertiser & Product:**

Alberto-Culver (Alberto VO-5 Hair dressing & conditioner, New Blue Alberto VO-5, Alberto VO-5 Hair lite-ner, Rinse away & Pelo-Pak)  
Ad Agency—Wade  
American Home Products (Waxes, polishes, analgesics, room deodorizers)  
Ad Agency—Ted Bates  
Borden Co. (Frozen desserts, milk for beverages and cooking purposes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Chesebrough-Ponds (Facial make-up, creams, lotions, cough remedy, petroleum jelly)  
Ad Agency—J. Walter Thompson  
Corn Products Refining Co. (Mazola, Karo, Nu-Soft, Niagara)  
Ad Agency—Lennen & Newell  
Frigidaire Div. of General Motors (Appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills, Inc. (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
I. B. Kleinert Rubber Co. (Shower accessories, undergarments)  
Ad Agency—Grey



## COMMERCIAL TV PROGRAMS

Miles Lab. (Alka-Seltzer, one-a-day vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Baking goods, baking mixes,  
dog foods, cereals)  
Ad Agency—McCann-Erickson  
Procter & Gamble (Peanut products, bar soaps,  
cleaners, detergents, dentifrices)  
Ad Agency—Dancer-Fitzgerald-Sample  
Standard Brands (Margarine, tea, dog food,  
Royal desserts)  
Ad Agency—Ted Bates  
Sterling Drug Co. (Haley's MO, Fletcher's Cas-  
toria, antacids, analgesics, Energine lighter  
& cleaner fluid)  
Ad Agency—Dancer-Fitzgerald-Sample

### Twentieth Century (CBS-TV)

Advertiser & Product:  
Prudential Insurance Co. of America (Insurance)  
Ad Agency—Reach, McClinton & Co.

### 21 Beacon Street (ABC-TV)

Advertiser & Product:  
P. Lorillard (Kent)  
Ad Agency—Lennen & Newell

### Twilight Zone (CBS-TV)

Advertiser & Product:  
General Foods Corp. (Sanka, Instant Sanka Coffee,  
Jell-O, Tang)  
Ad Agency—Young & Rubicam  
Kimberly-Clark Corp. (Kleenex tissues, Table  
Napkins, Towels)  
Ad Agency—Foote, Cone & Belding

— U —

### Uncle Al (ABC-TV)

Advertiser & Product:  
Nabisco  
Ad Agency—Kenyon & Eckhardt

### United States Steel Hour, The (CBS-TV)

Advertiser & Product:  
United States Steel Corp. (Institutional)  
Ad Agency—BBD & O

### Untouchables (ABC-TV)

Advertiser & Product:  
Bulova (Watches)  
Ad Agency—McCann-Erickson  
Carnation (Dry Milk)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
DuPont (Car Waxes, Polishes, Car Wash, Sponges)  
Ad Agency—BBD & O

Liggett & Myers (Chesterfield King, Duke)  
Ad Agency—McCann-Erickson  
Luden's (Candy Bars, Cough Drops)  
Ad Agency—J. M. Mathes  
Procter & Gamble (Crest)  
Ad Agency—Benton & Bowles  
7-Up (Soft Drink)  
Ad Agency—J. Walter Thompson

— V —

### Verdict Is Yours, The (CBS-TV)

Advertiser & Product:  
American Home Products Corp. (Anacin, Dristan,  
Infra-Rub)  
Ad Agency—Ted Bates  
Atlantis Sales Corp. (All French's Products)  
Ad Agency—J. Walter Thompson  
Bristol-Myers Co. (Bufferin)  
Ad Agency—Young & Rubicam  
Carnation Co. (Evaporated Milk, Milk Products,  
Ice Cream, Cottage Cheese)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chicken Of The Sea, Inc. (Canned Fish Products)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Dumas Milner Corp. (Pine-Sol, Perma Starch,  
Mystic Foam Rug Cleaner)  
Ad Agency—Gordon Best Co.  
General Mills, Inc. (Flour, Baking Mixes, Break-  
fast Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Hoover Co. (Vacuum Cleaner, Floor Polishers,  
Irons)  
Ad Agency—Leo Burnett  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Lever Brothers (Lucky Whip Dessert Topping,  
Bar Soap, Margarine, Handy Andy)  
Ad Agency—Ogilvy, Benson & Mather  
Libby, McNeill & Libby Co. (Canned Fruits,  
Vegetables)  
Ad Agency—J. Walter Thompson  
Menthohatum Co. (Medicated Lip Pomade, Deep  
Heat Rub)  
Ad Agency—J. Walter Thompson  
Quaker Oats Co. (Cereals, Pet Foods, Pancake  
& Baking Mixes)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson  
Simoniz Co. (Simoniz Non-Scuff Floor Wax, Ivalon  
Sponges, Hilitite)  
Ad Agency—Young & Rubicam  
Standard Brands, Inc. (Coffee, Tea, Gelatin  
Desserts, Puddings, Pie Fillings, Nuts)  
Ad Agency—Ted Bates  
Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk  
of Magnesia, Haley's M.O., Bayer Nasal Spray)  
Ad Agency—Dancer-Fitzgerald-Sample

Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)

Ad Agency—McCann-Erickson

The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)

Ad Agency—Tatham-Laird

Vick Chemical Co. (Cold Remedies)

Ad Agency—Morse International

**W**

**Wagon Train  
(NBC-TV)**

**Advertiser & Product:**

Ford Motor Co. (Automobiles, automotive products, parts & services)

Ad Agency—J. Walter Thompson

National Biscuit Co. (Baked goods, dog food, cereal, baking mixes, cookies)

Ad Agency—McCann-Erickson

R. J. Reynolds (Tobacco products)

Ad Agency—William Esty

**Wanted — Dead or Alive  
(CBS-TV)**

**Advertiser & Product:**

Bristol-Myers Co. (Bufferin, Ban)

Ad Agency—Young & Rubicam

Brown & Williamson Tobacco Corp. (Tobacco products)

Ad Agency—Ted Bates

Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)

Ad Agency—Foote, Cone & Belding

**Wednesday Night Fights  
(ABC-TV)**

**Advertiser & Product:**

Brown & Williamson (Life, Kool, Viceroy)

Ad Agency—Ted Bates

Miles Laboratories (Alka Seltzer, One-a-day Vitamins)

Ad Agency—Geoffrey Wade

**Welk, Lawrence, Show  
(ABC-TV)**

**Advertiser & Product:**

Dodge Division of the Chrysler Corp. (Dodge)

Ad Agency—Grand

**What's My Line?  
(CBS-TV)**

**Advertiser & Product:**

Florida Citrus Commission (Fresh & Processed Citrus Products)

Ad Agency—Benton & Bowles

Kellogg Co. (Cereals & Dog Food)

Ad Agency—Leo Burnett

Sunbeam Corp. (Electrical appliances)

Ad Agency—Perrin-Paus

**Who Do You Trust?  
(ABC-TV)**

**Advertiser & Product:**

Armour (Chiffon Aqua Liquid Dial Soap)

Ad Agency—Foote, Cone & Belding

Beechnut (Baby vegetables, fruits)

Ad Agency—Young & Rubicam

Drackett (Various)

Ad Agency—Young & Rubicam

Ex-Lax (Ex-Lax)

Ad Agency—Warwick & Legler

General Foods (Tapioca)

Ad Agency—Young & Rubicam

Gillette (Toni) (Paper-Mate)

Ad Agency—North

S. C. Johnson (Stride)

Ad Agency—Needham, Louis & Brorby

Johnson & Johnson (Cold Products, Cotton Buds, First Aid Cream)

Ad Agency—Young & Rubicam

Lever (Pepsodent, Wisk)

Ad Agency—BBD & O

McGraw (Toastmaster)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Reynolds Metals (Wrap, Renalon Icicles)

Ad Agency—Lennen & Newell

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Warner-Lambert (Listerine)

Ad Agency—Lambert & Feasley

**Who Pays  
(NBC-TV)**

**Advertiser & Product:**

Purex Corp. (Bleaches, face & hand soap, detergents, scouring cleansers, toiletries, hand lotion & bubble bath)

Ad Agency—Edward H. Weiss

**Wichita Town  
(NBC-TV)**

**Advertiser & Product:**

Procter & Gamble (Zest bar soap, Tide detergent, Crest dentifrice, Prell shampoo)

Ad Agency—Benton & Bowles

**Williams, Andy, Show  
(CBS-TV)**

**Advertiser & Product:**

Kellogg Co. (Cereals, Dog Food)

Ad Agency—Leo Burnett

Pittsburgh Plate Glass Co. (Plate Glass products, Paints)

Ad Agency—BBD & O

Revlon, Inc. (All Revlon Products)

Ad Agency—Warwick & Legler

## COMMERCIAL TV PROGRAMS

### **Winchell, Paul, Show (ABC-TV)**

Advertiser & Product:  
Hartz Mountain Co. (Bird Food, Dog Food)  
Ad Agency—George Hartman  
Louis I. Marx (Toys)  
Ad Agency—Ted Bates

### **World Championship Golf (NBC-TV)**

Advertiser and Product:  
Bayuk Cigars (Phillies cigars)  
Ad Agency—Wermen & Schorr

### **World Of Talent (ABC-TV)**

Advertiser and Product:  
P. Lorillard (Kent)  
Ad Agency—Lennen & Newell

### **Wyatt Earp (ABC-TV)**

Advertiser and Product:  
General Mills (Cheerios, Gold Medal Flour)  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble (Gleem, Shampoo)  
Ad Agency—Compton

— XYZ —

### **Yancy Derringer (CBS-TV)**

Advertiser and Product:  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell

### **You Asked For It (ABC-TV)**

Advertiser and Product:  
Skippy Peanut Butter, (Div. of Best Foods)  
Ad Agency—Guild, Bascom & Bonfigli

### **Young Dr. Malone (NBC-TV)**

Advertiser and Product:  
Armour & Co. (Canned meats, dog foods, poultry,  
detergents, bar soaps)  
Ad Agency—Roote, Cone & Belding  
Borden Co. (Frozen desserts, milk products)  
Ad Agency—Dancer-Fitzgerald-Sample  
Edison Electric Co. (Promotion of the use of  
electricity & electrical appliances)  
Ad Agency—Fuller, Smith & Ross  
Helene Curtis Inc. (Hair care & grooming  
products)  
Ad Agency—Edward H. Weiss  
Kayser-Roth Hosiery Corp. (Sweat-hose, socks &  
stockings)  
Ad Agency—Daniel & Charles  
Phillips-Van Heusen Corp. (Men's shirts &  
haberdashery)  
Ad Agency—Grey  
Procter & Gamble (Ivory flakes, Lava bar soap,  
Crest dentifrices)  
Ad Agency—Compton

### **Young, Loretta, Show (NBC-TV)**

Advertiser and Product:  
Philip Morris, Inc. (Tobacco products)  
Ad Agency—Benton & Bowles  
Procter & Gamble (Camay, Gleem, Tide, Lilt)  
Ad Agency—Benton & Bowles  
Toni Co. (Papermate Div. of Gillette Co.) Home  
permanent, shampoos, hair spray, rinses, curl-  
ers, women's hair care & grooming products,  
cleansing cream, pen, pencils & accessories)  
Ad Agency—Benton & Bowles

### **Your Hit Parade (CBS-TV)**

Advertiser and Product:  
American Tobacco Co. (Hit Parade Cigarettes)  
Ad Agency—BBG & O

### **Zorro (ABC-TV)**

Advertiser and Product:  
General Motors Corp. (A.C. Spark Plug)  
Ad Agency—D. P. Brother  
7-Up (Soft Drink)  
Ad Agency—J. Walter Thompson

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

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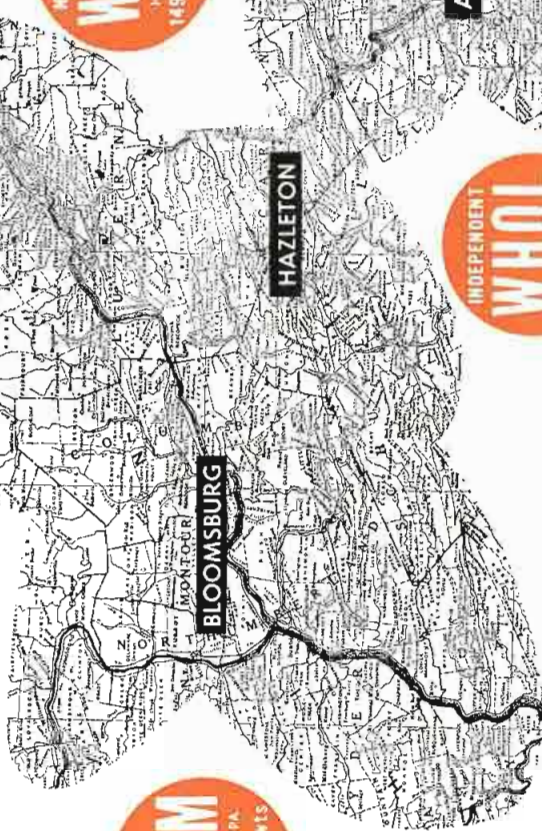


**ALLENTOWN**

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**BLOOMSBURG**

**HAZLETON**



**WHLM**

MBS

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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!  
Counter spy!



Starring  
RICHARD  
CARLSON

## I LED 3 LIVES

From the secret files of a counter spy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy...

**24.9**

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, Beaumont-Port Arthur 24.9, 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.

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78  
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Half Hours!



Starring  
DAVID  
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## 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  
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## 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**

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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

For 4 Years  
TV's Unquestioned  
#1 Series!



Starring  
BRODERICK  
CRAWFORD

## HIGHWAY PATROL

156 half hours of the series whose incredible first run shattered every possible record! Riding high in rerun now with ratings like these: Shreveport 34.4, Fort Wayne 28.7, New York City 19.2, Knoxville ...

**42.7**



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THE ADVANCE OF ELECTRONICS  
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